

IT PAYS TO FEATURE THE LEADER!

CELOTEX

The Brand of Building Products Your Customers Accept with Confidence

IT'S TRUE in any field. It's true of any line. When you feature the *leader*, your rewards are greater!

And it's especially true of building products. Customer confidence in the line you use and recommend helps you close more new construction and remodeling jobs . . . easier, faster. That means more profit for *you*.

Take *Celotex* Building Products for example. They're *universally* accepted with confidence! And there's a reason why. More than 20 years of sound, convincing national advertising has driven home these facts to your customers:

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

to these *Celotex* boards great strength and insulating value.

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

What's more, customer confidence has been maintained by upholding the *high quality* of *Celotex* Building Products over the years. Continuing research and steady improvements in manufacture have made this possible.

Little wonder, then, that wide-awake builders feature the *leader*. They use and recommend *Celotex*—the brand of building products that your customers accept with confidence. Why not take a tip from them?

CELOTEX 1/2" BUILDING BOARD

Celotex standard cane fibre building board—for use wherever strength, rigidity, light weight and insulating properties are required. Smooth ivory-coated on one side; natural on back. *Ferox*-Processed against dry rot and termites. Sizes: 4' x 6', 7', 8', 9', 10' and 12'



CELO-ROK WALLBOARD AND WEATHER-PROOF SIDING

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



Celo-Rok Weather-Proof Sheathing is a fire-resistant gypsum board for use as sheathing or as composite sheathing and siding. Treated exterior requires no painting. 1/2" thick with T&G long edges; 1" thick with ship-lapped long edges. Sizes: 2 1/2' x 6', 8', 9' and 10'

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



For all general buildings. Applied to studing, it combines siding, sheathing, and insulation in one rigid, weather-resistant material . . . saves lumber, time, labor. Bufftone or green mineral-surfaced exterior. 3/8" thick—4' x 8' and 10' with square edges; 2' x 8' with T&G long edges. 3/8" thick—4' x 8' with square edges.

CELOTEX ROCK WOOL BATTS

FOR HOME INSULATION



For proved efficiency at moderate cost—but with fine profit to you. Fire-proof. Full thickness—can be applied between attic floor joists or rafters. Easier FHA financing now available to your prospects.

Other Celotex Products

- Celotex Asphalted Building Board
- Celotex Insulating Sheathing
- Celotex Insulating Lath
- Celotex Insulating Interior Finishes
- Cemesto
- Celotex Roof Insulation

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

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

THE CELOTEX CORPORATION, CHICAGO 3, ILLINOIS

"No more dreaming...
Now I can build!"

CONVENIENCE
COMFORT
BEAUTY
ECONOMY

... for the serviceman's home
Fenestra helps you provide them all!

There ought to be a lot of satisfaction in providing the kind of home a serviceman has been dreaming about.

And, to be frankly commercial, there's good business in it, too.

Times may have changed—but not the all-important fact that you get more business by giving people what they want.

Ask a prospect what he wants in windows . . . more fresh air? . . . more daylight? . . . easier opening? . . . beautiful architectural lines? We could go on and on. The fact is, you can provide more of the features people want in

windows with *modern* Fenestra Steel Casement Windows.

Fenestra Windows open at a finger's touch—close to a snug fit. Their slender muntins permit extra daylight to come in. And their graceful horizontal lines are in keeping with modern architectural trends.

This all adds up to better salability. Make Fenestra Windows a sales-building feature of your new houses. To help you plan your houses with greater appeal, we have prepared a booklet that tells how to select the right windows for each room. Mail the coupon for your copy.

RESIDENCE STEEL CASEMENTS

Fenestra



DETROIT STEEL PRODUCTS COMPANY,
AB-12, 2260 East Grand Boulevard, Detroit 11, Michigan.

Please send me the new "Fenestra Residence Casements" catalog and the new "How to Plan Better Windows for Your New Home" booklet.

Name _____

Address _____

Weathering is a
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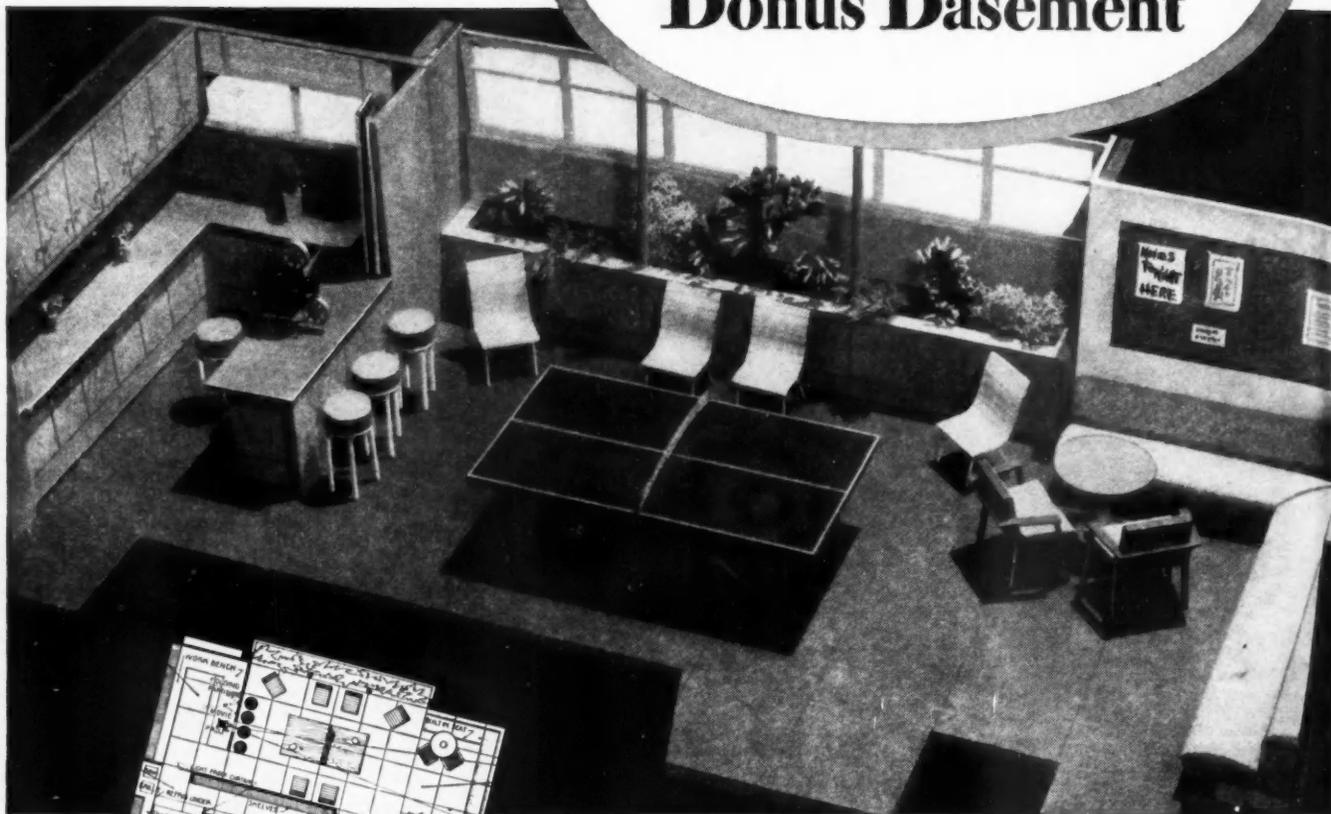
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available

at Mex'co, 1 year
Chicago, Illinois
Chicago 3 Illinois

SPECIAL OFFER! The "Bonus Basement" shown below was modeled from one of 20 architects' plans for an ideal basement of a modest home. All 20 designs—showing basement and upper floor plans—have been reproduced in a helpful and informative book. While the edition lasts, we will send you a copy for the special price of only 10¢ postpaid. Mail request to the address printed below.

One "oversight" in planning
your postwar home can cheat you out of a

Bonus Basement



ARCHITECT
ELLIOT L. WHITAKER,
STATE COLLEGE, PA.

A WORD TO THE WISE!

No matter what kind of fuel you now plan to use in your new home, don't make the mistake of "building coal out." For someday, when other fuels may become even more expensive, you may want to switch to the economy, comfort, and health advantages of heating with Bituminous Coal. So make sure your basement provides ample space for coal storage. And also be sure you get an adequate chimney—one with a flue big enough to handle Bituminous Coal as well as any other fuel. The extra cost of such a chimney flue is small—only about \$16 for the average 7-room house.

Most postwar homes—even those designed to fit into the average budget—will include a handsome, useful basement room such as the one shown above.

And if you want to get *your* recreation room on mighty attractive terms—*don't overlook the advantages of heating with Bituminous Coal.* For you can have a "Bonus Basement"—furnished and paid for in only a few years' time by the savings that come from burning low-cost Bituminous Coal.

Bituminous Coal is not only the most economical, but also the most dependable of all home-heating fuels. It supplies steady, *uniform* heat. That's one reason why 4 out of every 7 American homes depend on coal. And, when burned in one of the marvelously efficient new coal stokers, Bituminous Coal is also an "automatic" fuel—even to the point of ash removal! Clean, quiet, odorless, smokeless.

To get a bookful of plans and suggestions for your "Bonus Basement," take advantage of the special offer described above. Then talk it over with your architect or builder. *Bituminous Coal Institute, 60 East 42nd Street, New York 17, N. Y.*

FOR ECONOMY, DEPENDABILITY, AND HEALTHFUL HEAT . . . YOU CAN'T BEAT BITUMINOUS COAL

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

BRIXMENT MORTAR Is More Plastic



To compare the plasticity of any two mortars, try shoving a brick into place, with a full head

joint. The more plastic the mortar, the easier the work. Try this with Brixment mortar!

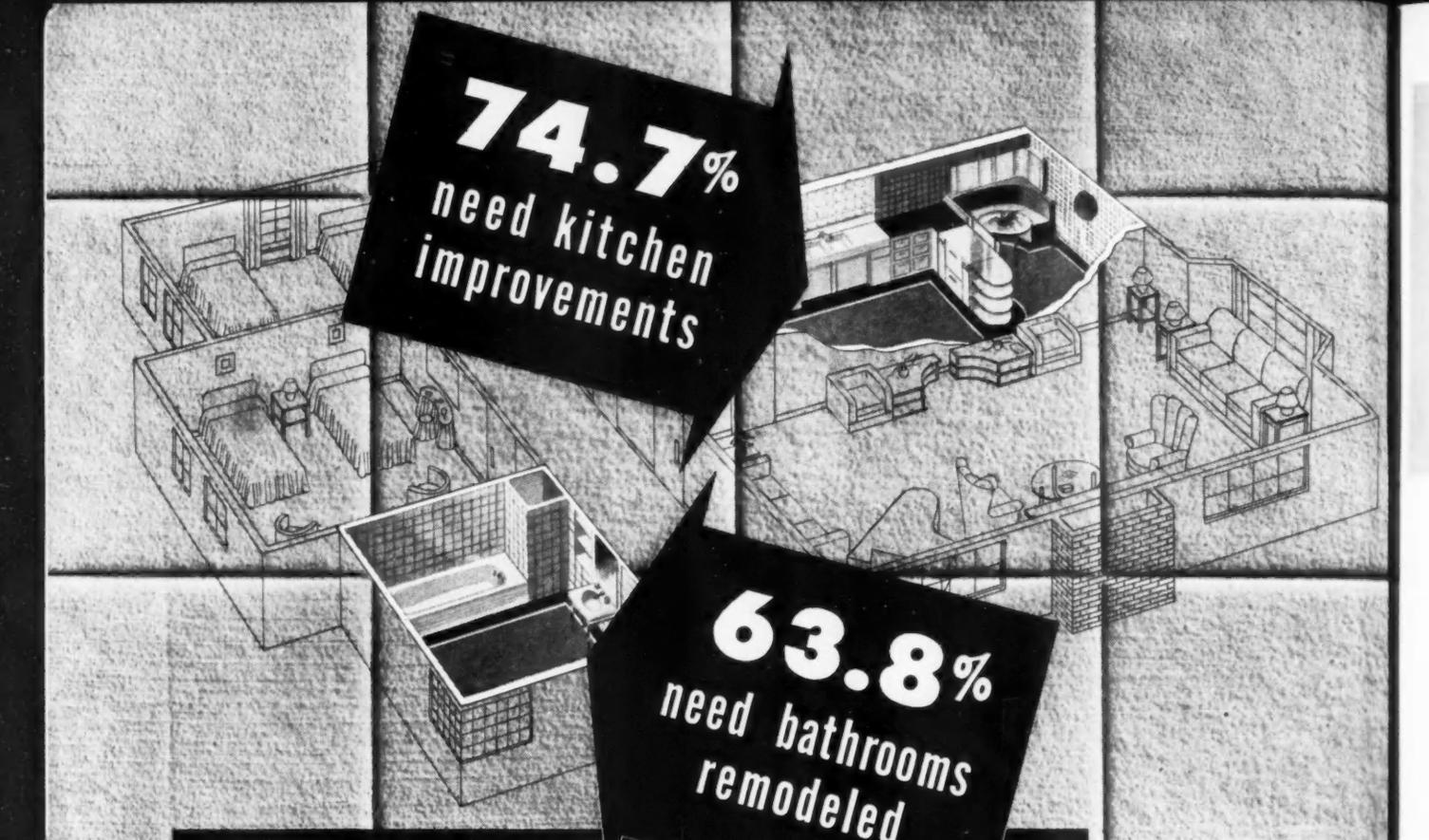
AND GOOD PLASTICITY IS THE FIRST REQUIREMENT OF GOOD MORTAR

One of the most important characteristics any mortar can possess is *plasticity*. Within certain limits, plasticity is the greatest single factor not only in the *economy* of the brickwork, but also in its strength, its neatness, and its resistance to the passage of water.

One of the outstanding characteristics of Brixment mortar is its unusual plasticity. For twenty-five years, brick-

layers all over the United States have agreed that the workability of Brixment is comparable to that of straight lime putty. This exceptional plasticity makes it easy for the bricklayer to secure neat, economical brickwork, with the brick properly bedded, and the joints well filled. And because of this unusual plasticity, a bag of Brixment will carry three full cubic feet of sand and still make an ideally workable mortar.

LOUISVILLE CEMENT CO., Incorporated, LOUISVILLE 2, KENTUCKY
CEMENT MANUFACTURERS SINCE 1830



74.7%
need kitchen
improvements

63.8%
need bathrooms
remodeled

NATION-WIDE SURVEY shows where to look for **REMODELING PROFITS NOW!**

● A vast, nation-wide survey by McCall's Magazine has revealed startling facts regarding today's big remodeling market.

18,580 home owners reported in this great survey—and nearly 8 out of 10 plan extensive kitchen improvements. More than 6 out of 10 plan immediate remodeling of old bathrooms. This is indicative of the nation-wide demand.

Here's a remodeling market you can handle *right now*. With Upson Dubl-Thik Fibre-Tile you can quickly create unusual, charming wall effects in any color scheme, at modest cost. You can match the postwar dreams of home owners with practical, *available* construction that will fit their pocket-books.

Begin now to get the quick profits from this pent-up purchasing power. But be sure to insist upon Upson Dubl-Thik Fibre-Tile—quality-proved through millions of feet now giving perfect satisfaction. Stocks are now available.

THE UPSON CO. LOCKPORT, N.Y.

Upson Products are Easily Identified By the Famous Blue-Center



UPSON
DUBL-THIK
FIBRE-TILE

● **THICKER, STRONGER**

Over 1/4 of an inch thick—made of tightly compressed fibres with tile indentations 4" square on a hard-finished fuzzless surface. Neither brittle nor spongy.

● **ECONOMICAL TO INSTALL**

Requires no backing. Apply direct to studs in new construction . . . or over plastered walls without furring, using Upson No. 2 Floating Fasteners. No nails to mar surface. Panels 4' wide up to 14' in length.

● **LASTING BEAUTY**

Smooth, non-absorbent surface for enameling in exact color customer wishes. Especially processed to eliminate need for sizing, and provide extremely low finishing cost.

● **ENDURING SATISFACTION**

Sold by thousands of discriminating dealers for years. Millions of feet now in use in bathrooms, kitchens, stores and shops all over the land. Available now.

AMERICAN BUILDER

AND BUILDING AGE

DECEMBER

VOL. 67

1945

NO. 12

C O N T E N T S

AMERICAN BUILDER and BUILDING AGE

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Better Trucks *for YOUR Business!*



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and We’re Well Pleased With Them!”**

Lumber dealers like Ford Trucks because they have the rugged frame and axle construction, powerful motors and built-in endurance to stand up under big loads . . . to do heavy hauling jobs better and for less money. Mr. John Everett, manager of the Long Bell Lumber Co., Enid, Oklahoma, who operates a fleet of Ford Trucks, says:

“We have really put our Ford Trucks over the road and have given them extremely hard usage at times. Our 1½-ton truck trailers have been pulling loads of from 18

to 20 thousand pounds . . . on trips of from 250 to 750 miles. We are well pleased with our Fords’ record.”

The new Ford Trucks offer many superiorities—including a choice of the powerful new 100 HP V-8 or 90 HP six-cylinder engines. They are easier to service. They give new efficiency in the consumption of gas and oil. See the new Ford Trucks. We believe their obvious excellence will convince you that they have a place in your business.

FORD TRUCKS

MORE FORD TRUCKS ON THE ROAD • ON MORE JOBS • FOR MORE GOOD REASONS

Ford

ADVANCED ENGINEERING IN NEW FORD TRUCKS

*More Economy and Endurance
Easier Servicing*

A STILL GREATER 100 HP V-8 ENGINE with NEW Ford steel-cored Silvaloy rod bearings, more enduring than ever in severe service • NEW aluminum alloy cam-ground 4-ring pistons for oil economy • **BIGGER**, more efficient oil pump and **IMPROVED** rear bearing oil seal • NEW longer-lived valve springs • NEW improvements in cooling • NEW efficiency in ignition • in carburetion • in lubrication • in ease and economy of servicing operations • And available in all truck chassis except C.O.E. units—the rugged, thrifty 90 HP FORD SIX-CYLINDER ENGINE, with many important advancements.

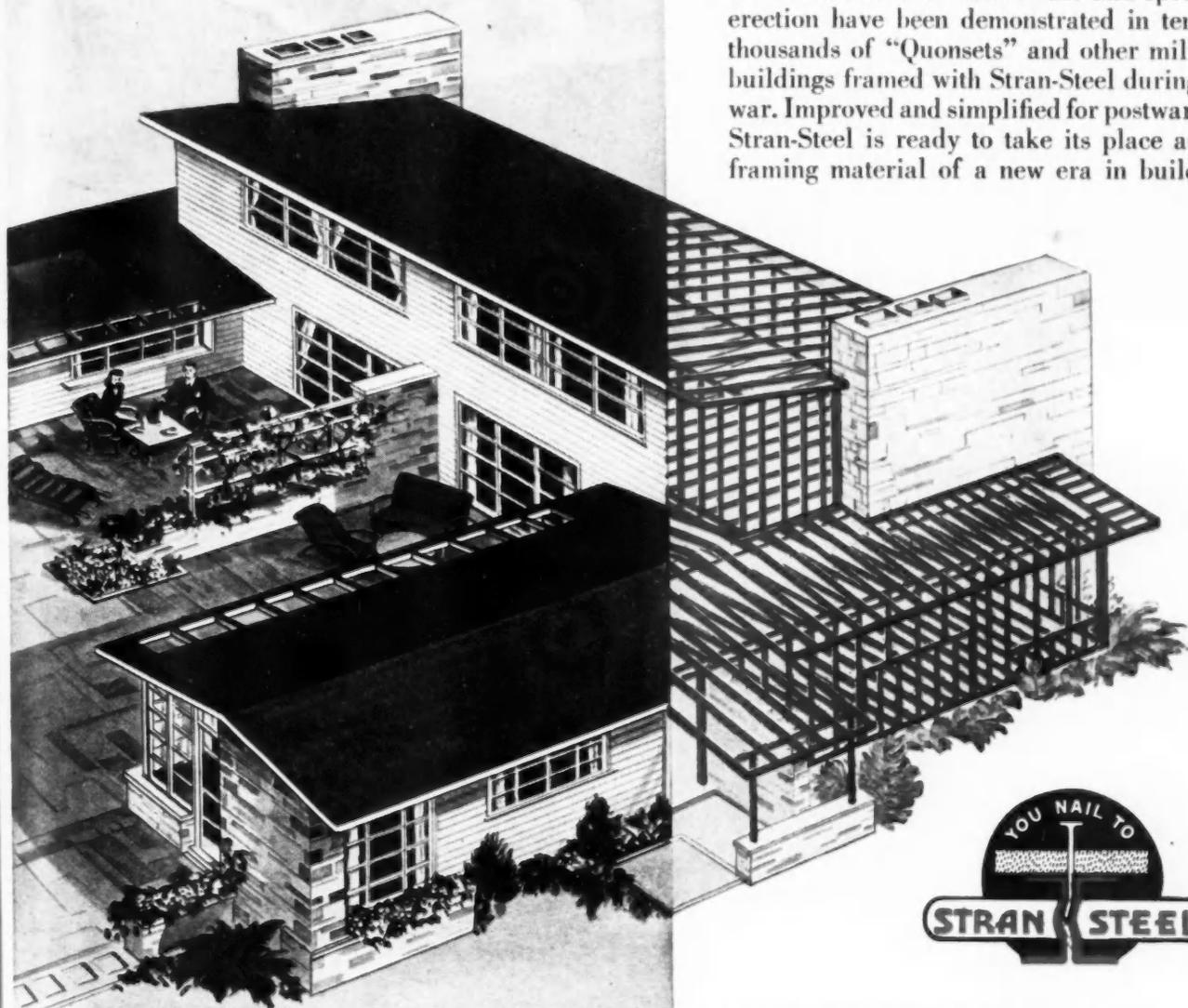
FORD CHASSIS ADVANTAGES: Easy accessibility for low-cost maintenance • Universal service facilities • Tough, forged front axles • Extra-sturdy rear axles with pinion straddle-mounted on 3 large roller bearings, ¾-floating type in light duty units, full-floating in all others • 3 axle ratios available (2 in 1-ton unit) • 2-speed axle available in heavy duty units at extra cost • Powerful hydraulic brakes, large drums, cast braking surfaces • Rugged 4-speed transmission with NEW internal reverse lock optional at extra cost on light duty units, standard on all others.

THINK IN TERMS OF STRAN STEEL

Look beneath the surface for the mark of the progressive builder

That framework of Stran-Steel, with its nailable studs and joists, sets any house apart from others of comparable design. For it imparts an inner value . . . permanence, fire-safety, freedom from warp, sag and rot . . . that safeguards the housing investment and enhances the builder's reputation.

Progressive architects and contractors are thinking in terms of Stran-Steel . . . shaping their building plans around this uniform precision material. Its ease of use and speed of erection have been demonstrated in tens of thousands of "Quonsets" and other military buildings framed with Stran-Steel during the war. Improved and simplified for postwar use, Stran-Steel is ready to take its place as the framing material of a new era in building.



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

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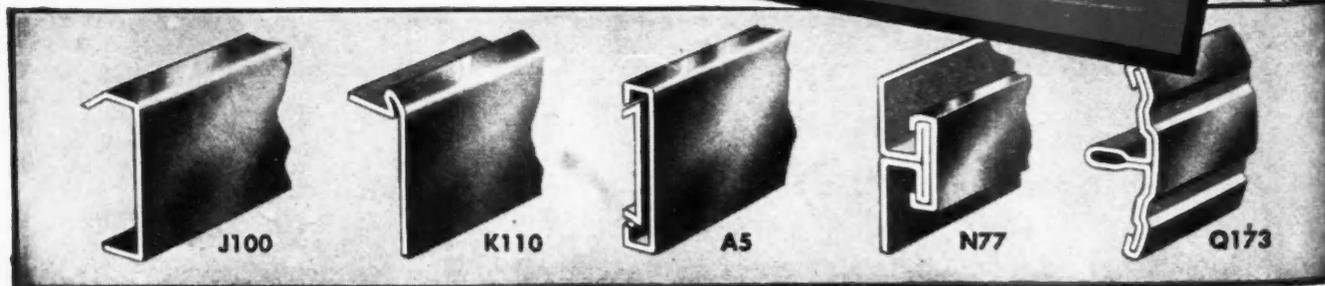
MAKE THAT
**RECREATION
 ROOM**
 A PLACE OF BEAUTY

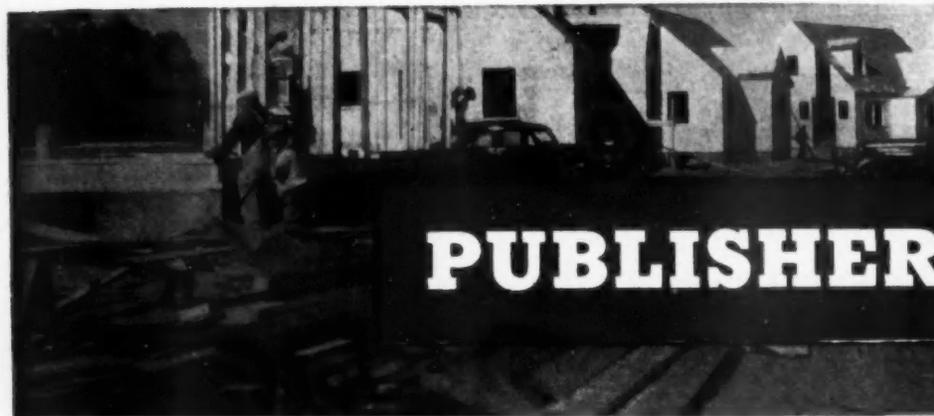


**USE STAINLESS STEEL
 and ALUMINUM MOULDINGS**

You can depend upon stainless steel and aluminum mouldings to add shining smartness and beauty! You can depend upon Ford for satisfactory, source-of-supply service! Over 500 types and sizes, properly shaped for quick, easy, profitable installations. Stainless Steel Snap-On, Stainless Steel and Aluminum nosings, edgings, angles, channels, tee-shapes and special sections of decorative trim in Mirro-Brite or satin finish. New patterns are constantly being added to meet requirements of modern design and architecture—to help you better serve your customers. For dependable beauty—it's mouldings of stainless steel and aluminum. For dependable service—it's Ford. We invite your inquiry.

