

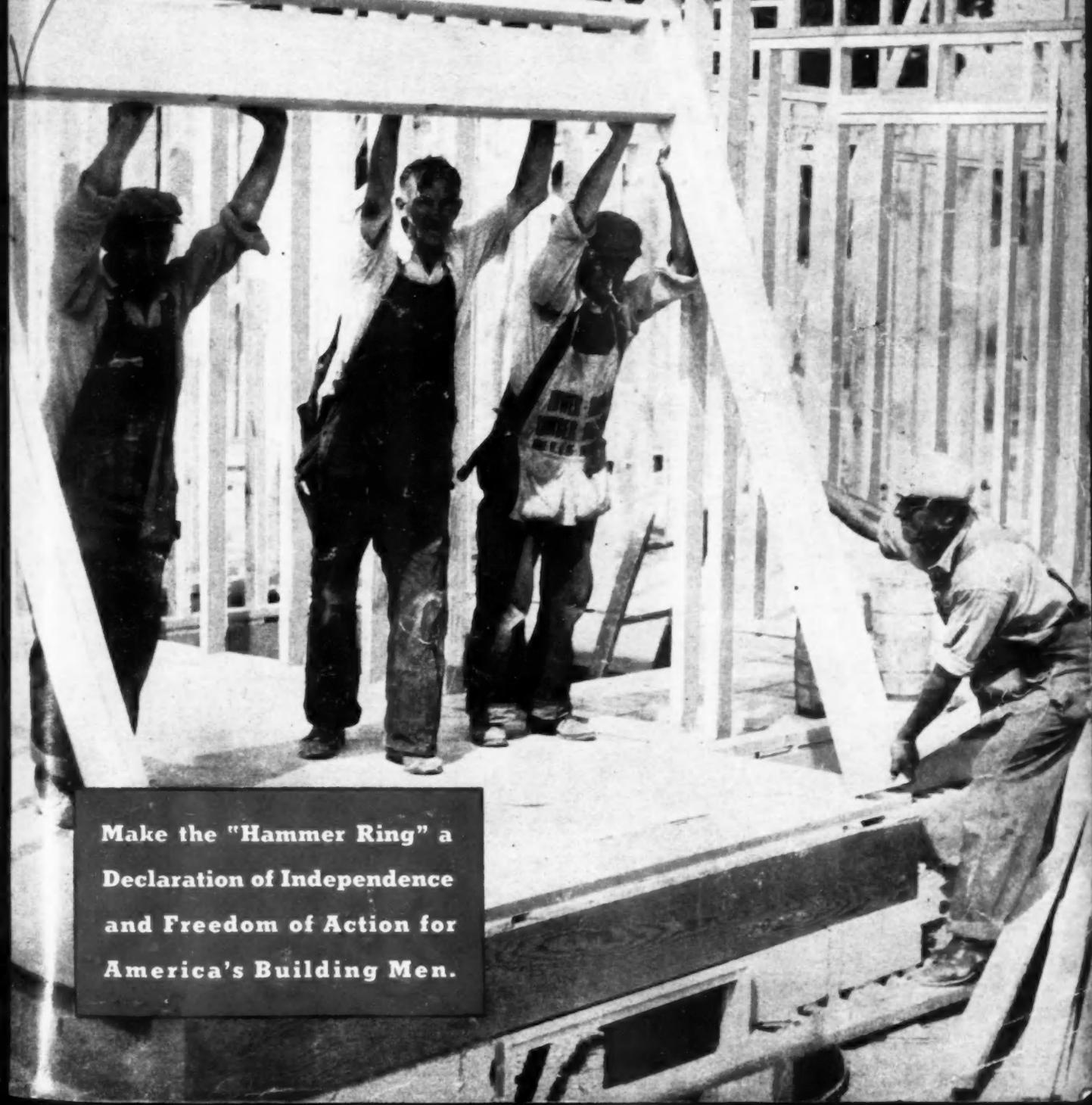
LOGY DEPT.

# AMERICAN BUILDER

PUBLIC LIBRARY  
SEP 4 1945  
DETROIT

WORLD'S GREATEST  
BUILDING PAPER

AND BUILDING PRACTICE



**Make the "Hammer Ring" a  
Declaration of Independence  
and Freedom of Action for  
America's Building Men.**

ur  
on  
00  
00  
c-  
in  
ad  
u-  
ns  
ag-  
bo

LIN  
NOI

# Announcing a New Line of Celotex Interior Finishes

**A Most Complete, Attractive Line!**

**SEVEN DIFFERENT TYPES!**

**IMPROVED JOINTS!**

**PERMANENT COLORS!**

**A** GAIN CELOTEX takes a forward step as the leader in the insulation board field.

The new line of Celotex Interior Finishes is the most complete and attractive grouping of interior finishes we have ever offered. As such, it is evidence of the long-established Celotex policy of keeping abreast with changing market conditions and trends . . . of adapting results of continuous research to demands and requirements of the building field.

Remember . . . Celotex is the *only* manufacturer of cane fibre building boards in this country. Long, tough interlocking cane fibres give these new Celotex Interior Finishes great strength and insulating value. And the exclusive Ferox Process protects them against termites and dry rot.

**1. New Celotex Smooth White Tile Board.** Attractive, warm off-white color with high light reflection value. Improved, easier-fitting Type E Joint permits concealed nailing . . . provides greater firmness and resistance to abrasion and damage. New, clean, sharp  $\frac{1}{8}$ " bevels reduce shadow line.  $\frac{1}{2}$ " thick. Sizes: 12" x 12", 16" x 16" and 16" x 32".

**2. New Celotex Smooth White Finish Plank.** Same surface and color as Smooth White Tile Board. New Type E Joint on long edges.  $\frac{1}{8}$ " bevels and reduced bead—about one-half former width and depth.  $\frac{1}{2}$ " thick. Sizes: 8', 10' and 12' x 8", 12" and 16".

**3. New Celotex Textured White Tile Board.** Attractive, irregular surface with softly embossed

finish—formed by specially designed knurling and linen texture rolls. Distinctive textured surface eliminates glare while retaining high reflection value.  $\frac{1}{2}$ " thick. Sizes: 12" x 12", 16" x 16" and 16" x 32".

**4. New Celotex Textured White Finish Plank.** Same surface and color as Textured White Tile Board—with same bevel, bead and new Type E Joint on long edges as Smooth White Finish Plank.  $\frac{1}{2}$ " thick. Sizes: 8', 10' and 12' x 8", 12" and 16".

**5. New Celotex Textured Blend Tile Board.** Same textured surface as Textured White Tile Board—but in 4 softly graduated tones of warm, yet neutral tan. Each package contains approximately equal quantities of each shade. New Type E Joint.  $\frac{1}{2}$ " thick. Sizes: 12" x 12", 16" x 16" and 16" x 32".

**6. New Celotex Textured Blend Finish Plank.** Same surface and color as Textured Blend Tile Board—with same bevel, bead and new Type E Joint on long edges as Smooth White Finish Plank.  $\frac{1}{2}$ " thick. Sizes: 8', 10' and 12' x 8", 12" and 16".

**7. New Celotex Wainscot.** A tough, smooth textured board with attractive dark brown, hot-rolled varnished, wear-resisting surface which provides a primed base for further decoration with minimum paint absorption. Available in butt joints with bevels on all 4 edges.  $\frac{1}{2}$ " thick. Sizes: 48" x 64".

**CELOTEX**  
REG. U.S. PAT. OFF.  
**BUILDING PRODUCTS**

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

Published monthly by Simmons-Broadman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price: United States, Possessions, Canada and Mexico, 1 year \$2.00; 3 years, \$3.00; foreign countries: 1 year, \$3.00; 3 years, \$6.00. Single copies 25¢. Entered as second-class matter Oct. 11, 1950, at the Post Office at Chicago, Illinois, under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Illinois.



## in these NEW FENESTRA BUILDING PANELS

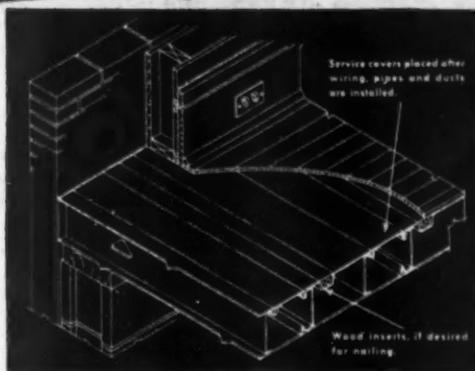
Here is a system of steel flooring that is designed right . . . and priced right . . . for tomorrow's houses, large or small, built individually or in large groups.

**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.

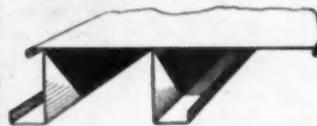
**SAVE FIELD LABOR.** No special skill is required to lay Fenestra Panels. The sections are uniform. They come to the job cut to specified lengths, ready to lay.

**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.



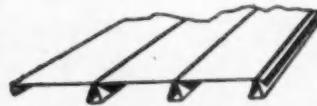
**TYPE A.** Two channels with top and bottom plate which, with service cover, form two-cell box beam.



**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.

Fenestra

**BUILDING PANELS FOR**

ROOFS

WALLS

FLOORS

**DETROIT-STEEL PRODUCTS COMPANY,**  
Building Panels Division (formerly Holorib Div.)  
Dept. AB-9, 2260 E. Grand Boulevard,  
Detroit 11, Michigan

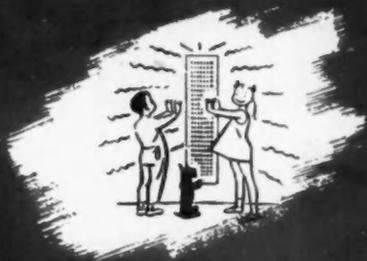
Please send me, without obligation, information on Fenestra Building Panels.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

# Head to Heels in comfort . . .



### THERMADOR ELECTRIC "HEAD-TO-HEELS" BATHROOM HEATER

This is the famous Head-To-Heels electric bathroom heater. It's economical to operate, — you can heat your bathroom without using your central heating system.

Needs no flue or vent because it's electric and gives off no fumes — helps you keep your bathroom spotless and shining.

Only 9" wide, its head-to-heels height bathes you in rich, comforting warmth at the flick of a switch.

You and your architect both will appreciate its simple, modern design — the way it can be built into almost any nook of your bathroom. Ideal for new homes or remodeling, and a must in All-Electric Homes.

### THERMADOR ELECTRIC FAN-TYPE WALL HEATER

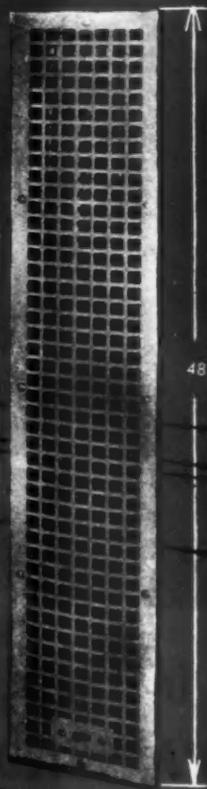
Here is the Thermador Electric Fan-Type Wall Heater. At the flip of the switch or action of the thermostat your room is flooded with clean warmth.

In summer, flip another switch and the fan provides gentle circulation of air.

Because Thermador Electric Fan-Type Wall Heaters are flameless, they are also fumeless — do not soil furnishings or drapes.

Thermador Electric Fan-Type Wall Heaters are easily installed, without extra framing, between 16" studs. Your architect and builder will appreciate their sound design as much as you'll enjoy their clean, generous heat.

Thermador Electric Fan-Type Wall Heaters are equipped with a switch to provide full-heat, half-heat and a cool-fan. Thermostatic Control Heaters offer the same features plus a built-in, adjustable special Thermador thermostat that regulates room temperatures automatically.



OTHER FAMOUS THERMADOR ELECTRICAL PRODUCTS - SEVEN LEAGUES AHEAD



# THERMADOR

Seven Leagues Ahead

Electrical Manufacturing Company  
5119 SOUTH RIVERSIDE DRIVE - LOS ANGELES 22, CALIFORNIA

AR-4

New Kawneer Program  
means  
**MORE AND BETTER  
STORE-FRONT WORK**

for You!



**S**TORE-FRONT WORK in the years ahead offers contractors everywhere new opportunity—on an unusually attractive basis.

As a result of the intensive campaign that Kawneer is conducting, retail merchants appreciate, as never before, the fact that better stores mean better business. A tremendous boom in store building and remodeling is just around the corner.

**KAWNEER OFFERS VALUABLE ASSISTANCE**

You can obtain the help of Kawneer men, especially trained to analyze the merchandising requirements of specific types of retail stores; and to assist you, in a consulting capacity, in many ways. Important news on the new Kawneer line will be released soon.

Write for booklet "The Contractor and Machines For Selling." Address The Kawneer Co., 609 Front St., Niles, Mich.

**Kawneer**  
STORE-FRONTS

**MACHINES FOR SELLING!**



# 2 Out of Every 3 need ceiling or wall repairs

American Home Survey Indicates Vast  
Modernization Market **WAITING FOR PEACE**

**A** NEW, nationwide survey, conducted independently by American Home Magazine, reveals significant facts about your post-war market for Upson Panels.

Two out of every three home-owners report that they have cracked walls or ceilings—a huge, waiting market for renovation and repair.

Millions of these home owners are waiting only for the return of normal conditions to obtain a permanently crack-proof wall or ceiling with Upson Panels. There are many of these ready-to-buy prospects right around you. And

it is business you can handle promptly, easily and profitably when Upson Panels are again available.

A big, big market for Upson Products awaits you. The Upson Company, Lockport, New York.

*Beautiful crackproof walls and ceilings are easily and profitably installed by any good carpenter.*



**PACEMAKER IN CRACKPROOF PANELS**

Upson Products are Easily Identified  
By the Famous Blue-Center



**"Act**  
To  
sent  
the  
our  
tion  
Th  
ner-  
the  
of a  
It  
the  
our  
priv  
HA  
Pen  
Bur

**Me**  
T  
J. C  
aski  
con  
Me  
fac  
any  
I  
No  
Eq  
of  
Sec  
Inc

**So**  
of  
acc  
of  
acc  
su  
th  
fo

if  
iss  
ch  
H  
yo  
Jo  
m

ti  
p  
d  
b  
p

# LETTERS

To the Editor

## "Act of Acts"

To the Editor: Thank you very much for having sent us reprint of the editorials from the July issue of the *American Builder*. In the same mail we received our Washington Letter from the National Association of Home Builders with whom we are affiliated.

Their letter contained a brief digest of the Wagner-Ellender General Housing Act of 1945. From the resumé given us, this is most certainly the "act of acts."

It behooves all of us in any way connected with the home building industry to immediately gather our forces and present to Congress the answer of private enterprise to this vicious type of legislation.—HARRY E. SMITH, Executive Vice President, Peninsula General Contractors & Bldrs. Assn., Inc., Burlingame, Calif.

## Mendota needs contractors

To the Editor: I have a letter today from Mr. L. J. Oester, farm machinery dealer in Mendota, Ill., asking me where he could contact one or more general contractors who might be interested in coming to Mendota to make their home. He claims they are facing a \$750,000 building program, and there aren't any general contractors in Mendota.

Les Oester is one of the reliable businessmen of Northern Illinois, being a vice president of the Tax Equality League, and active in the Illinois Federation of Retail Associations.—JOHN D. McCARTHY, Secretary, Illinois Lumber & Material Dealers Assn., Inc., Springfield, Ill.

## Santa Mesa Heights

To the Editor: Through the Chase National Bank of New York we receive the amount of \$50 for our account. In view of the fact that the latest issue of the *American Builder* which we have been able to acquire was October, 1941, we do not know what your subscription rates are, nor do we know the prices of the books you publish. We are remitting this \$50 for you to send us at your discretion the following!

We want to subscribe to the *American Builder* and if possible, for you to send us copies of your past issues, for the years 1942, 1943, 1944 and 1945, including your annual publications such as Security Homes. Also send us the latest books published by you such as House Construction Details, Practical Job Pointers, and other up-to-date books which you might think will interest us.

The Gregorio Araneta, Inc., is a Filipino corporation with a paid-up capital of nearly three million pesos. Up to the present, we have been in the subdivision business selling land only without houses but we intend, as soon as there are facilities to import building materials from the United States, to

(Continued to page 138)

# CONTENTS

## AMERICAN BUILDER

FOUNDED—1879

VOL. 67 **SEPTEMBER** NO. 9

Publisher's Page.....	11
On and Off the Record.....	22
Builders' News Review.....	79
Cortright.....	81
Editorial.....	83
Equipment Survey.....	84
Adopts Postwar Vocation.....	87
American Builder Blueprint House... ..	88
Basementless Design for the South... ..	90
Designed for Ultimate in Living.....	91
Build Living Memorials.....	94
Drewry-Built Communities.....	96
Beachhead on Unemployment Taken.....	100
Prefab Homes for England.....	102
"War Baby" House.....	104
Wagner-Ellender Bill S.1342.....	106
NAHB Starts Drive for New Members.....	109
American Builder Work Sheets.....	110
How-To-Do-It Pointers.....	111
Better Detail Series.....	113
Catalogs and News.....	114
What's New in Building Products.....	118
Pittsburgh Union Agreement.....	126
Wanted! More Closet Space.....	140
Old Mantels Cry for Facelifting.....	144
Advertisers' Index.....	160

AMERICAN BUILDER and BUILDING AGE (originally "Carpentry and Building"), with which are incorporated National Builder, Permanent Builder and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U. S. patent office and Canadian registrar of trade mark. Published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, 105 West Adams Street, Chicago 3, Illinois. Samuel O. Dunn, Publisher; Robert H. Morris, Business Manager, 105 West Adams Street, Chicago 3, Illinois. Other business offices: 30 Church Street, New York 7, New York; National Press Building, 105 West Adams Street, Chicago 3, Illinois. Other business offices: Washington 4, D. C.; 1080 Stein Rd., Ann Arbor, Mich.; 1938 Henry Building, Seattle 1, Wash.; 300 Montgomery Street, San Francisco 4, Calif.; 530 West Sixth Street, Los Angeles 14, Calif.; 4518 Roland Ave., Dallas, Texas.

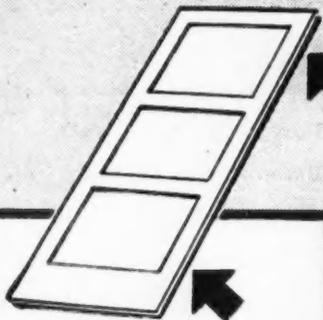
EDWARD G. GAVIN, Editor; Lyn E. Arent, Managing Editor and Art Director; James F. Bonnell, Eastern Editor; Bernard L. Johnson, Western Editor; John E. McNamara, Associate Editor; Dorothy Olsen, Assistant Editor; Joe Sanders, Southwestern Editor; Sterling H. Albert, Research Editor. Editorial office, 105 West Adams Street, Chicago.

SUBSCRIPTION PRICE in the United States and possessions, Canada and Mexico, 1 year, \$2.00; 3 years, \$3.00; foreign countries, 1 year, \$3.00; 3 years, \$6.00. Single copies, 25 cents each. Address E. A. Sand, Circulation Manager, 30 Church Street, New York 7, N. Y. Field Staff: C. L. Conley, J. H. Free, C. R. Hartung, Ralph I. Henry, Joe Sanders, Dick Whittington.

Member of the Associated Business Papers (A.B.P.) and of the AUDIT BUREAU OF CIRCULATION (A.B.C.). Printed in U.S.A.

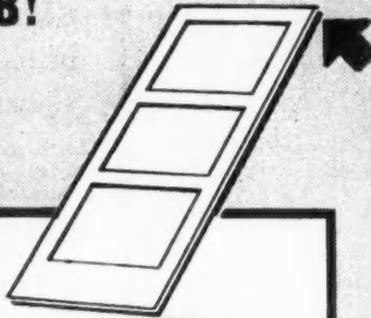
# Standard Specifications for FACTRI-FIT Douglas Fir DOORS

**SAVE YOU TIME AND  
LABOR ON THE JOB!**



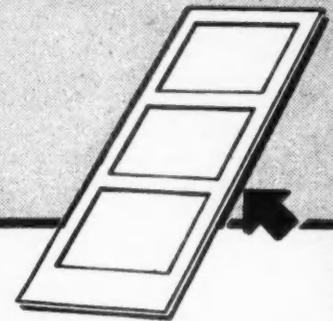
## FACTRI-FIT GAINING

Standard FACTRI-FIT gaining is 7" from top of door, 11" from bottom. Standard butt on 1 3/8" doors is 3 1/2" x 3 1/2" —on 1 3/4" doors, 4"x4"; with square corners. Center gaining, recommended for heavy construction, is equi-distant between other two. In routing, lips are left on to be knocked out by carpenter for right or left hand swing.



## FACTRI-FIT SIZES

FACTRI-FIT doors are prefitted to exact net book standard stock sizes listed in the U. S. Commercial Standard 73-43. This means, for instance, that a 2'8" x 6'8" FACTRI-FIT door is furnished exactly to the specified width and length. FACTRI-FIT doors are scuff-stripped for protection, grade-marked for easy identification. Included in the line are basic 3-panel layouts adaptable to all types of building.



## FACTRI-FIT LOCK BORE

All boring for locks to center of knob 36" from bottom of door. Machining specifications that will be standard for all completely - machined FACTRI-FIT doors unless otherwise specified: diameter of bore-in, 15/16"; length of bore-in, 3 3/4" from edge; face plate, 1"x2 1/4"x1/16", square shape; cross-bore, 5/8" diameter on 2 3/8" center. The trend today is toward bored-in locks, and virtually all nationally-distributed locks of this type will fit these specifications. Doors can be furnished mortised or machined to other specifications on special order.

Send for Catalog

Shows complete line of Douglas fir interior doors, Tru-Fit entrance doors, and new specialty items. Sent free to any point within the United States.



# Douglas Fir DOORS

**FIR DOOR INSTITUTE**

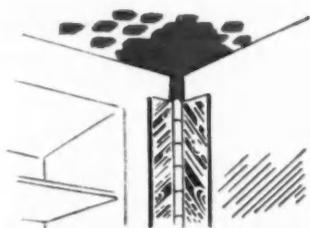
Tacoma 2, Washington

Remember!  
NATURE MAKES  
DOUGLAS FIR  
Durable!

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



## Who hid cabinet lighting for a better "look"?



**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.

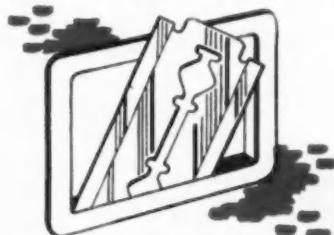
**MIAMI-CAREY** did it first . . . introduced concealed lighting for more comfortable, better seeing . . . modern appearance. In fact, Miami-Carey was first to introduce bathroom cabinets complete with electric lights.

In addition to looking to Miami-Carey for the "firsts" and finest in design — architects, builders and owners have also come to expect the most in utility and quality. For example: non-rusting steel construction . . . 5-year guaranteed copper-backed mirrors . . . high quality finishes . . . solid brass hinges and mirror frames . . . to mention just a few.

Expect more "firsts" from Miami-Carey when facilities and materials become available. For information on models currently available, write



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



**A SAFETY "FIRST"**—introduction of the razor blade drop eliminated a major bathroom hazard—enhanced convenience.

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

**MIAMI**  
*Carey*

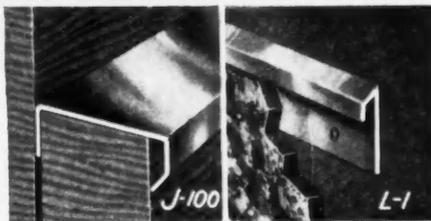
THE MIAMI-CABINET DIVISION,  
MIDDLETOWN, OHIO

Asphalt Shingles and Roofings • Asphalt Roll Brick Siding • Miami-Carey Bathroom Cabinets and Accessories • Roof Coatings and Cements  
Asbestos Shingles and Siding • Rock Wool Insulation • Asbestos Coverall Board • Waterproofing Materials

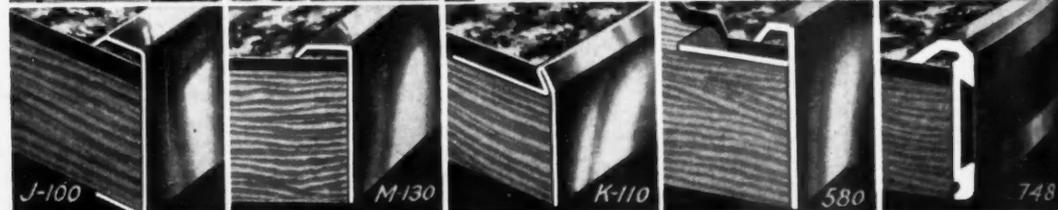


**STAINLESS STEEL  
AND ALUMINUM  
MOULDINGS**  
FOR  
*Modern Kitchens*

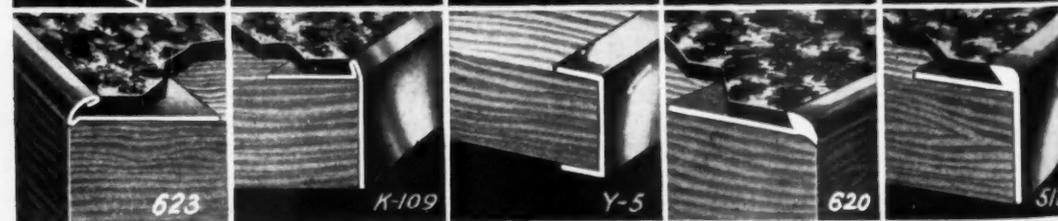
**CAPS**  
**(A)**



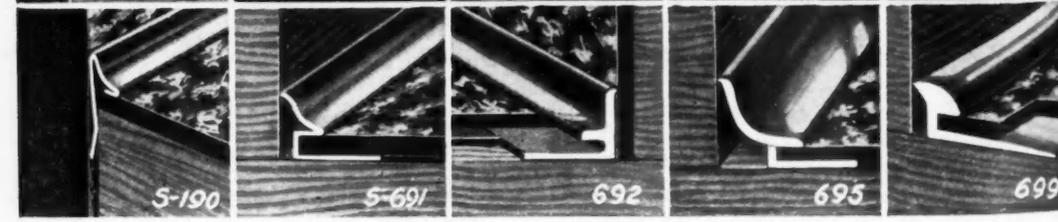
**SINK EDGES**  
**(B)**



**SINK RIMS**  
**(C)**



**COVES**  
**(D)**



Write for **NEW CATALOG**

**329 EAST 45, NEW YORK CITY**



## PUBLISHER'S PAGE

### ***A Housing Bill to Promote National Socialism***

**T**HE Wagner-Ellender housing bill recently introduced in the Senate is so long and involved that repeated careful reading is required to understand it. But about the principal assumptions on which it is based, or its principal purposes, or the ways in which it would seek to accomplish these purposes, there can be no question.

Its fundamental assumption is that private enterprise cannot be relied upon in future to provide adequate and satisfactory housing for the American people. Hence, the federal government must, among other things, (1) itself make, or guarantee loans made by private concerns, to enable both urban and farm "families of moderate income" to provide themselves with good homes; and (2) make loans and "contributions" to local public agencies in both urban and rural areas to aid these agencies in providing "decent and sanitary low rent housing" for families with "low income." "Low rent housing" means housing to be provided for families with "low incomes" at rentals too low to cover all its costs, the balance of its costs to be paid from taxes collected from all the rest of the people.

This proposed legislation raises numerous questions that those promoting it should answer. If, as has been asserted, "one-third of the population is ill-fed, ill-clothed and ill-housed," is this because it has low incomes, or because of the way it uses its income? Does it have lower incomes than other people because it is more unfortunate, or because it is less industrious and provident? If two-thirds of the people should be taxed to provide the other third with better housing, why not also tax them to provide the other third with more and better food and clothing—and even with more and better automobiles, which it usually

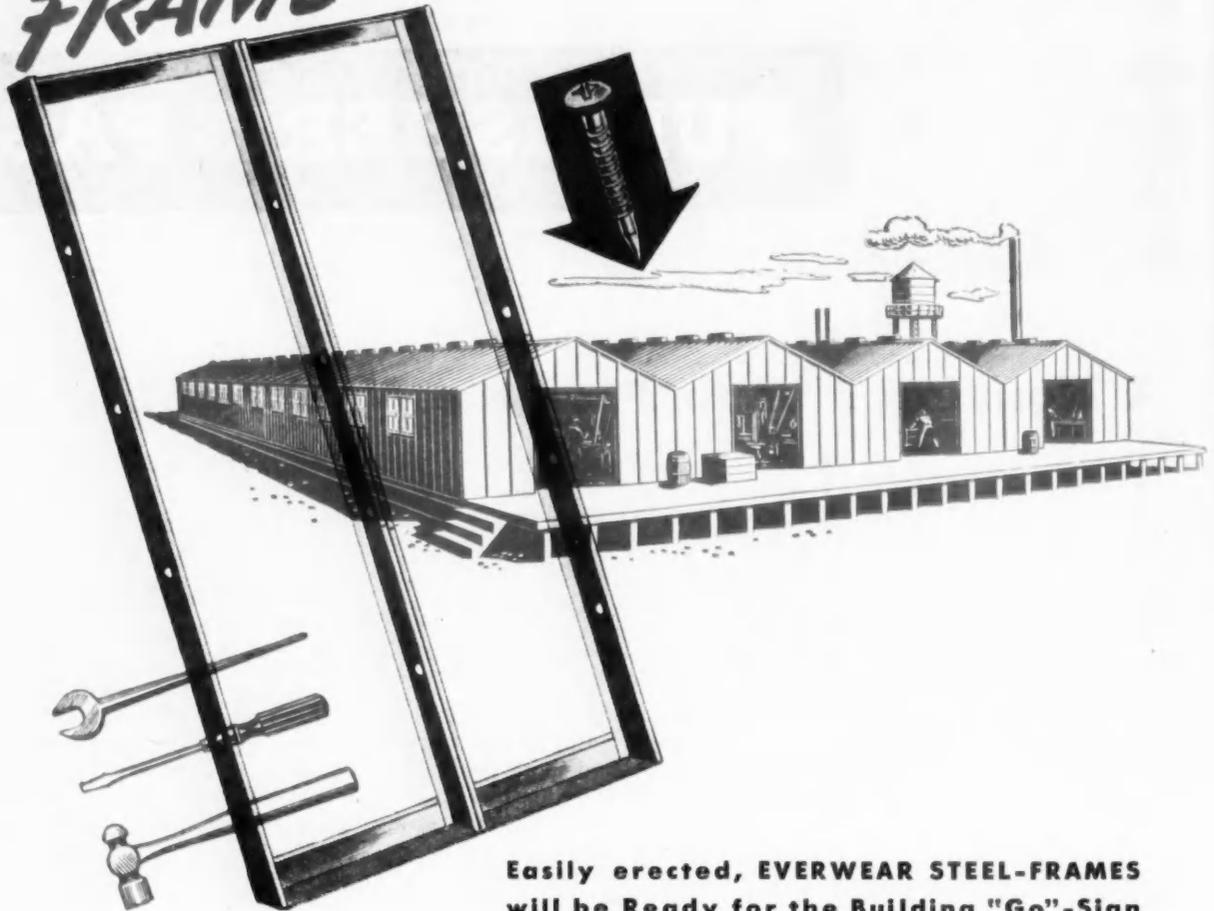
seems to want more than better housing? But why should not all the money for thus subsidizing those with "low incomes" be raised by the states and communities in which they live, earn and spend their incomes, instead of largely by the federal government, with its enormous debt?

The answers are afforded by developments that have occurred within recent years. Before the depression we always relied on private enterprise for employment and assumed that all who could work should, under normal conditions, provide for themselves. During and since the depression we have been deluged with propaganda to the effect that private enterprise can no longer provide enough jobs, and that the federal government should guarantee "full employment." And now this housing bill goes further, and, in substance, says, that everybody, however inefficient or lazy, is entitled to abundance, and that if he cannot or will not earn enough to provide it for himself, then everybody else should be taxed to help provide it for him.

The Wagner-Ellender bill, regardless of its pretense to the contrary, is one of numerous measures being promoted that attack private enterprise by proposing government subsidized competition with it on a huge scale. And the propaganda supporting these measures, by guaranteeing, by use of the taxpayers' money, the provision of "full employment," "abundance" and "security" for all, is as certainly luring the American people toward dependence on government and national socialism as similar propaganda lured the German people into Nazism.

*Samuel O. Drumm,*

# THE *FRAME* OF THINGS TO COME



**Easily erected, EVERWEAR STEEL-FRAMES  
will be Ready for the Building "Go"-Sign**

EVERWEAR Steel-Frame Construction, proved in every theater of war, merely awaits the opening of the building scene in the vibrant America freed from war-time restrictions. It will bring to architects new flexibility of design, to builders and building-supply dealers, speed, simplicity, and ready adaptability to normal construction practice.

This method of better-building construction employs patented welded-steel channels in the form of steel panel-frames which can be quickly erected in standard arrangements. They are designed to frame wall- or roof-surfaces, door-openings, or window-spaces. They can be used in combination with any conventional building materials. They are easily assembled, no tools other than hammers, wrenches and screwdrivers being required.

With Steel-Frame Construction, your freedom of

design is not limited by standard lumber lengths. It permits effective insulation. Foundations and framing are termite-proof. Cost compares with ordinary building-methods.



EVERWEAR Steel-Frames are the ideal construction, from every viewpoint, for the post-war home, for commercial and industrial buildings, and for additions to existing structures.



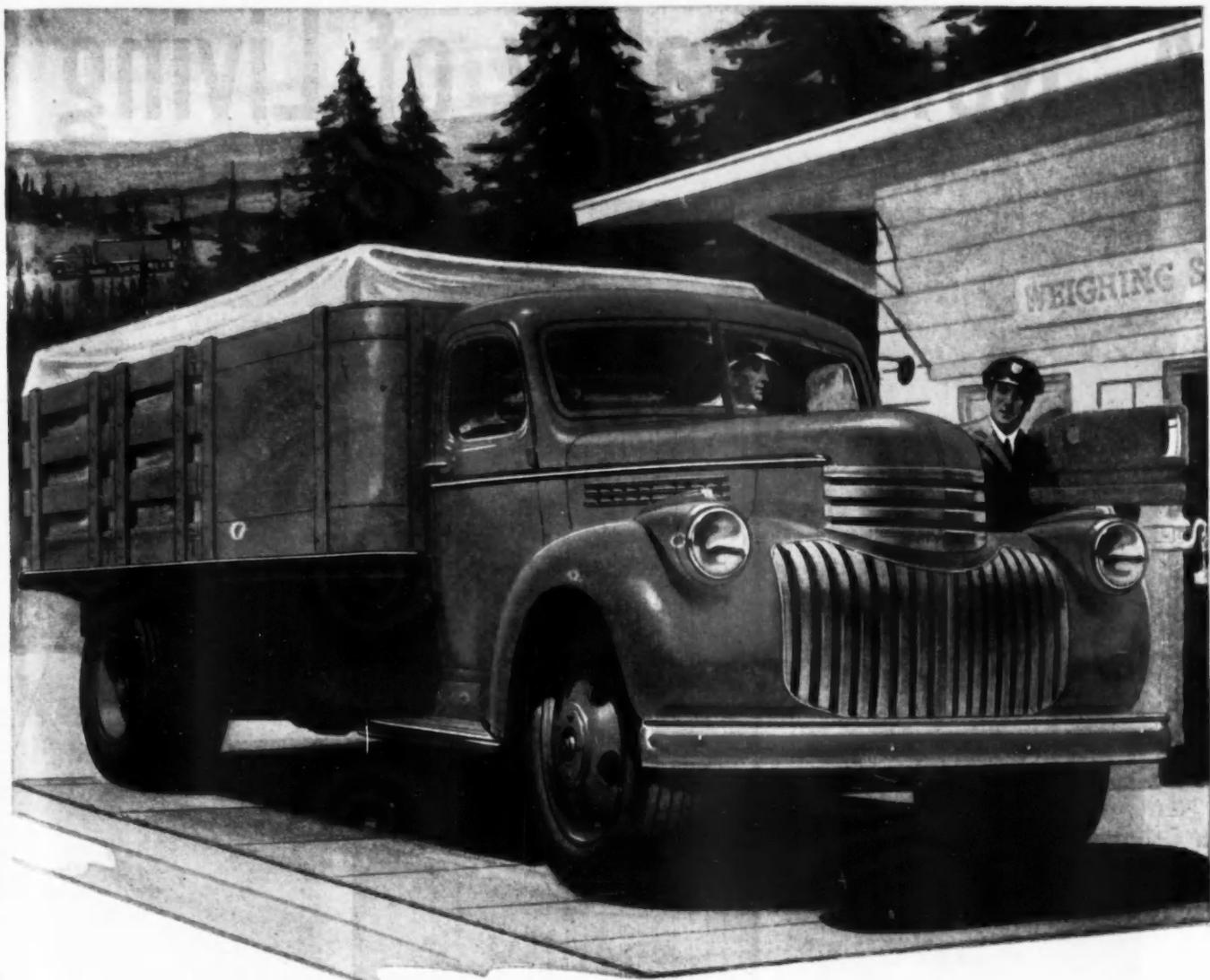
Southern States Iron Roofing Company, a pioneer in the building-materials industry, known throughout the South for nearly forty years for its EVERWEAR "Lock-Tight" interlocking galvanized Steel Roofing, Steel Shingles, Asphalt Roofing and Paints, can help you visualize the myriad possibilities of Steel-Frame Construction. Write for our new booklet: "PREFABRICATED STEEL BUILDINGS."

## *Southern States*

**IRON ROOFING COMPANY**

General Offices: SAVANNAH, GA. • FACTORY-WAREHOUSES IN PRINCIPAL SOUTHERN CITIES





## SERVICE BY THE TON

# CHEVROLET

# TRUCKS for

# 1945



Your truck is an important part of your service. The loads that it hauls keep you in business. Your trucking jobs demand equipment that will serve you satisfactorily and economically.

Low first cost, low operating cost and low maintenance cost are the main factors in successful truck operation.

Chevrolet trucks, with their built-in values, are the most economical to buy, to operate and to maintain. They are built for tough truck work. They are built to last longer. They will serve your business for thousands of ton-miles. For these reasons, truck users bought more Chevrolet trucks than any other make in seven of the last nine prewar years.

Your Chevrolet dealer can supply the right truck for your trade. He can increase the payload capacity, if you desire, by the installation of auxiliary axles, springs, bodies or trailers.

Buy only as much truck as you need. Buy a Chevrolet truck. It's payload, not chassis weight, that pays profits.

**1 OUT OF EVERY 3 TRUCKS IS A CHEVROLET**

*Keep on Buying War Bonds*  
 CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

# A "New Quality of Living" fo



**"KEEPS HOMES MODERN LONGER,"  
financing agents say**

Most banks, building and loan organizations, etc., will extend larger loans, better terms, on buildings equipped with Servel *All-Year* Gas Air Conditioning. Such structures stay "modern" longer, maintain a higher resale value, they feel.

# ” for your post-war homes... TIME-TESTED and PROVED!

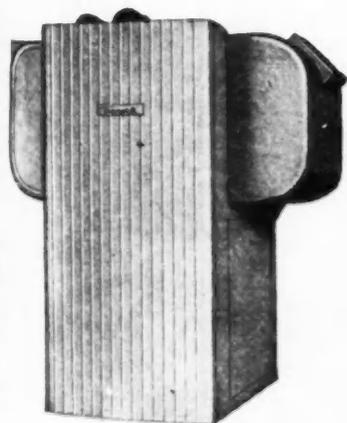
**Successful in more than 400 installations,  
the Servel All-Year Gas Air Conditioner  
provides ideal indoor climate, the year round**

Here's a proved, dependable piece of equipment that will make all the difference in the world between your pre-war and post-war homes. It will set your new homes years ahead, give post-war clients the new comfort, new convenience and modernity they are demanding in new construction.

For the Servel *All-Year* Gas Air Conditioner actually creates "a new quality of living" in homes and commercial buildings. It keeps them refreshingly cool in summer, and free from sticky humidity. In winter it provides clean, even heat, comfortably humidified. Windows can be kept closed the year round, assuring new privacy, quiet, safety . . . and offering opportunities for new ideas in design and construction.

Best of all, you can specify and install the Servel *All-Year* Gas Air Conditioner in full confidence that it will provide dependable, trouble-free service. Ten years of laboratory and field testing have eliminated the "bugs." More than 400 installations are now operating successfully in every part of the country—some for more than four years. And owners are unanimously enthusiastic about the new comfort, convenience, economy and dependability of the Servel *All-Year* Gas Air Conditioner.

Get complete technical and installation data from the trained application engineer at your local Gas Company. Or write direct to Servel, Inc., 1509 Morton Street, Evansville 20, Indiana.



## SERVEL *All-Year* Gas Air Conditioner

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



This is the exclusive  
**WORKING FORCE** that operates  
 White-Rodgers Temperature Controls  
*quickly, accurately and automatically*

This is the powerful Hydraulic-Action element used exclusively on White-Rodgers automatic temperature controls. Such controls are compact, may be mounted at any angle or position, and are easily adjustable. They need no recalibration no matter where installed. Accurate and trouble-free, White-Rodgers controls are used predominantly in heating, air-conditioning and refrigeration. Write today for catalog and installation data for your post-war building plans.

Here's How  
 It Works:



**CONTRACTED**

At left is a cross-section of the diaphragm and part of the liquid-filled capillary. The liquid has contracted, the diaphragm moving inward, causing the switch to function.



**EXPANDED**

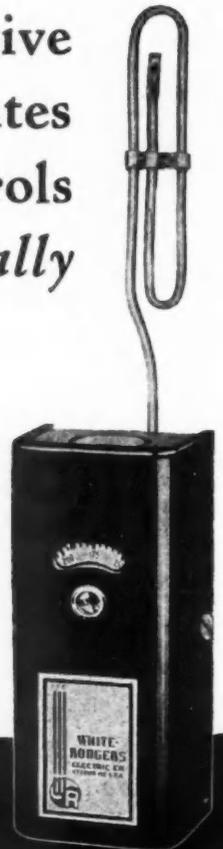
In view at left, the liquid charge of the capillary has expanded with a rise in temperature. This positive force moves the diaphragm outward and causes the switch to function.



**WHITE-RODGERS ELECTRIC CO.**

ST. LOUIS 6, MISSOURI

*Controls for Refrigeration • Heating • Air Conditioning*

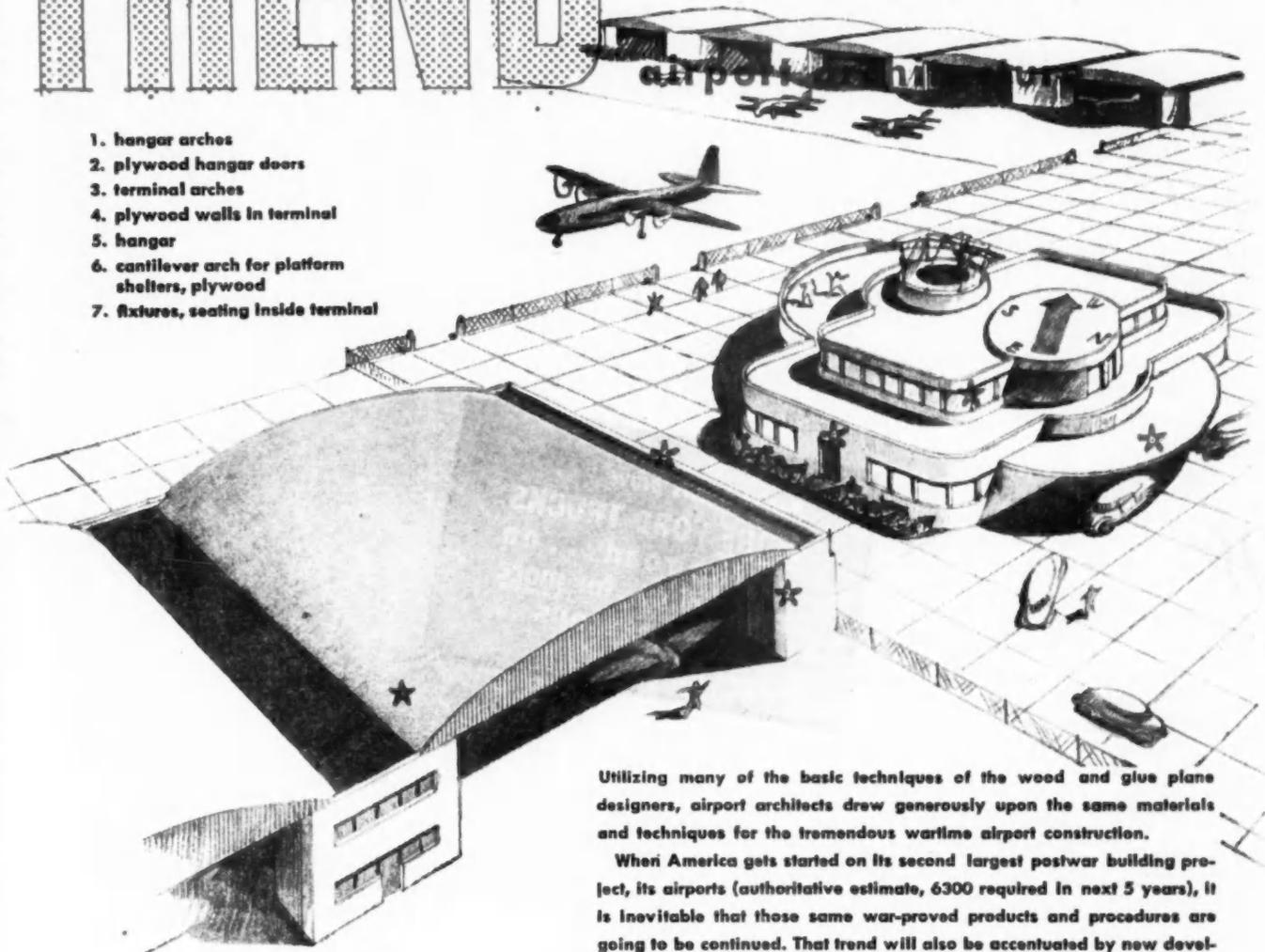


# TREND

more plywood, more wood  
and glue construction in

airports

1. hangar arches
2. plywood hangar doors
3. terminal arches
4. plywood walls in terminal
5. hangar
6. cantilever arch for platform shelters, plywood
7. fixtures, seating inside terminal



Utilizing many of the basic techniques of the wood and glue plane designers, airport architects draw generously upon the same materials and techniques for the tremendous wartime airport construction.

When America gets started on its second largest postwar building project, its airports (authoritative estimate, 6300 required in next 5 years), it is inevitable that those same war-proved products and procedures are going to be continued. That trend will also be accentuated by new developments in the field, i.e. Lauxite\* phenolic resin glues for construction, permanent, decorative overlays for plywood surfaces, and many other research developed improvements in industrial glues and plywood.

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

**Where are  
Laucks glues used in  
airport construction?**

In laminated arches and beams with spans up to 150' and more, especially for hangars, also for passenger stations, and for the shopping, eating, living and medical facilities included in modern airport plans.

In Plywood . . . bonded with modern synthetic resin glues, waterproof, boilproof, fungusproof . . . for every type of airport building — management, maintenance, or operations in giant commercial airports in "country-club" private airports . . . for strong, rigid walls, at ceiling, for hangar doors, for reception room paneling, fixtures, seating, etc.

In stressed-cover and dry-built construction . . . affixing wallboards, exterior or interior, to structural members, for more rigid, stronger, lightweight construction.

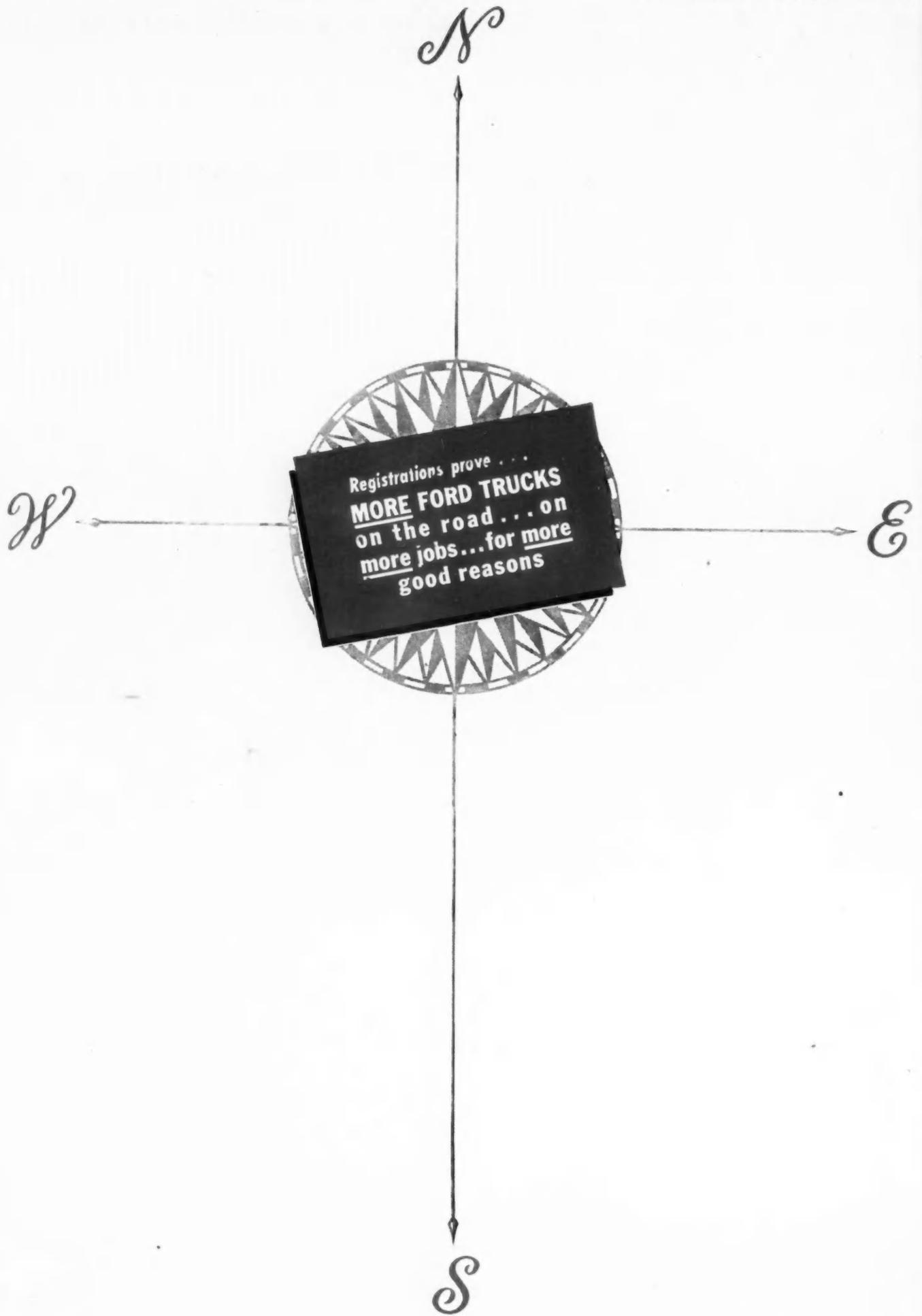
For information on these techniques and the proper glues to be used, address your inquiry to "America's Glue Headquarters," where more than a quarter of a century's experience with plywood and other industrial glues gives us a "know-how" from which you may profit.



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.



*In the past year*

# A QUARTER OF A MILLION PEOPLE

requested and received  
this ELJER book



During the past year 250,000 people wrote in for a book of bathroom and kitchen ideas prepared by ELJER. The requests for it are still pouring in . . . and being filled.

This high degree of interest in ELJER vitreous china and enameled cast-iron plumbing fixtures, means clients of both architect and builder will recognize and prefer this quality ware.

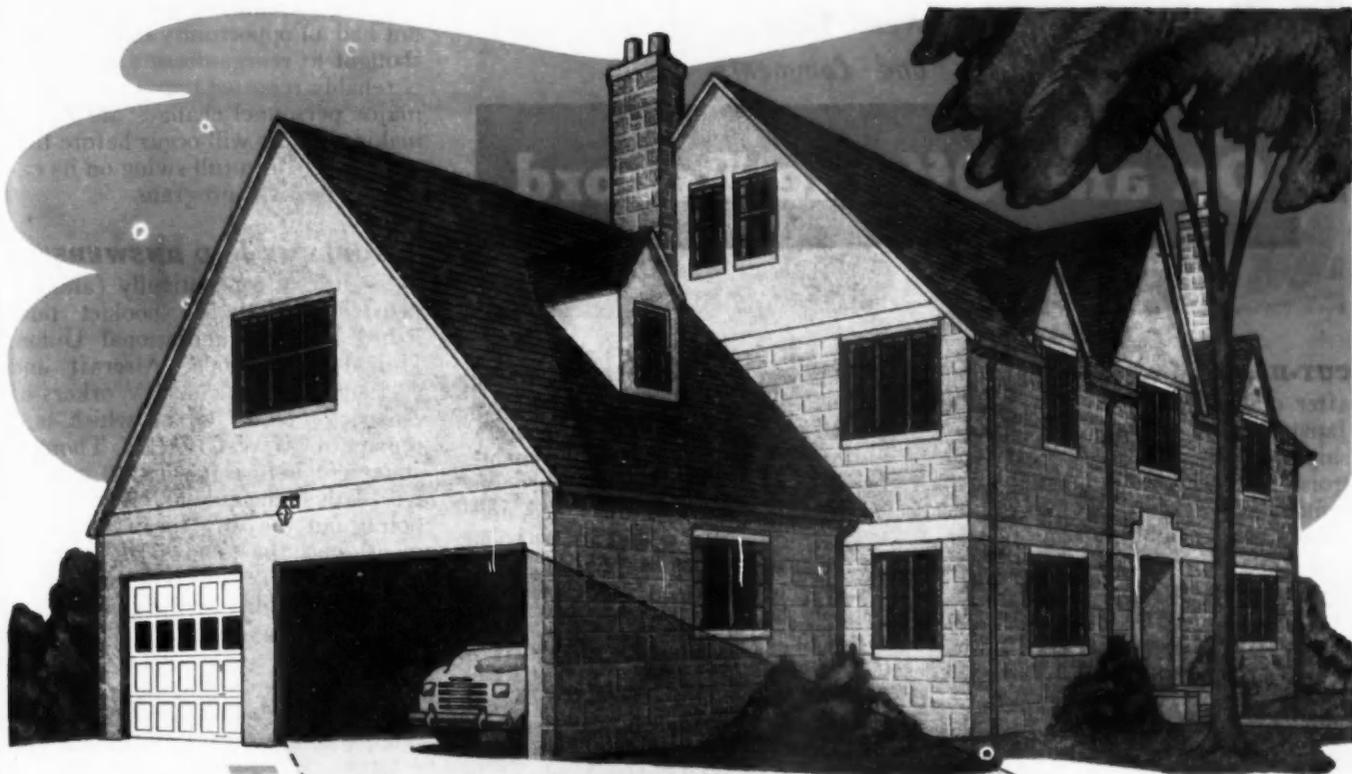
Specifying ELJER and building with ELJER plumbing fixtures assure complete and lasting satisfaction. Write for information on the complete ELJER line.

## ELJER CO.

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

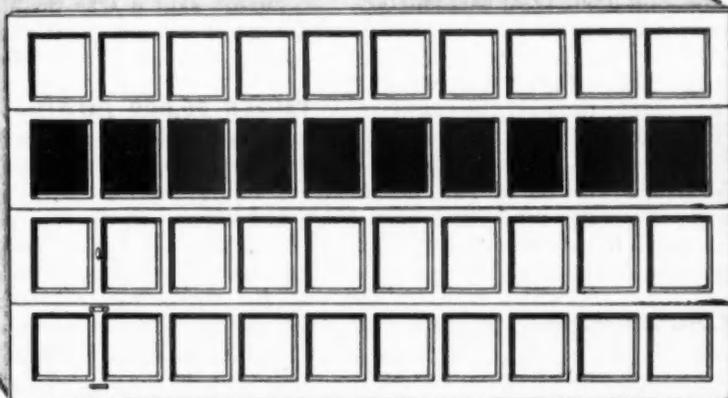
SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES





HERE'S OUR SLANT

The doors in this installation are the famous Crawford Standard 4-Section type, one single and one double, each with glass panels in section 3. Other combinations of wood and glass panels may be specified.



ON MODERN DOORS FOR THE 3-CAR GARAGE

**Crawford**

UPWARD - ACTING  
**DOORS**

Residential Garage Doors  
Commercial & Industrial Doors  
Hand or Power Operated Doors  
★ **Craw-Fir Doors** ★

The technique of handling doors for the multiple-car residential garage has long been familiar to Crawford because, logically, Crawford Doors have been specified equipment on many of the better-class homes requiring multiple-car housing.

Crawford was therefore among the first to design and build a double-width door and thus make possible the double-width opening that so many families prefer—and it is noteworthy that this was accomplished at no sacrifice in the sturdiness, durability or easy operating qualities for which Crawford Doors have always been known.

The combination of a standard Crawford Two-Car Door and a standard Crawford Single-Car Door makes a perfect ensemble for the three-car garage. It provides the convenience of the large opening for frequently-used cars, yet avoids the structural problems inherent in designing and enclosing a larger opening. This is a good combination to specify. Crawford Door Company, 401 St. Jean Ave., Detroit 14, Michigan.

## On and Off the Record

**CUT-BACKS**—Within one hour after official release of news of the Japanese capitulation news censorship was removed, and WMC controls were lifted completely. Later removals of wartime restrictions have given us our first taste of normal living in nearly four years. It is possible that we may like it so well that a solid front will be directed against the planned regimentation forces in Washington.

**CONVERSION**—Let's remember when we get somewhat pessimistic about the tremendous problem of getting back to a stable peacetime economy that we licked a more tremendous problem following Pearl Harbor. We have that experience to draw on, and while the Pearl Harbor problem is now in reverse, our bet is that we can get back to peacetime production even faster than we got into war production—if the planners will just stop planning.

**BUILDING**—Translated to home building, that conviction leads us to bet on a full-blown private building program by April, 1946.

**MRS. ROSENMAN**—She wrote "A Million Homes a Year," recently went to Europe on a mission to "confer with officials of the British Ministry of Health and leaders in housing construction, planning and financing in Great Britain." Interesting to note that her husband, Judge Samuel L., is credited with fathering the National Housing Agency, that Great Britain's socialized housing program is the most advanced in the world, and that Jacob Crane and many others have been galloping back and forth between here and Great Britain to study and report on housing in England. Now, wouldn't you expect Mrs. Rosenman to return in time to appear (perhaps before the Senate) when the Wagner-Ellender Bill comes up?

**THE 30,000 HOUSES**—Remember? The ones that were sent to Britain. Reports have it that the British occupants of the houses register

disgust with them. No wonder. Some of the bright boys in FPMA who designed them were told by competent authorities that the framing members were too light for the purpose. The authorities who cautioned and even objected were told to go back home, produce the houses and shut up. Well, it looks like a lot of wasted material, and a bad taste in the mouths of the British.

**UNION IRRESPONSIBILITY**—One of the country's largest chemical companies recently invited the Federal government to take over operation of its strike-bound Monsanto, Ill., plant to insure production of vital war-needed chemicals. In a telegram to President Truman, the company said it was unable to keep the plant operating in the face of "flagrant union irresponsibility."

**THOSE 30,000 AGAIN**—All the material in them represents part of the reason for the current shortage of siding lumber and insulation board which has the building industry stalemated here. Not knowing first-hand how badly the British needed them, we wouldn't kick if the houses were doing what private industry could have made them do with proper design. What's next? Will the public housers insist on experiments the industry rejected years ago, and continue the stalemate? If they would retire from the picture and let those who know building have the materials and permit them to use it, home building would start.

**1918 AND 1945**—We remember that on Nov. 11, 1918, some of the boys used the old war equivalent of "nuts" when told that the war was over. Couldn't believe the Germans were unable to hold out at least another two years. Interesting to listen to radio interviews with Pacific vets on the night of Aug. 14, 1945. The boys said "nuts. It's a trick of some kind. We'll have to invade yet."

**FHA**—Look for some changes in FHA's Washington office top-flight personnel in the very near future.

Although Commissioner Foley has not had an opportunity to give much thought to reorganization matters it is reliably reported that a number of major personnel changes are in the making. These will occur before that agency gets into full swing on its expanded postwar program.

**"PROBLEMS AND ANSWERS"**—is the title of a beautifully (and expensively) prepared booklet published by the International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO) which is a reprint of UAW-CIO R. J. Thomas' statement before the Taft Committee. This "educational" piece subtly points out the way to full employment via the socialized housing route, adding "The total amount of housing provided by the government since 1937 has been about 690,000 units. In view of this, we are puzzled at the continuous attacks on the government program by private building groups. Certainly it is difficult to understand why labor groups such as CIO have been subjected to criticism for its support of public housing, when it is a well-known fact that the vast majority of our members are not eligible for occupancy because their wage levels are too high." We didn't know it, and wonder if the Taft Committee inquired into who really does need public housing.

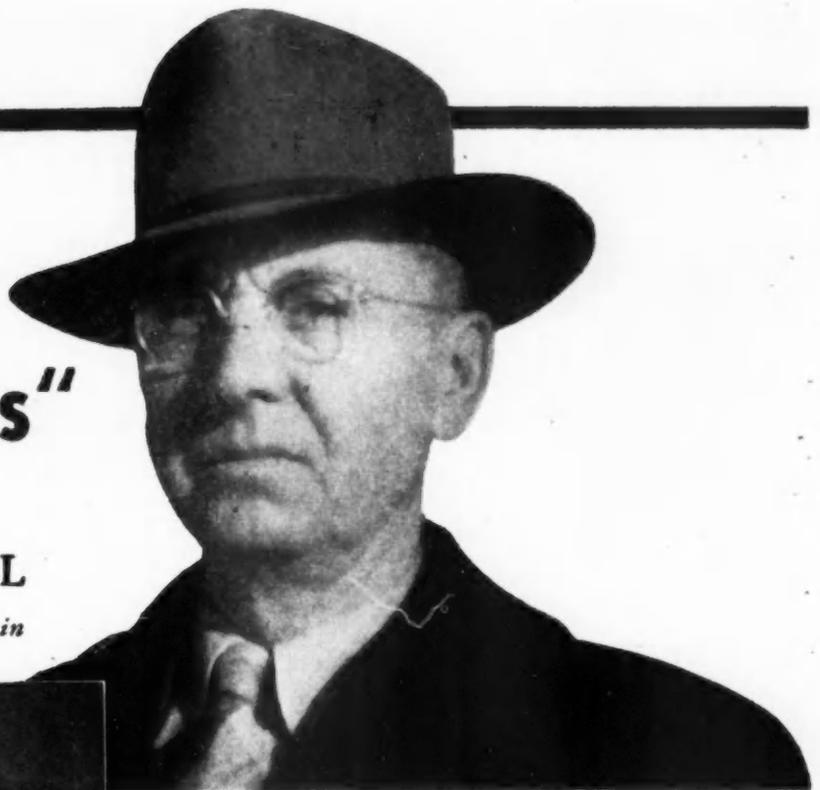
**TAKE THE OFFENSE**—The old maxim that the best defense is a strong offense never has had a chance of being demonstrated more effectively than by private enterprise in the next six months. We can start back to a stable peacetime economy so much faster than the cumbersome and costly machinery of government will let the social planners start that we can put them out of business before they have a chance to launch a home front Pearl Harbor. It will take quick and decisive action on the part of business.

**FARM BUILDINGS**—By actual count in 60 miles of driving through central Wisconsin the other day, one of our editors saw 17 farm homes being remodeled. One of the builders told our staff traveller that every builder he knew was hunched in farm work, and could remain so for months. Looks like all you have to do is show a Wisconsin farmer a good plan for remodeling his house and you get a job. And just think—S.1342 hasn't been passed yet. Wonder if Senators Wagner and Ellender know what's going on in Wisconsin.

# "I'm proud of my houses"

says HUGO ZIBELL

Contractor of Waterloo, Wisconsin



Three homes recently constructed by Mr. Zibell.

## DOUBLE INSULATION plus VAPOR CONTROL That's What the Approved Insulite Wall of Protection Gives You

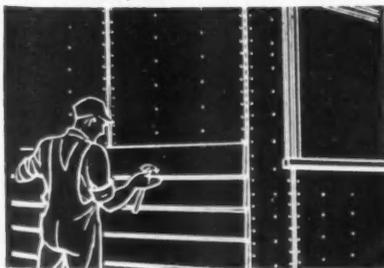


• On outer-walls, Insulite Bildrite Sheathing treated with asphalt throughout the board, builds a wind-proofed, weather-tight wall of high insulation efficiency, superior bracing strength.

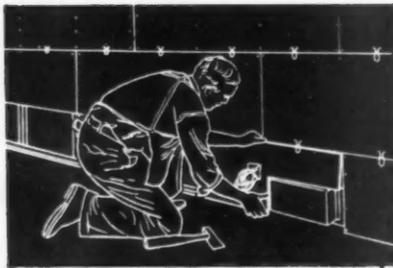
• On inner-walls, Insulite Sealed Lok-Joint Lath builds a second wall of insulation, a strong, rigid plastering surface. Lath marks are eliminated, plaster cracks reduced to a minimum.



• Sealed Lok-Joint Lath, with asphalt barrier against the studs, retards vapor travel. Bildrite Sheathing, being permeable to vapor, permits what little vapor escapes the barrier to pass toward the outside.



**DROP SIDING OVER BILDRITE SHEATHING.** Drop siding is applied directly over Bildrite Sheathing on one-story structures. Start nailing at corners and nail on studs. Fit in smaller pieces of sheathing at ends and around openings.



**FITTING LOK-JOINT LATH.** A snug, even fit around openings is important. Vapor barrier on Sealed Graylite Lok-Joint Lath functions more efficiently when care is taken to avoid "leaks" where vapor can enter into the wall space.

## Every One Built with the Approved Insulite Wall of Protection

"I HAVE USED Insulite for a number of years," says Hugo Zibell, Wisconsin contractor. "I can only say, 'I'm completely satisfied.'"

"When the Approved Insulite Wall of Protection was first introduced, I started building most of my homes with this wall. I know that when I build with this wall my customers will be completely satisfied. Never a call-back or complaint.

"My post-war houses will all be built with the Approved Insulite Wall of Protection. I'll tell you that right now."

Study the detailed drawings on this page for the scientific reasons for Mr. Zibell's recommendation. Also send for a free copy of "Scientific Facts."

**INSULITE**  
Structural Insulation

INSULITE, DEPT. AB95, Minneapolis 2, Minn.

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

Name.....

Address.....

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

# "Postwar home buyers will want quality that's more than just 'skin-deep' . . ."



"Kimmy"

And that's why you'll want to weigh the many merits of KIMSUL\*—its functional worth — its quality appeal

Yes, people will still buy homes on the basis of eye appeal. But, if you are planning cottages, castles, or prefabricated homes, it will be wise to remember that postwar buyers will be more quality-conscious than ever before—regardless of the price range in which they'll buy.

And the architect who specifies KIMSUL Insulation will not only render an extra, client-appreciated service, but also one that will pay dividends over the years. Here's why:

1. KIMSUL has a "K" Factor of .27. It is superior in principle—the *only* many-layer insulation.

2. KIMSUL is fire resistant.

3. KIMSUL provides permanent uniform insulation. It won't sag, shift, or settle.

4. KIMSUL will last the life of the structure in which it's installed.

5. KIMSUL is quickly and simply installed.

6. KIMSUL costs relatively little when the dominant factor of quality is considered.

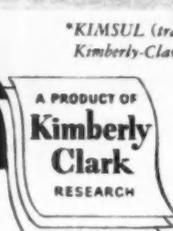
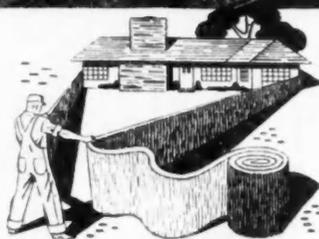
KIMSUL is a name that's known widely and favorably to home buyers. Extensive national advertising, plus "performance," have earned it public acceptance.