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 Address Dept. C1
 329 East 45th Street, New York 17, N. Y.





PUBLISHER'S PAGE

Planning for Profits

THE building industry, like every other large industry, has been, since the war ended, in a period of confusion and uncertainty which still continues. Materials are short. Labor does not want to work. Future prices and wages are undetermined.

Such conditions are not new. They prevailed following World War I. Building began rapidly increasing immediately after the armistice. But soon there were extensive labor troubles. Prices, and with them wages, rapidly advanced until the middle of 1920. Everybody increased inventories in fear of not being able to get enough materials and of further advances in prices. Then building slowed down. Prices took a nose dive, with resulting heavy losses to all who had accumulated excessive inventories. Wage demands moderated, and in many industries wages declined. And in the latter part of 1922, industry in general, including the building industry, made a new start and entered a period of prosperity which lasted seven years.

One very important condition existed after the last war which does not and will not exist during the present post-war period. There was then a shortage of transportation which caused managers of all kinds of business to place orders exceeding their early prospective needs because of fear they would be delayed in getting deliveries. There will not be any shortage of transportation in the foreseeable future. If there are difficulties or delays in getting materials, they will be due to labor troubles or inadequate producing capacity.

The prevailing confusion and uncertainties, especially those due to government pricing policies and labor troubles, may last for some time. But the volume of building for an indefinite period will be determined principally by the building industry itself. And the industry, locally and nationally, should, in its own

interest, strive to follow policies that will soon stimulate building, but later avoid a "boom," and be conducive to maintaining a large annual volume of building over a long period.

Admittedly, under present and prospective conditions this is a large order. The shortage of housing is the greatest that ever existed. The temptations of labor to seek high wages and of business to seek high prices will be very great. But the inflationary advances in wages and prices immediately following the last war soon arrested the increase of building then beginning. It was not until after wages and prices declined and stabilized that a large volume of building got under way and continued for some years. Then the decline of building in the late '20s and early '30s contributed as much, perhaps, as any other cause to the general depression in which many lost all they had made—or thought they had made—during the "boom."

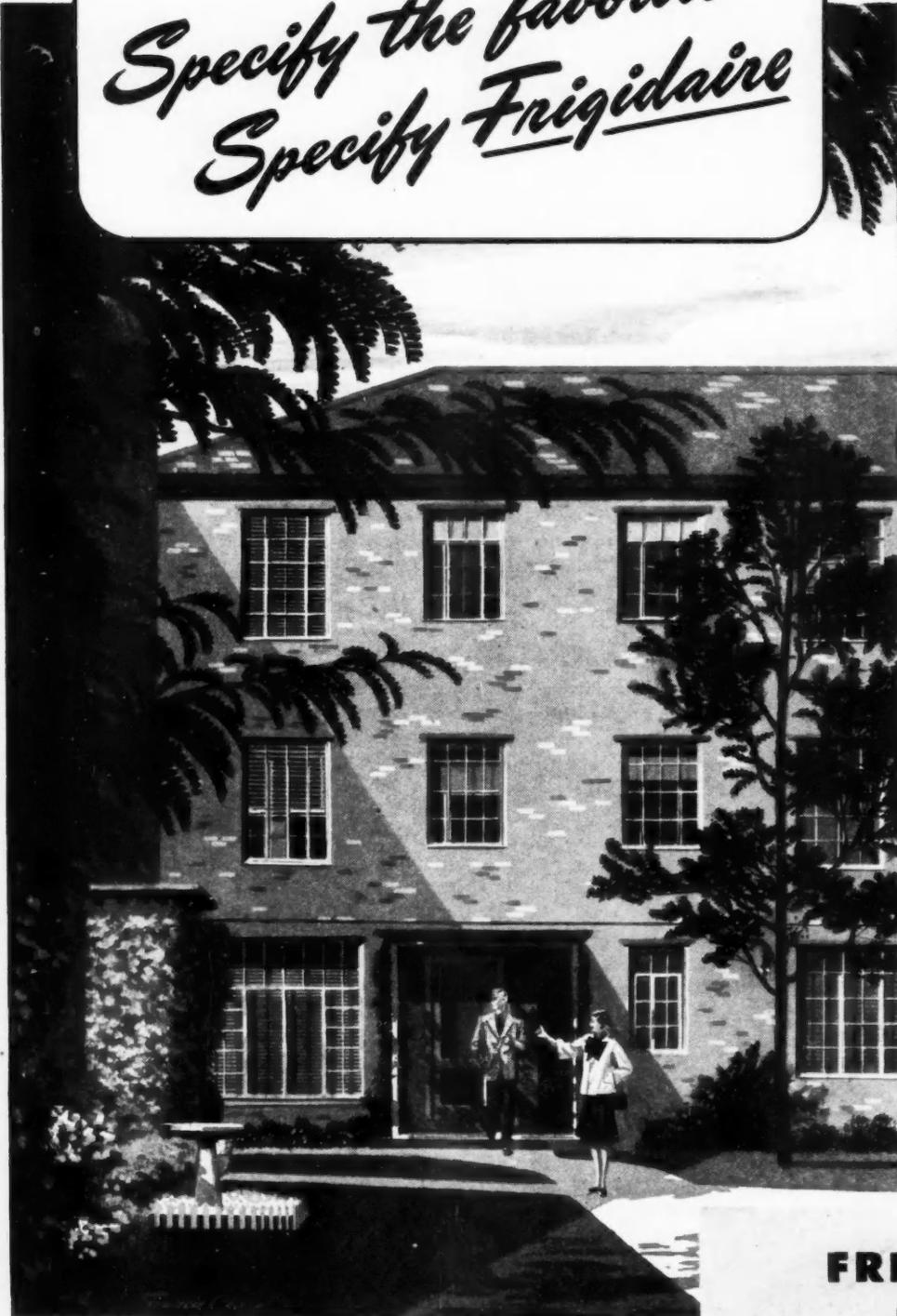
The objective of all business management should be substantial profits over a long period of years. And one of the surest ways to prevent attainment of this objective is to boost prices in an effort to get very large immediate profits. For the customers of business, not its management—or even labor unions—are its real boss. However much prospective customers may desire homes or anything else, they will refuse to buy if convinced the prices they are being asked are higher than they can afford to pay.

Buyers can strike, too. And strikes by buyers can be much more serious than strikes by labor unions. Strikes by labor unions interfere with business. Strikes by buyers cause those terrific short or long general declines of business that we call "depressions."

Samuel O. Drun,

Whether it's electric kitchen equipment for a single home or a huge apartment development

*Specify the favorite
Specify Frigidaire*



CHATHAM PARK—Chicago's Community of Apartment Homes—five years ago decided on electric equipment for its 554 kitchens, and selected Frigidaire electric refrigerators equipped with the Meter-Miser mechanism, and Frigidaire electric ranges. "We have spent but a few cents on maintenance... electric bills have been surprisingly low," writes the management. "Frigidaire gets our OK without reservation."

Frigidaire Products

FOR HOMES AND APARTMENTS,
OFFICES AND BUSINESS
ESTABLISHMENTS



Household Refrigerators—in all sizes and models—including the famous Frigidaire Cold-Wall.



Electric Ranges—from small apartment models to full size deluxe cabinet models.



Fully-automatic Electric Water Heaters—in many capacities and models.



Home Freezers for freezing foods and storing frozen foods in the home.



Portable self-contained type Air Conditioners—for window installation.



Home Air Conditioners—complete in a single package.



Water Cooling equipment for all applications.



Self-contained, large capacity, Air Conditioners.



Refrigeration Cooling Units and Condensing Units for large refrigerators.

Whatever your requirements—home appliances, commercial refrigeration or air conditioning—consult your Frigidaire Dealer. He will be able to tell you about the kind of equipment that will meet your needs most effectively... give you the latest information on when this equipment may be available. Find his name in classified section of telephone book. Or write Frigidaire, 432 Amelia St., Dayton 1, O. In Canada, 415 Commercial Rd., Leaside 12, Ont.

BACK THE VICTORY LOAN!

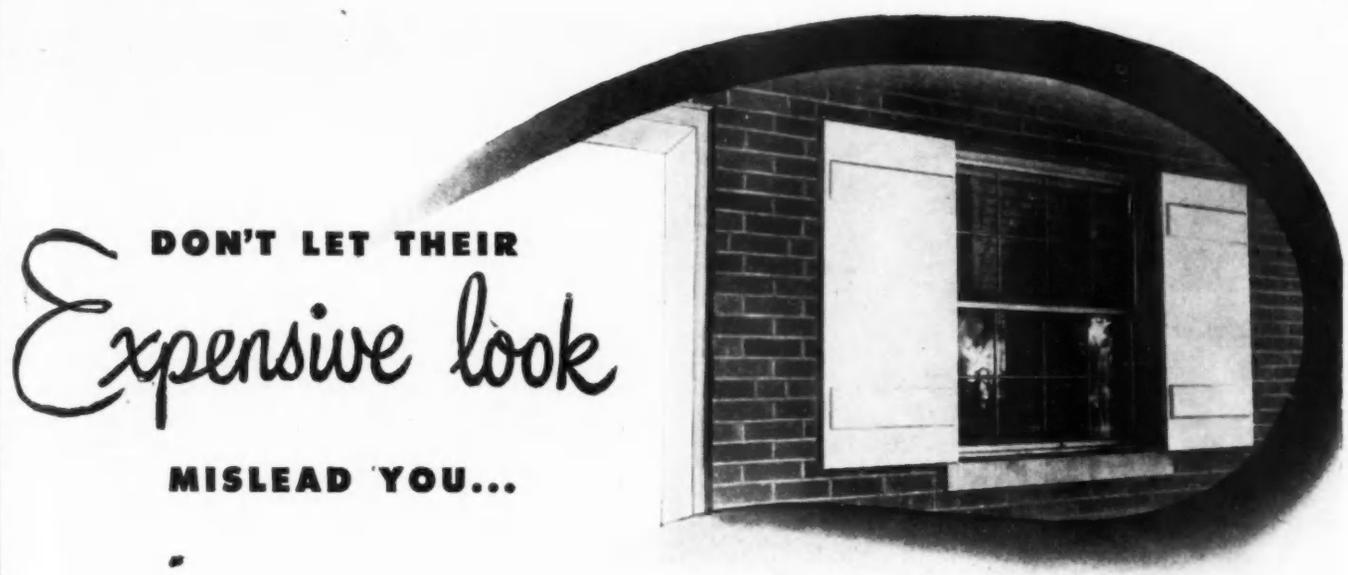
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COMMERCIAL REFRIGERATION • AIR CONDITIONERS
BEVERAGE, MILK, AND WATER COOLERS
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 ERS



DON'T LET THEIR
Expensive look
MISLEAD YOU...

Windows of Alcoa Aluminum have that look of quality that's easily mistaken for "expensive". Yet, disproving this impression, many of these windows have been used in modest homes. They're not expensive to live with, either. Five years after they moved into the home shown here, the owners said, "Aluminum windows cost nothing to maintain." Which is easily understood, because they need no paint to preserve them.

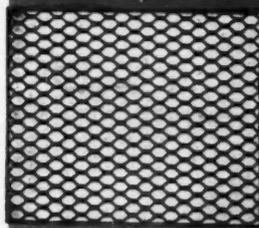
There's no rusting, rotting, swelling or warping to destroy their usefulness. Alcoa does not make aluminum windows. However, we furnish metal for this purpose to a number of reputable window manufacturers. As soon as conditions permit, they will be able to satisfy your requirements. ALUMINUM COMPANY OF AMERICA, 1914 Gulf Bldg., Pittsburgh 19, Pennsylvania.



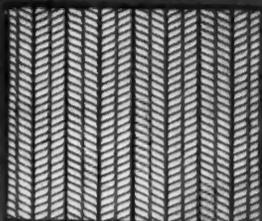
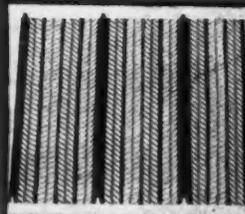
Windows of **ALCOA ALUMINUM**



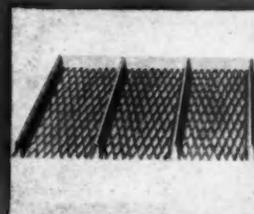
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NOW ARE READY
TO TAKE YOUR
ORDER FOR
METAL LATH!**



Diamond Lath

Herringbone[®] Doublemesh Lath

3/8" Ribbed Lath

Self-Securing[®] Lath

Stucco Mesh

Limitation Order L-59B has been revoked.

We are again manufacturing all the Truscon Metal Lath and Accessories shown here, of well-known Truscon quality.

This Truscon Metal Lath can be purchased by you now, without priority rating! But rated orders have manufacturing and shipping preference.

Place your order immediately with your Truscon Dealer or write direct. Write for free folder illustrating and describing the complete line of Truscon Metal Lath and Accessories.

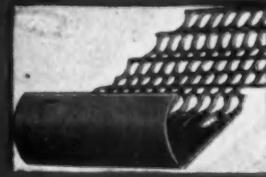
TRUSCON

Steel Company

Youngstown 1, Ohio • Subsidiary of Republic Steel Corporation



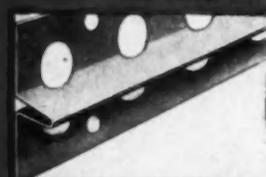
Flt. Wire



Wide Flange Ceiling



Narrow Flange Ceiling



Flat Flush Type Base Screw



Curved Point Base Screw



Steel Mesh Corner Bead



Steel Mesh Corner Bead



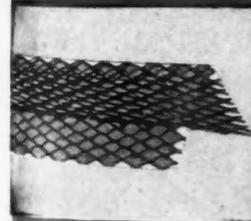
Steel Mesh Corner Bead



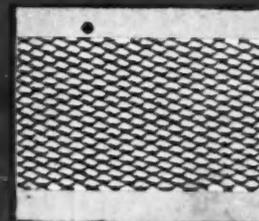
Wide Flange Corner Bead



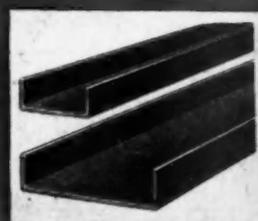
Rib Steel Corner Bead



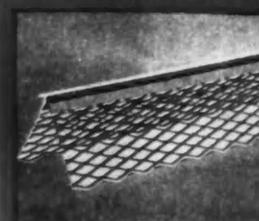
Diamond



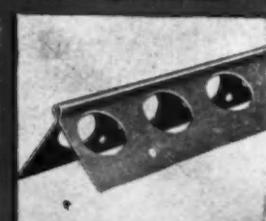
Strip-Mesh



Cold Rolled Channel



Expanded Corner Bead



Rib Steel Corner Bead

Reg. U. S. Pat. Off.

Dependable

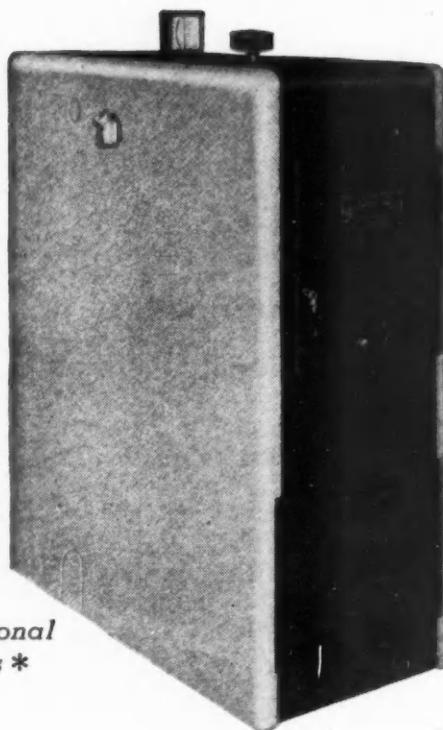
THROUGH **HALF A CENTURY!**



1894



1945



*No. 1 of a Series of National
Heat Extractor Boilers **

There's a husky, dependable heating plant concealed beneath the modern, colorful jackets of National Heat Extractor boilers. An efficient heating plant developed through more than fifty years of constant research and improvement.

The No. 1 Series Heat Extractor illustrated has, as one of its features, a water-cooled safety base for installation in kitchen or utility room. Compact and dependable, the No. 1 series is especially designed for smaller homes.

** There's an NRC product
to fit every building need.*



The NATIONAL RADIATOR Company

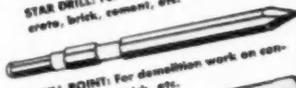
JOHNSTOWN, PENNSYLVANIA



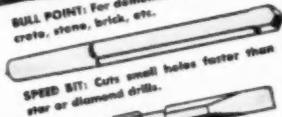
A HAMMER TOOL FOR EVERY JOB



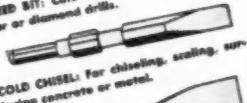
STAR DRILL: For clean round holes in concrete, brick, cement, etc.



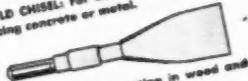
BULL POINT: For demolition work on concrete, stone, brick, etc.



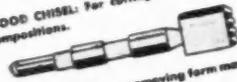
SPEED BIT: Cuts small holes faster than star or diamond drills.



COLD CHISEL: For chiseling, scaling, surfacing concrete or metal.



WOOD CHISEL: For cutting in wood and compositions.



BUSHING TOOL: For removing form marks or scuffing concrete surfaces.



SEAM TOOL: Cleans out old mortar between bricks or masonry for repointing.

Fast Electric Hammers Drive Down Your Costs . . .

*on any job that uses
tools like these*

Black & Decker Electric Hammers save time and cut costs on many a tough job. They drill or channel in brick, stone or concrete . . . chip, clean and scale metal . . . gouge, shape and notch timber . . . drive spikes . . . tamp and vibrate concrete forms . . . scuff concrete surfaces and remove form marks . . . handle heavy demolition . . . save muscle and man-hours on countless jobs from seaming and caulking to tree surgery.

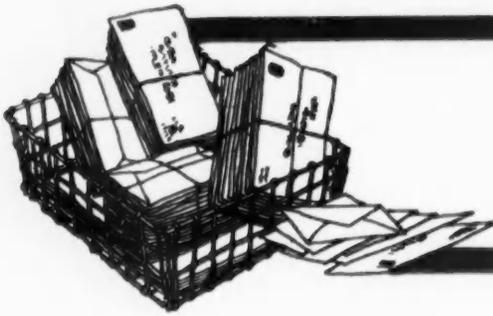
Light, compact and completely self-contained, a Black & Decker Electric Hammer requires no transformer or extra equipment . . . operates wherever there is an electric outlet, AC or DC, or from a portable generator. Made in four models, all rated by drilling capacity in concrete: For holes up to 1/2" diameter, \$85; to 3/4", \$115; to 1 1/8", \$145; to 2", \$195.

For full information, see your nearby Black & Decker Distributor. Or write for our "Hammer Handbook" to: The Black & Decker Mfg. Co., 666 Penna. Ave., Towson 4, Md.

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PORTABLE ELECTRIC TOOLS



Our Readers Say:

Issues chuck full of ideas

To the Editor: I want to say, you are certainly going places too, with the *American Builder*. It's now a wonderful magazine, just chuck full of ideas, and swell home plans. I wish I could build almost all of them. With all those details and things that you are putting into each month's issue, a busy man can get more good from them than I can express, with a minimum of reading time. It is certainly worth many times its cost.

I want to congratulate you for the splendid job you are doing.—VERNIE F. MUELLER, Wonewoc Lumber Company, Wonewoc, Wis.

Letter answering Chester Bowles

My dear Mr. Bowles: We are on record in your office and have repeatedly expressed ourselves as being in favor of practical price control since its inception. We are reiterating, at this time, our firm belief that it will be wise to maintain price control for the next few months—specifically until June, at which time we are convinced it should be abolished so far as control of building material and services are concerned.

We are not inferring that all prices have been equitable insofar as they pertain to our business but we have been, and are, in sympathy with the problems involved and appreciate the things that you and your staff have accomplished in spite of difficulties.

With this in mind, may we register with you, at this time, a strong and urgent plea that you refrain from proceeding with your proposed community pricing plan and also any attempt to control the final sale price of residences and commercial structures.

In our opinion, after having lived with OPA regulations concerning our business as building material dealers and the related work and services of building contractors, realtors and industrial concerns generally, we are firmly convinced that price regulations now in effect adequately protect the consumer—even at the expense of manufacturers, distributors and retailers in far too many cases.

Your own chart No. G-1158 en-

titled "Important OPA Regulations Affecting Home Building Construction and Repairs" seems to be evidence enough that there is unquestioned protection to consumers, as far as building material and construction services are concerned.

When you state that a ceiling on the finished home is necessary, we disagree most emphatically. Lending institutions are not prone to over-evaluate, and by holding down loans on homes, both new and used, there is adequate protection for the buyer.

To say that there are those who do pay excessive prices for homes because they borrow from other than loaning institutions is doubtless quite true. These people, however, can always violate the regulation by adding a sum to the amount borrowed from any person or institution if they have the money and have a strong enough desire or need for the home.

It is no more possible, in my judgment, to stop such a practice by a new regulation at this time than it is possible to save people from squandering their money at a race track—and I call your attention to the fact that only recently over five millions of dollars were bet in a single day at the Belmont track.

What you hope to accomplish in saving to home buyers is "peanuts" compared to such expenditures by the public. I am not opposed to horse racing; I simply point out that if we are going to go around and attempt to plug every gap by instituting a governed economy, we are going to ruin this America of ours. Speaking as an American, I am dead opposed to it and shall so register my belief with the Congressmen and Senators from our district.

Community Pricing: We are approaching the end of price control. It has but a matter of months to go. We of the A. W. Burritt Company have believed in its principles during the war; we shall oppose its continuation after June, 1946.

To change the host of price regulations and controls now in effect and foist upon a weary industry new regimentation to be known as "com-

munity pricing" is not only unjust and arbitrary, but uncalled for in the minds of serious-minded building material men. You have already received countless protests from building material dealers and associations representing dealers. You have also failed to receive the approval of the Industry Advisory Committee. To proceed in spite of this is certainly violating the spirit, if not the letter of the law.

If this were a period of two or three years ago, there might be some excuse for revising the whole system of pricing in the building material field, but even then the success of the proposed set-up would be highly questionable in its present form. It is bulky, cumbersome and has many flaws that will take months to iron out. By the time it can be made to function it will have faded out of the picture, due to the statutory expiration of the Price Control Act.

You have, doubtless, the power under present regulations to put into effect the "community pricing system." It will not, however, be the better part of wisdom to do it and thereby place upon a long-suffering industry new and untried regulations at this late date. With the end of the war, the bottom dropped out of the will of a weary industry to co-operate on a new and uncalled for major step in the pricing of building material.—ARTHUR CLIFFORD, Vice President, The A. W. Burritt Co., Bridgeport, Conn.

Uses issues in school

To the Editor: I am a subscriber to your fine publication but somehow I didn't receive the July and August issues and have missed them a lot.

I put my *American Builders* in the library for G.I.'s in Manila. I am now teaching a course in "Small Homes" and many G.I.'s are interested. Your magazine is well liked by the students. They enjoy the house plans, construction data such as estimating, and detailed information a lot.

Thank you for the fine service you are rendering.—S/SGT. PRINCE BOKOVOY, Manila, P.I.

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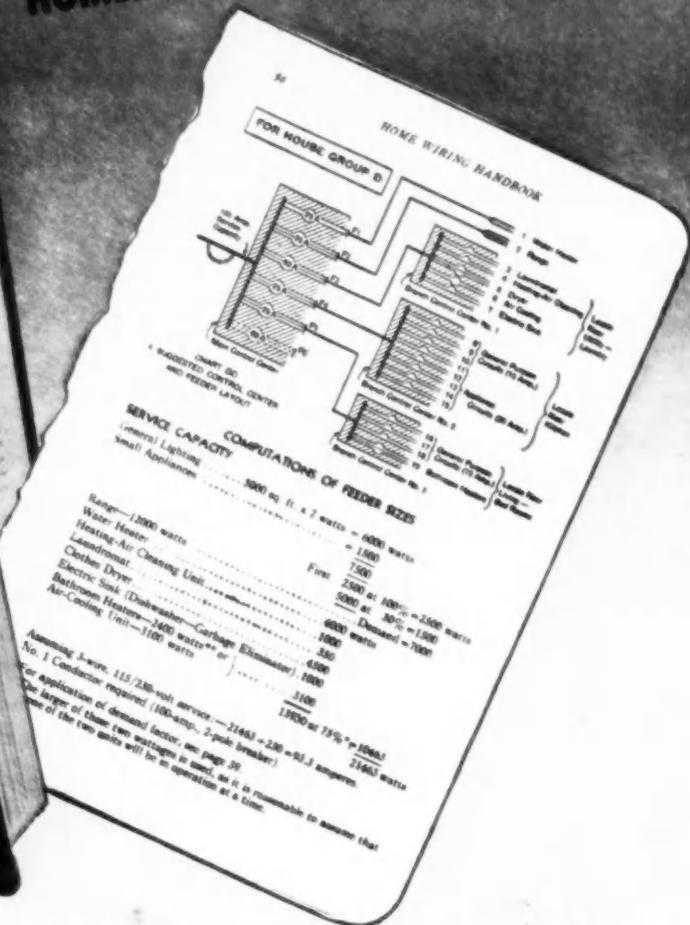
WHAT PEOPLE
REALLY WANT IS

Electrical Living

Westinghouse

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HANDBOOK

THIS NEW BOOK MAKES IT EASY TO
DETERMINE ELECTRICAL LIVING NEEDS FOR
HOMES IN THE POPULAR-PRICE GROUP



For full convenience Electrical Living, where should control centers for a house be located? What size feeders should you install? What is the minimum number and size of circuit breakers to use?

Complete data is contained in the new Home Wiring Handbook to enable you to design the most modern and efficient electrical installation for homes

in the popular-price group. Examples are given to make easy the entire computation of distribution systems.

Throughout this 120-page book you will find valuable data assembled to save time and assure a well-engineered installation. Costs one dollar. Send with coupon below.

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CRANE PLUMBING EVIDENCES QUALITY

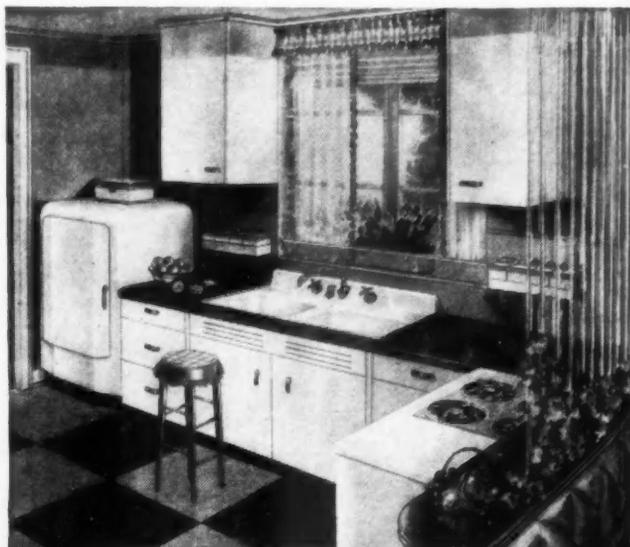
in the homes you build

● Many a builder has found that not only does Crane plumbing equipment help sell homes, but the mention of the name Crane evidences to his prospect that quality is carefully considered throughout in the homes he builds.

The high reputation Crane plumbing holds in the minds of home owners and prospective home owners has been built over the years by a constant policy of leadership in design—by continued advances in engineering—by producing a complete line to meet the needs of every home budget and, above all, by maintaining an unswerving policy of highest quality both in workmanship and material.

The new Crane line shortly to be announced will offer new engineering features plus a fresh advanced styling that will enhance the comfort and attractiveness of the homes you build.

Right now advanced dimensional data on this line is available—get in touch with your Crane Branch or write to Crane Co. for your copy of "Transitional Data on the Crane Plumbing Line."



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**"For over 10 years
I've relied upon
INSULITE!..."**

**says Frederic W. Gerhardy,
DETROIT BUILDER**



FREDERIC W. GERHARDY, Detroit, Michigan, has been active as a builder for thirty years. Of late years, he has averaged 100 new homes a year.

"For the past ten years," Mr. Gerhardy reports, "I've used INSULITE in all my homes. I found that INSULITE not only built real insulation into a structure, but made the structure sounder, better all the way through. INSULITE is easy to handle on the job, and builds a solid wall coverage, without openings. INSULITE Lok-Joint Lath, inside, gives a second wall of insulation, a rigid plastering base, one that will be free of lath marks."

"The fact that I built my own home with the INSULITE Wall of Protection indicates my opinion better than anything I can say."

The drawings below show in detail some of the advantages of the INSULITE Wall of Protection. Send coupon for free "Scientific Facts" booklet, with complete information.



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



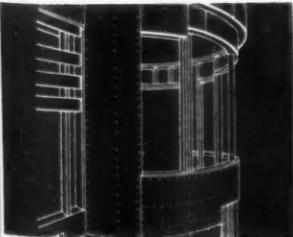
- On outer-walls, Insulite Bildrite Sheathing builds a wind-proofed, weather-tight wall of high insulation efficiency, superior bracing strength, a wall free from open cracks and knot-holes.



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



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



Apply Bildrite Board over stud-
ding. Commence nailing down
one side. Gradually bend and
mail along top and bottom and
to intermediate stud. Nails
should be placed closer than on
flat surface nailing.

Start at top and work down
Nail in center to hold, then nail
securely with 5 nails per stud on
18" width. Loks to face down so
next unit can be inserted be-
neath. Even, level surface makes
plastering easier.



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Survey after Survey
shows the SWING is to
Electric Ranges

Wire Your Homes For Electric Ranges —
That's What Women Want!

THERE'S no doubt about it; women prefer the convenience, cleanliness, dependability and economy of modern electric cooking. And you can cash in on this preference by wiring your homes for Electric Ranges. Here's proof of the overwhelming trend toward electric cooking:

- WOMAN'S HOME COMPANION survey shows that more women plan to buy an Electric Range than any other type!
- McCALL'S MAGAZINE readers made the Electric Range their 2-to-1 "must have" choice in a recent contest.
- HOUSEHOLD MAGAZINE survey indicates that 3 times as many women want

Electric Ranges as now have them.

● SUCCESSFUL FARMING survey shows that nearly twice as many REA consumers will buy an Electric Range in first two postwar years as now have one.

● COUNTRY GENTLEMAN survey shows that among the upper two-thirds of white farmers, the Electric Range is the 2-to-1 choice!

And prewar sales figures further emphasize the trend; between 1933 and 1941, sales of Electric Ranges increased over 900%!



Cash in on this growing demand. Wire your postwar homes for Electric Ranges. Built-in, the cost of such wiring is negligible—the selling power tremendous.

Electric Range Section
National Electrical Manufacturers Association

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KELVINATOR • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

FOR EASIER SALES
Wire your houses
FOR ELECTRIC RANGES



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News, Views
and Comments

On and Off the Record

WAGE INCREASES—It is apparent that some labor leaders are being kidded by somebody or that they are trying to kid their constituents. When they ask and strike for thirty per cent increases from industries whose products must be sold under OPA ceilings, they are throwing their own labor groups or some others out of employment, curtailing production and encouraging inflation. Nobody, including labor, can win as long as OPA controls prices.

WASHINGTONITIS — When Mr. Truman took over the nation's top job it seemed reasonable to expect that he would be able to gauge the common man and estimate his feelings more finely than his predecessor who was not a common man and did not know how common men live and act. Mr. Truman, however, appears to have succumbed to Washingtonitis, and to have forgotten what a man does when he fails in the haberdashery business. If you remember, Mr. Truman, he does not go on the county. He does something else like study law, and maybe he becomes President. The common man wants opportunity, and not the promise of security, which he knows he never will have except by his own labors.

SO IT GOES—Remember the propaganda handed out last spring by FPHA in its attempt to justify supplying Great Britain with 27,000 dwelling units under Lend-Lease, while our builders couldn't find enough materials to finish their war housing jobs? At the time FPHA said that the British "sorely needed these paltry few units for temporary emergency in bombed-out areas," and that it was "our duty" to supply an ally. It now develops that when President Truman called an abrupt halt to Lend-Lease only 10,000 of these prefabricated dwellings had been shipped, although another 8,111 were crated and ready to go. Further, it appears that Great Britain's dire need suddenly vanished (with cancellation of Lend-Lease) because they refused to purchase the 8,111 already fabricated, much less negotiate the balance of the contract.

Hence, FPHA Commissioner Phil Klutznick found that he was in the middle, and owned a lot of prefabricated dwelling units, "subject to deterioration while unassembled," stored at 52 different points along the Atlantic seaboard, and at factories east of the Mississippi. So, Mr. Klutznick scurried over to the French Purchasing Mission, and sold the units to the Republic of France for \$6,945,000 in cash. Whose cash is not known. France, therefore, gets the housing for its "bombed-out" areas that Britain so sorely needed. Americans are left to wonder who paid for the initial lot of 10,000, as well as for the 8,111.

THE VETS—They stop in now, recently discharged, at the rate of three or four every week. Some of them anticipate that it will be just as hard or harder to get back into civilian habits than it was to get into military routine, and others have to learn it the hard way. Few of them have changed much fundamentally, and all of them know that they are not going to solve all of the world's problems in the next few years.

SILENCE IS OMINOUS—The fact that NHA is saying nothing publicly about the Wagner-Ellender Bill which did not get by Congress should not be construed by industry to mean that NHA will not have a lot to say about it later. The issue is not dead. The bill will come up again in revised form, and when it does come up it will require application of every common-sense resource that can be mustered.

BOWLES-BLANDFORD—A bulletin issued recently by NHA summarizes an NHA study of housing costs after World War 1. It points to the drop in home building in 1920, the result of price increases, then says that we need not expect the same experience this time, because of price controls. Up to date the kind of price controls we have has choked the life out of home building, so it is certainly safe to say that we will have no decline in volume. You can't decline from nothing.



The Trend is to
Electric WATER HEATERS

In the 6 prewar years, sales of Electric Water Heaters almost tripled. And a 1943 contest conducted by McCall's Magazine shows that 2.4 times as many women wanted Electric Water Heaters as now have them. They're "the coming thing," because they're:

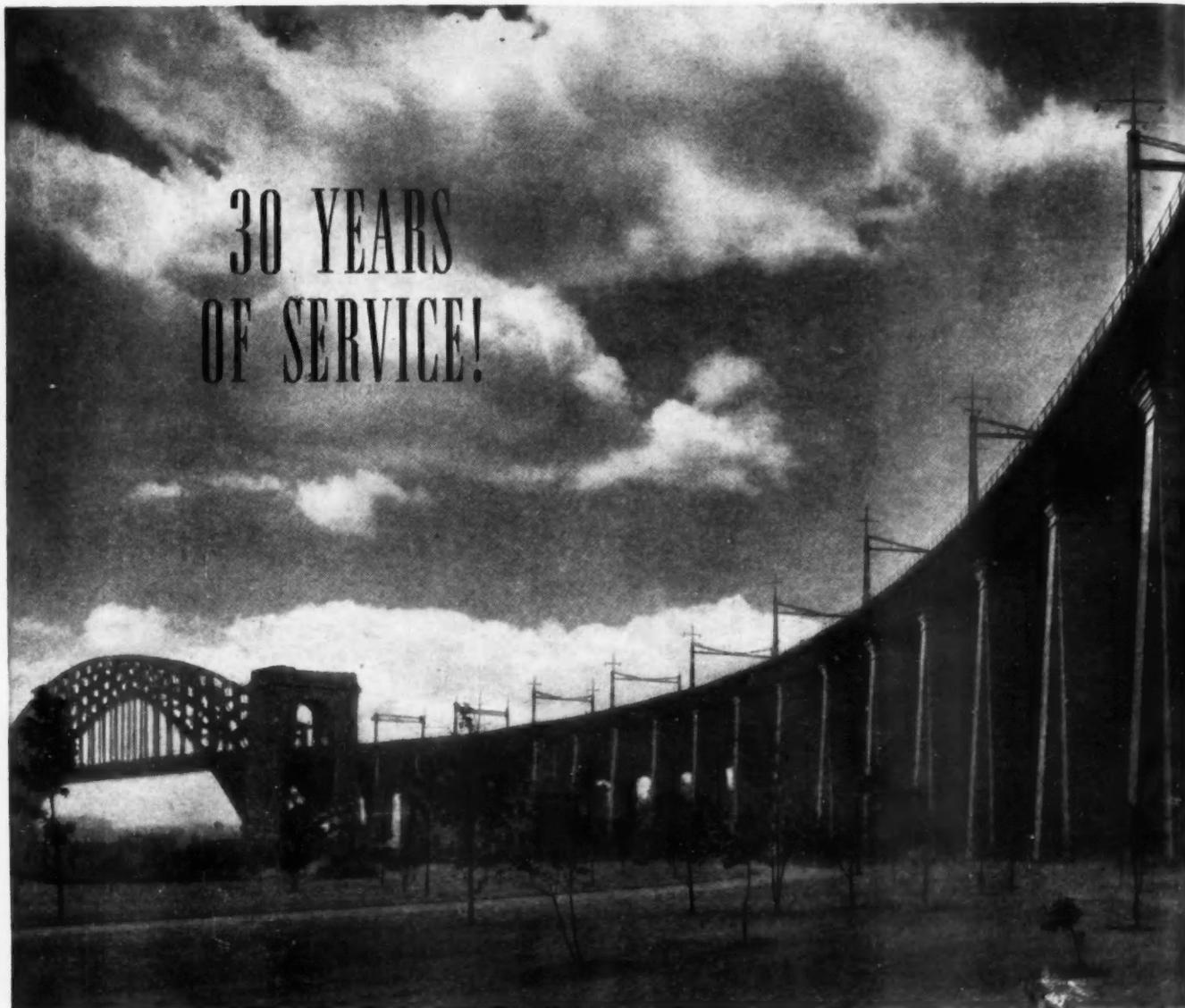
- SAFE**—Flameless, fumeless
- CLEAN**—Smokeless, sootless
- ADAPTABLE**—Permit short hot water lines—Require no flue or vent.
- TROUBLE-FREE** as electric light!

Installing Electric Water Heaters in every house you build, means giving women what they want!

- Electric Water Heater Section
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
- ADMIRAL • B & F • CLARK • ELECTROMASTER • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • JOTSTREAM • KELVINATOR • MONARCH • NORGE • RIMCO • REX • RHEEM • SELECTRIC • SMITHWAY • THERMOGRAY • THERMO-WATT • UNIVERSAL • WESTINGHOUSE

A House Wired For An Electric Range Is Already Wired For An

Electric WATER HEATER!



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LEHIGH PORTLAND CEMENT

600,000 BARRELS OF LEHIGH NORMAL CEMENT WERE USED ON THIS JOB . . . which, in its entirety, comprises 3 bridges and 11 miles of four-track road of the New York Connecting Railroad.

Completed nearly 30 years ago, the Hell Gate Bridge Unit is still a structural marvel. In 1944 alone, 14,615 passenger trains and 6,978 freight trains were operated over it. Yet its concrete foundations and piers have withstood the severest strains of traffic . . . in peace and in war.

LEHIGH NORMAL CEMENT is a proven product established through many years of successful use on outstanding projects across the country.



WRITE US . . . our Service Department will be glad to help you solve any problems involving cement.

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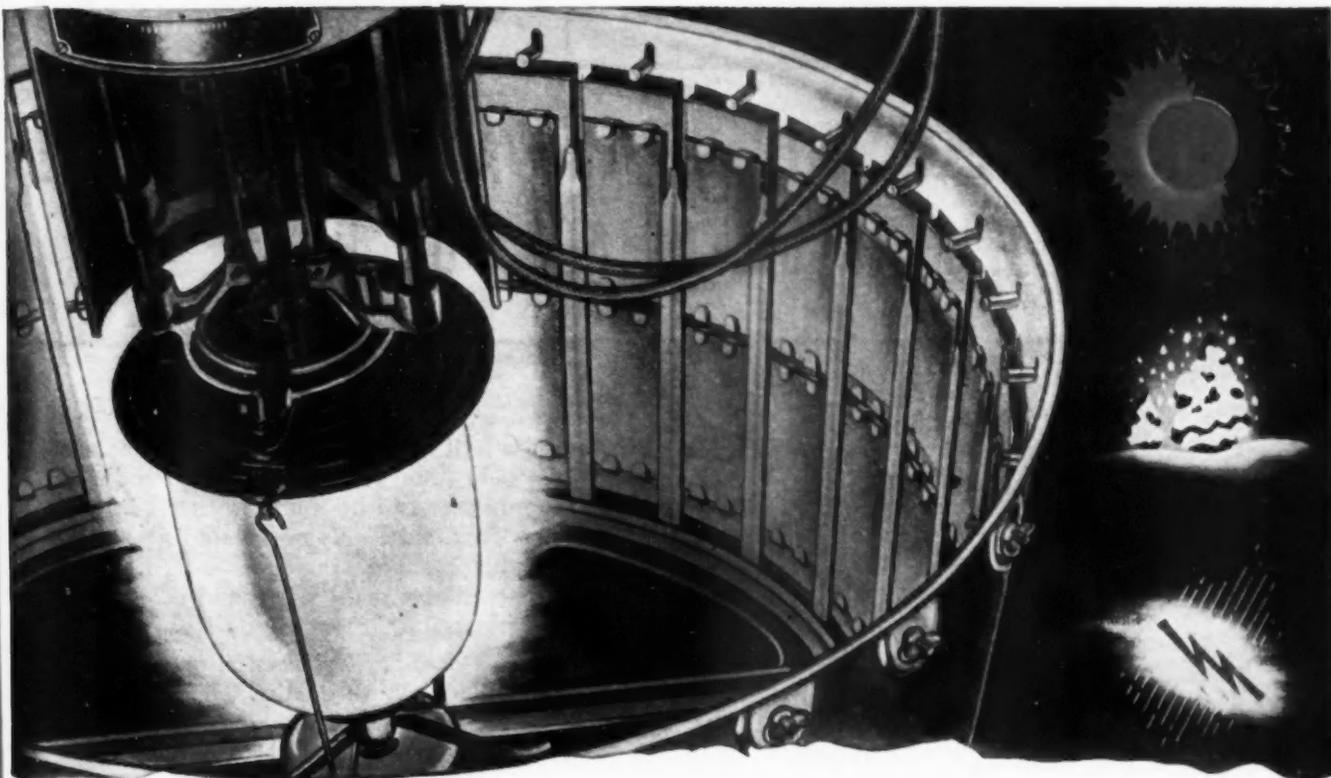


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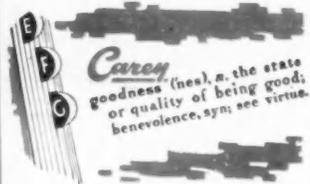


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Where a shingle really "catches hell"!



PRODUCT GOODNESS brings repeat sales . . . freedom from complaints and servicing.



STEADY PROMOTION makes Carey products highly acceptable to your customers.

With your customer's good-will at stake, Carey Researchers really get tough. Take the merciless Weather-Ometer test for example.

The Weather-Ometer produces *intensified* weathering conditions—rain . . . blazing heat and light . . . zero cold—that "age" shingles, roofings, sidings and coatings as much in weeks as normal exposure does in years. This helps our research men predict how a product will behave 5-10-15- or more years from now.

It's another Carey way of beating trouble to the punch . . . another phase of the continuous and conscientious testing that keeps Carey products so uniformly good and readily accepted by your customers.

To benefit by this business-building force . . . recommend, build and remodel with—



CAREY RESEARCH is making old products better and better . . . continually developing new ones.



CAREY "SHOW-HOW" simplifies proper product application . . . makes sales "stick."

the *Carey* line

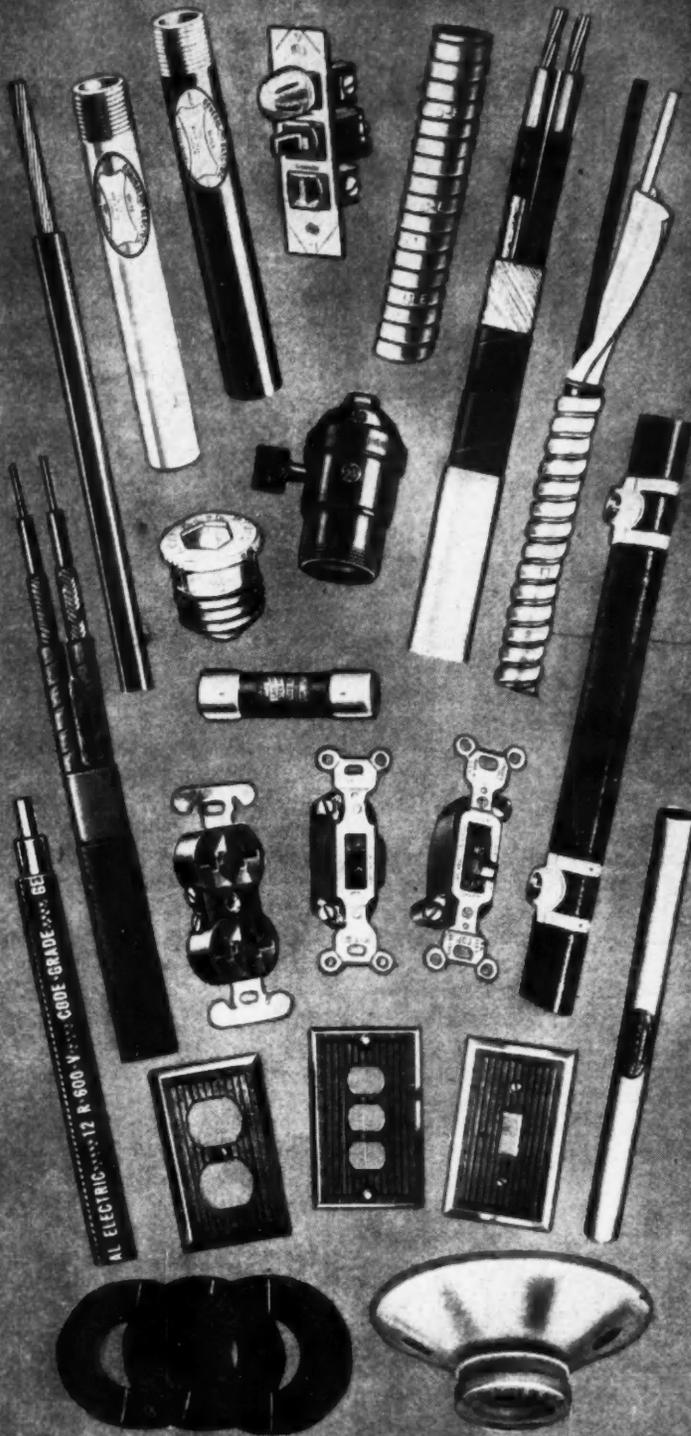
Asphalt Shingles and Roofings
Asbestos Shingles and Siding
Roof Coatings and Cements

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Miami-Carey Bathroom Cabinets and Accessories

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GENERAL ELECTRIC OFFERS A COMPLETE LINE OF WIRING MATERIALS FOR HOUSES



All the wiring materials needed for adequate wiring systems in modern houses can be found in the G-E line. This is the only complete line on the market and includes five different conduits, many wires and cables and thousands of wiring devices.

General Electric wiring materials all have high quality. They are carefully made of the finest raw materials. They are designed to be used together and are easy to install. Their use provides additional investment value and prestige to the houses in which they are installed. House buyers and renters know the G-E monogram and know that General Electric products are dependable.

These wiring materials are handled right in your own territory. G-E Distributors are located at key points all over the country. See the G-E Merchandise Distributor nearest you for further information or write to Section CDW12510-80, Appliance and Merchandise Department, General Electric Company, Bridgeport, Conn.



IMPORTANCE OF ADEQUATE WIRING

Victor W. Hartley, managing director of the Pacific Coast Electrical Association, Los Angeles, Calif., says, "Wiring is a 'hidden value'. Upon its adequacy depends, in a substantial degree, not only the quality of the structure but its soundness as a long-term investment."



GENERAL  ELECTRIC

Production Counts!

Cut 2,000 Studs in 5 Hours with MONARCH UNI-POINT RADIAL SAW

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

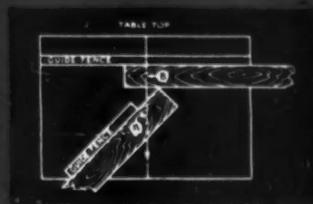
With Monarch UNI-POINT Radial Saw you can take numerous short cuts in precutting operations—at top speed, with dependable and permanent accuracy. Every day operations which UNI-POINT takes in its stride, day in and day out, include simple cuts like 2000 2" x 4" studs in 5 hours, or the more complicated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

stroke) at the rate of one per second.

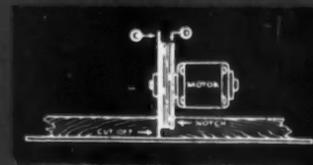
By means of simple attachments your UNI-POINT becomes a router, sander, shaper. You can use it for chamfering, scarfing, rabbeting, moulding, dapping, deep grooving—in fact for nearly all wood-working operations. But most of all you'll want UNI-POINT for straight and angle sawing—at a speed that will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

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

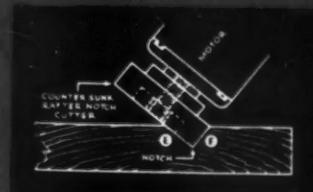
Diagrams at right show five common cuts in which UNI-POINT saves time. Your experience and imagination will suggest others. Photo below shows beveling 8 rafters at one stroke.



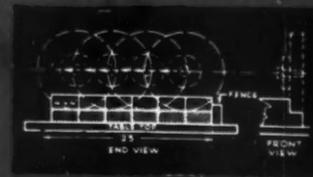
1 An angle cut (a), and a cross cut (b) with one stroke of saw—100% increase.



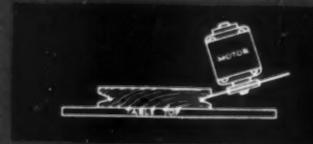
2 A cross cut saw (a) combined with a dado head (b), cut off and notch one end with one stroke of saw—100% increase.



3 Instead of cutting angle (a), give angle (b), use a counter-sunk dado or rafter notch cutter and cut both angles with one stroke of saw—100% increase.



4 Notch six 9" rafters with one stroke of saw—100% increase. Uni-Point has 24" cross cut capacity.



5 Whenever the job—Uni-Point can do it! Yes, the answer is multiple cutting, the Uni-Point way.



AMERICAN SAW MILL MACHINERY CO.

60 MAIN STREET

HACKETTSTOWN, N. J.

Established 1903

THE Roddiscraft

DOOR UNIT SAVES TIME AND MONEY

— A Completely Assembled and Finished Opening. Tests prove that at least 12 RODDISCRAFT Door Units can easily be installed in the time formerly taken to finish and fit one opening.

OLD METHOD



Fitting Jambs
Attaching Jambs
Gaining Jambs for
Hinges and Lockplate
Sanding Jambs
Finishing Jambs
Sizing Door Height
Sizing Door Width
Sanding Door
Gain for Hinges
Applying Hinges
Fitting Lock
Applying Lock

Finishing Door
Cutting Casings to Length
Mitering Casings
Sanding Casings
Applying Casings to Jambs
Finishing Casings
Cutting Stops to Length
Mitering Stops
Boring Stops for Screws
and Washers
Applying Stops to Jambs
Finishing Stops

Is there a market for a pre-fabricated, complete opening — precision-manufactured, beautifully faced and finished — that can be installed in a matter of minutes? . . . You know there is. And you'd be more than ever convinced if you saw the volume of inquiries we have received about the RODDISCRAFT Door Unit.