KIMSUL has proved its effectiveness through use on thousands of metal and wood buildings—serving our armed forces in Arctic cold and Tropic heat. The Southern States Iron & Roofing Company workmen, shown below, are applying KIMSUL insulated panels to a prefabricated building to be used as an Army Field Hospital.

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 (trade-mark) means Kimberly-Clark Insulation



## J & C POWER HEATERS FOR LARGE INSTALLATIONS

For clean economical heating of stores, office buildings, apartment dwellings, and other large structures, more and more property owners are installing J & C Power Heaters. And it's no wonder, for J & C Heaters offer definite heating economies through advanced engineering principles. Their 90% direct radiation surface throws off more heat on less fuel. Their powerful blower system evenly distributes the heat so that fuel is not wasted in over-heating part of the building as an attempt

to warm remote portions. Solidly built of rugged plates and castings, they practically eliminate maintenance and repairs costs. Their streamlined design harmonizes nicely with finished surroundings: their compactness conserves space. Easily adapted to burn coal, gas, or oil. There is a domestic or commercial size J & C Heater to solve your heating problems. See your J & C dealer today, or write direct to our engineers in Saginaw for complete information.

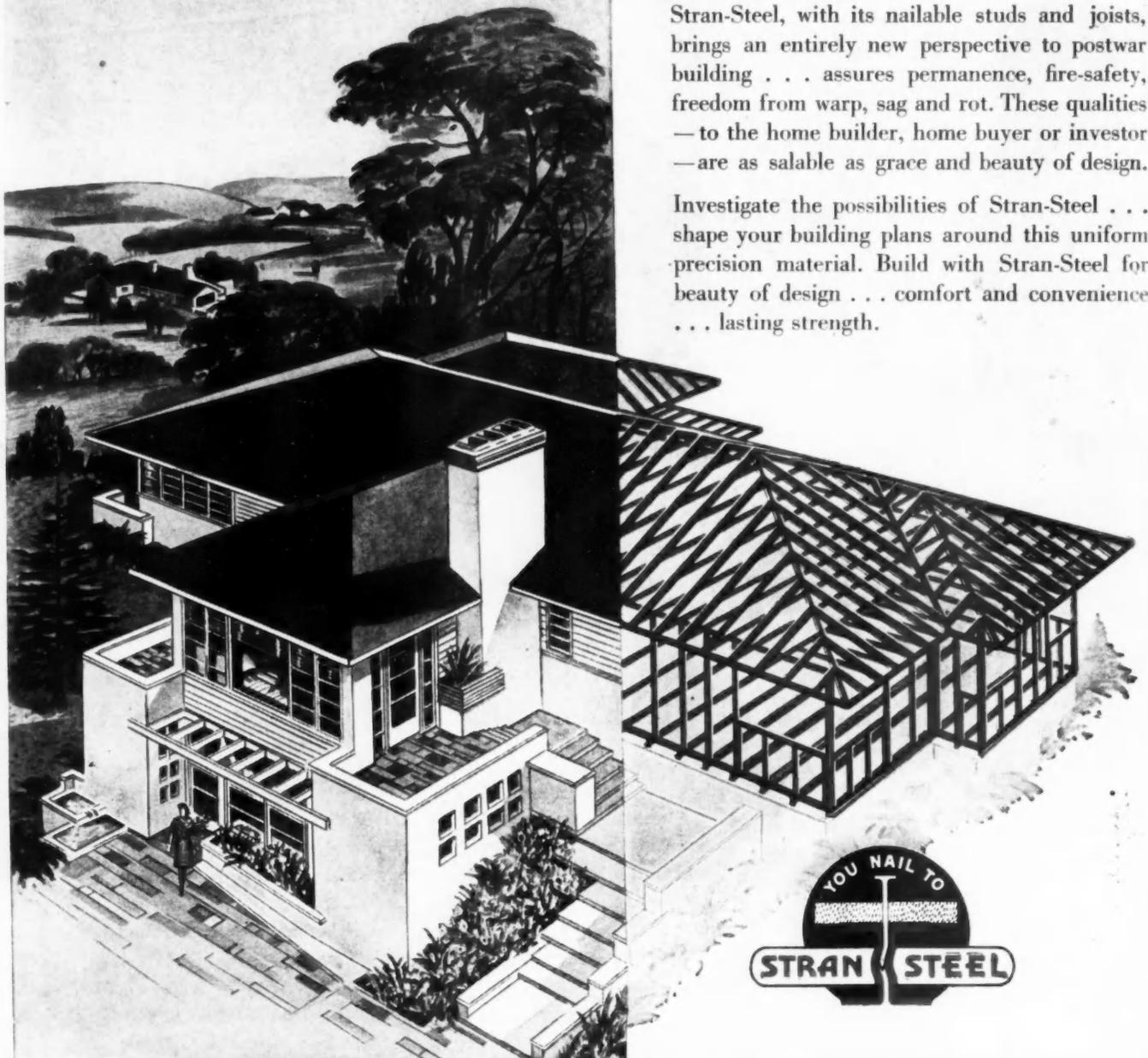


**FURNACES**

JACKSON & CHURCH COMPANY • ESTABLISHED 1881 • SAGINAW, MICHIGAN

Think in terms of

# STRAN STEEL



## Designed for gracious living... built around a framework of steel

Whether you are planning along ultra-modern or traditional lines, Stran-Steel framing will give you the permanence of steel construction, with new efficiency... flexibility of ideas.

Stran-Steel, with its nailable studs and joists, brings an entirely new perspective to postwar building... assures permanence, fire-safety, freedom from warp, sag and rot. These qualities — to the home builder, home buyer or investor — are as salable as grace and beauty of design.

Investigate the possibilities of Stran-Steel... shape your building plans around this uniform precision material. Build with Stran-Steel for beauty of design... comfort and convenience... lasting strength.



## GREAT LAKES STEEL CORPORATION

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

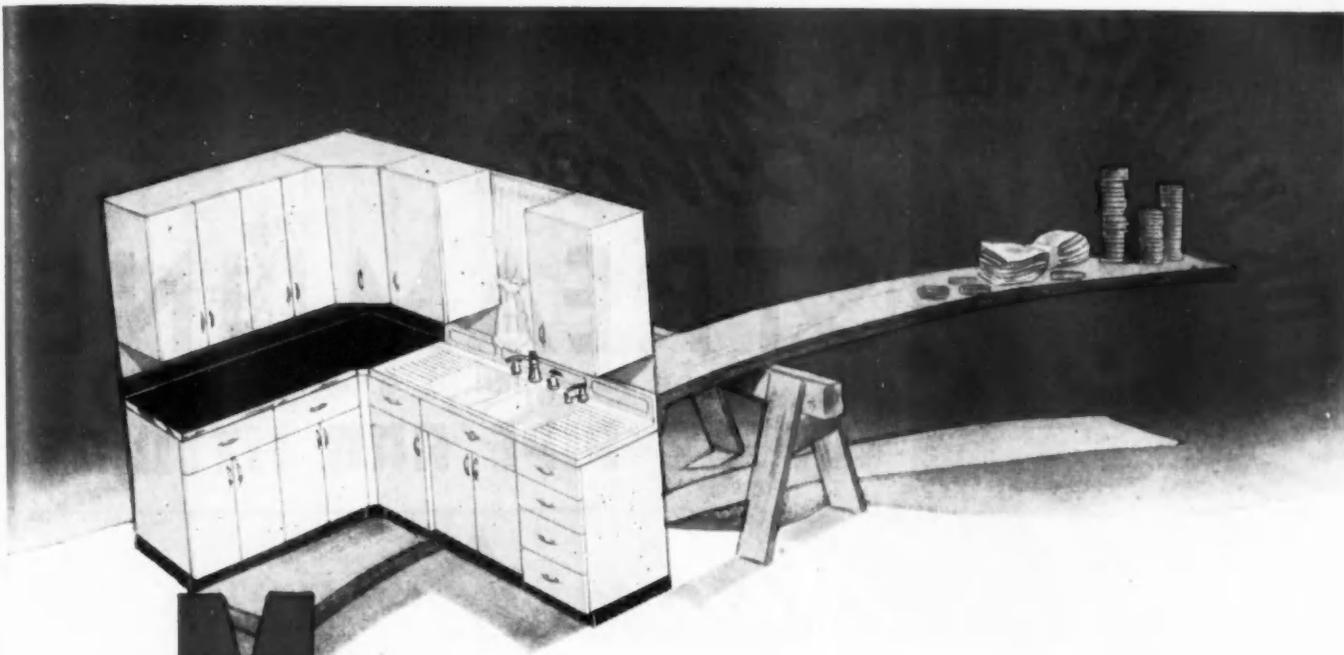
STRAN-STEEL DIVISION • 37th FLOOR PENOBSCOT BUILDING • DETROIT 26, MICHIGAN

UNIT OF NATIONAL STEEL CORPORATION

modern  
will  
tion,

oists,  
stwar  
afety,  
ilities  
restor  
esign.

...  
iform  
el for  
ience



# MORE KITCHEN FOR THE MONEY *than ever before!*

AMERICA'S home builders can be proud of the progress they have made, year after year, in designing and building finer homes for less money.

Youngstown has had the satisfaction of helping make these values even better by providing builders all over the nation with superior kitchens.

After the war, Youngstown again will join forces with America's builders, producing more kitchens for the money than ever before—helping keep the tide of better home values rising.

Send for the new catalog describing the Youngstown "Builder's Kitchen."

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



## MULLINS MANUFACTURING CORPORATION

WARREN, OHIO

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



YOUNGSTOWN KITCHENS  
MULLINS MANUFACTURING CORPORATION  
Dept. AB-945, Warren, Ohio

Please send me booklet entitled, "Builder's Kitchen."

Builder  Contractor  Architect

Name .....

Street .....

City & Zone ..... County ..... State .....

**NEW OR REMODELING**

*What*  
**STREAMLINE**  
 TRADE MARK REG. U. S. PAT. OFFICE  
**COPPER PIPE AND FITTINGS**

*Mean to*

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

It means that there will be no leaky joints and rust-clogged pipes, and that plumbing and heating fixtures in the building will function perfectly as they are intended to do by the manufacturers. It assures the home owner and renter the satisfaction to which they are entitled in comfortable living conditions. It relieves the building manager, or agent, of ceaseless argument, troublesome explanations and costly repair bills. After all, efficient plumbing and heating are two of the main factors in keeping tenants satisfied—and in keeping satisfactory tenants.

The post-war home, with its modern and handsome bathroom, laundry and kitchen fixtures, must be supplied with hot or cold water or steam through a piping system that is equally as modern and reliable—otherwise, these fixtures cannot continue to give efficient service year in and year out.

Rust-stained water, corroded, clogged and leaky pipes have never yet rented a house or sold a building. On the other hand, a STREAMLINE Copper Pipe and Solder Fittings installation can be a most effective closer for either selling or renting.

When you remodel or build investigate STREAMLINE before you decide.

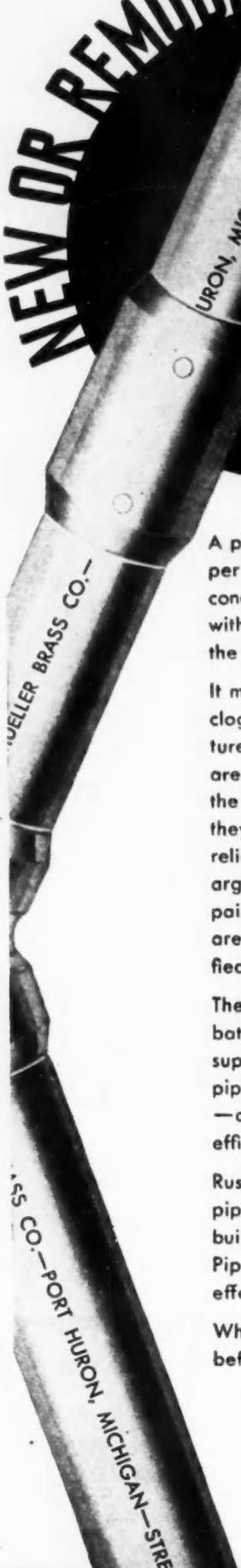
Send for copy of our Home Owners' Book.

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

**HOME OWNERS**  
 •  
**RENTERS**  
 •  
**AGENTS**  
 •  
**COMMERCIAL AND INDUSTRIAL LEASE BUILDERS**

*for*

**PLUMBING  
 HEATING  
 REFRIGERATION  
 AIR  
 CONDITIONING**



New Tile...**GUARANTEED FOR LIFE OF BUILDING**...is now in

# 15,000 REST ROOMS

## OF 20 MAJOR OIL COMPANIES



### **VEOS PORCELAIN ON STEEL TILE**

**FOR RESIDENCES, COMMERCIAL AND INDUSTRIAL BUILDINGS, INSTITUTIONS**

More than 20 of the leading American oil companies have installed Veos Porcelain On Steel Tile in 15 THOUSAND of their finest filling station rest rooms. These companies naturally employ able architects. Their united opinion is praise indeed. Everybody likes Veos Tile. It is guaranteed for the life of the building against cracking, crazing or color fading. It is easily and quickly installed, means little or no interruption for workmen or for occupants whether in a building or a home. Light weight permits use right over old walls, even over old ceilings and the owner has no periodic refinishing expense . . . no servicing but simple washing. Ask for color photos, full details. Clyde Porcelain Steel Corp., Clyde, Ohio.

# FREE

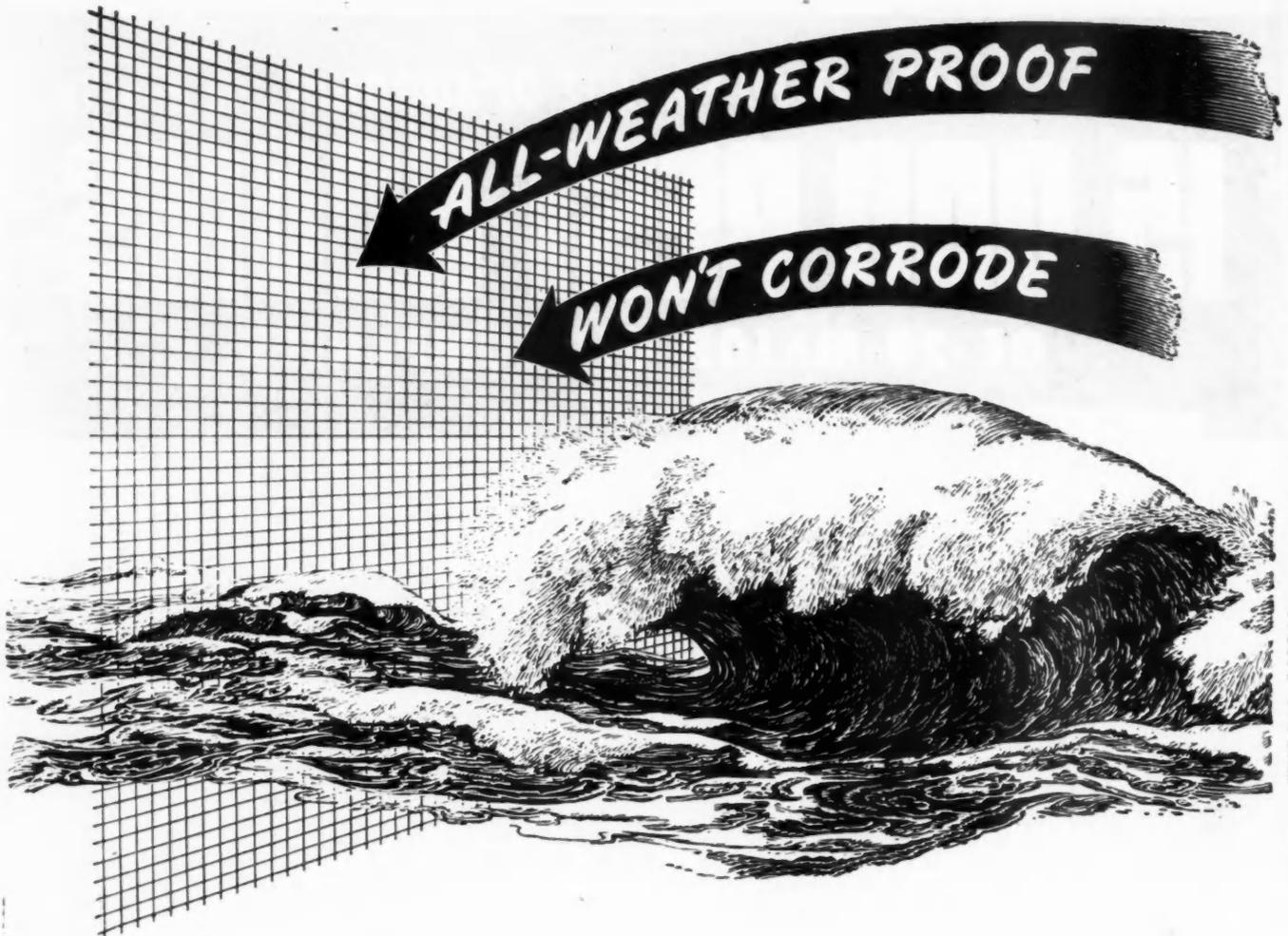
Clyde Porcelain Steel Corp., Dept. 49 Clyde, Ohio  
 Please send FREE the Veos Porcelain On Steel Tile full-color book showing a wide variety of installations.

Firm.....

By.....

Address.....

City..... Zone..... State.....



## LUMITE—the screen that lasts!

Nothing can "eat" a screen faster than salt air!

But here's one screen not even salt spray can corrode . . . nor can rain, snow or smoke! LUMITE\* (modern plastic insect screen cloth) *never* stains sills or sidewalls, and needs no painting . . . a few rubs with a damp cloth quickly renews its "sparkle."

LUMITE resists punishment, too! It has unusual resilience and tensile strength; never dents or bulges in ordinary use.

LUMITE outlasts ordinary screens because it can *never* wear out through natural causes.

Tested daily under savage weather conditions on world battlefields, LUMITE is a natural for *your* postwar plans!

### FREE SAMPLES ON REQUEST

Although we are not able to release LUMITE Plastic Insect Screen for general use until after V-J day, prepare yourself *now* for tomorrow's building boom! Write to us today for further information about this revolutionary new plastic screen. We'll send you complete descriptive literature, as well as free samples of LUMITE.

\*WOVEN FROM SARAN, PRODUCT OF DOW CHEMICAL CO.

### Tested in War — Ready for Peace

Many millions of feet of LUMITE screening have been used successfully to protect the Armed Forces against disease-bearing insects. Today's fighting men are your tomorrow's customers . . . and they're sold on LUMITE already!

- ★ 100% Rustproof under any conditions.
- ★ Cannot stain sills or sidewalls.
- ★ Strong, resilient . . . can't dent or bulge.
- ★ Never needs painting . . . non-inflammable.
- ★ Not affected by humidity or salt air.
- ★ Will be competitively priced with better grades of wire screen cloth.

# LUMITE

Chicopee Manufacturing Corp., Lumite Division

40 Worth Street



New York 13, N.Y.

*World's largest makers  
of Plastic Screen Cloth*

**COLOR STRENGTH:**

Ask how colors are affected by Light—Soaps—Alkali. Be sure colors are not just on wearing surface, but go right through to back—as in Kentile.

**GREASE RESISTANCE:**

Ask whether grease will soften or stain the material. Tiles that are *absolutely* greaseproof are available in 17 Kentile colors (except when war shortages prevent).

**MOISTURE—ALKALI:**

Few floor coverings can withstand moisture and alkali but Kentile is so resistant to these destructive elements it can even be laid right on concrete in direct contact with earth.

**MAINTENANCE:**

Watch for these advantages:

1. Simple mopping with mild soap and water should *speedily* and *easily* remove most dirt. Occasional waxing, of course, improves the appearance of any smooth surface floor covering.
2. The material should be delivered with a factory-applied wax coating. Kentile is factory waxed as made, resulting in a coating "soaked" into the tile and easily maintained.

**UNDERFOOT SAFETY:**

Floors that are too smooth surfaced or do not absorb wax can be dangerously slippery. Kentile has an invisible surface granulation, so it is *never* slippery when properly waxed.

**QUIET AND COMFORT:**

These two factors are allied. When a floor is too hard it is both noisy and tiring. Kentile is resilient—it cushions sounds and is comfortable underfoot.

**DURABILITY:**

Most manufacturers claim durability. Kentile has *proved* unsurpassed durability by years of wear in such traffic-busy areas as in A & P and Woolworth stores, Rockefeller Center corridors, etc. Many 17 year old installations are still perfect.

**COLORS—PATTERNS:**

War conditions limit all lines, though even today hundreds of fine patterns can be created with Kentile.

Normally you should be unlimited in pattern choice. Kentile is usually offered in 26 tile sizes, each available in 44 colors. The number of patterns possible reach infinity.

**ALTERABILITY:**

If you ever move walls or fixtures, how much of the floor will have to be replaced? Kentile can be altered tile by tile.

**ODORS:**

Kentile has no odor, nothing can make it odorous, it is so close-textured it can't absorb odorous substances.

**FIRE SAFETY:**

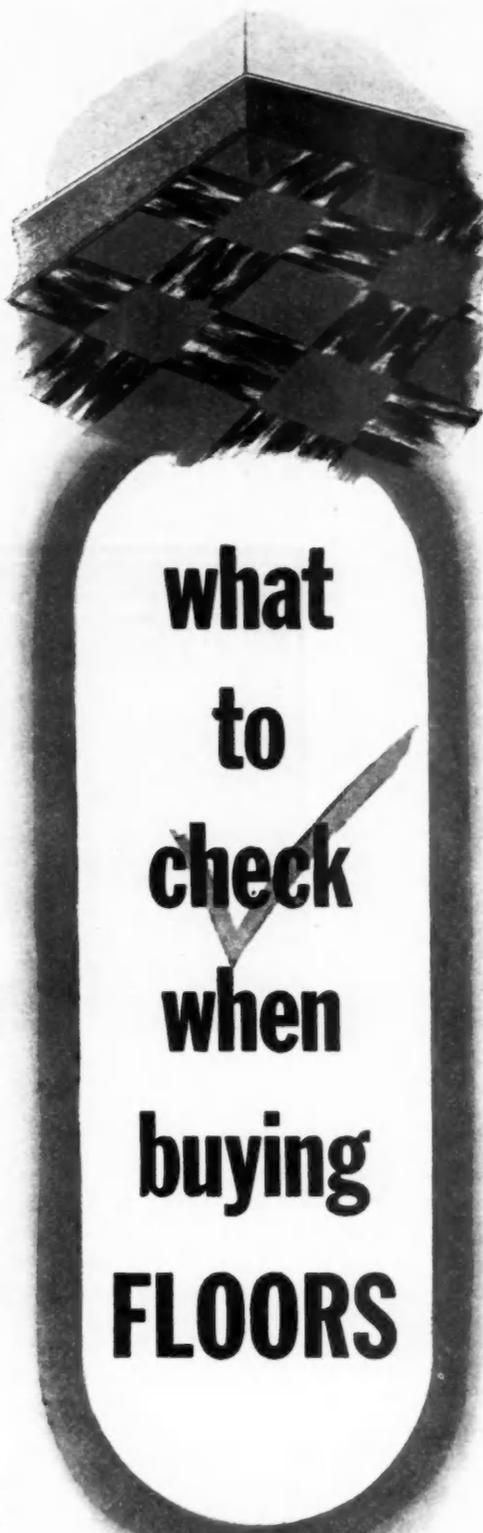
Kentile meets all requirements of every fire underwriting board in the country.

**COST:**

Compare. Ask your local Kentile dealer to give you an estimate on *your* floor requirements. If you don't know his name, we'll gladly send it to you. Just drop a post card to the nearest office of DAVID E. KENNEDY, INC.

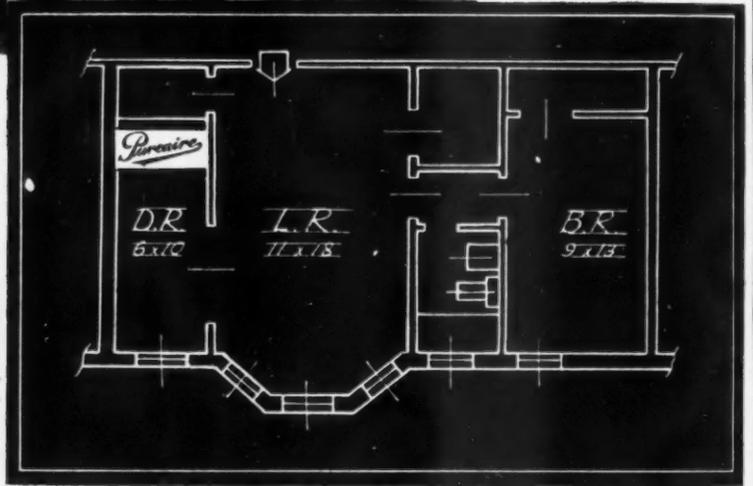
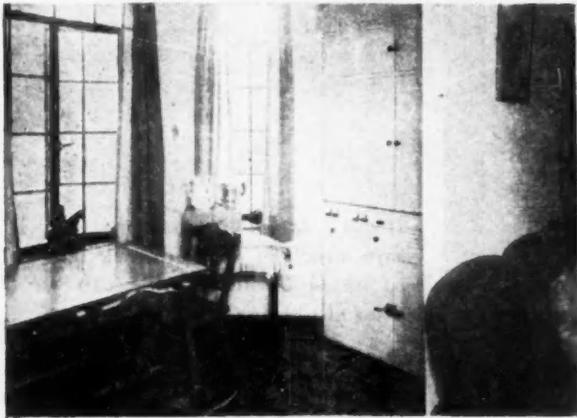
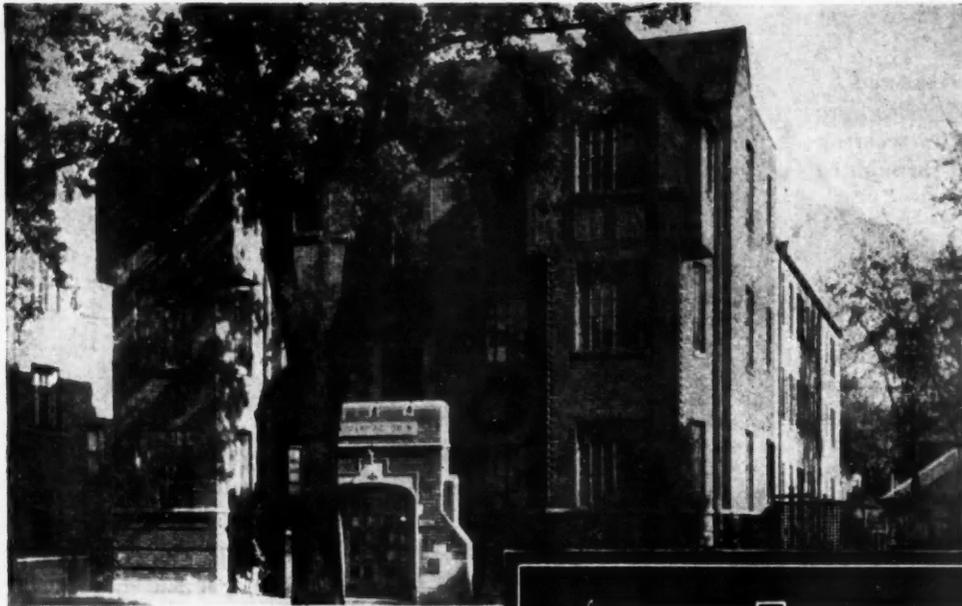
Brooklyn 15, N. Y.  
61 Second Avenue  
(Home Office)

- Chicago 2, Ill. . . . . 30 No. Michigan Ave.
- Atlanta 3, Ga. . . . . 208 Bona Allen Bldg.
- Cleveland 14, Ohio. . . . . 1211 Nat'l Broadcasting Co. Bldg.
- Boston 16, Mass. . . . . 452 Statler Bldg.
- San Francisco 16, Cal. . . . . 2000 Ulloa Street
- Pittsburgh 11, Pa. . . . . 614 Olympia Rd.



Save this check list for reference when buying flooring.





## 24 kitchens . . . all cooking but, NO FOOD ODORS!

**D**ROP in at The Warrington, swank little Detroit apartment home, around dinner time any day and test your sense of smell.

What? No cooking odors?  
NOT A SINGLE TRACE:

Yet, in 24 different apartment homes, dinner is being prepared at that very moment.

Answer is 24 Parsons Pureaire Kitchens. For Pureaire means pure air. Its patented ventilation system carries off all vapors, odors and surplus heat, into the outer air. And air-conditions the apartment at the same time!

Pureaire is the famous space-saving all-steel

kitchen which combines ALL kitchen units INTO ONE, occupying less than 8 sq. ft. Full-size stove, refrigerator, sink, oven, shelves, drawers—EVERYTHING! No price penalty either, in all probability!

Thousands of prewar Pureaires are in highly satisfactory use everywhere. Postwar Pureaires will be even HANDSOMER and MORE CAPABLE.

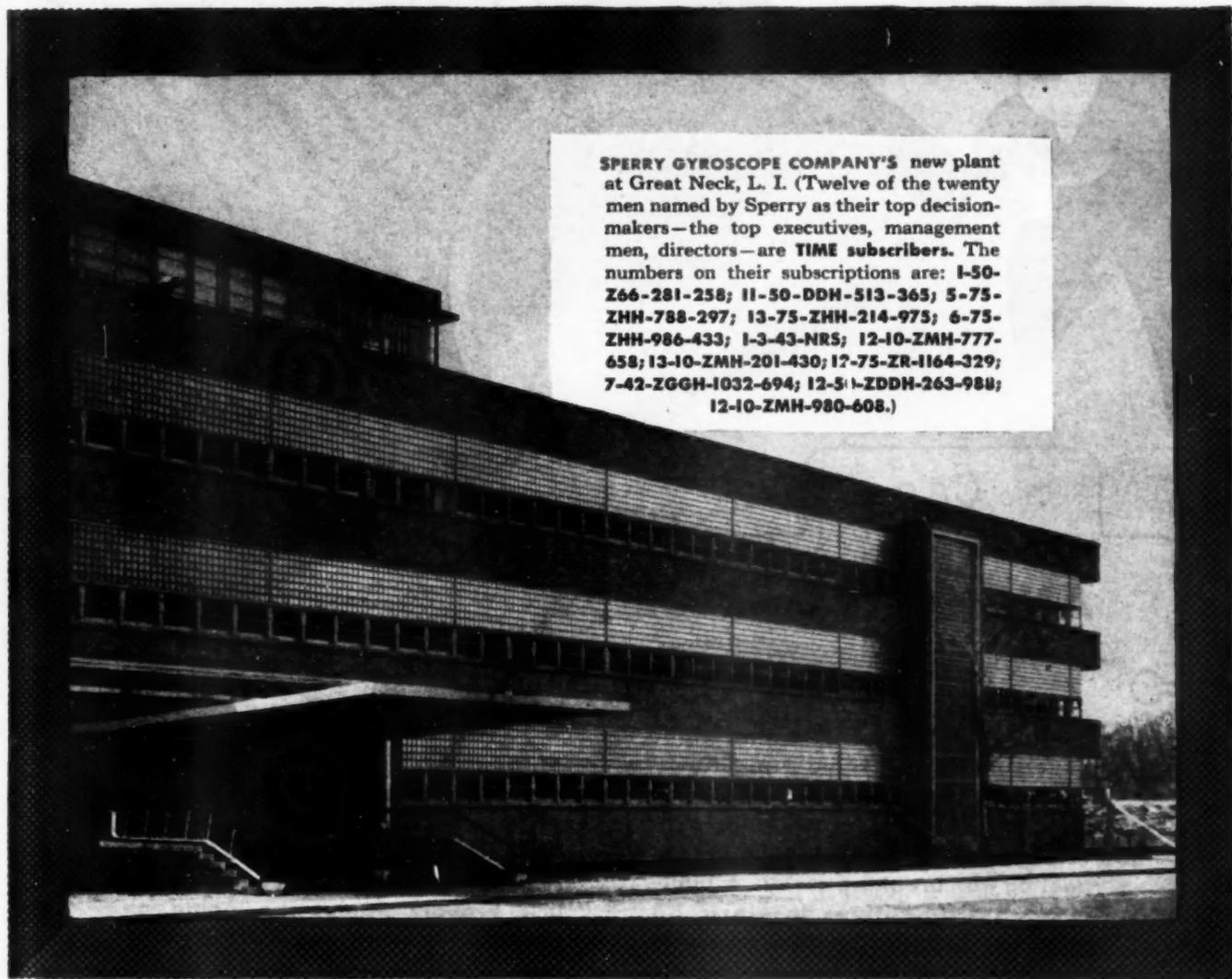
ARCHITECTS:—Your Sweet's Catalog carries full Pureaire specifications. Or write us.

### THE PARSONS COMPANY

15000 OAKLAND • DETROIT 3, MICHIGAN



# Who are the Men who OK the Plans for the SHOW-ROOM PLANTS of the Nation?



SPERRY GYROSCOPE COMPANY'S new plant at Great Neck, L. I. (Twelve of the twenty men named by Sperry as their top decision-makers—the top executives, management men, directors—are **TIME** subscribers. The numbers on their subscriptions are: 1-50-Z66-281-258; 11-50-DDH-513-365; 5-75-ZHH-788-297; 13-75-ZHH-214-975; 6-75-ZHH-986-433; 1-3-43-NRS; 12-10-ZMH-777-658; 13-10-ZMH-201-430; 17-75-ZR-1164-329; 7-42-ZGGH-1032-694; 12-51-ZDDH-263-988; 12-10-ZMH-980-608.)

**W**HEN YOU BUILD, you build from the ground up—but when you want to sell new building plans and specifications, you start from the top down. In any company, a handful of higher-up men are the prospects you have to satisfy and sell first, before they will OK any building, remodeling, or reconverting.

By and large, men like these—and their chief

executives, architects, purchasing agents—are regular week-after-week readers of **TIME**. For instance, a study of 588 of the best-known U.S. corporations shows that the names of almost exactly half of all the directors and top management men can be found recorded on **TIME**'s subscription list. And again and again these men vote "**TIME** is our favorite magazine."\*



**GATEWAY TO THE BUILDING INDUSTRY**

{ "TIME is our first-choice magazine," say Officers and Directors of Leading U. S. Corporations . . . Architects . . . Industrial Research Engineers . . . Chain Drug Store Executives . . . Key Executives in Washington . . . Federal, State and City Planning Commission Boards—and 110 more groups of America's most important people. }

# Sherlock "Homes"

## the **INSELBRIC** sleuth



The Case  
of the

### ANCHORED FACE

Sherlock "Homes" uncovers another important hidden value—found only in *Inselbric*—ANCHORED FACE! It's another exclusive feature that prevents the surface of *Inselbric* from peeling—or breaking away. A built-in quality that gives *Inselbric* an attractive brick-design face that lasts years longer. Yes, it's a scientific method that welds the face thorough-

ly to the insulation board by means of sockets—32 of them in every panel—punched deeply into the weather-sealed core, then filled solidly with mastic to form that lasting bond—ANCHORED FACE! That's why *Inselbric* proudly stamps the name on the back of every panel. That's why leading dealers everywhere prefer **INSELBRIC**—it makes selling easier!



LOOK FOR THIS NAME

**INSELBRIC**

ON BACK OF EVERY PANEL

*The Nation's Fastest Selling Insulated Brick-Design Siding*

**MASTIC ASPHALT CORP.**

Makers of *Inselbric* and *Inselstone*  
SOUTH BEND, IND.

**JONES & BROWN, INC.**

National Distributors of *Inselbric* and *Inselstone*  
PITTSBURGH, PA.

# WILL YOUR POST-WAR HOME SOMEDAY CATCH YOU IN A TRAP?

... here's one way to prevent it!



● If the new home you build or buy should someday turn out to cost too much to heat—you may find yourself *trapped* when you try to sell or rent it.

To safeguard yourself against that possibility, it's smart to make sure you get an *adequate* chimney. That simply means a chimney with a flue big enough to handle, efficiently, not *only* the expensive fuels but *also* Bituminous Coal—which is the most economical of all.

Then, when other fuels become scarce or go still higher in price—you'll be free to switch to Bituminous Coal. The extra cost of providing such a chimney flue is only about \$16 for the average 7-room house!

And consider this: Bituminous Coal is not only the lowest-cost fuel—but, when burned in a modern stoker, it is also an "automatic" fuel—clean, odorless, smokeless.

Better than 4 out of every 7 homes in the United States heat with coal. Even if you don't plan to use it now—make sure you will be able to switch to coal any time you wish in the future. Talk it over with your architect or builder! It will pay you to do so.



**AN ADEQUATE CHIMNEY**—with a flue efficient for burning Bituminous Coal—is also efficient for any other fuel you might choose. And, when you consider that today's costly fuels may be even more so in the future, you see why it's so sensible to provide for being able to burn Bituminous Coal, which will always be plentiful and economical, because America has a 3,000-year supply!

**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)

# A **WINTER**-**SUMMER** bedroom that makes sales the whole year round!

Upstairs . . . downstairs . . . in every room in the house . . . the colorful beauty and practical advantages of Nairn Linoleum add qualities to houses that make them sell on sight. Known for half-a-century for its beauty and lasting qualities, Nairn Linoleum adds durability and serviceability to rooms . . . hastens completion . . . permits immediate occupancy.

Nairn Walls and Floors are fully guaranteed when installed in accordance with manufacturer's specifications.

Congoleum-Nairn Inc.,  
Kearny, N. J.

For quick reference, see the  
Nairn Linoleum section  
in Sweet's

For modern walls and floors

## NAIRN LINOLEUM



easy to maintain, colorful,  
permanent, resilient.



**1. A MINT-COOL SUMMER ROOM** . . . with beds side-by-side to hide the fireplace . . . sunblinds *inside* the windows . . . a modern *cool* floor of Nairn Linoleum that is smooth and resilient underfoot, easy to care for.



**2. COZY "WINTER QUARTERS"** . . . Same furniture, same permanent, easy-to-clean Nairn wall linoleum on doors and walls, even the same blinds—now on floor level to screen out drafts. Underneath it all—the same practical Nairn Linoleum floor supplies color and beauty, provides a fine base for scatter rugs. Season after season—Nairn keeps its fresh, new look, without refinishing.

Good Buildings Deserve Good Hardware



# PROMOTING THE USE OF BRASS AND BRONZE HARDWARE

The lasting economy as well as the mellowness of brass and bronze hardware are being put before the people who will buy or build homes and all other types of structures in the postwar period.

Broad gauge advertising in national consumer magazines is an important element in the P. & F. Corbin merchandising pro-

THE P. & F. CORBIN Builders Hardware Merchandising Program includes these Elements of Specific interest to Architects:

- 1 Simplification . . . of designs and construction . . . and of catalogs.
- 2 Application of "war-precision" manufacturing methods . . . to assure deliveries of highest quality builders hardware on schedule.
- 3 Continuing Research . . . as to trends, architects' requirements, product improvement, packaging.
- 4 Co-ordination . . . from architects' specifications . . . through dealers' purchases . . . through factory production . . . to contractors' installation.
- 5 National Consumer Advertising . . . to families interested in buying, building, or modernizing homes.
- 6 Completely informing Corbin salesmen and dealers to qualify them to serve architects and their staffs most intelligently.

**P. & F. Corbin**

THE AMERICAN HARDWARE CORPORATION, SUCCESSOR  
NEW BRITAIN, CONNECTICUT • SINCE 1849

Announcement of the P. & F. Corbin Builders Hardware Merchandising Program which appeared in August professional magazines.

gram to increase the use of stylish, durable brass and bronze hardware.

A Corbin representative will be glad to discuss our plans . . . which include the simplification of builders hardware design and specification and the co-ordination of activity to final installation . . . with designers, specification men and draftsmen.



## P. & F. Corbin

THE AMERICAN HARDWARE CORPORATION, SUCCESSOR  
NEW BRITAIN, CONNECTICUT • SINCE 1849



Responsive to the above ad. in July 1945 series, indicate the widespread interest in the Corbin Program.

to hide floor of

ent, easy-nds—now al Nairn or scatter finishing.

# Windowalls

## ANDERSEN HORIZONTAL GLIDING WINDOW UNITS COMMAND A PANORAMIC VIEW OF NEW YORK WOODLAND

When the home is perched at a vantage point overlooking a sweep of natural beauty, then Andersen WINDOWALLS can be "built in" to frame the scene.

These WINDOWALLS, of Andersen Horizontal Gliding Window Units, have been installed so that no wall space for furniture placement has been lost, yet their broad expanse opens up the room to sunlight and fresh air. Home is located in Binghamton, N. Y.

Andersen WINDOWALLS are aptly named, for they perform simultaneously the functions of a wall (since they insulate the home) and the functions of a window (since they bring light and ventilation into the home).

This WINDOWALL is formed by placing a series of Andersen stock-size Horizontal Gliding Windows in mullion arrangement on two sides of the room. Each unit (No. 34046) is 3' 4 $\frac{3}{16}$ " by 4' 6 $\frac{7}{16}$ " sash opening size.

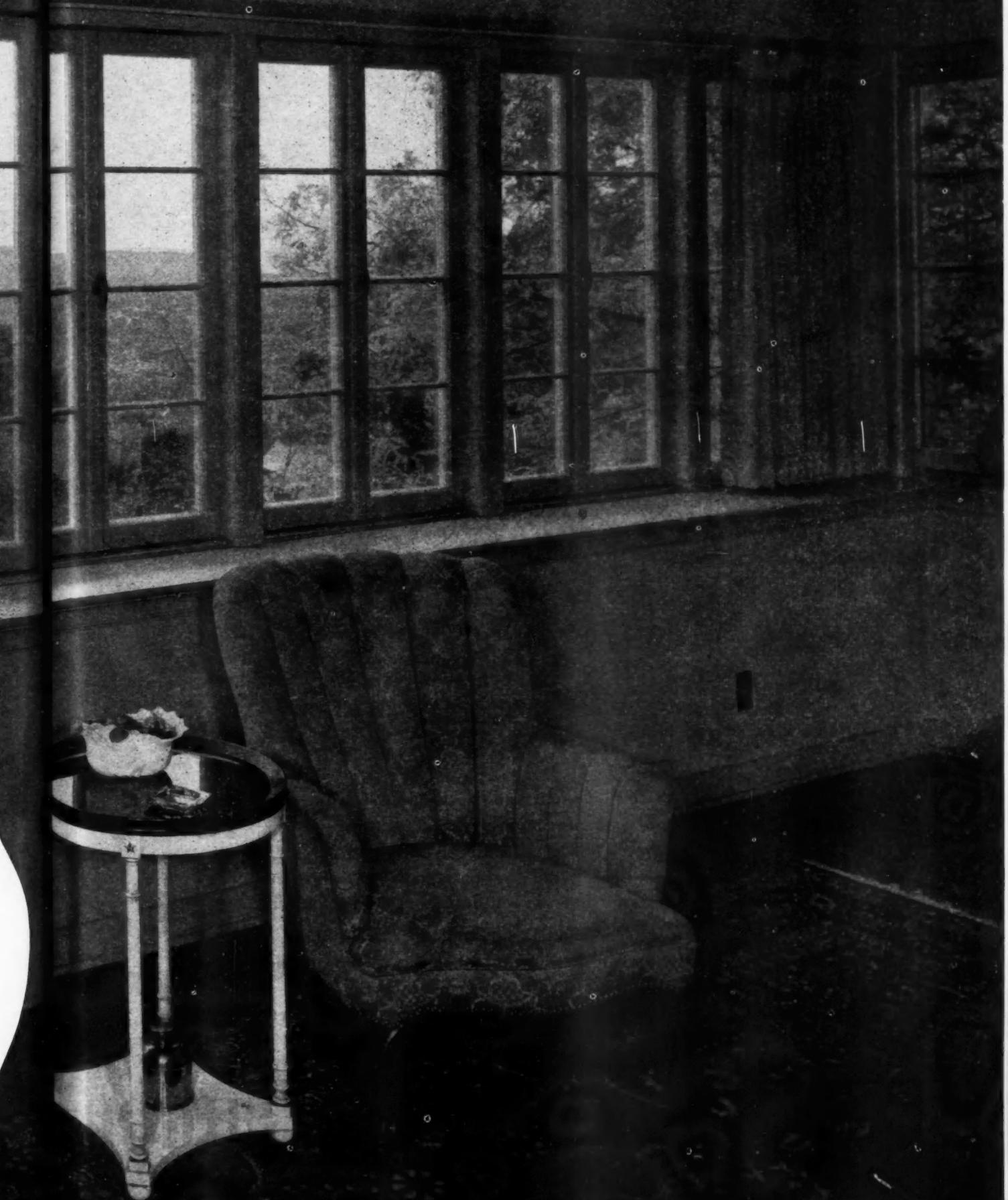
For additional details, consult Sweet's Catalog.

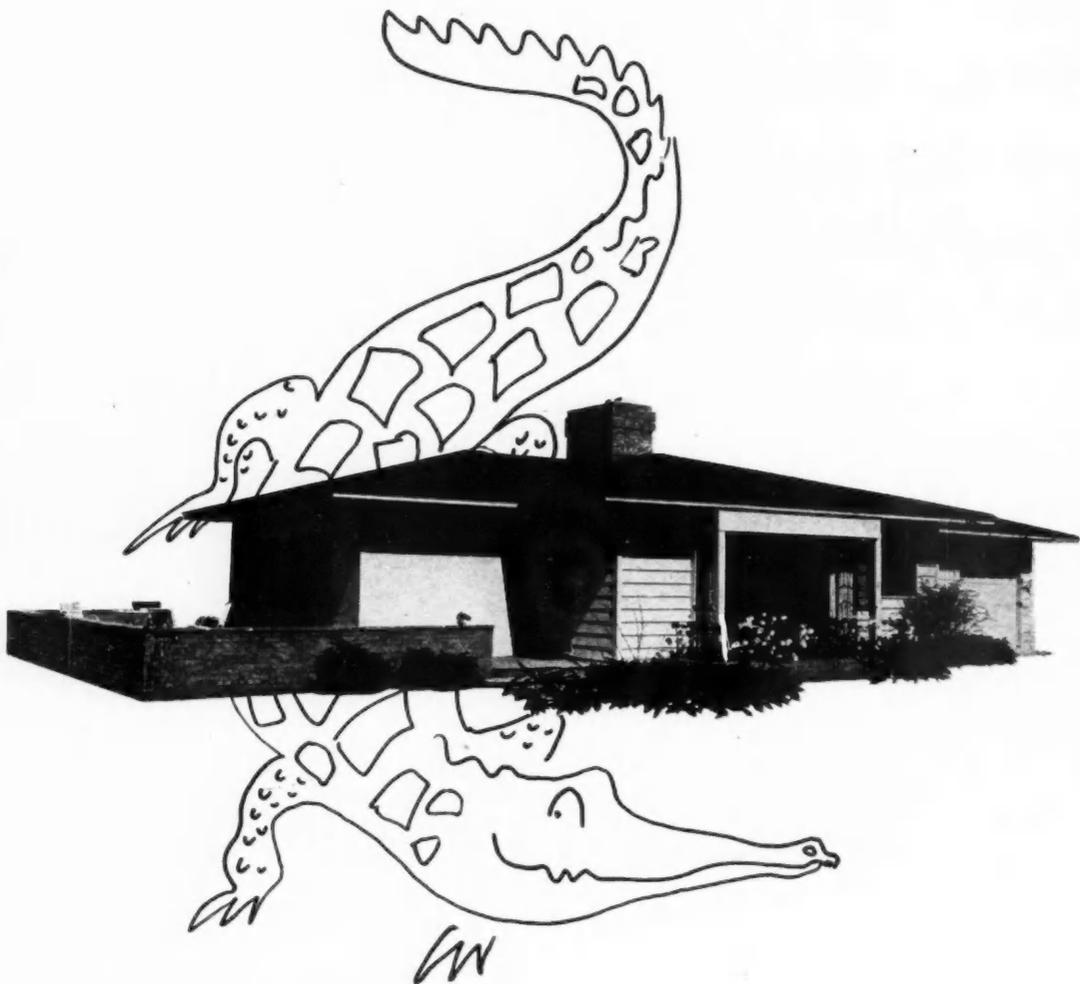
Reprints of Andersen WINDOWALLS are available in convenient file size. Just write Andersen, asking for the WINDOWALL FILE. ▶

*Andersen Corporation*

• BAYPORT, MINNESOTA •

FOR BUILT-IN BEAUTY





## alligatoring has nothing to do with the zoo

Paint experts know all about it. So do House & Garden readers. In paint parlance, alligatoring is cracking... a thing good house-paint shouldn't do. August House & Garden tells its readers how to select good paint (and good painters), how to prevent gutters from clogging, how to spot places that need re-puttying.

House & Garden readers know (and do) more about home maintenance than any other group in America. They are the *first* to repair their homes... the first to remodel. These families are a ready-made market for your postwar product. Tell them (and *sell* them) in House & Garden.



# House & Garden

Notes for  
Tomorrow's  
Homes

*Be sure roof has brilliant  
color High-Lights*



*(Better specify  
Bird Master-Bilt Shingles)*

Explanation: Bird Master-Bilt asphalt shingles are noted for their mineral granules, colored under Bird's exclusive method of Controlled Production. The variety of colors and blends enables the home designer to select a roof exactly in keeping with the setting and the style of the house. Add massive appearance and deep shadow lines, created by Master-Bilt's extra-thick butts, and you have a distinctive, durable roof.



**Master-Bilt SHINGLES**

These shingles, in a wide range of colors and blends, meet all FHA requirements and are approved as fire-resistant by Underwriters' Laboratories, Inc. For full details consult Sweet's File, Architectural, catalog 8 b/1, or write for descriptive folder to Bird & Son, inc., East Walpole, Mass. Dept. CD-49.

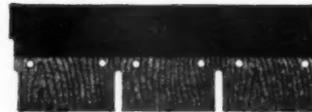
**P. S.** Bird makes many quality products for building, repairing or modernizing homes and industrial structures. Consult Sweet's File, Architectural, 8 a/3 for data on Bird Built-Up Roofs, or 9 b/1 for Bird Neponset Black Building Paper, used as vapor barrier with insulation.

**TIME-SAVING SPECIFICATION DETAILS  
FOR BIRD Master-Bilt SHINGLES**

**NAILING**



STANDARD NAILING



STORM NAILING

Use 1" 11-12 gauge, galvanized roofing nails, four nails to each shingle, one over each cut-out and one 1 1/2" from each side, applied in the thick-butt portion and not less than 5 1/2" from butts. Make sure of solid nailing. In high wind areas use additional nails. Instead of one nail directly over each cut-out, set nails 1 1/2" to either side of cut-out, giving six nails to the shingle against four in standard nailing.

SINCE  1795

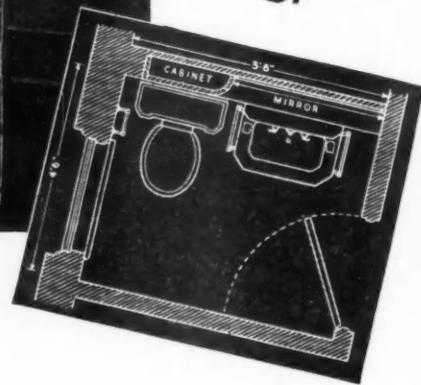
*Men who know  
the best know*

**BIRD**

1795 - OUR 150th ANNIVERSARY - 1945

- ASPHALT SHINGLES • INSULATED SIDINGS • INSULATION BOARDS
- FLOOR COVERINGS • WALLBOARDS • BUILDING PAPERS
- RUBBERLIKE FLOOR RUNNERS • INDEX PRESSBOARDS • SHIPPING CONTAINERS
- SHOE CARTONS • BUILT-UP ROOFS • BIRD-FIBRE WOOD FRAME CASES

**BIRD & SON, inc., East Walpole, Mass. • NEW YORK • SHREVEPORT, LA. • CHICAGO, ILL.**



**This 4½ x 5½' KOHLER washroom adds comfort and value**

A KOHLER-equipped washroom provides an opportunity for the Builder to improve both the comfort and value of a home in a way home owners are quick to appreciate. It makes a new home easier to sell. The small space required is adaptable to many convenient locations. There is no better way of providing the extra sanitary facilities the average home needs.

The washroom above is practical, inviting and economical in arrangement. The Strand vitreous china lavatory with built-in fittings is 26 x 15½" with a roomy shelf

4¼" wide. The free-standing, close-coupled Wellworth closet is quietly, smoothly efficient.

The recognized first quality of Kohler fixtures and fittings carries assurance of highest serviceability in every detail, together with distinctive harmony of design. Kohler quality is backed by 72 years of manufacturing experience, and protected by the fact that Kohler products are made in one plant, under one supervision. For a copy of catalog K-41 write Kohler Co., Dept. AB-9, Kohler, Wisconsin. Established 1873.



**KOHLER OF KOHLER**

Buy and Keep U. S. War Bonds

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS



"the right window will sell houses"...

ARCHITECTURAL FORUM



We agree. That's why Mesker has designed the American Home Window, the window which puts sales appeal into your homes. For this steel window combines two outstanding features never before found in a resi-

dential casement... two features high on the list of what customers will want in their post-war homes.

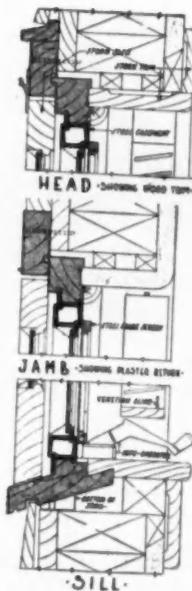
First, the American Home window stops WINTER SWEATING; for it accommodates outside low cost stock storm sash. Second, there is room for installation of venetian blinds within the window reveal.

Besides these sales cinching features, there are innumerable advantages for the builder. Installation costs are lowered, for the Mesker American Home Window can be installed quickly with only hammer and nails. No sash to fit, no weights, pulleys or balances to install; no weatherstripping. Inside wood trim is optional. The window can be delivered to the job already assembled or knocked down.

Your homes will be easier to sell, cheaper to build if you equip them with this outstanding window. For more information, use the coupon below.

INSTALLATION WITH STOCK STORM SASH

Shown at the right is an actual installation detail of the Mesker "American Home Window". The shaded portion is the wood frame that is nailed to the sheathing, and is so built that it accommodates stock wood storm sash. Notice the extra space available for venetian blinds on the inside.



Mesker  
STEEL WINDOWS

Mesker Brothers, Dept. AB 95  
430 S. Seventh St., St. Louis 2, Mo.

Please send me information about the Mesker "American Home" Window.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

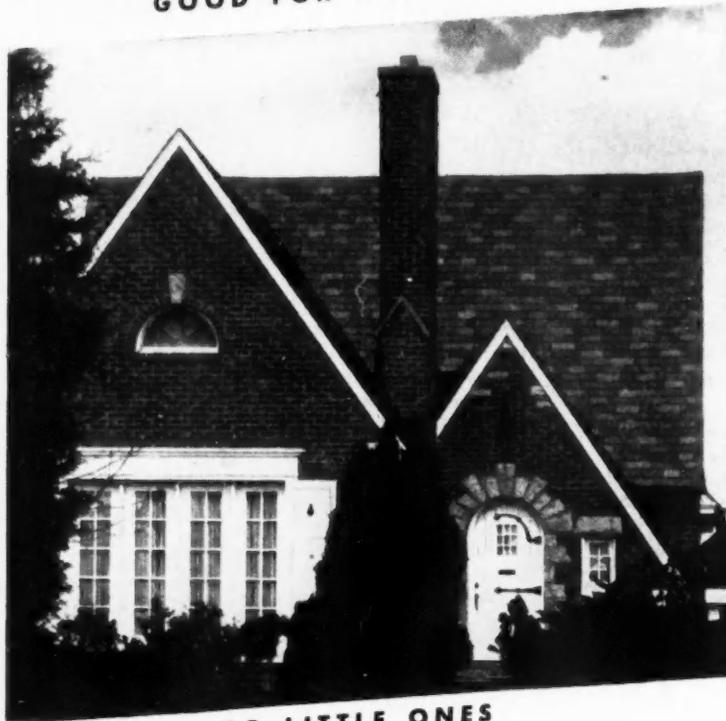
MESKER BROTHERS • 430 SOUTH 7TH ST. • SAINT LOUIS 2, MO.

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



Architects: Overstreet and Town.

GOOD FOR BIG JOBS . . .



. . . OR LITTLE ONES

TO GLAZE an important new building like the Bailey Junior High School in Jackson, Mississippi, Pennvernon Window Glass is ideal.

OR TO GLAZE a home like this, Pennvernon Window Glass is equally satisfactory. The clarity, fine finish, and good visual properties of Pennvernon always assure quality windows.

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



**PENNVERNON** window glass

PITTSBURGH PLATE GLASS COMPANY  
 2250-5 GRANT BUILDING, PITTSBURGH 19, PA.

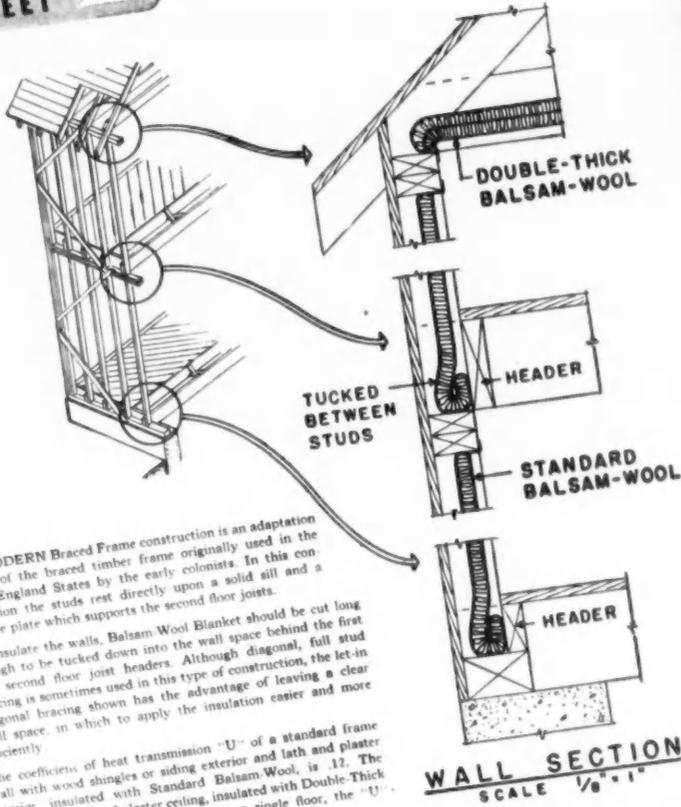
*"PITTSBURGH" stands for Quality Glass and Paint*



**Balsam-Wool**  
APPLICATION DATA SHEET

SEC. B  
No. 1

**APPLICATION OF BALSAM-WOOL TO A MODERN BRACED FRAME**



**M**ODERN Braced Frame construction is an adaptation of the braced timber frame originally used in the New England States by the early colonists. In this construction the studs rest directly upon a solid sill and a double plate which supports the second floor joists. To insulate the walls, Balsam-Wool Blanket should be cut long enough to be tucked down into the wall space behind the first and second floor joist headers. Although diagonal, full stud bracing is sometimes used in this type of construction, the let-in diagonal bracing shown has the advantage of leaving a clear wall space, in which to apply the insulation easier and more efficiently. The coefficient of heat transmission "U" of a standard frame wall with wood shingles or siding exterior and lath and plaster interior, insulated with Standard Balsam-Wool, is .12. The second floor lath and plaster ceiling, insulated with Double-Thick Balsam-Wool, is .11. If the attic has a single floor, the "U" factor will be .089.

**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

**SEND FOR YOUR SET OF THESE Balsam-Wool APPLICATION DATA SHEETS!**

Here's valuable, authoritative data you can use in solving difficult or unusual insulation application problems. Prepared by the makers of Balsam-Wool Sealed Insulation, these data sheets form a valuable reference file on insulation practices and problems, enabling you to assure owner satisfaction in the structures you plan. A set of Balsam-Wool Application Data Sheets is yours for the asking—mail the coupon!

# 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**  
119-9 First National Bank Bldg.  
St. Paul 1, Minnesota

Gentlemen:

Please send me set of application data sheets.

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



*In two independent surveys  
homeowners voted . . .*

## ..... ASBESTOS SHINGLES

**Y**ES, here's a fact of prime importance to your postwar business. For re-roofing and for roofing new homes, buyers prefer asbestos shingles!

In a recent independent poll\* of typical homemakers, *twice* as many people preferred asbestos shingles as compared with the number that chose the next most popular material for re-roofing.

And in another independent survey\* . . . a poll of families planning to build or buy a house postwar, covering 118 cities in 35 states . . . the asbestos shingle roof

was again named the outstanding choice, with a substantial lead over every other roofing material.

Equally interesting are the reasons given by homemakers as to *why* they prefer asbestos. The two most important factors which influence them in selecting a roofing material are—*lasting qualities* (84%) . . . *fireproof qualities* (76%).

. . .

**Why not use these revealing facts to sell the kind of roof that is the considered choice of homebuyers? . . . asbestos!**



**Bill Henry and the News** at 8:55 PM. E.W.T. 5 times weekly over CBS stations from coast to coast telling millions of homeowners about Johns-Manville, its dealers and its products.

*And Remember, WHEN PEOPLE  
THINK OF ASBESTOS, THEY THINK  
OF JOHNS-MANVILLE *First* . . .*

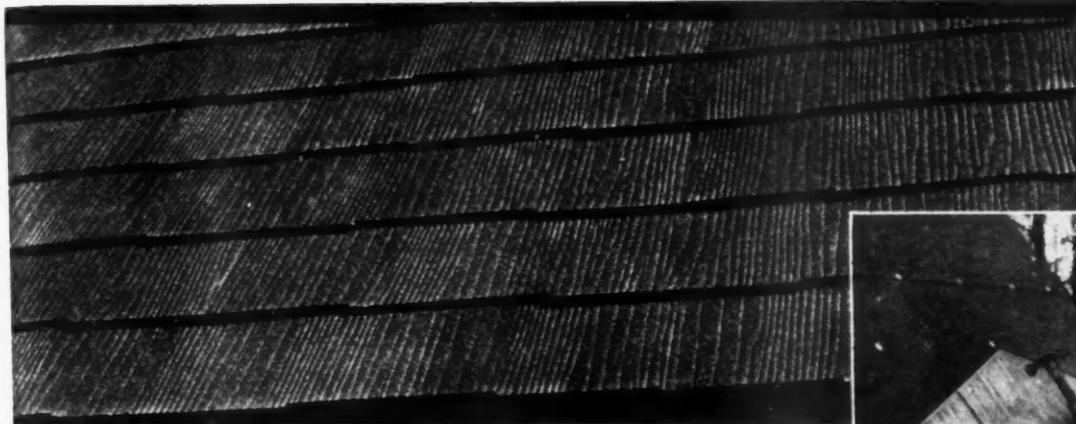
This overwhelming consumer-acceptance, proved time and again by survey test, means just one thing to you: the Johns-Manville name has greater merchandising value than any other in its field. Seventy-five years of continuous national advertising, plus the current J-M radio program reaching as many as 30,000,000 listeners a month, make Johns-Manville products easier for you to sell than any other brand.

\*  
*Both surveys mentioned above were made by outstanding national magazines. The facts uncovered are therefore authoritative and unbiased. We'll gladly give you details on request.*

**Johns-Manville**  
*BUILT TO LAST*



# FIRST CHOICE for ROOFS!



**JOHNS-MANVILLE AMERICAN COLONIAL ASBESTOS SHINGLES**, developed just before the war, immediately gained remarkable acceptance among homeowners and builders. When conditions again permit unrestricted production, this low-cost shingle promises to become one of the most popular shingles of the postwar era.

Fabricated as an asbestos "strip," yet giving the appearance of five individual shingles, J-M American Colonials come in attractive colors and are just about as easy to apply as an asphalt strip shingle. They cover exactly the same area as a 12" square butt asphalt strip, and, like the latter, have only 80 pieces per square.

Their self-spacing feature saves time on the job, too. Each shingle lines up automatically—no chalk lines, no delays for measuring. Easy-handling, these tough, rigid strips of asbestos-cement can take plenty of punishment during application.

J-M American Colonials are securely held in place with only four nails, with nail holes factory-punched. They are easy to cut, easy to fit. They make it possible to "build up" one area at a time, preventing waste motion on the roof. For details and prices write Johns-Manville, 22 East 40th Street, New York 16, N. Y.



## Asbestos Shingles

**35 YEARS\*\* . . . PLUS!**

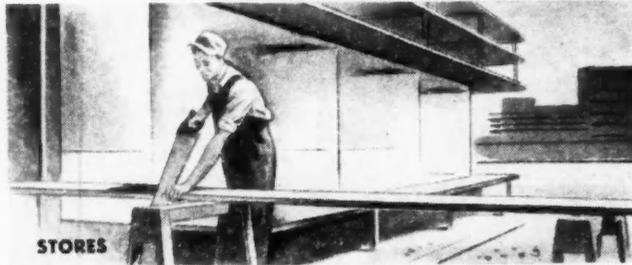
\*\* An intentional understatement, based on proved data.

# Remodeling

## COMES FIRST!



HOUSES



STORES



PUBLIC BUILDINGS

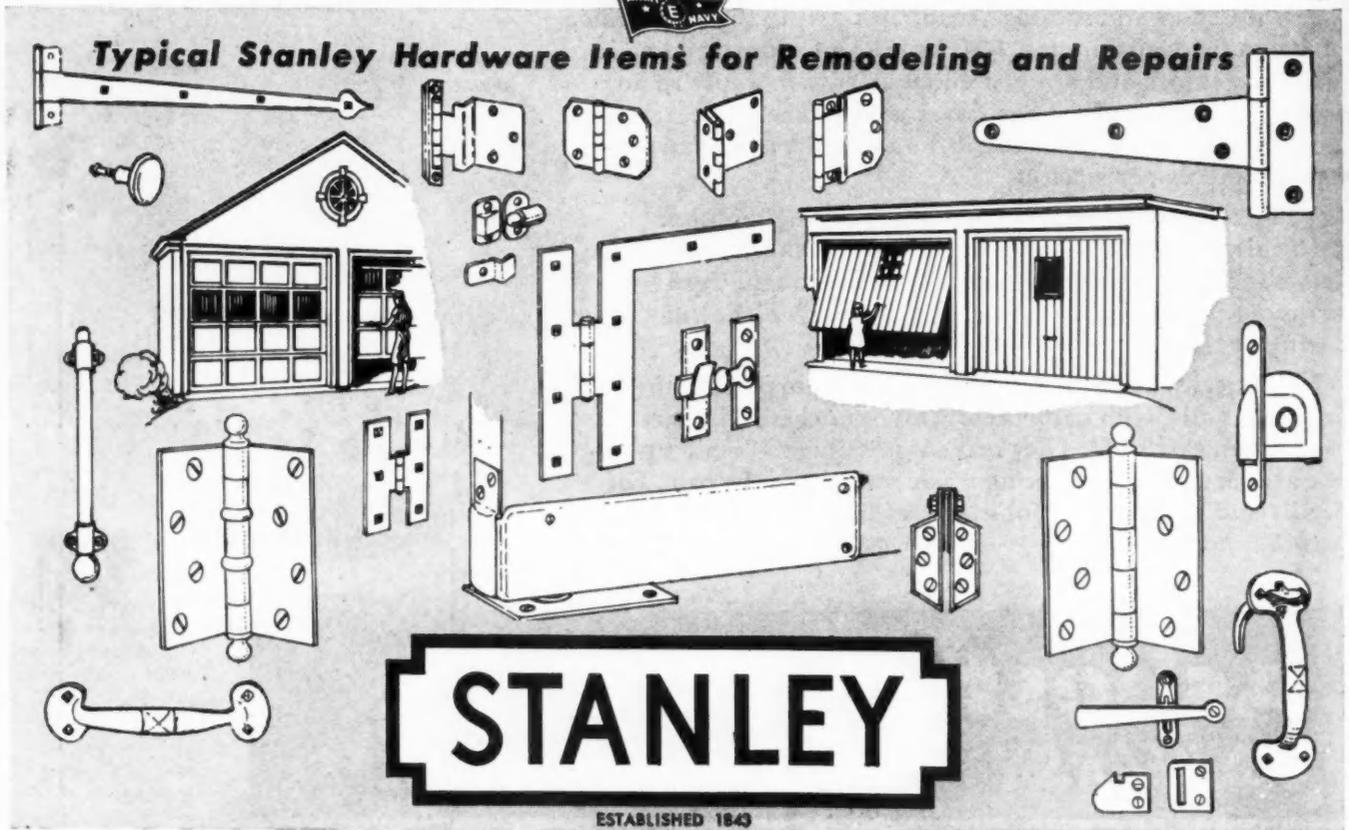
With estimates on postwar construction running at all-time record-breaking figures, serious thought is being given to the direction which new construction will take at the start. Opinion is that remodeling — on an extensive scale — will precede active building of new buildings.