The RODDISCRAFT Door Unit offers an opportunity to expand your business — to supply those jobs requiring a quality, fitted and finished, complete opening. . . . The RODDISCRAFT Door Unit is a money-saver for builders, because it eliminates the problems, risks, and waste of building-site fabrication — and a money-maker for you.

Write for illustrated, descriptive material.



FROM TIMBER TRACT TO BUILDING SITE —

It's Roddis all the Way!



THE Roddiscraft DOOR UNIT
FITS ACCURATELY INTO OPENINGS
— IS QUICKLY AND EASILY INSTALL-
ED IN ONE SIMPLE OPERATION.

Roddiscraft WAREHOUSES

Cambridge 39, Mass., 229 Vassar St.
Chicago 8, Ill., 1440 W. Cermak Rd.
Cincinnati 2, Ohio, 457 E. Sixth St.
Dallas, Texas, 2615 Latimer St.
Kansas City 8, Mo., 2729 Southwest Blvd.
Long Island City, N. Y., Review & Greenpoint Ave.
Louisville 10, Ky., 1201-5 S. 15th St.
Marshfield, Wisconsin
Milwaukee 8, Wis., 4601 W. State St.
New York City 18, N. Y., 515 W. 36th St.
San Antonio, Texas, 727 N. Cherry St.

DEALERS IN ALL PRINCIPAL CITIES

Roddiscraft

Roddis Lumber & Veneer Co.

MARSHFIELD, WISCONSIN

**—and in
Latonia, Kentucky!**



Another example of "professional" approval of Norge household appliances and reliance on Norge quality is found in the Latonia Terrace Housing Project at Latonia, Kentucky. There are 400 apartments in the development, each equipped with a Norge gas range. Latonia Terrace is under the jurisdiction of the Covington Housing Authority.

See NORGE Before You Buy



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

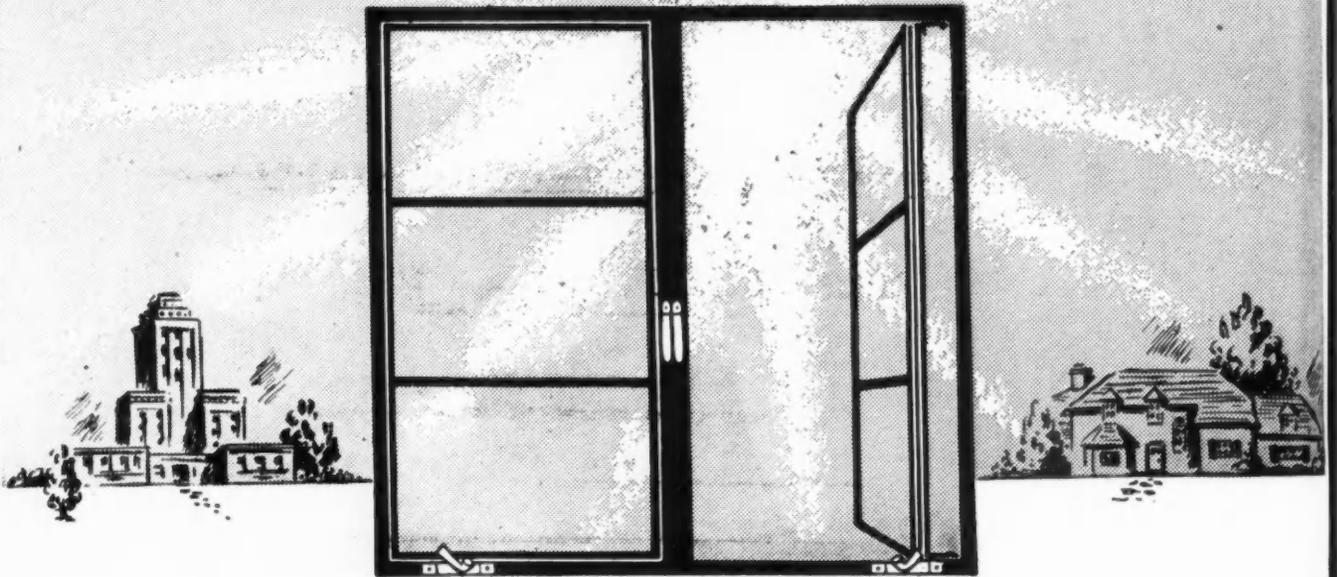
NORGE HOUSEHOLD APPLIANCES



**WATER COOLERS • GAS RANGES • RO-TA-TOR WASHERS • ELECTRIC RANGES • ROLLATOR REFRIGERATORS
COMMERCIAL REFRIGERATION • HOME HEATERS • AUTOMATIC CYCLE WASHERS • HOME AND FARM FREEZERS**

CROFT *steel*

Standard Residence and Apartment Casements



BACK AGAIN BY JANUARY 1946

- ALL STANDARD SIZES
- FITTINGS, ACCESSORIES FOR ALL TYPES OF WALL CONSTRUCTION . . . brick, wood frame, brick veneer, stucco, concrete block
- PLAIN OR MOULDED WOOD SURROUNDS

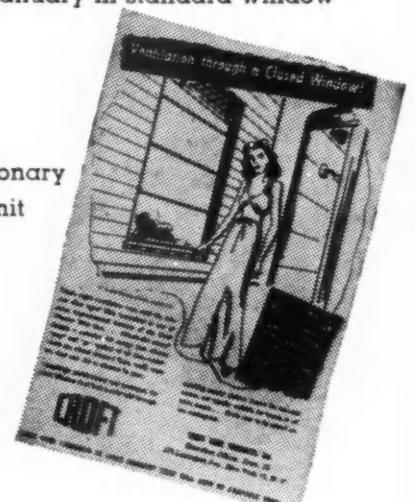
Our reconversion from all-out war production to the manufacture of the well-known Croft steel casement windows is now in full swing. Before Pearl Harbor, Croft standard casements were installed in thousands of homes, apartments, and housing projects . . . The features that signalized their superiority then are being incorporated in the new models. Plus narrow, pleasing lines and an over-all design that provides more light area . . . We invite dealers to send lists of stock requirements NOW — shipments will begin early next January in standard window industry sizes.

WRITE FOR CATALOG

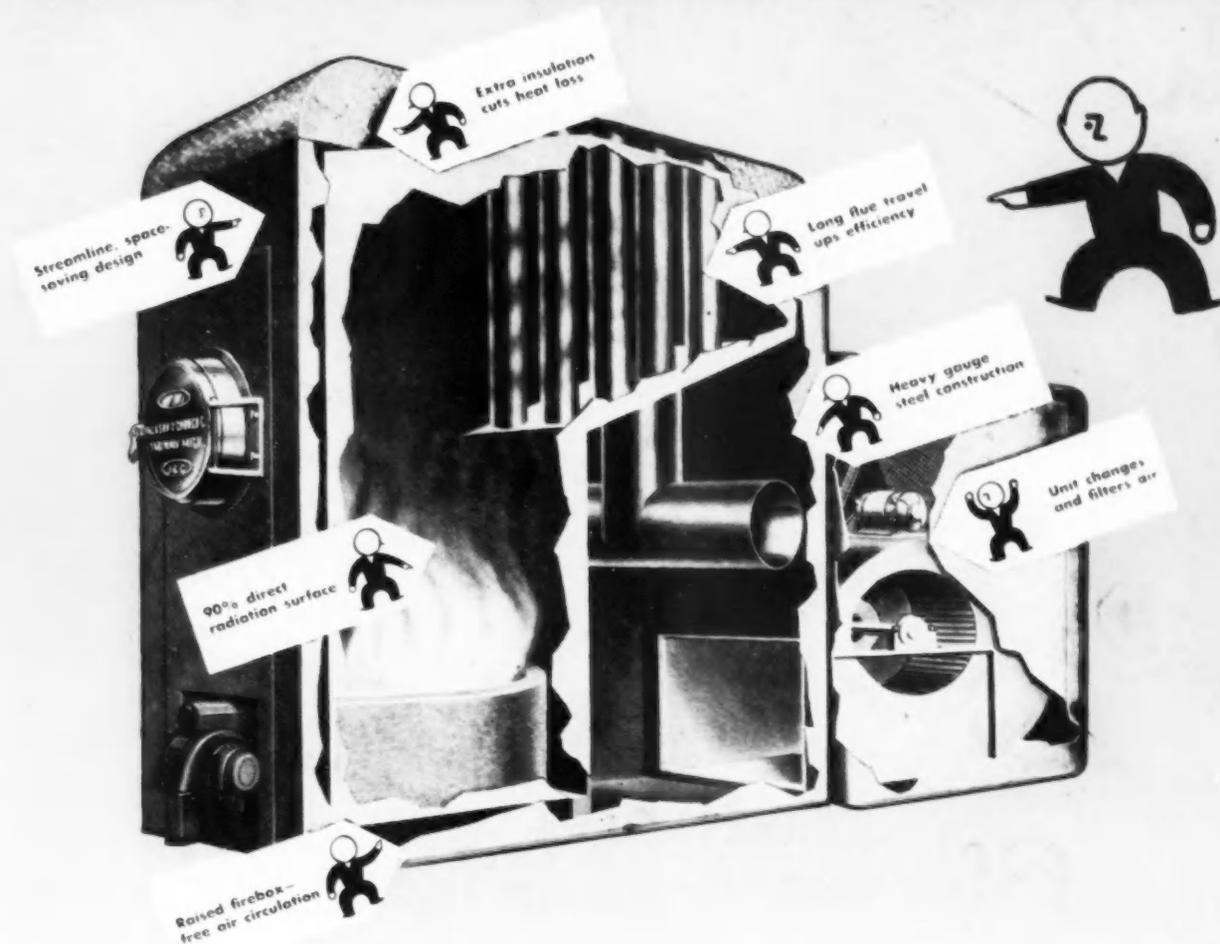
Watch for the revolutionary
Croft Window Wall Unit

CROFT

Croft Steel Products, Inc.
370 Lexington Ave., New York, N. Y.



BE SURE WITH J & C POWER HEATERS



When you're thinking of heat for that new building, be sure to select a heater with proven economical, efficient performance that will add to your reputation as a wise builder. Specify a J & C Power Heater.

The result of years of careful research into heating problems, J & C Power Heaters are sturdily built to strict conformity with the most modern engineering principles. Their 90% direct radiation surface emits more heat from less fuel. Powerful blower system floods the building with warm, filtered air—conserves fuel, capable of re-conditioning air within the building as often as every ten minutes. Constructed of rugged plates and castings to withstand the destructive action of flame and intermittent firing, thus reduc-

ing maintenance and repair costs. Their compact design makes J & C Power Heaters harmonize well with finished surroundings, saves floor space.

J & C Power Heaters are available in a wide range of sizes, with ratings from 160,000 to 3,500,000 BTU. There are specific models especially designed for requirements of small or large homes, schools, churches, and other structures. Flexible range of sizes are easily adapted to burn coal, gas, or oil. Heavy-duty models equipped for mechanical or hand firing. See your nearest J & C dealer for complete information on how well J & C Power Heaters fit into your building program, or write direct to our engineers in Saginaw.

JACKSON & CHURCH COMPANY • ESTABLISHED 1881

SAGINAW, MICHIGAN

The Ugly Duckling Room gets a Beauty Treatment



BEAUTY LIKE THIS IN THE BASEMENT IS POSSIBLE WITH STEEL JOIST CONSTRUCTION

CECO STEEL JOISTS BRING LIVINGROOM LOVELINESS TO THE BASEMENT

Now both beauty and efficiency are possible in modern homes because of steel joist construction. Yes, there's new beauty . . . new efficiency ahead, even for basements. That's because steel joists eliminate unsightly supports . . . provide unobstructed floor areas . . . permit neat, trim ceilings.



Simplicity of construction is made possible by Ceco steel joists. No skill is needed in placing them. They are easily moved into position and quickly spaced. After bridging, floor and ceiling are installed.

Bigger buildings point the way

Ceco drew from its wide experience in the light occupancy building field to bring steel joist construction to home building. For in bigger buildings where both permanence and beauty are desired, builders everywhere turn to Ceco steel joists for flexibility in design, rigid sturdy floors and greater safety too.

Why builders prefer CECO Steel Joists

1. Easy to install—no special skill or equipment required.
2. Eliminate fitting electrical fixtures to chopped-up ceiling areas.
3. Provide convenient tunnel system for pipes and conduits.
4. Provide cooler floors in summer—warmer floors in winter.
5. Eliminate sagging partitions and squeaky floors.
6. Eliminate dry rot and termites.
7. Cut insurance costs by reducing fire hazards.

Ceco offices in principal cities maintain staffs of construction engineers to serve you. Write Ceco today for information regarding: (1) Ceco open web steel joists, (2) Ceco long span joists, (3) Ceco nailer joists

CECO STEEL PRODUCTS CORPORATION

MANUFACTURING DIVISION
5701 WEST 26TH STREET, CHICAGO, ILLINOIS
Concrete Engineering Division,
Sheet Steel & Wire Division, Highway Products Division



Home loans are our business

...and specialization in financing homes helps you make sales to your clients more easily and quickly.

When you use our service you have the benefit of 105 years of experience in furnishing money for people to build and buy their homes.

That is why we are able to give quick service without red tape . . . fit loans to

the needs of anyone . . . give personal consideration to all applicants . . . offer most favorable interest rates . . . and at the most advantageous terms.

Our knowledge of local real estate and building values can help you conduct your business effectively. We are local businessmen, too, so that you may be sure of our friendly co-operation.

UNITED STATES SAVINGS AND LOAN LEAGUE

221 N. La Salle Street

Chicago, Illinois

COMPOSED OF 3631 SAVINGS AND LOAN ASSOCIATIONS AND CO-OPERATIVE BANKS

FIRE can't be scared away



SHEETROCK *Fireproof WALL and CEILING PANELS*

No one would expect a scarecrow to fight fire. Yet, many of the 420,000 dwellings which fire attacks every year have only "scarecrow" protection. No wonder progressive architects and builders are constantly seeking safer building materials and methods.

One safer building material is Sheetrock*, the fireproof wallboard. Time after time, these big panels of gypsum have proved their worth under actual fire conditions. They kept the flame in check till help could arrive.

Plan to use Sheetrock on your most exacting jobs. You can decorate it by any method... you can have smooth surfaces, curved surfaces or attractive paneled effects.

Or, if you want a wood-grained finish, choose Sheetrock in faithful reproductions of knotty pine, bleached mahogany or walnut. This versatility combined with modern protection is the answer to why Sheetrock has been used on more walls and ceilings than any other gypsum wallboard in the world.

*Reg. T. M.



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

Keep your Eye on Corbin

HERE ARE A FEW HIGHLIGHTS OF CURRENT ACTIVITIES



Merchandising Program

Advertising to consumers, architects, contractors, operative builders.
 Continuing research as to trends, requirements, packaging.
 Deliveries on schedule through application of "war precision" manufacturing methods.
 Simplification of designs, construction, specifications, catalogs.
 Co-ordination from architects through dealers through factory to installation.



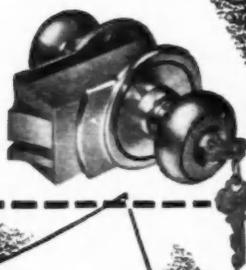
Advertising

To reach Consumers . . . in Better Homes & Gardens . . . American Home.
 To reach Architects, Contractors, Operative Builders, Mortgagors . . . in Architectural Forum, Pencil Points, American Builder, Architectural Record.
 To reach Dealers and Jobbers . . . in Hardware Age, Hardware Consultant, American Lumberman, Building Supply News.



Residence Unit Lock

Stylish, strong, amazingly easy to install . . . no boring or mortising for lockcase . . . 2 saw-cuts opening . . . solid frame cost in one piece . . . complete factory assembly . . . for 1 3/8" doors - 2" knob . . . can be completely masterkeyed.



CORBINLOK . . .

Pin Tumbler security for every door

The new Corbinlok is aluminum die cast, has retractable latch (by brass knob), and an aluminum bolt. It is streamlined . . . it will be attractively priced



And more to come
 - in new Corbin items
 - new Corbin ideas!

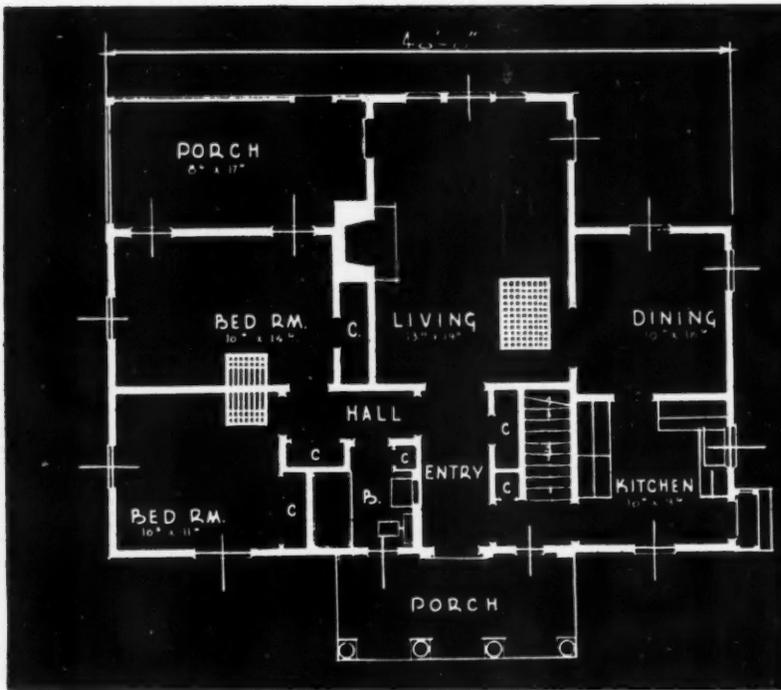
P. & F. Corbin

Good Buildings Deserve Good Hardware



DIVISION OF THE AMERICAN HARDWARE CORPORATION
NEW BRITAIN, CONNECTICUT • SINCE 1849

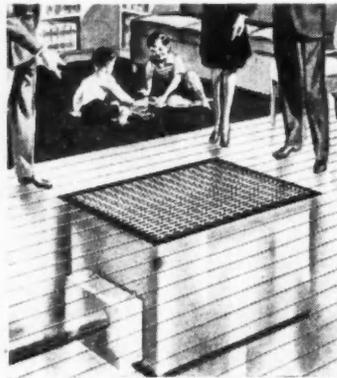
Coleman's New FLOOR FURNACE Will Help Make Your Homes Famous For "Livability"



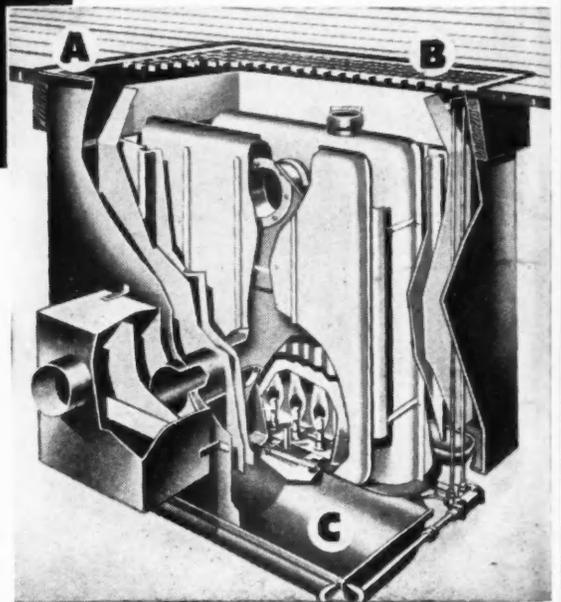
Top Fuel Economy Is But One Advantage of Coleman Floor Furnace heating. These furnaces need no basement, so you may be able to dispense with excavation costs. Installation cost is low, too; each furnace is an independent unit; and no costly duct work is required.



Millions Want "Warm-Floor" Comfort and automatic, push-a-button ease. A Coleman Floor Furnace system provides both—often at a cost actually below that of a less-satisfactory type of central heating equipment. "Warm-floor" comfort and "take-it-easy" fire-tending make houses easy to sell.



Here's How It's Set In The Floor!—This "phantom" drawing shows a flat-register model set in a usual location—in the archway between two rooms. Dual-wall register models, that set under walls (as indicated between bedrooms in floor plan), are also available.



What Is A Floor Furnace? A Coleman Floor Furnace is a complete, automatic heating unit. It is set into the floor. Note in this cutaway view three special features: (A) Large area of heating surface for fast warming of cold air from floor; (B) 80% open register for fast out-flow of warm air; (C) streamlined bottom (patented Coleman feature) which speeds up warm air travel as much as 35%.

Write for complete details of capacities, fuels, installation data, on Coleman Floor Furnaces. Address The Coleman Company, Inc., Dept. AB-553, Wichita 1, Kansas.

THE COLEMAN COMPANY, INC. • Wichita 1 • Philadelphia 8 • Los Angeles 54 • Toronto, Canada

AUTOMATIC

Coleman

HEATING



Follow the Remodeling Trend



FOR HOMES

Much needed additions to accommodate growing families can be built on a quality basis, now, out of war savings. Specify Stanley Hardware.



FOR PUBLIC BUILDINGS

Operators and owners of commercial structures used by the public know the necessity for quality hardware for such use. Specify Stanley Hardware.

Record breaking post war building estimates, once visionary, are running so far beyond possibility of actual accomplishment that many owners and operators are changing their plans to *remodeling*, — extensive remodeling that will serve until brand new construction is feasible.

Profit-wise builders will follow this trend; and they'll specify Stanley Hardware. For Stanley Hardware has the quality that owners almost everywhere can afford, and will demand today, after four years of war's make-shifts. It is hardware that you can use on every type of construction, for the same top quality runs all the way through a broad line.

Specify Stanley Hardware for remodeling or new construction in the knowledge that the full line will be available as soon as conditions permit. The Stanley Works, New Britain, Connecticut.

STANLEY

TRADE MARK



They know what they want...when

The average woman spends more than 1600 hours a year in her kitchen. So it's not surprising that she has a *lot to say* about the kitchen you will design and build for her.

In a recent survey we interviewed hundreds of these "average women"... from different income groups, in widely separated parts of the country. Their reactions to the sample "New Freedom Gas Kitchens"— (see picture above)—are of *direct concern* to every architect and builder of private homes.

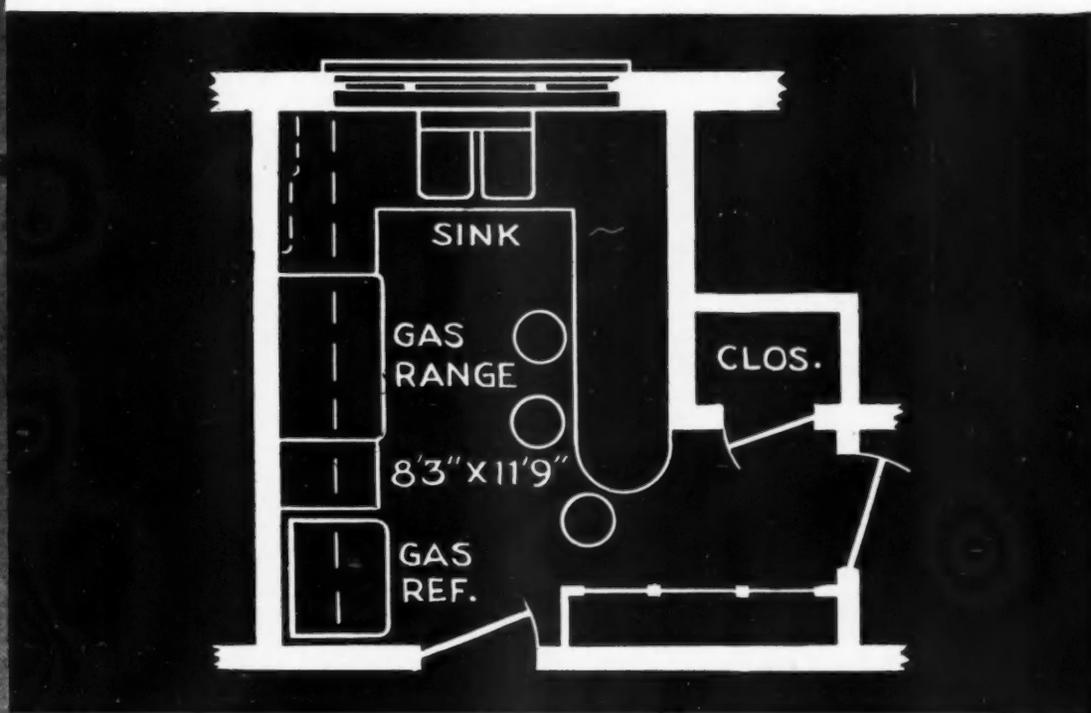
On the opposite page are some of their *actual statements* about the 3 most important factors in kitchen planning!



ARRANGEMENT "I like the way the units are grouped for convenience." "It saves steps." "It's handy . . . everything is uniform." "Everything is within reach." "A labor-saving kitchen." "Cupboards and units give the kitchen a systematic look."

DECORATION "It is a cozy looking room." "The kind of kitchen I should like to sit down in." "I like the indirect lighting." "It keeps the home atmosphere." "A gay family kitchen." "It is a pleasant place . . . one I'd like to entertain in."

EQUIPMENT "These Gas things look more modern than any I've seen." "I like Gas for refrigeration . . . it's much quieter." "I'd rather have a Gas range than any other kind." "Range looks pretty . . . and Gas is so easy to regulate." "Gas equipment is inexpensive to run . . . but I'd insist on it at any price because it works so much better." "I like Gas for home use . . . wouldn't change for anything!"



en times to Kitchen Planning



MULTIPLY BY 20 MILLION! Gas is far and away the most popular modern kitchen fuel. Its speed, flexibility and economy are known and enjoyed in more than 20 million urban and suburban homes . . . the identical communities from which you draw your clientele. So that when these present Gas users state emphatically that Gas is their *first choice* for the kitchen of today—it points the way to a preference worth considering. And for added attraction . . . specify Gas for house heating and air conditioning. It's the ultra-modern fuel for dirt-free, trouble-free *scientific* temperature control. For complete technical details on modern Gas practice, appliances and systems—see your local Gas Company.

AMERICAN GAS ASSOCIATION

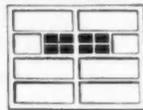
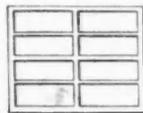
YOU CAN SPECIFY AND INSTALL THE NEW

Craw-Fir-Dor SELF-ENERGIZING • ONE PIECE • OVERHEAD TYPE GARAGE DOOR

NOW!

ATTRACTIVE

Beautiful new designs. Profit to standard size.



EASY-TO-INSTALL

Hardware 85% pre-assembled. Can be installed in an hour.

MINIMUM HEADROOM

Requires only 2" of headroom above openings and 2" of sideroom.

NEW AUTO-TYPE LOCK

Smart, durable, easy-acting auto-type lock is exclusive equipment.

STURDY DOUGLAS FIR

Craw - Fir - Dor is strong. Made of durable Douglas fir. Exterior (waterproof) panels

Yes! Craw-Fir-Dor — the low-priced, upward - acting, overhead - type garage door — is available NOW. Better than ever, too, with improved hardware, improved performance, improved appearance. Contact your lumber dealer NOW.

FIR DOOR INSTITUTE

Tacoma 2, Washington

The National Association of Fir Door Manufacturers

Amer

The
than-
accep
every
and

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HOIS



Among the Finer Things to Come . . .

NEW *Gar Wood* AUTOMATIC HEATING UNITS
 THE ORIGINAL OIL-FIRED BURNER UNIT

The future holds definite promise for the new better-than-ever Gar Wood Home Heating Units . . . greater acceptance among home owners . . . easier to sell from every angle. The new Tempered-Aire Units are tried and proved, and they will be in production as soon

as conditions permit. Plan to specify Gar Wood in the homes you build. There will be models for all types of homes and the line will include oil-fired and gas-fired Tempered-Aire Units, oil-fired Boiler-Burner Units, Conversion Burners and Water Heaters.

This advertisement is an advance description of postwar equipment which is not now available. It does not constitute an offer to sell or deliver and no suggestion is made that orders be solicited. This notice will cease to apply when ceiling prices have been established by the O.P.A.

GAR WOOD INDUSTRIES, INC., HEATING DIVISION

7924 RIOPELLE STREET

DETROIT 11, MICHIGAN

Canadian Distributors: Engineering Industries, Ltd., 282 Dupont St., Toronto, Ont.

HOISTS and BODIES . . . WINCHES and CRANES . . . TANKS . . . ROAD MACHINERY . . . MOTOR BOATS

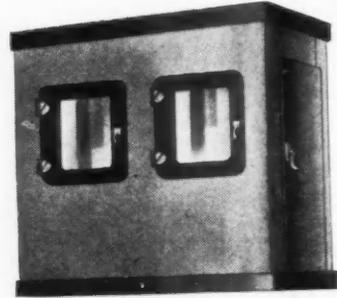
SPECIFY WHITE-RODGERS CONTROLS FOR...



HEATING

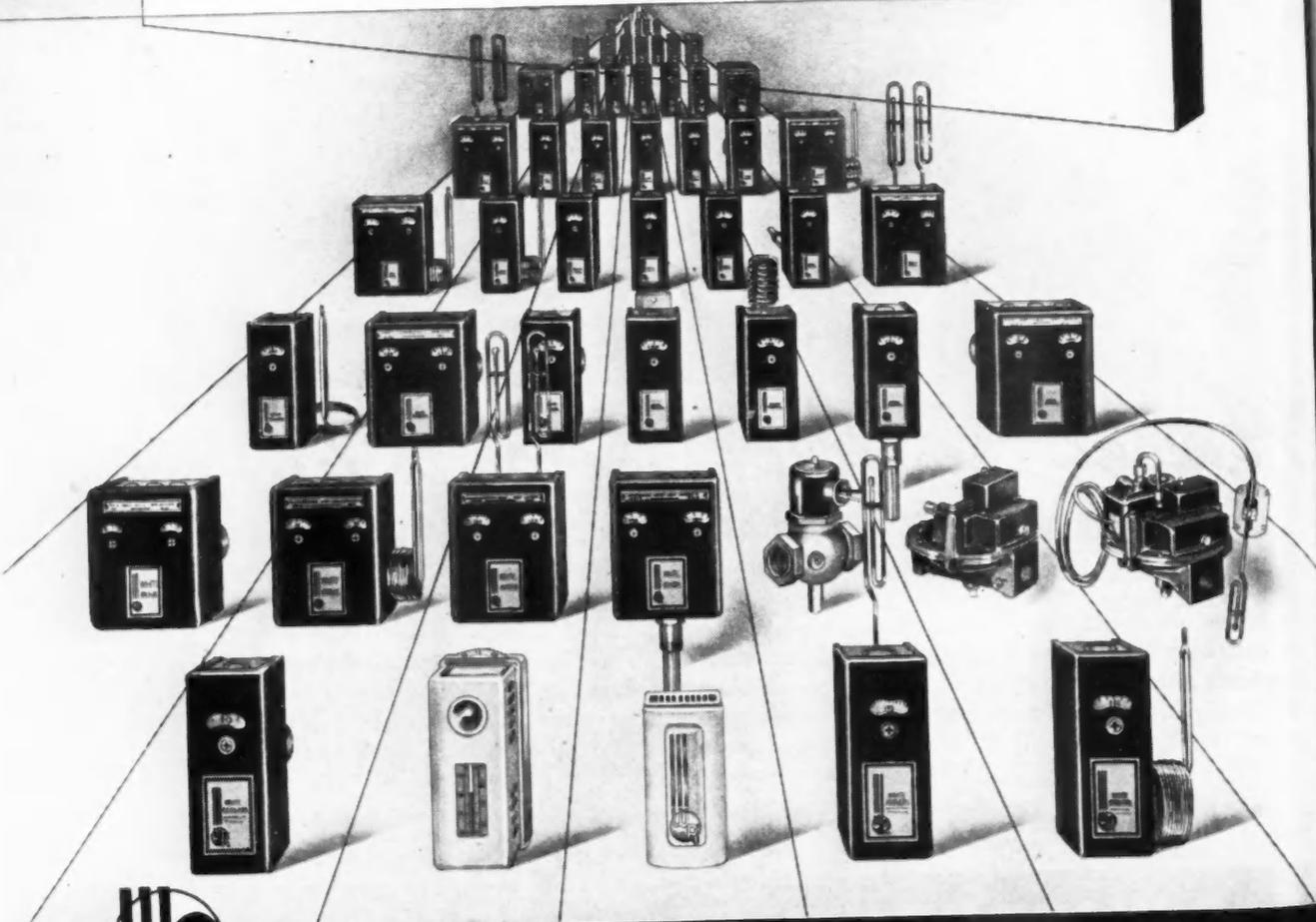


AIR-CONDITIONING



REFRIGERATION

Whatever the application, the complete line of White-Rodgers temperature and pressure controls will meet your need. Accurate, readily installed, compact and attractive; put these positive advantages of White-Rodgers controls to work for you. Write today for catalog and installation data.



WHITE-RODGERS ELECTRIC CO.

ST. LOUIS 6, MISSOURI

Controls for Refrigeration • Heating • Air Conditioning

Maybe it looks like
**PLAYING
 SANTA CLAUS**



Do you think we're playing Santa Claus when we back every Dexter Tubular Lock and Latch with its unconditional lifetime, written **GUARANTEE**? Not one bit! Based on figures for the past twelve months, the number of Dexter Tubulars that have come back to the factory for replacement under the terms of the guarantee are in a ratio of only one out of 100,000—less than one-thousandth of one per cent. So you can see that we're not playing Santa Claus to the millions of home owners who use and enjoy Dexter Tubulars every day, to our good friends the builders and contractors, or to our dealers. The Dexter Tubular lifetime written **GUARANTEE** is just plain good business. It is your assurance, overwhelmingly borne out by performance facts, that Dexter Tubulars are not only easier, faster and cheaper to install, but that they have been expertly designed and precision built to give a lifetime of trouble-free use.

*Unconditional lifetime
 written guarantee packed
 with every Dexter-Tubular.*

**GENUINE
 DEXTER-TUBULAR LOCK & LATCH
 Lifetime Warranty**

This certifies that the genuine Dexter-Tubular Lock or Latch, herein, has been carefully inspected and is warranted to give satisfactory service. Properly installed in any Residence Building, it is unconditionally guaranteed, except against abuse, to operate satisfactorily during the life of the building. Should failure occur; it will be repaired or replaced, at the option of the manufacturer, without cost.

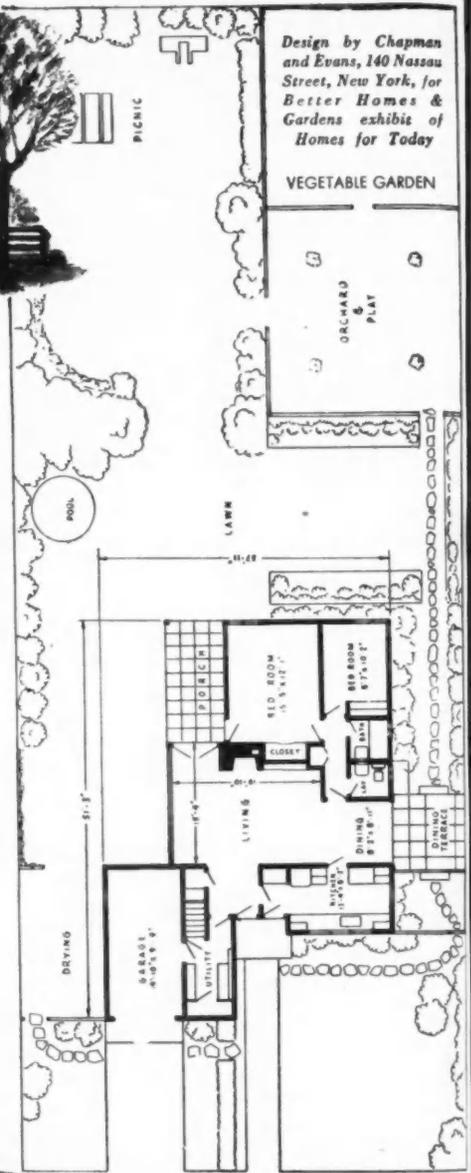
NATIONAL BRASS COMPANY - GRAND RAPIDS, MICH.

**NATIONAL BRASS COMPANY, Mfrs.
 Grand Rapids, Michigan**

**MAKERS OF BUILDERS, CABINET, SCREEN DOOR
 AND SHELF HARDWARE**



What do you get out of Better Homes & Gardens Exhibit of Homes for Today?



Design by Chapman and Evans, 140 Nassau Street, New York, for Better Homes & Gardens exhibit of Homes for Today

The department stores are showing our eight 1/2"-scale models — but obviously they're not going to build houses or sell building materials. They're after store traffic and furnishing business. We're crystallizing ideas that we've been putting across to our readers in Better Homes & Gardens magazine. And you get the building business.

To help you get it, the stores are giving lists of local builders, architects, contractors, etc. to their customers.

The show is of special interest to you, because it combines traditional exteriors with modern interiors — the major trend in the volume market.

Your clients will come to you with clearer ideas of what they want after they've seen the show—and well-informed clients save time and money.

Eight prominent architects planned the eight houses. Every house is planned right to the lot-line: inside and outside plans are correlated to make the most of every inch of space. We think we've made a contribution to small-house planning in that.

The exhibit includes a planned community to help sell your own community planning projects, and to present in concrete form the forward-looking ideas we've been selling in BH&G.

Plans of these 5★★★★★ homes will be available as they appear in Better Homes & Gardens.



market

THERE'S NO PLACE LIKE HOME

— and as we swing into the biggest building boom in history, it's down your alley to know that 68.4% of all new home building families read Better Homes & Gardens (F. W. Dodge survey for BH&G, 1941). People become BH&G readers when they reach the active home-making stage; what better spot than BH&G to tell them about your product?

READ BY MORE THAN 2,450,000 FAMILIES

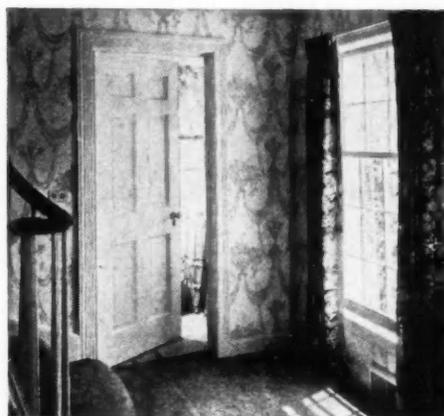
Chapman
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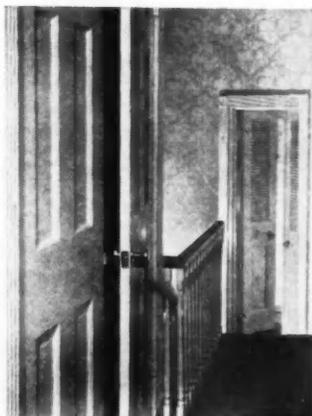
• Father wants to read—the children want to play—mother wants the radio—and Sue wants to hold hands! What's the answer? More partitions—with more doors of Ponderosa Pine—to create peaceful, functional room units!

In "Today's Idea House"—new 32-page idea book—doors are treated with respect to their functions in making family life more convenient and more comfortable. This booklet is crammed with illustrations showing how stock design Ponderosa Pine doors and windows help you fulfill America's need for home beauty and durability

—yet enable homes to be built for greater economy. Remember, doors, frames and windows of Ponderosa Pine will be available as postwar building moves forward. You'll want a copy of "Today's Idea House"—and the coupon will bring you one, free!



This beautifully proportioned door of Ponderosa Pine provides privacy for a room opening off a hallway. "Today's Idea House" shows a wide variety of stock door designs including sliding doors.



Doors can be charming in themselves—as witness these doors of Ponderosa Pine. Note how the louvered doors at the right and the Colonial type doors at the left create an informal, livable atmosphere.



Dutch doors—as shown in the photograph—are an excellent choice for children's rooms. Upper half of the door opens for ventilation—there's no danger of the child's leaving the room.

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
Dept. MAB-12, 111 West Washington Street
Chicago 2, Illinois

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

Name.....

Address.....

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

Ponderosa Pine
WOODWORK

THE BEST IS YOURS . . . WITH PONDEROSA PINE

FAMILIES

*In two independent surveys
homeowners voted . . .*

..... ASBESTOS SHINGLES

YES, 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
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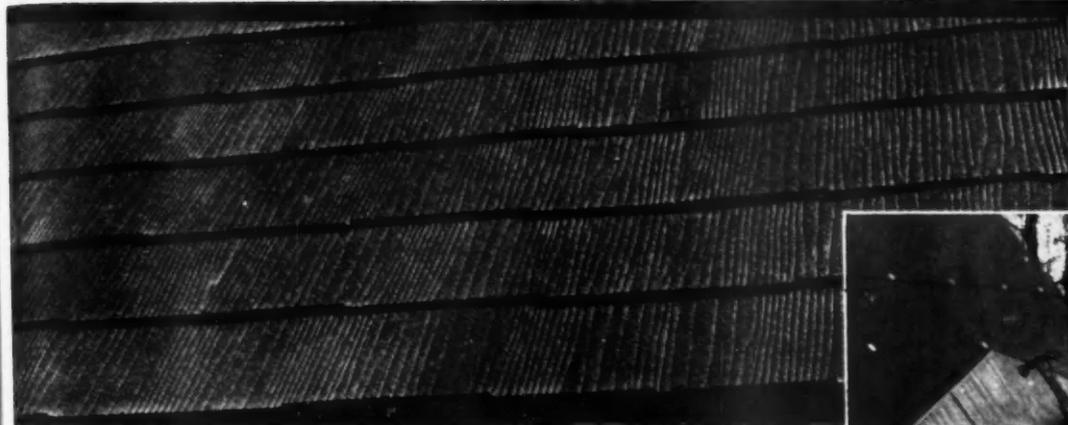
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FIRST CHOICE for ROOFS!



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.

SYLVANIA NEWS

HOME CONSTRUCTION EDITION

DEC.

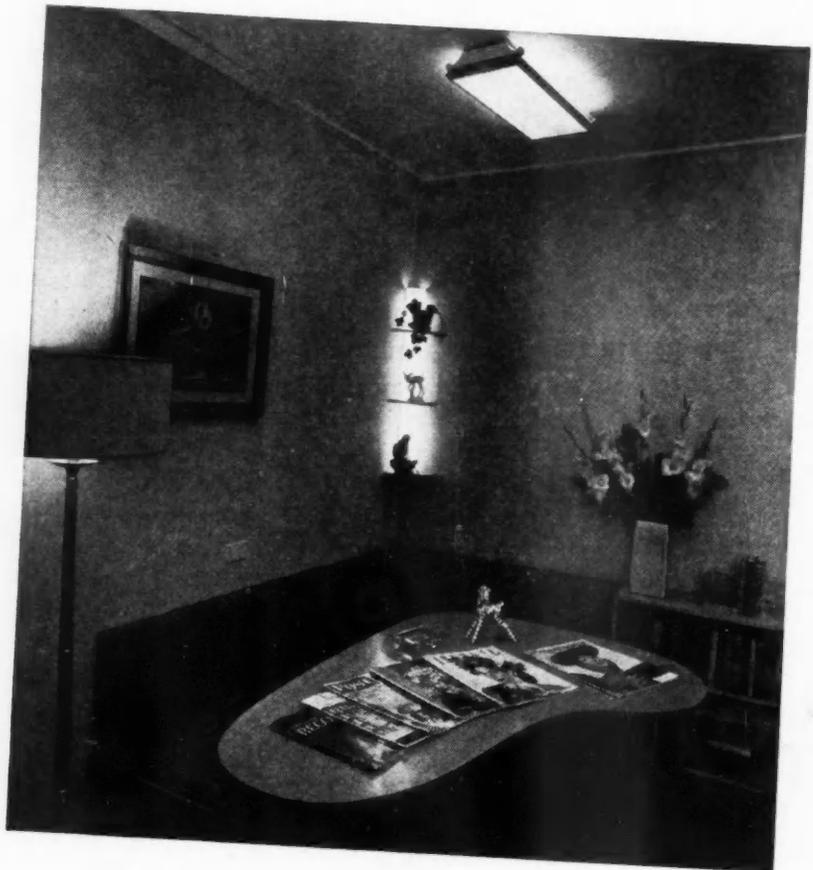
Published by SYLVANIA ELECTRIC PRODUCTS INC., Salem, Mass.

1945

ADVANCED-DESIGN FLUORESCENT LIGHTING FIXTURES TO BE AVAILABLE SOON

Whole New Program To Be Launched By Sylvania Electric

The all-purpose living room, with corner seat and table designed for dining or games. Lighting is provided by a fluorescent ceiling fixture, illuminating the entire room. A Sylvania preview.



The newest, most advanced type residential fluorescent fixtures will be available to home builders in the near future from Sylvania Electric's production lines.

There'll be fixtures designed to give home builders *selling points* — attrac-

tive, different, efficient units that will be expressly developed to achieve the best in fluorescent illumination.

WILL HELP SELL HOMES

Recent surveys conducted under the auspices of Sylvania Electric—by a na-

tionally known research organization — have shown the potential sales value of fluorescent lighting in the home.

Builders looking for new-departure fluorescent fixtures are urged to watch for the latest of Sylvania's famous "Packages of Light!"

SYLVANIA ELECTRIC

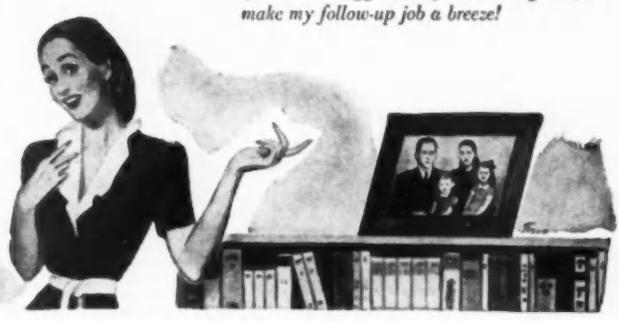
MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES

"WHAT A LAYOUT for a growing family! Built-in fixtures so there's plenty of 'dressing' room on chilly mornings . . . a wonderful safety-bottom bathtub to protect my pair of roughnecks . . . and easy-to-clean Briggs Beautyware throughout, to make my follow-up job a breeze!

Beautiful Bath . . . jam-packed with bright ideas!



"AT LAST! The inspiration I've been needing to modernize our family 'horror'. For instance, that ceiling-high mirror over the towel-rack lavatory . . . and the fluted glass top over the 'privacy' partition . . . would be a real start on a bathroom I'd be proud-as-punch to own!



DESIGNED AND ILLUSTRATED BY BRIGGS DESIGN RESEARCH DEPARTMENT

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

"CUSTOM-MADE LOOK at ready-made cost . . . that's what gets me! Furthermore, my local plumbing contractor tells me that the smartly styled Briggs Beautyware designs come in a variety of decorator-colors! Um-m! I'm going to start planning in my new bathroom. today!"



YOU CAN START PLANNING, TODAY. For Briggs designers are already planning for you. They're working on the slickest . . . swankiest . . . most durable and convenient fixtures that ever glamorized a new—or re-newed—bathroom! And what's more . . . they're going to offer Briggs Beautyware plumbing fixtures in both formed metal and vitreous china. Two very good reasons why you can count on Briggs Beautyware to fit-like-a-glove into any blueprint or budget!

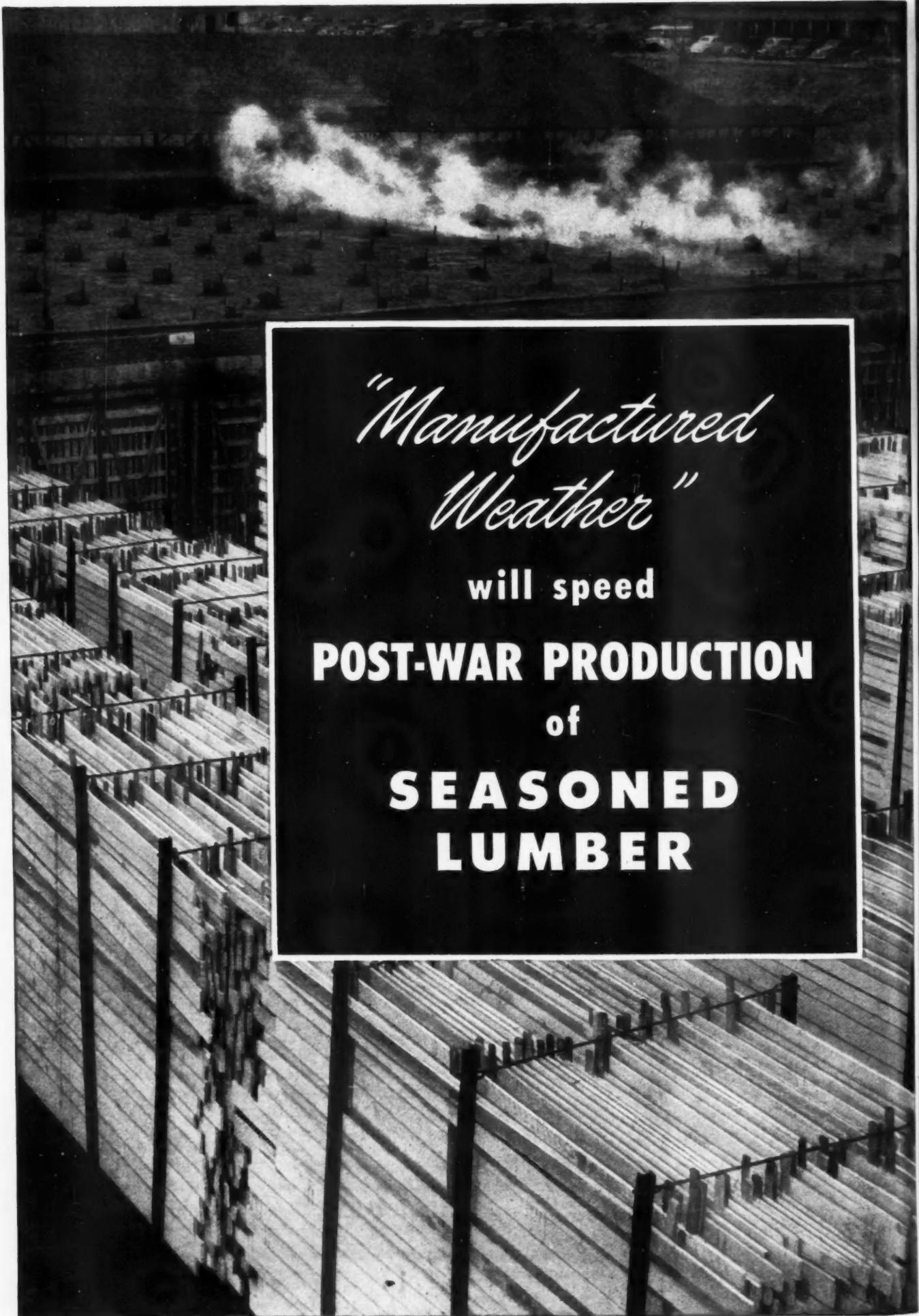
BRIGGS Beautyware

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

COPY 1945

PLAN FOR TOMORROW—BUY MORE WAR BONDS TODAY

This advertisement, in full color, appears in:
Saturday Evening Post, October 13 American Home, November Better Homes and Gardens, October



*"Manufactured
Weather"*

will speed

POST-WAR PRODUCTION

of

**SEASONED
LUMBER**



WHEN 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 is NAHB doing for Builders?



When and why was it organized?

How does NAHB operate?

What are its objectives?

What do you gain by membership in NAHB?

How many others interested in home building join NAHB?

What does membership in NAHB cost?

**Mr. Frank Cortright, Executive Vice President
National Association of Home Builders
1737 K Street, N. W., Washington 6, D. C.**

I would like to know about NAHB. Without cost or obligation please send me a copy of "What is NAHB?" telling the story of the National Association of Home Builders of the U.S.