This will provide an opportunity for you — with Stanley Hardware. For remodeling work, as well as new construction, the Stanley line is ideally adapted. It is so broad in variety and so well-known for quality that you can profitably specify and use Stanley Hardware on all types of construction.

You can depend upon Stanley to provide high quality hardware as fast as materials and labor can safely be relieved of their war work. The Stanley Works, New Britain, Connecticut.



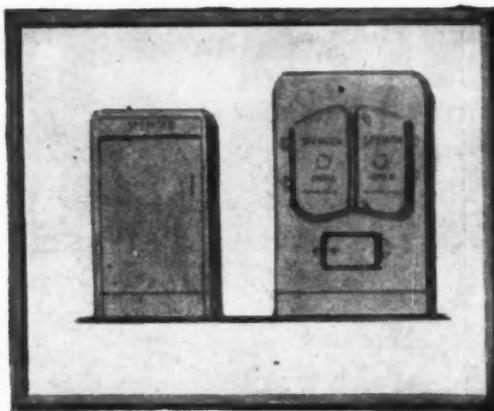
### Typical Stanley Hardware Items for Remodeling and Repairs



# STANLEY

ESTABLISHED 1843

“They’ll be best sellers  
in Post-war Cellars!”



“It’s just sound professional practice to get acquainted  
with Spencer Heaters—now.

“Because Spencer Heaters will make a hit with your post-war  
clients. Efficient, economical, advanced in design, they’ve  
got everything it takes to make a heater a hot number.

“Post-war Spencer Heaters will be products of the combined  
engineering skill of The Aviation Corporation, with its  
vast wartime research facilities, and Spencer, with its  
half a century of heating experience and leadership.

“You’re bound to get a great product from an all-star  
team like that.

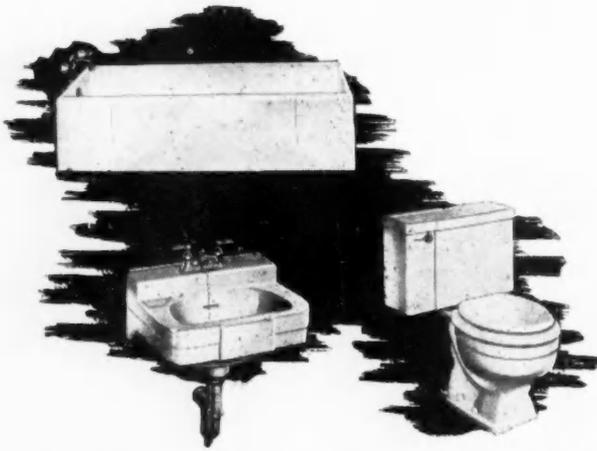
“Want proof? Drop us a line. We’ve got a mighty  
exciting story to tell you.”

# SPENCER HEATER

Division—The Aviation Corporation  
Williamsport, Pa.

*A few Spencer Heaters are now available  
on priorities. Ask us about them.*

# CRANE PLUMBING



*In production today are plumbing fixtures for the homes you are constructing or remodeling—jobs on which you are working. See your nearest Crane Branch or Crane Dealer for full information.*



## FOR THE HOMES YOU PLAN TO BUILD

Your plans are doubtless far along on the homes you are intending to build as soon as construction becomes possible.

Crane plumbing in these homes will immediately identify them in your prospect's mind as being high in quality and will assist you in selling them and in keeping them sold.

The complete new Crane line will include a wide selection of fixtures suitable for homes in every price range. This line will incorporate new styling—new convenience features—but, above all, will include the same high quality and sturdy reliability that have always been associated with the name Crane.

As soon as material and labor conditions make full production possible, complete details on the new Crane line will be announced.

*This modern and attractive Crane bathroom will be even more beautiful and efficient when furnished with plumbing fixtures from the new Crane line, available as soon as conditions permit.*



*The  
bas  
Cra  
nou  
com  
line  
thin  
syst*

Whet  
be he  
—wh  
hand  
you  
comp  
soon

The  
newl  
great  
you  
ings,  
for a  
will  
wate

For  
ing a  
or ca

NATI

# AND HEATING...

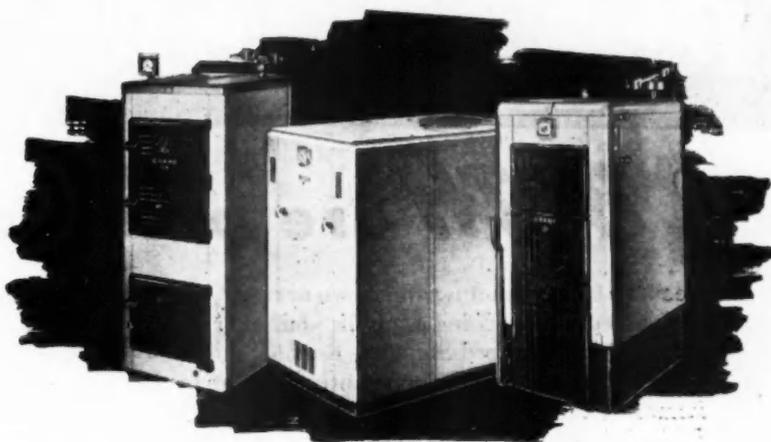
*The heart of this modern basement is the new Crane Twenty Boiler—now in production. The complete Crane Heating line will include everything for every heating system.*



Whether the homes you are planning will be heated by hot water—steam or warm air—whether you intend equipping them with hand fired or fully automatic heating systems you will find everything you need in the complete Crane heating line available as soon as labor and materials are available.

This Crane line will include equipment newly designed to assure greater efficiency—greater convenience—easier operation. In it you will find boilers for homes, public buildings, industrial plants—warm air furnaces for any type of installation. The Crane line will also include oil burners, stokers, controls, water specialties and all necessary piping.

For complete information on Crane plumbing and heating consult your Crane Branch or call your Crane Dealer.



*Three Crane Boilers, the FOURTEEN, SIXTEEN and TWENTY, are already in production to care for today's essential construction or replacement.*

# CRANE

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS

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

VALVES • FITTINGS • PIPE  
PLUMBING • HEATING • PUMPS



**HE RUNS THE FARM...  
SHE RUNS THE HOME...**

**BOTH are prospects for YOU**

Whether your market is rural, town or city, Certain-teed advertising is doing a job for you. Year in and year out, Certain-teed Shingles, Roofing, and Best-wall Gypsum Board, are constantly brought to the attention of your best prospects. Thousands of farmers have written for Certain-teed's famous FARMER'S HANDBOOK—filled with repair, re-

modeling, and new farm building ideas . . . packed with interesting product information. This Fall, additional Certain-teed National advertising will continue to bring Certain-teed prospects to you because Certain-teed advertising is reaching over 10,000,000 Farm Families and Home Owners—paving the way to sales for you!

**CERTAIN-TEED**

**BUILDING**



**PRODUCTS**

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

BRING SU  
and dif  
and pro  
— they

EASY TO  
into all  
Install  
step-by-  
nished

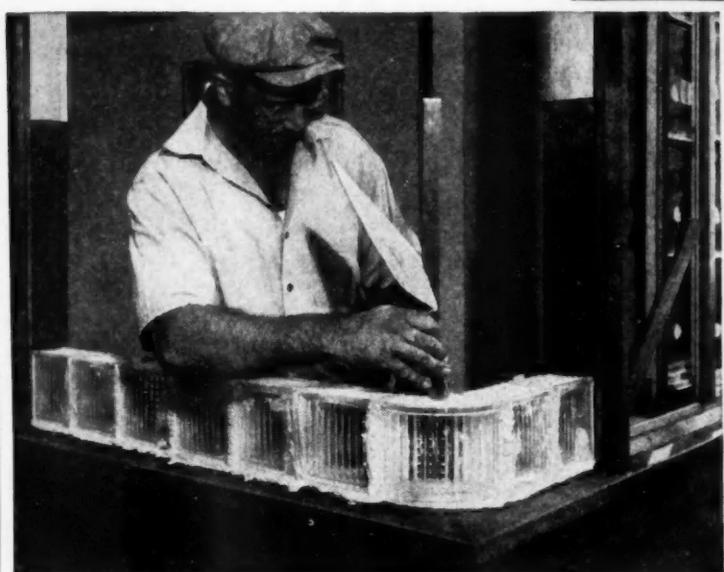
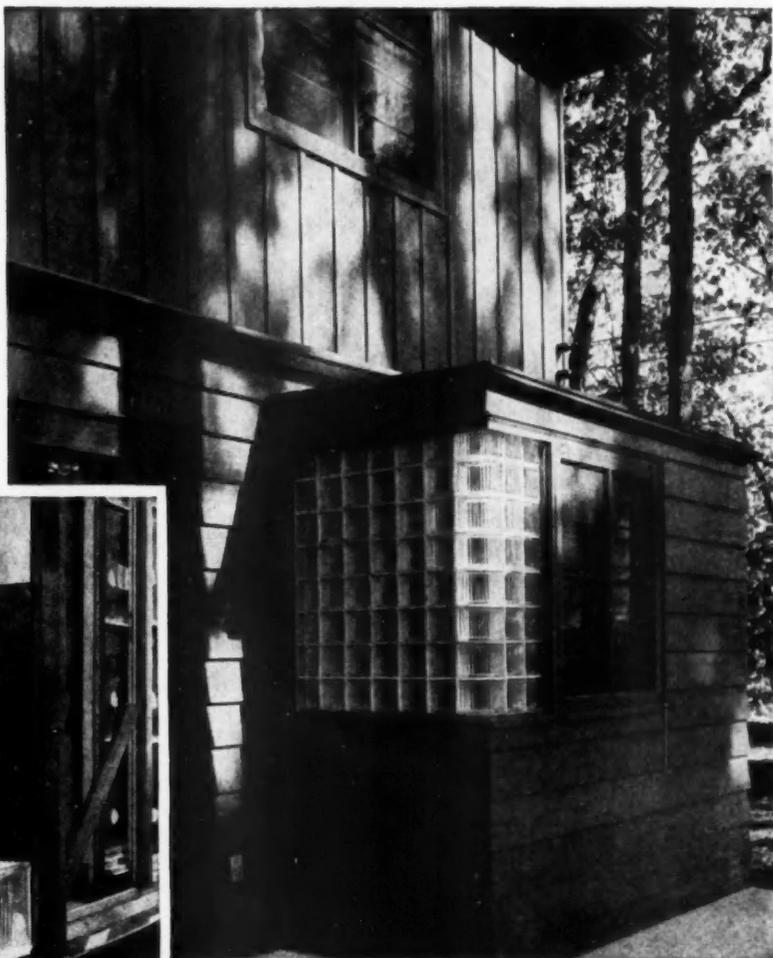
M

R  
In  
offic  
Wh  
abl  
Ins  
inst  
of an  
Ho  
brigh



**BRING SUNSHINE INSIDE.** Panels of Insulux transmit and diffuse light better than ordinary windows and provide privacy along with light. Furthermore — they prevent the infiltration of dust and dirt.

**EASY TO INSTALL.** Panels of Insulux can be built into all of the several types of wall construction. Installation is fast and easy. Drawings showing step-by-step construction methods will be furnished on request.



# Many builders sell sunshine — at a PROFIT!

**R**IGHT now — builders are busy installing lustrous, light-flooded panels of Insulux Glass Block. In homes, stores, offices and factories!

Why not get your share of this profitable remodeling business?

Insulux is available now. It is easy to install. And it adds to the attractiveness of any building.

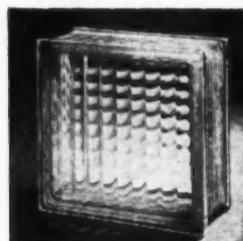
Home owners use panels of Insulux to brighten an entry way or to add beauty

and charm to a kitchen, living room, bedroom or bath.

Store owners use panels of Insulux to flood salesrooms with softly diffused natural daylight.

Factory owners use panels of Insulux to solve problems of light, temperature, humidity and dust control.

By all means — get the facts! Mail coupon below for complete information.



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

MAIL THE COUPON FOR FREE BOOKLET



OWENS-ILLINOIS GLASS COMPANY,  
Insulux Products Division, Dept. B-153, Toledo 1, Ohio.  
Gentlemen: Please send me, without obligation, your book entitled, "Rx, for the Improvement of Buildings."

Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**OWENS - ILLINOIS**  
**INSULUX**  
**GLASS BLOCK**



## Things you can count on...

**Sure as sunrise . . .** your guarantee of quality when you sell Flintkote products.

For instance, when you recommend Flintkote Asbestos Sidings you are offering products that actually grow stronger with age. They have the enduring permanence of stone.

And, per year of service, no other material approaches the lifetime economy of asbestos sidings. Their life can be measured in decades, rather than years.

They are the ideal material for the many re-siding jobs awaiting your attention. They are light, easy to apply, and moderately priced.

Flintkote Asbestos Sidings are manufactured in four general styles . . . Tapertex . . . Waveline . . . Shake . . . Straight Edge—and in smooth finish, as well as the popular wood grain textures.

If you have farmer customers, now is the time to capitalize on Flintkote's advertising program in this field. It represents a mighty profitable market for you if you follow through now.

*The Extra Years of Service Cost No More!*

### THE FLINTKOTE COMPANY

50 Rockefeller Plaza

New York 20, N. Y.

★

Atlanta • Boston • Chicago Heights

Detroit • East Rutherford • Los Angeles

New Orleans • Waco • Washington



WHAT  
HE M

STEEL  
frames  
more  
flood  
air . . .  
For Ca  
steel w  
ventila

WHAT  
IGHT

STEEL  
scient  
dow I  
or bui  
ments  
condi

WHAT  
OST

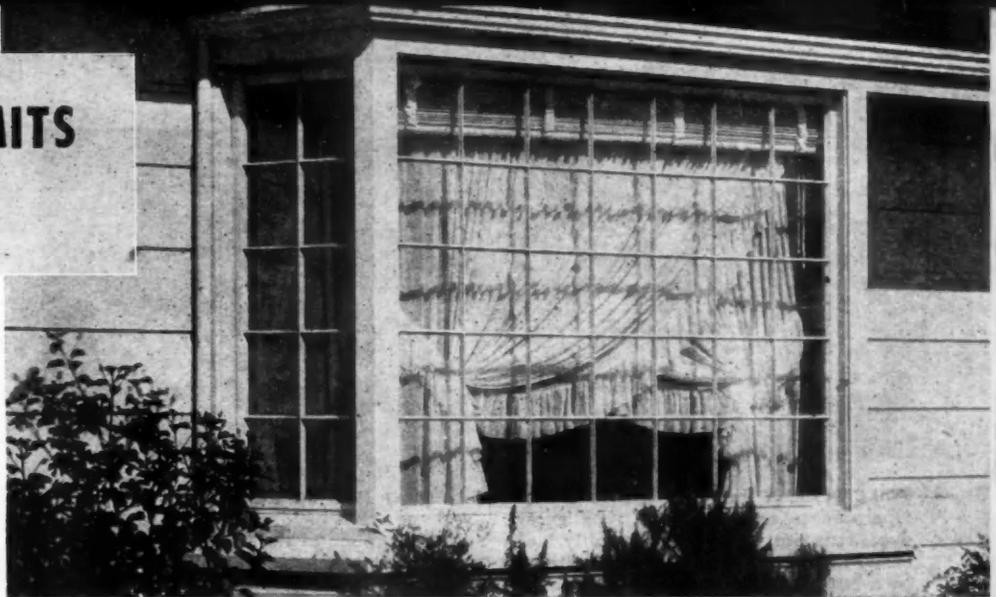
STEEL  
initia  
other  
costs  
hard  
labor  
dow  
caser

crete Eng  
amps, rein  
and doors, n  
e: roof de

ENG

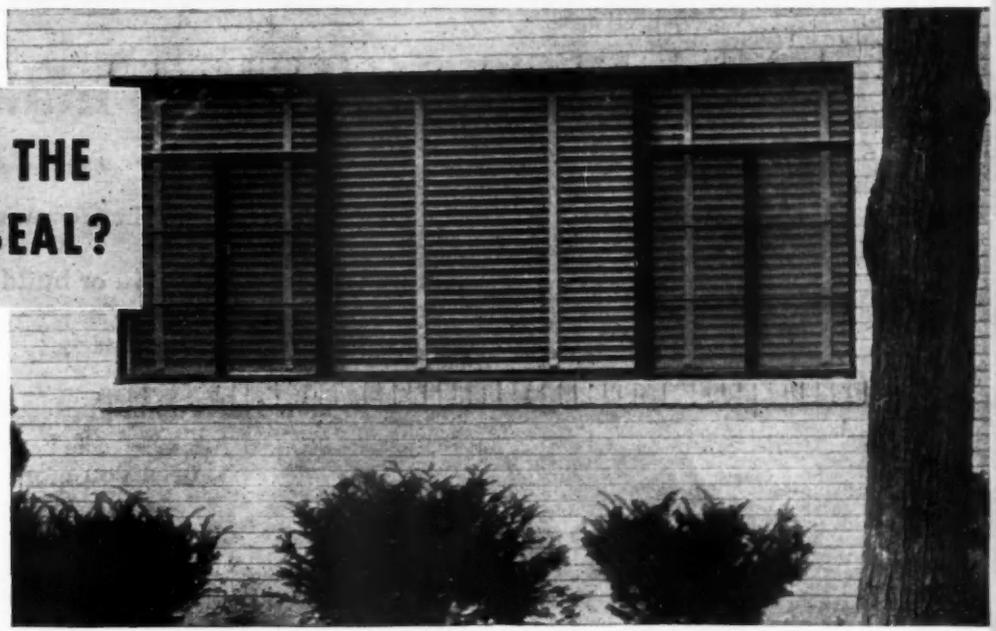
# WHAT WINDOW ADMITS THE MOST LIGHT?

**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.



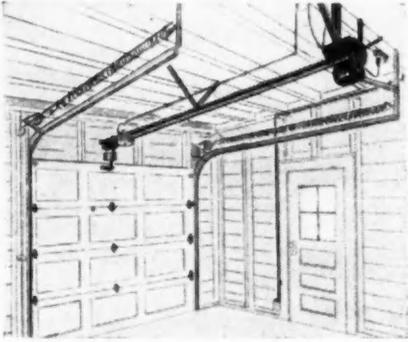
# WHAT WINDOW COSTS THE LEAST?

**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!

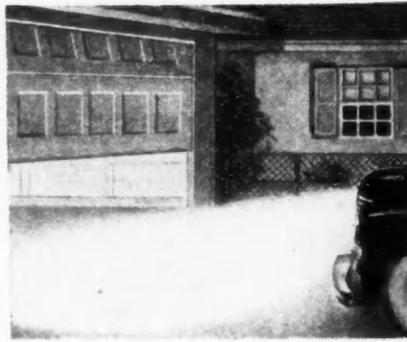


Concrete Engineering Division: Meyer Steel forms, adjustable shores and  
amps, reinforcing bars, fabric, etc. Manufacturing Division: steel windows  
doors, metal lath, metal weatherstrip, metal frame screens, steel joists,  
roof deck. Highway Products Division. Sheet Steel and Wire Division.

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



**YOU CAN APPLY** the Avco Automatic Door Operator to any standard type garage door. It is simply designed, sturdily built, easily installed. It operates automatically by a button in the car and another in the house . . .



**GOING OUT OR COMING IN**, the garage doors are opened or closed automatically at the touch of the button. Garage lights go on or off at the same time. Yard lights and house entrance lights may be included at slight extra cost.



**PLANNERS OF POSTWAR HOMES** are showing lively interest in this new convenience. It makes sense for the home owner. It makes sales for the planner and builder. We will gladly send you full details upon inquiry. Write now.

**"It makes SENSE...and it makes SALES!"...**

"No really modern improvement you can feature in homes you plan or build for postwar sale will show up more clearly . . . appeal both to men and women more directly . . . or give you more added sales appeal for so little more investment . . . than the Avco Automatic Door Operator! . . ."



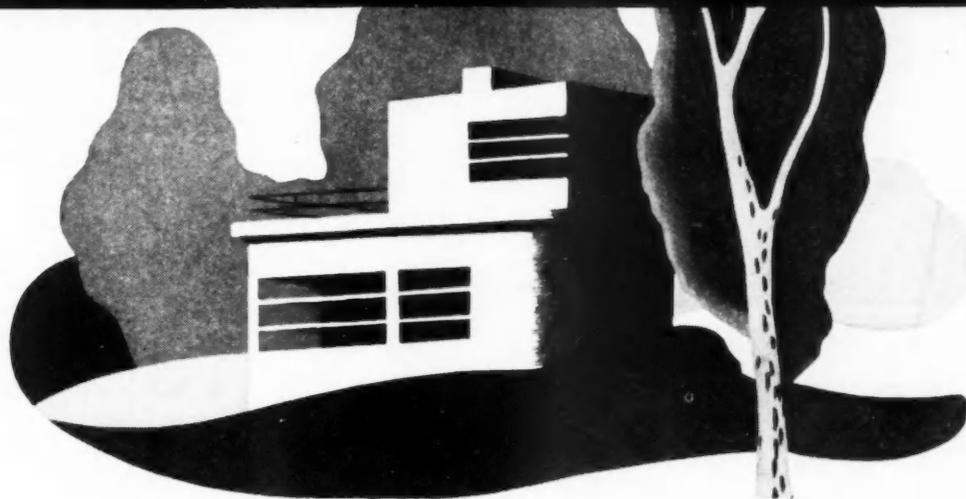
**AVCO Automatic DOOR OPERATOR**

THE HORTON MANUFACTURING DIVISION  
The Aviation Corporation  
2482 Scotten Avenue, Detroit 9, Mich.

A rev  
is ach  
face a  
result  
ordina  
tic la  
struct  
cation  
proba  
produ  
Wi  
into a  
mach  
nary  
tough  
paint  
Ki  
to pl  
flexu  
mois  
again  
grain  
scuff



**Whether you build Radio Stations or Homes . . .**



**..... 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.

Write us for further information and names of those plywood manufacturers who are currently using KIMPREG plastic surfacing material.



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

AB-945

Name \_\_\_\_\_

Firm \_\_\_\_\_

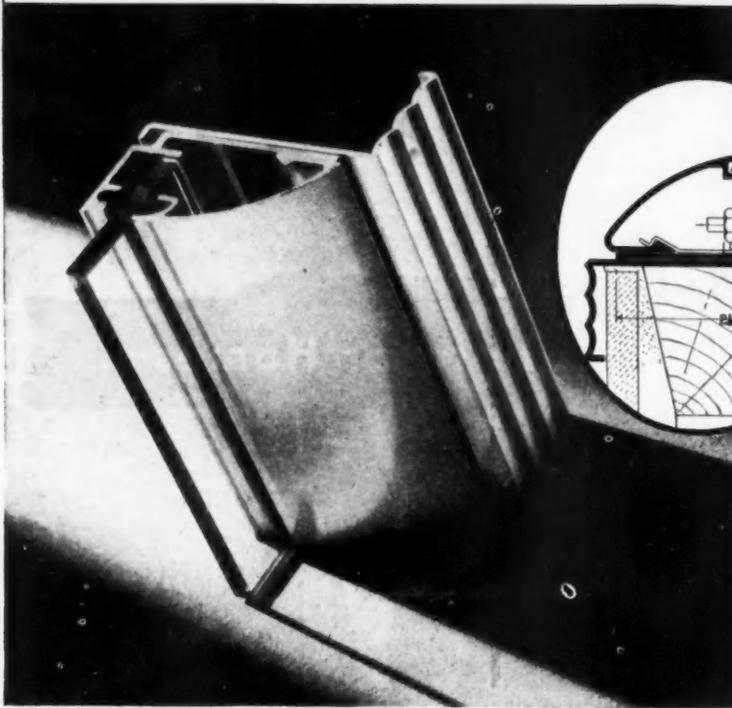
Type of Business \_\_\_\_\_

Address \_\_\_\_\_

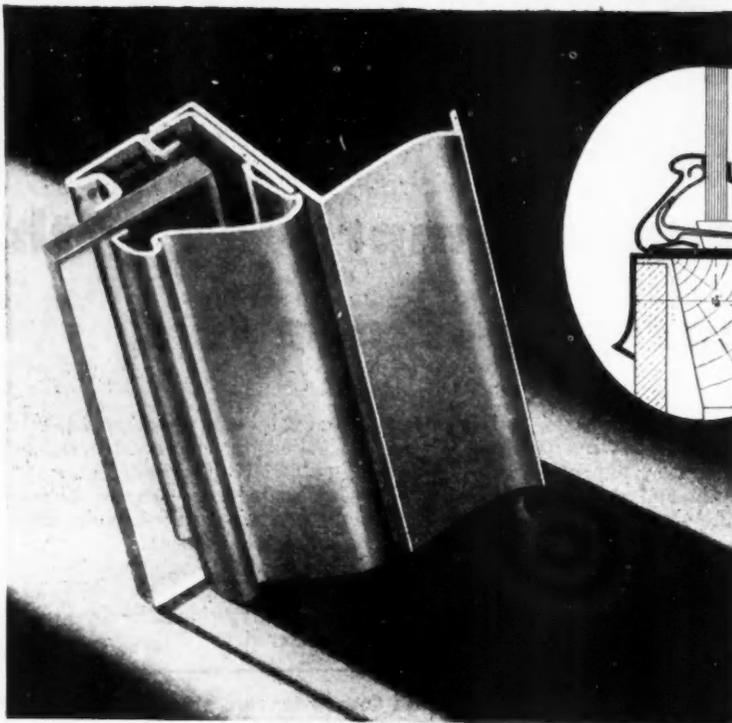
City \_\_\_\_\_ State \_\_\_\_\_

# For BEAUTY... use Pittco Metal

YOUR CHOICE OF TWO OUTSTANDING LINES



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



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



**PITTCO STORE FRONT METAL**  
PITTSBURGH PLATE GLASS COMPANY

*"PITTSBURGH" stands for Quality Glass and Paint*



This attractive, modern dry cleaning sales office has walls and ceilings of beautiful Douglas fir plywood. Curved counter treatment is accomplished with plywood, too, for this versatile "miracle wood" can be easily bent to simple curves without steaming and without the use of special tools.

No. 9 of a Series

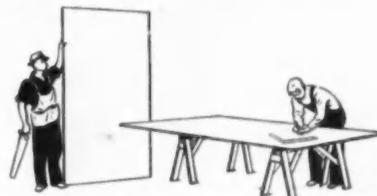
## Versatility is the Keynote when Walls are Finished with Douglas Fir Plywood

The design possibilities of Douglas fir plywood are almost endless. The illustration above suggests one use of the "miracle wood" — for walls, ceiling and fixtures in a modern dry cleaning sales office. The walls feature a two-panel treatment, arranged horizontally.

When planning walls of Douglas fir plywood, follow these basic principles: (1) start at the openings with vertical joints and divide the plain wall spaces in an orderly pattern for the most pleasing effect; (2) use vertical joints at top and

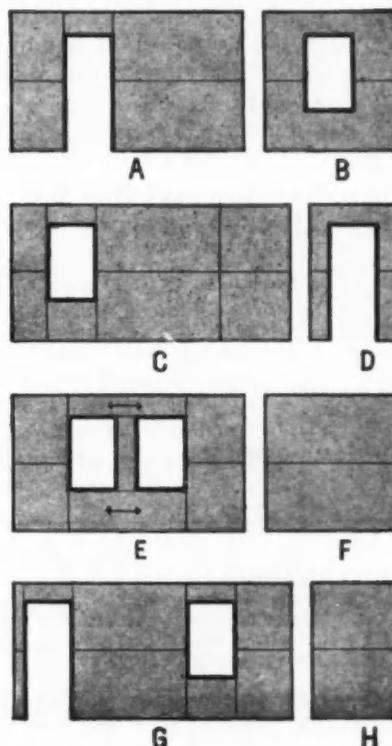
bottom of windows and at top of doors as shown in figures A, C and G; (3) when width of door or window is over four feet, do not hesitate to place the panels horizontally as in figures B and E, for combinations are successfully used in the same room; for special patterns or patterns made up of small panels, sheath with 5/16" or 3/8" Plyscord and apply the finish panels as desired.

For additional technical data, see Sweet's File for Architects or write the Douglas Fir Plywood Association.



There are three grades of Douglas fir plywood panels made especially for various phases of wall construction. PLYWALL is made especially for standard wallboard use; PLYPANEL is a premium panel used for quality interior work; PLYSCORD is a utility panel made for wall and roof sheathing.

### Simple Suggestions For An Attractive Wall Design With Plywood



#### CAN PLYWOOD BE SPECIFIED NOW FOR POSTWAR USES?

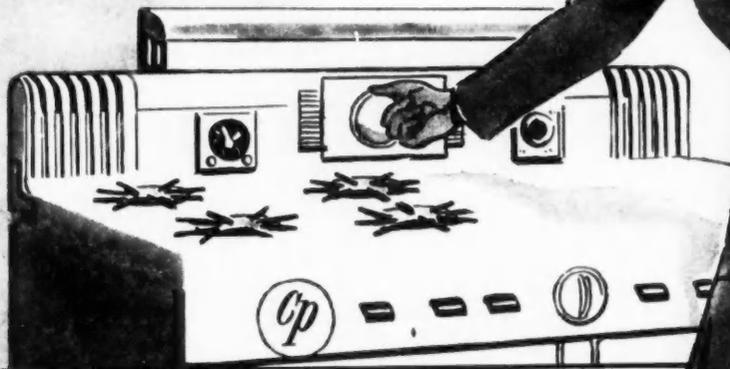
The increased capacity of the industry will make MORE Douglas fir plywood available for civilian consumption THAN EVER BEFORE, as soon as the needs of the armed services lessen or war restrictions are lifted. There will be no reconversion delays; the same types and grades of Douglas fir plywood that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



DOUGLAS FIR PLYWOOD ASSOCIATION  
Tacoma 2, Washington

# SHE KNOWS WHAT SHE WANTS

*And she'll have it*



• The 20,000,000 women who have already selected gas as best for cooking will have everything they are asking for in gas ranges as soon as materials are available.

Ovens that light automatically—easy-to-clean, smokeless-broilers—simmer-speed top burners—high-low temperature exactly controlled ovens—and dozens of other “wants” are *musts* in gas ranges built to “CP” standards. Automatic clock controls to turn the cooking on and off will be available *again*. And there will be four and six burner models at economical prices to fit every home. Waist-high broilers and a host of special features developed by each manufacturer will be ready and waiting.

Best of all, for her double protection, in addition to the manufacturer's brand name, every woman will have the famous “CP” Seal for a buying guide.

#### Here's why you can recommend “CP” gas ranges

1. Gas ranges bearing the “CP” trade mark in addition to their own brand names, are built to rigid standards set by 20 gas range manufacturers aided by 1,200 gas utilities, home economists, and home-makers.
2. To these standards, each manufacturer adds distinctive features developed in his own test kitchens.
3. Then for your double protection, these ranges are pre-tested by world-famous laboratories, to make sure they meet the rigid “CP” requirements.

For Information write to Association of Gas Appliance & Equipment Manufacturers, 60 East 42nd Street, New York 17, N. Y.



#### Gas Ranges Bearing The “CP” Seal Will Be Made By The Following Manufacturers.

A-B STOVES, INC.  
AMERICAN STOVE CO.  
CALORIC GAS STOVE WORKS  
CRIBBEN & SEXTON CO.  
DETROIT-MICHIGAN STOVE CO

THE ESTATE STOVE CO.  
GLENWOOD RANGE CO.  
JAMES GRAHAM MFG. CO.  
GRAND HOME APPLIANCE CO.  
HARDWICK STOVE CO.

A. J. LINDEMANN & HOVERSON CO.  
O'KEEFE & MERRITT CO.  
ROBERTS & MANDER STOVE CO.  
GEO. D. ROPER CORP.  
STANDARD GAS EQUIPMENT CORP

THE TAPPAN STOVE CO.  
WESTERN STOVE CO., INC.  
In Canada: CLARE BROS. & CO., LTD.  
GURNEY FOUNDRY CO., LTD.  
MOFFATS, LTD.



**GAS. THE WONDER FLAME FOR MATCH-LESS COOKING**



"Well, the instructions say it'll take less than an hour to install this Craw-Fir-Dor. Sounds too good to be true."



"What d'ya know? I'm almost through already. This job really turned out to be a lead-pipe cinch."



"Yes Ma'am! It works like a charm. Easy as falling off a log. And what's more—it took only 55 minutes to put 'er up!"

## Any ordinary carpenter can install this overhead garage door quickly, easily, without special tools

A brief hour of time . . . a hammer, screwdriver, level, saw, brace and bit! That's all you need to install the beautiful, durable, easy-acting CRAW-FIR-DOR. The new, improved hardware, the sturdy, solid Douglas fir door, and the attractive new auto-type lock—all are designed for ease of installation, for long, trouble-free service.



Keep in touch with your dealer—for this new, improved postwar CRAW-FIR-DOR will soon be available for residential building. It's sold only through lumber dealers—and is available everywhere in the United States. Keep CRAW-FIR-DOR—the overhead-type garage door—in mind for all your postwar building.

# Craw-Fir-Dor

SELF-ENERGIZING • ONE PIECE • OVERHEAD TYPE

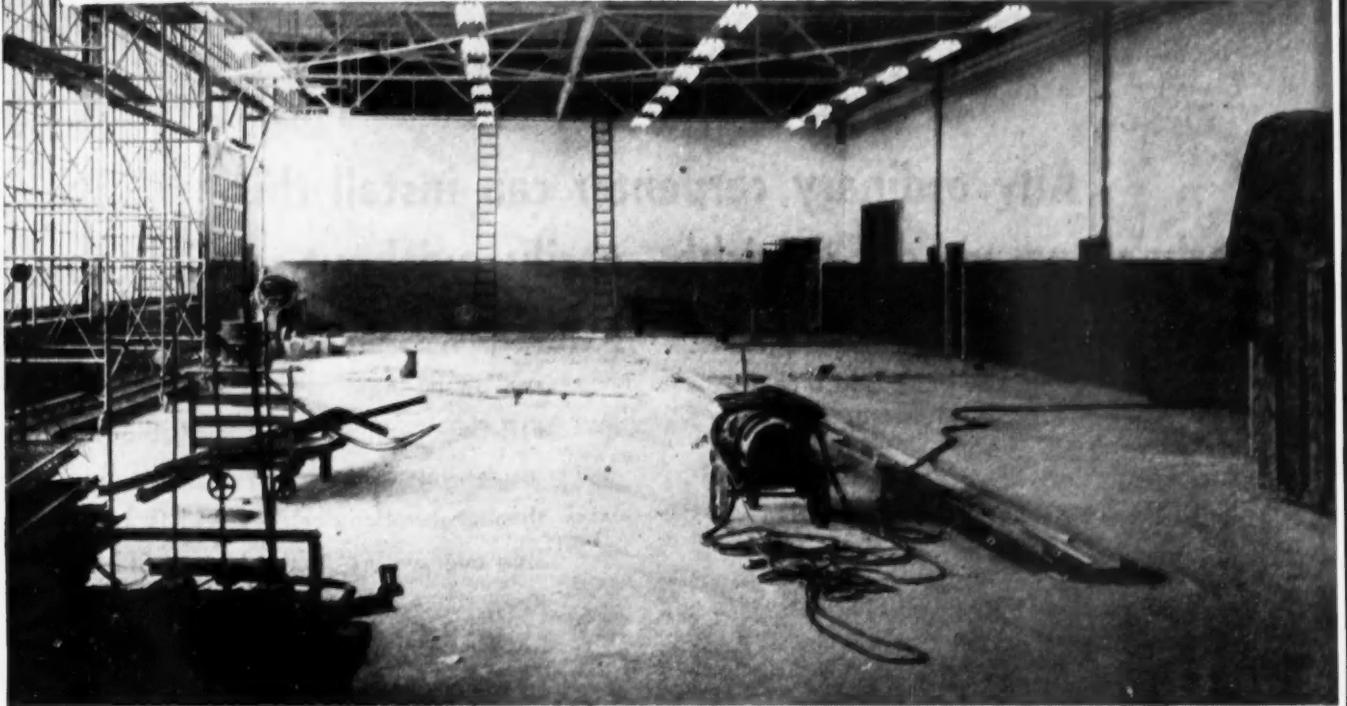
## GARAGE DOOR

**F I R D O O R I N S T I T U T E**

*The National Association of Fir Door Manufacturers, Tacoma 2, Washington*

# ATLAS DURAPLASTIC

**The New Air-Entraining Portland Cement  
which makes better concrete at no extra cost**



*Duraplastic cement was used for the floors in the addition to Westinghouse plant at Lima, Ohio. The Green & Sawyer Co., general contractor, Lima.*

**I**N six years of use on a variety of jobs, Atlas Duraplastic air-entraining portland cement has proved itself one of the most significant advances in cement and concrete. It has been used with gratifying success since 1939 for over 2½ million sq. yds. of street, highway and airport paving and for a variety of other jobs including foundations, sidewalks, tanks, retaining walls, houses and other structures.

Experience on these jobs shows that Atlas Duraplastic cement requires less mixing water, makes concrete more plastic, more workable, more uniform and more durable, reduces segregation and bleeding, and produces concrete that is highly resistant to the action of freezing and thawing weather.

Duraplastic sells at the same price as regular cement, calls for no additional materials, spreads, screeds and finishes easily, makes

better concrete at no extra cost.

Send for free booklet on 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, Cleveland, Minneapolis, Duluth, St. Louis, Kansas City, Des Moines, Birmingham, Waco.

AB-D-1

# ATLAS DURAPLASTIC

TRADE MARK REG.  
U. A. C. CO.

THE AIR-ENTRAINING PORTLAND CEMENT ORIGINATED AND DEVELOPED BY UNIVERSAL ATLAS



**1925**  
**Timken**  
**Oil Burner**  
**\$625<sup>00</sup>**



**1941**  
**Timken**  
**Oil Burner**  
**\$299<sup>00</sup>**



## **Timken Silent Automatic quality went UP! as prices went DOWN!**

You know what the trend has been in the cost of homes since 1925 . . . up, up, and UP!

During this same period the cost of Timken oil heat has gone steadily *down* . . . to less than *half* the 1925 price, for a far more efficient heating unit.

New Timken Burners will soon be available at prices that make them practical for the homes you plan to build. No oil burner has better public acceptance than Timken . . . no other burner can provide so much comfort and convenience at such low cost.

Reports from thousands of users prove that the unique Timken Wall-Flame principle *saves up to 25%* in oil and electricity over conventional "gun-type" burners.

Perhaps no other feature can mean so much in comfort and economy to the purchasers of your homes as Timken Oil Heat. You can provide it for very little more than the cost of an ordinary oil burner. For detailed information on the new and improved Timken products soon to be available for your needs, see your Timken dealer or write us direct.

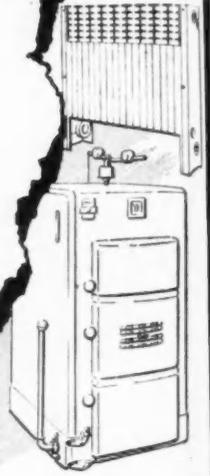
*"Timken makes a good home better"*

# **TIMKEN** *Silent Automatic*

Quality Home Appliances for Comfort, Convenience and Economy  
20 Years of Faithful Service to American Homes

Division of THE TIMKEN-DETROIT AXLE CO., Detroit 32, Michigan

# NEWS you've been waiting for...



**R**ECONVERSION is under way at American-Standard.

Many of our plants that have been making materials for war are being changed over to the manufacture of our regular products of peace. More and more American-Standard heating equipment and plumbing fixtures will be available.

Not all products will be ready immediately, but we will increase production as rapidly as conditions permit.

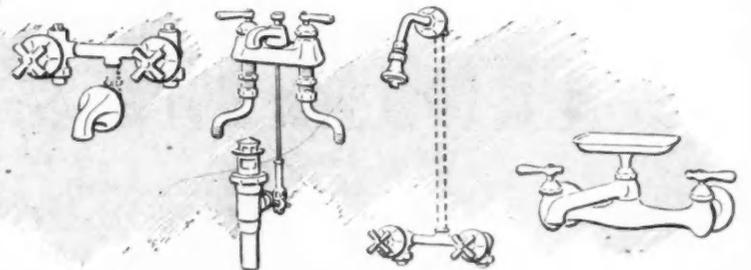
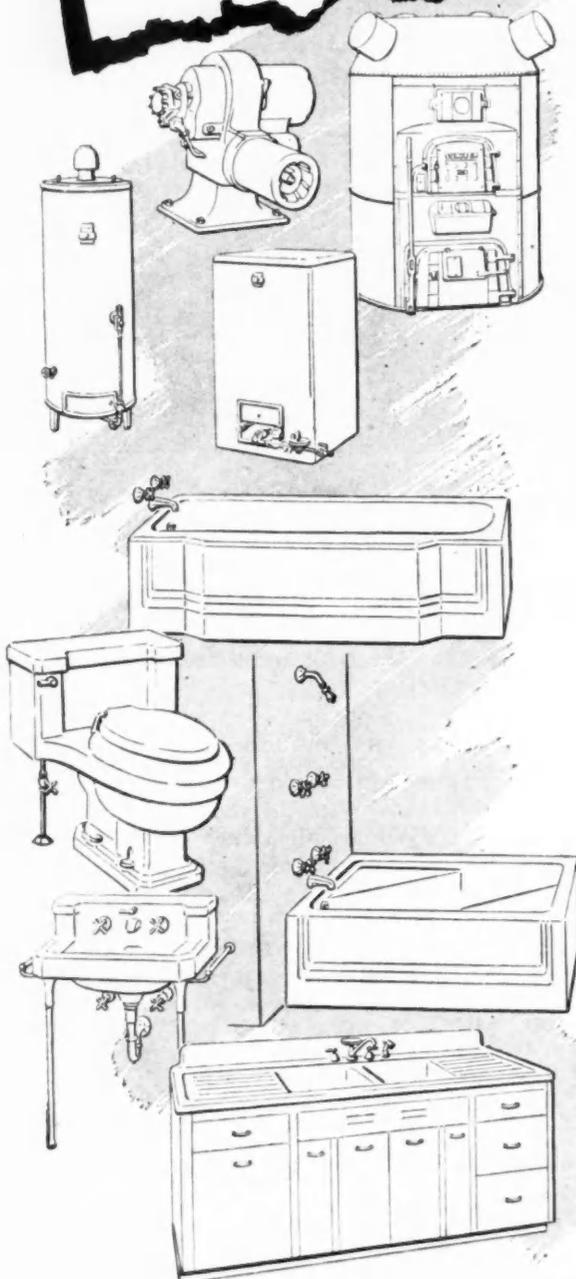
Whatever your new construction or modernization plans call for, you will find that there are American-Standard products designed and engineered to fit your needs. And they cost no more than others.

To keep posted on available products, contact your Heating and Plumbing Contractor who is being currently informed by American-Standard Wholesale Distributors. American Radiator & Standard Sanitary Corporation, Pittsburgh 30, Pa.

## AMERICAN-Standard

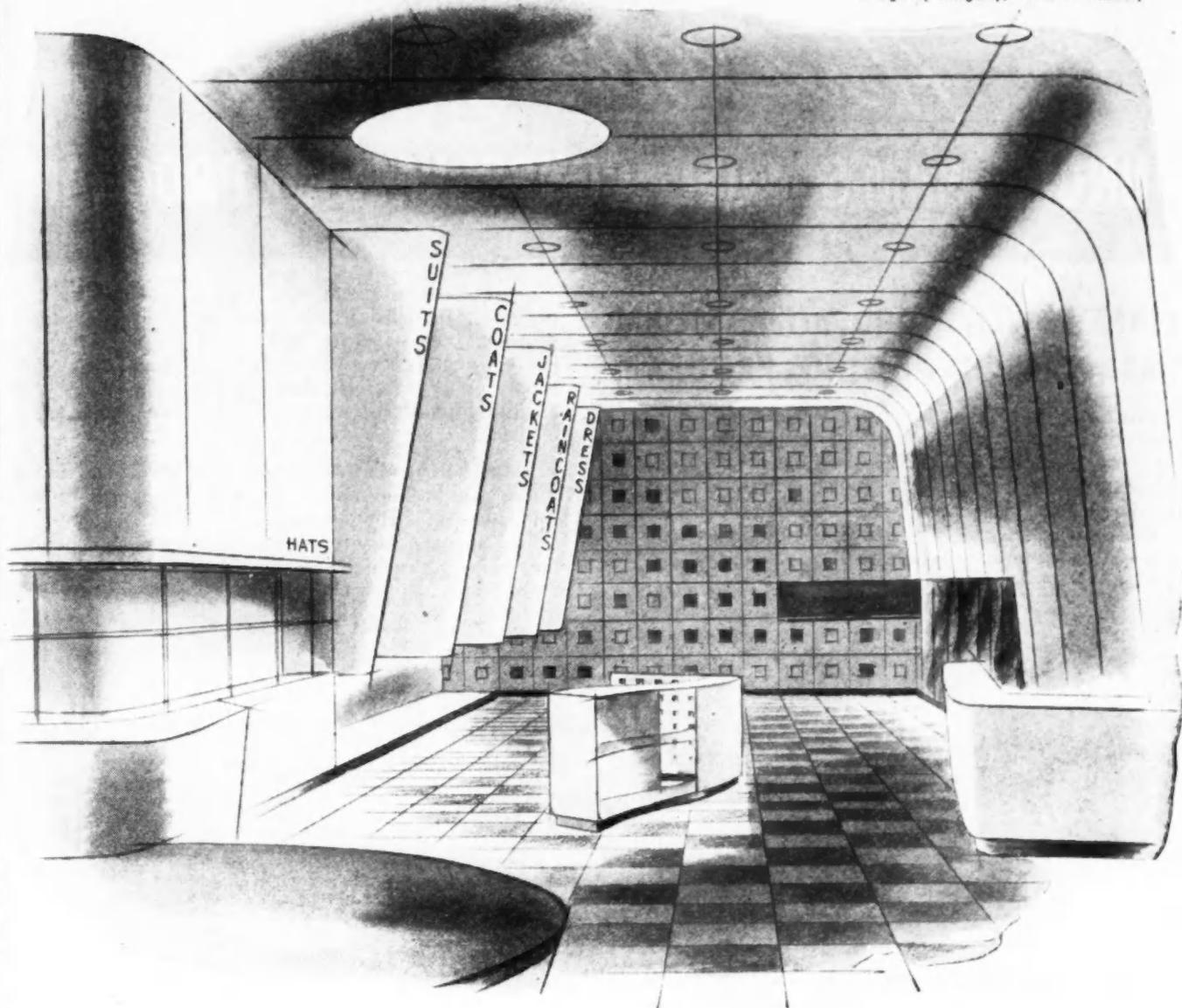
HEATING PLUMBING

*Serving the Nation's Health and Comfort*



There  
mode  
Mas  
Th  
be u  
desig  
finis  
woo  
shov  
In

Design by Badgley, Wood & Bredbury



## Short-cut to designing sales appeal

There's no quicker way to give a store interior that smart, modern, sales-stimulating appearance than to use durable Masonite® Presdwoods from top to bottom and front to back.

These handsome, smooth, splinterless hardboards can be used flat or curved in an infinite variety of shapes and designs. Furthermore, they take practically any kind of finish. So in the smartest stores you find Masonite Presdwoods used for walls, partitions, ceilings; in decorations, showcases, cabinets, platforms and displays.

In homes, restaurants and offices, too, these Masonite

hardboards are ideal for dry walls, panels and furniture because of their strength, beauty and durability. For counters, closets, cabinets and work surfaces, Presdwood is the best answer for architect and builder — and the best buy for the owner.

The Presdwoods go up easily and quickly — save time and labor on new construction or alteration work. They will come smooth or in tile pattern. For data on all the Masonite building products, write to Masonite Corporation, Dept. AB-9, 111 W. Washington Street, Chicago 2, Illinois.

“Masonite” is a trade-mark registered in the U. S. Pat. Off., and signifies that Masonite Corporation is the source of the product.

# MASONITE



## BRAND PRODUCTS

PRODUCTS OF THE STATE OF MISSISSIPPI

# Here's YOUR tie-in with UNCLE SAM'S FUEL CONSERVATION PROGRAM

## LIBBEY-OWENS-FORD offers STORM SASH MERCHANDISING PROGRAM

Uncle Sam says we must save fuel this winter. Newspapers, magazines and the radio will all be carrying this message to your customers. One important recommendation will be the installation of Storm Sash. To help you tie in with this promotion, L·O·F has prepared a campaign of sales helps and national magazine advertising. It's designed to help you get more Storm Sash business!

1. **SALES HELPS.** Display material, newspaper ad mats, publicity stories and radio spot announcements have been

prepared. Included in the promotional kit is a timely four-page newspaper on fuel saving for distribution to your customers. See your L·O·F distributor now for a supply of this material. And check your stock of L·O·F Quality Window Glass so you'll have an ample supply on hand.

2. **NATIONAL MAGAZINE ADVERTISING.** The first advertisement backing up this program will appear in October issues of national magazines. The second, shown below, appears in several November consumer publications. These advertisements direct homeowners to you for Storm Sash. Libbey-Owens-Ford Glass Company, 1195 Nicholas Building, Toledo 3, Ohio.

THIS ADVERTISEMENT, the second in L·O·F's Storm Sash campaign, will appear in the November issues of:  
AMERICAN HOME  
BETTER HOMES & GARDENS  
NEWSWEEK (Nov. 5th)  
PARENTS'

Get ready to cash in on the business they will create in your community.

HOW COLD does it get in YOUR HOME TOWN?

... here are the figures.

This map, based on Weather Bureau records, shows the average minimum temperatures for the month of January. Note the places where you live... and see how cold you can expect it to get this winter.



Save Fuel - Put up Storm Sash before cold weather!

• The temperatures shown on this map are not all-time extremes which, according to the records, are much lower. In fact, not a single state has escaped zero weather. You can't be sure just how cold it might get this winter, but you do know that you'll probably have to get along on less fuel. So, to be on the safe side, equip all your windows with storm sash.

Fuel savings with storm sash can amount to as much as 30 per cent. That means money saved... plus greater comfort and health protection.

Of course, storm sash are no one-winter proposition. Long after fuel shortages are over, the storm sash you put up now will be saving heating dollars and protecting you from outside cold.

### SEE YOUR DEALER

Demands for storm sash will be high this winter. Give your window measurements to a dealer with your order. Libbey-Owens-Ford does not make storm sash, only the glass that manufacturers use to guarantee quality in the sash you buy. Look for the L·O·F label on the glass. Libbey-Owens-Ford Glass Company, 1195 Nicholas Building, Toledo 3, Ohio.

Remember...  
**STORM SASH**  
SAVE  
UP TO  
**30%**  
ON FUEL!

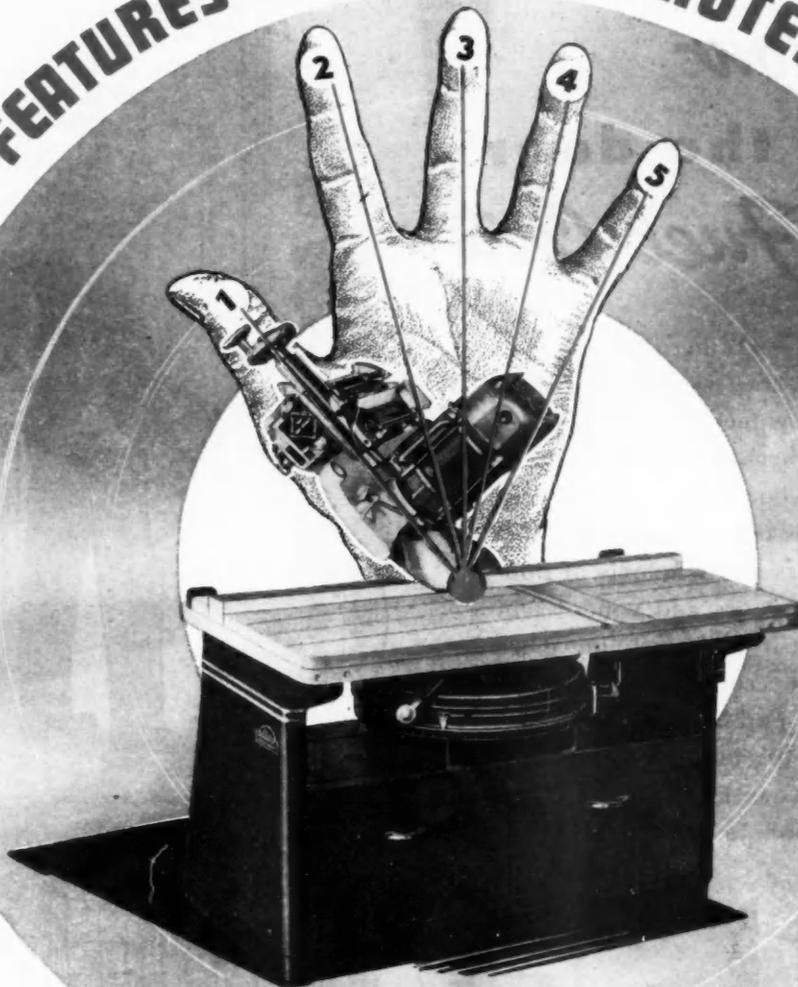


HELP  
CONSERVE FUEL!



**LIBBEY-OWENS-FORD**  
a Great Name in **GLASS**

THESE 5 FEATURES SAVE 15 MINUTES EVERY HOUR!



## MONARCH UNI-POINT RADIAL SAW

**E**VEN as your hand pivots at the wrist, so the Monarch UNI-POINT Radial Saw always pivots and enters the lumber at the same point in the table, regardless of the crosscut angle, whether vertical, horizontal, or compound miter. That is what is meant by the phrase "one-point cutting" which so many builders are talking about and enjoying. It makes possible tremendous savings in time and effort, with absolute accuracy always.

Here are just five of these time-consuming operator-motions which the UNI-POINT design eliminates:

1. You can change angle without waiting for saw blade to stop. No "idle time" man-hours on the cost sheet. Simply pivot, snap lock, and start cutting at the new angle.
2. No long arm to swing or adjust to different angle positions on table, or to get in your way. UNI-POINT saw is always at same point and telescoping ram gives operator physical freedom from machine obstructions.
3. Stops or gauges need not be moved for different angle cuts as in the case of radial saws which cut at different points in table.
4. No need to reset material to conform with angle changes.
5. No need to replace a cut-up guide fence. UNI-POINT fences do not get cut because saw always enters at same point. Safer, too!

**S**IMPLICITY and skill in the design of the UNI-POINT saw enables operator to increase production in many other ways. Often two or more operations may be combined in one. Different attachments permit many other wood-working operations with this versatile machine.

If you would keep in step with production cutting which is here to stay, send at once for our new illustrated Catalog 60. It contains many examples of how UNI-POINT saves time and manpower. Your imagination and experience will no doubt suggest many other short cuts to lower production costs.



# AMERICAN SAW MILL MACHINERY CO.

60 MAIN STREET

HACKETTSTOWN, N. J.

Established 1903

# How to shut the door on High Fuel Costs

**W**ELL fitting doors—weathertight windows of stock designs—can work with you in assuring your clients low fuel bills in the homes you are planning for them. And here's a brand new Ponderosa Pine booklet, "Today's Idea House," full of valuable pointers on saving fuel with stock design doors and windows of Ponderosa Pine. Treating doors and windows in terms of their function in making living more comfortable and more economical, "Today's Idea House" is full of usable information and illustrations. A copy of this booklet will prove a valuable addition to your files—and is yours without cost or obligation. Just mail the coupon!



*This entrance door, an attractive stock design of Ponderosa Pine, effectively bars out cold because it is machined accurately to fit snugly for maximum weathertightness. Note that the door is hung with three hinges for correct balance.*



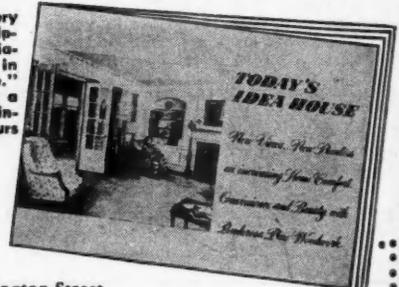
*The windowed door of Ponderosa Pine shown above admits plenty of light—yet enables the sun porch to be shut off for fuel saving in winter. Stock design Ponderosa Pine storm doors are available for exterior doors in sizes for all standard openings.*



*An abundance of windows need not impose a burden of high fuel costs—for pre-fit, precision manufactured stock windows of Ponderosa Pine are weathertight, keeping cold out and comfort in. Remember, too, that wood has natural insulating qualities and thus does not readily transmit cold.*

### Send for Your Copy of "Today's Idea House!"

Arrangements for every room of the home—helpful suggestions and diagrams—are contained in "Today's Idea House." Use this booklet as a source of ideas and inspiration—a copy is yours for the asking.



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

Ponderosa Pine Woodwork  
Dept. MAB-9, 111 West Washington Street  
Chicago 2, Illinois

Please send me a free copy of "Today's Idea House."

Name.....

Address.....

City.....Zone.....State.....

THE  
HO  
WIT

as a  
foll  
Prof  
and



WHAT PEOPLE REALLY WANT IS *Electrical Living*

**THIS KITCHEN DESIGN SHOWS  
HOW TO GET SALES APPEAL  
WITH IDEAL ELECTRICAL LIVING**

Here is a kitchen that readily reflects the efficiency, the economy, and the ease of *Electrical Living*—designed to win the enthusiastic approval of your clients. All through the house you can have this same strong appeal. Simply study the electrical requirements, room by room, and be sure that the necessary wiring to serve them is provided.

Use this new Handbook to give sales appeal to your wiring. This new Handbook provides all the data you require to design and specify efficient, modern wiring most economically. The most comprehensive reference book on home wiring ever produced. Contains 120 pages. Ten chapters. Scores of handy tables, charts and diagrams. Costs one dollar. Send your money to Westinghouse Electric Corporation, Extension Training—Industrial Relations Department, P. O. Box 1017, Pittsburgh 30, Pa.



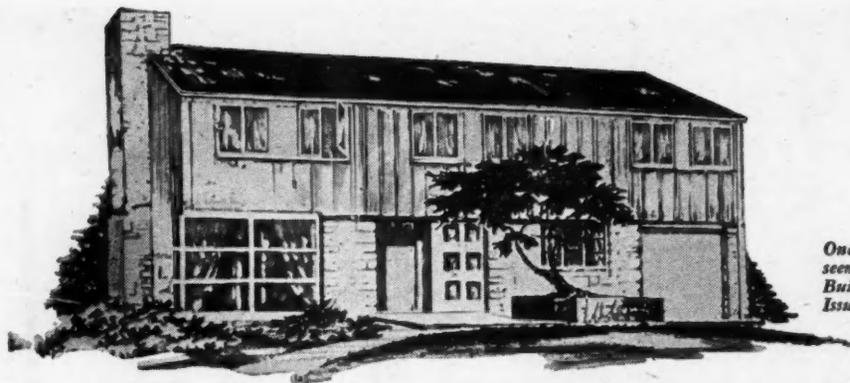
**Westinghouse**  
PLANTS IN 23 CITIES . . . OFFICES EVERYWHERE



*Better Homes Department*

as a part of its consulting service, offers you the following FREE books: *Electrical Living in 194X—Professional Edition*; *Manual of Better Home Wiring*; and *Better Living Means Electrical Living*.

J-91535



One of the houses to be seen in the American Builder Model Homes Issue, October.

## How will changes in design of new homes affect the sale of YOUR PRODUCT?

The American Builder October Issue will feature first post-war MODEL HOMES—give background of planning and details of construction features.

EVER since the rococo days of the 80's—with their gimcrack porches and many-gabled roofs—there has been a consistent trend toward cleaner, simpler design and less costly construction in home building.

To find out what Builders were planning for the first post-war homes, American Builder early this year started combing the field for substantial, practical plans. Hundreds of Builders were contacted and questioned as to just what they believed would be the most



salable home to meet the accumulated desires of those with savings earmarked for home purchases.

Many outstanding Builders had plans drawn. Property bought. Prospective buyers lined up. From representative sections all over America—Detroit, the New York area, Tulsa, California, Oregon and New England—the most forward-looking, but down-to-earth plans were selected to go into the October issue of American Builder.

American Builder's foremost consideration in selecting the designs was that Builders have them complete, ready to build and offer as Model Homes for public inspection, as the first step in their post-war merchandising programs.

### What this OCTOBER Issue means to manufacturers of building materials and supplies.

This preview showing should help many manufacturers determine how the trend toward practical, modified-modern design and construction will affect the sale of their products. For instance—one Builder is planning to eliminate many breaks in roof lines, which have heretofore added to the cost of building. He and many others are also planning to use only standard lengths and cuts of conventional building materials to provide in post-war homes a greater amount of usable space in living quarters, which is made possible by the elimination of unnecessary and costly ornamentation.

There will be many improvements in kitchens—but not a one that can be converted into a swimming pool! Plenty of worksavers, though. And many Builders like the idea of "packaged" kitchens.

All houses shown in the American Builder Model Homes Issue will be definitely *built for sale!*

For "Tell-All" story of the Building market, see Standard Rate and Data, classification 19, Business Paper Section.



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

### How to sell the men who BUILD

According to our field staff, the specifiers, buyers and distributors of building materials and supplies—which takes in the Contractor-Builder, Operative-Builder, and the Lumber and Building Materials Dealer and Distributor—say that in advertising addressed to them they like to see such information as this:

- (1) Illustrations and descriptions of how and where a product can be used; how it is made; how installed; how fast it can be installed. (Give 'em sketches, rather than photographs.)
- (2) "Performance" data—what it has done for others.
- (3) On new products, proof of workability and acceptance by the trade and associations.
- (4) Offer those new booklets you've made up of new products—or offer any literature relating to plans for post-war homes.

All these Builders and Dealers need to know now is what new materials are available, or what improvements have been made in old materials. Builders—big and small, all over the Country—will study the plans and products shown in the October American Builder Model Homes Issue as a guide to their own post-war building plans. So the manufacturer whose copy tells Builders these things they need to know will materially improve his opportunity to get his materials or equipment on the specification sheet.

# WHEELER OSGOOD

# Tru-sized DOORS

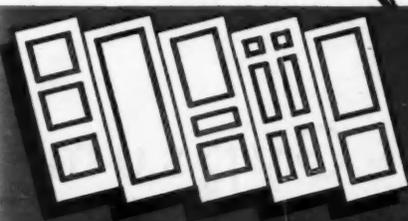
COMPLETELY MANUFACTURED  
...READY TO INSTALL!

**YOU CAN SAVE** not only dollars and cents—but *valuable time* as well—when you use **Tru-Sized Doors**... This superior product gives complete satisfaction in every way. Quick installation—perfect fitting—new beauty.

Fully machined for standard locks and hinges, Tru-Sized Doors help carpenters and builders do a better job than ever before, and in less time. You can save from **55 to 70 minutes** on every installation!



**MAIL COUPON TODAY!**

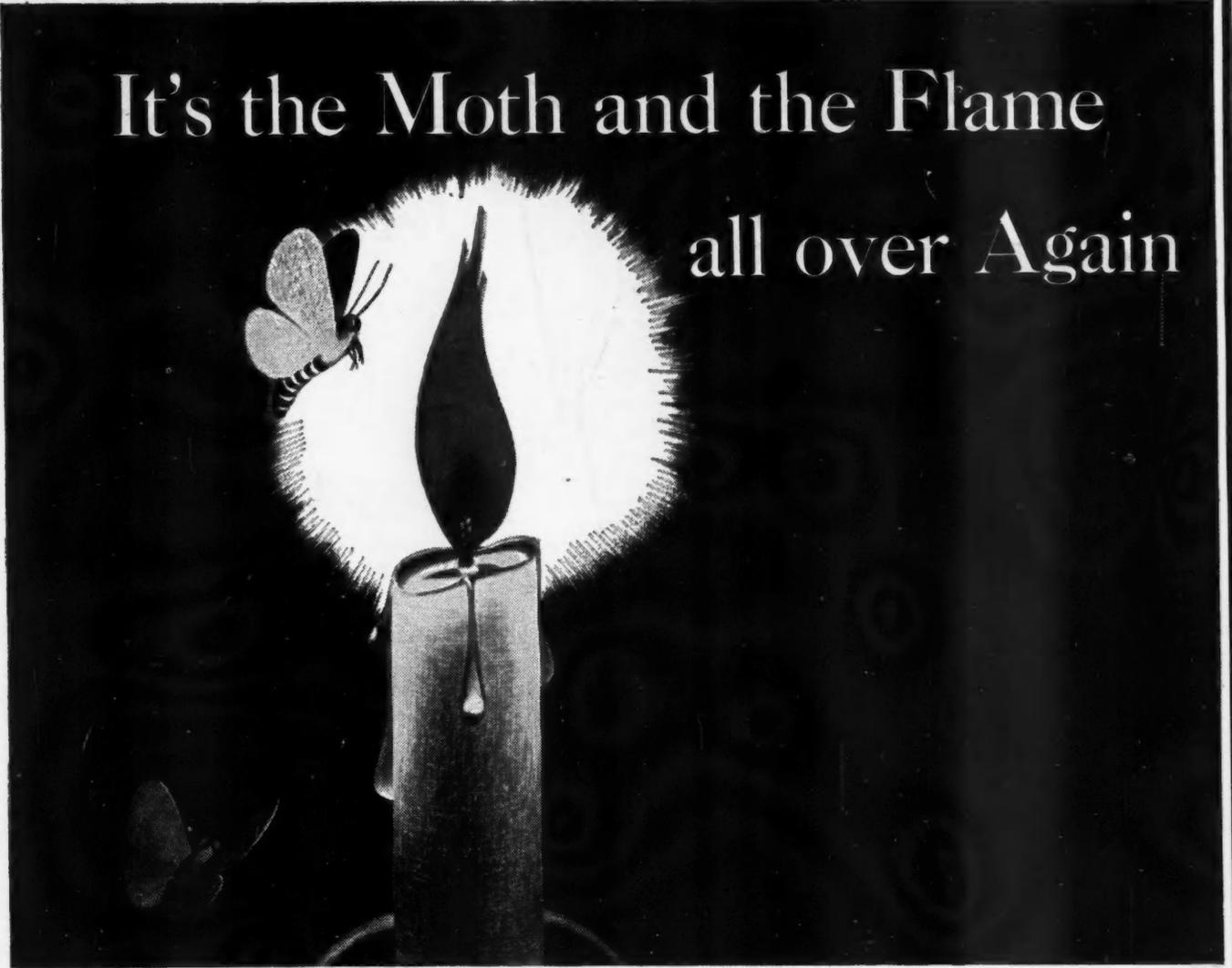


**BE WISE—USE TRU-SIZED** AMERICA'S MODERN DOOR

The Wheeler, Osgood Company, Dept. 7-32  
Tacoma 1, Washington  
Please send me free literature and detailed guide sheet for ordering Tru-Sized Doors.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# It's the Moth and the Flame all over Again



## SHEETROCK *Fireproof WALL and CEILING PANELS*

Many people play the game of the moth and the flame. When their house burns, they find out too late that it lacked fire protection. That is why progressive architects and builders constantly seek safer building materials.