Name (Print)

Firm

Street & No.

City & State

(Give postal zone, if any)

**How Can A
"Builder"
Become A
Member
Of NAHB?**



Mail coupon TODAY!

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DAY!



ASBESTOS IN ACTION
WITHSTOOD BOTH
HURRICANE
and
FIRE!

ASBESTOS IN ACTION

HIGH, WIDE and HANDSOME!

... and SAFE because it's sheathed with "Century" APAC

THE striking architecture of this Navy Blimp hangar is its own tribute! The doors are like skyscrapers—120 feet high—220 feet wide—weighing 300 tons. And they must open the entire width of the hangar in TWO MINUTES.

These great portals must be the masters of wind and weather—for failure to open and close quickly might spell the doom of a wind-torn Blimp. So they are completely sheathed with "Century" Apac—K&M's low cost asbestos-cement sheet material. It is rot-proof, rust-proof and fire-resistant.

In thousands of industrial plants, K&M "Century" Apac is used for roofing and siding, office paneling, sheathing in machine shops and stock rooms, lining elevator canopies and shower stalls. It is ideal for new construction, repairs or plant additions.

Enormous quantities of "Century" Apac have gone into wartime jobs. YET NOW THERE'S PLENTY AVAILABLE FOR YOUR INDUSTRIAL CONSTRUCTION WORK... without delay, without restrictions.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

K&M
best in asbestos

Keasbey & Mattison have been making a variety of asbestos products since 1923. Their products are made from the finest asbestos fibers available. They are fire-resistant, acid-resistant, and non-toxic. They are used in a wide variety of applications, including roofing, siding, and industrial construction. For more information, contact your local distributor or write to Keasbey & Mattison, Ambler, Pennsylvania.

Check these "Century" APAC advantages for construction and renovation work:

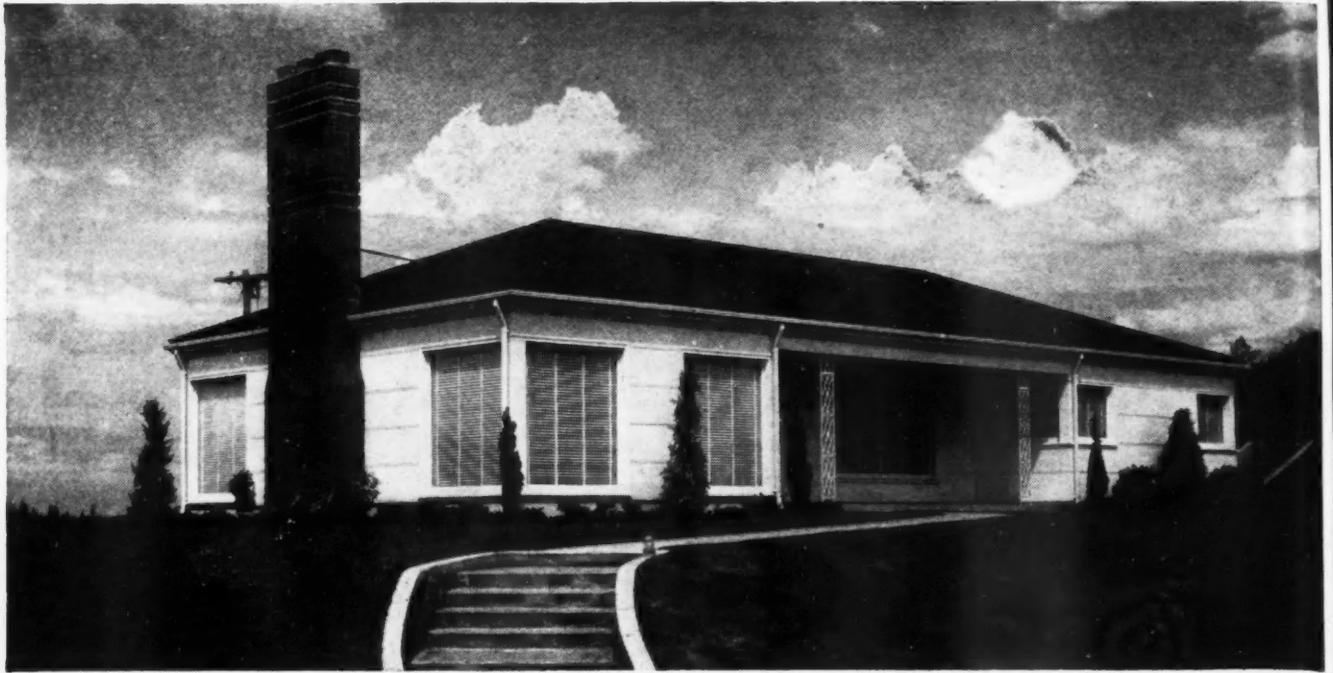
1. Made of asbestos fibers and Portland Cement
2. Phenolic light gray color
3. Fire resistant and durable
4. Construction cost—1/2" x 4" x 8" and 1/2" x 12" (20 lbs. sheet) —1/2" x 12" and 1/2" x 12"
5. Low cost
6. Not used in areas where acid is used
7. Easy to cut, handle and apply
8. Available with metal or wood framing
9. Practically any dimension
10. Prompt delivery

Nature made Asbestos

This advertisement originally appeared in April 1945

BETTER THAN we had anticipated
... the outstanding performance of K&M "Century" APAC used as sheathing on the hangar doors of the Richmond, Fla., Naval Air Station. While the hangars themselves were completely destroyed by the fire and hurricane of September 16th, the doors remain intact. On-the-scene estimates indicate that only 5% of the APAC sheets were damaged . . . necessitating repairs of a very minor nature, considering the magnitude of the disaster. LET THIS OUTSTANDING BUILDING MATERIAL GO TO WORK FOR YOU.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



Exterior type DOUGLAS FIR PLYWOOD adds beauty and durability to outside walls!

EXT.-D.F.P.A.
TRADE MARK REG. U. S. PAT. OFF.

Exterior type plywood, easily identified by the "grade trade-mark" shown above, is made with completely water-proof synthetic resin binder. For outside siding, $\frac{3}{8}$ " thick, Sound 1-Side grade of Exterior plywood is generally specified. Exterior type plywood (EXT-D.F.P.A.) should be used for all permanent outdoor structures and for interior purpose where moisture conditions are unusual.

THE attractive home above is a typical example of Douglas fir plywood DRI-BILT construction — with outside walls of Exterior type plywood. Used as flat panels, plywood provides a smooth, streamlined modern effect. A wide variety of siding treatment is possible through the use of battens, grooves, flush joints and mouldings. Best of all—Exterior type plywood, applied over PLYSCORD sheathing, adds durability as well as beauty. For plywood's cross-

laminated construction makes it strong, rigid — eliminates the necessity for horizontal bracing. See Sweet's File for Architects. For additional information, technical data and literature, write:

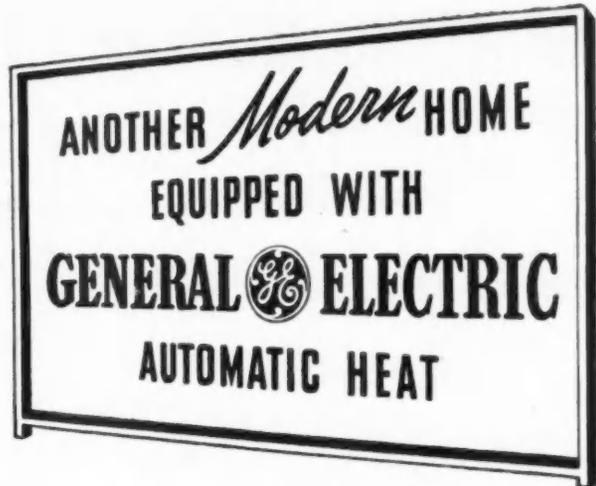
Douglas Fir Plywood Association
Tacoma 2, Washington

For prices or delivery information, see any lumber dealer in the United States. All dealers will soon have plywood in stock.



SPECIFY DOUGLAS FIR PLYWOOD BY THESE "GRADE TRADE-MARKS"

PUT THIS SIGN UP...



AND GET THIS ONE READY!



Letters from builders tell us that houses sell *fast* when they're equipped with G-E Automatic Heat... in fact, that buyers *pay extra* to get G. E!

For instance: in one development of 200 homes, with buyers having their choice of heating equipment, 50 purchasers paid a premium for G-E units. Another builder stressed G. E. in his advertising—sold half his houses in four weeks.

So... here's a business-opportunity tip for you: for quick turnover of capital in your new developments, install G-E equipment—and *feature it!* Your prospects will know—from G-E promotion, from users' word-of-mouth boosts—that G. E. means tops in automatic heating. And *you'll* find that G-E equipment is low in cost, easy to install.

Get the facts today!

General Electric Company, Air Conditioning Department, Section 51112, Bloomfield, New Jersey.

GENERAL  ELECTRIC

Automatic Heating Equipment

WITH ATLAS MORTAR CEMENT

SUCCESS IS IN THE BAG!



IT CONTAINS every characteristic a mason looks for in a job. Says one mason who has used it:

"In my thirty years' experience as a brick mason, I have never seen a prepared masonry cement that works as well as Atlas Mortar. It is fat, plastic and spreads with a trowel as easily as any I have ever seen."

Plasticity . . . Yield . . . Water-retention

Durability . . . Strength

EASY TO HANDLE——HARD TO BEAT!

ATLAS MORTAR CEMENT



*"The Satin of
Masonry Cements"*

Get it from your dealer

PRODUCT OF UNIVERSAL ATLAS CEMENT COMPANY
(United States Steel Corporation Subsidiary)
Chrysler Building, New York 17, N. Y.

OFFICES: New York · Chicago · Albany · Minneapolis
Philadelphia · Pittsburgh · Cleveland · St. Louis · Boston
Duluth · Kansas City · Des Moines · Birmingham · Wash.

Thermopane

REGISTERED U. S. PATENT OFFICE

The acceptance of *Thermopane*—Libbey·Owens·Ford's transparent insulating unit—has been tremendous! It is timely to emphasize the following:

- 1 *Thermopane* is a registered trade mark of the Libbey·Owens·Ford Glass Company;
- 2 Only Libbey·Owens·Ford makes *Thermopane*;
- 3 Only Libbey·Owens·Ford can call a transparent insulating unit *Thermopane*;
- 4 Only *Thermopane* has the Bondermetic Seal which bonds the panes of glass into one unit to prevent dirt and moisture from entering the dry air space;
- 5 The name "*Thermopane*" can and should be used when referring to the L·O·F product;
- 6 The word "*Thermopane*" should never be used when referring to any other brand of multiple-glazing construction.

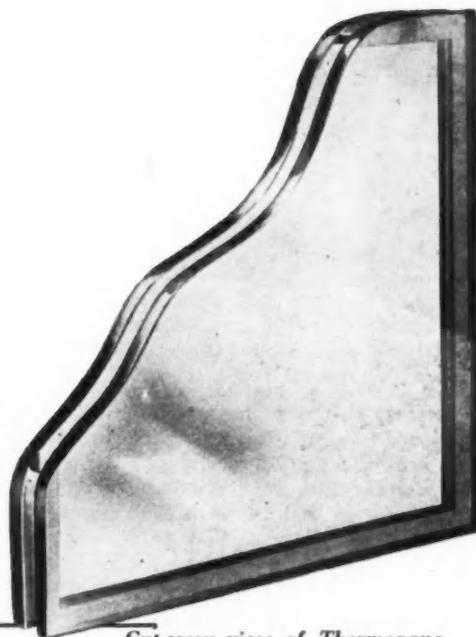
We make these statements because the function of a trade mark is to unequivocally identify the manufacturer of a product . . . and to eliminate the possibility of confusion in the mind of the public concerning the producer of a specified product . . . and to assure that the customer gets what he orders.

We are sure that architects, contractors and others who are familiar with the superiority and advantages of *Thermopane* will welcome these statements . . . will refrain from using our trade mark in referring to any construction or product not made by the Libbey·Owens·Ford Glass Company.

We believe that our readers will understand L·O·F's pride in *Thermopane* and our sincere desire to have *Thermopane* continue to enjoy its individuality.

©1945

Thermopane is also available in Canada.



Cut-away view of *Thermopane*—the windowpane that insulates.



LIBBEY·OWENS·FORD

a Great Name in **GLASS**

LIBBEY·OWENS·FORD GLASS COMPANY...TOLEDO 3, OHIO



A lot can happen in 20 years!

Plenty has happened since the introduction of Timken Oil Burners in 1925! The picture tells the story.

Take the product, for example. The big, cumbersome Timken "Arrow" Conversion Burner, shown in the background, was accepted in 1925 as "the finest of its day." Many are still giving satisfactory service. But this complicated piece of machinery weighed 320 pounds, had over 480 parts, and retailed at \$625.00.

Contrast this with the new improved Timken Silent Automatic Wall-Flame Burner, shown in the foreground. *It sells for approximately half the price of our first burner.* It is far simpler and more reliable. When installed in existing furnaces and boilers, or used in Timken Silent Automatic Complete Units and Water Heaters, it is so efficient it actually saves up to 25% on oil and electricity costs and is so fully automatic that it even lubricates itself.

Timken's advanced engineering is the answer to these far-reaching improvements. Through constant research, more *real* progress has been made by Timken in oil burner design during these 20 years than has been made in any other type of home equipment.

Surveys show more people than ever before are going to buy comfort with automatic heating in the years to come. In the last four years of peacetime production, 1938 through 1941, oil burner annual sales jumped more than 100%. It is significant that a far greater share of this increased dollar

volume went for Timken Silent Automatic products than for any other make of oil heating equipment.

By the time most of the new homes you plan to build are ready for heating equipment, Timken will be ready with new oilfurnaces, oilboilers, conversion burners and oil burning water heaters. Timken Silent Automatic products installed in your homes, will appeal to every prospect—insure quicker sales and increased profits.

TIMKEN

Silent Automatic

OIL HEATING PRODUCTS

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

A
little extra glass
**MAKES ANY HOUSE
 EASIER TO SELL!**

BECAUSE a little extra glass costs so little, it can be used in even the lowest cost homes. And only glass can add so much sales appeal for so little money. It dresses up a house—makes it look more luxurious and practical.

Prospects are impressed by built-in mantel mirrors and full-length door mirrors. They like bathrooms and kitchens that are walled with sanitary, easy-to-clean Carrara Structural Glass. They like to have the outdoors brought indoors by large picture windows.

It takes only a little extra glass to make a house appeal far more strongly to the prospect as a "good buy"—as a house he would like to own. Send the coupon today for our free booklet which shows many attractive glass applications. Actual detail drawings, showing how each glass application should be made, are also included.



FULL-LENGTH DOOR MIRRORS are a necessity in homes. They are sure to appeal to the prospect—and his entire family. Cost is low. Installation is easy.

Pittsburgh Plate Glass Company
 2392-5 Grant Building, Pittsburgh 19, Pa.

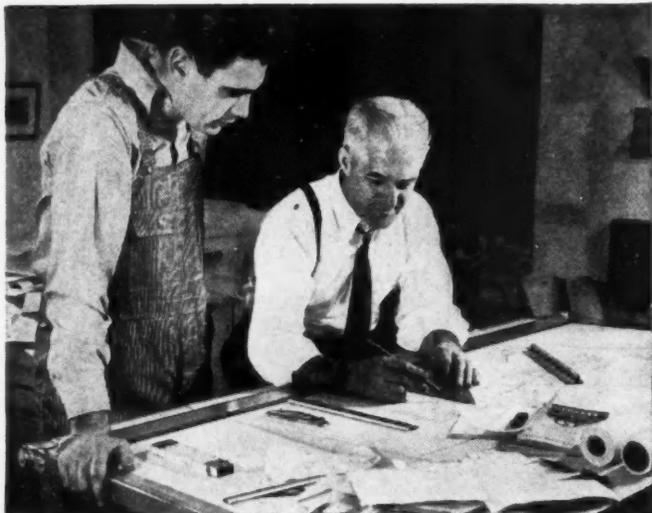
Gentlemen:
 Please send me, without obligation, your new book entitled, "A Little Extra Glass Means a Lot of Extra Charm."

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

"PITTSBURGH" stands for Quality Glass and Paint



PITTSBURGH PLATE GLASS COMPANY



- 1.** The first "third" is the plan—the architect's combination of an efficient, liveable interior with a pleasing exterior.



- 2.** The second "third" is construction—the builder's skill and use of good materials from foundation to roof, inside and out.



- 3.** The third "third" is equipment—no longer confined to plumbing and hardware, but *complete electrical equipment* . . . modern aids to *better living*, included as a basic part of the home.

The *third* third may be the key to your sales! For, when it comes to meeting competition, homes with the *most complete* equipment and the *best* equipment will have a long head start.

- Such equipment includes automatic heating with air conditioning; adequate wiring and proper lighting.
- All-Electric Kitchens with refrigerator, range, dishwasher, Disposall, exhaust fan, clock, and steel cabinets.
- All-Electric Laundries, with washer, dryer, ironer, and plenty of hot water from the automatic heater.

Most People Believe The Best Is G-E

A recent survey of people all over the country shows that 53% of the women and 51% of the men say *General Electric makes the best electrical appliances for the home.*

This preference, backed by General Electric's record for

dependability, is the reason so many builders and architects specify *G-E Appliances* as standard equipment in new homes.

"Better Living" Can Be Less Expensive

The difference in initial cost of a *complete* home, with all equipment included in the mortgage, is relatively minor. Economies in operating cost and maintenance, plus the longer life of *G-E Appliances*, will more than offset the slight increase in monthly payments.

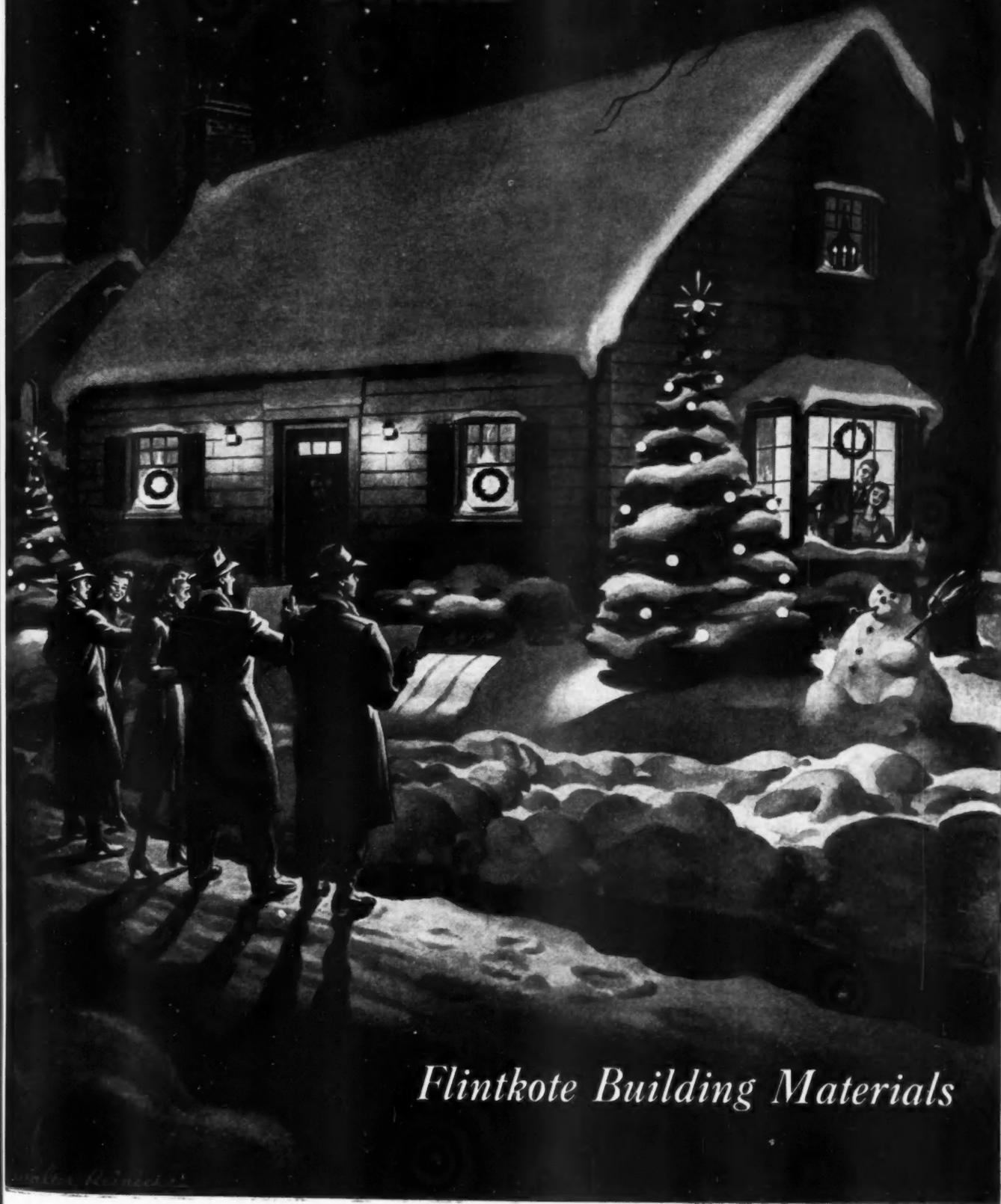
For complete explanation of these economies, send for your free copies of the *G-E Booklets*, "Your New Home And Your Pocketbook," and "Castles in Foxholes." Remember, *G-E* is ready to help you with a complete merchandising program for *better living*. Home Bureau, General Electric Co., Appliance and Merchandise Department, Bridgeport, Conn.

THE APPLIANCES MOST WOMEN WANT MOST

GENERAL  **ELECTRIC**

At no other season

does **HOME** mean so much...



Flintkote Building Materials

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equip-
basic

archi-
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HOME for them!

and the
HOME STRETCH
for YOU!

You still have time! In December, your employees' allotments to the Victory Loan through your company's Payroll Savings Plan offer a final chance to help speed the proud homecoming of our fighting men—and do all in medical power for our hospitalized heroes!

Make December a plantwide TOP-THE-QUOTA drive! Now's the time to spotlight your Payroll Savings Plan—and "brief" your Bond-selling organization for fast, last minute action!

**Resolicit every employee to buy
the New F.D.R. Memorial \$200 Bond**

The new Franklin Delano Roosevelt \$200 Bond—better than actual cash because it earns interest—is a strong building stone toward the secure future of every employee-purchaser!

From now 'til the New Year—with plant rallies, interdepartmental contests and resolicitation—keep Payroll Savings Plan Bond-buying at a new Victory Loan high! Buying a Victory Bond is the best way of saying "Welcome Home" to our returning veterans! Also an active aid in assuring prosperity to your nation, your employees—and your own industry!



The Treasury Department acknowledges with appreciation the publication of this message by

AMERICAN BUILDER AND BUILDING AGE

This is an official U.S. Treasury advertisement prepared under the auspices of the Treasury Department and War Advertising Council



Marlitz ... ON 24-HOUR DUTY AT "ATOMIC BOMB CITY"



PHOTO PRESS ASSOCIATION, INC.



876,326 Square Feet of Plastic-Finished Marlite Wall and Ceiling Paneling Installed at the Clinton Engineer Works, Oak Ridge, Tenn.

Here's Oak Ridge, Tenn., where, at the Clinton Engineer Works, the most devastating war weapon of all time is produced. Hospital, with nurses home and out-patients building, required 110,000 square feet of Marlite paneling. Homes, such as these shown, used 607,652 square feet of Marlite.

Remember Marlite and its Oak Ridge record (just one of the thousands of government installations made throughout the war) when your customers ask about an interior wall and ceiling surfacing material! Pre-engineered Marlite means (for all kinds of rooms in all types of buildings) easily installed, easily cleaned, long-wearing, attractive walls and ceilings impervious to attack by moisture, oil, dirt, alkalis and most acid fumes.

That's the record versatile and beautiful Marlite is making at Oak Ridge where over three-quarters of a million feet are installed in hospitals, schools, homes, dormitories, factories, food stores, service stations, a recreation hall and laboratories. And that's why Marlite wall and ceiling paneling means more profits, more prestige, more satisfied customers for you.

★ ★ ★

ABOUT DELIVERY: Marlite normally is available from 27 warehousing points, and just as rapidly as war-born conditions clear up, you will see a return to the regular prompt Marsh service.

Bond-
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on—keep
Victory
st way of
eterans!



Council



Marlitz

REG. U. S. PAT. OFF.

MARSH WALL PRODUCTS, Inc.

123 MAIN STREET

DOVER, OHIO

duty-ful

PLASTIC-FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS

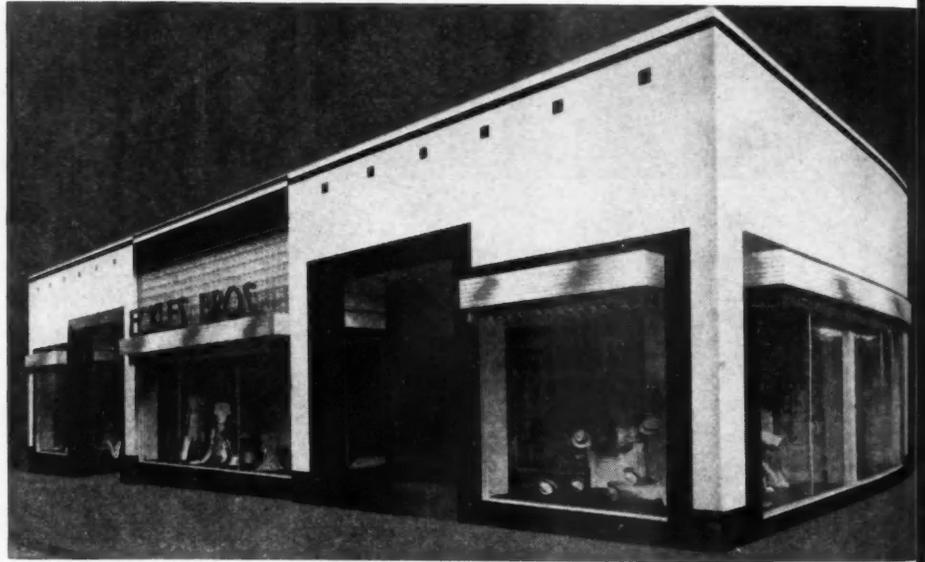
Do you want *a Share*
in 947,000 Prospects
for store modernization?