One safer way to build is with Sheetrock\* wall and ceiling panels. For Sheetrock is made of gypsum, a mineral which cannot burn. In actual fire conditions, it has proved its worth again and again, confining the flame till help could arrive.

Sheetrock rivals the beauty of any wall material. Smooth surfaces, sweeping curves, decorative paneled effects . . . all can easily be had with Sheetrock.

Or, if you want wood-grained effects, choose from Sheetrock's faithful reproductions of knotty pine, bleached mahogany and walnut. This versatility is the reason why Sheetrock has been chosen for more wallboard jobs than any other gypsum wallboard in the world.

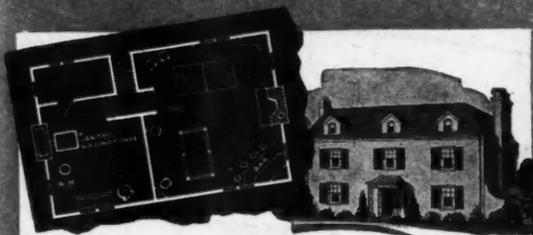
\* Reg. T. M.



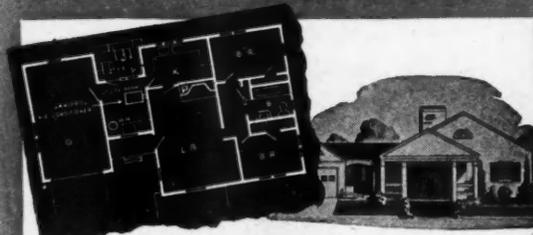
## United States Gypsum

**For Building • For Industry**

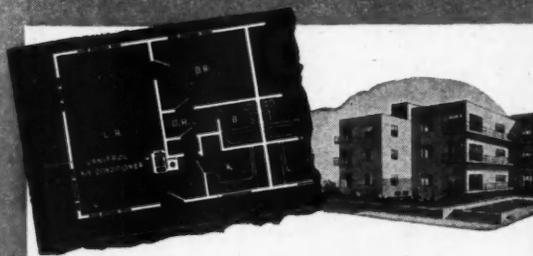
Gypsum • Lime • Steel • Insulation • Roofing • Paint



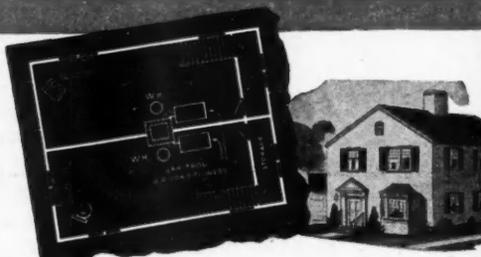
**LARGE HOME:** Janitrol Gas-Fired Winter Air Conditioner provides greater space for basement recreation room. Cleanliness of gas heat permits it to be placed with laundry and water heater in one section of partitioned basement.



**BUNGALOW:** Basement may be eliminated to keep down costs. Janitrol equipment requires no fuel storage, can be installed in a small utility room. For basement installation, a Janitrol Gravity Furnace is recommended.

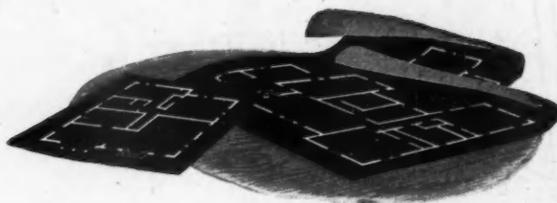


**APARTMENT:** Janitrol heating unit built into living room wall of each apartment allows each tenant to choose his own temperature, pay for his own heating. This materially lowers apartment house operating costs.



**TWO-FAMILY DUPLEX:** Basement divided to give each tenant privacy and separate laundry facilities. Separate Janitrol Winter Air Conditioners provide automatic gas heat, adjustable to each family's needs.

# Heating systems that fit all plans



● Whatever types of homes you may have planned, there's a Janitrol Gas-Fired Heating System to fit each type. Thousands of successful installations—big community projects, private homes and apartments . . . in basements, attics, closets, kitchens, utility rooms, or walled up out of sight in living rooms—have shown that Janitrol's unexcelled *flexibility* makes it adaptable to practically *every type* of heating requirement.

But in all these installations, Janitrol is doing far more than merely meeting Btu specifications. Compactness, cleanliness, automatic operation—all add up to the kind of performance and solid heating comfort we like to call *long lasting liveability*.

There's *economy*, too. Quickly responsive temperature control wastes no fuel in overheating. Highly efficient burners squeeze maximum heat from a fuel which in itself is relatively cheap in most areas. Building costs can often be lowered—or more living area provided—because Janitrol requires no basement or fuel storage space.

So specify Janitrol Gas-Fired Heating Equipment to fit every housing plan, and to assure your clients of the *long lasting liveability* that brings customer satisfaction. For further data, write Surface Combustion, Toledo 1, Ohio.

# Janitrol

## GAS-FIRED HEATING EQUIPMENT



Housewives Answer National Survey . . .



MODERN KITCHENS?  
YOU BET!

TYPICAL HOTPOINT ELECTRIC KITCHEN FOR A \$8,500 HOME

RECOMMENDED EQUIPMENT			
ITEM	QTY.	DESCRIPTION	CAT. NO.
1		RANGE	
2	1	REFRIGERATOR	30" W. H.T.
3	1	DISHWASHER-SINK	48" WIDE
4		DISHWASHER	
5		DISPOSALL	
6		CABINET SINK	
7		SINK CABINET	
8			
9	1	BASE CABINET	36"
10	2		24"
11	1		24"
12	1		18"
13			15"
14		COR. BASE CABINET	
15		UTILITY CABINET	
16	2	WALL CABINET	24"
17	1	"	18" x 36"
18	1	"	18"
19			18"
20			
21	2	COR. WALL CABINET	24" x 24"
22	1	FILLER	36" x 36"
23			WIDE 36"

Hotpoint KITCHEN PLANNING SERVICE  
COMMERCIAL ENGINEERING DIVISION  
DRAWN *Anna Torrey*  
APPROVED *Ray Smith*  
DWG. NO. AKL 45299 DATE 5-5-45  
EDISON GENERAL ELECTRIC APPLIANCE CO., INC.  
5641 WEST TAYLOR STREET CHICAGO, ILLINOIS

Plan Kitchens for the **77%**

"More than seven out of ten postwar homes will cost \$3,000 or over" predicts the United States Chamber of Commerce. With that price range, builders and architects will find a profitable field in the planned, all-electric kitchen.



NATIONAL surveys indicate that the modern kitchen will enjoy postwar prominence comparable to the building boom of ultra modern bathrooms after the last war. America's housewife today gauges the modernity of her home by its kitchen. Influenced by Hotpoint's smashing advertising campaign, many are purchasing war bonds now for postwar building.

Powerful Advertising Prepares a Profitable Field!

Skillfully planned advertising is increas-

ing the desire for modern, all-electric kitchens. Take advantage of ground-work laid by:

1. Over a million and a half dollars spent by Hotpoint in national advertising, since Pearl Harbor, intensifying the trend to electric kitchens.
2. Leading magazines and newspapers that feature scores of articles focussed on the modern kitchen as the heart of the postwar home.
3. Requests for two million booklets "Your Next kitchen by Hotpoint."

4. Promotion of electric kitchens by leading utility companies and dealers in their communities.

All these have been vigorously pushed to create a vast potential-customer field. Plan now to take your share of home building and modernization by capitalizing on the spotlighted modern kitchen.

Kitchen Planning Service

Write for details of this valuable service. Hotpoint's expert staff of kitchen designers are ready to cooperate with you in planning functional all-electric kitchens.

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

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

All fa  
shifte  
equip  
compe  
the no  
In  
veiled  
will  
lived  
equip  
mand  
ern a

THE CURTAIN IS ABOUT TO RISE  
ON THE POSTWAR LINE OF

# bryant

GAS HEATING EQUIPMENT

All facilities of Bryant Heater have been shifted to production of gas-fired heating equipment... to production of *the most complete line of gas heating equipment in the nation!*

In this new postwar line, soon to be unveiled in the pages of this magazine, you will find quality equipment with long-lived cast iron construction. There will be equipment of sturdy steel to meet the demand for less expensive installations. Modern automatic storage water heaters, un-

usual new wall and room heaters also will be included.

Not all demands can be filled immediately. For a while, peak production awaits a full flow of raw material, plus completion of our new manufacturing facilities. Write now so that your name may be added to the mailing list for the announcement of *the most complete line of gas heating equipment in the nation!*

BRYANT HEATER COMPANY, CLEVELAND, OHIO

*One of the Dresser Industries*



LET THE PUP BE FURNACE MAN





IN 175 HOMES LIKE THIS  
**UTMOST  
 SATISFACTION  
 REPORTED**

What better recommendation of a heating system could you ask than the enthusiastic praise of its users? Williams-Harter Corporation, builders and developers at Port Washington, Long Island, N. Y., have this to say about B & G Hydro-Heet (Forced Hot Water) Systems:

"... our engineers made a very careful analysis of the house heating problem, finally concluding it would be best that we standardize on the hot water, motor circulated distribution system.

"We then elected to use Bell & Gossett circulating pumps and the other items of your manufacture necessary to complete this system.

"One hundred and seventy-five homesteads

are using this equipment now and in every case the utmost of satisfaction has been reported! Each home owner tells us of his heating comfort and economical operation—your equipment goes along so quietly, too.

"We therefore felt you would like to know about these results here—the service-free benefit of this working equipment to any builder is of extreme value. This compliment is well earned by yourselves."

B & G Hydro-Heet will add the same powerful sales-appeal to your homes. It is the system which matches the heat supply to the weather—at all times keeping the home at a constant, comfortable temperature. Send for literature.

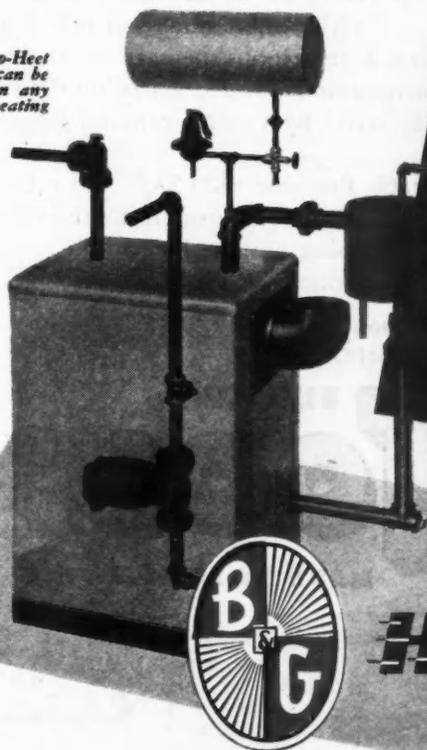


B & G Hydro-Heet equipment can be installed on any hot water heating boiler.

**Your 'round hot water—  
 a plus value!**

Who, in this day of modern conveniences, can be content with anything less than a boundless supply of hot water. Every household task is made easier when piping hot water is always available... every little luxury of personal cleanliness can be enjoyed to the utmost. And remember—the new dish and clothes washers can't be operated on a mere trickle of hot water!

A B & G Hydro-Heet System furnishes hot water for all household uses—24 hours a day. Winter, Summer, Fall and Spring—at so low a cost it can be used unsparingly.



**HYDRO-HEET ALSO  
 IDEAL FOR RADIANT  
 PANEL HEATING**

Successful Radiant Heating depends upon the use of comparatively large heating surfaces at low temperatures. With the simplest kind of equipment, a B & G Hydro-Heet (Forced Hot Water) System accurately maintains the temperature of the circulating water at the proper degree.

**Hydro-HEET**

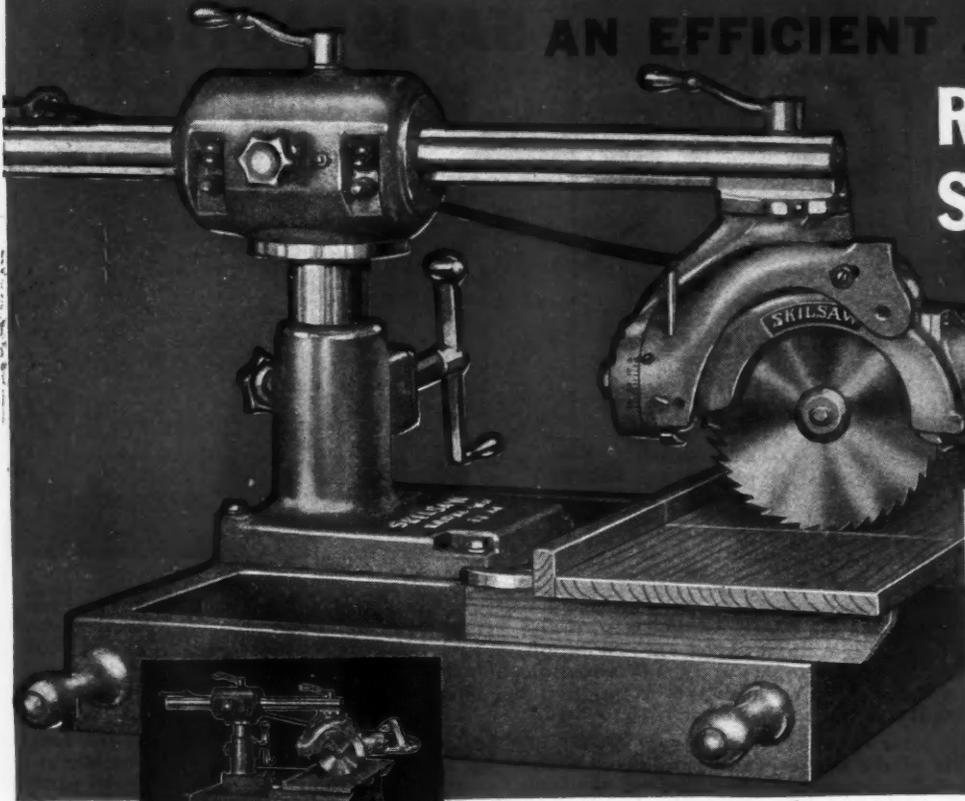
FORCED HOT WATER HEATING  
 FOR RADIATOR, CONVECTOR, UNIT  
 HEATER AND RADIANT PANEL SYSTEMS

**BELL & GOSSETT CO.**  
 Dept. E-11, MORTON GROVE, ILL.

# THIS *New* RADIAL ARM *converts* PORTABLE SKILSAW INTO

## AN EFFICIENT JOB-SITE

# RADIAL SAW!



Also available with steel legs



● In a few minutes you can attach SKILSAW Model "77", "825" or "87" to this radial arm and be all

set to save time on all the cuts shown at the right. You save layout time . . . one piece serves as a pattern for thousands. You save cutting time by gang-cutting materials. You save material by cutting random lengths into usable lumber.

THEN . . . you can quickly detach Portable SKILSAW and take it right to the work . . . make every cut for which Portable SKILSAW is famous, from foundation forms to sheathing and roof decking.

See your distributor for a demonstration!

SKILSAW, INC. 5033-43 Elston Ave., Chicago 30, Ill.

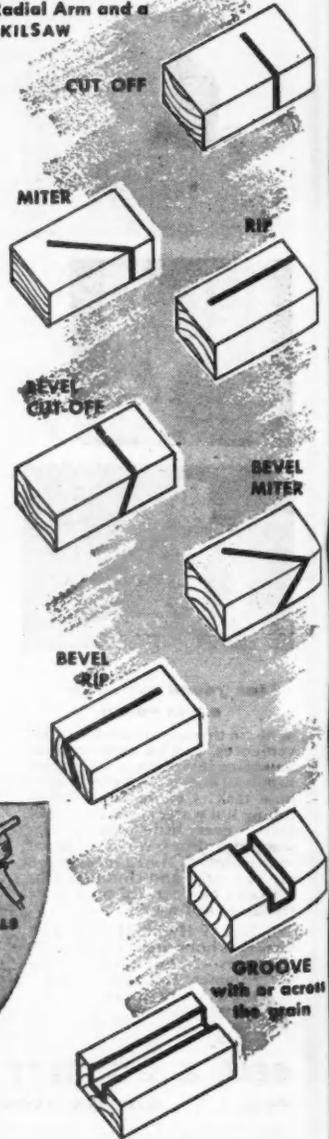
Factory Branches in All Principal Cities

# PORTABLE ELECTRIC SKILTOOLS

MADE BY SKILSAW, INC.



You can make all these cuts faster and more accurately with this Radial Arm and a SKILSAW



"Am  
fifteen  
next de  
the ind  
Christ  
next fe  
Thes  
ing wo  
building  
Potter,  
and ho  
appoint  
the con  
the v  
ahead.  
coast a  
of Pott  
structio  
under  
Snyder  
frank s  
intent  
industr  
shackle  
crucial  
employ  
ans and  
alike.  
Mr.  
is well  
building  
further  
revival  
big den  
things  
million  
in const

# Builders' News Review

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



## Builder Hugh Potter Named Construction Coordinator

To Serve under War Mobilization and Reconversion Director in Concerted Effort to Get Home Building Started



Hugh Potter

"Americans will build ten to fifteen million homes in the next decade. All restrictions on the industry will be removed by Christmas. Many will go in the next few weeks."

These were the first heartening words to America's home-building industry issued by Hugh Potter, nationally known builder and housing authority after his appointment as new "boss" of the construction industry during the vital conversion period ahead. Builders from coast to coast applauded the appointment of Potter to the post of Construction Coordinator, serving under War Mobilizer John W. Snyder, and took heart at his frank statement of attitude and intent to see to it that their industry would soon be freed of shackles and enabled to do its crucial part in the provision of employment for returning veterans and displaced war workers alike.

Mr. Potter indicated that he is well aware of the role home building can play when he said, further: "Prospects for an early revival of building should put a big dent in unemployment. When things 'get rolling' four to eight million persons will have jobs in construction."

### "Good for American Business"

The realistic side of the picture was not lost sight of, for Mr. Potter pointed out that shortages of lumber and other building materials will continue for a while. Nonetheless, he declared, "controls should be lifted so some builders will have some incentive to work on plans. There'll be a little scrambling for materials, sure, but that's good for American business."

The construction industry has long urged the need for appointment of a coordinator, with power to act, who could meet with agencies of government and solve problems presently creating or threatening bottlenecks. In his new post, the Construction Coordinator will have power to recommend—perhaps to demand—actions that must be taken by government agencies to get construction rolling as soon as possible toward its peacetime capacity. The Construction Industry Advisory Group of the United States Chamber of Commerce, one of whose most active members is the National Association of Home Builders, was potent in bringing about this appointment.

### Long Experience in Field

Mr. Potter, a native of Houston, Tex., is well fitted for his new post by reason of long experience in the building field. Creator of the nationally-famed River Oaks Development, one of the best-known residential sections in the country, he is a past president of the National Association of Real Estate Boards and the Urban Land Institute, chairman of Houston's Postwar Planning Committee, and took a leading part in formation of the Home Builders Emergency Committee. He is a director of NAHB and, prior to developing River Oaks, was a member of the Texas Bar and a former special district

## California NAHB Chapters Plan September Meeting; NAHB Committee to Meet

More than six hundred local members and others engaged in various phases of the home-building field are expected to attend the one-day session on builders problems and prospects scheduled for September 25th at the Ambassador Hotel in Los Angeles, Cal.

Sponsored jointly by the Southern California Chapter of NAHB and the Building Contractors Association of California, whose presidents are Grover D. King and Glenn Bailey, respectively, the program is under the direction of Milton J. Brock, NAHB's national secretary. Speakers will include, in addition to Presidents King and Brock, National President Joseph E. Merrion, Executive Vice-president Frank Cortright, and California builders Fritz Burns, Fred Marlow and David Bohannon, as well as local and state housing officials.

The tentative program for the one-day conclave includes panel and round-table discussions with leaders in the home-building and allied industries on financing, availability of materials, low-cost housing techniques, new products, housing for veterans and other subjects of current interest to builders. Reports of the conference will be carried in an early issue of *American Builder*.

### NAHB Executive Committee to Meet

The Executive Committee of the National Association of Home Builders is expected to hold its regular meeting in Los Angeles, a three-day session, at the same time. In addition to President Merrion and Secretary Brock, the committee comprises David Bohannon, Joseph Meyerhoff, Ralph S. Duke, Harry J. Durbin and Robert P. Gerholz.

It promises to be a notable meeting, since it is the first to occur after the defeat of Japan.

judge. He graduated from Harvard University, captained its 1910 debating team. He has two sons who served in the armed forces.

## Merrion Calls on Labor To Fight Legislative Public Housing Program

In a letter to William Green, President of the Executive Council of the American Federation of Labor, NAHB President Joseph E. Merrion has called upon the labor leader and his organization to join with home builders and others to fight recently introduced legislation calling for a vast public housing program in America.

Urging labor to weigh carefully the implications of federal domination of the building trades inherent in the program, the NAHB leader reminded union executives that the great strength of labor was built upon cooperation with free enterprise and its pioneers in construction and industry.

### Builders Depend on Labor

Merrion pointed out that the ability of home builders to reach the desired goal of ten million new homes in the next decade depended upon adequate financing, freedom from government competition, and cooperation with labor. "Our men all over the country," he declared, "have discussed this matter with many of your individual members who work on their jobs and find that the vast majority of them are not in sympathy with the support given to the large public housing program envisioned in the Wagner-Ellender Bill by certain union officials before Congressional committees and state legislatures."

### Union Members Own Their Homes

Many union members, he pointed out, buy their own homes and pay taxes in their communities. They are not in sympathy, he declared, with this subsidized and tax-free operation, and would not want, themselves, to be segregated in such projects. "We believe," he said, "that the trend toward serfdom and the inevitable enslavement of labor lies in this direction. American labor, side by side with American builders, must stand for the continuation of free private enterprise in this country and must reject public housing."



**JOSEPH W. DAVIN**, regional vice-president of NAHB for the states of Florida, Georgia, Alabama and Mississippi, is also President of the Home Builders Association of Jacksonville, and a national director. A member of the American Institute of Real Estate Appraisers, he is Secretary-Treasurer of Whatley, Davin and Company and engaged in the general real estate, mortgage and development business in Jacksonville. Mr. Davin was graduated from Rensselaer Polytechnic Institute in 1924, and engaged in civil engineering in his home state until 1929, when he entered the home-building field. His company has constructed more than 500 homes since 1937.

### Home Building Design Book Now Available

The best sketches and plans for new homes from those submitted in the contest held early this year in connection with the NAHB Home Show have been collected and bound in one volume. The book is now on sale, and represents the latest thinking among leading home-builders throughout the country on layouts for the postwar home. Prepared with the editorial assistance of one of *American Builder's* associate editors, the book is sponsored by the Metropolitan Chicago Home Builders Association and sells for one dollar. Orders may be placed with Martin C. Huggett, Executive Secretary of the Chicago Association, 228 N. La Salle St., Chicago.

### 19,500 Low-cost Units Asked for Philadelphia

The Philadelphia, Pa., Housing Authority declares a need for the construction of 19,500 low-cost units in that city in the first six postwar years. The authority called on the mayor to plan for this need.

### Builders to Join in Los Angeles Home Show

The Los Angeles Chamber of Commerce has announced a "Construction Exposition and Home Show," tentatively set for the spring of 1946. Ray A. Myers, chairman of the Chamber's Construction and Industry Committee, declares it is their hope the show will go far speedily to house over-crowded Los Angeles. A large auditorium is to be hired for the event, with exhibits on display also in surrounding areas. Stress will be placed on education of the public to the kind of materials to be available for immediate building.

Prominent in support of the project are the local chapter of NAHB, the Los Angeles County Building Contractors Association, Associated General Contractors, and the Associations of Electrical Contractors, Plasterers, Merchant Plumbers, Heating and Piping, and Refrigeration industries.

### Houston Builders Demand "Zoning for Houston;" Work on City Code

The young but extremely active Houston Home Builders Association is engaged in a series of programs all aimed to bring better postwar housing to Houston. First of these is a drive to provide the Texas metropolis with a zoning ordinance designed to facilitate orderly and progressive growth, a project in which the builders are working closely with the city administration.

Closely allied is a planned city code, on which William G. Farrington, Houston Chapter President, is working with ten other members of a mayor's committee, headed up by Lawrence Vidreen, formerly FHA Assistant Chief Architect. The models used are those of the City of Boston and that proposed by the American Standards Association.

### Cleveland Forms Direct Action Committee To Get Construction Started; Builders Aid

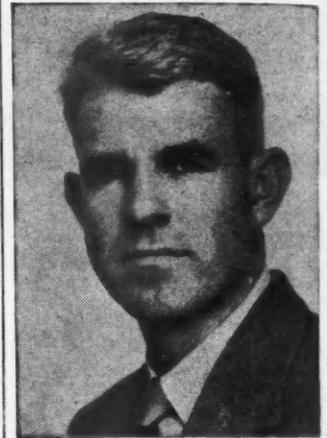


In a full-scale attempt to get building started by "pulling out the stoppers" on material bottlenecks in the greater Cleveland area, Mayor Thomas A. Burke has met with representatives of builders, labor, industry and government. Members of his "Direct-action committee," pictured above in its first session, include (left to right) Irving B. Waterbury, secretary-treasurer of the Cleveland Lumber Institute, Albert P. Dalton, executive secretary of the Building Trades Employers Association, John H. Rohrich, secretary of Excavating and Grading Drivers Local 436, Jack F. Burns, business manager of the Cleveland Building Construction Trades Council,

Mayor Burke, James V. Funaro, executive secretary of the Home Builders Association of Greater Cleveland, Charles W. Jauch, executive secretary-manager of the Builders Exchange of Greater Cleveland; George R. Moore, deputy director of WPB, William T. Rossiter, president of Cleveland Builders Supply Co., and Joseph M. Schultz, Jr., of the Cleveland Chamber of Commerce.

With a backlog of thousands of needed new homes in the area, the committee will work toward the satisfaction of that need. First successful step was WPB survey on increased plant capacity for production of face brick and direction of workers into that industry.

### Strike Named Control Council Chief



The United States Control Council for Germany, Economics Division, has named Clifford S. Strike, Chief of its Building Materials and Housing Branch. It will be the task of Mr. Strike, who is president of F. H. McGraw and Company, to supervise erection of living quarters for eleven million homeless Germans in the American zone of occupation. He will retain civilian status, but be credited to the staff of Lieut. General Lucius D. Clay, deputy military governor under General Eisenhower.

Mr. Strike, who has already departed on his mission, stressed that all material, money and labor involved will come from Germany itself. More than two million Germans will be employed in the task.

### New Orleans Builders Hear Congressman

The New Orleans Chapter of NAHB, at its late summer meeting, held in the New Orleans Public Service Auditorium, heard an interesting talk by Hon. F. Edward Ebert, Congressman from Louisiana, on the subject of "Public Housing and New Orleans' Postwar Housing Responsibilities." Congressman Ebert, who has long been an opponent of the needless expansion of public housing activities, was introduced by President C. Earl Colomb, of the local association.

### Syracuse Group Active

Better Builders of Onondaga County (N.Y.) report progress on a new local builders license law, construction under way on all houses granted priorities, a successful summer picnic, and plans for a clambake when the season allows.

### Chicago Second

The Home... its sec... ment in... ipated i... dred i... work o... two cl... orchest... present... sive bal... rolling... "aids"... those t...

The... directio... recently... ecutive... was fo... Sycam... merce.

### Thous Show

More... dropped... hibit of... and lite... York... at 230... opening... cording... tor of...

Whi... says M... builder... home... there a... a large... for ma... the pr... of gove... ply hou... Cuba... Asia a... of inte... items... early r...

### North Build Sign

Fort... of the... tion of... have s... ment v... to cov... in that... nate fr... expect... covers... sociati... of the...

Chie... nition... progra... ed Sta... unions... ance c... page"... putes... wages... (See... builder...

### Chicago Builders Hold Second Golf Tournament

The Chicago Metropolitan Home Builders Association held its second annual golf tournament in August, an affair participated in by more than two hundred members. To scramble the work of the official handicapper, two clowns and a combination orchestra and vocal quartet were present on the first tee. Explosive balls, pistol shots, stray balls rolling over the tee, and other "aids" to concentration greeted those teeing off.

The tournament was under the direction of Roy F. Healy, who recently joined the group as executive assistant. Mr. Healy was formerly secretary of the Sycamore Chamber of Commerce.

### Thousands Visit Home Show in New York City

More than 30,000 persons have dropped in on the permanent exhibit of home-building materials and literature housed in the New York Herald-Tribune building at 230 W. 41st. St. since its opening several months ago, according to Percy Brower, director of the exhibit.

While most of the visitors, says Mr. Brower, are interested builders, architects and potential home owners from the area, there are distinct indications of a large export business in store for materials manufacturers in the presence of representatives of government and building supply houses from South America, Cuba, Canada, England, Africa, Asia and Australia. Particularly of interest to visitors are many items of plastics scheduled for early manufacture.

### Northern New Jersey Builders, Labor Unions, Sign Building Pact

Forty-four builders, members of the Home Builders Association of Northern New Jersey, have signed a "blanket" agreement with labor representatives to cover postwar home building in that area. Designed to eliminate friction in this field in the expected building boom, the pact covers operations of all the association's building members and of the AFL trade unions.

Chief features include recognition of the apprentice training program sponsored by the United States Government and the unions, establishment of a grievance committee, "no work stoppage" during settlement of disputes, and payment of prevailing wages for an eight hour day.

(See page 126 for story on builder-union agreement.)

### Oklahoma Builders Back Long-range Planning

The Oklahoma Home Builders Association, under the leadership of Ben C. Wileman, president, has gone on record as favoring the continuance of long-range planning for Oklahoma City. Calling upon the city council, county commissioners and school board to renew the contract of Bartholomew City Planning Company for another year, Wileman pointed out that "more home building is planned in and around Oklahoma City for the next five years than we've had during the last fifteen or twenty."

Wileman and his group indicated further that the only sure way to guarantee a sound growth for the area was by long-range "thinking and planning." Builders, he declared, were interested in the sound and logical development of the territory, and could do their best job if presented with a plan or blueprint by which to build.

### Foley Named Head of New York Building Congress

M. H. Foley, of the firm of Voorhees, Walker, Foley and Smith, has been unanimously elected President of the New York Building Congress to fill the unexpired term of J. Andre Fouilhoux, who was killed in an accidental fall on June 20th.

Chairman of the Apprenticeship Commission of the Building Trades of New York City, Mr. Foley also heads up the Committee of the American Standards Association to Standardize Sizes of Building Materials. The Building Congress, the only organization of its kind in New York, is made up of representatives of firms operating locally, nationally and internationally. Cooperating groups include contractors, architects, engineers, exhibitors, labor unions (officials and mechanics), lending institutions, insurance companies, manufacturers, material men, real estate firms, publishers and other related interests in the building field.

### A Warning Sign That Should Get Results

Builder George Gill has a program under way to provide homes for veterans. To take care of the people who like to destroy unprotected homes under construction, builder Gill has put in use the following sign:

"This property belongs to a veteran of World War II. He fought to protect your property—will you help protect his?"

## Cortright's Column

By Frank Cortright

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



**Washington has been caught** with its reconversion plans down. The rapidity of events during the days following Japan's surrender and the enormous cutbacks already made threw some agencies into a state of near panic. For more than a week most key officials conferred day and night planning measures to prevent widespread unemployment this fall and winter. Most previous reconversion "blueprints" were promptly thrown in the waste basket. Limitation orders were recalled by the hundred.

**On some products** a conflict raged fiercely between the War Production Board and those who fear that inflation and black markets will follow relaxation. Beyond their proper desire to block inflation is the selfish hope of perpetuating bureaucratic functioning in matters of programming, regulating or restricting normal industry operations. Maury Maverick and others are concerned with the possibilities of big business grabbing materials and manpower at the expense of small business.

**Victory has come but** controls on home building still remain. The long-awaited day was here when the heavy hand of governmental restrictions on construction was to have been lifted, but inter-agency squabbling prevented even a safe prediction as to what the relaxed rules would be. Construction Coordinator Hugh Potter, having just arrived on the Washington scene, was faced with the difficult task of moderating. When all sides were fully heard, his recommendations were made to War Mobilizer Snyder upon whose shoulders the final responsibility lies.

**Although L-41 will not be lifted entirely,** it will be greatly relaxed. We believe the outlook for home building is sufficiently encouraging to warrant immediate commitments and planning for substantial ground breaking this fall. Programming by NHA, and priorities as we have known them, will probably be eliminated. There will be, however, some modified controls on scarce items, by localities, "necessitated by continuing shortages of some components." For the time being, sales ceilings may be limited to \$10,000 or \$20,000. Rent ceilings on new construction will probably be imposed so long as rent control generally is maintained.

**The Construction Industry Advisory Committee** unanimously recommended complete lifting of L-41. This conclusion was reached only after the most serious consideration of all factors involved. At our five-hour meeting with Coordinator Potter,

(Continued to page 134)



## REMEMBER THE THRILL OF YOUR FIRST BICYCLE?



In the tremendous building activity directly ahead, home modernizing and repairs will come first. That's why this latest ad in National Gypsum's "thrill" series sells remodeling. Another example of how Gold Bond products and advertising work hand in hand to build better profits for you!

**R**EMEMBER your first bike and the tremendous thrill it brought you with its sparkling nickel and shiny red enamel? That's the same sort of thrill in store for you when you remodel your old home with the new modernizing materials now available. All the advantages of a new house without leaving the friendly old neighborhood.

Imagine having an attic bedroom like the one shown above for the kids or for guests. Or a really modern living room. Or that extra bathroom you've always wanted. Or extra closets, as many as you need!

All this work can be done easily and economically with Gold Bond Building Materials, researched, manufactured, sold and guaranteed by the National Gypsum Company. Among more than 152

of these products is Fireproof Gold Bond Gypsum Board to cover shabby old walls and ceilings or to add new rooms. Gold Bond Wood-Grain Board for cozy dining rooms, studies and game rooms. Gold Bond Rock Wool Insulation to lower your heating costs and increase family comfort winter and summer. Gold Bond Sunflex, the easier-to-apply wall paint that dries in an hour with no "painty" odor.

For help in planning your remodeling go to the lumber and building material dealer in your community.

He's the man who can give you the best advice on how to start. And when he suggests a Gold Bond Product, you'll be getting the best! National Gypsum Company, Buffalo 2, New York.

# BUILD BETTER WITH GOLD BOND



LATH • PLASTER • LIME • METAL PRODUCTS • WALL PAINT • INSULATION • SOUND CONTROL • WALLBOARD

945.

?

# AMERICAN BUILDER Editorial

## S.1342 Must Be Defeated

**T**HE Wagner-Ellender Bill (S.1342), described as a bill to establish a national housing policy and provide for its execution, is an instrument designed to fasten socialized housing on the nation as a permanent policy. The bill seeks to undermine the fundamental of the economy on which we have built the highest standard of living ever achieved anywhere in the world. It seeks to undermine it by making it no longer necessary for any man to think and work his own way through his own problem of providing adequate shelter for himself and his family. It drives straight at the heart of the institutions by which we have built the greatest nation on earth, and by which we have been able to defend and protect it during nearly four years of war. It seeks to remove the premium on individual initiative and individual accomplishment, and place it on individual complacency and individual idleness. It tells every man that if he does not care to work to provide himself with decent, safe and sanitary housing, the government will provide it for him. Thus, it immediately lulls certain segments of the population into a false sense of security, and receives them partly or wholly as wards of the government. This legislation and all other legislation of its kind threatens the individual liberties of all of us.

In the Title providing for the replacement of slums and blighted areas the bill implies that these exist because the building industry has been derelict in its responsibility, and completely overlooks the fact that slovenly concepts of living produce deteriorated houses—produce slum houses, slum areas, slum morals and slum society. Even if it can be argued successfully, however, that the reverse is true, the cure is not federal subsidy for the provision of new homes. Part of the cure already exists in the form of municipal statutes setting minimum physical and sanitary standards which must be met to make a residential unit fit for human occupancy. All that is needed is to enforce these statutes where they exist, and to encourage their adoption in communities that do not have them. The rest of the slum problem is purely social.

There are numerous implications throughout the bill that it is the obligation of the federal government to provide what is nebulously referred to as decent, safe and sanitary housing with no mention of the obligation of the individual to himself and his family with regard to housing.

What constitutes a sub-standard net family income—an income low enough to entitle a family

to occupy a government subsidized public house—is left entirely to the determination of the local housing agency. Of course, there is no way to set a minimum net family income that will apply nationally, and since that is true, there is, as has been demonstrated in New Zealand, no way to avoid continuously raising the minimum incomes for the benefits of public housing. It follows that ultimately there will be no way to deny anyone in any income bracket the use of a federally subsidized house.

Certain limits are placed on the construction cost per room of federally subsidized rental houses, but nothing is said about what will constitute a room, and no limit is placed on the provision or cost of "non-dwelling facilities," such as parks, shopping centers, playgrounds, etc. There is, therefore, unlimited leeway under the bill for the federal government to build houses of practically any cost, depending on how the agency defines a room. The bill goes into meticulous detail in most places, and it is not to be assumed that it is vague in these respects because its framers did not appreciate what they were making possible. It appears that these avenues were left open purposely to permit government subsidy of housing far beyond the volume or the cost that might be assumed to be limits, except on careful reading of the bill.

Such broad powers are given to the Secretary of Agriculture and the Secretary of Interior over the operation of farms where federal subsidy for the construction and rehabilitation of houses on farms and in rural areas is provided that the independence of the individual farmer is jeopardized to an extent that pales the socialization of agriculture in other countries during the past quarter century into relative insignificance.

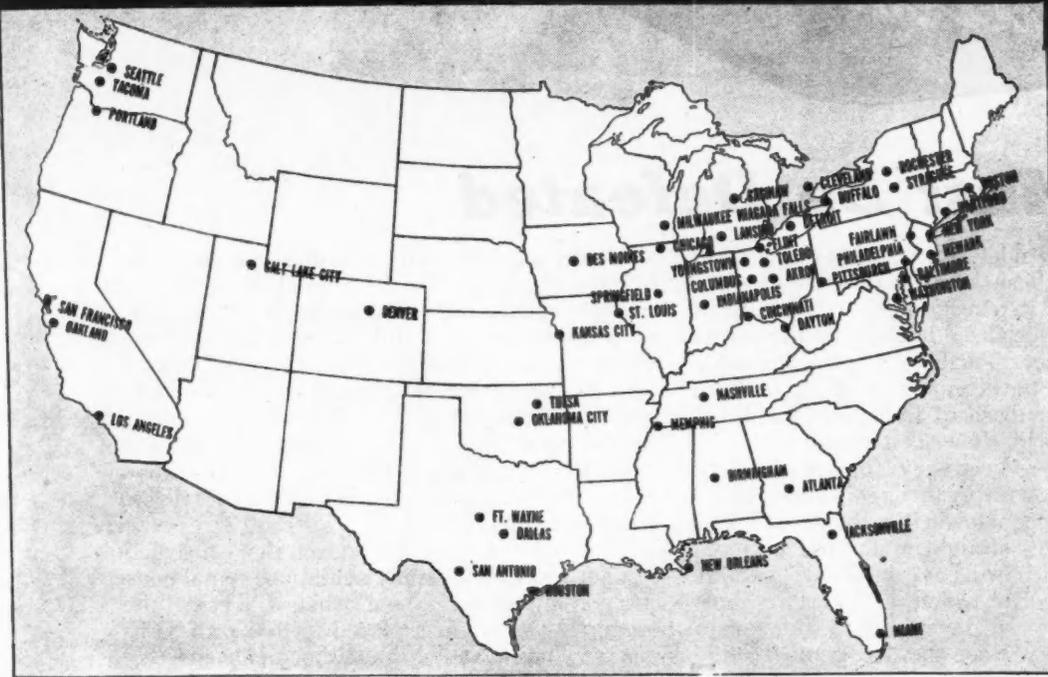
Every attempt is made to conceal the true purpose of the bill, that of placing the government on an ever expanding scale, in the housing business.

Instead of offering anything that is helpful to the building industry, or consistent with the traditions of American industrial accomplishment, or in harmony with the American heritage of freedom and the encouragement of individual enterprise, it proposes another long step toward the socialization of all American industry.

The Wagner-Ellender bill ranks high among the most dangerous and most reactionary pieces of legislation ever proposed to any Congress. *American Builder* urges the drafting of a vigorous and immediate counter-measure, to preserve the liberties for which we have fought the war.

# Postwar Homes Will Be "EQUIPPED. For

## Not Just "Built-For-Sale"



AMERICAN BUILDER  
NATIONWIDE SURVEY  
COVERS 60 MAJOR  
CITIES

**T**HE home building industry's traditional "pacemakers,"—that vast number of builders who build for the market, are going to build homes that are completely equipped for convenient and comfortable living. This fact is revealed in a survey *American Builder* recently conducted to find out what items of equipment the nation's home builders will "build-in" to their "built-for-sale" postwar homes. We asked the country's leading builders,—incidentally, each was named by his local home builders association as being "expected to do a large portion of the early postwar residential building in his locality,"—because it is traditional that their Model Homes set the "pace" in their communities and, in turn, set the pattern for the country as a whole; their "built-for-sale" homes must be outstanding to beat the competition for the homebuyer's dollar; and, one additional and often overlooked factor, their new homes set the standards for old homes and "built-to-order" new homes.

In addition to inquiring what items of equipment would be "built-in" we asked: How soon after restrictions are lifted will they resume building operations; how many homes they plan to build during the first full building year; and, what price class homes they plan to build.

### How Many and In What Price Ranges?

The 336 survey participants,—an average of more than 5 for each city surveyed,—told us that they alone plan to build 24,162 "built-for-sale" homes in the first full building year, after restrictions are lifted. One well known builder has a program calling for 950 homes, another for 600 and another for 540. By far the greater number, however, do not have such ambitious plans. They are the 10, 25, 50, 75 and 100 home-a-year builders who are typical of the home building industry in this country. Nevertheless, a significant trend is indicated by the fact

that the "average" builder in this survey will build 109 homes during the first year of building activity. This is a decided increase over the average prewar production of leading builders.

The following summary shows the price class homes these 336 "pacemakers" will build and, also, the size of their projects. For example: One builder plans to build 95 homes under \$6,000; 40 in the \$6,000 to \$10,000 range; and 8 above \$10,000, or a total of 143. His operations would, therefore, be classified by the size of project under each of the three headings.

### Evolution of an Innovation

When it comes to the actual whims and fancies of the housing market no segment of the building industry is more sensitive to it than the leading operative builders, for the reasons just stated. More than a decade ago several progressive builders sensed the logical advantages of featuring "built-in" equipment in their "built-for-sale" homes. The idea caught on, proved sound and the practice grew until just before the war the inclusion and purchase of items of equipment as a

### SALE PRICE OF COMPLETE HOME

Size of Project <sup>1</sup>	Under \$6,000	\$6,000 to \$10,000	\$10,000 Upward
1—10 .....	26	61	71
11—50 .....	50	118	67
51—100 .....	12	34	9
100—500 .....	16	25	5
501—Upward .....	1	2	0
Undecided .....	8	22	17

<sup>1</sup>—Number of homes planned for first full building year, after restrictions are lifted.

# D. For-Sale''—

By Sterling H. Albert

Research Editor

## Nation's Leading Builders Reveal That Their Postwar Homes Will Be Equipped For Maximum Comfort and Convenience "FOR SALE—COMPLETELY EQUIPPED" Will Be the Sign of the Times Tomorrow

part of the completed home was customary in most sections of the country.

As early as 1939 FHA took cognizance of this evolutionary trend by declaring items such as ranges, refrigerators and other accessory equipment acceptable for mortgage insurance. That an even more liberal attitude will prevail postwar is found in a recent letter from Mr. Curt C. Mack, FHA's Assistant Commissioner in charge of underwriting operations: "A few months ago we instituted a general review of the lists of Easily Removable Real Estate Items previously in use in individual field offices, in anticipation of a postwar housing program. It appears that many changes have occurred in local customs since the lists were first prepared (1939, Ed.) Several of the items formerly in the questionable class have since become established as real estate and no longer need be mentioned on the commitment. Many new items have been and still are being introduced. It therefore seems advisable to bring the lists up-to-date."

Following suit, national mortgage lending institutions are adopting plans of their own by which equipment items can be financed as a part of the home purchase transaction. In addition, legal barriers are being removed as the individual states modify their laws to permit "personalty" to be construed as "realty."

In determining what items of equipment might properly be "built-in" postwar homes the editors examined hundreds of sets of drawings and specifications for prewar homes,—homes which *American Builder* had featured back in 1938-39-40 and '41 when they were the Model Homes of their day. In all, 33 items of equipment were found to have been specified and shown as "built-in" before the war put an end to civilian residential construction and partially equipped homes.

### "EQUIPPED-For-Sale"

"For Sale—Completely Equipped" may very well be the sign of the times wherever postwar "built-for-sale" homes spring up, if survey figures mean anything. And if they do there is little doubt that, once the nation's leading home builders get their first postwar homes completed, the public is going to be treated to "built-in" livability that was not even imagined in the prewar home. These, it should be noted, are the homes that set the pace and exert important influence on the opinion of a home-conscious public.

It is well-established that the home building industry of this country has always produced better housing at lower cost than is to be found anywhere in the world. Thus, the logic that prompts the inclusion of items of household equipment which add to the convenience and comfort of modern day living is little more than the industry's continuing expression of progress,—progress that has marked it through the years.

Would the person who argues that the practice is unsound also naively suggest that the automobile manufacturer deny the purchaser the convenience of a starting device, the comfort of a heater, the utility of the automatic clutch, or the pleasure of a "built-in" radio?

We believe not, though these items fall into the category of accessory equipment and are actually no more essential to "transportation" than are items of household equipment to "shelter."

### Geographical Considerations

In referring to the "nation's home builders" it conveys the idea that they are one set of men with the single purpose of building homes. This is partially true, of course, but that they think differently about what constitutes "the complete home" is quickly apparent from an analysis of this *American Builder* survey.

To properly evaluate the significance of any nation-

(Continued to page 86)

## SUMMARY American Builder Equipment Item Survey

Item of Equipment	Percentage of homes into which equipment will be "built-in"		
	\$5,000 and Under	\$5,000 to \$10,000	\$10,000 and Upward
Bathroom Cabinets.....	100.0	98.0	97.0
Water Heater.....	95.0	97.5	93.9
Door Chimes.....	90.0	93.9	93.9
Complete Kitchen Cabinet Installation.....	95.0	85.0	87.9
Ventilating and Exhaust Fans.....	55.0	78.2	93.9
Heating Systems (automatic).....	75.0	70.0	93.9
Telephone Wiring Facilities.....	45.0	66.3	87.9
Mail Chute.....	65.0	62.5	54.5
Laundry Equipment.....	50.0	56.3	57.6
Venetian Blinds.....	35.0	62.5	66.7
Range.....	55.0	45.0	60.7
Closet Linings.....	50.0	48.8	66.7
Refrigerator.....	45.0	41.3	54.5
Clothes Closet Equipment.....	35.0	43.8	66.7
Bathroom Heater.....	45.0	42.5	60.8
Garbage Receptacle (outdoor).....	40.0	35.0	57.6
Automatic Dish Washer.....	20.0	35.0	54.5
Radio System.....	30.0	37.5	60.6
Air Conditioning (blower or complete unit).....	20.0	40.0	42.4
Garbage Disposal Unit (Sink).....	70.0	38.3	48.5
Automatic Garage Doors.....	15.0	30.0	45.5
Book Case Units.....	15.0	23.8	33.3
Deep Freeze Units.....	10.0	23.8	27.3
Incinerator.....	20.0	11.3	18.2
Lawn Sprinkler System.....	15.0	17.5	12.1
Television System.....	10.0	11.3	18.3
Towel Drier (bathroom).....	20.0	11.3	12.1
Carpeting.....	10.0	7.5	12.1
Concealed Bed (Closet or Disappearing Type).....	5.0	3.8	6.1
Water Softener.....	0.0	3.8	12.1
Vacuum Cleaning System.....	10.0	8.3	9.1
Time System.....	5.0	3.8	3.9

**"The Future Belongs To Those Who Prepare For It" — The Nation's Leading Builders Sense The Trend Toward "The Complete Home" and Make Postwar Plans Accordingly.**

wide survey, particularly one concerned with some aspect of housing, it is important to keep in mind that many factors are involved and should be given consideration. These are, to name a few: climatic conditions, cost differentials, local customs and habits. Because of these and others, the \$7,500 Massachusetts home varies widely from its counterpart in Texas, or California, in design, structural quality, layout, and equipment. The influence of geographical factors is revealed by the wide variety of answers regarding certain items of equipment. For example: the important item of automatic heating systems. Nationwide 79.2% of the builders said they would install them but, regionally, it is a somewhat different picture. In the Mountain States all (100%) of the builders questioned said they would "build-in" automatic systems, and in another region where adequate heating is a "must," New England, a higher than average (89.5%) also replied in the affirmative. A similarly high percentage (85.0%) was found in the East North Central States, while in the South Atlantic States, where cold weather is not a serious problem, only 61.5% of the builders asked indicated that they planned to use completely automatic installations. The same percentage (61.5%) was tabulated for the replies from the West South Central States, again where moderate climate prevails. However, in those same States, the West South Central group, 96.2% will "build-in" bathroom heaters, although the national average is recorded at 45.2%, and while the New England builders say only 21.1% of their homes will have this comfort feature. Obviously, in the latter region the entire heating system functions when heat is needed and thus supplies the requirements for taking the chill out of the bathroom.

One further example of variations in equipment resulting, presumably, from geographical considerations although for less obvious reasons than in the instance just mentioned: on three comparatively small items,—the mail chute, package receiver, and electric garbage disposal unit,—the 336 "pacemakers" give the following information:

Region	Will Install—		Electric Garbage Disposal Unit
	Mail Chute	Package Receiver	
National Average	64.3%	30.1%	34.8%
New England	10.5%	10.5%	47.4%
Middle Atlantic	35.2%	27.8%	35.2%
East North Central	80.0%	52.0%	39.0%
West North Central	76.9%	15.4%	46.2%
South Atlantic	23.1%	3.8%	11.5%
East South Central	56.5%	17.4%	17.4%
West South Central	82.7%	7.7%	44.2%
Mountain	91.7%	91.7%	50.0%
Pacific	86.5%	27.0%	21.6%

One plausible conclusion to the apparent wide divergence of opinion on these items is that in some of the areas the builders are aware of the tremendous sales-appeal of

convenience items that have a special attraction to the housewife.

**Price Range Considerations**

When we looked at the survey from the angle "How does 'price class' affect the quantity of equipment going into the postwar home?" we learned some more interesting things about what the builders plan. Outstanding is the evidence that the \$6,000, and under, postwar homes are definitely going to be equipped. Of course, not to the same extent as the \$10,000 home but, nevertheless, equipped with essential items which contribute comfort and convenience or, in other words, greater livability. Water heaters, for example, are not the favorite of any price class. The survey revealed that 96.1% of the builders operating in the \$6,000, and under, class will install them, which is in contrast with 97.5% of the middle (\$6,000-\$10,000) price group, and 95.9% in the upper price brackets. Similarly, an almost constant ratio is maintained on the utility items, the refrigerator and cooking range. The former will go into 45% of the \$6,000 and below class; 41.3% of the \$6,000 to \$10,000 group; and 54.5% of the \$10,000 and up classification. Paralleling this, cooking ranges will be installed in 55% of the lower priced homes; in 45% of the median group; and in 69.7% of the higher priced homes. No reason is forthcoming as to why a lower percentage of these items will be "built-in" to the middle price class group. However, these exceptions developed. Automatic laundry equipment is another item which is rapidly moving into the essential category, judging from the large number of installations that will be made in all price class postwar homes. In the lower cost homes 50% will be so equipped. This increases slightly to 56.3% in the next group; and to 57.6% in the higher priced homes. Other items not distinctly in the essential category, are affected by price class. "Built-in" telephone facilities is one of these, although a surprising number of the builders will provide this modern day necessity in their \$6,000 and under homes. Percentage-wise, it looks like this: 45% of the \$6,000 and under class will be equipped; 66.3% of the \$6,000 to \$10,000 bracket; and 87.9% of the \$10,000 upward range. Another case in point is venetian blinds. On this item 35% of the builders plan to install them in the lower priced homes; 62.5% in the medium group; and 66.7% in the upper price ranges. Two other items seem to follow this pattern. They are the automatic dish washer and the electric garbage disposal unit. Only 20% of the lower priced homes will have the former, but it appears that 35% of the medium price class and 54.5% of the \$10,000 and up will be equipped with one. The latter will, the builders say, be built into 25% of the small (\$6,000 and under) homes; 26.3% of the next group; and 48.5% of the higher-priced homes.

Thus, we find the nation's leading home builders—the "pacemakers" of the home building industry—thinking in terms of the complete home, equipped for comfort and convenience, equipped for maximum utility and livability and, last but not least, "EQUIPPED-For-Sale."

**"Built-In Livability" will be the Keynote to Successful Marketing of the "built-for-sale" postwar homes—Comfort and Convenience spell the difference between "a house" and "A HOME."**

How going interesting is comes to the needless, comfort ability. of any builders them. 5,000- orack- ed on . The class; of the looking comes; higher lower middle doped. which is from in all s 50% 3% in omes. y, are ties is build- \$6,000 : 45% 3% of 10,000 blinds. em in p; and s seem washer of the ppears of the e latter small group; rs—the nking ort and vability



# Adopts Postwar Vocation From Serval Air Conditioning Story

**American Builder keeps Pacific Seabee informed on future employment opportunities in field he left to enter service.**

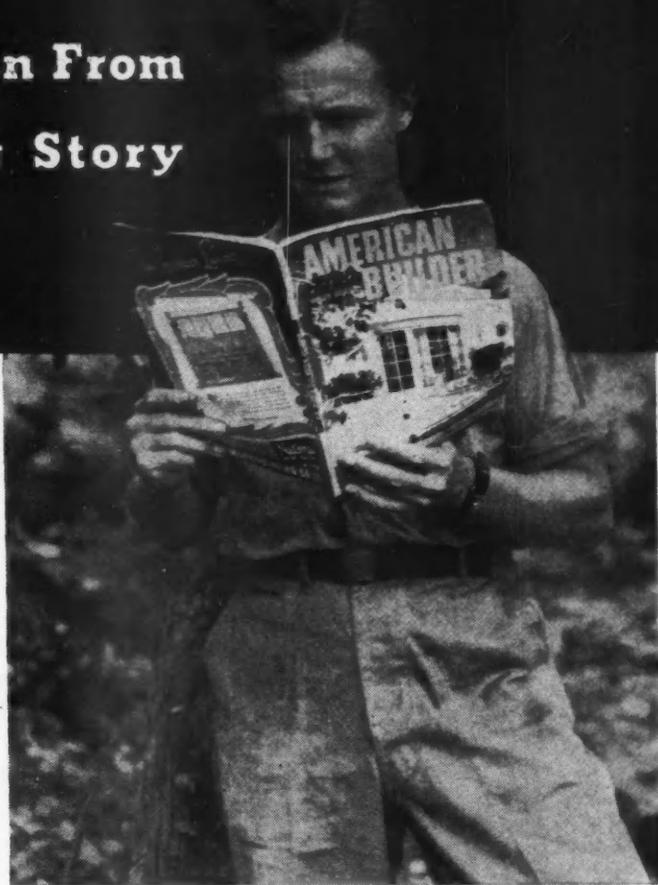
**K**EEPING servicemen posted on new developments in the building field has become one of the wartime jobs of the *American Builder*, and occasionally word comes drifting back that makes the staff realize that it is all very worth-while.

### Writes to Manufacturer

The *American Builder* became a glamor book for a South Pacific Seabee when a June, 1944 issue came his way with a special feature on the all-year gas air conditioner. John W. Williams, former house-heating serviceman for the People's Gas Co., Chicago, had just started hearing things about the gas fired unit that both heats and cools when he entered the service. He writes that the feature in the *Builder* brought him up to date in a way that made him start on a little personal postwar planning.

In a letter to Serval Inc., the manufacturer, John asked for more specific and technical information and told about his desire to rejoin People's Gas postwar with a job on air conditioning.

"The building business," Williams writes, "doesn't seem to have much future here in New Guinea so I am really looking forward to returning to the Chicago area and my old job. There are plenty of units to service out here, but certainly none of them have anything



PHOTOGRAPHED in New Guinea while he was reading the story "Serval is Ready to Go" in June, 1944, *American Builder*, which tells of all-year gas air conditioning perfected for postwar homes, and how Serval was then ready for stepped-up postwar production.

to do with space heating. The natural climate eliminates any need for that sort of thing."

### Send Him Your American Builder

Since writing of his meeting with the *American Builder* "way out there," Williams, who is a member of the 102nd Naval Construction Battalion, has been moved to the Philippines. He writes that he doesn't know where he will go from there, but he certainly hopes that the *American Builder* will follow him. His service address is 102nd Naval C.B.—Co. D, Platoon No. 3, Fleet P.O., San Francisco, Cal.



**This Emblem Stands for Honorable Service to Our Country**

SEABEES, like the one in this story, will occupy a prominent place in postwar home building. Wartime training in construction and servicing equipment is their apprenticeship.

## FLASH! FIRST BEACHHEAD ON UNEMPLOYMENT

**American Builder tells how the legions of home builders are landing now on the first beachhead against unemployment. See pages 100-101.**





Symmetry of pure Georgian is preserved in front elevation, windows are wider, more modern.



"HENNY" MOLLGAARD, prominent Milwaukee builder, whose first postwar house, her own, is shown here in blueprint form.

## Milwaukee Builder's Own Home Provides September Blueprint

**Design clings to conventional Georgian lines with modern built-in features—wide glass areas.**

**A**NSWERING your question—will home builders stick to conventional design or promote modern planning in the early postwar period?—this house being built now by "Henny" Mollgaard of Milwaukee for her own family gives you a very definite answer.

The exterior architecture holds closely to the traditional lines of the Georgian style, popular English plan which was adopted in early Colonial times in this country and set the pattern for the American school of house planning.

*American Builder's* August, 1945, issue carried a complete story on Georgian architecture. It is one of a series of installments which reviews the book, "How To Plan A House." It tells how all the Colonial family of styles grew out of the Georgian design. The story is recommended to those who would be well informed on this important group of house plans which dominates the evolution of the truly American home.

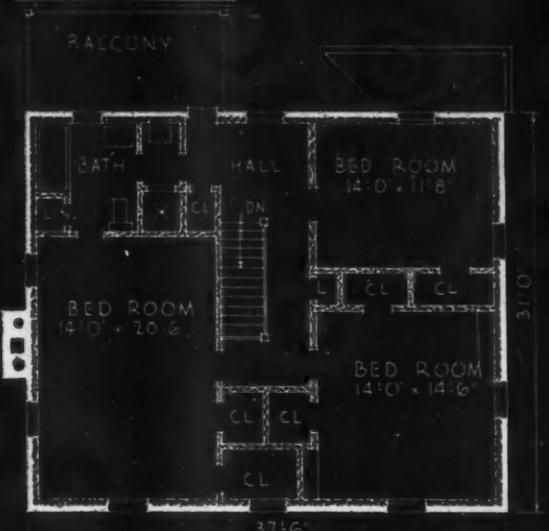
In the Mollgaard house, shown here and planned by Designer E. J. Peachey of Milwaukee, the design deviates from the pure symmetrical plan of the earliest English Georgian just as the early Colonial houses sacri-

ficed symmetry for the better placing of windows for their value in relation to the service they render to the inside function of rooms.

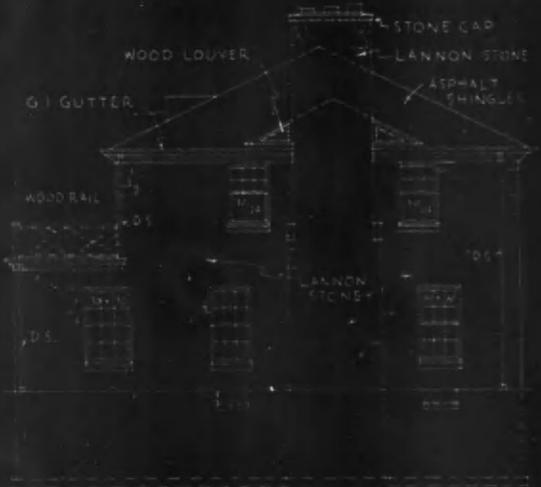
The vestibule is of ample size, and congestion is avoided by placing the cloak closet away from the vestibule at the end of the stair hall. A smaller closet, opening into the rear hall, provides much needed space for children's outer garments. Notice the bank of built-in closets between dining room and kitchen, which serve both rooms. The china closets eliminate the need for two pieces of furniture which would crowd and clutter the room.

The downstairs lavatory serves the kitchen handily and is close enough to the den to permit its use as an extra bedroom for the unexpected guest or for a sick room when illness visits members of the family.

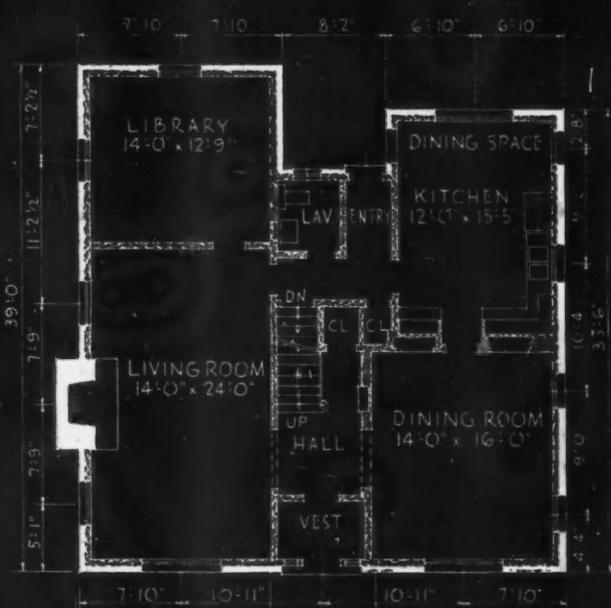
The expanded bath with its extra bathing facilities will easily serve the occupants of the three bedrooms almost as well as two separate baths. Special note should be taken of the large closets, two for each of the larger bedrooms. Women are demanding this type and number of closets in surveys made on postwar homes.



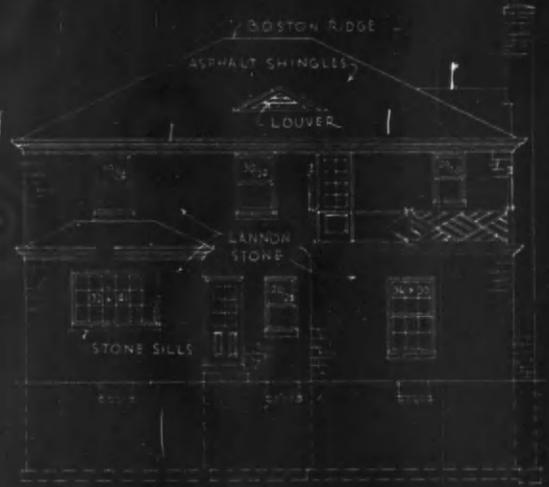
SECOND FLOOR PLAN



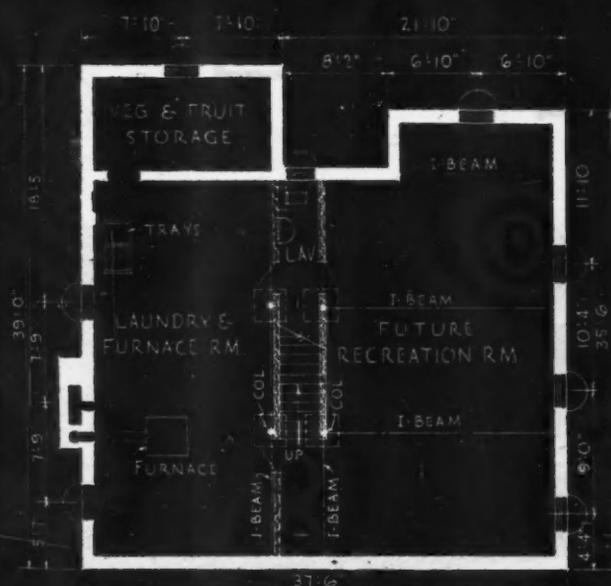
SIDE ELEVATION



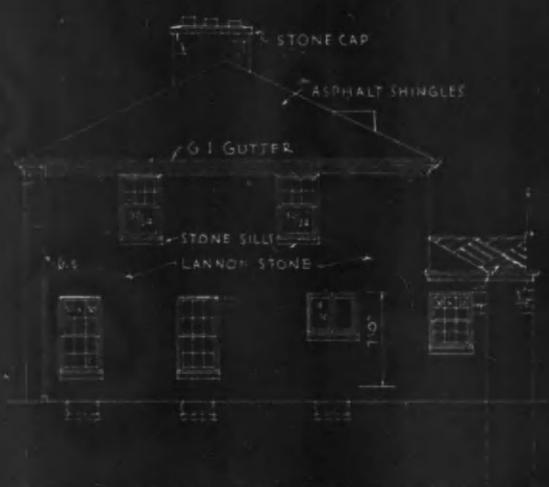
FIRST FLOOR PLAN



REAR ELEVATION



BASEMENT PLAN



SIDE ELEVATION



KITCHEN CABINETS



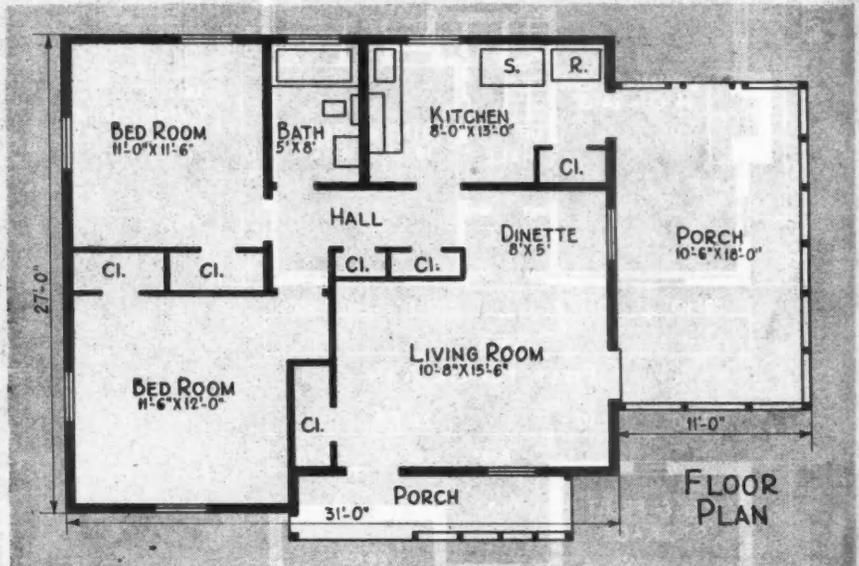
A SLIGHT SLOPE to the roof removes this design from the flat-roofed modern class which is distasteful to many buyers.

## Pleasing Basementless Design for the South

**E**NTERED in the NAHB Design Competition by Dow J. Zabolio, president of San Jacinto Homes, Houston, Texas, this basementless house provides plenty of storage space, which is an absolute necessity where both basement and attic are eliminated. The design won a regional award in the competition.

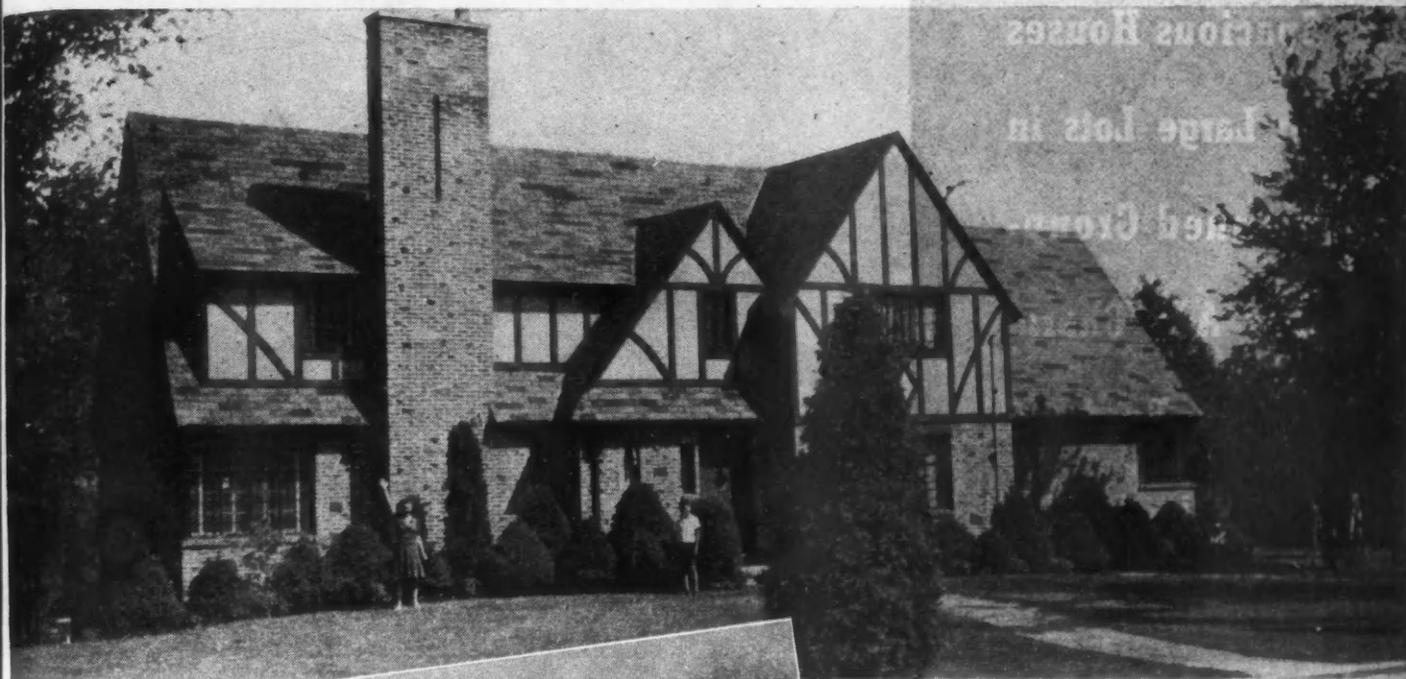
Fifty designs selected by the editors of *American Builder* from five hundred entered in the competition are shown in a new design book just published by the Chicago Metropolitan Home Builders' Association.

While houses with such a low pitch to the roof do not give a good appearance when mixed in with Cape Cods and Colonials, they do look pleasing when built in a subdivision where all houses have the same character.



A STREET of homes with low roof pitch looks better than when they are mixed in with traditional styles of architecture.

THE  
of  
ma  
classes  
has co  
around  
The  
Aksila  
comm  
result  
Aksila  
any p  
house  
can't  
site c  
These  
guidin  
An  
typica



TYPICAL suburban home (plans below, interior view left) built by Aksila Brothers in Worcester, Mass.

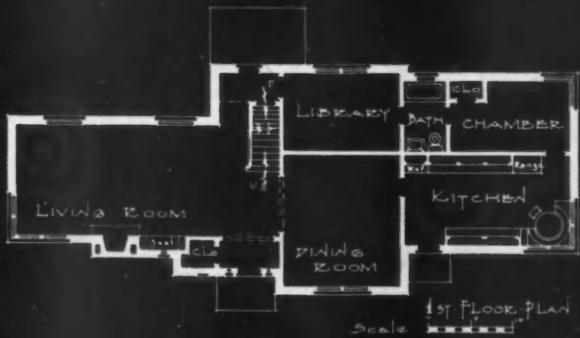
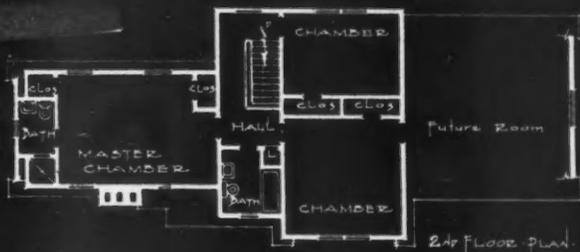
## Homes Designed for Ultimate in Living

**Aksila Brothers, of Worcester, Mass.,  
build for beauty, comfort, utility**

**T**HE AKSILA BROTHERS—Anton and Ames—of Worcester, Massachusetts, have been engaged for many years in supplying quality homes in all price classes in that city and its suburbs. Homes by Aksila has come to be a synonym for good building in and around that thriving Massachusetts city.

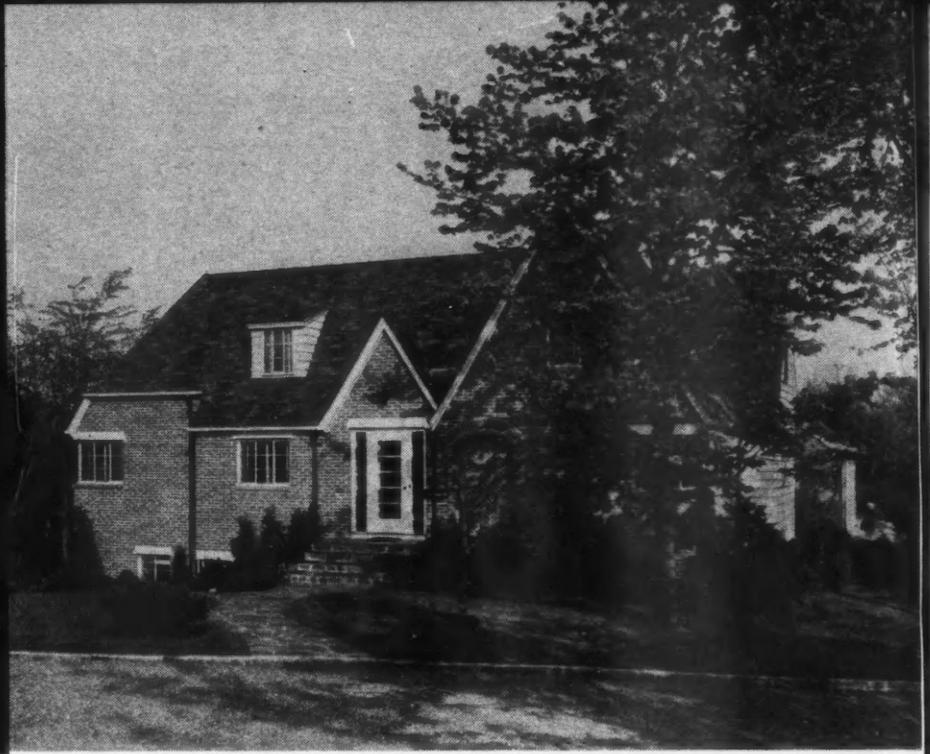
The prewar projects, and the postwar plans, of the Aksilas are a living proof that good homes and good communities don't "just grow" like Topsy, but are the result of long hours of planning by somebody. For Aksila homes are obviously not the sort that will sprout any place, but in all cases prime examples of the right house in the right place. The best home in the world can't be attractive in the wrong location, and the best site can be ruined by building the wrong house on it. These elemental principles, too often forgotten, are the guiding primer of Anton and Ames Aksila.

*American Builder* shows on these pages two homes typical of the many constructed prewar by this firm.



John P. Hulslander, Architect  
Worcester, Mass.

Spacious Houses  
on Large Lots in  
Planned Group-  
ings Add Charm  
to New England  
Suburbs



MEDIUM-priced home (plan on page 93) built by the Aksilas in Worcester suburb

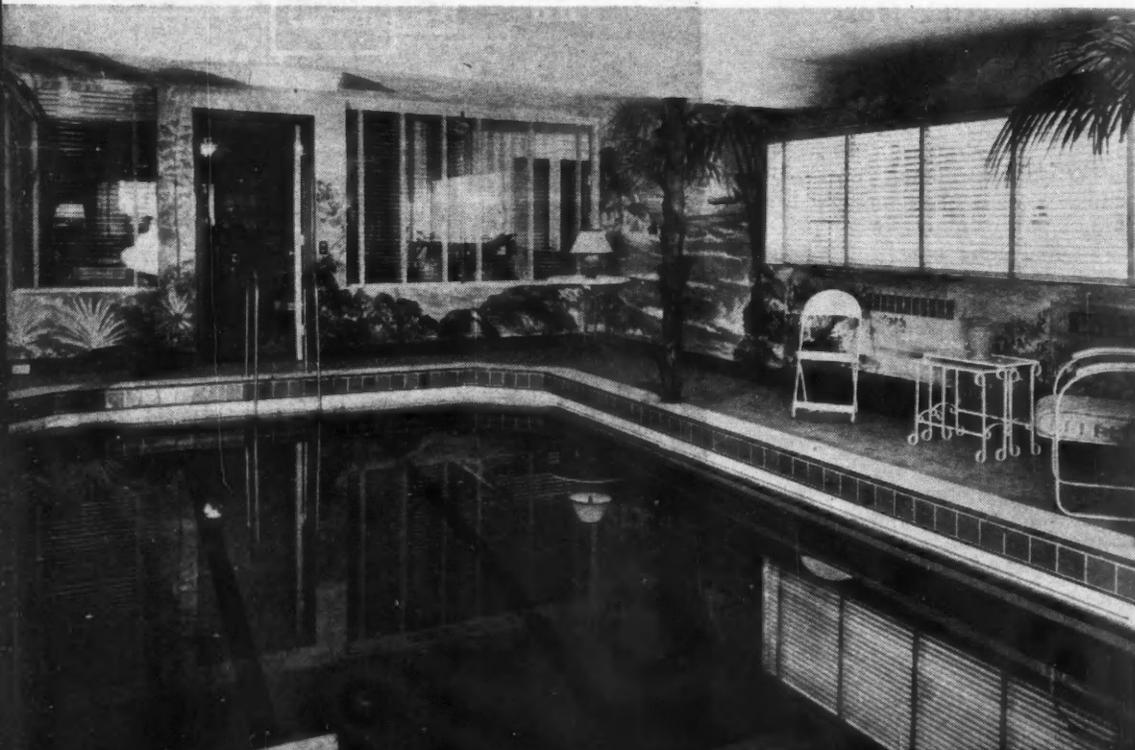
Particularly interesting is the stress placed throughout on livability; the constant encountering of the idea, in plans and execution, that homes are "made to be lived in."

Note, for example, the complete utilization of all possible space, in the house plans on page 93. With ample area allotted to living and dining rooms, and to kitchen and powder room requirements, an excellent swimming-pool is provided, with a steam room and laundry attached, as well as a large terrace. Note also the way the terrace and its plants are "brought indoors" by use of vast window areas in the living room. The kitchen in this home faces on the street, with the living quarters of the family spotted to look out on the more attractive open spaces in the rear of the house. The second floor, again by exact and wasteless use of space, provides a master bedroom complete with bath, as well as four other bed-

rooms and an additional bath. Closets are plentiful and well-located throughout the house.

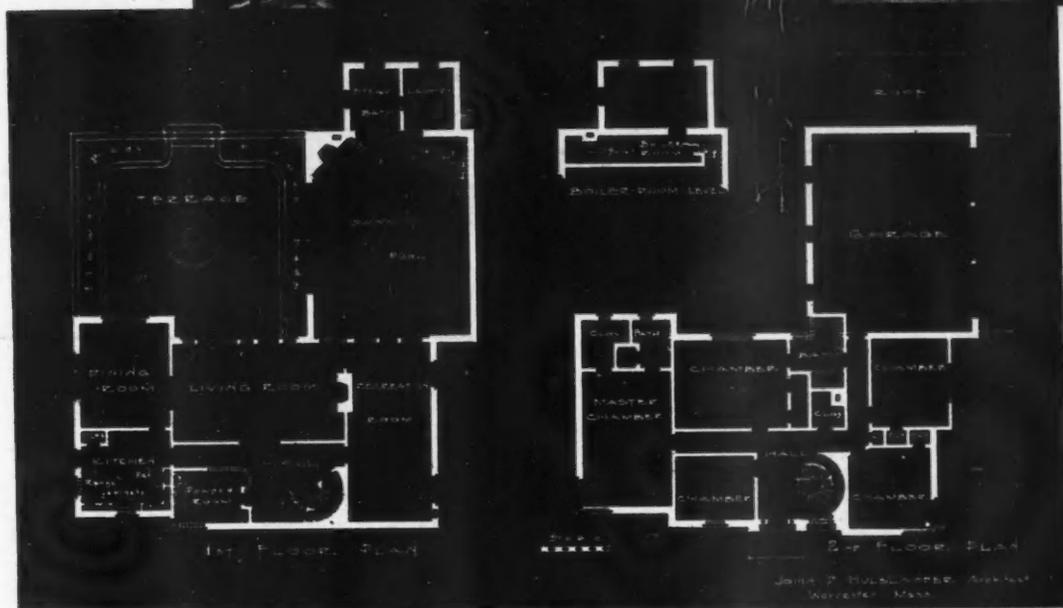
The Aksila Brothers have plans for a long-term building program and to that end they have acquired a large estate on the outskirts of Worcester, more than one hundred and fifty acres in extent. Existing buildings will be remodeled or torn down, and the entire tract laid out in accordance with the best principles of land planning. Preliminary work on this was already under way when your *American Builder* reporter visited Worcester.

Homes in the project are expected to range between \$15,000 and \$40,000 with a community swimming pool to service the adults and children. An early issue of *American Builder* will present planned future homes designed by John P. Hulslander and to be built by Aksila Brothers in Worcester.



LARGE swimming-pool set in first floor next to recreation room is attractive feature of Aksila Brothers prewar house. "Tired business man" is welcomed home with offer of refreshing dip before dinner.

**BLOOMING** flowers on terrace—and all outdoors—are enjoyed indoors by means of large glass areas in living room.



**WELL-planned** home stresses living and recreation areas on first floor, with five bedrooms and two baths on second. Note arrangement for steam bath on main floor next to laundry.

**RECREATION** room provides spot for entertaining or quiet hours with a book, away from main portions of house and yet with access from living room through main hall as well as from swimming pool.



ing-floor  
tion  
fe-  
broth-  
use.  
man"  
home  
fresh-  
mmer.





# Drewry-Built Communities Feature Only Quality Homes

TALL OAKS, project of medium-bracket homes erected in Summit, N.J.

## A MODEL HOME FOR *River Bend*, MURRAY HILL, N. J.



The plan (illustrated above) shows a home containing two rooms and bath, also a garage and porch. Provisions for future expansion of two rooms and bath on the second floor have been made.

River Bend, located on a high elevation along the Passaic River near Summit, N. J., is a Protected Community of low priced homes being built by W. W. Drewry. River Bend is designed to retain its natural contour and beauty.

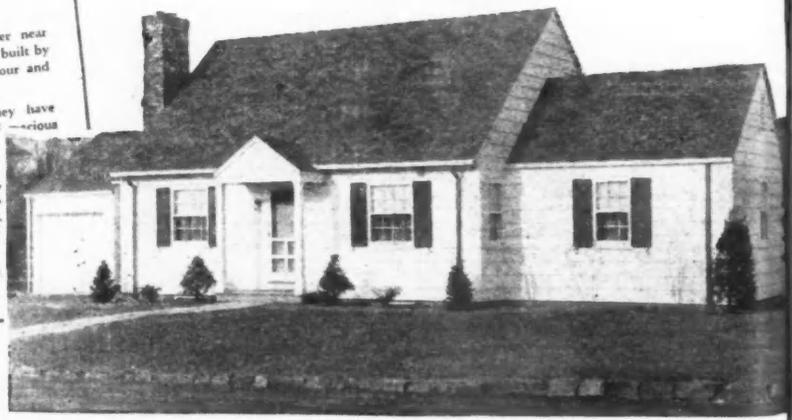
Although its homes are moderately priced because of size, they have the same quality and are designed to promote the same standard of suburban living as the larger Drewry-Built homes.

**W. W. Drewry, BUILD**  
400 MOUNTAIN AVE. SUMMIT  
Telephone Summit 6-3335

DIRECTIONS. From center of Summit, go south on Maple St right on Ashland Rd. which runs into Mountain Avenue and

**C**OUNTRYSIDE, Tall Oaks and River Bend are three distinct and individually styled new home communities in and around the attractive suburban city of Summit, N.J. Started before the war, they have had an orderly and progressive growth under the guiding hand of builder W. W. Drewry, and their postwar future seems both assured and bright.

Drewry is an established builder in those sections of northern New Jersey which come within the area of metropolitan New York, many of whose inhabitants commute daily to that city to their work. His housing creations over the past several years dot the better sections of the Oranges, Maplewood, Short Hills, and other suburban towns. A few years back, however, he went into a program of setting up and building complete, self-contained home communities, in various price ranges within easy access of city stores, of schools, churches, and



NEWSPAPER "ads" are used to draw buyers to Drewry homes at River Bend (above and right).



INDIVIDUAL bungalow in medium-price group was a steady seller prewar; figures in builder's future plans

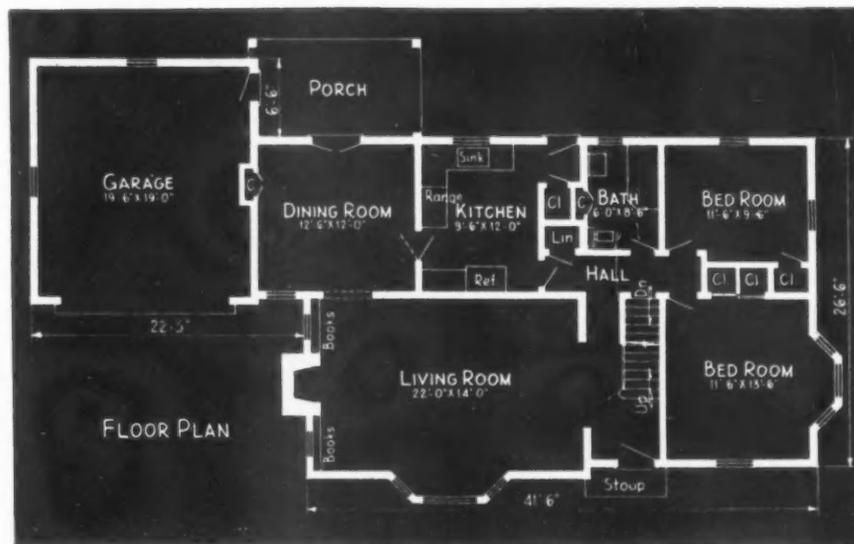
mit, N.J.

**Homes built prewar, planned for future developments in three price classes, provide amenities for finer living**

the three communities of the area had an abundance of amenities for finer living

ations of the area of inhabitants housing better section and other amenities, self-range, and

PLANS for bungalow pictured at top of page call for large bay windows at front and side of house, allow for future rooms.



commuting facilities for those who work out of town.

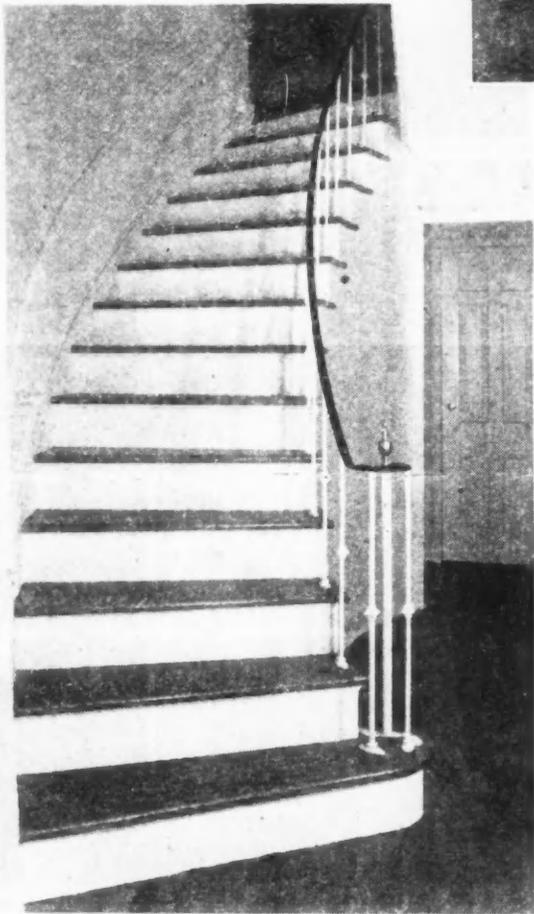
While it is safe to say that Drewry's postwar customers will continue to come in some measure from businessmen whose activities center in New York or nearby Newark, a new factor has entered which will considerably enlarge the scope of the market from which he can expect to draw. It is a factor which will probably be present in increasing degree in years to come in areas surrounding all metropolitan centers, and so should be taken into consideration in the plans of all builders whose activities are to be in such locales.

For industry had begun, even before the war in some small measure, the process of decentralization; a process that will undoubtedly be accelerated in years to come. And as industry moves employees move, and create new house markets, not only in the higher-priced home bracket for top personnel, but in the medium- and lower-priced fields as well.

In the Summit area, for example, upon which Drewry's activities are concentrated, recent years have seen the arrival of the mammoth Bell Telephone Laboratory, a project of more than \$3 million investment, of Ciba Pharmaceutical Products, and of Martindale Publishing Company, to name a few. Others are on the way. Homes for employees of these organizations, as well as for commuting residents, are scarce, and there is Drewry's market for several years to come. For there is a decided attraction in being less than ten or fifteen minutes away from one's work, and having only that distance to travel night and morning.

River Bend, the latest of Drewry's communities, is in the low-priced field, and hadn't fairly got started when war restrictions were clamped down. As indicated by plans and photographs on page 96, the bungalow is the popular number here, with room for future expansion by finishing off the second floor. Large plots are an in-

The Entrance To Drewry's  
 "Countryside"  
 Development Has The  
 Intriguing Charm Of Solitude



tegral part of the layout, and many of the homes will have rear yards on the Passaic River, with boating and fishing facilities.

Tall Oaks is a development designed to serve the middle-income group. Bungalows are popular here, too, with a well-placed smattering of two story homes. Tall Oaks is a community completely planned, with winding roads off the main highways, and consequent child protection. As in River Bend and Countryside, all of the natural features that could be saved have been retained, and the result is a setting of homes on shaded thoroughfares that quietly spell out fine living.

Countryside, laid out in the suburban Murray Hill district of Summit, has an inviting entrance where the natural growth, in the form of shrubbery and trees, has been retained. This is an interesting feature which builder Drewry has carried through to a logical conclusion—on each of the individual home sites, none less than three quarters of an acre in area, the shrubbery and wild growth indigenous to the area have been allowed to remain at the road's edge. As a consequence, homes here are not only protected by set-backs from the street, but further

**DREWRY interiors (left and below) allow for entry of light to living areas. Note use of glass block in stall shower and window bays.**

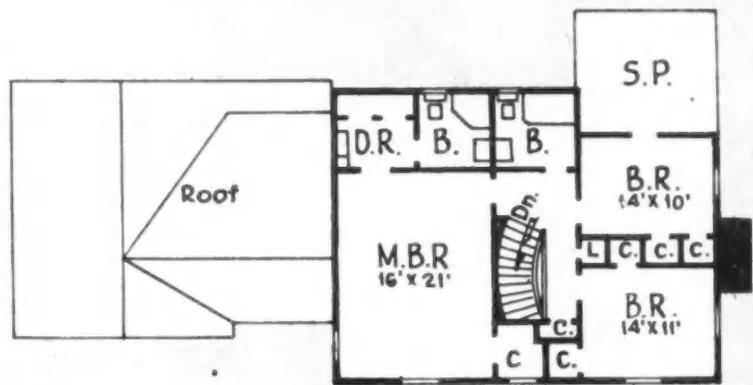
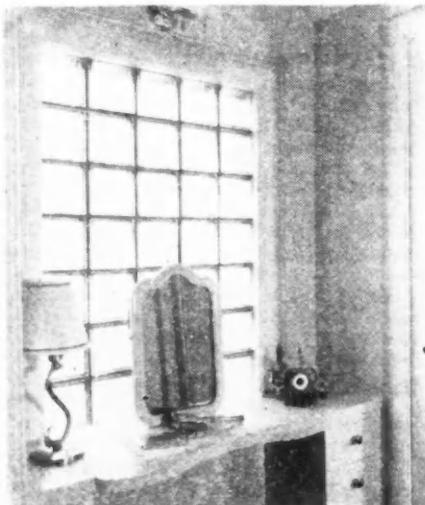




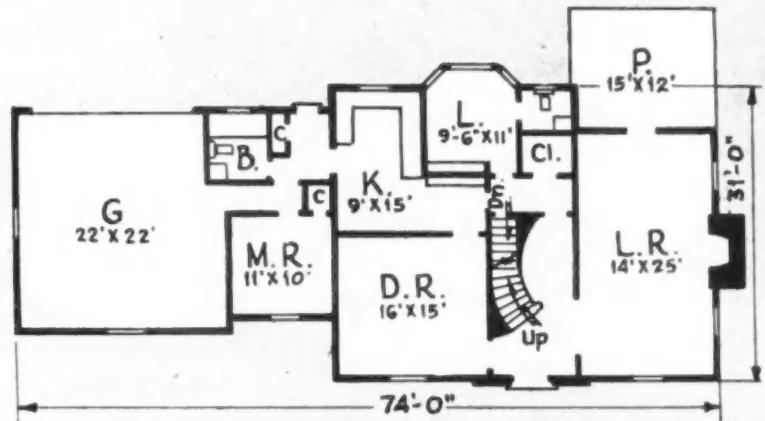
guaranteed solitude by the attractive screen of nature. Lawns are planted in the direct front, sides and rear of the house, as shown in the home pictured, with room for garden if desired.

Drewry feels that his postwar building operations should logically follow in the pattern of the fine homes he was able to provide prewar. The benefits of light, the charm of "bringing the outdoors in" by extensive use of glass, the use of glass block in many home areas to gain the benefit of natural illumination without the loss of privacy—these have been features of Drewry-built homes for several years and will continue to be in his future operations in all fields. He believes that Americans will prefer houses that fit in with the traditional American character and scene.

DRESSING table enjoys natural lighting as set against glass block in powder room.



SECOND FLOOR PLAN



FIRST FLOOR PLAN

DESIGN for this Drewry Countryside house combines many features of fine living. Full living room, complete with fireplace, runs depth of house and opens onto porch. Porch, sun deck above, and library are away from street side, and face rear gardens. Dressing room and bath are part of master bedroom, and house contains two other baths, one on each floor. Garage entrance is in rear, and front window in garage adds beauty to the long line of house front. Well-spotted closets are located throughout.

# FIRST BEACHHEAD ON UNEMPLOYMENT TAKEN BY HOME BUILDERS



**President Merrion leads home builders in first attack on unemployment as producers mass for steady stream of supplies.**

*By John E. McNamara*

Associate Editor

**"H**OME Builders of America—Forward!  
"A new war is declared! A war against no human enemy, but against an enemy of all humanity—a war on unemployment!" With this strong exhortation, Home Builders' President Joe Merrion led his forces onto the first beachhead against this insidious enemy. An enemy dressed in fear, cloaked in timidity, and supported by a sixth column of pessimism for the future of America.

"We are industry's *Marines* of this war," Merrion continued. "Ours is the task of landing first. Home building has long been hailed as the force which must

open the way while America's vast industrial army is being mobilized for its full scale onslaught against unemployment—against the legions of pessimism and despair—against low payrolls that harm all of us."

Behind Merrion's call to take that first beachhead are the phalanxes of America's home builders, hardy and resourceful. And how well this army is equipped: They are in possession of improved plots of home building sites, located in every city, village and hamlet throughout this vast country. Their plans are made—enough for hundreds of thousands of homes are ready to file with FHA and banks. Billions of dollars are overflowing their vaults, reaching out to fill every call which is made for mortgage money.

But, more than this, many thousands of home buyers who have already placed orders for early building are able to pay cash or very large down-payments, which will make mortgage money easy to get despite increased building costs.

Are they able to get skilled workers now to fill their ranks? They have two answers to this question: Union officials in the building trades tell of thousands, who took inside work in the last few years, literally running back to



## HOME BUILDERS WILL HOLD '46 CONVENTION

POSTWAR MATERIALS and equipment will really show themselves at the 1946 convention and exposition of the National Association of Home Builders, which had been tentatively set for February 25 to 28 in the Stevens Hotel in Chicago, pictured at left. The dates are no longer tentative, but definite because of the fast relaxation of war controls, which include the restrictions on traveling and the holding of conventions.

SELLING of exhibitors' display space has gotten underway apace since V-J Day, according to reports from convention-exhibit headquarters. Manufacturers, now allowed to show their postwar products, are said to be vying for the best space in which to show their wares to the builders of America's postwar homes.



their home-building jobs. July of this year saw seventy-nine per cent more residential building than the same month a year ago, according to F. W. Dodge's latest reports. A foothold had already been taken on this first beachhead even before V-J Day.

How fast will they secure lumber and other building materials which have been hard to get during the recent years of war on our human enemies?

*American Builder* has been busy contacting the leaders of that vast material and equipment industry from which supplies will soon have to *gush* into the channels of trade if home builders are to hold and expand the beachhead on which they now have a strong foothold.

#### **Charles Hines Optimistic**

"With the release of lumber from its high pressure war job, there is nothing to hold back the immediate upsurge of home building," declared Charles M. Hines, president of Edward Hines Lumber Company, producers and national distributors of lumber products.

"No doubt there will be some headaches. There always are. But they are only the things we are in business in America to overcome.

"The production of lumber will proceed at a constantly accelerating pace. Wages on the West Coast are high—an average of \$1.10 an hour—high enough to invite returning veterans and men released from ship yards into the woods and the saw mills.

"After they have taken a short rest, it is anticipated that the war workers and veterans will seek jobs in saw-mills and logging operations that promise permanency at these most attractive wage scales," Hines stated as he predicted that 60 to 90 days would see dealers well supplied with builders' lumber requirements.

#### **Melvin Baker Points to 1946**

"With V-J Day plaster mills were operating about 20 per cent of capacity and gypsum board mills 60 per cent. Because of low ceiling prices and high costs plaster and gypsum lath had been withdrawn from production in plants located on the Atlantic Seaboard. New ceiling prices for the Atlantic Seaboard market can be expected shortly when production is resumed," said Melvin H. Baker, president of National Gypsum Company.

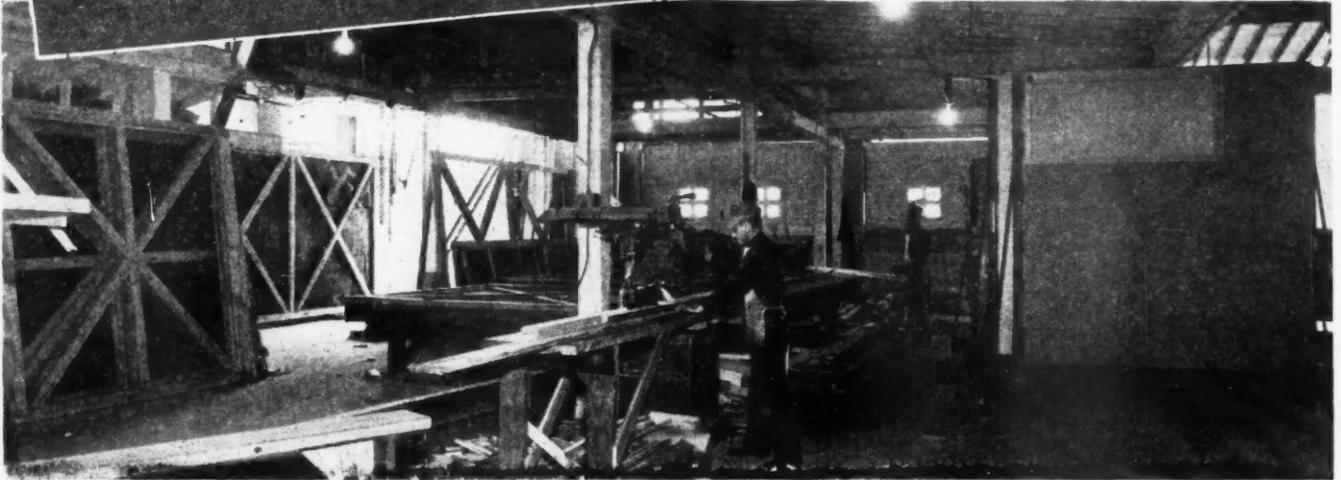
"Additional labor should be available by October, which will permit operating plaster mills to capacity and

*(Continued to page 150)*



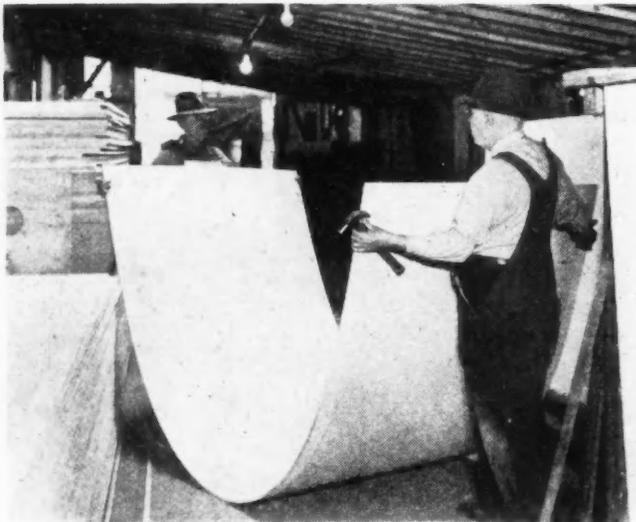
## 90,000,000 Square Feet Of Insulating Board For England's Pre-Fab Homes

Here is how one of the  
Construction Companies  
Streamlines Production

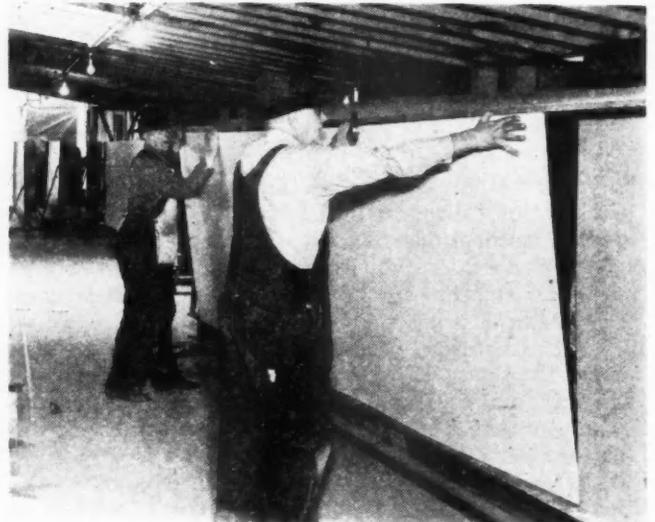


**1** ONE of the first steps in prefabrication, after the jigs have been built, is cutting framing members and cabinet and other material to size. Here a workman is shown cut-

ting materials at the Field Lumber and Improvement Co. plant in Detroit. In right background are finished wall panels in vertical steel jigs, ready to crate and ship



**2** THIS is a piece of one-half inch structural insulating board 4 ft. x 12 ft. Workmen are preparing to apply it to the ceiling of a roof panel of a prefabricated home



**3** WORKMEN setting large piece of insulating board in place for nailing on ceiling of a roof panel. Framework has been set against wood pattern and nailed in movable jig

**T**HE prefabrication of 30,000 temporary homes for bombed-out British war workers, now in progress in dozens of American cities, is being accomplished with a minimum of critical labor as well as a minimum of critical materials, as shown in a study of operations in several plants.

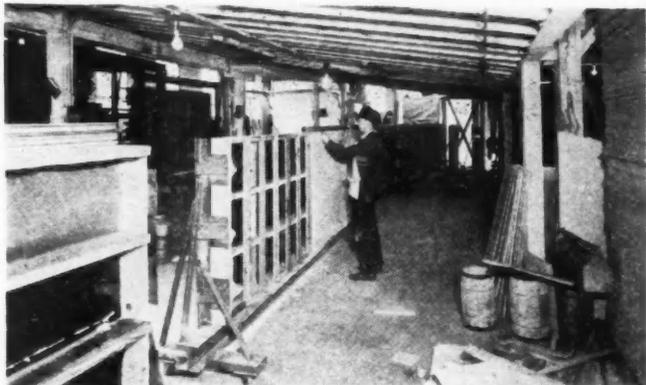
This project, being handled through lend-lease at a cost of \$50,000,000, is the largest single prefabrication job ever undertaken at one time and with nearly identical specifications for all the prefabricators.

The savings in critical labor are obtained through assembly line methods of panel construction which

permit the use of many unskilled workers.

Critical materials are saved through the extensive use of insulating board and other non-lumber products. Insulating board is used on both the exterior and interior of the panels. Besides building the walls and insulating them, its light weight is an important factor in simplifying the construction, handling, shipping and assembly of the units.

Observation of the efforts of unskilled labor in the prefabricating plant of the Field Lumber and Improvement Company of Detroit, which has a contract to construct 500 of the homes, showed clearly the use to

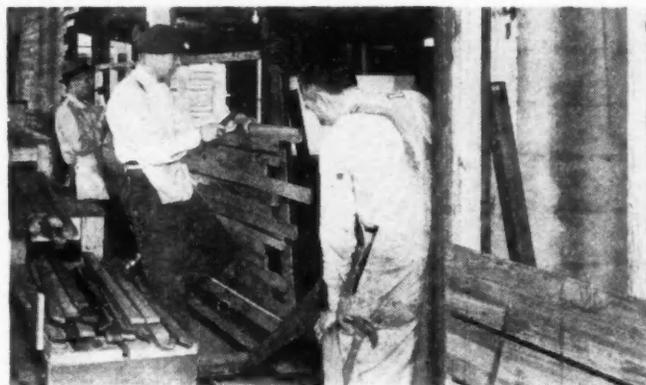


**4** A LARGE sheet of one-quarter inch asbestos cement board being nailed on one of the roof panels. Board will be covered with asphalt when house is erected in England

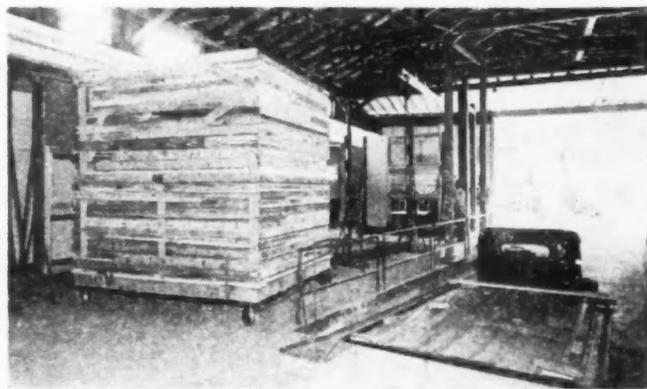
**EDITOR'S NOTE:**

The purpose of this story is not to present something new in prefabrication methods. The purpose is to tell what is happening to insulating board made in the United States, and to show why you find increasing difficulty obtaining this kind of material for your building operations.

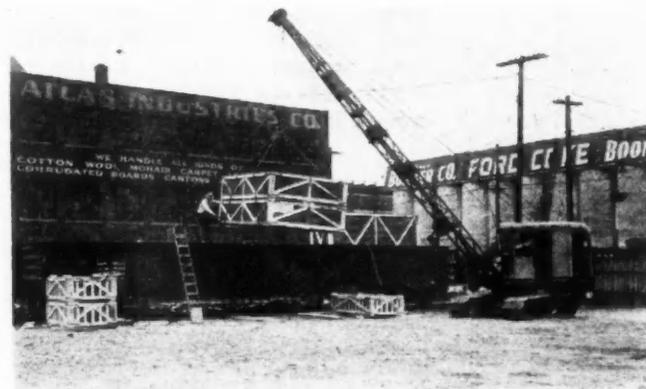
It appears that our country is committed, and has been committed for some time to a policy of re-housing certain war-torn sections of Europe with American materials. The full extent of this commitment has not been revealed. The building industry should be informed *immediately* of all the facts so that it can plan a workable program of peacetime home building.



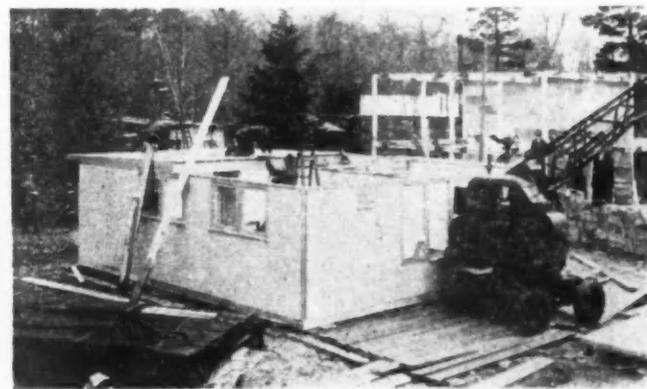
**5** FLOOR panels are made on large steel movable jigs. After completing the framing, laying of victory oak flooring is completed in three operations, shown by varying heights above



**6** THESE are wall panels piled up and ready for wrapping and crating. Then the crate will be rolled onto the truck at right and hauled a short distance to a freight car to ship



**7** LOADING crates of prefabricated panels of homes. Two houses are loaded on each freight car. Total weight of one house is 15,000 lbs. Each occupies 1275 ft. of space

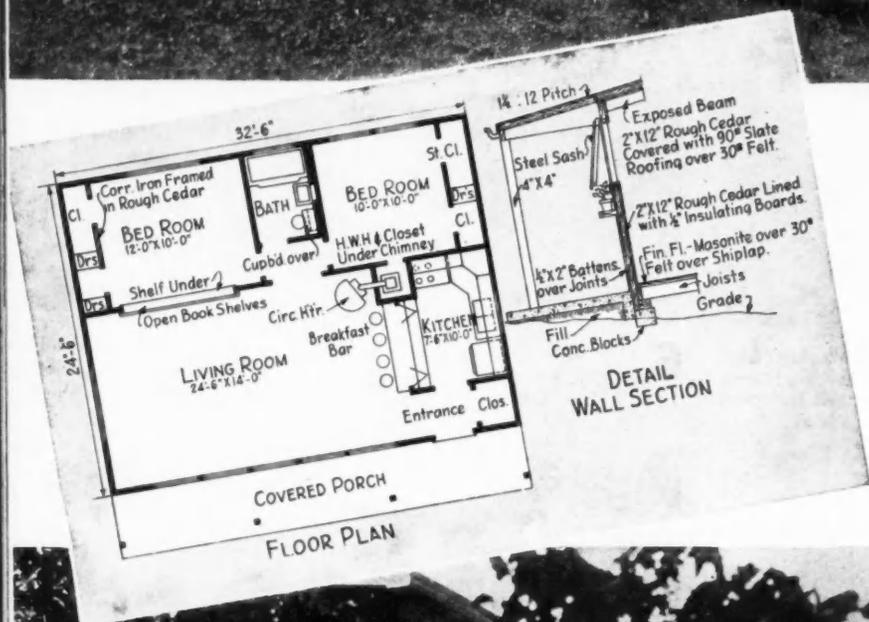


**8** THIS British picture shows workmen bolting on the roof panels. When the house is completed it will give shelter to a British family whose home was one of 450,000 destroyed

which such workers can be put by this method of operation. Most of the men employed at this plant are well past 50 years of age. Only a few were under 50.

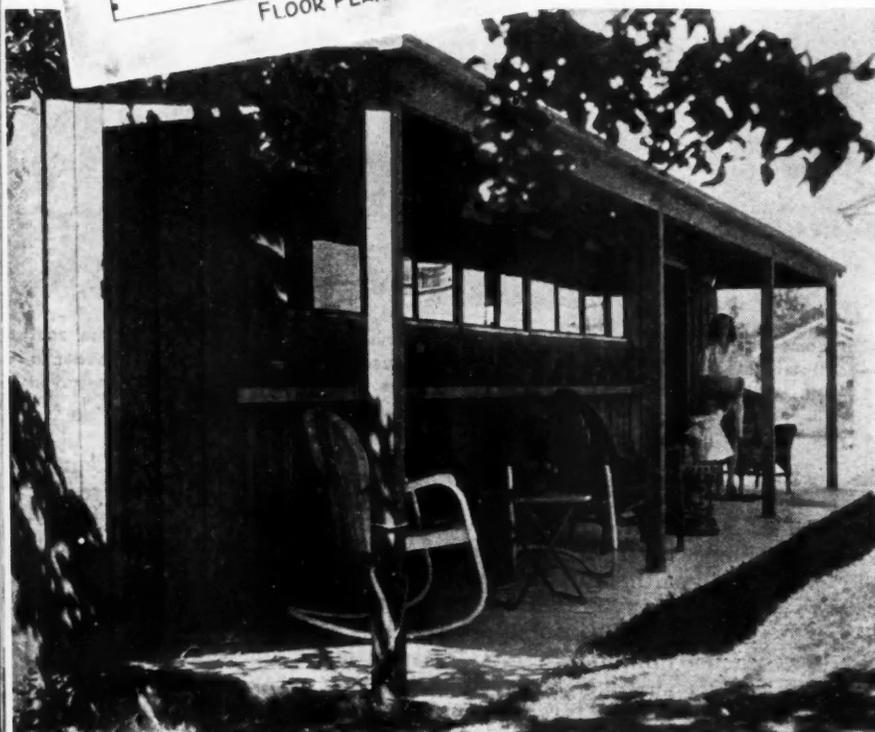
The houses are built in panels, such as combined roof and ceiling panels, wall, partition and floor panels. The frames for the larger panels are built from a wood pattern laid against a movable steel jig. The small panel frames are set in flat patterns on table jigs. Each worker is assigned a specific job. He may nail framing members together in a jig. He may nail on wall, ceiling, partition or roof covering. Whatever his task, the constant repetition makes him quickly proficient.

The program calls for more than 90,000,000 square feet of the board, including factory-coated board for interior walls and ceilings and an asphalt-treated sheathing for the exterior. The British prefabrication project, although the largest single order, is only one of the many military and emergency housing programs for which insulating board is being supplied in multi-million-foot lots. Despite large commitments, the insulating board industry is endeavoring through increased production to supply dealers with the stocks urgently needed for domestic construction and reconversion.



## "War Baby" House

**Cedar planks and battens, reject steel windows, corrugated iron, fiber board and good taste create a delightful little wartime home in western Washington.**



35. MICHKILS and little Susan on covered front porch. Plan shows house construction.

**W**HEN Freeman O. Michkils, prominent young architectural designer and builder of Seattle and Bellevue, and his wife, interior decorator Elizabeth Beardsley Michkils, undertook early in '45, in spite of war restrictions and shortages, to build themselves a shelter home, their friends expected "something different"; and they have not been disappointed.

As pictured on these pages, this little home of 24 by 32 feet is, except for the small back bedroom and bath, practically one large room. The open book shelves in the front bedroom wall add that area to the living room; and the open snack bar in the kitchen wall admits that space also.

The walls and roof are 2" x 12" rough plank sawed from local logs by a small portable mill. Windows are reject steel sash from a war contract. Inside wall finish and ceilings are 1/2" fiber board. Floor is Masonite Hardboard in 12" x 18" units over shiplap and paper. Materials for this house cost approximately \$1,000.

**SNACK BAR** has folding doors to shut out the kitchen view — at times.



An air of spaciousness and comfort pervades the well-lighted interior. Bedroom is glimpsed through open book shelves.



**J**UST before the close of the first session of the 79th Congress, Senators Wagner (NY) and Ellender (La) introduced S. 1342, a bill to "establish a national housing policy and provide for its execution." After a second reading the bill was referred to the Committee on Banking and Currency. It likely will be acted on during the coming session of the 79th Congress. The official title of the bill is "General Housing Act of 1945," and it has been referred to as the "Wagner-Ellender Bill."

The bill takes the form of amendments to the National Housing Act and the United States Housing Act of 1937. It consists of 73 pages, cleverly divided into eight Titles so arranged and worded as to conceal its real purport, and to make extremely difficult an understanding of its cost to taxpayers. It covers the entire field of urban and rural housing; does nothing to encourage home ownership contrary to its avowed purpose; establishes government subsidized housing as a permanent national policy on an ever-increasing scale; and piles up a federal obligation of \$5,985,000,000 to operate the program.

To arrive at the nearly six billion dollar figure, which is mentioned nowhere in the bill, it is necessary to study the several titles very carefully. The grants are presented as annual figures in various places in the titles. None of the individual annual grant figures appears very large. The grants, however, extend over period of five years, increasing each year. Careful reading shows an annual total of \$133,000,000, which the federal government is obligated to continue over a period of forty-five years. That amounts to \$5,985,000,000.

Yield insurance is provided in the form of guaranteed interest return of not more than  $2\frac{3}{4}$  per cent until the investment is reduced to 15 per cent of the original amount. This is intended to stimulate the building of low-cost housing for individuals who do not need subsidies. To accomplish this, a new Title 7 is added to the National Housing Act, which originally created FHA.

## Summary of the

### S. 1342 Coming up at Next Session of Congress Designed to Hide Real Purpose Contained in Eight Titles

Annual subsidies which will amount to \$116,000,000 at the end of the four years following the passage of the bill are provided by the federal government to keep rents down in public housing projects. In addition to the \$28,000,000 at present paid by the government for this purpose, an additional \$22,000,000 will be provided during the first year the bill is in effect, and this will increase annually by the amount of the initial contribution until it reaches \$88,000,000 at the end of the fourth year.

Redevelopment of urban slums and deteriorated areas will be aided by government contributions which would amount to \$20,000,000 annually at the end of five years following passage of the bill. For the first year, \$4,000,000 will be provided, and this will be increased by the amount of the initial appropriation during each of the succeeding four years.

The same type of contribution will be made in the case of rural properties (not necessarily farm properties) beginning with \$5,000,000 for the first year, and by additions of the amount for each of the following four years. This will amount to \$25,000,000 by the end of the fifth year.

For the purpose of providing aid to cities in the redevelopment of projects in which private enterprise will participate, \$60,000,000 is made available for loan purposes during the first year following passage of the bill. The amount of outstanding obligations will increase annually through the fifth year until the total outstanding obligation reaches \$250,000,000.

A revolving fund to which will be allocated immediately the sum of \$10,000,000 will be known as the Housing Investment Insurance Fund, and it is provided for the purpose of carrying out the provisions of the newly created Title 7. The bill provides that annual contributions and loans on new, publicly-financed dwellings will not run more than 45 years. This is a reduction of 15 years from the 60 year period provided under the United States Housing Act of 1937.

Loans and contributions for rehabilitation shall not be for periods exceeding 30 years.

The rural part of the program empowers rural authorities to buy sub-standard dwellings, build new homes and lease them to farmers, tenant farmers and seasonal agricultural workers under a lease-option agreement in which part of the monthly rental may be credited toward eventual purchase. Federal subsidies are also provided for assisting large cities to raze, re-plan, and re-zone slums in blighted areas. Thus, a city would allot parts of the razed area to streets, parks, schools, libraries, playgrounds and other public structures, and arrange for the construction of federally financed dwellings (by local housing authority) for dispossessed families, and lease or sell the balance to private investors for the erection of planned dwellings, or stores, or other establishments needed in the newly created community.

Following is a brief resume of each of the eight titles included in the bill.

# he Wagner-Ellender Bill

## Title I—General Policy

This is a relatively pleasant sounding collection of words designed to obscure the real intent of the bill—complete socialization of housing. It states production of a large and continuous volume of housing during the post-war period is necessary as an overall housing objective. Provisions of employment, increase in total housing supply, encouragement of home ownership, provision of adequate rental housing, replacement of slums, systematic improvement of residential neighborhoods, and intelligent rehabilitation of existing structures are all included as necessary factors in the overall postwar economic adjustment.

The statement of national housing policy implies that government assistance is required to enable private enterprise to serve larger and lower segments of the market for housing, and sets forth the methods, all of which are detailed in later titles, whereby it is proposed to furnish government assistance to industry, and to rural and urban communities and individuals who, it is assumed, will not be served by the private building industry.

## Title II—Research and Local Market Analysis

This title appropriates funds and authorizes the National Housing Administrator to undertake and disseminate the results of technical research relating to methods of house production, design, and materials use, and to conduct studies for this purpose all aimed to reduce housing costs. The Administrator is required where feasible to draw upon or cooperate with other departments of the government and to stimulate research by private enterprise, educational institutions, research foundations and State and local governments and other bodies. He is required to undertake and disseminate the results of economic studies related to stabilization of employment, improvement of investment opportunities in house building, better methods of home financing, and nation-wide trends and other factors affecting housing. He is also required to aid localities in appraising their own housing needs in order to relieve the federal government of responsibility for estimating such needs, and encourage localities to estimate their own needs.

## Title III—Participation by Private Enterprise in Redevelopment of Slums and Blighted Areas

This title purports to "encourage private enterprise to participate more extensively in the redevelopment of slums and deteriorated areas," and provides for the extension to localities of aid for the acquisition and preparation of land for redevelopment, in part by private enterprise on terms "comparable to aid extended for the acquisition and preparation of land preparatory to development with public low-rent housing under the Housing Act of 1937." Actually, the land is made available for private redevelopment, under such conditions as to make it impossible for private enterprise to operate.

In order to receive federal aid it is required that the local housing agency show that a proposed redevelopment area would not be cleared and made available for redevelopment by private enterprise alone. The local agency must also show that it can temporarily relocate persons living in the redevelopment area, and that a number of "decent, safe and sanitary dwellings" equal in number to the sub-standard dwellings to be removed in the redevelopment area will be provided, and at rents within the financial reach of the displaced persons.

## A Bill to Socialize Housing

The alleged need for S. 1342 is based on what *American Builder* believes to be five implied premises, some of which are false, and the others questionable. These are:

1—The building industry is unable to meet the nation's need for adequate housing, and must have its production supplemented by federally subsidized houses.

2—The cost of building houses is disproportionately high in comparison with the costs of other necessities of life. Therefore, the federal government must engage in and direct technical research designed to reduce the costs of building houses.

3—The postwar economy will be unable to develop income opportunities sufficient to permit those who wish to work to earn enough money to buy or rent decent, safe and sanitary houses.

4—The cause of slums, both urban and farm, is sub-standard houses.

5—The mere condition of being alive entitles every man to a guarantee of decent, safe and sanitary housing regardless of his will to work for and earn such housing.

Both contributions and loans are provided. Loans are authorized to local public housing agencies in the amount of \$250,000,000 for slum clearance. In addition, contributions, none of which are to be repaid, are authorized in the amount of \$900,000,000. Annual contributions may be pledged by local housing agencies, and they may borrow on them at the going federal rate plus one per cent upon the amount representing the difference between the cost of the project and the capital profits therefrom. All of these transactions are free from taxation by the United States.

Among the broad powers given the Administrator in connection with this title are:

(a) Enforcement of rigid requirements for the protection of labor standards with particular reference to prevailing wages;

(b) The right to foreclose on a property, and purchase, complete, administer and dispose of property;

(c) With no provision made for such property to be taxed, the Administrator may enter into agreements to pay annual sums in lieu of taxes to any State or political sub-division thereof.

## Title IV—Enlargement of Market for Rental Housing Produced by Private Enterprise

Here, it is proposed to amend the National Housing Act (FHA) by adding Title VII, which is a yield insurance plan. It authorizes \$1,000,000,000 of contingent liabilities outstanding at any one time for this purpose. It provides that institutions investing large amounts in rental housing will pay one-half of one per cent for supervision or regulation of the property, and certain other fees, with

insurance not to exceed  $2\frac{3}{4}$  per cent per annum return until the investment is depreciated to 15 per cent. Fifty per cent of the excess earnings, if any, for any operating year, may be applied in addition to the minimum annual return on the outstanding investment under certain specified conditions.

The Administrator is given complete control of design, size, and standards of quality. He also establishes the rents. Properties must pay full taxes, and there are detailed requirements for financial statements, termination of insurance contract, payments of claims and issuance of debentures. An appropriation of \$10,000,000 is provided, and the United States is obligated unconditionally on debentures to be issued on payment of losses. Such debentures are, as stated above, authorized in the amount of \$1,000,000,000.

#### **Title V—Aid to Localities for Low-Rent Housing**

This title is a subsidy to provide public housing for communities "that demonstrate that their needs cannot fully be met through reliance solely upon private enterprise," and without government aid. After a community has shown a need for a subsidy, there must be a gap of at least 20 per cent between the upper rental limit of the subsidized rental housing and the lowest rents at which the building industry can provide an adequate supply of "decent, safe and sanitary housing." There is no mention of the required spread in rents between new public rental housing and existing private rental housing.

What constitutes an income low enough to entitle a family to rent one of the government subsidized public houses is left to the determination of the local public housing agency. The cost of these houses is limited to \$1,000 per room in cities of less than 500,000 population, excluding land demolition and non-dwelling facilities such as parks, playgrounds, etc. The limit in cities with populations over 500,000 is \$1,250 per room, and in Alaska, \$1,750 per room, though a "room" is not defined.

It proposes to continue the USHA program, and provides for total annual grants of \$3,960,000,000 for the building of public housing. This title greatly facilitates public housing by proposing numerous amendments to the United States Housing Act to provide for borrowing by local housing agencies on the credit of the United States. This credit is obtained by the pledge of annual contributions, and with complete tax exemption for both State and municipal securities. With both public houses and public housing securities exempt from taxation, money is available for public housing at about one-fourth of the cost to private builders for such money.

Families admitted to such housing must have lived in unsafe, unsanitary, or over-crowded dwellings, or have been displaced by slum clearance projects, or by off-site elimination in compliance with government elimination requirements. Exception is made in the case of the family of any serviceman or of the family of any veteran who died in or who has been discharged from the armed forces within four years of the date of application for admission to such housing. Only, however, when the net family income is too low to enable such family to secure "decent, safe and sanitary housing provided by private enterprise."

#### **Title VI—Improvement of Housing on the Farm and in Rural Areas**

This authorizes the Secretary of Agriculture (in some cases, the Secretary of Interior) to borrow from RFC "such sums as may be annually provided in the appropriation for that purpose" for loans to farmers on first mortgage or on annuities to be paid back at three per cent for 40 years for the purchase of farms.

It amends Title 2 of the United States Housing Act of 1937, and authorizes annual contributions totalling \$1,125,000,000 for public housing on farms. No provision is made for re-payment of the contributions.

Owners of farms may receive loans from the Secretary of Agriculture to provide themselves, their tenant farmers, share-croppers, and full time or seasonal help with new homes or alterations, repairs or replacements. Loans are to be made only to farmers who "cannot elsewhere receive the necessary credit on terms suitable to the purpose, and the loans shall not be in excess of the owner's equity in the farm."

The Secretary of Agriculture is authorized to see to it that the farm is maintained in good repair, and that waste and exhaustion of the farm is prevented. In the case of seasonal agricultural workers, adequate wages, as determined by the Secretary, must be paid to permit such workers to pay housing rentals sufficient to provide for retirement of the debt, and operation and maintenance of the property. The Secretary is authorized to furnish, without charge, building plans, specifications, and housing information. He may bid at foreclosure sales for farm and other subsidized rural property, and accept and operate such property to protect the interest of the United States.

The farmer or farm worker has the option of purchase. When the option is exercised, credit may be given the purchaser for all previous payments made on the house—not just the payments made by the lessor exercising the option—but credit for all previous payments, regardless of by whom they were made.

The amended Title 2 authorizes FPHA to develop a program for rural (not necessarily farm) families of low income, and for servicemen and veterans in rural areas. A system of variable payments is provided to take care of poor crop years.

#### **Title VII—Disposition of Permanent War Housing With Preference to Servicemen and Veterans**

Without mentioning any figures, this title authorizes the National Housing Agency to transfer \$1,800,000,000 of defense and war housing to public housing agencies for use as public housing. This completely disregards the Lanham Act, which was passed after investigation and provides expressly for the sale of all such housing to private parties promptly after the war. The Lanham Act specifically prohibits transfer of defense and war housing to public housing authorities. In setting up the transfer of war and defense housing to public housing authorities, the title stresses that preference be given to servicemen and to veterans who apply within four years after date of discharge, and who cannot secure "decent, safe and sanitary housing at costs within their means." Transfer and sale of such housing may be made when the President of the United States determines that its war use has ended, and when the constituted authorities in a community find that such use of the houses would be in the "interest of the community and of the families of servicemen and veterans."

#### **Title VIII—National Housing Agency**

Provision is made here for a permanent National Housing Agency and its establishment as the permanent consolidating and directing head of the Federal Home Loan Bank Administration, the Federal Housing Administration and the Federal Public Housing Authority. Such consolidation was effected by Executive Order 9070 in February, 1942, as a temporary war measure only. The proposal in this title subordinates the three agencies to the National Housing Administrator, and cuts them off from any direct contact with the President or Congress.

(Continued to page 142)

Joseph E.  
Builders

N

Build

camp

four

in u

for n

DIF

in

ca

materi

ing to

more

the N

splend

years,

organ

wide

To

to me

local

that

throu

sentat

ledge

have

the re

for c

vanta

quen

esser

ready

office

spon

quick

for a

unity

T

Wil



Mrs. Neva Wash, executive secretary of the Memphis Association at her desk in Memphis

Joseph E. Merrion (left), president, NAHB, and Wallace E. Johnson, president Home Builders Association of Memphis, pleased with local association postwar building plans.

## NAHB Starts Drive for New Members

**Builders set 10,000-membership goal in campaign opening September 15, lasting four weeks for new individual members in unorganized areas, and six weeks for new affiliates in local associations.**

**D**IFFICULT as the problems of providing war housing have been for builders working under the handicap of a myriad of restrictions governing labor, materials and the prices of both, the problems of converting to peacetime building already threaten to be even more complicated and difficult. It is for this reason that the National Association of Home Builders, with a splendid record of service to builders through the war years, looks ahead to the need of a larger and stronger organization, and will, on September 15, open a nationwide drive to boost its role to ten thousand names.

To say that few if any builders would have been able to meet the wartime challenge without the national and local associations might be debatable, but it is certain that the way of all builders has been eased greatly through local organization, and strong and capable representation in Washington. On the other side of the ledger, Government-officials and Army and Navy heads have had their problems greatly simplified by having the representatives of a national builders' group available for conference and discussion at all times. These advantages to both builders and government, and consequently to the overall economic scheme, are at least as essential in the immediate postwar period which is already upon us, as they have been since 1941. Thus, the officers of NAHB are merely measuring up to their responsibilities to all builders, and to the challenge for quick conversion to peacetime building when they ask for a larger membership for greater strength and greater unity.

The drive, headed by Membership Chairman Ben C. Wileman, reviewed and approved by President Joseph

E. Merrion and to be implemented by Executive Vice President Frank Cortright, will solicit new individual members in unorganized areas—communities where no local builders' association exists—as well as new affiliates for the established locals. Ninety per cent of the work will be done by the Washington office, and the bulk of the expense will be borne by the National.

The campaign for individual members in unorganized areas will be directed to 3,000 selected builder prospects. Beginning on September 15, the first of a series of four weekly letters together with the Washington Letter, will be mailed to the prospect list. The first letter sets forth the major problems confronting the builders now, and states what the Association is doing to resolve them. The second sets forth briefly the inequities and paralyzing effects of MPR-251, and why a strong organization is necessary to get relief in time for builders to swing into action. The third outlines the threat of public housing and what is being done about it. The fourth discusses mortgage finance problems and the FHA, and closes with a strong urge for membership.

The campaign for affiliate members in local associations begins with the appointment of a strong membership campaign committee to be headed by a well-known and respected builder in each local. This phase of the campaign will last six weeks—no more, no less. After the committee has compiled its prospect list, a copy will be sent to Washington. The first mailing piece will be a sales letter from the local committee. This will be followed for the next four weeks with a series of letters similar to those used for individual members. The series will be mailed from Washington.

This kind of local-national cooperation and coordination is typical of the way the organized builders work, and in large part is responsible for many of the excellent results obtained during the war years. Experience has shown that the strengths of the locals and the National are dependent upon each other.

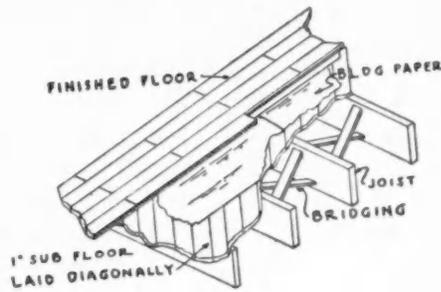
The plan contemplates the use of local newspaper publicity, and emphasizes the need for such support in addition to local bulletin publicity for the campaign, as measures to supplement the campaign letters and personal solicitation by campaign committeemen.

## 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.

## GOOD FLOORS

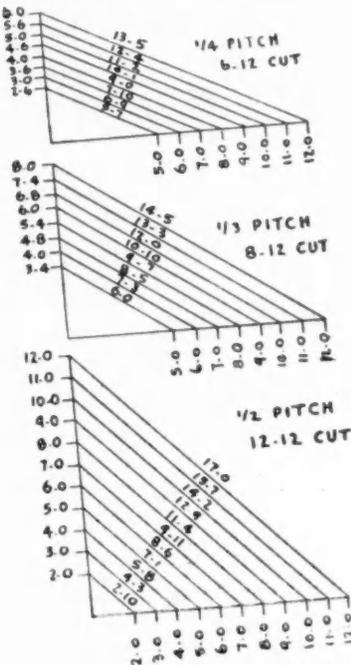
AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



Good floors are secured only by taking pains. Use flooring dried to approximately 9% moisture content. Heavy building paper under finished floor retards flow of moisture from underneath and minimizes shrinking and swelling. Use joists as heavy as possible, a 2 x 8 joist will be twice as stiff as a 2 x 6. Deliver flooring to building a week to ten days before laying when everything is dry, and keep moderate room temperature until laid.

## RAFTER LENGTHS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



This handy table could be pasted on the under side of your tool chest cover. Establishes over-all length of rafter at a glance, or is helpful when figuring roofing areas.

## SAFE LOADS FOR CONCRETE SLABS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

Total Safe Loads, Uniformly Distributed, in Pounds per Square Foot, Slab Supported Along Two Sides

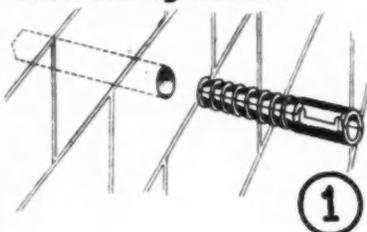
Thickness of Slab inches	SPAN - IN FEET						
	4	5	6	7	8	10	12
4	433	259	164	107	71	27	12
4 1/2	488	360	233	156	106	48	33
5	520	414	319	218	152	75	52
5 1/2	552	468	362	260	203	105	74
6	584	520	414	319	233	139	83

\*The amount of longitudinal or temperature reinforcing—parallel to supports—depends on area of slab. For small and medium sized slabs 3/8 inch round bars spaced 12 inches apart will be sufficient.