Profitable jobs are **WAITING FOR YOU**



BEFORE

Here's an example of how Pittsburgh Glass transformed a store in Dodge City, Kansas. There's profitable work for you in building attractive, up-to-the-minute store fronts that mean more and better business for merchants. Contractors: Barker Brothers.



AFTER

EACH month our advertising in more than twenty retail fields reaches 947,000 merchants and dealers who are prospects for store modernization. These prospects—and many of them are in your territory—are being told how new store fronts and interiors attract more customers, help increase sales, and boost profits.

You can get your share of this modernization work. Just talk to a few retailers and you'll find that many are already planning to modernize and are anxious to get started.

Years of experience and thousands of splendid store remodeling jobs have made Pittsburgh Glass and Pittco Store Front Metal outstand-

ing in the field. So remember when you build that your prospective clients are familiar with Pittsburgh Glass Products—and prefer them.

You'll find many facts, figures, and photographs of actual store fronts and interiors remodeled with Pittsburgh Glass in our new, free booklet. Send the coupon today.

"PITTSBURGH" stands for Quality Glass and Paint



PRODUCTS OF

Pittsburgh Plate Glass Company

FOR STORE FRONTS AND INTERIORS

Pittsburgh Plate Glass Company
3049-5 Grant Building, Pittsburgh 19, Pa.
Please send me, without obligation,
your new, illustrated booklet, "How Eye
Appeal — Inside and Out — Increases
Retail Sales."

Name.....

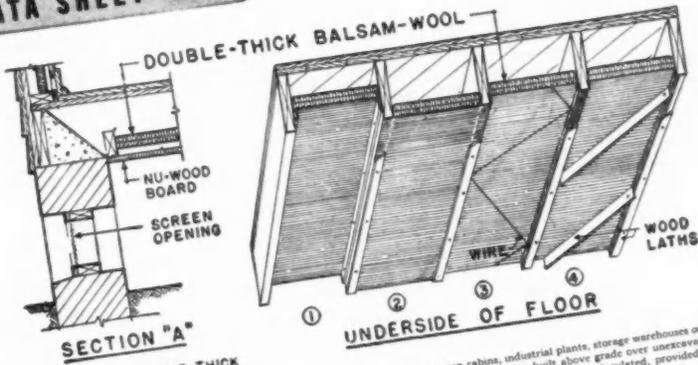
Address.....

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

**NEW LIGHT ON
INSULATION USES—
Balsam-Wool
DATA SHEETS**

**Balsam-Wool
APPLICATION
DATA SHEET** SEC. C No. 3

**APPLYING BALSAM-WOOL
TO EXISTING FLOORS**



MANY structures, such as vacation cabins, industrial plants, storage warehouses or portions of year-round homes, have floor construction built above grade over unexcavated areas. For greater comfort and fuel savings, these floors may easily be insulated, provided sufficient space is available under the floor in which a man can work.

In Section "A" above, Double-Thick Balsam-Wool is applied between the joists and Nu-Wood Insulating Board or Nu-Wood Sheathing is nailed to the bottom of the joists. A header is inserted between the joists, as a base to which both the Balsam-Wool and the insulating board may be fastened. The "U" value of such construction is .082, as compared to .34 for the uninsulated floor. This represents a saving of 76% of the heat otherwise lost through the uninsulated floor. Where it is difficult to seal the end of the Balsam-Wool, it may be cut extra long so the end can be protected right against the outside wall, as shown in Section "B". If no insulating board lining is used, the flange should be sealed to joists with wood lath. The "U" value of the floor insulated with Double-Thick Balsam-Wool, but without insulating board, is .094.

To prevent the blanket from sagging, it may be held by one of the methods suggested in the perspective drawing. In Panel 1 Double-Thick Balsam-Wool is applied midway in the joist space and held with wood lath nailed through the flanges into the joists. This gives a good rigid job. In Panel 2 the flange is pulled taut, to extend across the entire face of the blanket. In Panel 3 a wire is used diagonally in a zigzag manner across the joist space to support the blanket. In Panel 4 wood lath in regular lengths are placed at an angle across the joist space and nailed at each end to support the blanket. Wood lath may also be cut to length and wedged at right angles between the joists into the joists. These four suggestions may also be used to support the Balsam-Wool blanket when it is left exposed between sloping roof rafters.

When the space between the floor joists and ground is too small to permit application of Balsam-Wool in the above manner, floors may be insulated as shown in Section "C". Furring strips (2" x 2") are placed over the present floor, 16" on center, and nailed down. Standard Balsam-Wool is applied between the strips and the finished wood floor is nailed to the 2" x 2" members. This method of insulating the floor reduces the "U" value from .34 to .12 Btu, which represents a saving of 65% of the heat otherwise lost. Besides saving fuel, Balsam-Wool Insulated floors provide more comfort and reduce drafts, because the floor is warmer.

When the floor construction above grade is insulated, the space under the floor should be ventilated both winter and summer. Small louvers or screened openings should be provided on each side of the building to assure cross circulation. See Sec. "A" and "B".

Form No. 979-7-45

FILE A. I. B. 37

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

Balsam-Wool

SEALED INSULATION

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

BALSAM-WOOL • NU-WOOD
Products of Weyerhaeuser

WOOD CONVERSION COMPANY
Dept. 119-12, First National Bank Bldg.
St. Paul 1, Minnesota
Gentlemen:
Please send me set of application data sheets.

Name Address City State



SPECIAL NOTE TO BUILDERS

WHO USE GYPSUM SHEATHING

IF you are one of the thousands of builders who had already switched to gypsum sheathing before the war, here's good news:

Gold Bond Gypsum Sheathing panels are now being waterproofed on surfaces and edges with a moisture-resistant coating that eliminates the need for building paper except under stucco! And every panel is marked "Water-Repellent." (In some sections, local building codes require building paper or felt under all exterior finishes.)

Of course, you're already familiar with the other advantages of Gold Bond Gypsum Sheathing . . . the big

fireproof panels 2 feet wide that cut application time . . . the uniform sizes that fit standard stud spacings and eliminate waste . . . the T and G edges that fit snugly together for windtight walls with greater structural strength. And as you know, the cost of this easy-to-install gypsum sheathing is even lower than old-style inflammable sheathing.

Gold Bond Gypsum Sheathing is only one of 152 guaranteed Gold Bond Building Products manufactured by the National Gypsum Company. See your Gold Bond dealer for complete information. National Gypsum Company, Buffalo 2, New York.

GOLD BOND GYPSUM SHEATHING CAN BE USED WITH ALL EXTERIOR FINISHES

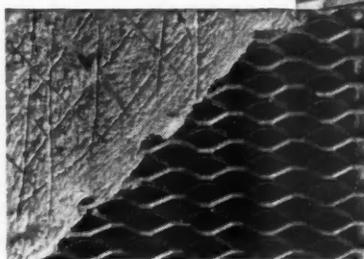


WOOD SIDING — Apply directly over gypsum sheathing; the nails to go through the sheathing and well into the wood framing. All siding joints shall butt over wood framing members.

SHINGLES — Apply 1" x 2" wood furring strips over sheathing at right angles to studding, to take shingle weathering specified. Furring strips to be nailed through sheathing to wood framing.



BRICK — Wall ties for masonry veneer shall be nailed securely through the sheathing to the wood framing. Air space of 1" shall be left between sheathing and back of veneer.



STUCCO — Apply building paper or felt over the gypsum sheathing. Use 3.4 Gold Bond Corrugated Diamond Mesh Lath, nailed through sheathing to wood framing. Apply stucco.

**BUILD BETTER WITH
GOLD BOND**

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

AMERICAN BUILDER

L D I T O R I A L

OPA Prolongs the War

WHEN the war started for us on December 7, 1941, there was universal agreement that the only way to win it was to devote every possible resource to the production of war materiel for the use of the most powerful military forces we could muster and train. Industry, turned loose on the problem, performed a production feat never before equalled or contemplated, and thereby made it possible to defeat both Germany and Japan in much less time than had been predicted.

Despite the fact, however, that the shooting is over, the war is not over. It must be remembered that in light of what has happened to American economy since 1941 there is much more to winning this war than simply defeating Germany and Japan. In doing that we won the military phase of the war, a vitally important requirement, but not the only one. On the day that Japan collapsed we automatically entered the economic reconversion phase of the war, also vitally important, and in the four months that have elapsed we have done practically nothing to win it. The reason is that the Office of Price Administration, professing to understand that production and distribution of goods for civilian use are the keys to winning the economic phase of the war, paradoxically elects to hamstring production on the questionable ground that their acts will prevent ruinous inflation.

This is reflected in many ways, and perhaps most notably in the current critical housing shortage. While hundreds of thousands of families double up and triple up in badly crowded quarters, and other hundreds of thousands are forced into one room or the corner of a basement, OPA seems to believe that lack of housing is a lesser evil than the possibility or probability that a few hundred thousand houses might be built for more money than the same houses would cost if supply were not so far behind demand.

By holding to wartime ceiling prices on materials, and asking for new ceiling prices on finished houses, while labor scales go up and labor output goes down, OPA implies that by legerdemain which neither it nor anyone else can explain, production can be forced without bankruptcy for the producers. There can be no production without producers, and there can be no producers without profit for all concerned. There can be no real profit—sustained profit—for labor, capital, management or consumer until a balance is struck through the unhampered operation of the fundamental law of supply and demand. To get that balance we shall have to go through a battle of economic forces, and the quicker we get started the better.

To enter any kind of battle with the timid and confused objective of trying to win without casualties, military or economic as the case may be, is to indulge in the most idle kind of wishful thinking. That is the kind of thinking OPA is doing. It is high time to realize that the only cure for shortage is production. It is time to drop the price ceiling delusion and face the facts of life. It is time to liquidate OPA and substitute its timidity and dangerous economic tinkering with courage and resolution, start the battle of production and housing, and really end the war.

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LLBOARD



Christmas, 1945

Peace on Earth

Good Will toward Men

—The Editors

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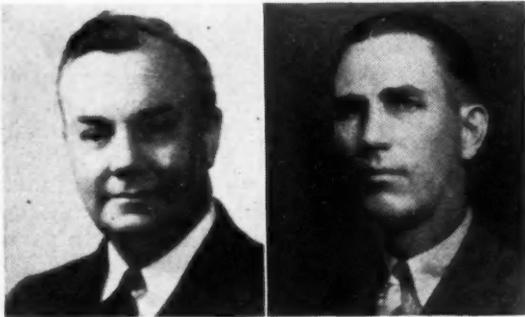
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KESSLERWOOD
 KESSLER BLVD. BETWEEN KEYSER AND EVANSTON
 INDIANAPOLIS, INDIANA
 MAURICE E. THORNTON Archt.
 424 FISHME ADJ.
 INDIANAPOLIS, INDIANA

SKETCH of present development. Note similarity to completed structures, shown in panoramic view on following page.



KENNETH P. FRY
 PROMINENT real estate broker and builder who conceived and completed this ideal subdivision.

MAURICE E. THORNTON
 ARCHITECT, known throughout area for fine homes, who was enlisted to aid in its development.

KESSLERWOOD

By Arthur V. Hansen

Architectural Editor

A 35-acre development of distinctive homes in Indianapolis, Indiana. Project held up during the war now ready to proceed as labor and materials become available

THE story of Kesslerwood began in the summer of 1938 when Kenneth P. Fry realized the possibilities that were contained in the acreage of partial virgin timber and open ground located in the northeast section of Indianapolis. He visioned an ideal community laid out to suit the greatest number of people with the best facilities possible. He sought and obtained the services of Maurice E. Thornton, architect of Indianapolis, in the planning and designing of a controlled community.

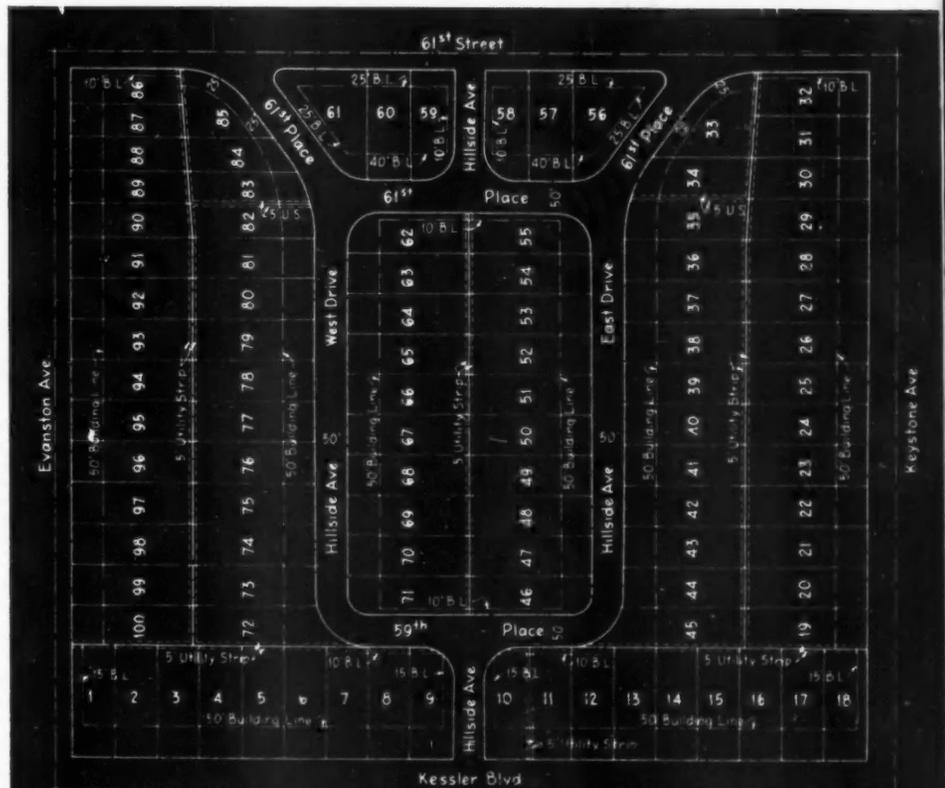
The idea of Kesslerwood revolved around three cardinal principles. They were: first, the creating of sizable lots, with flexible building lines, but definite restrictions as to side yards, usage, building areas and no outbuildings. All garages were

to be attached. Second, the planning and designing of the houses were all to be done by Mr. Thornton, thereby insuring control of the types to be erected. Third, by mass buying and quantity production, the build-

ing program could not only be continuously developed, but could insure economy in buying material and standardization of certain equipment. The extent to which these three principles were upheld is shown in

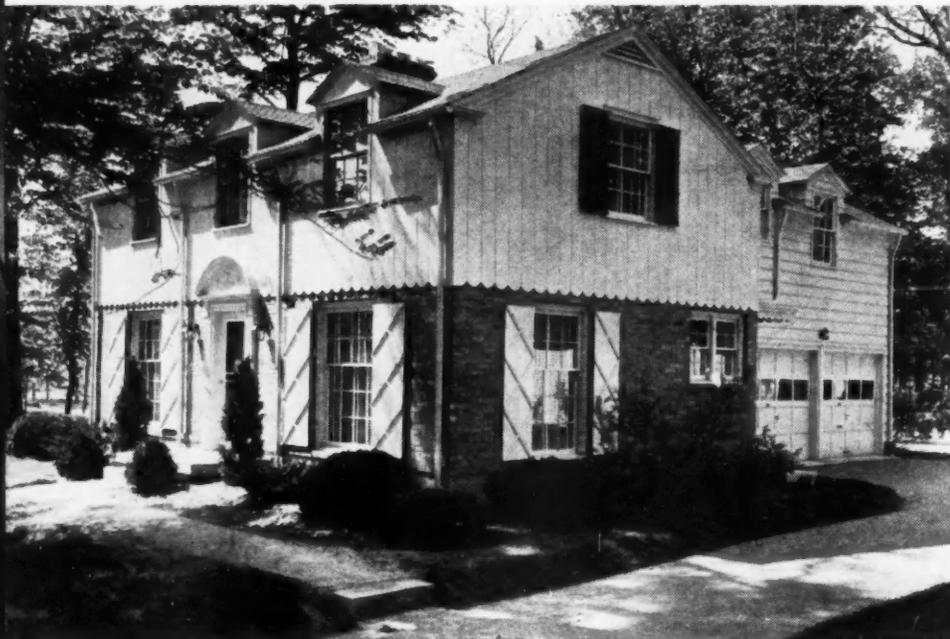
The second series on Kesslerwood will appear in the January issue when we will show how a typical situation was solved in an unusual and effective manner.—THE EDITORS.

PLOT plan of entire development. Note the provision for a 5-foot utility strip between lots, serving also as a buffer and a ready means of entrance and exit.





PANORAMIC VIEW looking north on Kessler Boulevard.



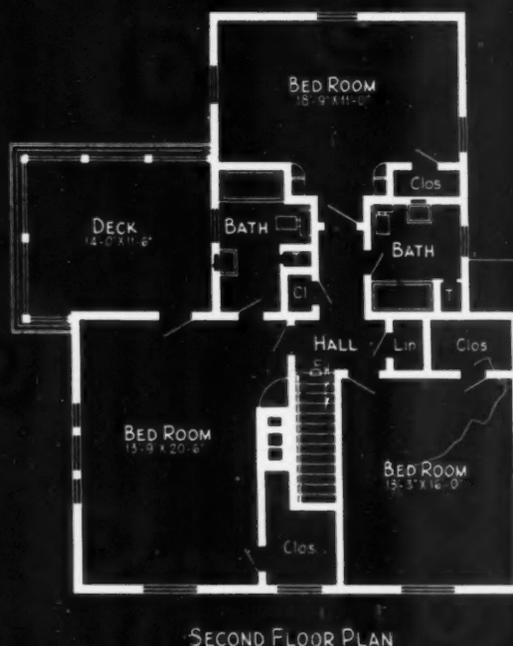
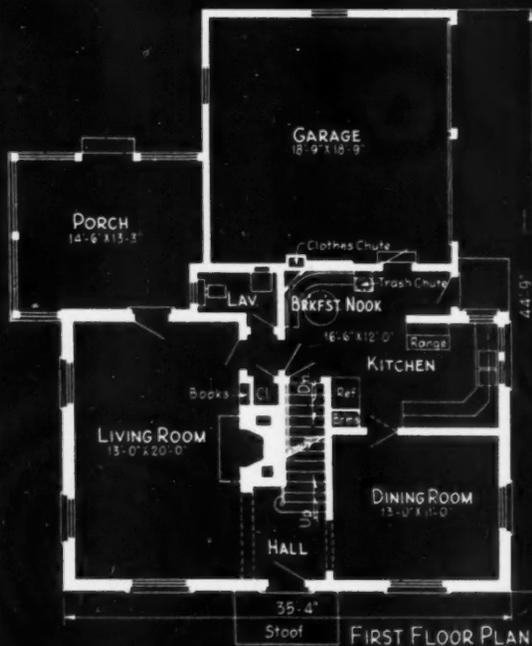
A SIMPLE modified two-story Colonial type with typical center hall plan is the first house to be seen when walking down Kessler Boulevard, starting at the extreme left of the view seen above.

the photographs and plans on the accompanying pages. At Kesslerwood the combination of a real estate developer, builder and architect working together from the very start shows how they were able to evolve a sound, practical program.

Realizing the inherent beauty of the area to be developed, the planners set forth to preserve as much of it as possible. A deep building line was established to create a park-like area between boulevard and houses and to take advantage of the trees for shade and beauty.

All developments have their own peculiarities. At Kesslerwood, it was apparent from the start that the most desirable lots were those on the inside and those fronting on Kessler Blvd. Therefore, values had to vary but the transition was, of necessity, very gradual to prevent any deflation taking place in the higher priced houses. The main difference in cost of the houses throughout the development was accomplished by variations in their size and amount of equipment, rather than through lowering of construction standards.

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EASE of circulation dominates the first floor arrangement. Note the splendid location of powder room. Second floor contains two bathrooms and three large bedrooms, each with generous closet space.

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To create a good impression, the outer perimeter lots were improved first with nine houses in the higher price bracket on Kessler Blvd., then six in the medium bracket just around the corner on Evanston, and thus continuing to the north. A total of twenty-three were completed and sold prior to the war. By building on consecutive lots, rather than jumping around, several important objects were accomplished. First, the general appearance was improved. Second, inconvenience and annoyance of the building operations were minimized. Third, the nuisance of adjacent vacant lots was eliminated; fourth, the procurement of utility service extensions was facilitated.

The plans for houses in each bracket were somewhat standardized. In this group the center hall motif was used to great advantage. This permitted a balanced arrangement of rooms as well as a symmetrical and varied treatment to the exterior. Garages have all been treated as a part of the whole composition.

In all cases the interiors were carefully planned and rather highly

HOUSES possess the quality of being precisely molded to their site.

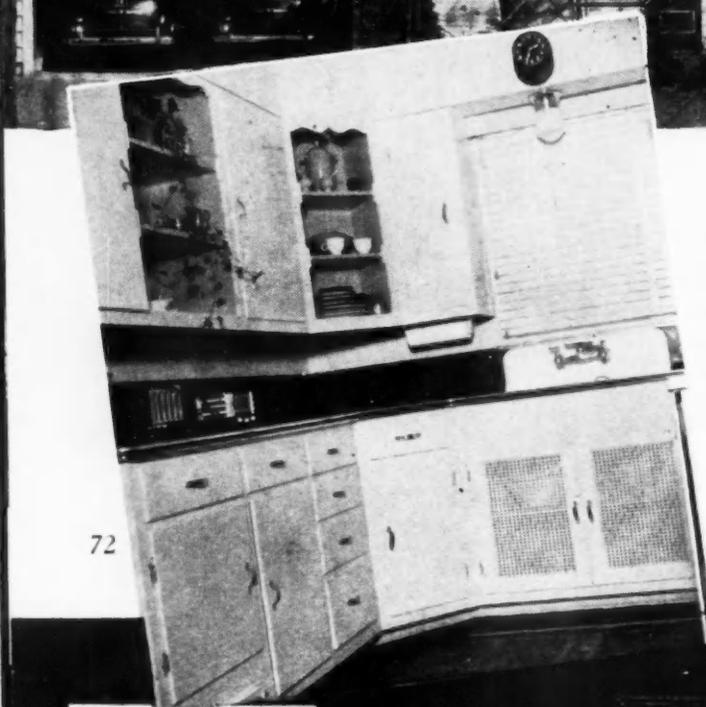


NEXT in line is a story and one-half brick and wood siding Colonial house with two well proportioned bays sharing the interest with the simple, yet effective, front entrance door and sidelights.

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LEFT: Plans revolve around center hall motif. Living and dining room are drawn together as a single unit through the continuation of the book shelves into the dining room where they function as china cabinets.

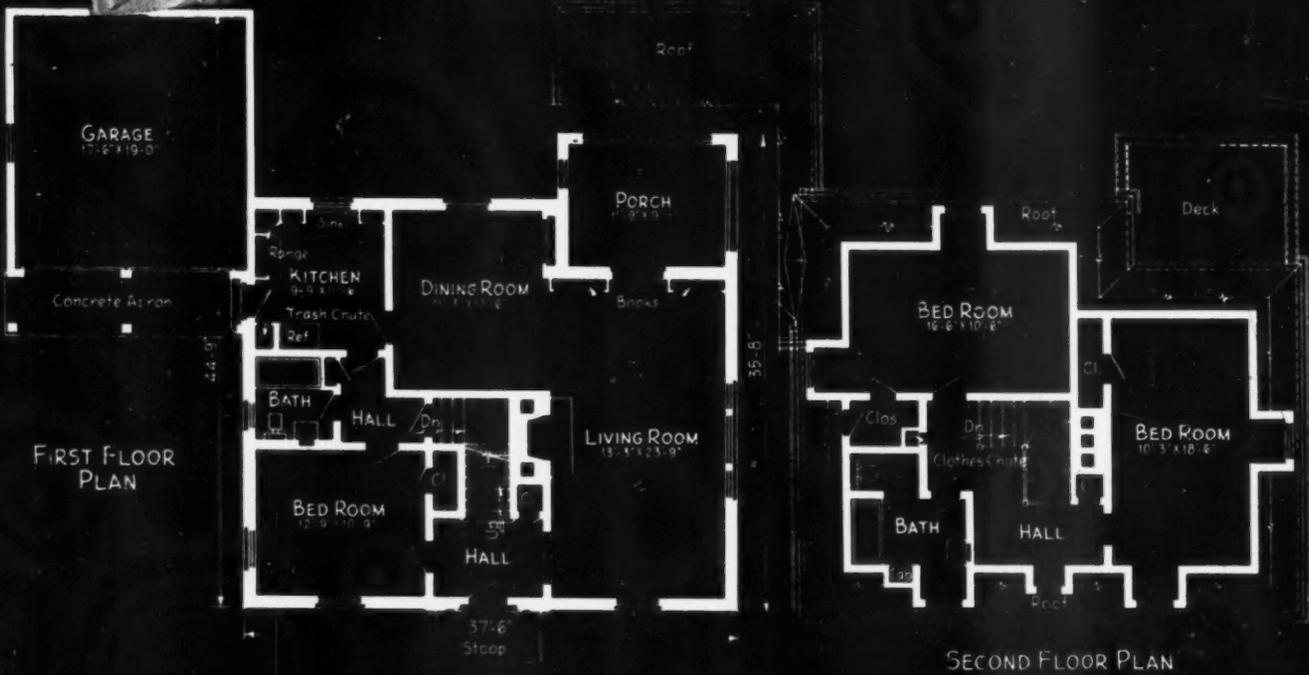




72

PICTURED above is a French Colonial type with its long, sweeping roof lines. Left, ample storage and work space is provided in kitchen. Below, plans show bedroom and bath on first floor.

styled by Helene B. Thornton, wife of the architect, who, in her own right, is a very competent interior decorator. Colors and materials were selected from the standpoint of exposure, function, circulation and beauty, rather than drab neutrality. "Landlord" tans, the almost universal choice, were completely discarded. Side draperies were provided in addition to Venetian blinds for windows in major rooms in order that there might be a perfect blending of colors with the room treatment. The result is something to talk about.