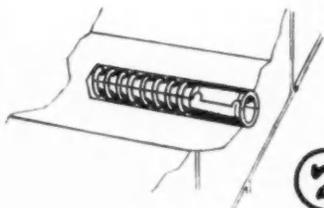


# How-To-Do-It Pointers

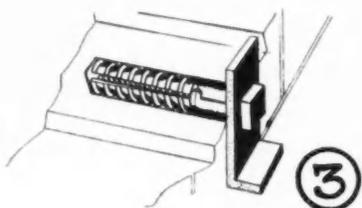
## How To Properly Install Lag Screws



①



②



③

- 1 Hole drilled in material (concrete, brick or other masonry) ready to receive the lag screw shield.
- 2 Lag screw shield in position to receive lag bolt.
- 3 Turning the lag screw into the shield, which expands as the screw is tightened and holds the work securely.

For secure anchorage in concrete, brick, or other masonry, the malleable iron lag screw shield provides a very satisfactory solution, particularly on jobs where the use of a setting tool is undesirable. The reinforced rings on the outside are designed to give maximum grip. Internal threads are designed to receive lag screws. As the lag screw moves down the internal thread, the malleable iron shield expands and forms a solid secure fastening.

## \$5 for an Idea

THE *American Builder* feels that ingenuity of builders, on large jobs in the field or on small jobs around the house, is something that they would like to share with other members of their craft in all parts of the country. Whether it is the discovery of a new and apt tool for cutting asbestos board; a means of installing lag screws; a tried and satisfactory method of erecting a barbecue pit; directions for making a concrete block mold; a way to attach over-all carpeting to concrete subfloor—whether it is one of these or any one of the thousands of problems that descend daily on the builder, small or large, for solution, there is something in the manner of their solving that will be of interest and profit, we feel, to other members of the fraternity. Starting this month, *American Builder* is offering \$5 each for any ideas found suitable for publication. Material should be sent to Lyn E. Arent, Managing Editor, *American Builder*, 105 W. Adams St., Chicago 3, Ill.

## How To Cut Asbestos Board

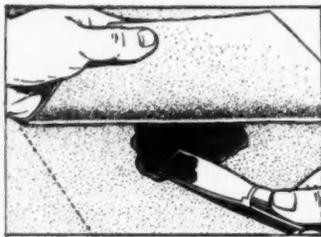


P. J. BAUMER, plant supt. Buckler-Chapman Co., 200 No. Columbia Blvd., Portland, Ore., with scoring tool of his own invention for cutting asbestos board. Note the two projecting knife blades near front of tool to score sheet on both sides for easy breaking.

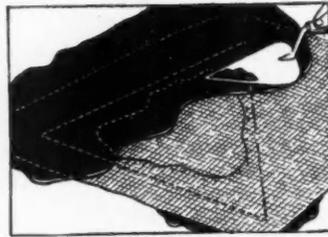
A NEAT trick for cutting thin asbestos board has been perfected by P. J. Baumer, plant superintendent of Buckler-Chapman Co., Portland, Ore., which has a large contract for finishing Victory shipcabins. These cabin ceilings are covered with 3/16" K & M Apac board in a number of sizes cut out of the regular 4' x 8' sheets. These smaller sizes are produced in the shop on a special cutting table. The cutting tool is a heavy welded steel piece with two tool-steel scoring knives set into the jaws, both above and below the slot which takes the asbestos board. These knives score both faces of the board when the tool is pulled forward in its track; and then the board breaks off clean and true.

Other types of mineral board or fibre board could no doubt be successfully handled with a similar tool.

### How to Give First Aid to a Damaged Roof



ANCHOR tabs with plastic cement.



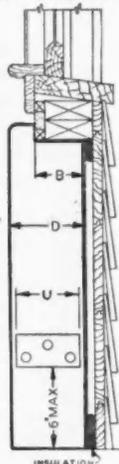
SPREAD cement over break. Apply reinforcing fabric and cover with second coat of cement.

1—Asphalt Shingle Roof: Pry up the tabs on the loosened section. Remail the shingles. Anchor the tabs with plastic cement or metal fasteners.

2—Roll Roofing: Center a triangular piece of roofing under the break, and cement or nail it in place. To complete the patch, spread a thin layer of plastic cement over the break three inches beyond the edges. Press a piece of burlap or muslin into the layer of cement. Finally, trowel a second coat of plastic cement over the fabric.

### How to Construct Exterior Wall for Recessed Type Radiation

SECTIONAL VIEW

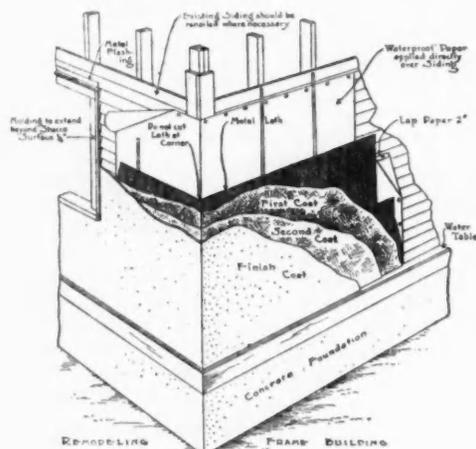


The installation of recessed-type radiators requires the construction of a wall recess of the proper depth, height, and length. If insulation is used, allowance must be made for it in the dimensions of the recess. In the dimensional diagram U represents the depth of the heating unit, D the total depth of the enclosure and B the back depth of the enclosure. The front projection P, not shown in diagram, is the difference between D and B. Ground strips properly squared off and nailed to studding, frame the recess.

Enclosure back and heating unit should be placed in the recess before plastering is completed. The radiator is secured by nailing the flanged edges of the top and sides to the ground strip framing.

The heating unit is connected to piping with its base not more than 6 inches above the finished floor.

### How to Apply Cement Stucco over Old Siding



Make sure that the siding is sound and nailed solid. Remember also that the addition of stucco will project the surface of the wall about 1½ inches beyond the old siding. This added thickness means that trim for doors and windows must be extended. And likewise the water table. Pay special attention to the flashing. Place waterproof building paper over the old siding, attach furring strips, and nail metal lath in position. The job is now ready for the stucco.

# Another of

## Roof Construction Important for Sound Building Structures

By R. J. Alexander

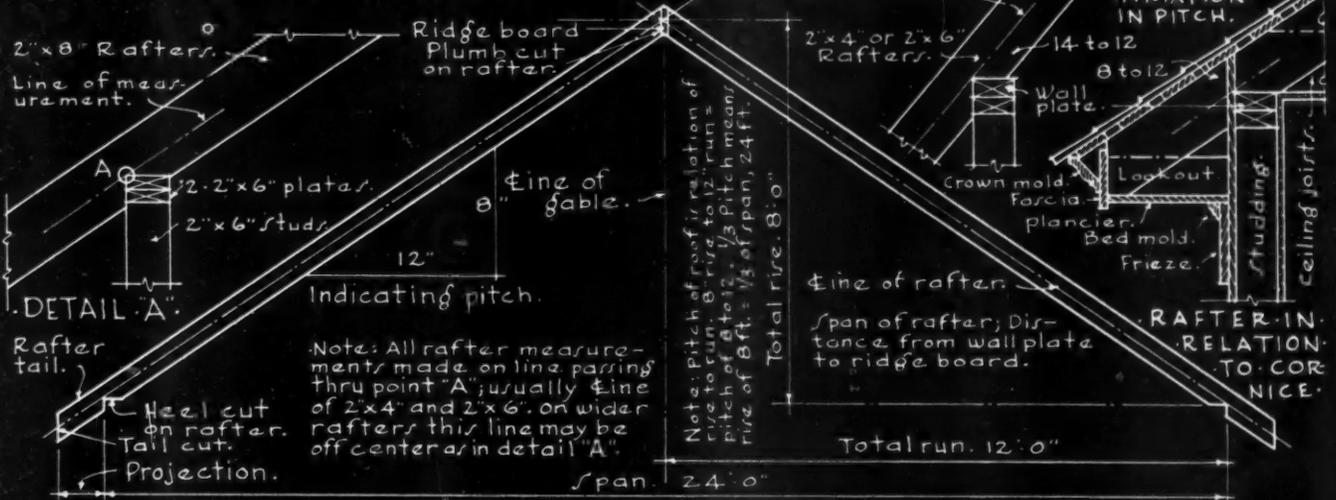
THE importance of sound roof construction is obvious and needs no elaboration. Every roof requires some consideration of climate, loads, and materials. Shingled roofs should have a rise of at least 8 inches to the foot. Continuous sheeting of metal, canvas, or composition should be applied to roofs of smaller rise.

In the Northern States, where heavy snow falls are encountered, adequate provision must be made for snow loads—usually about 25 lbs. per sq. ft. And to those loads, must be added the loads imposed by the weight of roofing materials themselves. The smaller the pitch of the roof, the greater will be the danger of sagging under heavy loads of snow. Dead loads also include the weight of rafters, roof sheathing, insulation, and shingles or other roof covering. The accumulated roof load is carried by the rafters, which are related to roof construction in much the same way that floor joists are related to floor construction. Both are load bearing elements.

The length of rafters is determined by the span and pitch of the roof. But the spacing of rafters depends upon estimated roof loads, the dimensions of the rafters themselves, and the kind of bracing that may be employed.

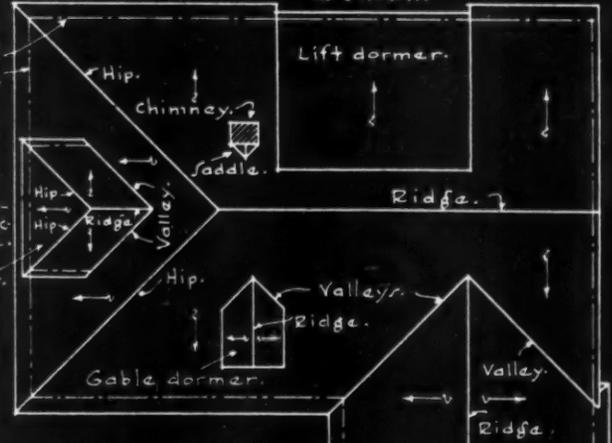
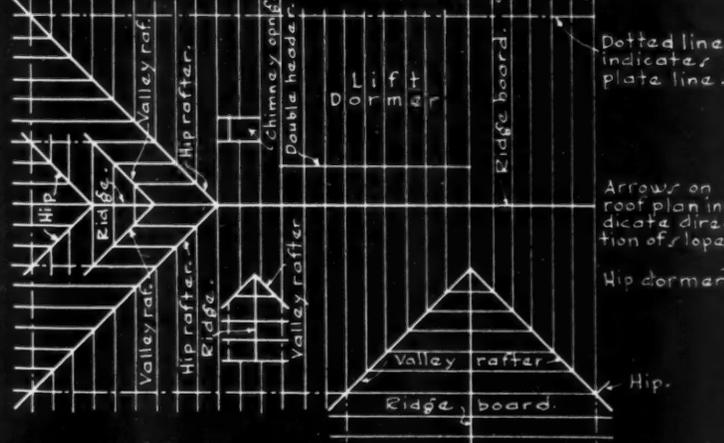
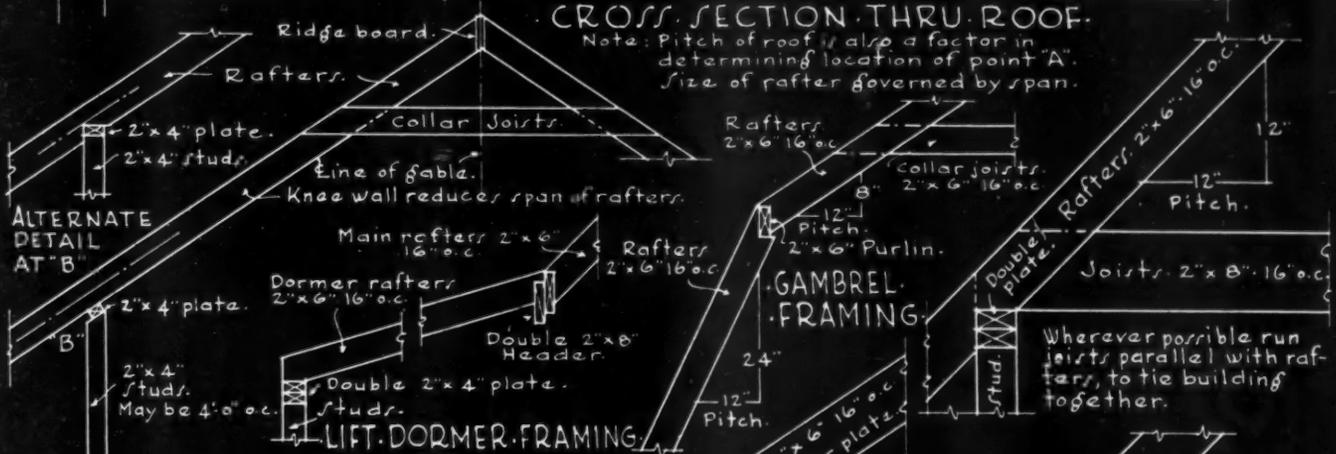
All rafter measurements are usually made on the center line of 2" x 4" and 2" x 6" rafters. On wider rafters the measuring line may be off center, as shown in detail "A" on the opposite page. Running the joists parallel with the rafters ties the building together. When the joists are run at right angles to the rafters, the joist and rafter sections should be tied together as shown in the diagram. If a system of knee bracing should be employed, make sure that the loads are transmitted to properly spaced and adequate bearing points. For other details of good roof construction, consult the details shown on the opposite page.

## NO 10-D. ROOF CONSTRUCTION DETAILS



## CROSS SECTION THRU ROOF.

Note: Pitch of roof is also a factor in determining location of point "A". Size of rafter governed by span.



ROOF FRAMING PLAN.

ROOF PLAN.

nd  
es  
roof  
and  
Every  
ration  
aterials.  
a rise  
foot.  
metal,  
ld be  
rise.  
where  
tered,  
made  
about  
those  
loads  
ofing  
smaller  
reater  
gging  
Dead  
nt of  
ation,  
over-  
ad is  
are  
in  
floor  
con-  
aring  
eter-  
h of  
raft-  
roof  
raft-  
d of  
ed.  
are  
line  
On  
line  
n in  
age.  
with  
to-  
run  
the  
d be  
dia-  
cing  
sure  
d to  
ate  
tails  
con-  
op-

# Amendment of Direction 7, Order L-335, Relaxes Lumber Controls

An amendment to Direction 7 of Order L-335, and revocation of all other Directions to the Order on August 22, made lumber available immediately for channeling into normal distribution outlets for civilian use. According to WPB statements issued at the time of the L-335 relaxations, lumber will be filling the distribution "pipe lines" in sufficient quantities within the next thirty days to take care of many kinds of construction requirements.

The revised Order permits any supplier to sell lumber to any customer on uncertified and unrated orders, provided such sales do not interfere with the filling of certified and rated orders. Certified but unrated orders are now treated as uncertified and unrated.

Allotments made for the third quarter remain in force, and lumber users qualified to place certified and rated orders may do so. However, such persons may also place uncerti-

fied and unrated orders, and need not charge the lumber so obtained against amounts they are authorized to receive.

The relaxations resulted from sharp declines in military requirements following the end of the war with Japan. Military procurement for direct military use was already drastically curtailed by the twentieth of August by the Central Procuring Agency. The U.S. Corps of Engineers was making further cuts in direct and indirect use of lumber for military purposes. For that reason, Directions 1 through 5 were revoked. These provided reserves for military orders.

Lumber production for 1945, on a basis of production up to mid-August, will amount to about 29,500,000,000 board feet. To this can be added an additional 1,500,000,000 board feet from stocks and from imports.

Cut-backs in other industries, and

removal of War Manpower Controls should, it is thought, increase production. Increased supplies of heavy duty tires, trucks and other equipment, lack of which have impeded production, should permit larger quantities of forest products to become available soon.

For the period of 1941 through June, 1945, total consumption of lumber was 171,088,000,000 board feet, of which 57.3 per cent was used for direct and indirect military needs. In the first six months of 1945, direct and indirect military needs amounted to 12,000,000,000 board feet out of a total available supply of 15,500,000,000 board feet. According to preliminary estimates, over-all military needs for the second half of the year may drop as low as 4,000,000,000 board feet.

Release of lumber together with removal of limitations on plywood, already announced, should help build back to a quick recovery.

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

156—SELECTION OF HEATING SYSTEMS is subject of 24-page booklet released by The National Radiator Company, Johnstown, Pa. Opening pages present a variety of questions concerning fuels, summer and winter air conditioning and the importance of central heating systems. Typical boilers and heat distributing units produced by the manufacturer are briefly described and illustrated.

157—DESIGN YOUR OWN KITCHEN in miniature with the "Min-A-Kit Book" published by Mullins Manufacturing Co. This 20-page publication contains 46 models of their kitchens, with pages in color and information on kitchen planning. Models can be cut out, assembled into life-like dummies, using the cover of the book to form the walls. Copy will be sent upon receipt of ten cents.

158—RENTING FLOOR SANDERS is a profitable business according to The American Floor Surfacing Machine Company's new booklet "How to Make More Money in the Floor Sander Rental Business." The booklet describes various plans to merchandise, display and rent sanders. Included in the booklet are types of window banners, display cards, advertising pamphlets, etc.

159—ADVANTAGES OF STUCCO, both plain and colored, are described in a new booklet, "A Guide to Finer Stucco," released by Medusa Portland Cement Company, Cleveland, Ohio. This booklet contains general specifications

for making waterproofed Portland Cement Stucco and illustrates many different finishes that can be given to this type of exterior material. A page is also devoted to the use of stucco for remodeling.

160—GAS HOME HEATING is adaptable to the many styles of present-day architecture, according to the Bryant Heating Company. A 42-page spiral bound brochure entitled "Town of Tomorrow" shows what is available for, and what may be expected of, residential building in the not too distant future. Floor plans are included with each design and in some instances the exterior views are accompanied by photographs of interior details.

### SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (September, 1945)  
American Builder,  
105 W. Adams St., Chicago 3, Ill.

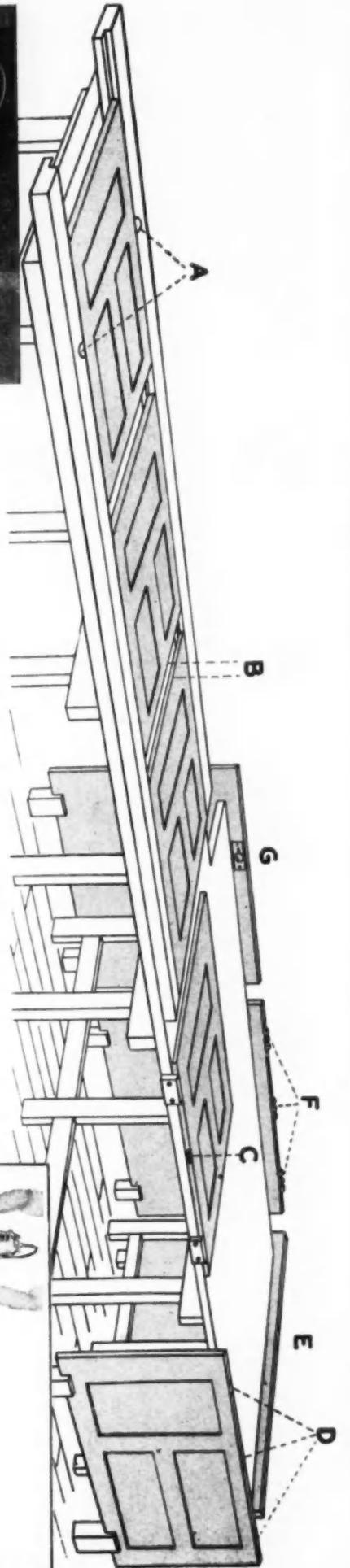
Please send me additional information on the following product item, or the catalogs, listed in this department:

Numbers.....  
Name.....  
Street.....  
City..... State.....  
OCCUPATION\*

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

American  
C. Carter Lock Mortiser mounted in  
horizontal position.

ON THE LINE



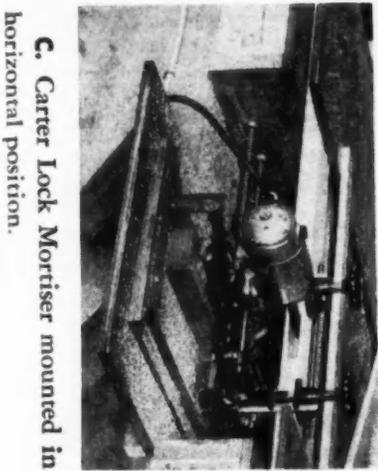
## ON THE JOB SET-UP for fitting doors...FAST!

"FITTING 300 DOORS A DAY THIS WAY"

Says Florida Contractor

**A.** Beveling lock side and sizing door to width - Carter R5A Routers with spiral cutters - one on each side of door - the one below bench with cutter tilted to bevel lock side of door.

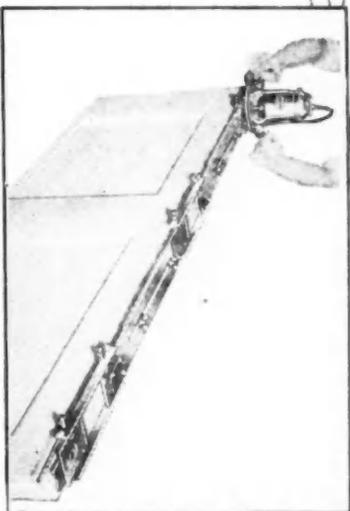
**B.** Radial Saw - saw top of door - move to stop, saw bottom of door to length.



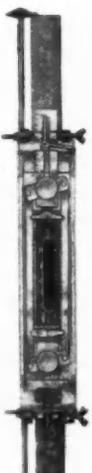
**C.** Carter Lock Morriser mounted in horizontal position.

**H**ere's a practical, proved on-the-job way to cut your costs on fitting doors and attaching hardware. This layout can be set up easily, quickly, inexpensively. Stanley-Carter Electric Tools save time and labor on beveling, planing, mortising, and routing for locks and butts.

The report of fitting 300 doors a day is typical of the experience of hundreds of satisfied users of Stanley-Carter Electric Tools. Their dependability, economy, and trouble-free operation are known wherever electric woodworking tools are used. Stanley Electric Tools, Stanley-Carter Sales Dept., 133 Elm Street, New Britain, Connecticut.



**D.** Rout recesses for butts. Door on edge, T3 templer hinged to bench. Use Carter Butt Router.



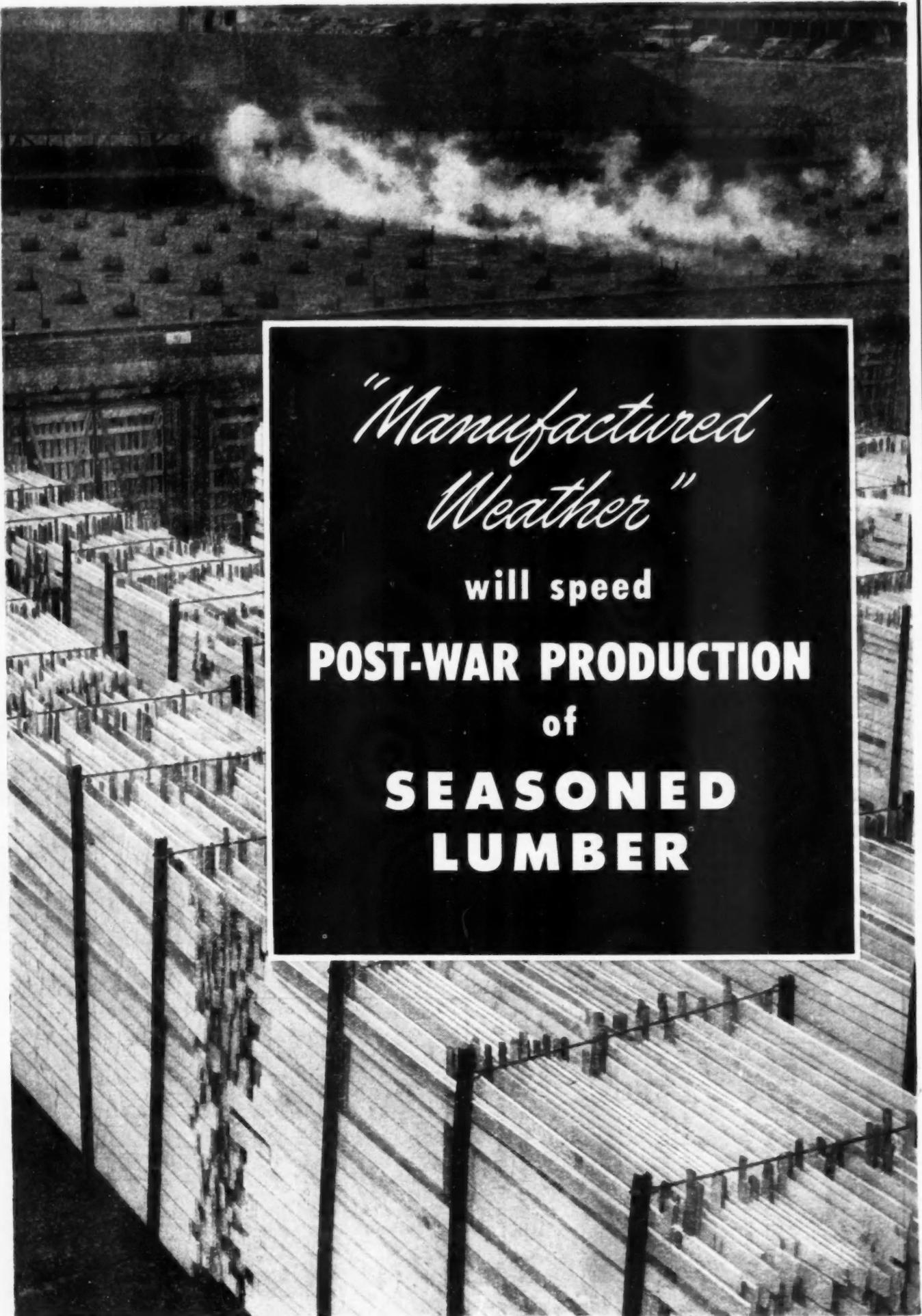
**E.** Rout out for lock face plate, T1 templer hinged to bench. Use Carter Butt Router.

**F-G.** Assemble hardware (F) Butt Halves, (G) Locks - use Stanley Electric Drill and Screw Driver.



# CARTER STANLEY TOOLS

1945  
controls  
e pro-  
heavy  
equip-  
pede-  
larger  
to be  
through  
on of  
board  
is used  
needs.  
45, di-  
needs  
board  
supply  
t. Ac-  
mates.  
e sec-  
rop as-  
ect.  
r with  
wood  
o build  
d illus-  
type of  
stucco  
many  
Bryant  
re en-  
le for,  
in the  
h each  
accom-  
CAGO  
945)  
duct  
given



*"Manufactured  
Weather"*  
will speed  
**POST-WAR PRODUCTION**  
of  
**SEASONED  
LUMBER**



**W**HEN people ask you about the availability of lumber for today's postwar construction, tell them that lumber will soon be flowing freely into domestic markets.

Tell them that lumber volume will be adequate to serve normal civilian requirements. Assure them that postwar lumber will be equal to the finest ever produced by the industry.

With great modern dry kilns providing "manufactured weather", the time needed to produce properly seasoned lumber is greatly reduced. Where natural seasoning requires months, kilns are now performing the same service in a matter of hours. Over 40 million board feet of seasoned lumber can be turned out each working day by the dry kilns of the industry.

These kilns can speed the postwar delivery of seasoned lumber for civilian consumption. What the industry has done for the war, it can do for peacetime needs, because war needs and civilian needs are almost identical.

As a nation we have the timber, the mills, and the facilities to produce quality lumber for all our normal needs. Timber is a Crop. Modern forest management, with proper forest harvesting practices, is making significant strides toward the goal of sustained timber yield where timber growth equals the harvest.

You can count on lumber, our great renewable natural resource, for future building needs.

**WEYERHAEUSER SALES COMPANY**  
SAINT PAUL 1, MINNESOTA

**WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES**



## WHAT'S NEW In Building Products

### NEW WAX REMOVER

The Savogran Co. announces Savogran Wax Remover, a new addition to its line of popular cleaning and maintenance products. In powder form, the wax remover is dissolved in warm water and quickly removes wax, polish, oil and dirt from floors, linoleum, woodwork, furniture, etc. It has gentle action, contains no caustic, acid or tri-sodium phosphate. It is harmless to hands or surface. It removes the wax but not the finish. Is packed in 4-oz. and 12-oz. cans. Savogran Wax Remover is available immediately. Savogran Co., Boston, Mass.



AB9504

### NEW IMPROVED BARREL LIFT

The new Falstrom "Barrel-lift" raises loaded drums off the floor with ease, transports the drum and is arranged for tilting to dispense contents. Drums may be rotated with little effort when thorough mixing prior to pouring is desired. Saddle tilt locks hold open head drums in a vertical position during transport which effectively prevents tipping and spilling of contents. Drums may also be locked in tilted position. The unit is heavy duty, all steel welded construction. "Barrel-lift" is a product of the Falstrom Company, Passaic, N. J.

This product is particularly important when corrosive or inflammable materials must be handled without spilling or slopping.

AB9503

### NEW CONCRETE MIXER

The T. L. Smith Company, Milwaukee, Wisconsin announces a new 1/2 bag tilting mixer equipped with air-cooled engine, high tension magneto and simple rope starter. Power is transmitted to the drum drive shaft by means of a roller chain running at low speed on machine cut sprockets. All enclosed in the engine house. The house has a hinged cover which opens like the trunk of an automobile and is said to make every part of the engine easily accessible.

AB9505

### "ALL-LITE" OVERHEAD DOOR

Now being manufactured by Clark Door Co., Newark 8, N. J., is a new type overhead door with top sections of glass. In spite of the large glass areas, these doors are unusually strong and will withstand the demands of continued

AB9502



usage, according to the manufacturer. Because the new type door eliminates the wood divisions, it presents a very attractive appearance. Unobstructed glass lights to a width of twelve feet can be manufactured. One of the reasons for successful operation of this door is because the lights are set in a wood frame which is protected by specially designed reinforcement and steel angles.



### ASBESTOS PAPER IN ROLLS

A new packaging idea . . . new handy size roll contains 20 yards of 18 inch wide asbestos paper, all ready to hand the customer . . . doesn't have to be wrapped. Enables dealers to sell this all-purpose fireproof paper by the package instead of the old cumbersome method of by the piece. Attractively packaged to make it easy to display, the outside has a series of pictures showing various uses. According to the manufacturer, The Ruberoid Co., 500 Fifth Ave., New York 18, N. Y., this paper will not flame at any temperature and maintains its strength and stability if not subjected to temperatures higher than 350 degrees F. Those accustomed to purchasing in small pieces will appreciate the small package in which it is now available for home use.

AB9501

### EXTERIOR MASONRY PAINT

A simplified and improved method of coating exterior masonry surfaces has been announced by The Wilbur & Williams Paint Corp., Boston, Mass. Mason-Cote has the unusual feature of going over damp brick, concrete, cement, stucco, cinder block, etc., according to the manufacturer. It has exceptional adhesion and is unaffected by temperature extremes. Weathers white because it is self-cleaning. Although it is an oil paint, it is resistant to lime.

AB9506

### NEW FLUORESCENT FIXTURES

A new type of fluorescent fixture is designed to solve both the problem of architectural harmony in a lighting plan and that of easy service in cleaning and replacing lamps. The new Wiley "Recessed Troffer" fixture is designed to fit in as little as 7-inch space between the true ceiling and the false ceiling into which fixtures are recessed. It is equipped with the Wiley E-Z servicer so that the glass shield or louver may be opened, or removed altogether, simply by raising one side, sliding the shield over and dropping the low side. It is the product of R. & W. Wiley, Inc., Buffalo, New York.

AB9507

(Continued to page 122)

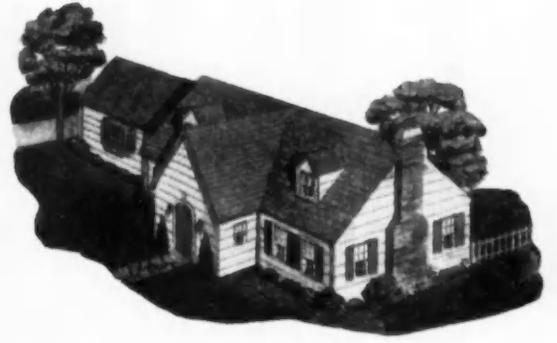
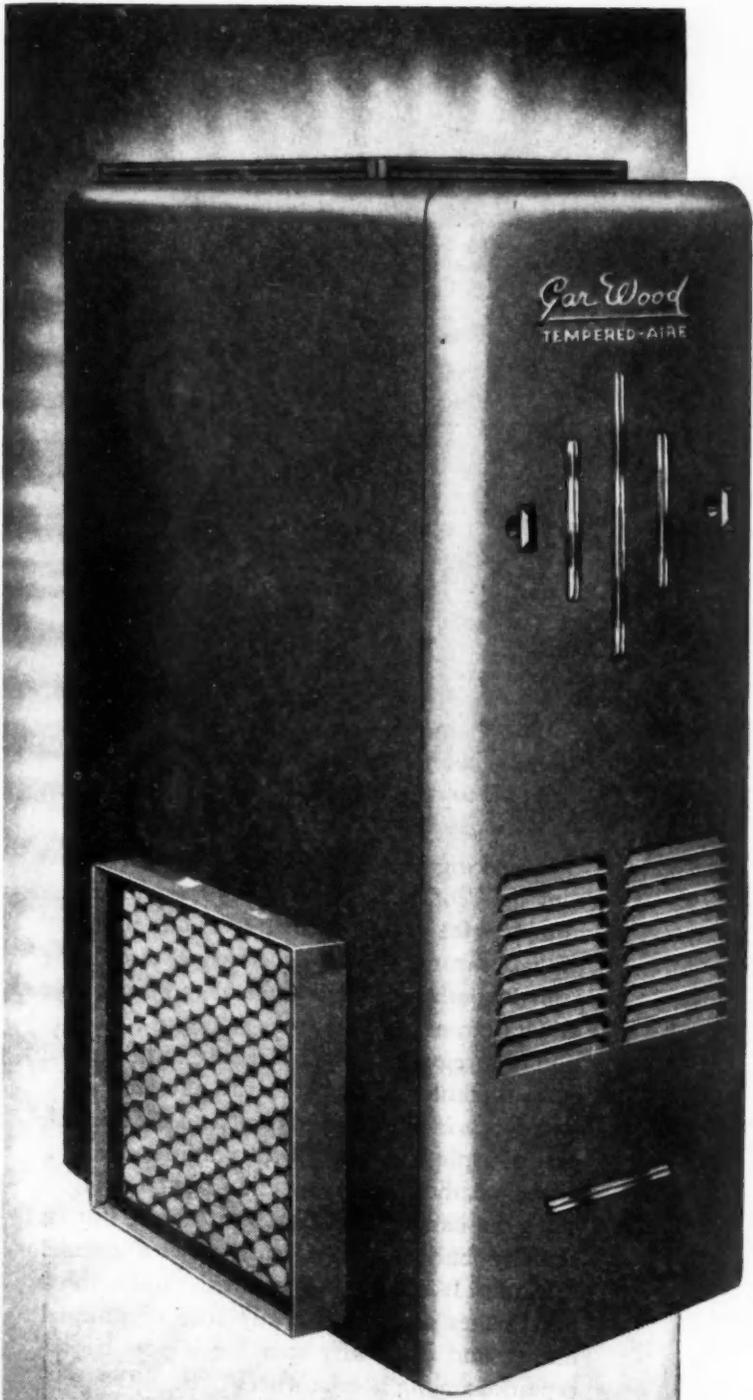
AB9503  
ams off  
ranged  
rotated  
pouring  
ns in a  
ly pre-  
also be  
ll steel  
of the

orrosive  
spilling

AB9501  
ndy size  
vide as-  
ustomer  
Enables  
reproof  
the old  
ce. At-  
to dis-  
pictures  
to the  
00 Fifth  
per will  
aintains  
ected to  
rees F  
in small  
ckage in  
se.

AB9504  
exterior  
ilbur &  
ote has  
oncrete.  
e manu-  
ected by  
t is self-  
to lime.

AB9507  
to solve  
lighting  
eplacing  
re is de-  
ce ceiling  
ed. It is  
ass shield  
mply by  
the low  
Buffalo



**PUT**  
*Gar Wood*  
**TEMPERED-AIRE  
HEATING UNITS**

**INTO THE  
HOMES YOU BUILD**



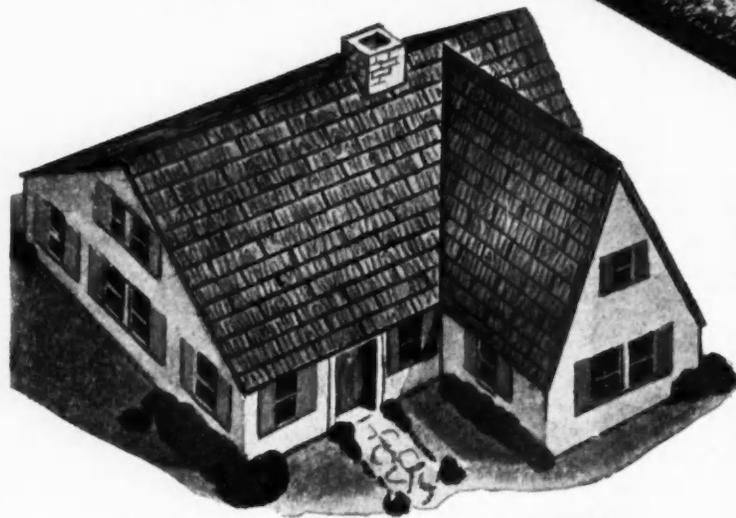
Tempered-Aire has always been good . . . now it's better than ever! Experience gained from thousands of highly satisfactory installations PLUS constant research and development make these new GAR WOOD heating units the finest ever offered. Specify Gar Wood Oil-Fired or Gas-Fired Tempered-Aire in the homes you build and know for a certainty your customers will be completely satisfied. Other Gar Wood Heating Units to be announced in the near future include: Boiler Burner Units (steam or water), Conversion Burners, Water Heaters.

**GAR WOOD INDUSTRIES, INC., HEATING DIVISION**  
7924 RIOPELLE STREET  
DETROIT 11, MICHIGAN

Canadian Distributors: Engineering Industries, Ltd., 282 Dupont St., Toronto, Ont.

Molts and Bodies • Winches and Cranes • Tanks • Road Machinery • MotorBoats

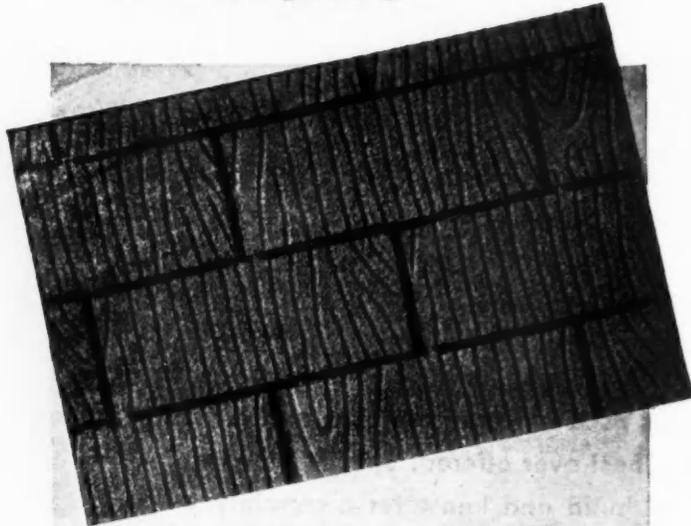
# FORD THICK-BUTT SHINGLES



● Thick butts, virtually the thickness of two shingles, give extra weather protection.

Many home owners choose Ford Thick-Butt shingles because of the reassuring ruggedness they give to the roof. They look strong and they are strong.

In making Ford's Thick-Butt shingles a bottom layer of heavy felt is impregnated with about twice its weight of resilient blended asphalt saturant. Next is added a tempering asphalt coating that acts as a seal and binder for mineral granules. This is the standard construction of a regular shingle. Then to build up the extra thickness of the butt, the patented overlay process is employed to spread an added thick coat of asphalt, covered with granules over the lower weather exposed section of the shingle. Thus the name Thick-Butt because the butt is actually built up to virtually twice normal thickness. It is easy to see how this double thick butt makes a massive sturdy roof of unusual beauty and durability that has a popular acceptance among home owners.



● The beauty of Thick-Butt color blends is emphasized by the heavy embossed wood grain textured weather surface. The soft toned shades of these blends offer a wide range of roof tone effects. Ford Thick-Butt shingles are recommended for both new roofs and re-roofing over old roofs.

## FORD ROOFING PRODUCTS CO.

Makers of America's finest roofing products since 1865  
CHICAGO 2, ILL. YORK, PA. VANDALIA, ILL.



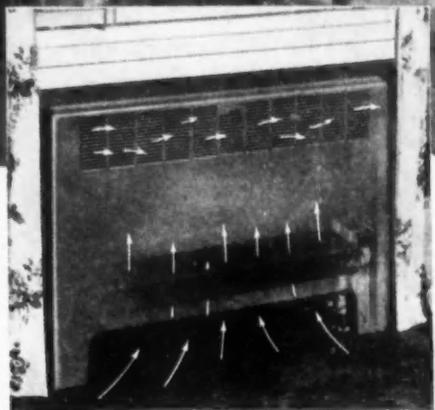


**FOR**  
 the finest...and the modest  
**HOMES BEING**  
**PLANNED TODAY!**

● As smartly modern as the homes of tomorrow, Modine Convector Radiation is attractively distinctive, yet unobtrusive in appearance. Modine space-saving compactness gives greater freedom in arranging drapes and furniture; combines cleanliness and convenience with building economy.

Modine Copper Convectors provide gentle air movement without use of motors, blowers or other moving parts. Even-temperature heating... complete comfort... and with it the quicker response to automatic temperature control, lower operating cost and longer service life that Modine Copper Convectors on a hot water or steam system can assure. And now available in types and sizes to permit the merchant builder to give small homes greater livability and salability.

MODINE MANUFACTURING COMPANY, 1701 RACINE ST., RACINE, WIS.



**HOW A CONVECTOR OPERATES**

A Modine Convector has two basic parts... the attractive steel enclosure... and installed in it the copper heating unit through which steam or hot water circulates. Cooler, heavier air is drawn in through lower opening of the enclosure, is heated, rises and is circulated into the room through the grille.



**WRITE FOR BULLETINS**

245 and SA-44

●  
 Filed in Sweets



Look in your phone book for Modine representative's name —"Where to Buy It" section.



# Modine Convectors

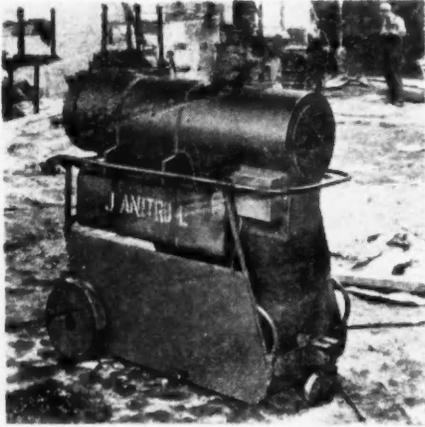


OFFICES ● SCHOOLS ● HOSPITALS ● CHURCHES ● HOTELS ● APARTMENTS ● HOMES

(Continued from page 118)

**NEW PORTABLE HEATER AB9513**

A portable heater, manufactured by Surface Combustion, Toledo, Ohio, is finding many applications in construction and other industries. The "Janitrol" heater is a wartime development designed for preheating airplanes at Alaska air bases, but it is expected that contractors will use the heater to



overcome many delays now caused by cold weather.

The unit in the photo is driven by an electric motor and burns gasoline, lightoil, including diesel fuel oil or kerosene. The heat output of the portable unit is 250,000 BTU per hour with a temperature rise of 230 degrees, more than sufficient to deliver positive warmth in the coldest weather.

**ADJUSTABLE HOLE CUTTERS AB9509**

A new all-purpose adjustable hole-cutting tool is announced by Bruno Tools, Beverly Hills, Calif. This unique new tool quickly cuts smooth holes in wood, steel, brass, hard rubber, aluminum, fibre, plastics and problem materials which might necessitate use of torches or other expensive equipment. Two sizes are available, each equipped with an easily re-sharpened high speed steel blade. The tools are designed to operate in light drill presses, portable drills, or breast drills and are also available with square shanks for use in hand braces.

**REDESIGNED TAPE RULE AB9508**

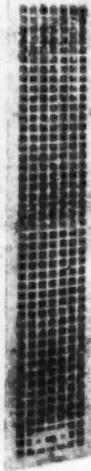
A newly redesigned steel tape rule has been announced by the Master Rule Mfg. Co. Inc., New York. It is finished in chrome and has full 7/16" claw tip, enabling user to operate beyond arm's reach and to caliper any round object with diameter of up to almost a full inch. Frictional wear is practically eliminated, according to the manufacturer. The smooth, straight case top forms frictionless channel through which blade slips easily without marring graduations. Lever lock placed more conveniently at the back of case holds any setting for reading and measurements can be taken with a facility previously unknown. Better visibility of figures eliminates all guesswork on inside measurements.

**SLIPIT FORMULA IMPROVED AB9512**

The new, improved Slipit lubricates washers, mixers, fans, vacuum cleaners, protects and prevents rust on all tools; prevents stripping and breaking; dissolves gummy oils and greases; provides valuable aid in machining, drilling, tapping and reaming of aluminum, copper, etc., makes driving screws into hard wood easy. It now acts as a penetrant, rust inhibitor, polish, cutting oil and a light, medium or heavy lubricant all in one.

**NEW BATHROOM HEATER AB9514**

Thermador Electrical Manufacturing Co., Los Angeles, California, announces its new postwar model built-in Head-To-Heels Bathroom Heater. This heater, which is placed in the wall of a bathroom, provides almost instant electric heat, and is particularly desirable during those periods of the year when central



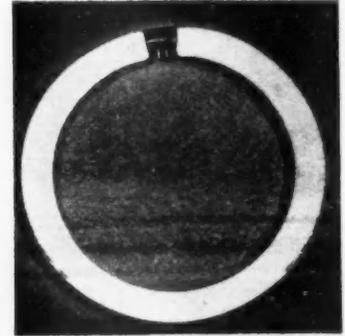
heating is not used, as it provides warmth in the bathroom at any time without the use of a central heating system.

Since the heater requires no vent or flue and is only 9" wide, it is easily located even in the most cramped bathroom. Its grille is of steel, finished in heavy chromium. The reflector is also of chromium plated steel, of a design to distribute heat widely. The reflector holds the nickel-chromium heating unit

in place through special ceramics. The assembly is fastened to the grille at the Thermador factory. The wall box is of steel, black enameled, furnished with sufficient knockouts. Shipping weight of heater, 14 lbs.

**PLASTIC BASE FOR CIRCLINES AB9511**

Westinghouse Lamp Division, Bloomfield, N. J. have announced a four-pin plastic base for circline fluorescent tube. The new base is shown on the 12-inch ring, the medium sized



member of the family of three circlines which they will offer as soon as wartime manufacturing conditions permit. The base, about one inch in diameter, contains two pins from each of the two connecting ends of the lamp.

**NEW TYPE OF WINDOW AB9510**

The Bishop Venta-Glass window, manufactured by Nu-Air-Wa Company, Los Angeles, Calif., resembles a venetian blind except that the shutters or "louvers" are made of plate glass, and do not raise up and down. However, they are easily opened or closed by the slight movement of the front of "floating" frame. When open, the louvers are horizontal, permitting a 90 per cent opening of the window area for maximum ventilation. When closed, the louvers overlap slightly, creating a water-tight seal. In fact, the window can be left open during a rainstorm to allow ventilation.

The window is manufactured complete, ready and easy to install in place of the usual window sash. It comes in a wide variety of standard window sizes and fits into any regular window frame. It can be installed in new homes or replace old windows. It is also made to fit doors, allowing maximum light and ventilation when the door is closed.

**CHECK NUMBERS AND MAIL COUPON FOR INFORMATION**

American Builder, 105 W. Adams St., Chicago 3, Ill.

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

CITY..... State.....

AB9501 — AB9502 — AB9503 — AB9504 — AB9505 — AB9506 — AB9507

AB9508 — AB9509 — AB9510 — AB9511 — AB9512 — AB9513 — AB9514

Americ  
R.ASTICIT  
Air-Entra  
above pl  
plasticity  
work  
sink cle  
LE  
The m  
in con  
Entra  
brian  
of the  
water.  
aggreg  
concre  
there i  
settle  
—the  
LEHIGH  
LEHIGH

The  
at the  
is of  
with  
ght of

AB9511  
vision,  
ced a  
e flu-  
howit  
sized



PLASTICITY. Although the Air-Entrained concrete in above photo looks dry, its plasticity is shown by the worker's feet which have sunk clear through the mass.



Unretouched photo-micrograph of cross section of concrete made with Lehigh Air-Entraining Cement. Note uniform distribution of minute air bubbles. Size is indicated by comparison with point of common pin shown at lower right of picture.

ce cir-  
oon as  
ditions-  
nch in  
n each  
of the

AB9510  
indow.  
Com-  
bles a  
e shut-  
f plate  
down.  
ned or  
of the  
n open.  
mitting  
window  
When  
lightly.  
n fact.  
during

d com-  
stall in  
ash. It  
standard  
regular  
alled in  
indows.  
llowing  
n when

# LEHIGH AIR-ENTRAINING CEMENT

## for durable concrete

The millions of tiny air bubbles in concrete made with Lehigh Air-Entraining Cement serve as a lubricant, improving the plasticity of the mix with the use of less water. . . . Distribution of the aggregates is more uniform, the concrete is more cohesive, and there is increased resistance to the settlement of the heavier particles—the cause of bleeding.

Concrete made with Lehigh Air-Entraining Cement is ideal for highways, sidewalks, curbs and gutters, especially in colder climates. . . . Surface scaling is minimized. The durability of the concrete is not impaired by the effects of salts used for ice removal or by freezing and thawing. Lehigh Air-Entraining Cement is portland cement with which an

air-entraining agent has been interground in compliance with A.S.T.M. specifications. Concrete made with it is easier to place, spread and screed. . . . With little excess surface water there is no delay in finishing.

*The Lehigh Service Department will be glad to consult with you regarding your specific requirements.*

LEHIGH PORTLAND CEMENT COMPANY • ALLENTOWN, PA. • CHICAGO, ILL. • SPOKANE, WASH.

*If you are interested, write for the booklet "Lehigh Air-Entraining Cement . . . What it is . . . What it does . . . How it should be used."*



B9507

B9514

LEHIGH MORTAR CEMENT • LEHIGH NORMAL CEMENT • LEHIGH AIR-ENTRAINING CEMENT • LEHIGH EARLY STRENGTH CEMENT

## How American Builder's ABC Membership Benefits Readers and Advertisers



**Audit Bureau of Circulations** is an association originally proposed and organized by publishers themselves as a "self-regulating" check on circulation and readership. Today, advertisers and advertising agencies share in supporting this Bureau.

### How the Reader Benefits . . .

Every six months a check is made on American Builder's circulation. If the circulation among one group of readers were to fall off, we would know that we were not giving them the editorial fare they want and need. So we have a constant check on "how we're doin'" and can make sure that all groups of readers find in American Builder the constructive, helpful material that they expect to find in their trade publication.

### How the Advertiser Benefits . . .

Business papers are read for information, not for fun. When readers value the information enough to pay for it, advertisers have a pretty fair assurance of reaching an interested audience. They have an excellent chance of getting action, too, if their messages con-

tain the same kind of practical, helpful ideas that are found in the editorial pages. In fact, some advertisers tell us that they study American Builder's editorial material carefully as a guide to help make their messages more interesting to Builders and Dealers.

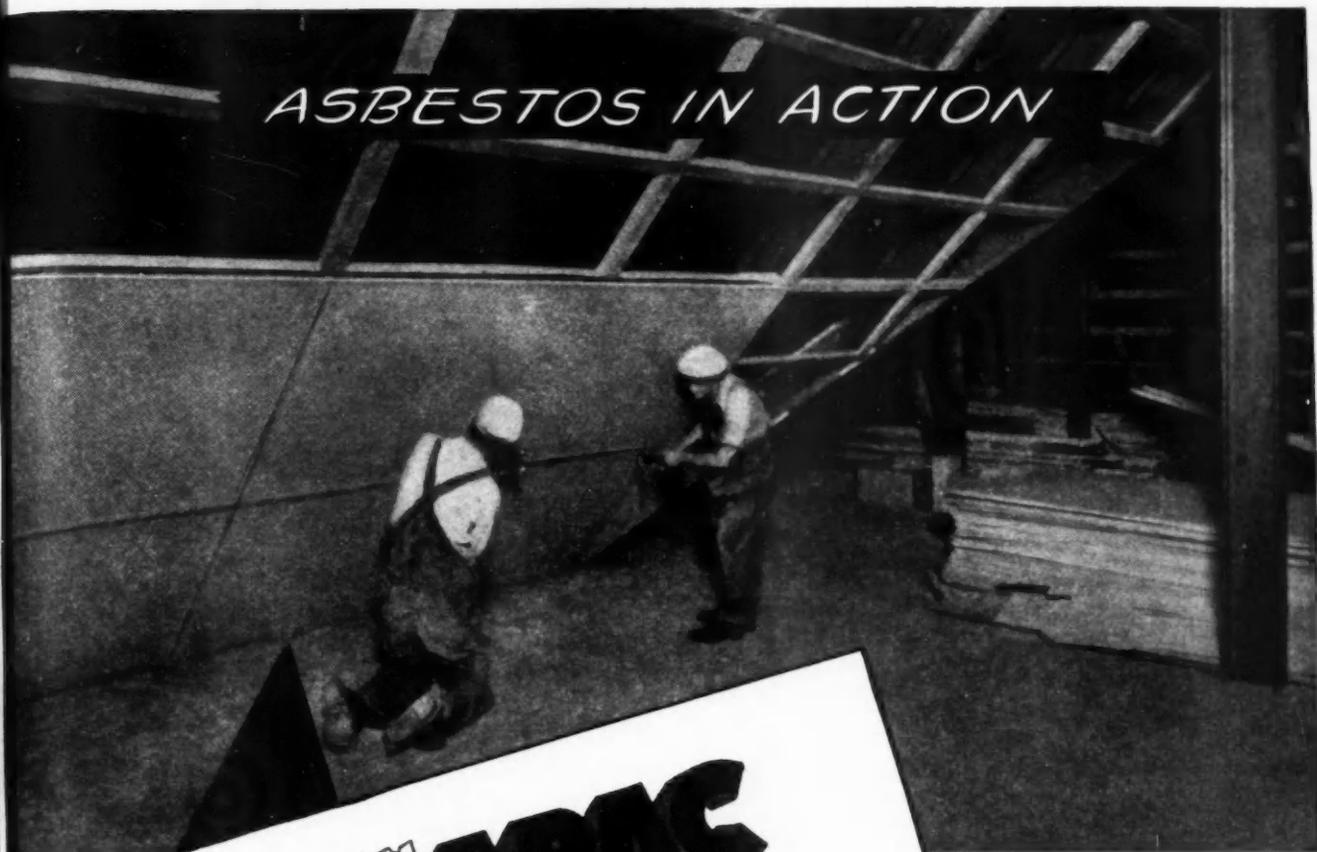
Through its audited check on circulation, by occupational groups, American Builder, during its 65 year span, has been able to develop readership among those Building Professionals and Dealers who "belong" in the particular segment of the building industry served by American Builder... *the light-load construction industry.* Advertisers, therefore, who fit the specific story of their product to the specific and specialized needs and interests of American Builder's readers can feel sure that their messages will be read as eagerly as the editorial pages.



Cleveland 13, Ohio: Terminal Tower • Ann Arbor, Mich.: 1080 Stein Road • Washington 4, D. C.: 832 National Press Building • Seattle 1, Wash.: 1038 Henry Building • San Francisco 4, Calif.: 300 Montgomery St. • Los Angeles 14, Calif.: 530 West 6th St. • Dallas, Texas: P. O. Box 1808.

**CHICAGO 3, ILLINOIS: 105 WEST ADAMS ST. • NEW YORK 7, N. Y.: 30 CHURCH ST.**

# ASBESTOS IN ACTION



**K&M**  
"Century"  
**APAC**

**IS THE ANSWER . . .**  
for: • REPAIRS • IMPROVEMENTS  
• NEW CONSTRUCTION

**HERE ARE THE "EXTRAS":**

- Made of Asbestos Fibre and Portland Cement
- Pleasing light gray color
- Fire resistant and durable
- Convenient size—4' x 8'
- 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

**T**his durable, asbestos sheet material is the solution to many of today's construction problems. APAC'S dependability has been proved to the satisfaction of contractors and builders who have had to test it under the toughest conditions. Its many extra features make it advantageous NOW . . . for use in homes, factories, farms.

K&M "Century" APAC is suited for sheathing and lining work of all kinds . . . inside or out. Construction men like to work with it because it can be handled easily by inexperienced labor. It can be cut right on the job and goes up readily with nails or screws.

Many builders prefer the extra time-saving K&M "Century" Pre-Drilled APAC. Its great selling factor is that it comes with *holes already drilled* . . . which means even greater savings in time and labor. Yet, the cost is only slightly more than standard APAC.

**SEE YOUR K&M DEALER FOR YOUR SUPPLY OF K&M "CENTURY" APAC**

*Nature made Asbestos . . . Keasbey & Mattison has been making it serve mankind since 1873.*



**KEASBEY & MATTISON**  
**COMPANY • AMBLER • PENNSYLVANIA**

Original manufacturers of Asbestos-Cement Roofing and Siding Shingles in this Country

# Pittsburgh Builders, Union Sign Home-Building Pact

**Builders' organization officials, union leaders agree on terms to cover postwar home construction.**



**PRESIDENTS** George F. Walters (left), and George S. Goodyear promise housing under builder-labor pact.

**P**RACTICAL progress in postwar planning—that might well be the summary of a far-reaching agreement recently entered into between the Home Builders' Association of Allegheny County (Pa.) and the Building and Construction Trades Council of Pittsburgh.

The builders and the artisans who will construct the homes so sorely needed in the Pittsburgh area were both well aware that V-J day and our return to the pursuits of peace would make it possible to start on the mammoth job of satisfying the need for new housing. But rather than wait till that day to settle any disputes that might arise in the normal course of events, they anticipated those disputes, and have tried to solve them.

They sat down around a council table, and they came up with a program. A program that is an agreement, or a series of agreements, on the terms that will govern the procedures, the wages and the working conditions that are to exist in the postwar housing construction field in the Pittsburgh region.

The agreement, which is expected to affect more than one billion dollars worth of home construction in the area in the next ten years, was signed for the builders by George S. Goodyear, president of the Home Builders'

Association of Allegheny County, and for the unions by George J. Walters, president of the Building and Construction Trades Council of Pittsburgh. It covers more than 300 members of the builders' association, and more than 22,000 trade union members in the home-building field in all the organized trades.

It is the first contract of its kind ever put into effect in the Pittsburgh area. Wages are pegged at a figure 10 per cent under a present schedule listed in the agreement (the prevailing wage scale in effect June 1, 1945) and returning war veterans are granted rights to job in the home-building field. A "no-strike" pledge is incorporated in the pact, with the provision that work shall continue while any subjects of disagreement are subjected to arbitration.

The contract provides also for the setting up of a joint board of arbitration, composed of three members from the home builders and three from the trades council to be augmented by a seventh, unbiased member, in the event agreement cannot be reached.

Both home builders and union members throughout the country have hailed the agreement as a step forward in the solution of postwar housing problems. Similar agreements in other cities are expected to follow.

## **Excerpts from postwar home-building agreement to govern in Pittsburgh area.**

### **RESIDENTIAL BUILDING FIELD**

"There shall be no restriction of the use of machinery, materials and tools furnished by the employer.

"The Union shall accept promptly when application is made as members in good standing of their Organization all men now or formerly employed by members of the Home Builders' Association of Allegheny County who are now in the Armed Forces or employed elsewhere by reason of the War effort. These men shall be rated at the same status as when they left their employment for either the Armed Forces or other employment and shall be admitted promptly by the Union as journeymen provided they are and have been employed regularly by a home building contractor who can and will vouch for said employee or employees.

"The use of apprentices shall be encouraged under mutually agreeable indentureship rules.

"The employer shall have the right to employ and discharge his men and

shall accept men furnished by the trade organizations affiliated with the Trades Council, with the distinct understanding and privilege, however, on the part of the builder or employer to hire and place his own men first. No employee shall be discharged on account of Union activities.

"Eight (8) hours shall constitute a working day, between the hours of 8:00 A.M. and 5:00 P.M. All time worked in excess of eight (8) hours per day shall be considered overtime. Forty (40) hours shall constitute the week's work from Monday, 8:00 A.M. to Friday, 5:00 P.M. except on shift work hereinafter provided for. All overtime shall be paid at the rate of one and one-half the regular rate except for Saturday, Sunday, and Legal Holidays or days observed as such shall be paid at the rate of double time.

"There shall be no restriction against the builder furnishing any or all materials or necessary and usual equipment, machinery or tools.

"The employees are to be allowed no carfare or traveling time for going to or from their work, except when sent from job to job during working hours, when they shall receive pay for the time consumed, and carfare when necessary. The job site is the place of employment.

"There shall be a Steward on the job at all times when men are working, who shall report any violation of this agreement, and perform the usual duties of a Steward with the least interference possible to the job. This Steward shall be one of the workmen, and there shall be no limitation on the amount of work he shall perform in a working day.

"Any work that can be performed ordinarily by the strength of man such as the lifting of steel beams or angles may be performed by any trade on the job.

"There shall be no discrimination against any person because of race, color, or creed."



**COLOR WILL DRIVE YOUR BUSINESS FARTHER — MOVE HOMES FASTER — AT BETTER PRICES !**

Color packs the punch that puts action into the sale of homes! And we mean postwar color! Such color has the power to capture the imagination of your prospective homeowner, creating a favorable impression that is often the deciding factor in closing sales.

Color alone is not enough. The correct use of distinctive, authoritative color, Pratt & Lambert postwar color, will produce the decorative effect so important to the quick and profitable sale of homes.

Put the punch into your postwar building program with this sound, attractive sales stimulant. You will have a wide range of distinctive new colors and outstanding new paints and varnishes for both interior and exterior decoration. These new colors

and protective coatings are the result of intensive laboratory research and actual test use on more than 1,000 residential units. You will also have the help of Pratt & Lambert decorative service and color counsel to lay out your color schemes.

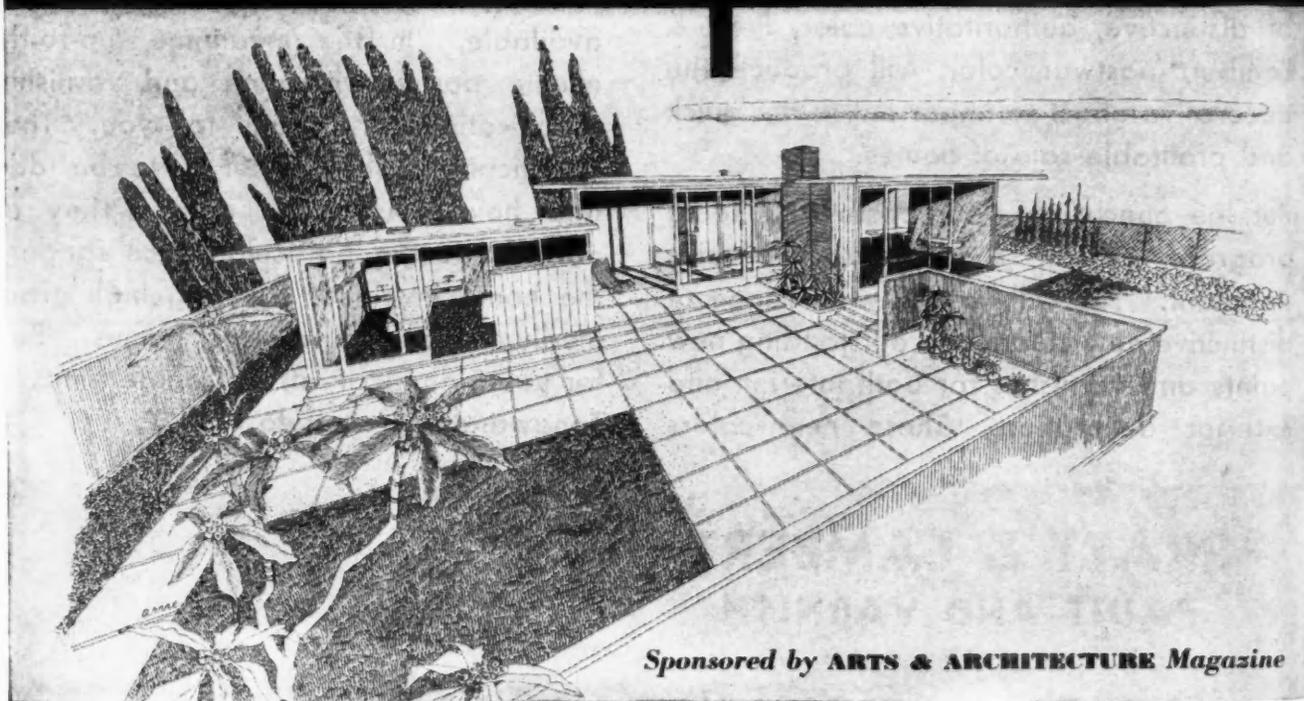
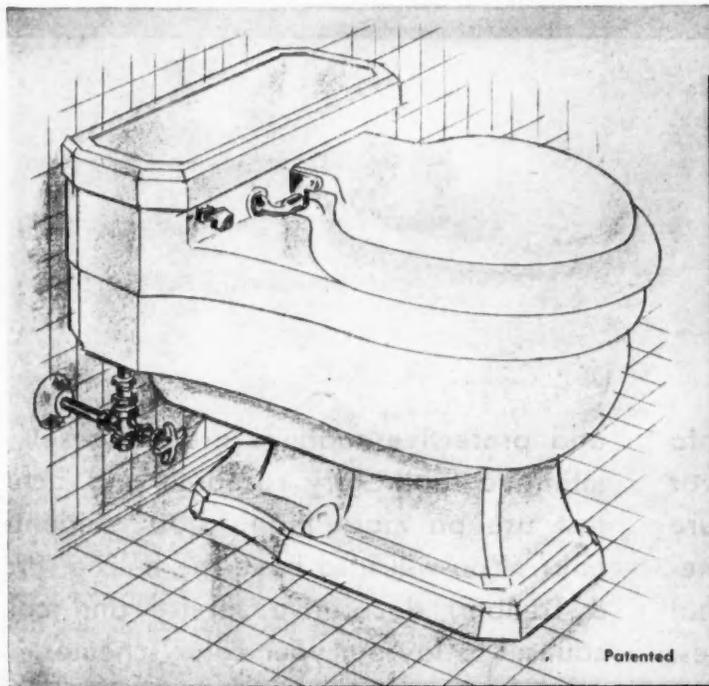
All this, as soon as raw materials are available. In the meantime, up-to-the-minute postwar painting and varnishing specifications are ready for you. These specifications show what is to be done and how it is to be done. They are adapted to the particular price range of the home involved, covering high grade, medium price and low cost homes. Send for yours now! Pratt & Lambert-Inc., 80 Tonawanda St., Buffalo 7, N. Y.

**PRATT & LAMBERT  
PAINT AND VARNISH**



# Case PLUMBING FIXTURES

Selected by WURSTER & BERNARDI, Architects for



Sponsored by ARTS & ARCHITECTURE Magazine

Leading architects are giving special attention to the mechanical equipment of tomorrow's buildings. A minimum of care and upkeep is essential—one of many reasons why Case plumbing fixtures are so widely preferred. Case fixtures are of *vitreous china*—pleasing in appearance and easy to keep clean. Their excellent mechanical construction is an assurance of long, trouble-free service. For *Case Study House #3*, third in a series

to be constructed as soon as conditions permit, Architects Wurster and Bernardi have specified the famous "T/N" Water Closet and the Cosmétique Lavatory. Beauty, utility and freedom from maintenance distinguish both fixtures.

Case plumbing fixtures are distributed nationally. See your Classified Telephone Directory or write to W. A. Case & Son Mfg. Co., Buffalo 3, N. Y. Founded 1853.

**TOP LEFT**—Most popular of all water closets is the *Case T/N*. Modern in design, quiet in operation, non-overflow and non-siphoning. A precision-built free-standing fixture.

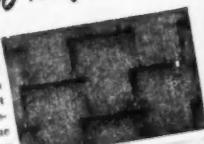
**TOP RIGHT**—Concealed front overflow, anti-splash rim, chrome finish accessories and convenient shelf are popular features of the *Cosmétique lavatory*. Available also with adjustable legs.

• Her  
marke  
reache  
maga  
throug  
Garde  
who a  
Tite  
shing  
combi



*Here's Enduring Beauty  
for your roof!*

Give your roof the beauty and protection of windproof Tite-On Shingles. Built on a different principle from any other asphalt shingle, Tite-On's unique construction makes them stay firmly anchored no matter what the weather. Then, too, this same patented design that makes them windproof also provides a beautiful basket-weave pattern when applied - gives your roof a distinctive appearance that's completely satisfying. Colors and blends are available to suit every architectural style or individual preference. Our free booklet will help you - if your roof needs attention, plan to re-roof now with Tite-On.



**WINDPROOF WEATHER-PROOF**

Concealed interlocking securely anchors each shingle in four places. Weather-proof, in four points link the shingles into a "one-piece" roof that won't blow loose or curl. The exclusive features of Tite-On can not be duplicated in any other shingle. Tite-On is made only by The Ruberoid Co.

**RUBEROID  
TITE-ON SHINGLES**

MAIL THIS COUPON TODAY FOR FULL COLOR BOOKLET

The RUBEROID Co., 500 Fifth Ave., New York 18, N.Y.  
 Send me the free Tite-On Booklet  
 Who is the nearest Ruberoid dealer?  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

**RUBEROID  
TITE-ON SHINGLES**



**WINDPROOF  
NO MATTER WHAT  
THE ROOF DESIGN!**

"Gothic Type" barns give more storage space, but those characteristic curves are more vulnerable to wind damage than ordinary roofs. Yet, roofs like these give the most striking proof of Tite-On's ability to resist the hardest storms. Even the extreme wind pressures on those "90 degree" surfaces meet their match in Tite-On's unique interlocking, "one-piece" construction! Tite-On shingles will make your roof weatherproof, windproof - and they are fire-resistant - protection against flying sparks and burning embers. Why wait for bad weather to remind you? Plan today to re-roof with colorful Tite-On, the shingles that can't blow up or come loose! Their low cost will surprise you!



**CONCEALED INTERLOCKING**  
 Keeps Tite-On in place when other shingles go flying. Each shingle interlocks at four places, and in addition has concealed nailing at four points. No metal strips, building joggles, or exposed nails to rust away! Contact us for these features only in the genuine Tite-On Shingles - made exclusively by The Ruberoid Co.

MAIL THIS COUPON TODAY FOR FULL INFORMATION

The RUBEROID Co., 500 Fifth Ave., New York 18, N.Y.  
 Send me free maintenance book "Protecting Farm Buildings."  
 Who is the nearest Ruberoid dealer?  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

*Telling your  
best customers!*

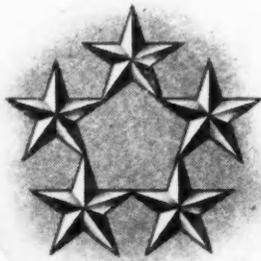
Here's advertising that's aimed right at your best markets. Both farmers and home owners are being reached - 4,500,000 farmers through leading farm magazines; 3,000,000 additional home owners through color advertisements in "Better Homes and Gardens." These are your best prospects, the people who actually own property and buy roofing!

Tite-On Shingles have big sales appeal. No other shingle on the market today offers such a saleable combination of permanent windproof protection

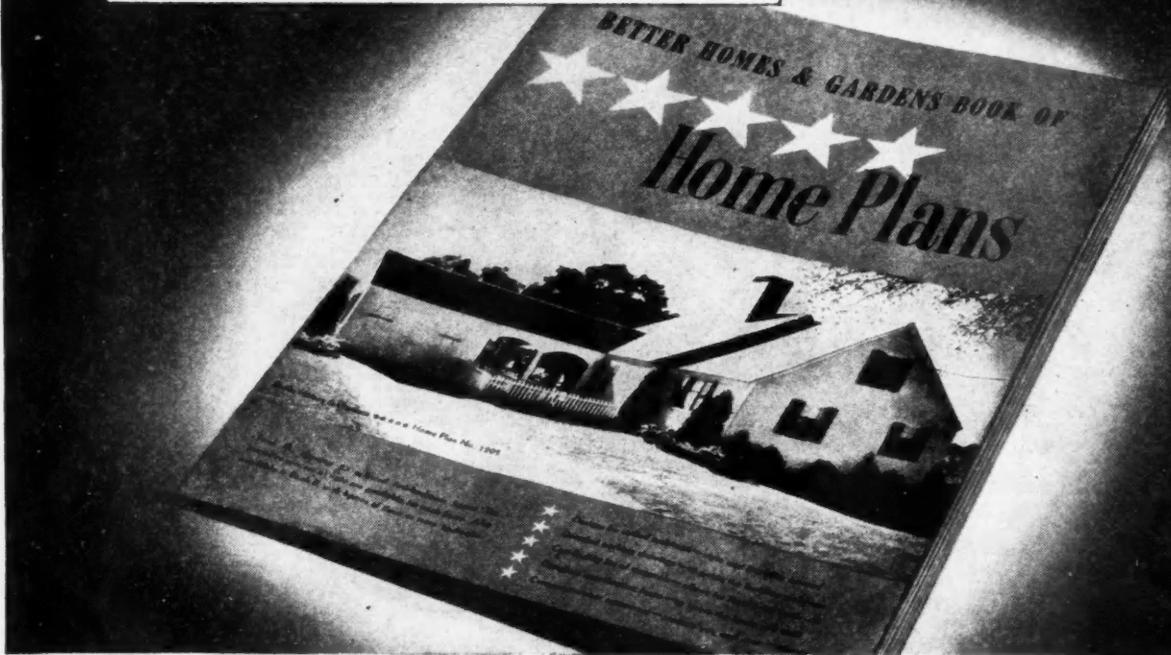
and unique pattern-beauty. No other re-roofing shingle is so well advertised or so much in demand. These windproof, fire-resistant shingles give solid customer satisfaction. Use Tite-On's exclusive features to build your profits and reputation.

**The RUBEROID Co.**

Executive Offices: 500 Fifth Avenue, New York 18, N. Y.  
**ASPHALT AND ASBESTOS BUILDING MATERIALS  
 INSULATION AND INDUSTRIAL SPECIALTIES**



to the Army  
means a  
top general



## ★★★★★ to YOU MEANS THIS PRIZE PACKAGE!

Better Homes & Gardens' ★★★★★ Books of Home Plans give you 48 complete house plans by highly competent architects. But they give you much more than that. Here are the five stars—and each plan includes all five for \$5:

- ★ Designs by skilled architects—style and livability assured.
- ★ Detailed working drawings—to guide the building craftsman.
- ★ Cost-finding list of materials—allows for local price variations.
- ★ Complete set of specifications.
- ★ Contractor-owner agreement—protects you and the buyer.

And quite apart from the fatness of the package you get for a mere \$5, what makes BH&G plans so good? The fact that BH&G pioneered the home-service field, knows what folks want in their homes, and what they'll pay. You'll recognize every one of these plans as salable, workable, practical. No harebrained extreme ideas run loose in any of them—but we've used sound new trends, of course, just as far as they're acceptable to the average home owner.

This business of hitting the nail on the head in house plans is just one evidence of the way BH&G squares completely with the interests of its 2,350,000 readers. BH&G is written entirely for people whose big interest is in improving their home or building a new one. That's why you'll find building materials and equipment advertised in BH&G presold to your clients before you ever begin your own selling.

**T**HERE'S  
*market*  
**NO PLACE**  
**LIKE HOME**

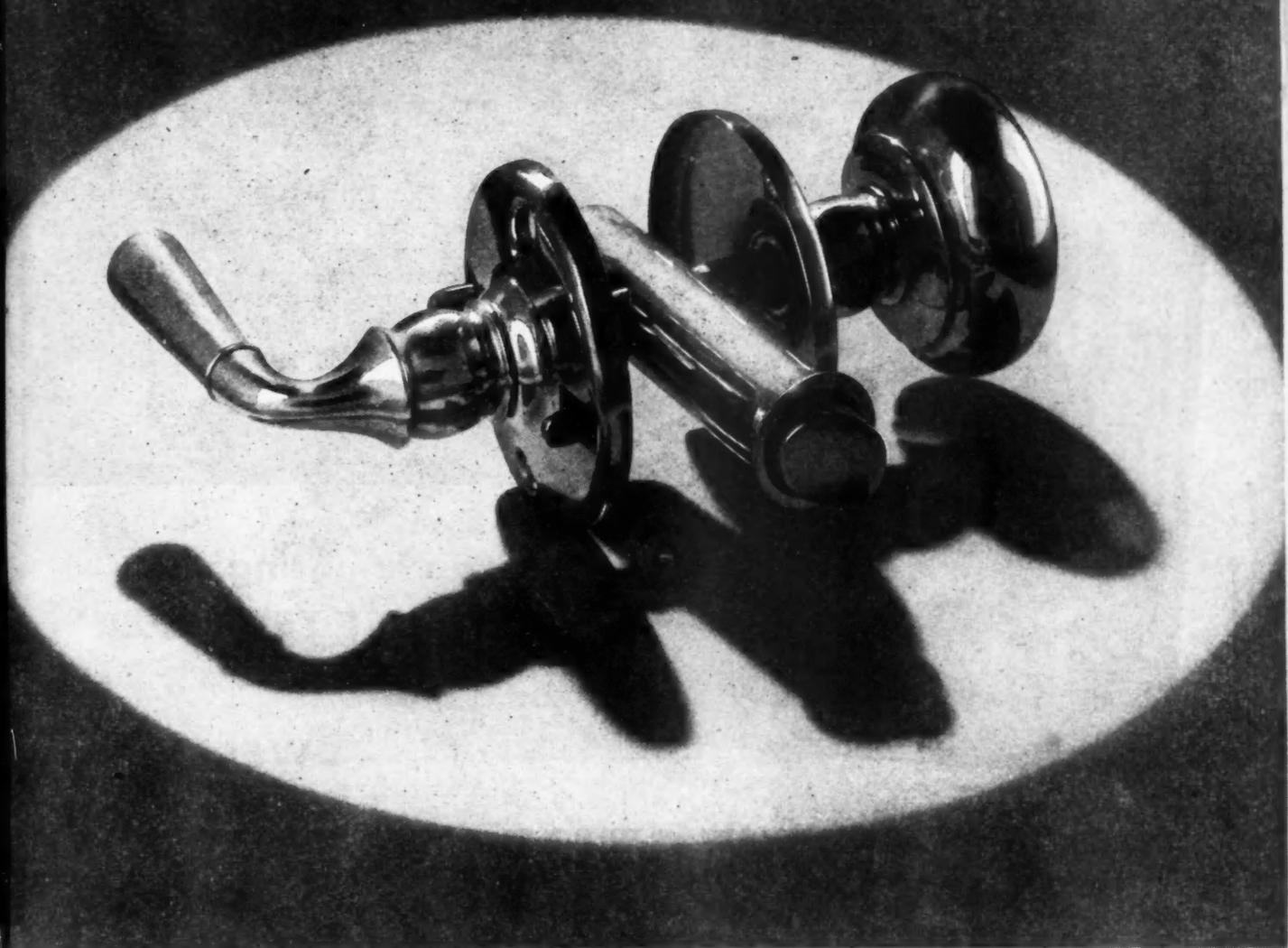
—and no place like Better Homes & Gardens to sell everything that goes into homes.

★★★★★ Books of Plans: 2-bedroom (23 plans), 15c. 3-bedroom (25 plans), 15c. Each ★★★★★ package. Send orders to Better Homes & Gardens, Des Moines 3, Iowa.

First i  
you us  
the me  
The D  
not ju  
becau  
sturdy  
Good  
They  
guar  
In all  
the h  
the c  
better  
comm

NA

MA



First impressions count most, especially when "showing" a home. When you use Dexter locks and latches you are certain of *good* first impressions the moment you turn the latch of the *screen door*.

The Dexter Screen and Combination Door Latch is installed right into, not just fastened onto, the door. It takes less time and costs less to install because it just "drills in" — it's a famous Dexter-Tubular. It is trim, neat, sturdy; built of solid brass.

Good looks — eye appeal and sales appeal — are more than skin deep. They confirm built-in quality — a quality backed with a lifetime written guarantee.

In all, Dexter-Tubulars help you sell — in appearance, in quality, and in the helpful service of your local Dexter dealer. This dealer will demonstrate the complete Dexter line; explain further how Dexter hardware makes for better homes, more saleable homes. Call on the Dexter dealer in your community.

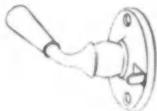
**NATIONAL BRASS COMPANY, Mfrs.**  
**Grand Rapids, Michigan**

**MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE**



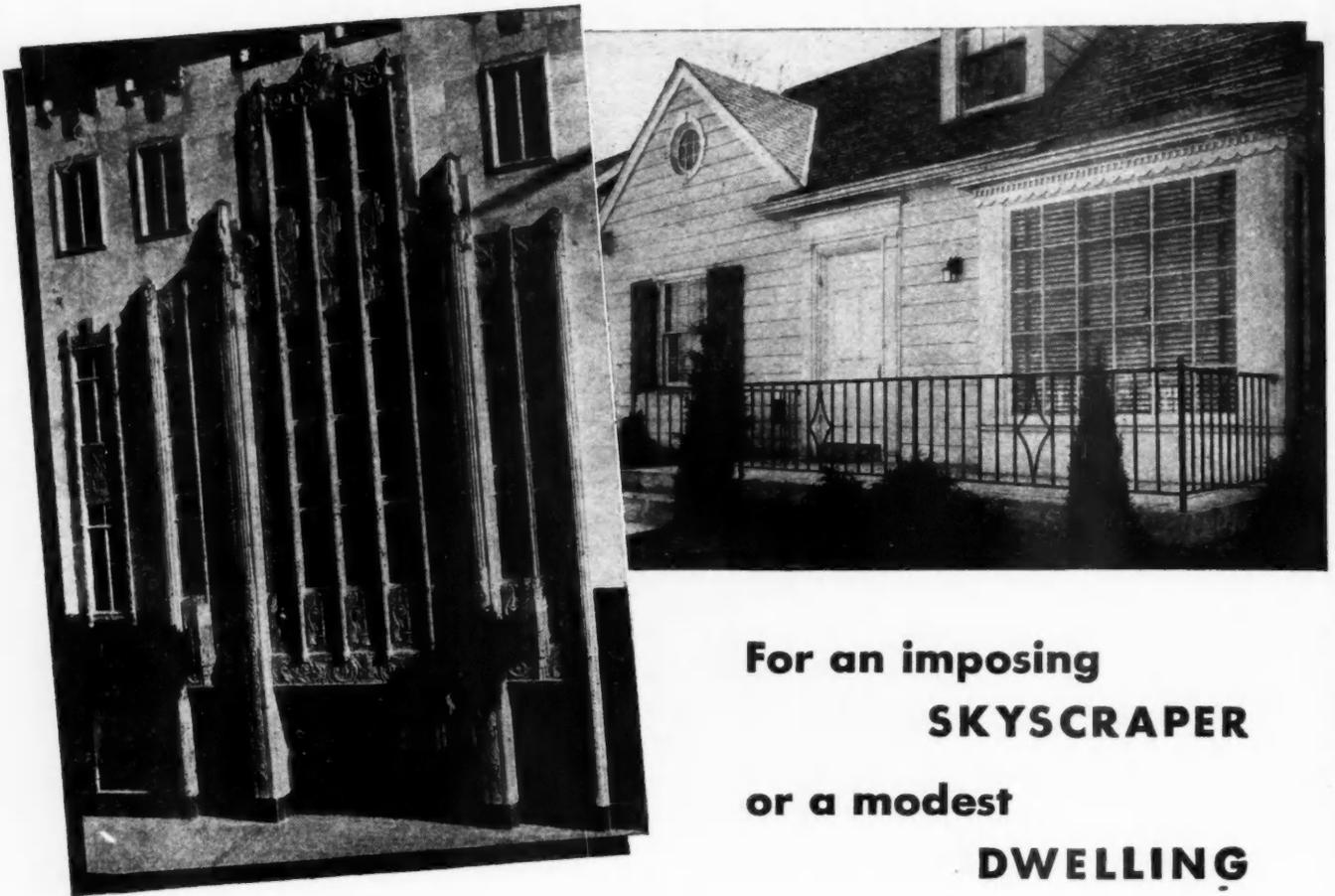
**DEXTER "JAR-PROOF" SET SCREW**  
An important feature — a set screw that definitely stays put. A sturdy coil spring in the center of the screw, one end imbeds into the spindle, the other end into the screw. This securely locks the set screw in place.

**GENUINE FRENCH SHANK**  
Both knob and lever handle are solid brass, well proportioned and graceful.



**SIMPLE POSITIVE LOCK**  
Nothing to get out of order. A heavy slide plate locks directly on the spindle with a snap action between the locked and unlocked positions.





For an imposing  
**SKYSCRAPER**  
 or a modest  
**DWELLING**

# ARCHITECTURAL METALS

add *the mark of distinction!*

Look at the two pictures above; one shows ornate metal work in the entrance of a large mid-western skyscraper; the other, simple, dignified metal work in a modest residence.

Side by side these pictures quickly demonstrate the great versatility of architectural metals—both ferrous and non-ferrous. They show how architectural metals lend themselves readily to architects' thinking, how they can be used to achieve whatever effects you want.

As you plan tomorrow's buildings, use archi-

tectural metals in the entrance, in stairways, doors, windows, grilles and for all other types of exterior and interior decorations. Use them, too, for structural and protective building devices, in stairs, fire escapes and hundreds of other service equipment items.

Architectural metals will be available for immediate use when building construction starts again. Include them in your plans now. Write today for a Directory of Leading Architectural Metal Fabricators who are anxious to serve you. Address your request to Dept. AB-9.

**NATIONAL ASSOCIATION OF  
 ORNAMENTAL METAL MANUFACTURERS**

209 CEDAR AVENUE

TAKOMA PARK

WASHINGTON 12, D.C.

# Looking for a formula for Postwar Profits?



1. Sell the name that millions know - and trust.
2. Sell quality, popular products.
3. Sell a roofing product for every essential roofing need.
4. Concentrate on the re-roofing market.

**Sell TEXACO!** (1) This famous trade name, that millions know and trust, means easier selling. (2) Texaco asphalt roofing products are of proved quality and are popularly accepted by home and building owners. (3) You can satisfy your customers with a Texaco roofing product for every essential roofing need. (4) Texaco shingles are ideal for re-roofing. That's a big market and a steady source of business for those who go after it.



### TEXACO SOLID ROOFING ASPHALT

is universally known for its high quality, purity and stability. It is supplied from two of Texaco's major refineries — Port Neches, Texas and Lawrenceville, Illinois.



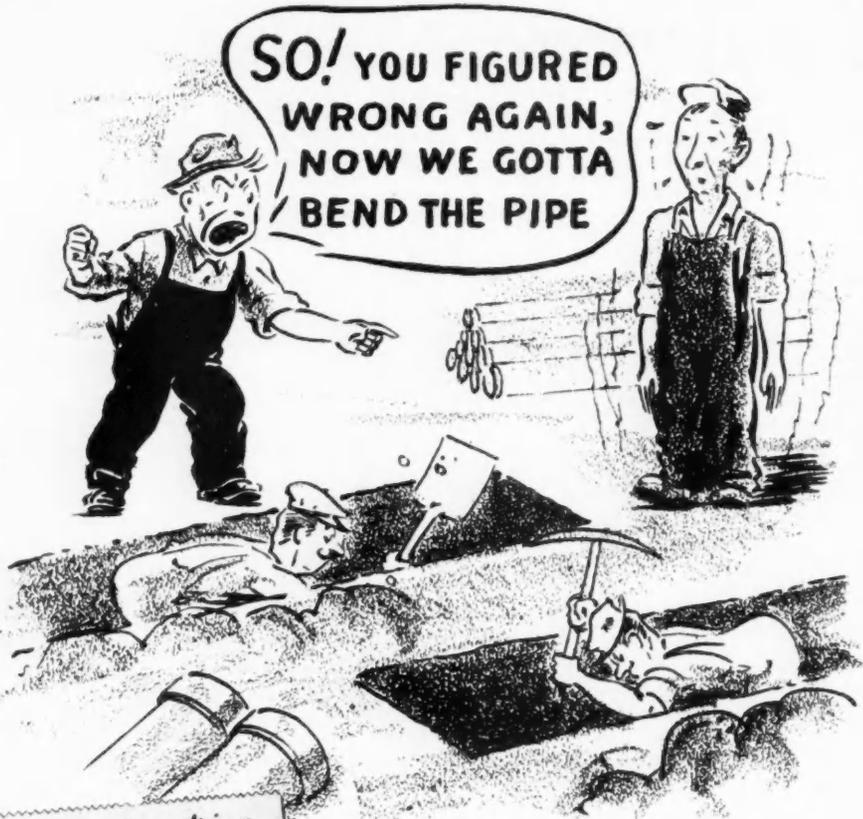
**TEXACO**



# SHINGLES and ROOFING

Drop in, write or 'phone your nearest **TEXACO** Roofing Dealer, or write **The Texas Company, Roofing Sales Division, 135 East 42nd St., New York 17, N. Y.**

**SO! YOU FIGURED  
WRONG AGAIN,  
NOW WE GOTTA  
BEND THE PIPE**



*Multiplication*  
8 x 465 = 3720 \*

8      4 6 5 ✓  
    3 7 2 0 \*

*Division*  
755 ÷ 125 = 6 5/25 \*

⑥ Remainder 5 \*

*Addition +  
Subtraction*

  9 8 7 5  
  1 2 5  
-----  
1 0 0 0 5  
  5 4 0 -  
-----  
  9 4 5 0 \*

**the PRINTING Calculator  
would figure it right!**

**T**HE ditches don't meet!  
Few builders make such big mistakes, but many find that *small* errors are expensive.

Builders say the Printing Calculator avoids errors and saves time by simultaneously *working, printing and proving* their problems—as shown by the figures on the tape.

- It is the **ONLY** machine that:
- Divides automatically and prints**
- Multiplies and prints**
- Subtracts and prints**
- Adds and prints**

It replaces two ordinary machines: the adding machine that cannot calculate, and the calculator that can't print.

Builders everywhere say the Printing Calculator is perfect for figuring estimates, payrolls, billing and every other kind of figure work. They say it *saves* them time and money.

Let it *save* for **YOU**. Phone your Remington Rand office *now* or write to us at New York 10, N. Y., for the free explanatory booklet *Tops*.



**Automatic  
Printing CALCULATOR** *Remington Rand*

**Cortright**  
(Continued from page 81)

each segment of the industry presented its considered conclusions. One of the most vigorous statements was made by President Merrion who maintained that home builders have the intelligence, initiative and ability to move rapidly into production if all controls are immediately lifted. Although there will be serious problems in the early transition period, it was agreed by all that both employment and housing in greater volume can be provided under unrestricted conditions than under a combination of artificial controls which could not be enforced in peacetime.

**With the imminence of Japanese surrender apparent**, President Truman promptly instructed WPB to lift all controls at the earliest possible moment. Being anxious to dispense with L-41 and the lumber order L-335, WPB made its intentions known to other agencies. The result was astonishing. Although we cannot disclose the details and full extent of the opposition, we can report that it was headed by NHA and OPA. They assumed the position that chaotic conditions would come about because of a scarcity of lumber and most components of construction. OPA feared that houses would be sold at prices far in excess of their value. The Office of Economic Stabilization threatened application of a 35% down payment requirement on newly constructed housing for sale. Dire predictions were made of construction started but because of material and equipment shortages left incompleated. Through all of this furor the American Federation of Labor and your National Association steadfastly maintained that we can only reorganize and rebuild our facilities freed from bureaucratic direction and regulation.

**The only step taken so far** is opening the construction of industrial plants. With employment the common denominator, there was no strong opposition to this action. Although approximately \$20 billion of new construction has been put up for the war effort, it is now clear that one-third of this (ordnance and ammunition plants) is valueless until the next war. Another third, comprising aircraft plants and shipyards, has doubtful value for peacetime use, and only part of the final third can be gradually reconverted. Many of the largest producers of durable and consumer goods have plans to immediately construct modern plants especially designed for their purpose, in locations long since determined. A minimum use of lumber and the continuing employment provided by these new facilities is held to be sufficient reason for thus favoring such construction.

**The opposition to lifting L-41** utterly failed to recognize the time element involved. Arguments have been based upon the false assumption that if

Ameri  
control  
material  
is that  
must e  
and th  
materi  
can be  
days,  
sion  
and  
of cor  
proce  
Drasti  
for lu  
taken  
brick,  
gives  
availa  
struct  
  
**The**  
compl  
indust  
incalc  
ers o  
and b  
the t  
the la  
H-2  
this.  
all ke  
than  
been  
cities  
port  
the p  
initia  
rest  
  
**It F**  
sion  
of p  
of  
FH  
istin  
lem.  
price  
num  
turn  
ers  
sour  
mad  
clos  
tic  
  
**As**  
sho  
Wit  
size  
plai  
floo  
beir  
pre  
wer  
tub  
orit  
and  
tub  
roc  
ord  
the  
of  
she  
bes  
wi  
co  
cit  
ria  
he

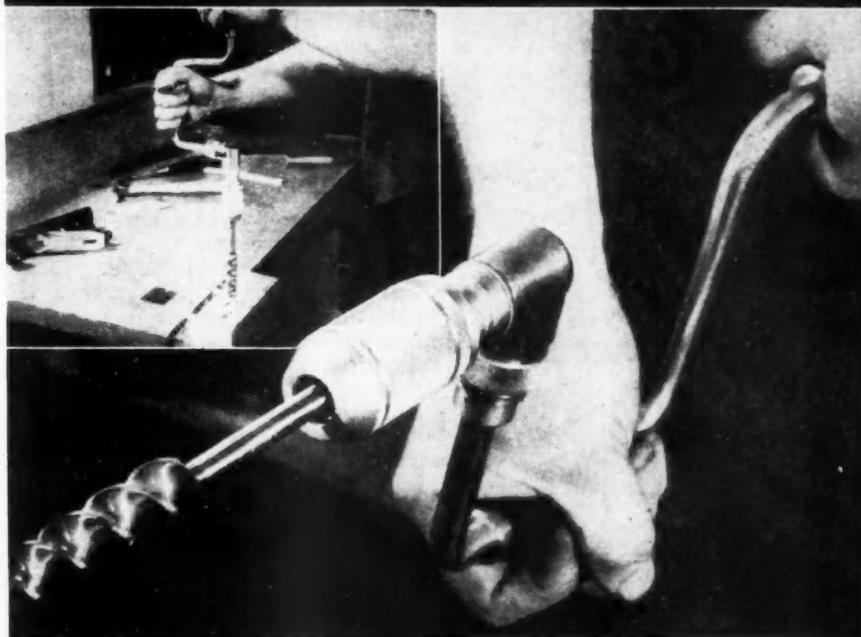
controls are lifted now the demand for materials will be immediate. The fact is that a period of at least six months must elapse between the go-ahead signal and the time large quantities of critical materials will be needed. Individual jobs can be started within sixty or ninety days, but the acquisition and subdivision of land, the installation of utilities and roads, and the design and financing of construction are all time consuming procedures for substantial projects. Drastically reduced military demands for lumber, and initial steps already taken to break bottlenecks in producing brick, gypsum products, soil pipe, etc., gives assurance that these items will be available for incorporation into construction next winter and spring.

**The psychological effect** of the complete lifting of L-41, both upon the industry and the economy, would be of incalculable value. Labor, the producers of materials, lending institutions, and builders, have been discouraged by the uncertainties and false starts of the last 11 months. The failure of the H-2 program is indisputable evidence of this. Our recent telegraphic survey of all key cities disclosed the fact that less than 15% of the priorities issued have been converted into actual starts. Five cities with a total of 7,965 priorities report no starts at all. It is now clear that the postwar housing program cannot be initiated until and unless government restrictions are removed.

**If FHA is to participate** in conversion construction, a substantial change of policy must be made. Sixty percent of the survey returns showed that FHA's unwillingness to recognize existing current costs is a primary problem. More than 50% complained of price ceilings being too low. A large number of cities reported that they are turning back their priorities while others are securing financing from outside sources. The thorough study now being made by Commissioner Foley will disclose the urgent need for a more realistic approach.

**As was to be expected,** our survey showed lumber heading the critical list. Without exception, every city emphasized this problem and particular complaint was made that the hardwood flooring so critically needed here is now being shipped to England for temporary, prefabricated housing. Many projects were completely stopped because 30,000 tubs are going to England on AA-1 priorities. (While many Title VI owners and tenants have suffered along with tubless housing.) Brick, soil pipe and rock lath followed the above items in order of importance. Hardware trailed the list as being unavailable in only 10% of the areas reporting. Nails, tile, sheathing, sheet metal, screen wire, asbestos, furnaces, insulation sheathing, wiring equipment, radiation and lime could not be had in a number of cities. Although some substitute materials were available, they could not be used because the increased construc-

## IN THE SHOP...OUT ON THE JOB...



## Stanley Bit Braces make each hour worth more!

In construction work to come—as in the building of America's fighting power—time is all-important. For time saved through the use of good tools—along with more and better work accomplished—will mean more profits to the carpenter and builder.

Stanley Bit Braces, like other Stanley Tools, are designed to make each hour worth more. Featuring shorter chucks, stronger jaws, improved head construction, fine finish, these bit braces are dependably accurate and durable partners in any construction job in or out of the shop.

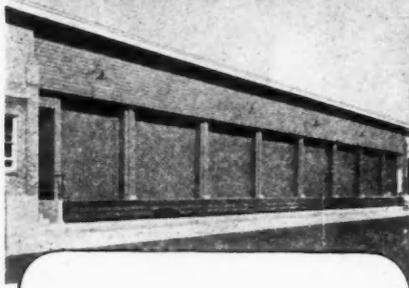
When it comes time to replace your war-worn tools with fine, new items—choose from Stanley's complete selection to be on display at your local dealer's—because Stanley Tools are expertly built for building experts.



STANLEY TOOLS, 133 Elm St., New Britain, Conn.

# STANLEY

THE TOOL BOX OF THE WORLD



**KINNEAR STEEL ROLLING DOORS provide...**

- Rugged all-steel construction.
- Coiling upward action that clears door opening completely.
- Effective counterbalance that assures smooth, easy action.
- Flexible interlocking steel-slat curtain.
- Complete usability of all floor, wall and ceiling space around doorways.
- Motor operation, with remote control if desired.
- Doors that are individually engineered to each job.
- Many other important advantages.

**Engineered by KINNEAR to cut your DOOR COSTS!**



These KINNEAR advantages, plus savings in time, in manpower, in heating and air conditioning costs, and in maintenance, add up to an unbeatable combination for lower door costs. KINNEAR Steel Rolling Doors offer *all-steel* protection against theft and intrusion... *extra* protection against fire, wind, weather, and wear. They are individually engineered to fit openings of any size. Write today for complete information on KINNEAR Doors!



**KINNEAR**

THE KINNEAR MFG. CO.  
 Factories:  
 1560-80 Fields Ave., Columbus 16, Ohio  
 1742 Yosemite Ave.  
 San Francisco 24, Calif.

tion cost would exceed the price ceilings established.

(Editor's note—The facts disclosed by the survey have been tabulated and with a summary of all detailed information, sent to those government agencies concerned with construction.)

**Reduction of military lumber requirements** should provide adequate supply for construction. Although the Army-Navy have not completed their revised estimate of requirements, it seems safe to predict that it will be reduced by better than two-thirds, while boxing and crating will be reduced one-half. This total of more than twelve billion feet should remove in the not distant future the major obstacle to unrestricted construction. Although restocking mill and distributors supplies will not be possible for some time, the flow from producer to consumer should be satisfactory. Residential construction in 1928 required approximately ten billion board feet but got along with an average of six billion feet during the years 1938, 1939 and 1940. If this quantity can be supplied in the next twelve months, home construction will be impeded only by lack of other components or by government restrictions.

**Has the home building industry given the buyer good value?** That the answer is preponderantly yes is clearly proven by the results of a consumer survey made by the Curtis Publishing Company. More than 58% of those interviewed stated that they believe good value has been given for the housing dollar, 17% think otherwise, while 24% express no opinion. Of the small percentage dissatisfied, 41% believed prices were too high, 48% thought materials or workmanship inferior, and only 1% believed there were "jerry builders." Apparently the good opinion of the industry generally has not been seriously shaken by the destructive criticism of the last year. Thirty-four percent of all families interviewed expect to build or buy a house, while 47% of tenants questioned hope to achieve home ownership in the not distant future. Thirty-one percent of the tenants who did not expect to buy believed it was cheaper to rent, 14% preferred renting, 11% felt they were too old, 8% were uncertain as to their location, and 6% already own a home. The consumer preferences disclosed by interviewing more than 4,000 families will be helpful to home builders in planning their postwar projects.

**Private enterprise must now win the peace.** The most staggering conflict in the history of mankind has come to an end. Its cost in human lives, heartbreak, materials and money is beyond calculation. The total of civilian casualties alone probably exceeded military casualties in World War I. The measure of military success was in large part the measure of industrial production. Final victory came to us because of our unparalleled industrial and scientific facilities, as well as through our

**Feather Foam**  
 RAGLAN MODEL  
**QUILTED GARMENTS**  
 Insulated with a down-like feather substance developed to meet the needs of the armed forces in sub-zero stratosphere and in the far north. Wind-proof, storm-proof, comfortable from mild down to 40° below zero. Now available in popular styles for civilians.  
 ASK YOUR LOCAL DEALER FOR GENUINE FEATHER FOAM GARMENTS OR WRITE TO US  
**Arctic FEATHER & DOWN CO.**  
 83 COLUMBIA ST., SEATTLE 4, WASH.

**Recommended BOOK LISTS Free on Request**

**HOUSE PLAN BOOKS**

COLONIALS  
 CAFE CORD  
 BUNGALOWS  
 MODERN  
 BOWTIE  
 SPANISH  
 ITALIAN  
 ENGLISH  
 FRENCH  
 MEDITERRANEAN

Book Department  
**AMERICAN BUILDER AND BUILDING AGE**  
 30 Church Street  
 New York 7, N. Y.

**CARPENTRY BOOKS**

CARPENTRY  
 JOBBET  
 SHIPCREATING  
 STEEL SQUARE  
 ROOF FRAMING  
 STAIR BUILDING  
 ROOFING  
 SLIDE RULE  
 BLUEPRINT READING  
 BUILDING DICTIONARY

Book Department  
**AMERICAN BUILDER AND BUILDING AGE**  
 30 Church Street  
 New York 7, N. Y.

HOUSE PLAN BOOKS contains descriptions of 55 plan books and 10 farm buildings, garages, and lawn and garden booklets.

CARPENTRY BOOKS contains descriptions of 20 books on carpentry, 8 on the steel square, 7 on roof framing, 7 on stair building and roofing, and 7 on related technical subjects.

ESTIMATING BOOKS AND FORMS lists 14 books and 9 estimating forms with brief descriptions and year of publication and price.

Book Service Department  
**American Builder and Building Age**  
 30 Church Street  
 New York 7, N. Y.

determin power. the mar Many d versed l one step tific res the real atomic men u power c nations. A de pered t Washin control is here the pea peace. sion an ficul t war. democr Americ be com telligen war as the de ernme well r and so tegrat ploym justme and r with a isfacti Dur er ha hands winni the p power uniu econo provi exist must in pl ture tive, fashi all t thing was

**Gyr Lin**

Fi mow tible men Asso tical Sp clare appl raffi for grea

**Ne for**

D tisin Cor offic sion

determination, courage and fighting power. Looking back, it is clear that the margins of success were often slight. Many decisions might have been reversed had not the Allied nations kept one step ahead of our enemies in scientific research. Most sobering of all is the realization that we have entered an atomic age in which a mere handful of men using advanced forms of atomic power could destroy the most powerful nations.

A deep consciousness of this has tempered the celebration of victory here in Washington. As the focal point and control post of the Allied war effort, it is here that much responsibility lies for the peace and the preservation of the peace. The problems of the reconversion and postwar periods are no less difficult than those of mobilizing for the war. The battle for stabilization, for democracy, and for preserving our American system of free enterprise must be conducted with the same vigor, intelligence and vision. If the fruits of war are to be prosperity for all, then the delicate adjustments between government, industry, and labor must be well made. Our economic, industrial and social relationships must be so integrated as to insure a maximum of employment. Millions of individual adjustments of re-migrating war workers and returning veterans must be made with a minimum of distress and dissatisfaction.

During the war period unlimited power has been necessarily placed in the hands of government. Our success in winning the peace will now depend upon the prompt and complete return of this power to American free enterprise. This unique, democratic process created our economy and its profit system alone provides the means for government to exist and operate. Private enterprise must now assume the dominant position in planning and providing for our future welfare through individual initiative, foresight and courage. Only in this fashion will unlimited opportunity for all be created—only thus will those things have been won for which the war was successfully fought.

\* \* \*

### Gypsum Wallboard Linings Recommended

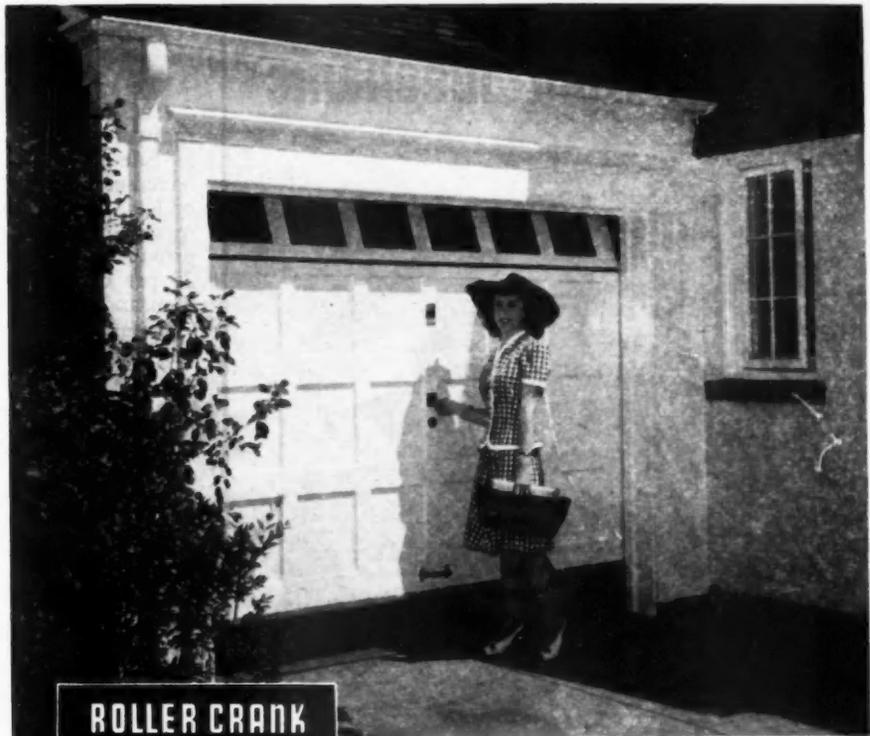
Fireproof "inner linings" for hay mows made from standard non-combustible building materials are being recommended to farmers by the Gypsum Association as a means to reduce drastically the danger of fires in barns.

Spokesmen for the association declared that gypsum wallboard properly applied to the hay mow wall studs, roof rafters, and beneath the floor as a ceiling for the livestock quarters will provide greater fire safety.

\* \* \*

### New Advertising Manager for Ceco Steel

Don Poor has been appointed advertising manager for Ceco Steel Products Corporation and will headquarter in the offices of the firm's manufacturing division in Chicago.



## Distinctive Closing Action Distinguishes the Barcol OVERdoor

WEATHERTIGHT, yet EASY-WORKING—these outstanding qualities of the Barcol OVERdoor are largely due to a unique closing action, the operation of which is illustrated by the inset drawing above. "Roller Cranks" at each hinge are arranged in such a manner that the door is moved forward as a unit to seat snugly and firmly against the stop strips just as it completely closes. By a reversal of this action, when you go to open the door, it moves cleanly away from the stop strips as it starts upward—and stays clear during its entire travel. In this way the highly desirable advantages of both free motion and tight closing are successfully achieved. This not only means that the Barcol OVERdoor opens and closes easily without sticking or binding, but it assures a well-fitted, rattleproof door that will keep out cold and dirt. Let your Barcol Representative give you a demonstration of the "Roller Crank" Closing Action.



*Barcol OVERdoors  
Electric Door Operators  
Switch Controls  
Radio Control*

FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

# BARBER-COLMAN COMPANY

104 MILL ST.

• ROCKFORD, ILL.

a good floor mechanic

+

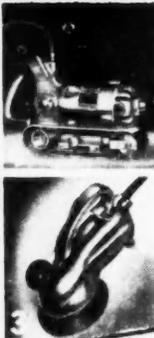
an American sander

=

*fine  
floor  
finishing*



Regardless of his skill . . . the finished job by a good craftsman can be no better than the tools he has to work with. Poor equipment can be a costly handicap . . . while with well designed equipment it's easy to turn out first-class work. Make sure your equipment is on the par with good craftsmanship by choosing AMERICAN sanders.



Faster cutting, smoother finish, no chatter, power-plus motor, exclusive drum control, proper balance, ease of operation, low maintenance cost . . . these are a few of the reasons why experienced floormen everywhere prefer and use American Sanders. When you hear a Sander hum . . . you can bet ten to one . . . it's an American!

Write for complete descriptive literature on (1) Floor Sander (2) Spinner Edger (3) Speedy Spinner or (4) Sanderplane, no obligation.

**AMERICAN**

FLOOR SURFACING MACHINE CO.  
511 So. St. Clair St. Toledo 3, Ohio

(Continued from page 7)

start the business of prefabricating houses to be built on our subdivision lots and to be sold on the installment plan.

We are the managing partners of the biggest privately-owned subdivision located between three and six kilometers radius from the center of Manila. This subdivision is known as Santa Mesa Heights, and for the past seven years, we have set up records in the construction of streets and sales of lots, unprecedented in the history of subdivision business in the Philippines. The total area of this subdivision is approximately 1,760 acres of which we have only opened about 25 per cent of the area and have already sold over three thousand lots.

From the period between August, 1938, to December, 1941, we laid about thirty kilometers of streets. This might not seem a feat in the United States, but nothing near it had ever been accomplished in the Philippines. We were the first to use bulldozers, scrapers and graders in the construction of streets in the Philippines, and our place served as the demonstration grounds for the representatives of Caterpillar tractors in the Philippines and due to these demonstrations, sales of Caterpillar tractors increased considerably.

As already stated, we intend to enter the construction business and open a new department for the sale of building materials and hardware. We have already written to several companies in the United States mentioning in every case that we have been attracted by their advertisements in the *American Builder*. We intend to put up shops and have the necessary equipment for the prefabrication of houses. We shall also put up shops for the construction of concrete blocks, and cement roofing tiles in conjunction with our business. We would appreciate very much your sending us information as to the most modern equipment there is for manufacturing concrete blocks. We are especially interested in the mortarless blocks as we believe that they make the ideal construction for the Philippines.

If you have any books with reference to the manufacture of concrete blocks and other cement products, kindly send them to us. We would also like to know if there is any company manufacturing forms for cement hollow walls, more or less, in the line suggested by Mr. B. C. Clarke, as published in your May, 1937, issue, Page 130, under "Letters from Readers on All Subjects," entitled "Monolithic Concrete for Houses in Mass Production."

If you get any inquiries from companies who would like their lines represented in the Philippine Islands, we would appreciate very much if you would mention our name to them. We would also appreciate your sending us a catalog of your publications so that we might order books from you.—RAMON J. ARANETA, Gregorio Araneta, Inc., Manila.

**Likes simple and clear presentation**

*To the Editor:* I wish to commend you highly for the clear presentation of basic principles you have set forth in your editorial "Public Housing Not The Basic Issue." You have shown that you have not been fooled and that you do understand, and you have presented the entire picture clearly enough for anyone to understand who will read. I would like either to have reprints of this editorial or have your permission to make some prints myself.

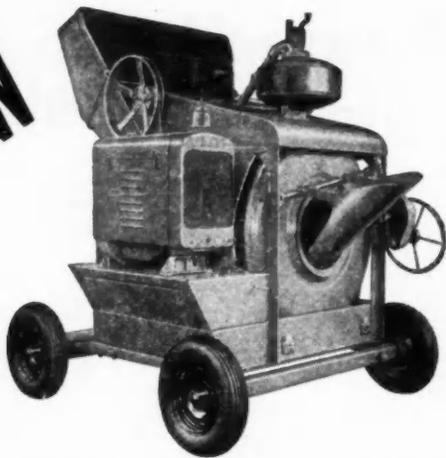
I hope every one of your readers carefully analyzes these two articles. It is seldom you find basic truths so simply and clearly presented.—GEO. W. MILLER, Miller Homes, Inc., Detroit, Mich.

**"New Basic Building Code"**

*To the Editor:* Enclosed is a copy of a small brochure covering the standard basic building code which the Building Officials Conference of America is now compiling. If you have any comments or suggestions, we would be most pleased to receive them and later send them on to the General Chairman, Mr. Albert H. Baum, of St. Louis, Mo.

In the past you have shown a decided interest in the Conference and I want to thank you for this co-operation. We fully realize that we have taken on a tremendous job and we request your continued interest.—WALKER S. LEE, President, Building Officials Conference of America, Inc., Rochester, N. Y.

**NEW**



### **KWIK-MIX 16-S DANDIE** (The New Standard 3-BAG Size)

- ✓ **Tilted Flow-Line Discharge Chute = Faster Discharge**
- ✓ **50% Stronger Steel At Strain Points = Greater Strength**
- ✓ **New Selective Skip Shaker = Faster Charging**
- ✓ **Kwik-Mix Dandie Re-Mixing Drum = Re-Mixed Concrete**

Ask for your new Kwik-Mix 16-S Catalog Today!

### **KWIK-MIX COMPANY**

KOEHRING SUBSIDIARY

PORT WASHINGTON • WISCONSIN

## The NEW KWIK-MIX 6-S DANDIE MIXER

Strength without Overweight . . . Faster Charging . . . More Thorough Re-Mixing . . . Faster Discharging . . . Better Working Balance . . . Safer, Faster Trailing. Capacity: 6 cubic feet of mixed concrete plus 10%. (A. G. C. Standard).



**ASK FOR  
NEW  
BULLETIN  
6-S-R**



### **KWIK-MIX COMPANY**

KOEHRING SUBSIDIARY

PORT WASHINGTON • WISCONSIN

# 3 out of 4...



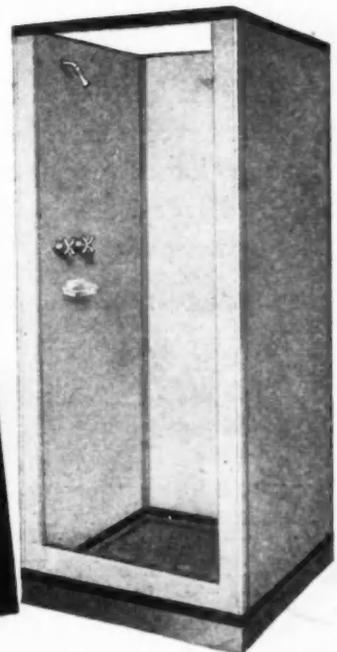
## **NEW POSTWAR HOMES WANT *Auxiliary* SHOWERS**

Authentic Surveys show that the majority of new home planners want the convenience of an *extra* shower — in the utility room, laundry or basement.

In Your Plans for homes designed for modern living, include a "BATHE-RITE" Prefabricated Shower Cabinet. Designed in standardized sizes, on the modulus of 4, "BATHE-RITE" Shower Cabinets are suitable for every type of home. Easy to install—durable—attractive. Ask for our new illustrated catalog—and refer to our postwar catalog in "Sweets."

### **"Bathe-Rite" PREFABRICATED SHOWER CABINETS**

fit squarely into this picture. They can be installed in the bathroom, utility room or in the basement — without special wall or floor preparation — and installation requires a very minimum of time. See your plumber.



#### **NOW AVAILABLE**

in 2 sizes, 30"x30" and 32"x32" — "BATHE-RITE" Shower Cabinets may be recommended with complete confidence. Write for 1945 catalog.

### **MILWAUKEE STAMPING COMPANY**

800-S South 72nd Street

Milwaukee 14, Wisconsin

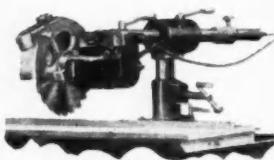
**COMET** *Radial Power* **SAWS**



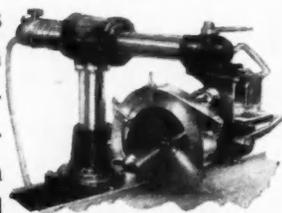
**THERE'S A COMET FOR EVERY PURPOSE**

Whatever your power cutting requirements there is a Comet perfectly suited for the job. These fine saws range from the swift, true-cutting, little Comet Junior to the powerful, heavy-duty Timber Cutter. Each saw is specifically designed to do an exceptional job in its particular range of cutting. As a result Comets receive high tribute from builders and contractors everywhere. Order your Comets now for future delivery. See your dealer or write direct.

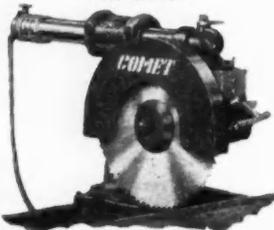
**CONSOLIDATED MACHINERY & SUPPLY CO., LTD.**  
2029-33 Santa Fe Ave., Los Angeles 21, Calif



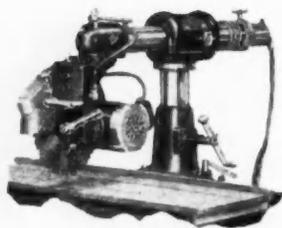
THE JUNIOR



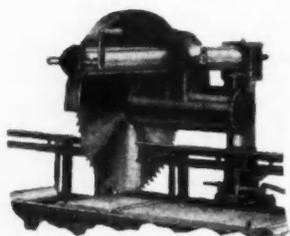
THE CLIPPER



THE SENIOR "8"



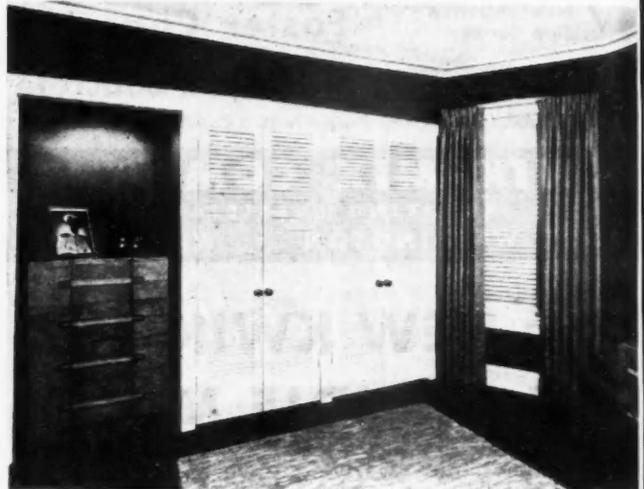
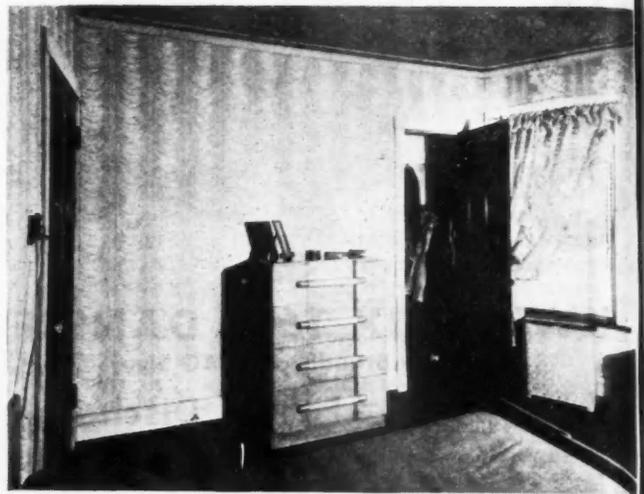
THE SENIOR



THE TIMBER CUTTER

**COMETS** *cut quicker*

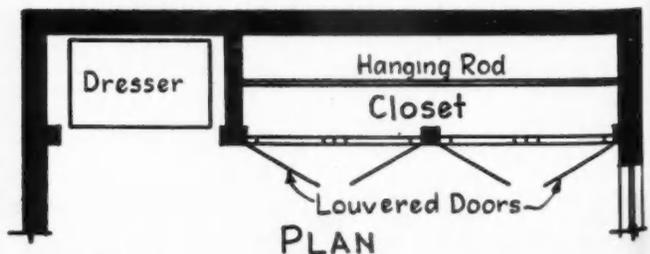
**Wanted!**  
**More Closet Space**



ADDED closets create more attractive, useful room

**C**LOSETS, closets, and more closets. There are never, according to Mrs. Housewife, enough closets. Though this need can be taken care of, with good planning, in newly-built homes, there still exist the millions of serviceable structures where closet space is not adequate.

The room shown above, with sleek modern furniture, was still lacking in adequate storage space. The need was served by addition of large closets behind the louvered doors, plus a recess for the bulky chest. Modern lighting, too, played a part in attractive redevelopment of the room. Cost was \$90, plus 93 hours of labor.



PLAN shows method by which louvered-door closets were added, along with alcove to contain dresser

# 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.



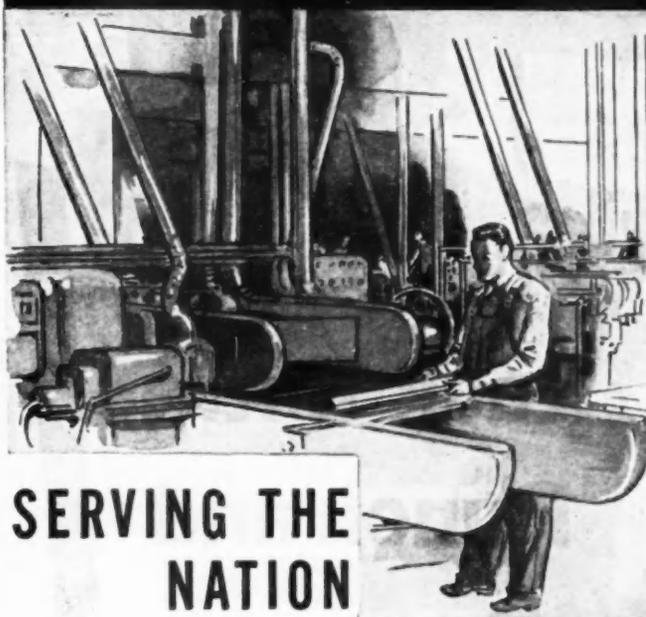
**ANGIER CORPORATION**

CORROSION PREVENTIVE AND WATERPROOF PAPERS  
FRAMINGHAM, MASSACHUSETTS

# BILT WELL

# WOOD WORK

REG. U. S. PAT. OFF.



**SERVING THE NATION**

at War and Peace



## Better than ever after 79 years

In the quest for the ideal post-war home, millions of Americans will learn of Bilt-Well woodwork from their architects, contractors, and lumber dealers. They will become acquainted with the real values which have made and sustained the reputation of this 79-year-old company during peace and during war.

When Bilt-well's present war job is over, we shall be fully prepared for the task of providing the last word in woodwork for the home of tomorrow.

CARR, ADAMS & COLLIER CO.  
Dubuque, Iowa.

**MODEL 125**  
**1/2 INCH DRILL**



*Mall Drills*  
REG. U.S. PAT. OFF.

**Pack Extra  
Punch and  
Power...**



**MODEL 143T**  
**1/4 INCH DRILL**

**MALLDRILLS pack the wallop that counts in construction or general maintenance work . . .**

- ★ Rugged construction for long, hard, continuous drilling of metal, plastics and wood.
- ★ Special steel alloy gears and self-lubricating bearings assure increased speed, cool operation, and long service.
- ★ Light weight and compact design reduce worker fatigue. Also add to adaptability of drills.
- ★ Easily serviced—commutator can be inspected and brushes replaced without dismantling drill.
- ★ 1/4" and 1/2" capacity models are available for 110-volt A.C. or D.C. or 220-volt A.C. or D.C.
- ★ Available on suitable priority.

*Ask your Supplier or write for literature and prices.*



**MALL TOOL COMPANY**

7737 South Chicago Ave., Chicago 19, Ill.

*Offices in Principal Cities*

*Mall*  
REG. U.S. PAT. OFF.

**PORTABLE  
POWER TOOLS**

*(Continued from page 108)*

The Administrator is required to present a report to Congress at least once a year. The report is to include rates of investment and employment in housing compared with the rates required for house production's share in the objective of full employment; progress in enlisting private enterprise and local initiative toward meeting housing needs; and recommendations as to any additional action required to carry out the national housing policy as set forth in the Act.

\* \* \*

**New Hotpoint Automatic Range Offers Food Economies**

A complete oven meal can be prepared and "done to a turn" in the newly-offered Hotpoint deluxe automatic range. Equipped with an automatic electric timer, complete and



accurate temperature control is maintained in the oven for roasting foods, while the Hotpoint surface-top thrift cooker performs the same "complete meal" function for those foods which must be boiled. Early tests of the new model have indicated a substantial savings in food economies by means of the new control units.

\* \* \*

**Wide Use of Attic Fans for Cooling Purposes Predicted**

Extensive use of attic fans, both in new postwar homes and in improvement of existing structures, is predicted by the Plumbing and Heating Industries Bureau. Utilization of the fan at night to exhaust hot air and pull in cool air results in removal of the "heat blanket" that accumulates during the day and, by taking advantage of the nighttime temperature drop out of doors, quickly lowers inside temperatures from 10 to 20 degrees.

Full capacity of the fan, the Bureau points out, is obtained in a two-story house by first opening the windows on the first floor. These are closed later, and the second floor windows opened. The fan draws air up through the stairway or grille and discharges it through louvers or windows in the attic.

The fan is particularly useful in homes where attics, which sometimes reach a temperature of 120 degrees, are not well insulated. In such cases much of this attic heat is normally transmitted to the house. A fan properly used will serve the dual purpose of first drawing cool air from the outside into the lower portions of the house and then, by cooling the attic, preventing the radiation of heat from that area to lower living and sleeping quarters.

# Why one husband kissed his wife four times!



*"Here's a kiss* for the money you're saving... while it's coming in faster through the war years. I know in my bones jobs like mine may not last forever. Who can tell what's going to happen day-after-tomorrow? Thank God you've got sense enough to see that today's the time to get a little money tucked away.

*"Here's a kiss* for the War Bonds you're making me hold on to! I'd never do it without you, honey; it's too easy to find reasons for cashing 'em in—but when it comes time to put the children through school or pay for an emergency operation, we'll be thankful.

*"Here's a kiss* for the insurance you talked me into buying. I've felt a lot easier ever since I've known our future is protected—you and the kids would be safe if anything happened to me—you and I won't have to spend our old age living on someone's charity. And every cent we put in insurance or War Bonds or other savings helps keep prices down.



*and here's a kiss* for being you—a woman with brains enough in your pretty head to make sure we don't buy a single thing we *don't* need in times like these—because you know a crazy wave of spending in wartime would march America straight into inflation. Baby, I sure knew how to pick 'em the day I married you!

**ONE PERSON CAN START IT!**

**You give Inflation a boost**

- when you buy anything you can do without
- when you buy above ceiling or without giving up stamps (Black Market!)
- when you ask more money for your services or the goods you sell.

**SAVE YOUR MONEY.** Buy and hold all the War Bonds you can afford—to pay for the war and protect your own future. Keep up your insurance.

**HELP US KEEP**

**PRICES DOWN**



**RELEASED**  
FOR  
CIVILIAN  
PRODUCTION

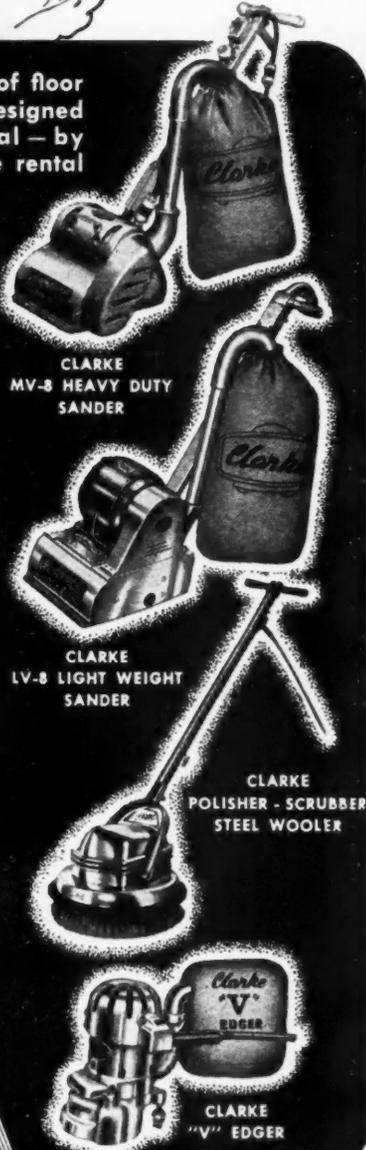
A complete new line of floor finishing equipment designed exclusively for Rental — by CLARKE, leader in the rental field.

CLARKE equipment will increase your Rental Income because it is designed to give longer, trouble free, low maintenance cost operation. A few CLARKE features are:

- ECONOMICAL
- FOOL-PROOF
- EASIER TO HANDLE
- MORE PRODUCTION
- PERFECT BALANCE
- GUARANTEED
- MODERN DESIGN

**THE CLARKE PLAN FOR MORE RENTAL PROFITS!**

Let Clarke help you merchandise a more profitable Rental Department with plans that have been proven by thousands of successful dealers.



CLARKE MV-3 HEAVY DUTY SANDER

CLARKE LV-3 LIGHT WEIGHT SANDER

CLARKE POLISHER - SCRUBBER STEEL WOOLER

CLARKE "V" EDGER

**SEND FOR FREE BOOKLET NOW!**



Valuable pointers on how to get the greatest income from a Floor Rental Department. Also details and prices on the Clarke Equipment.

**Clarke** SANDING MACHINE COMPANY  
*Pioneers in the Rental Field*

32 CLAY AVENUE • MUSKEGON, MICHIGAN

**Old Mantels Cry For Face Lifting**



BEFORE and after views (above) show transition of dull room to one of beauty. Drawing (below) indicates removal of book case, installation of new radio cabinet.



PLAN



SECTION

**M**ANY existing homes contain old-style mantels which detract from, instead of adding to, the style-appeal of the rooms in which they are located. These may be brought up to date, architecturally and otherwise, and made the bright spots instead of the dull in any room, by the application of simple principles.

Shown above are the plans by which architect Eugene Voita carried out one such job. Using a pattern which stuck to simplification of line, he removed the dark, ugly woodwork, and replaced it with an attractive fireplace-radio-book unit, done with sheetrock wallboard. An eye-easy restful grey-blue paint minimized the unevenness of the walls. To finish off the room, decorator Everett Brown used slip covers, in washable cotton, for the old sofa and chairs. Latest improvements in lighting were utilized to brighten up the room and make this section of it attractive and useful, with simple accessories stressed throughout to complete the pattern.

The result, as shown in before and after pictures, and in plans (above) was transition of a dull and unattractive living area into one of the brightest spots of the house, at a construction cost within reach of the average budget.

# Prepare Now

## FOR YOUR FALL CONCRETING OPERATIONS

*Specify*

**SOLVAY CALCIUM CHLORIDE**

**---AND AVOID 50° SLOW-UP\***

\*Chilling Fall temperatures of 50° or lower seriously affect both the development of strength and the ultimate quality of concrete. SOLVAY Calcium Chloride in the mix serves to offset the dangerous effects of low temperatures by accelerating set and increasing early strength. This provides: (1) Quicker finishing and release of forms, (2) Quicker use of finished concrete, (3) Stronger, safer concrete.

Use SOLVAY Calcium Chloride to speed *your* concreting operations, and save *time* and *money*. Write for **FREE** booklet containing full information, "Calcium Chloride and Portland Cement."

**SOLVAY SALES CORPORATION**  
40 Rector Street, New York 6, N. Y.

Gentlemen: Kindly send me your free booklet "Calcium Chloride and Portland Cement."

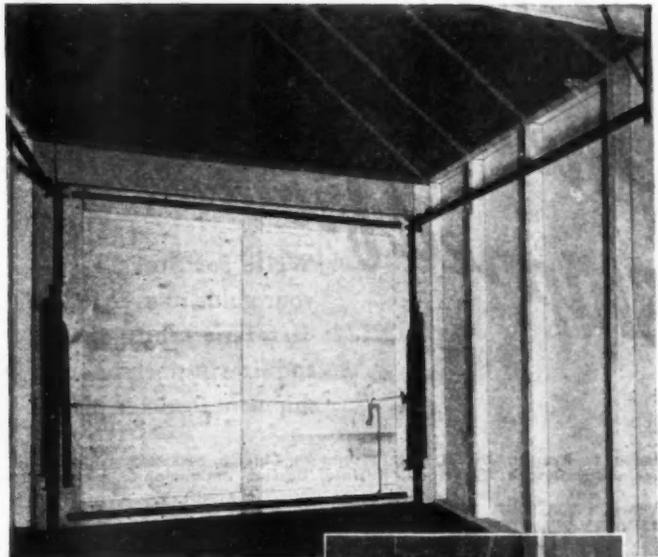
Name .....

Affiliated with .....

Address .....

City ..... State ..... 34-9

## LOOKING FOR AN INEXPENSIVE OVER HEAD OUTFIT?



Use No. 80

**Junior**  
**OVER-THE-TOP**  
Light Door Equipment



Here's a quick antidote for "building budget blues!" No need for a single home owner to miss out on the conveniences of over-head garage door operation because of pocketbook limitations. No. 80 JUNIOR "Over-the-Top" LIGHT Door Equipment, designed for doors weighing up to 150 lbs., provides an inexpensive answer to the demand for a simple and effortless means of opening garage doors over-head. Though streamlined to reduce costs, JUNIOR "Over-the-Top" equipment retains the well-known sturdiness and easy adaptability of the regular "Over-the-Top" line.

Use No. 80 on built-up one-piece doors, or as a modernizer for 2 or 3 section light doors. Consult your distributor about low-priced JUNIOR "Over-the-Top" LIGHT Door Equipment.

**FRANTZ**  
*Guaranteed* BUILDWARE



FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

**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

### Minneapolis-Honeywell Survey Shows Average Home to Cost \$5500

IN a recent series of extensive studies undertaken by the Minneapolis-Honeywell Regulator Company, it was indicated that the average cost of a new home to be built for family occupancy during the postwar period will be \$5500. Of particular interest to builders who are anxious to get into the most popular-priced markets, the studies indicated further that approximately 680,000 new non-farm residences will be constructed annually. Approximately 400,000 of them, however, will be in the \$4500 price class.

\*\*\*

### Arco Company Plans New Laboratory For Paint Development, Research

THE Arco Company, Cleveland paint manufacturers, has announced the completion of plans for the immediate construction of a two-story research laboratory for the development of improved paints, lacquers, varnishes and new industrial coatings. Scheduled to be completed early in 1946, the building will be of structural steel and brick, and will be located adjacent to the company's general offices at 7301 Bessemer Ave., Cleveland.

Controlled temperature rooms will provide facilities for the accelerated testing of new, improved and experimental finishes. The upper floor of the structure will be devoted entirely to product development, while the ground floor will contain evaluation and testing laboratories, resin research facilities, and a pilot plant.

"The accelerated pace of research and product development work during the war has paved the way for many new and revolutionary coatings," Dr. Eugene W. Kanning, Arco research director, pointed out in making the announcement.

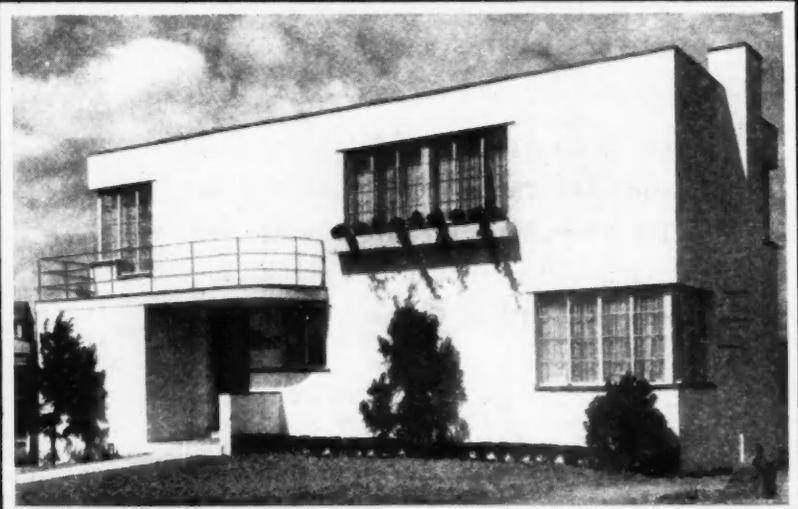
The Osborn Engineering Company is consulting engineer on the project. Construction will be done by Albert M. Higley Co., general contractors.

The Name **HOPE'S** Guarantees  
1818 **HOPE'S** 1945

*Steel Windows are Appropriate*

HOPE'S Steel Windows have extraordinary versatility for fitness in a building layout. The patterns they make are especially adapted to the simplicity of modern design, yet they are equally satisfying in houses of other architectural periods.

It is also important to builders that the extra convenience, weather-tightness, durability and the other superior qualities of HOPE'S Residence Casements will be available after victory at prices that will help attract home buyers. It is certain that the "home of the future" will have steel windows. Look to HOPE'S for your most satisfactory source of supply.



Model House at Yonkers, N. Y.

Erik Kaeyer, Arch't

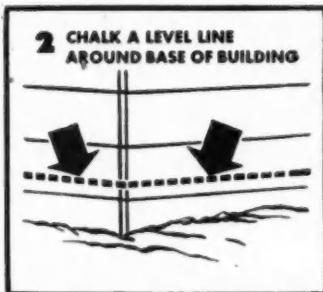
**HOPE'S WINDOWS, INC., Jamestown, N. Y.**

**BUY WAR BONDS**



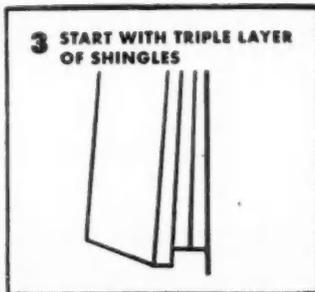
**AND HOLD THEM**

# How to Build NEW SIDEWALLS FOR OLD BUILDINGS



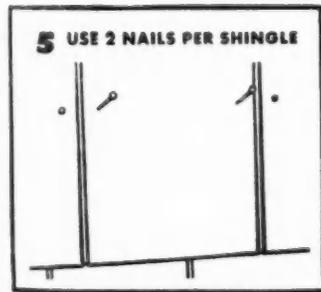
To provide an even, secure nailing base for the new shingles. All battens on the old sidewalls should be removed as well as other projections which interfere with shingling.

To provide true horizontal shingle courses, to mark an accurate line, use a carpenter's spirit level, starting at the highest point of ground around building.



To provide drip-cap for rain-water. The top layer of shingles should project slightly below the other two. Shingle butts should not touch the ground.

To insure even spacing of shingles and to make application easier, nail board lightly against wall. Place butts of shingles firmly against this board.



Two nails are sufficient to hold shingles firmly. Nail about 3/4" from each edge of shingle, and 1 1/2" above butt line of shingles to be applied in the next layer.

### THESE ADDITIONAL STEPS ARE IMPORTANT

**CHOOSE THE RIGHT EXPOSURE.** If 16" shingles are used, exposure should not be greater than 7 1/2". For 18" shingles, exposures up to 8 1/2" are satisfactory.

**INSTALL NEW FLASHING.** New metal flashing should be applied over all window and door heads. Width of metal should slightly exceed the shingle exposure. (Example: About 8" width above windows for 7 1/2" shingle exposure.)

**SPACE SHINGLES 1/4" APART.** This spacing permits ready run-off of rain-water. Use 5 penny rust-resistant nails, 1 3/4" in length, which adequately penetrate underlying wall.

Send for Free Blueprints of Shingle Application. Write:

## RED CEDAR SHINGLE BUREAU

5508 White Bldg., Seattle 1, Washington, U. S. A., or Vancouver, B. C., Canada



# Red Cedar SHINGLES



# New Floor-Sanding PROFITS

are coming

## SOON

⋮

With the Postwar Line of

# Speedmatic

## FLOOR MACHINES

The Speedmatics are coming! Just in time to earn you new and greater profits in the remodeling, refinishing boom ahead. And in plenty of time to be ready for the countless new homes that will be built in your own community! They're designed to assure you the fastest, cleanest operation you've ever gotten from any floor sander. There's a model that's specifically built to do your job. With whatever Speedmatic you choose—you'll do the work easier, in less time, and make more money than ever from your floor-finishing operations!

### Look At These Speedmatic Features

- "Feel-of-the-floor" control—a patented Porter-Cable exclusive!
- Clean dust collecting system. Draws in all the dust.
- Sealed Ball Bearings Powerful motors Instant drum removal

Ask about the 25 exclusive features!

RESERVE YOUR SPEEDMATIC NOW FOR EARLIEST DELIVERY!

### TRI-CRAFT FLOORWORKER

Here's one machine that SANDS — STEEL-WOOLS — CLEANS — POLISHES. It takes less than two minutes to change the TRI-CRAFT over to any of the operations it performs. An excellent unit to use on floor maintenance!



### ROTARY DISC EDGERS

Porter-Cable line includes fast-cutting edgers that assure cleanly blended finishes! Work close to quarter-round. Handy for stair treads and closets.

### "CONTRACTOR SPECIAL"

(See top illustration)

Fast-cutting, compact, low gravity center, easy to handle—produces maximum footage.

PORTER-CABLE MACHINE CO.

1721-9 N. Salina St., Syracuse 8, N. Y.

**On Jobs Like THESE:**

### Save Time

Sisalkraft is the ideal weather seal around door and window openings. Strong and flexible—easily applied without danger of rips or tears. This saves time—substantially reduces the cost of the job.



### Saves Labor

An excellent dry sheet under roofing. One man can apply Sisalkraft even in adverse weather. Resists tearing and snagging under conditions that make impossible the application of ordinary building paper.



### Make Protection Sure

When used over sheathing Sisalkraft guards against wind, dust and moisture. Tough, steel-like fibres make it many times stronger than ordinary building paper.



Sisalkraft does a thorough job. Applied over sheathing, as a flashing around door and window openings, under floors and beneath roofs, Sisalkraft is unmatched as a moisture barrier. It shuts out wind and dust as no other building paper can — makes homes more comfortable. Use it—explain its benefits to your prospective home buyers. They will appreciate your foresight in assuring their greater comfort—your consideration in helping reduce their fuel bills.

**THE SISALKRAFT CO.**  
 205 W. WACKER DRIVE - CHICAGO 6, ILL.  
 NEW YORK - SAN FRANCISCO - LONDON - SYDNEY  
 In Canada Write to: Alexander Murray & Co., Limited, at  
 Montreal, Toronto, Halifax, Saint John, Winnipeg, Vancouver

*Manufacturers of*  
**SISALKRAFT, FIBREEN,  
 SISAL-X, SISALTAPE AND  
 COPPER-ARMORED SISALKRAFT**

## FPHA Orders Halt to Contracts For Public War Housing

PHILIP M. KLUTZNICK, FPHA Commissioner, has brought to a halt awarding of contracts for government-financed war housing, following the official end of the war with Japan. The orders, issued to all regional NHA offices, were "designed to prevent unneeded war housing expenditures and to redirect FPHA's war housing program toward conversion to peace. Included were:

Stoppage of awards of any new contracts or authorization to start construction on new war housing projects.

Review of projects under construction to determine where savings might be effected by suspension of further operations.

Reduction of management expenditures to a minimum, and suspension of such items as operating improvements, repairs, and additional facilities except where urgently needed to protect the health and safety of tenants.

Speeding-up of plans, by regional offices, looking to eventual disposition of war housing. This involves a total of 490,000 units, of which 320,000 are temporary housing under the Lanham act. These latter must be removed within two years after the end of the emergency unless the NHA Administrator, in consultation with the local community, finds that they are needed longer in the interests of orderly demobilization. The remaining 170,000 units, permanent housing, will eventually be sold to private interests, except where Congress authorizes its use for low-rent housing.

Regional representatives of NHA have been ordered also to review all low-rent projects deferred by the war to determine how soon they can be built as part of the reconversion program to resume peacetime production and employment.

Occupancy of war housing by workers must continue for some time, according to Commissioner Klutznick, and under the recent amendment to the Lanham act will be opened also to distressed families of veterans and service men. Further construction or reuse of such housing will be resumed on the basis of needs determined by NHA.

## TERMITE-PROOFING

The **BEST** time to **STOP** termites in new construction is before they **START**.

The Hill Termite Control Systems have perfected and patented a pipe sprinkler system that affords positive and permanent protection against termites, based on an original installation charge, plus annual maintenance for an indefinite period.

The system consists of installing a slotted pipe at time of construction in all inaccessible areas, including dirt filled porches, sunparlors, stoops, steps, fireplaces, etc. Then annually a perforated pipe is inserted into slotted pipe and all inaccessible areas are flooded with a powerful toxic chemical.

In addition to the pipe system, there is a thorough poisoning of soil at all possible entry points, and other proven safeguards, including the removal of all forms, wood supports, debris, tree roots, etc.

*Distributed nationally only through established termite control operators.*

## HILL TERMITE CONTROL SYSTEMS

*W. B. Hill, Patentee*

**20 South Third Street, Memphis, Tenn.**

# There's Profit in These FARM USES for TEMLOK

**DAIRY BARNs.** Sell Temlok to insulate the barn against cold and drafts. Such protection will help keep cattle healthier and more productive.



**MILK HOUSES.** You can sell Temlok insulation to protect against summer heat and winter cold, thus avoiding souring or freezing of milk.



**HOG HOUSES** are improved with Temlok insulation. Hogs are marketable quicker and are less susceptible to disease in insulated houses.



**POULTRY HOUSES** offer good sales possibilities for Temlok Insulation Board because insulation increases egg production and helps keep fowl healthy.

**YOU CAN MAKE EXTRA SALES** by showing farmers how they can profit by insulating their buildings. Indicated here are just a few of the places where Temlok can repay its moderate cost many times over.

Boards of Temlok De Luxe are factory painted in ivory color. These boards— $\frac{1}{2}$ " thick, 4' wide and 7' to 12' long—go up fast. They are light and easy to handle. Temlok saws cleanly, nails securely, and best of all, it is so inexpensive that you can sell many jobs with it.

Send for free booklet: "Improving Farm Output with Armstrong's Temlok Insulation." Armstrong Cork Company, Building Materials Division, 1609 Ross Street, Lancaster, Pennsylvania.

**ARMSTRONG'S TEMLOK INSULATION**

SHEATHING • LATH • BOARD  DE LUXE INTERIOR FINISH

**2% FOR HARDWARE**  
*Is Reputation Insurance*




Contractors' and architects' reputations are made and maintained by plans and specifications that reflect their sound construction principles, good design and good judgment. When these extend through the smaller but no less important details of construction, there is no question about the home owners' acceptance and pride in your ability.

It is a mark of good judgment on your part to recommend to your architects and home owners that "at least 2% of the contract price be set aside for hardware"—a small part of the total, yet a sufficient amount to guarantee enough hardware of the proper quality and design to bring complete and lasting satisfaction.

It is also good judgment to suggest that the selection and purchase of hardware be made within a week after the contract is awarded . . . and, from the McKinney styled lines.

Then you, as well as the architect and home owner, will be sure that the hardware will be adequate, permanent and a matching touch of beauty to carry out your creative ideas. All of this is good reputation insurance.

You will find the new McKinney booklet—"Details and Data on Hinges"—useful to have in file. Write for a copy.

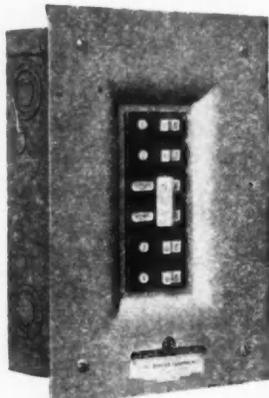



**McKINNEY**  
SINCE 1865  
**MANUFACTURING COMPANY**  
PITTSBURGH 12, PENNSYLVANIA

# What Makes Similar Homes So Different in Value?



Two homes, structurally alike may have values several thousand dollars apart. You know the reason—it's the extras that attract buyers in normal times. For only a few dollars, you can give an extra in protection, efficiency and appearance.



Write today for free Bulletin No. 63 giving complete information and prices.

FA TYPE AC CIRCUIT BREAKER

## LOAD CENTER

Two to sixteen poles with single and double pole service for electric ranges, heaters, etc. Automatic thermal, magnetic trip is double protection against overload and short circuits. Nothing to replace when service is broken. Capacities of 15 to 50 amperes for 120 volt AC service.



## First Beachhead on Unemployment—

(Continued from page 101)

board mills up to the limit of available paper liners. Sufficient paper for board capacity cannot be expected until after the first of the year.

"Steel sheets are coming in at the metal lath plant and shipments of metal lath to the trade have already been resumed up to about 50 per cent capacity. By October steel sheets are expected for full operations.

"Fifty per cent of the company's cupolas for blowing rock wool have been idle because of lack of labor. These will be started up as soon as manpower is available and shipments will then be doubled.

### Insulation Board at Capacity

"Insulation board and lime have been running to top capacity with a substantial part of the tonnage going directly for war needs. More of this production will be available to the trade after the first of September.

"A large back-log of orders from the trade have accumulated and it will not be possible for us to make quick shipments during the year 1945," Baker concluded.

\*\*\*

### "Don't Neglect Plumbing for Powder Room in Postwar Home Plans"

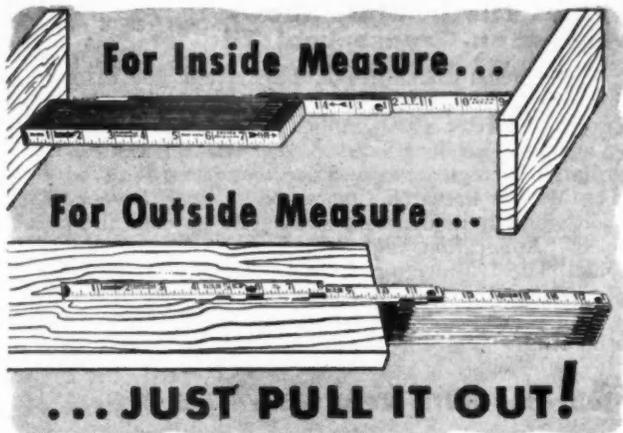
IN planning the plumbing for the postwar house, warns the Plumbing and Heating Industries Bureau, don't neglect provision for a powder room. No other feature of a house, the Bureau declares, affords so much convenience in so little space and at so moderate a cost, yet with a consequent increase in appeal. Distinctive design can be obtained, and combined with compact utility and full use of space, in an area as small as four feet square.

## WHAT ABOUT TELEPHONE OUTLETS?

You'll certainly want the telephone wires out of sight in the post-war homes you build or remodel. Conduit to carry them between the walls to handy outlets is inexpensive and easy to install while construction is in progress. Your telephone company will help you provide for adequate but economical layouts right on your plans.

BELL TELEPHONE SYSTEM





Both inside and outside measurements are made faster, more accurately with this Interlox telescoping wood rule. Just pull it out to the required length . . . read inside dimensions directly on rule. No adding or subtracting is necessary.

Squared ends on rule segments provide accurate "T-square" measuring from shoulders and edges. And for those hard-to-reach places, this remarkable rule can be fully extended when held at one end.

The Interlox outlasts other rules many times because of its sturdy construction of straight grain, white maple segments and its protective transparent lacquered coating. See your hardware or building supply dealer today.

**MASTER RULE MFG. CO., INC.**  
815 E. 136th Street, New York 54, N. Y.  
Branch: P.O. Box 1587, Oakland, Cal.



## Saves Time and Money For Builders and Contractors

This modern, simple, highly accurate, combination Level-Transit is being used and praised by builders and contractors everywhere. It is especially designed for running levels and taking vertical angles on all survey and check-up work.



### Universal LEVEL-TRANSIT

Patented Ball Bearing Race assures perfect adjustment under severest conditions . . . 25 power telescope . . . light, easy to operate. Has many features of higher-priced models.

**FREE BOOKLET**  
"How to Lay Out Building Lots"

"Universal" Level-Transit with tripod and carrying case.....\$115.00  
With Stadia Wires..... 5.00 extra  
Extension Leg Tripod..... 10.00 extra  
Compass..... 12.50 extra

WRITE today for full information and Free Booklet. Expert repairing on all makes of instruments.

**DAVID WHITE CO.**

311 W. COURT STREET  
MILWAUKEE 12, WIS.



IF IT'S WORTH BUILDING...IT'S WORTH SAVING!



The Farmers and Mechanics Savings Bank of Minneapolis, McEnery & Kraft, Architects.  
HYDROCID COLORLESS used on outside stonework

## HOW TO KEEP A BUILDING FROM GETTING "WEATHER-SICK"

Continual exposure to changing weather conditions is eventually as hazardous to a brick, concrete, masonry or stucco structure as to a human being. Treating exterior walls with the proper water-repellent coating — Hydrocide Colorless — will help keep them healthy through rain and snow, heat and cold.

Hydrocide Colorless is not affected by extremes of temperature . . . remains fluid at low temperatures and will not show separation and precipitation. Since it forms a transparent film, the walls retain their original beauty and appearance. Absorption of dust, soot and stains is checked. Application is easy — by brush or spray.

For details, address Dept. B9

No matter what your weatherproofing problem — from foundation to roof, there is a Sonneborn product for the job. For example:

**HYDROCID MORTAR ADMIXTURE** is recommended for increasing the workability and bonding strength of mortar and for reducing shrinkage.

**SONNEBORN'S CAULKING COMPOUND.** Air-proof, non-shrinking, water-resistant, and plastic. Cures to a tough film on the surface, but remains pliable and elastic underneath, expanding and contracting with changes in temperature.

### SONNEBORN BUILDING SAVERS

Floor Treatments • Protective Coatings • Concrete and Mortar Admixtures • Roof Coatings • Caulking Compounds

Building Products Division  
**L. SONNEBORN SONS, INC.**

88 Lexington Avenue, New York 16, N. Y.

# Breidert Air-X-Hauster CHIMNEY TOP

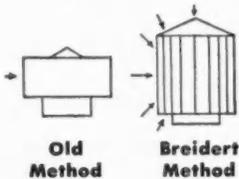
PATENT NO. 2,088,124

The greatest scientific improvement  
in Ventilators in over 50 years



*Eliminates  
smoking fireplaces  
caused by down-draft*

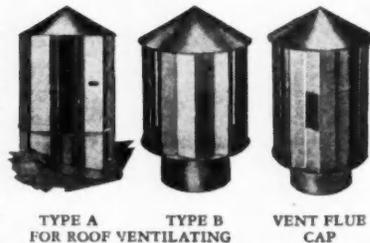
By stopping all down-drafts (interior negative pressure excepted), a Breidert Air-X-Hauster on the chimney absolutely prevents the fireplace from smoking and damaging furnishings. It provides positive "draw" regardless of wind direction! Scientifically designed to convert any wind current into a powerful suction force, the Breidert remains stationary, has no moving parts. Successfully in use in all parts of the country.



**TESTED AND CERTIFIED . . .** Thoroughly tested by Smith, Emery & Co. (Pacific Coast branch, Pittsburgh Testing Laboratories) with wind blowing at all angles, the Breidert's amazingly high capacities are fully certified.

### Breidert Air-X-Hauster Roof Ventilators and Vent Flue Caps

The remarkable ability of the Breidert Air-X-Hauster to provide positive ventilation no matter which way the wind blows, has been proved in thousands of installations throughout the country. Properly installed, the Breidert has never failed to fully meet every claim made for it!



**WRITE FOR FREE ENGINEERING DATA BOOK . . .** containing specifications and installation data, certified capacities, etc. Address Dept. AB.

## G. C. BREIDERT CO.

634 South Spring St., Los Angeles 14, California  
REPRESENTATIVES LOCATED IN PRINCIPAL CITIES OF THE U. S.

### Asphalt Tile Institute Shows Progress on Greaseproof Tile

THE Technical Committee of the Asphalt Tile Institute, at its quarterly meeting in August, reported substantial progress in developing a specification for greaseproof asphalt tile, and also specification for adhesives to be used in the installation of regular, as well as greaseproof tile.

The Market Research Committee hopes to have available for distribution in the next sixty days a publication to be labeled "Application and Maintenance Specifications for Asphalt Tile." Managing Director Moody of the Institute reported also that a study is to be made to see if it is possible to obtain authentic data on actual maintenance costs of asphalt tile flooring.

\* \* \*

### Celebrates 60th Year with Bird & Son

Congratulatory messages from hundreds of friends and business associates poured in on Elmer H. Bartlett in celebration of his 60th anniversary with Bird & Son, Inc. Mr. Bartlett started with Bird & Son in 1885 when the entire staff consisted of four persons as compared with a total of over 300 now. Mr. Bartlett put in his usual business day at his desk, and was presented with a silver paper knife suitably inscribed as the gift of the Board of Directors.

\* \* \*

### Bathtub Manufacturers Push Plans for Reconversion

ANTICIPATING a demand of more than a million bathtubs a year postwar, members of the Sanitary Cast Iron Enamelled Ware Association announced recently that the reconversion of their plants is under way.

Such manufacture was stopped for all but most urgent priorities in June, 1942, with all units channeled into use in hospitals, ships, and military and naval housing. Removal of restrictions, it was pointed out, does not mean that the average citizen will be able to buy right away, as there exists a shortage of skilled manpower in the industry.

## Why JOHNSON OIL BURNERS



bring  
Heating Costs down

1. Because they use the lowest priced fuel.
2. Because they burn it completely.
3. Because perfect controls provide the most efficient firing for your particular conditions and needs.
4. Because Johnson boiler-burner units make gainful use of an exceptionally high percentage of the heat generated in combustion.
5. Because they are engineered to stay efficient for years.

That's the story in a nutshell. Ask your Heating Engineer. He can tell you that Johnson Burners stand up under the hardest usage you can give them whether you are heating a hotel or a private home. Get a Johnson Burner if you want lower heating bills.

...*Johnson Oil Burners*...  
S. T. JOHNSON CO.  
940 Arlington Ave., Oakland 8, Calif.  
401 No. Broad St., Philadelphia 8, Pa.

# Kitchen Cabinets

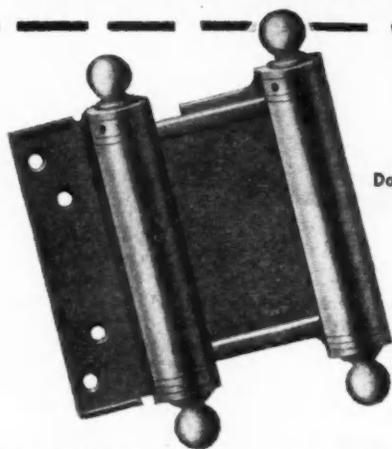
## DESIGNED FOR BETTER LIVING

Here is a typical example of the many arrangement possibilities afforded by Kitchen Maid Cabinetry—designed for better living—perfected during 22 years' progressive experience and the production of 60,000 kitchens for war housing. Kitchen Maid's composite construction combines all the advantages of the best materials available. Standard units assure remarkable flexibility. Ask your Kitchen Maid dealer for new portfolio of kitchen designs planned by Virginia Hart, eminent kitchen consultant—or write *The Kitchen Maid Corp., 559 Snowden Street, Andrews, Indiana.*



# "Milwaukee"

## BUILDERS HARDWARE



**NU-JAMB**  
Double-Acting Hinge

"NU JAMB" Spring Hinges. "Matchless" Floor Spring Hinges. Pivot Hinges, Latches, Indicators, Bolts, Screen Hinges, Door Guards, Closet Garment Fixtures will all be needed in the great rebuilding and remodeling program now getting underway everywhere. Fill in your stock — order new items — be ready to serve your customers with all their building hardware needs — Feature "Milwaukee" for quality and satisfaction.

Milwaukee — the Quality Line of Builders Hardware

**MILWAUKEE STAMPING CO.**

840-B S. 72nd Street

Milwaukee 14, Wisconsin



# FELKER DI-MET

## Rimlocks



CAN'T BREAK...  
SAW HARDEST MATERIALS WITH EASE  
DEEP, RAPID CUTS IN ONE PASS!



Fast, accurate, safe cutting with diamonds —  
*World's hardest abrasive!*

YOU CAN'T beat Felker DI-MET Rimlocks for sawing hard, non-metallic materials on the job! Specially designed for use on hard brick, tile, heavy glass, concrete, cement-asbestos materials, marble, granite, slate and similar non-metallic substances. Rimlocks' all-metal construction assures complete safety from wheel breakage at all times. Diamond particles embedded in the rim readily slice through the hardest materials. Cuts several inches deep can often be taken in one pass, are smooth, straight and fast. Use Rimlocks on your present saws (stationary or portable electric) or on Felker DI-MET cutting machines. Wheel sizes—from 1" to 36"—made for all tools. Specify arbor size when ordering. Sold by distributors from coast to coast. Write for information — free folders on request.

**FELKER MFG. COMPANY**

1118 Border Ave., Torrance, California



MANUFACTURERS OF FELKER DI-MET DIAMOND ABRASIVE WHEELS



## Our Twentieth Anniversary



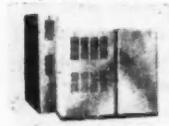
Propeller Fans



Blowers



Space Heaters



Forced Air Furnaces



Floor Furnaces



Evaporative Air Coolers

Through 20 years of careful planning and production UTILITY has established high standards of quality and dependability for its products. New methods of manufacturing and greater volume of production will give users of postwar UTILITY Appliances new standards of quality and new measures of value.



### UTILITY APPLIANCE CORP.

Formerly Utility Fan Corporation

4851 S. Alameda, Los Angeles 11, Cal.

Manufacturers of the famous Utility evaporative air coolers (the original Desert Kooler), Fans, Blowers, Floor Furnaces, Forced Air Furnaces and Fan-Equipped Space Heaters (console type).

### "The Money (for Postwar Homes and Improvements) is in the Bank"

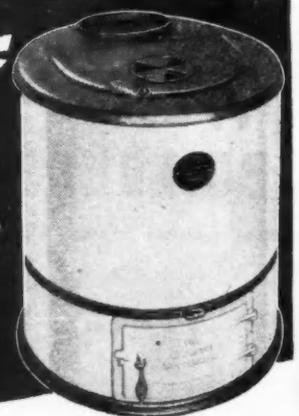
**M**ORE than 10,000 private financial institutions in all parts of the country are ready to start on the financing of America's postwar home-building and modernization programs with the aid of FHA insurance, as soon as materials and labor start flowing back into the market, according to Raymond M. Foley, FHA Commissioner.

FHA, Foley pointed out, with the war over and its war housing insurance fund practically exhausted, is returning rapidly to its program of home mortgage insurance under Title II and looks for an early expansion in that field, as well as an early and substantial expansion in home modernization and repair loans under Title I. More than eight and one-half billion dollars has been insured in the past to enable American families to buy, build or improve their homes under these two titles of the National Housing Act.

In its return to service in these fields, the Commissioner stated, FHA presently has 99 field offices to help home owners, home builders, and the financial institutions which will finance the construction. Commercial banks, both national and state, savings and loan associations, mortgage companies, insurance companies, savings banks, state investing foundations and other types of private lending institutions are ready to aid the program. More than 8900 institutions presently hold Title II mortgages in their investment portfolios. FHA presently has authority to insure approximately \$2 billion worth of home financing, and the President is empowered by Congress to increase this by another billion dollars when the need becomes apparent.

The Commissioner pointed out once again that the agency does not lend money. Prospective home owners or builders must apply to an approved lending institution which will, if interested in making the loan, assist in preparation of necessary forms for submission to FHA. Title I improvement loans are personal character loans, and initiated either through a lender, a dealer, or a contractor.

## Majestic Fuelless Home Incinerators for Quick disposal of garbage and refuse



The sanitary, up-to-date answer to the garbage and rubbish disposal problem in the modern home. This popular, portable incinerator features MAJESTIC's ingenious down-draft system, which easily burns wet or dry garbage without the addition of fuel other than that usually contained in the refuse itself. Modernly styled, the MAJESTIC portable Incinerator is ruggedly built to give many years of carefree service. Odors from the refuse accumulated in the incinerator are dissipated up the chimney; none can escape into the house. The MAJESTIC Portable Incinerator may be connected direct to any 8" flue — it does not interfere with the furnace draft. Also available in built-in and gas-fired types. Write for complete details!

- Also Outdoor Fireplaces
- Underground Garbage Receivers
- Circulator Fireplaces
- Dampers
- Coal Chutes
- Many Others

### The MAJESTIC Co.

1019 Erie St. Huntington, Ind.

Nationally Known and Advertised for 40 Years



A modernized laundry with a Tile-TeX floor.

USE **Tile-TeX** IN  
ASPHALT TILE  
**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 Asphalt Tile 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, Inc.** Chicago Heights, Illinois  
ASPHALT TILE MFR.  
Subsidiary of The Flintkote Company

**If restrictions on  
WESTERN PINES  
were lifted tomorrow—**

When the Government gives us the "go ahead" signal, our member mills can start filling your orders for Western Pines immediately. No retooling. No lack of timber. You can count on the same rigid standards of manufacturing, seasoning and grading. Once more these versatile woods—straight grained, soft textured, easily worked—will be at your service for every building use.

**WESTERN PINE ASSOCIATION**

Yeon Building, Portland 4, Oregon

\*Idaho White Pine \*Ponderosa Pine \*Sugar Pine

\*THESE ARE THE WESTERN PINES

**CLOSE-UP OF A SOLDIER'S DREAM**

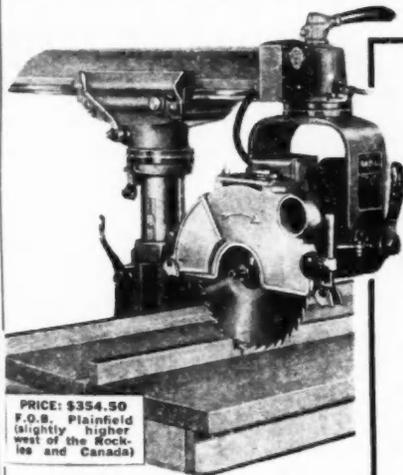


IN A fox hole far away, he's thinking about his post-war world—for two! Right from the start, he'll want to be sure of the same livable warmth and charm he's known at home for years. A friendly fireplace graced with a mantel of Western Pines.\* Lovely paneled walls of these same distinguished woods.

If you, too, are thinking ahead to the day when you'll build or

remodel a home of your own, right now is a good time to consider the pleasing and distinctive effects that can be achieved with the Western Pines. The FREE picture book, "Western Pine Camera Views," will give you a whole host of attractive ideas. Send for your copy today. Address: Western Pine Association, Dept. 182-G, Yeon Building, Portland 4, Oregon.

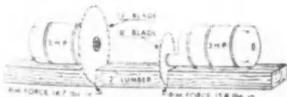
\*Idaho White Pine \*Ponderosa Pine \*Sugar Pine  
THESE ARE THE WESTERN PINES



PRICE: \$354.50  
F.O.B. Plainfield (slightly higher west of the Rockies and Canada)

The smaller the blade required to make a given depth of cut, the greater its rim force. Walker-Turner Radial Saws use smaller blades than other types because their patented, geared motors get the shaft closer to the work. The drawing at the right shows how this greater rim force is obtained, even with 50% less H.P. Write for complete details.

**Greater  
Rim Force  
Means  
Faster  
Cutting  
WITH  
Walker-Turner  
RADIAL SAWS**



**WALKER-TURNER CO., INC.**  
Plainfield, N. J.

**walker-turner**  
MACHINE TOOLS  
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 SURFACERS

Through continuous advertising, as shown here, in American Home, Better Homes and Gardens, House Beautiful, House and Garden, Sunset, and Parents' Magazine, the desire to build and remodel with Western Pines has been "built up" during the war. Since January, over 80,000 requests for "Western Pine Camera Views" have been received.

SIX STEPS OF PROTECTION IN THE PUBLIC INTEREST

... (4th of a Series)

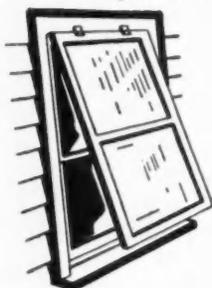


He has traveled hundreds of miles to protect a nation's homes

This technician has traveled hundreds of miles in the public interest. Employed by NDMA, he has inspected toxic treating equipment and practices in use by licensees throughout the country. He renders a service designed for the greater protection of all who specify, use or buy wood products such as windows, screens, shutters, storm sash, doors and frames.

Toxic preservation provides greater endurance for wood under severe demands of modern construction. And the minimum toxic preservative treatment standards and testing methods set up by NDMA help to assure the public that wood—always foremost as a building material—will continue to provide outstanding value in the homes of tomorrow.

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



Fuel Shortage of Coming Winter Suggests Check of Heating Plants

AN early check of heating plants in homes and commercial plants is suggested by the expected continuance of the fuel shortage next winter. Fuel Administrator Harold L. Ickes has pointed out recently that "next winter may be the most serious time since the beginning of the war."

With manpower for the overhauling of heating plants in not too plentiful supply, it would behoove contractors to get their orders for such jobs lined up and programmed as soon as possible. Most repair parts for systems, according to trade sources, are in better supply than last year and the picture will continue to improve with end of the Japanese war.



Welcome Home, Craftsmen!

Devoe & Reynolds has prepared a colorful banner welcoming home the painter craftsmen who have completed their tour of duty and are here on furlough or for discharge on the point system. A free copy of this banner is available to any painting contractor, painters' union hall, or paint merchant in America; and it is not only free, but it is free of all advertising. It is designed solely to welcome returning members of the old and honorable profession of painting and decorating and to welcome them warmly and sincerely.



THE POST-WAR

PRECISION-BUILT HOMES PROGRAM

is now ready

There is a place in this plan for

- the architect
- the contractor
- the operative builder
- the lumber dealer
- the realtor
- the lending institution
- the insurance company
- local labor

Kindly write on your letterhead for the details—specifying your interest. Find out what has been accomplished through ten years of intensive research—originated by The Housing Division of Homasote Company and now continued by this corporation.

PRECISION-BUILT HOMES CORPORATION  
TRENTON 3, NEW JERSEY

# 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



★  
**MAKES  
WASTE ROOM  
USABLE**

Qualitybilt  
WOODWORK

Sliding Window Units . . . Basement Sash Units  
Front Entrances . . . Deluxe Kitchen Units . . . Uni-rol Overhead  
Garage Doors . . . Unipak Wood Casements . . . Farlo Unique  
Frames . . . Farlo-Vent Ventilators . . . Sash . . . Doors . . . Frames  
Screens . . . Cabinet Work . . . Stair Parts

**FARLEY & LOETSCHER MFG. CO.**

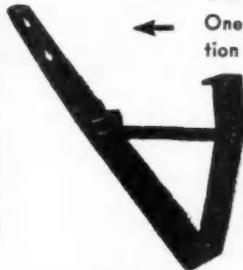
ESTABLISHED 1875 DUBUQUE, IOWA 70 YEARS OF SERVICE

# 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. AB945 Cedar Falls, Iowa



FOR

*Added Sales Appeal*  
**INSTALL**

## G-E WIRING MATERIALS

Choose G-E wiring devices, cables and wire for the electrical wiring systems in the houses you build. They are high quality materials and will add to the value of your houses. Your customers know the G-E monogram stands for high quality and dependability. The use of wiring materials carrying this monogram will automatically provide extra sales appeal. The G-E wiring materials line is complete including conduits, building wires, BraidX, BX, boxes and fittings, standard wiring devices and Moncor surface wiring devices.

For further information, see the nearest G-E Merchandise Distributor or write to Section CDW-959-80, Appliance and Merchandise Department, General Electric Co., Bridgeport, Conn.



### WIRE ADEQUATELY

B. A. McDonald, electrical supt. N. Y. Fire Insurance Rating Organization, Rochester, N. Y., says, "Wire for tomorrow and wire adequately. Advances in the use of electricity demand that we provide a safe, convenient and adequate outlet for such use."



BUY WAR BONDS AND HOLD THEM

**GENERAL ELECTRIC**





**Building Contractors  
Are Finding a  
Good Income in  
Termite Control Work**

Leading building contractors in all parts of the country are turning to termite control work. And for good reasons. It is immediate work without restrictions. A thorough job of termite control usually demands some construction modifications; runs into a substantial sum and carries a good profit. Termite control work is a feeder for construction work.

**TERRATOX**

TERRATOX is a nationally recognized termite control agent. Highly effective and economical. TERRATOX, properly used, does not only a thorough immediate job of termite control, but provides protection over a period of years.

SEND FOR BUILDING CONTRACTOR'S TERMITE CONTROL BULLETIN. Sent free to building contractors. This bulletin not only fully describes TERRATOX, but tells in plain language how to inspect for termites and how to do a thorough termite control job.

**WOOD TREATING CHEMICALS CO.**

5137 Southwest Avenue      St. Louis 10, Mo.  
Sales Agents for MONSANTO CHEMICAL CO.  
Santophen 20, Santocrite and Permaform

**Construction Industry Seeks Increase In Apprentices under Training Program**

THERE are not enough skilled building workers for expected postwar needs, according to a study recently completed by the Apprentice-Training Service of the War Manpower Commission, and industry is seeking a rapid increase in the number of apprentices to fill the gap.

The study reveals that the average age of construction men increased from 38½ years in 1900 to 43 years in 1940, while the proportion of youths under 20 years of age being trained to replace the older group declined six per cent during the same period. If workers 65 years of age or older were suddenly to retire, the study pointed out, severe shortages of skilled labor would result in several of the building trades because there are not enough journeymen and apprentices to replace them. The existing ratio of replacements is entirely inadequate if projected plans for expanding the construction economy are carried out.

To cope with this situation, the construction industry, through its General Committee on Apprenticeship for the Construction Industry, consisting of leading contractors and union officials, has urged that each local union and employer association renew and extend its activities to develop more apprentices within their crafts, and that a "uniform sound policy be developed in handling returned veterans in terms of Public Law 346 (the G. I. Bill) and in terms of its application."

Further data released by the Apprentice-Training Service Committee revealed that in 1940 there were 2,016,450 craftsmen and 25,269 apprentices in the construction industry. To maintain this number of craftsmen, it was pointed out, we must train not 25,000 or 30,000, but at least twice that number of apprentices so that 40,000 will complete their training each year and take their places in the trades as all-round skilled workers.

Nation-wide apprentice-training programs have been established for the trades of carpenter, electrician, plumber, steam fitter, and painter and decorator.

**8 BIG BUILDING BOOKS**



Learn to draw plans, estimate, be a live-wire builder, do remodeling, take contracting jobs. These 8 practical, profusely illustrated books cover subjects that will help you to get more work and make more money. Architectural design and drawing, estimating, steel square, roof framing, construction, painting and decorating, heating, air-conditioning, concrete forms and many other subjects are included.

**FOR EXAMINATION  
SEND  
NO MONEY**

**BETTER JOBS—BETTER PAY  
NOW AND AFTER WAR**

Keep busy now at good pay, and be prepared for after-war building boom. Big opportunities are always for MEN WHO KNOW HOW. These books supply quick, easily understood training and handy, permanent reference information that helps solve building problems.

**UP-TO-DATE  
EDITION**

These books are the most up-to-date and complete we have ever published on these many subjects.

Coupon Brings Eight Big Books For Examination

**AMERICAN TECHNICAL SOCIETY**      Vocational Publishers since 1898  
Dept. G633      Drexel at 58th Street,      Chicago 37, Ill.

You may ship me the Up-to-Date edition of your eight big books, "Building, Estimating, and Contracting," without any obligation to buy. I will pay the delivery charges only, and if fully satisfied in ten days, I will send you \$2.00, and after that only \$3.00 a month, until the total price of only \$34.80 is paid. I am not obligated in any way unless I keep the books.

Name .....

Address .....

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

Please attach a letter stating your age, occupation, employer's name and address, and that of at least one business man as a reference. Men in service also give home address.

**Any Way You Look at 'em ...  
STERLINGS EXCEL!**



Examine every detail of a Sterling—tray, braces, wheel, legs, and handles. You'll find that Sterlings are built to take hard punishment over a long period of years. Right now, our entire facilities are devoted to essential war production. But we are looking forward to the postwar era when we can again take care of your requirements.

STERLING WHEELBARROW CO., Milwaukee 14, Wis.



Look for this Mark of STERLING Quality

**Sterling**  
WHEELBARROWS

A 4645-1/8A

**WHEN YOU NEED  
CONSTRUCTION  
EQUIPMENT**

*Think First of*

**CONSTRUCTION  
MACHINERY CO.**

**WATERLOO  
IOWA**



**MIXERS • PUMPS • HOISTS  
BATCHING & PLACING EQUIP.  
SAWS • CARTS • BARROWS**

# Trims that STAND OUT

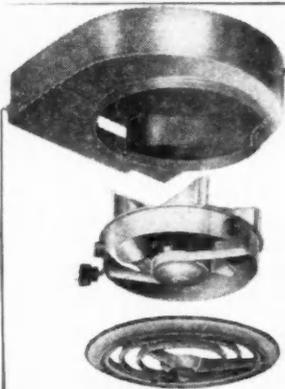
*in beauty, utility and permanence*



**B & T**  
Metal Trims  
Trademarked  
**CHROME**  
Reg. U.S. Pat. Off.

For outstanding smartness, feature CHROME-EDGE Metal Trims. They are designed for permanent beauty as well as easy application, by experts with years of experience in the wall and floor covering field. CHROME-EDGE metal Trims make good covering jobs even better, and are not subject to troublesome shrinking, cracking, crazing, fading, chipping or peeling. For the latest metal trim information write to B & T today.

**B & T** Metals Company Columbus 16, Ohio



**HOME OWNERS WILL DEMAND**

## "Spot" Ventilation ..

BLO-FAN "Spot" Ventilation eliminates unwanted air from kitchen, bathroom and gameroom *at the source!*

The patented combination of breeze fan and blower principles give the Blo-Fan *volume plus power*. Ceiling installed—over the spot where odors and vapors originate—a Blo-Fan is twice as effective as a similar size fan in a side wall across the room. Show your customers our new booklet, "Danger Spots in Your New Home." *Send for your copy today!*

**PRYNE & CO., INC.**  
1245 E. 33rd STREET, LOS ANGELES 54

BRANCHES (TO BE RE-ESTABLISHED AFTER WAR)  
SAN FRANCISCO • SEATTLE • CHICAGO • NEW YORK

"Spot" Ventilation MEANS Blo-Fan

# Cabinet Hardware



*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



**NATIONAL LOCK COMPANY**

Builders Hardware Division • ROCKFORD, ILLINOIS

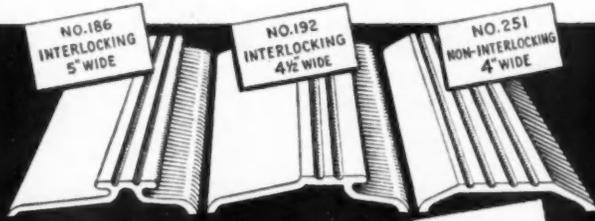
## ALLMETAL

**Weatherstrip and Thresholds for every home and apartment should be ordered now!**

**WEATHERSTRIP**—Ready to install. Furnished cut to size for double hung windows, casements and doors. Most zinc shapes available. Simply send number, kind and dimensions of openings. For complete information and prices—use coupon below.

$\frac{3}{8}$ " wide and  $\frac{7}{8}$ " wide Cushion Bronze and most widths of plain hemmed bronze are now available. Other bronze strips may be had soon.

**THRESHOLDS**—Extruded Brass—now available! Both narrow and wide interlocking and 4" wide non-interlocking types. Write today for complete illustrated list.



NO. 186  
INTERLOCKING  
5" WIDE

NO. 192  
INTERLOCKING  
4 1/2" WIDE

NO. 251  
NON-INTERLOCKING  
4" WIDE

**ALLMETAL WEATHERSTRIP CO.**  
2243 North Knox St., Chicago 39, Ill.  
Please send information & prices.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



THERE'S A RIGHT WAY TO BUILD A COLD APPLICATION ROOF!

ABESTO specifications for roof constructions with our adhesives have clear diagrams, simple directions, and complete material lists.

ABESTO products can be used with any standard brand plain roll roofing to build roofs that—

1. RETAIN AN ELASTIC SURFACE WHEN CURED
2. ARE PERFECTLY JOINED
3. ARE HIGHLY RESISTANT TO OXIDATION

ABESTO specifications are available free of charge upon request.



**ABESTO MANUFACTURING COMPANY**

Dept. 31

Michigan City, Indiana

**ALPHABETICAL INDEX TO ADVERTISERS, SEPTEMBER, 1945**

<b>A</b>		<b>L</b>	
Abesto Mfg. Co.....	160	Laucks, Inc., I. F.....	17
Adam Electric Co., Frank.....	150	Lehigh Portland Cement Co.....	121
Allmetal Weatherstrip Co.....	159	Libbey-Owens-Ford Glass Co.....	66
Aluminum Window Corporation, The.....	76		
American Builder.....	70-124-136	<b>M</b>	
American Floor Surfacing Machine Co.....	138	Majestic Co.....	154
American Radiator & Standard Sanitary Corp. 64		Mall Tool Company.....	142
American Roof Truss Co.....	161	Masonite Corporation.....	65
American Saw Mill Machinery Co.....	67	Master Rule Mfg. Co., Inc.....	151
American Technical Society.....	158	Mastic Asphalt Corp.....	34
American Telephone & Telegraph Co.....	150	McKinney Mfg. Co.....	149
Andersen Corporation.....	38-39	Mesker Bros.....	43
Angier Corporation.....	141	Miami Cabinet Division, The.....	9
Armstrong Cork Company.....	149	Milwaukee Stamping Company.....	139-153
Arctic Feather & Down Co.....	136	Minneapolis-Honeywell Regulator Company.....	28
Association of Gas Appliance & Equipment Mfrs.....	60	Modine Manufacturing Company.....	121
Aviation Corporation, The.....	49-56	Monsanto Chemical Company.....	17
		Mueller Brass Co.....	28
<b>B</b>		Mullins Manufacturing Corp.....	27
B. & T. Metals Co.....	159		
Barber-Colman Co.....	137	<b>N</b>	
Bell & Gossett Co.....	77	National Assn. Fir Door Mfrs., The.....	61
Better Homes and Gardens.....	130	National Assn. Ornamental Metal Mfrs.....	132
Bird & Son, Inc.....	41	National Brass Company.....	131
Bituminous Coal Institute.....	35	National Door Mfrs. Assn.....	156
Breidert Co., G. C.....	152	National Gypsum Company.....	82
Bryant Heater Co., The.....	75	National Lock Company.....	159
Builders' Topics.....	161	National Manufacturing Company.....	4th cover
		National Steel Corporation.....	26
<b>C</b>			
Carey Manufacturing Co., The Philip.....	9	<b>O</b>	
Carr, Adams & Collier Co.....	141	Overhead Door Corporation.....	3rd cover
Case & Son Mfg. Co., W. A.....	128	Owens-Illinois Glass Company.....	53
Ceco Steel Products Corp.....	55		
Celotex Corporation, The.....	2	<b>P</b>	
Certain-teed Products Corporation.....	52	Paine Co., The.....	161
Chevrolet Motor Division.....	13	Parsons Company, The.....	32
Chicopee Manufacturing Corp.....	30	Pittsburgh Plate Glass Co.....	44-58
Clarke Sanding Machine Co.....	144	Ponderosa Pine Woodwork.....	68
Clyde Porcelain Steel Corp.....	29	Porter Cable Machine Co.....	147
Congoleum Nairn, Inc.....	46	Pratt & Lambert, Inc.....	127
Consolidated Machinery & Supply Co., Ltd.....	140	Precision-Built Homes Corporation.....	156
Construction Machinery Co.....	158	Pryne & Co., Inc.....	159
Corbin, P. & F.....	37		
Crane Co.....	50-51	<b>R</b>	
Crawford Door Company.....	21	Red Cedar Shingle Bureau.....	147
		Red Devil Tools.....	161
<b>D</b>		Remington Rand, Inc.....	134
Detroit Steel Products Company.....	3	Ruberoid Company.....	29
Douglas Fir Plywood Association.....	59	Ryerson & Son, Inc., Joseph T.....	146
<b>E</b>			
Edison General Electric Appliance Co., Inc.....	74	<b>S</b>	
Eljer Co.....	19	Samson Cordage Works.....	161
		Servel, Inc.....	34-15
<b>F</b>		Sisalkraft Co., The.....	148
Farley & Loetscher Mfg. Co.....	157	Skilsaw, Inc.....	78
Felker Manufacturing Company.....	153	Solvay Sales Corporation.....	145
Fir Door Institute.....	8-61	Sonneborn Sons, L.....	151
Flintkote Company, The.....	54	Southern States Iron Roofing Co.....	12
Ford Metal Mouldings Company.....	10	Spencer Heater Division.....	49
Ford Motor Co.....	18	Stanley Electric Tools.....	115
Ford Roofing Products Co.....	120	Stanley Tools.....	135
Frantz Manufacturing Co.....	145	Stanley Works, The.....	48
		Sterling Wheelbarrow Co.....	158
<b>G</b>		Stran-Steel Division.....	26
General Bronze Corporation.....	76	Surface Combustion.....	73
General Electric Co.....	157		
General Motors Corp.....	13	<b>T</b>	
Great Lakes Steel Corporation.....	26	Tamblyn System.....	161
		Texas Company.....	133
<b>H</b>		Thermador Electrical Manufacturing Company.....	4
Hill Termite Control Systems.....	148	Tile-Text Company, The.....	155
Homelite Corporation.....	162	Time, Inc.....	33
Hope's Windows, Inc.....	146	Timken-Detroit Axle Co., The.....	63
Horton Manufacturing Division, The.....	56		
House & Garden.....	40	<b>U</b>	
		United States Gypsum.....	72
<b>I</b>		United States Steel Corp. Subsidiary.....	63
Insulite.....	23	Universal Atlas Cement Co.....	6
		Upson Co., The.....	154
		Utility Appliance Corp.....	154
<b>J</b>			
Jackson & Church Company.....	25	<b>W</b>	
Jaeger Machine Co., The.....	161	Wagner Mfg. Co.....	157
Johns-Manville.....	46-47	Walker-Turner Co., Inc.....	153
Johnson Co., S. T.....	152	War Advertising Council.....	143
Jones & Brown, Inc.....	34	Western Pine Association.....	155
		Westinghouse Electric Corporation.....	69
<b>K</b>		Weyerhaeuser Sales Co.....	116-117
Kawneer Co., The.....	5	Wheeler, Osgood Company, The.....	71
Keasby & Mattison Company.....	125	White Co., David.....	151
Kennedy, Inc., David E.....	31	White-Rogers Electric Co.....	16
Kimball Manufacturing Company, Inc.....	161	Wood Conversion Company.....	45
Kimberly Clark Corporation.....	24-57	Wood Industries, Inc., Gar.....	119
Kinnear Mfg. Co.....	136	Wood Treating Chemicals Co.....	159
Kitchen Maid Corp., The.....	153		
Kohler Co.....	42	<b>Y</b>	
Kwik-Mix Co.....	139	Youngstown Kitchens.....	27



# SPOT CORD

REG. U.S. PAT. OFF.

— the most durable material for hanging windows

## SAMSON CORDAGE WORKS

BOSTON 10, MASS.

# New BEVIL-DEVIL ALL PURPOSE SET for



YOU need these tools for insulation board jobs.

Made of hard maple, light weight. Sharp, strong blades cut thru toughest insulation boards, leaving clean, smooth edge.

**\$350**

Three tools, five blades, attachments, all for . . . Sent postage paid anywhere in U.S.A.

Extra Bevil-Devil Blades, of selected steel, ground to cut insulation board, package of 100 for \$4.00, postage paid.

**KIMBALL MANUFACTURING COMPANY, INC.**  
1703 GREENLEAF ROYAL OAK, MICH.

## Now you can mix up to 50 YARDS A DAY

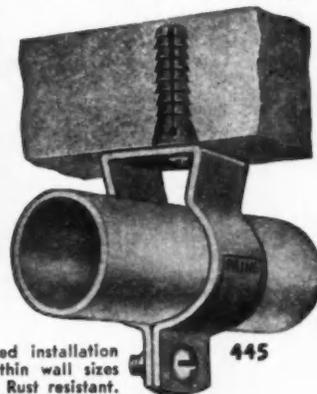
### JAEGER 3 1/2 S "AUTO-LOADER" with Automatic SHAKER BATCHER



Loads and measures while you mix, then shakes waiting batch into drum. Fastest, huskiest half-bagger built; machined steel drum tracks, other 1945 features. Get Catalog JM-5.

**THE JAEGER MACHINE CO.**  
521 Dublin Ave.  
Columbus 16, Ohio

# PAINE OFFSET CLAMP



For Hanging Pipe, Conduit and Cable.

Holds piping away from wall to speed installation and simplify maintenance. Rigid and thin wall sizes with correct size bolt and nut inserted. Rust resistant.

Buy from Your Supplier or Write for Catalog.

**THE PAINE CO.**

2959 CARROLL AVE.  
CHICAGO 12, ILL.

## BE A SUCCESSFUL BIDDER

The successful bidder is the man who bids the right price. A correct estimate is the foundation of any builder's success. A job taken too cheap results in a loss; a job bid too high is lost to a competitor. Whether you are a beginner or experienced in estimating, you can't afford to pass up this offer to examine the Tamblin System of Estimating absolutely free.

This system is based on forty years of actual construction experience, and by its use you can estimate costs according to your local rates and conditions. Thousands have used it successfully during the twenty-five years it has been on the market. This year the course has been completely revised to help you get your share of the postwar business.

Study the course for ten days absolutely free. If you decide you don't want to keep it, just return it. Otherwise send us \$5.00, and pay the balance of \$25.00 at \$5.00 per month, making a total of \$30.00 for the complete course. Send us your name and address today, and we will send you plans, specifications, estimate sheets, a copy of the Building Labor Calculator, and complete instructions. What we say about this course is not important, but what you find it to be after you examine it is the only thing that matters. You be the judge; your decision is final.

**TAMBLYN SYSTEM, Johnson Building AB, Denver 2, Colo.**

## For Churches Erect Strong, Graceful American Trusses!



*American-crescent*

TWO POPULAR TYPES FOR CHURCHES:

American Crescent and American Scissors . . . made of select Timbers, assembled by Skilled Truss Mechanics. These Trusses Shipped all over the country. Used on Hundreds of Churches Everywhere.

Add to the Beauty and Economy of Your Church. Erect Durable American Wood Church Trusses. Sensibly Priced.

For Illustrated Catalog, write to . . .

**AMERICAN ROOF TRUSS CO.**

6852 STONY ISLAND AVE.

CHICAGO 49, ILL.

## CONTRACTORS

### GIVE YOUR FOREMAN A BREAK

Any person who knows the difference between a jack and hip rafter can frame any even pitched roof in a few minutes with Builders' Topics, vest pocket size book **RAFTER LENGTHS**. Simply open the book to your pitch page and there in print are the lengths, level, plumb and side cuts for all your rafters for any building from one inch to forty feet of span. This is really a **ROOFERS' ACTUARY**; no guessing, no planning, no thinking necessary. Lengths are figured to the closest 1/16 of an inch. Side level cuts are to the closest 8th degree. Tells you the cuts to use on the square, also gives same information for those who use the radial saws. Fourteen standard pitches are given from 1/4 to 3/4. Gives all deductions, really a wonderful book for carpenters and estimators. Buy yours today from your retail lumber dealer; if he cannot supply you send one dollar for sample copy. Builders' Topics, 3rd Floor, Medical Arts Bldg., Seattle (1) Washington.

Builders' Topics Simplified book on the steel square is said to be the best. Price \$3.00.

We are the original teachers of the Carpenters Framing Square in five easy lessons by mail. Information Free.

# Red Devil TRIANGLE POINTS

RED DEVIL No. 2 Triangle Points are now packaged in 5¢ and 10¢ size handy packages which permit dispensing of a few at a time, preventing wasteful loss caused by "loose" containers. Triangle Points come in 6 standard sizes and can be purchased in 1/4 pound to 100 lb. quantities.



Leaders Since 1872

**RED DEVIL TOOLS.**  
Irvington 11, N. J., U. S. A.

GLASS CUTTERS + POINT DRIVERS + PUTTY KNIVES + WOOD SCRAPERS  
PAINT CONDITIONERS + FLOOR SANDING MACHINES

# Power Makes Money



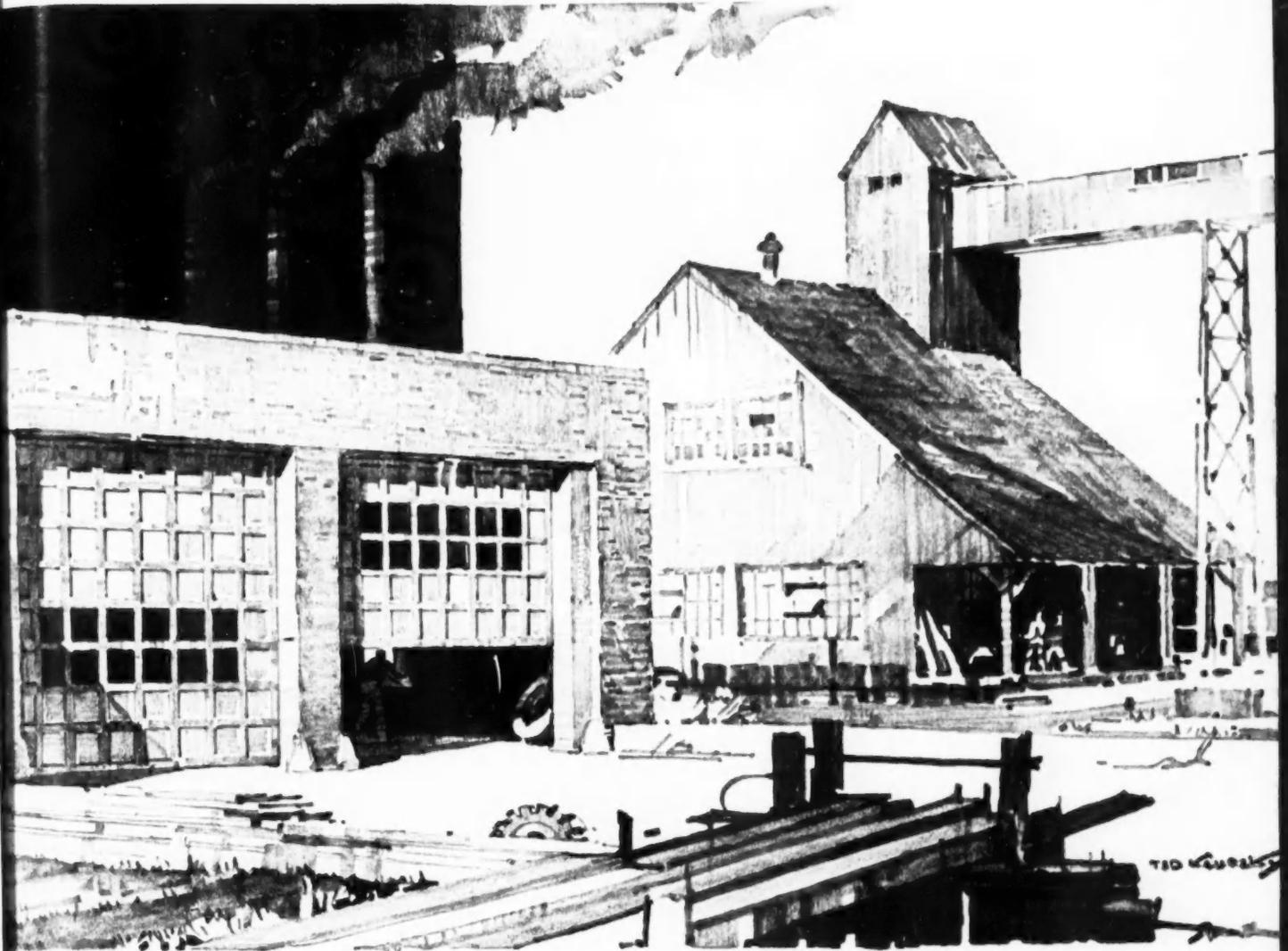
... Use the Homelite power method ... the mass production method. All you do is line up your lumber, plug a power saw into a Homelite Portable Generator and the job is but a few seconds from being done.

With a Homelite Portable Gasoline-Engine-Driven Generator you never have any power problems. No waits for installations. No long cables. No gadgets. Just pick up your Homelite, put it where you want it, start it and you have 2000 watts ... enough to operate several power tools or lights. Write us for complete information.

## Homelite Corporation

*Portable* PUMPS • GENERATORS • BLOWERS  
PORT CHESTER, NEW YORK

# DOORS FOR LASTING SERVICE



COPYRIGHT, 1945, OVERHEAD DOOR CORPORATION

● Continuous, efficient operation of doors is an important factor in keeping production on schedule. The "OVERHEAD DOOR" with the Miracle Wedge is engineered for fast, trouble-free operation. Weather-tight and tamper-proof, this quality door insures in-

stant and lasting service in all types of structures—industrial, commercial, residential,

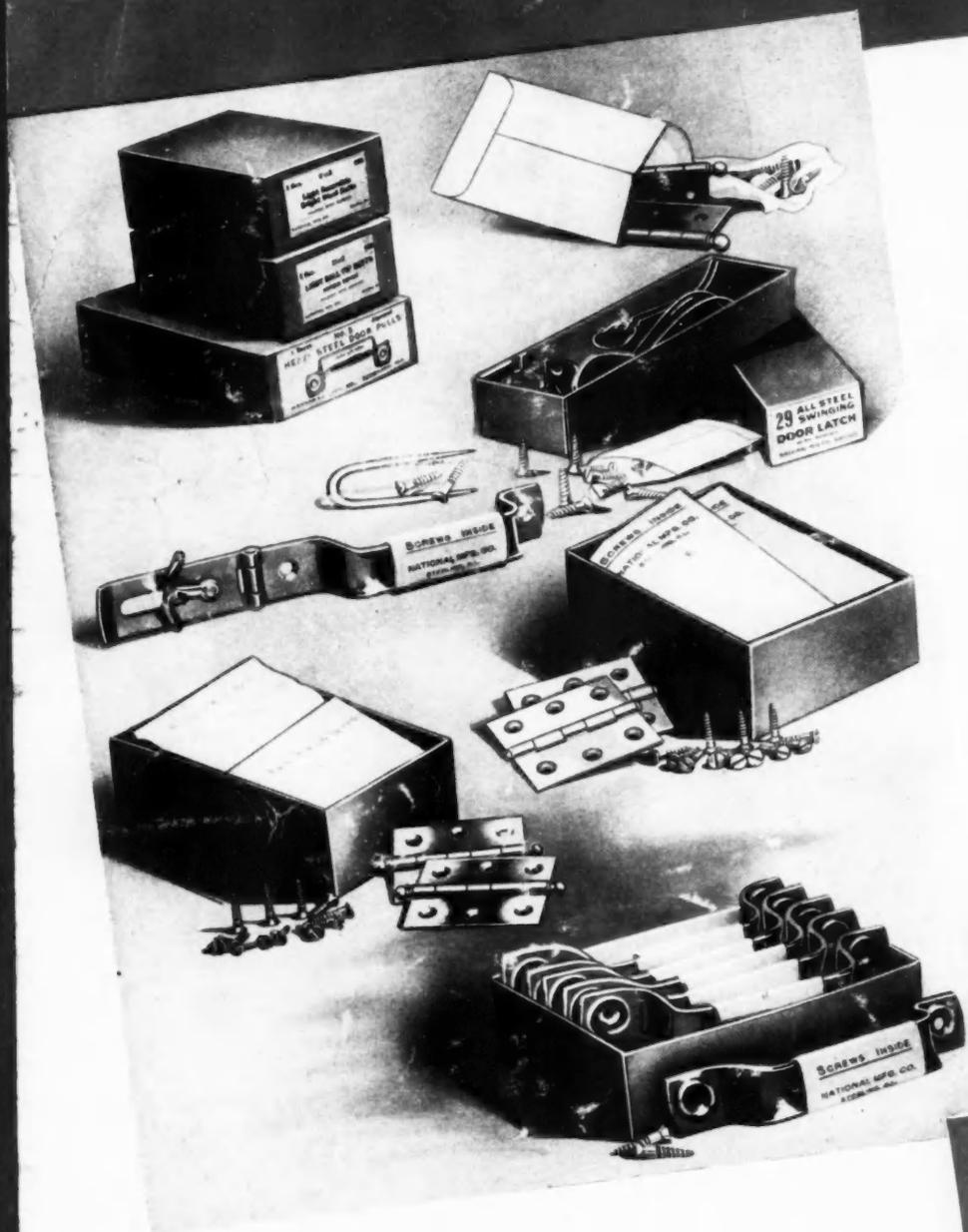
#### TRACKS AND HARDWARE OF SALT SPRAY STEEL

Any "OVERHEAD DOOR" may be manually or electrically operated. Sold and installed by Nationwide Sales—Installation—Service.

THE  
**OVERHEAD DOOR**  
TRADE MARK  
WITH THE  
**MIRACLE WEDGE**

OVERHEAD DOOR CORPORATION • Hartford City, Indiana, U. S. A.

# NATIONAL puts it all in a box!



## FROM CABINET HARDWARE TO GARAGE DOOR SETS

—each National Hardware item is packed complete in an individual package with everything there ready to install—even the correct number and size of screws. There is nothing else to buy. Builders praise National's good looks and long life.

Your dealer likes National's handy packages, too. There are no screws to count and no bolts to hunt. It's all there in the box. All he has to do is to hand you the correct package. Moreover, it's easy to stock and easy to sell.

**National**  
Builders' Hardware

ASK YOUR DEALER TO SHOW YOU  
THE NATIONAL LINE TODAY

NATIONAL MANUFACTURING CO. STERLING ILLINOIS