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Every prospect appreciated the hand of an expert, and the eventual purchaser invariably stated that it was love at first sight.

An open house was featured at the time each was completed. Other houses being under construction nearby permitted the purchaser to examine the quality of each.

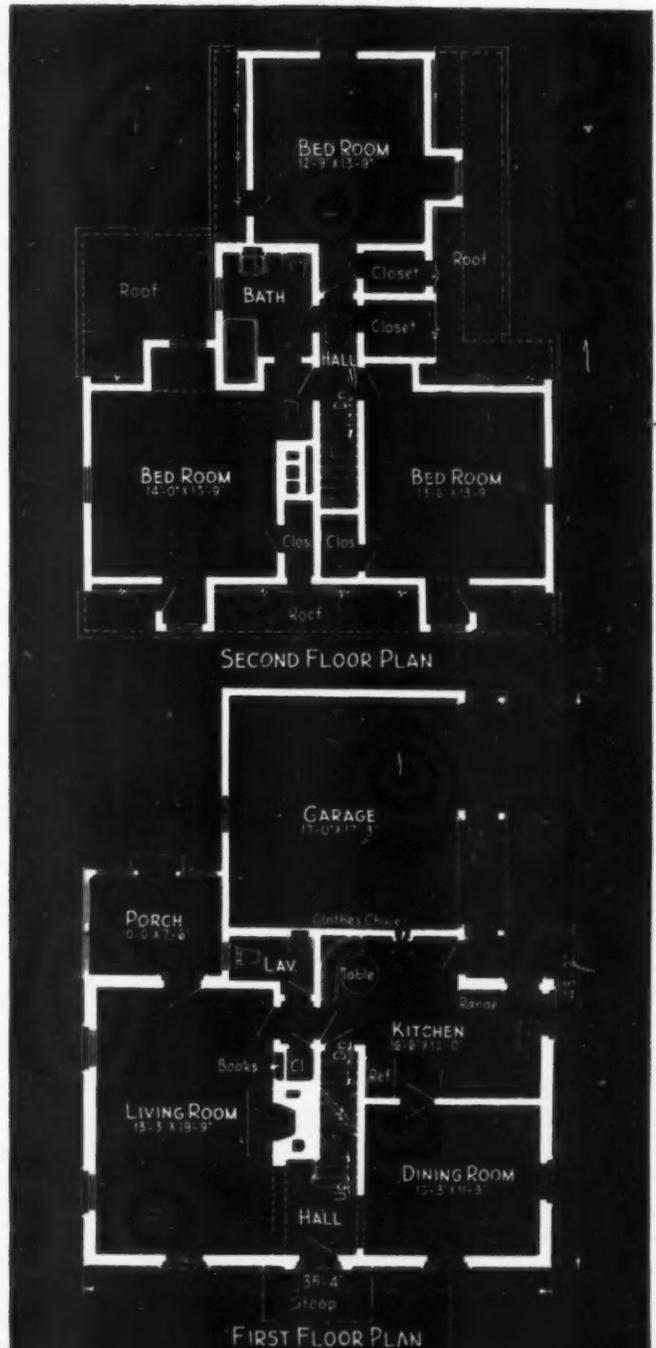
Each house contains six rooms with three bedrooms and one and one-half baths. In houses where a bedroom is provided on the first floor, there are two complete baths, all tiled. The stair, which is located directly opposite the front entrance door, permits ready access to second floor. A large area with a fireplace is provided in the basement for a



THE severe lines of this stone house have a distinct appeal.



CHARACTERISTICS of this house are similar to the one above right, with exception of entrance and exterior material. Right, plan of conventional type with three bedrooms and bath above.





ABOVE: Placing garage at side creates a wide, low, ground-hugging effect.

future recreation room, in addition to laundry, heater room, etc.

Exterior walls are of brick or stone veneer for first story with wood siding above. All houses are completely insulated. It will be noted that the screen porches have been placed to the rear of houses to obtain the greatest degree of privacy and to take advantage of the veritable park of trees that exists there.

At present Kesslerwood stands as one of the most promising subdivisions for the building of homes in this postwar period. With the easing of restrictions and the availability of labor and materials, its continued development will proceed at a more accelerated pace.



ABOVE: Living room interior with open shelves at one end. Note continuation of shelves into dining room. Large opening adds to the flexibility of the plan.



LEFT: Delicate detail of entrance porch with floor length windows coupled with good materials produces a sense of dignity and luxury usually associated with large dwellings.



COMPARISON of attractive, modern home of Greek Revival architectural style, at left, with "before" view below shows how few alterations were necessary. Paint, shutters, a new porch and terrace were the only changes needed to emphasize the inherently good lines of this farmhouse. Little had to be done to the interior to bring it up to date.



Relieving the Home Shortage by Modernizing

THE present crisis in home shortage will force many families to take over old homes and remodel them, but this does not have to be a disappointment. Those families that are quick enough to see that there will not be materials enough to build new houses for everyone who wants them, and who look around for bargains in old houses that have been neglected, may in the end get a better break. Along with an old house go lawns, trees and gardens that have taken years to grow, and no new place will have such a setting. Taking over an old home to remodel provides immediate shelter for the family, whereas from six to eight months may be required before the

family can move into a house that is being built. All of the desirable alterations to an old place do not have to be done at once, but can be extended over a number of years, yet the family has shelter all this time.

Most everyone has experienced the pleasure of running upon some old house with charm, requiring only a slight change here or there to make it perfect. The essential lines of the old place have continued to show through whatever later changes have been made. Such a house is the one to buy and modernize, provided sound professional advice is followed.

Farmhouses offer the most alluring bait in this direction. As an example of what may be done, here is the story of a house purchased by Mr. J. Earl Finnigan at Greene, N.Y. It is located on a farm bordering the Chenango river that empties into the Susquehanna near Binghantown, only eighteen miles away. The house, itself, is on route 12, the main highway to the Adirondack mountains. This highway was not very important at the time the house was built in 1845.

There was an air to the old house that appealed to Mr. and Mrs. Finnigan. Its photograph, before it was altered, reveals a certain solidity and elegance. Yet it can be observed that it did look a little bare, and that the porch which jutted out in front was a little off.

A closer study of its details, however, uncovers the fact that it was typical of the houses built at the time. The doors, window trim, cornices and fireplaces of houses were designed in a style that was supposed to be true to ancient Greek architecture. The builders were using the most up-to-date plans and designs in books published in

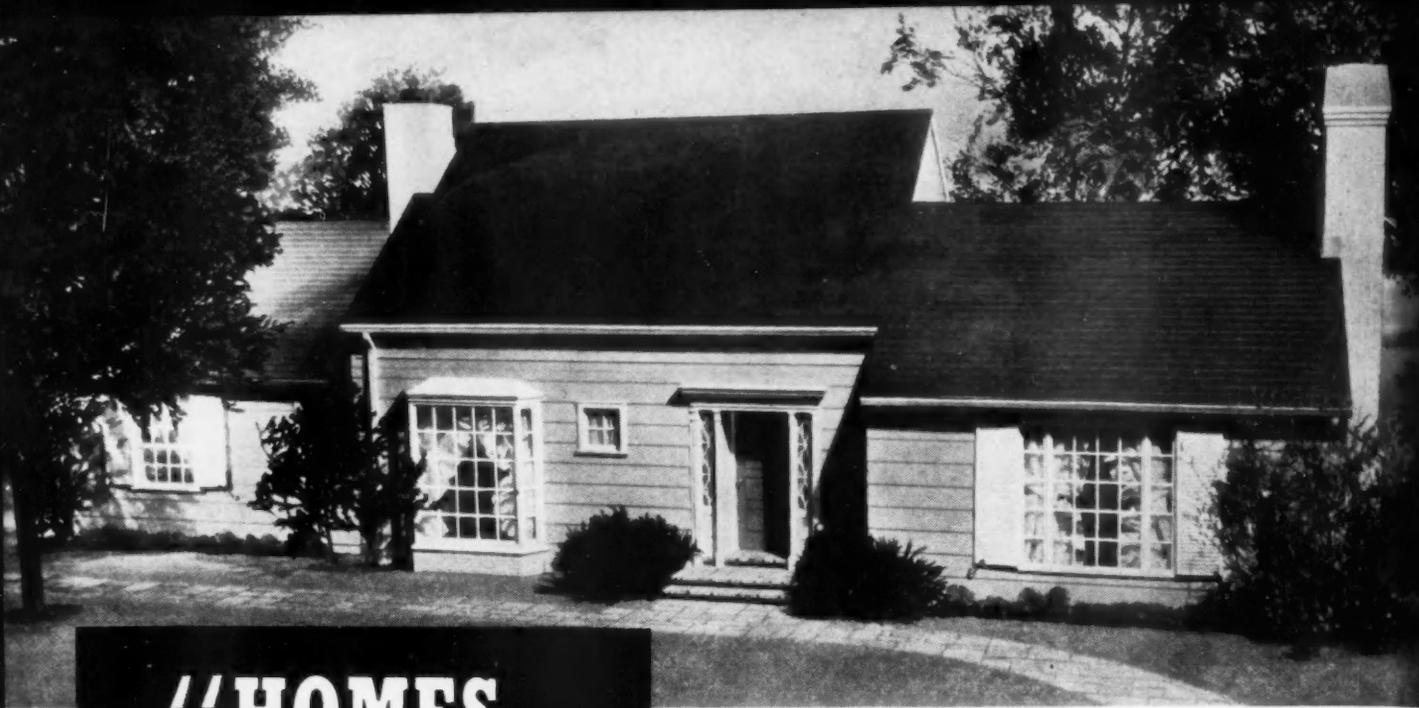
(Continued to page 138)



OLD corn crib was converted into summer cottage, interior partitioned into rooms. Porch was built from porch timbers from main house.

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ARCHITECT Emil A. Schmidlin designed this Colonial with picture windows.

"HOMES AMERICA WANTS"

by Courtesy

GOOD HOUSEKEEPING

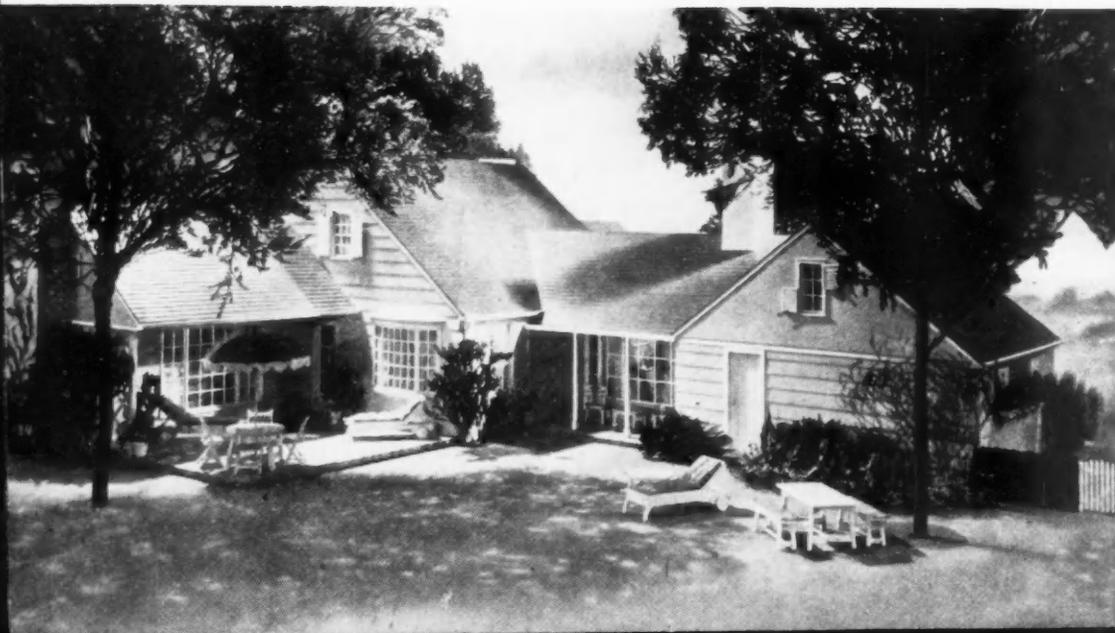
These model homes were designed by leading architects to include features wanted by American families, as learned from nation-wide survey

STRESSING to a consumer audience the principles that guide skilled home builders, and illustrating those principles with models of carefully selected designs, Joseph B. Mason, building editor, *Good Housekeeping*, recently conducted an exhibit at Macy's in New York and Bamberger's in Newark, N.J. The exhibit, which included the three models shown on these pages, will tour leading department stores in other parts of the country.

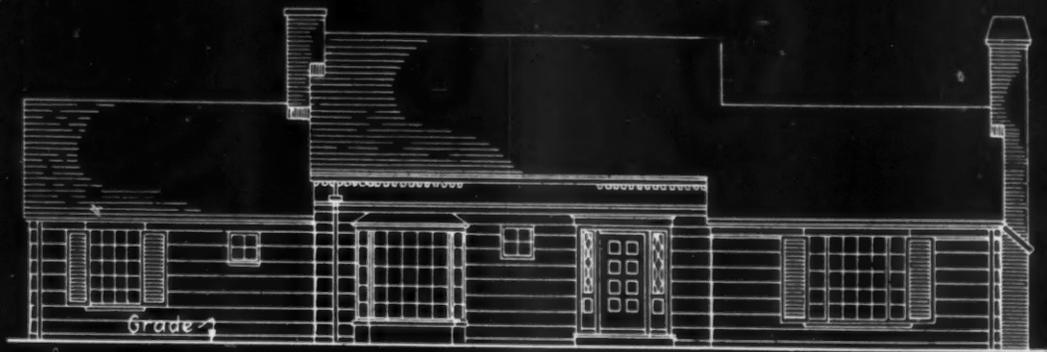
Titled "Houses America Wants," the models were built from plans that embody a minimum of theory and a maximum of practical knowledge; good design; substantial construction; low upkeep cost; tested equipment; and good neighborhood. Attention was also given to selecting houses in conformity with the results of a nationwide survey among persons who have bought houses in the last several years and who answered questions as to what features they wish they had included.

The survey revealed that outstanding among the wants of home owners are:

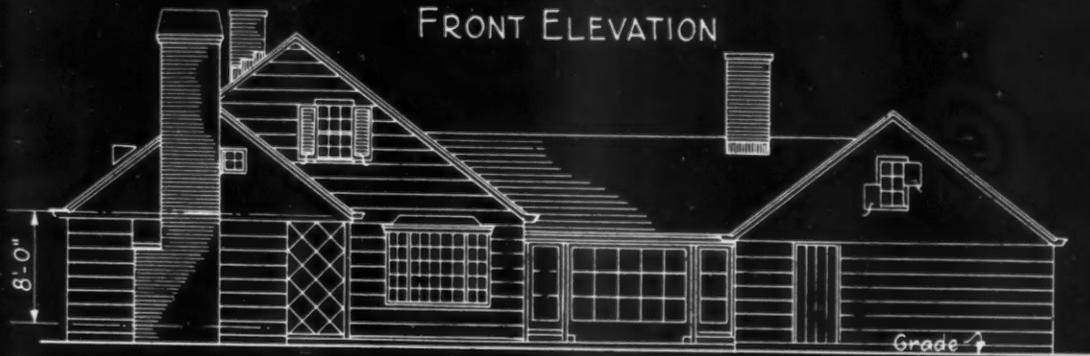
Protected front entrance, porches and terraces, front hall or vestibule with washable floor, larger windows (and with more bays), adequate dining space, and more



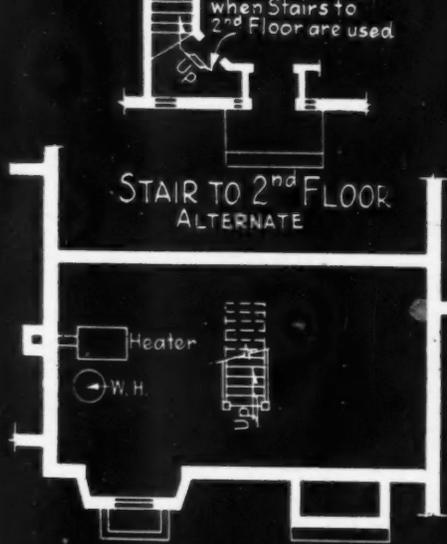
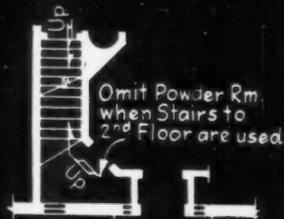
REAR VIEW shows provision made for ample outdoor living area with terrace leading out from dining room. Well placed trees furnish shade for this space. Attached garage has protected entrance to house. Plans at right show many features, including ample closets.



FRONT ELEVATION



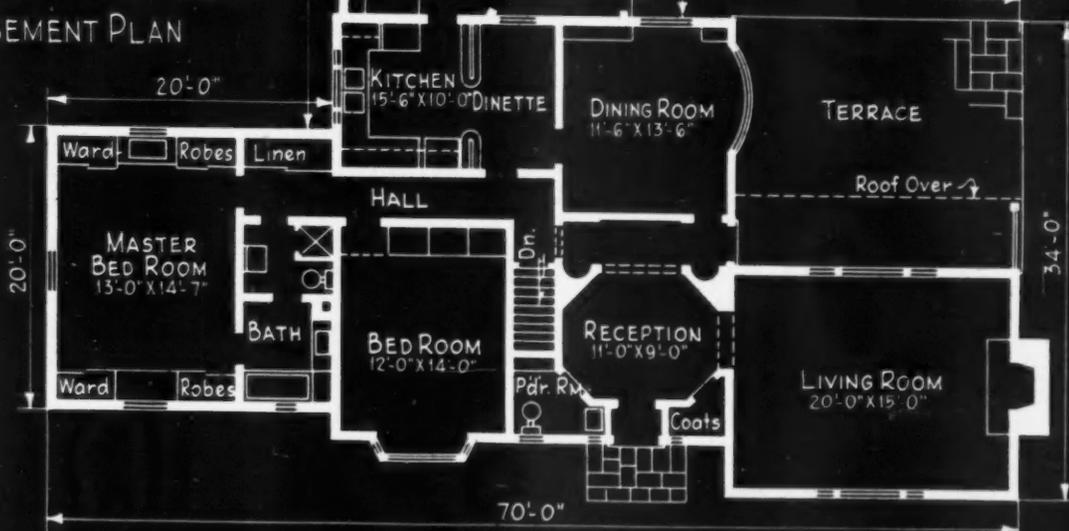
RIGHT SIDE ELEVATION



BASEMENT PLAN



SECOND FLOOR PLAN ALTERNATE



FIRST FLOOR PLAN

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For Those Who Dreamed of a "White Christmas"



REAR VIEW of two-story Colonial has circular terrace, second floor sleeping porch, attached garage with storage space, direct entrance.

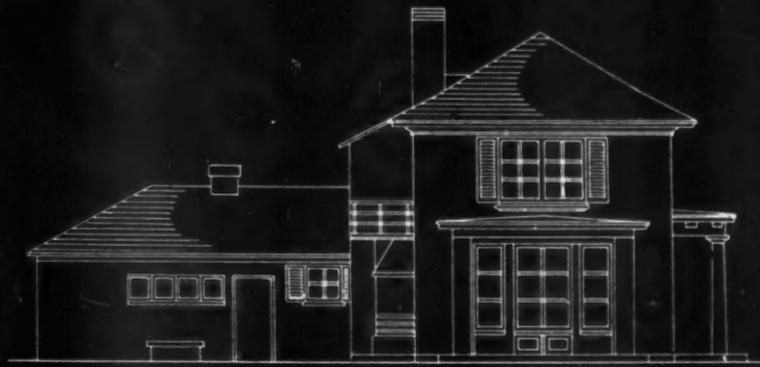
storage space in dining sections for linens, china and glassware. Wanted also are better designed and equipped kitchens and inclusion of a breakfast nook or snack bar, with a laundry in a utility room adjoining the kitchen; two-car garage with storage space for tools, summer furniture, etc., as well as room for a work bench; overhead type garage doors; protected entrance from garage to house. Finally, the cry was for a well planned electrical system with ample service outlets, and more and better planned storage space throughout the house.

The three houses shown here, as well as the others included in the exhibit, were designed by leading architects under the magazine's supervision. Every kitchen, laundry, bathroom and garage was checked by Good Housekeeping's Institute, while the magazine's Studio checked entrances and exits and wall space allowances, and prepared room elevations to allow for proper ar-

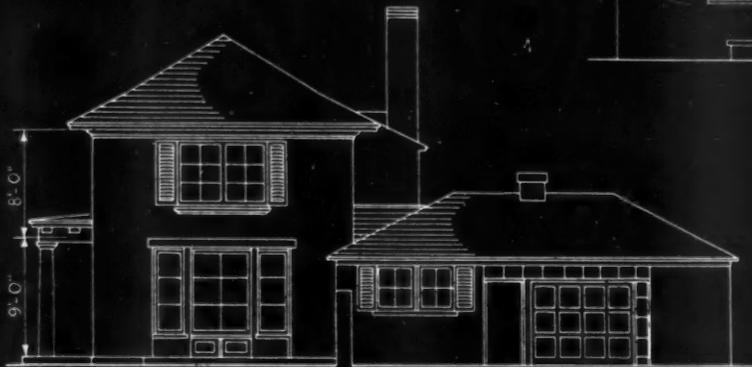
This long, narrow house designed by Architect Archibald Manning Brown has a spaciousness seldom achieved in a house of these dimensions. Living room, hall and dining room can be utilized as one huge room for parties or social gatherings. Bedrooms and baths on the second floor have excellent ventilation and ample closet space



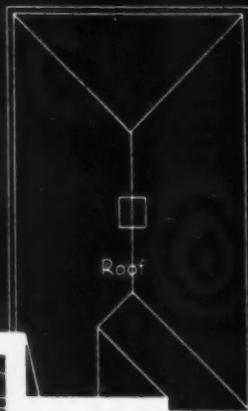
FRONT VIEW of house shows protected entrance and good-sized windows. Plans opposite embody many of features most wanted in new homes, such as adequate dining space, laundry as part of conveniently arranged kitchen, porches and terraces, and two-car garage.



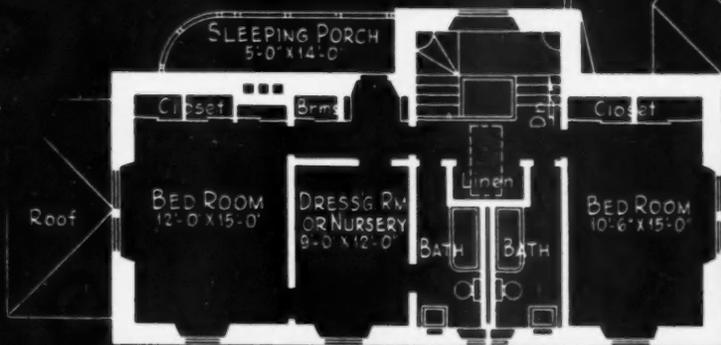
RIGHT ELEVATION



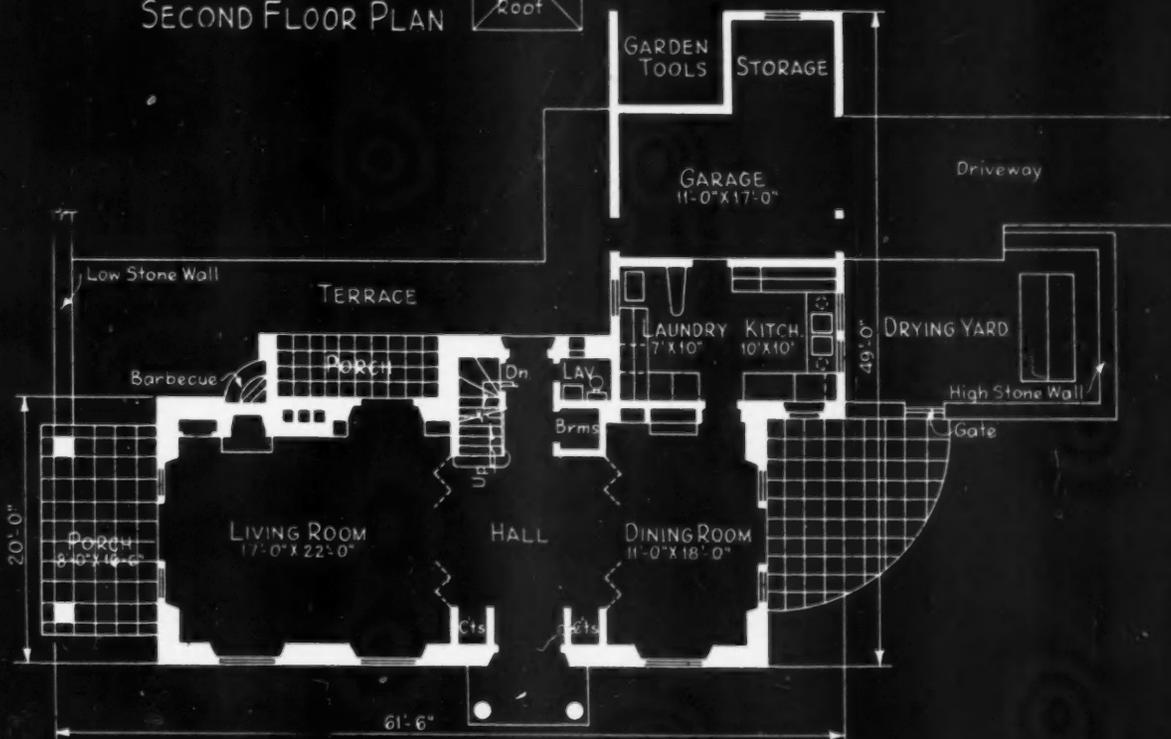
LEFT ELEVATION



Roof



SECOND FLOOR PLAN



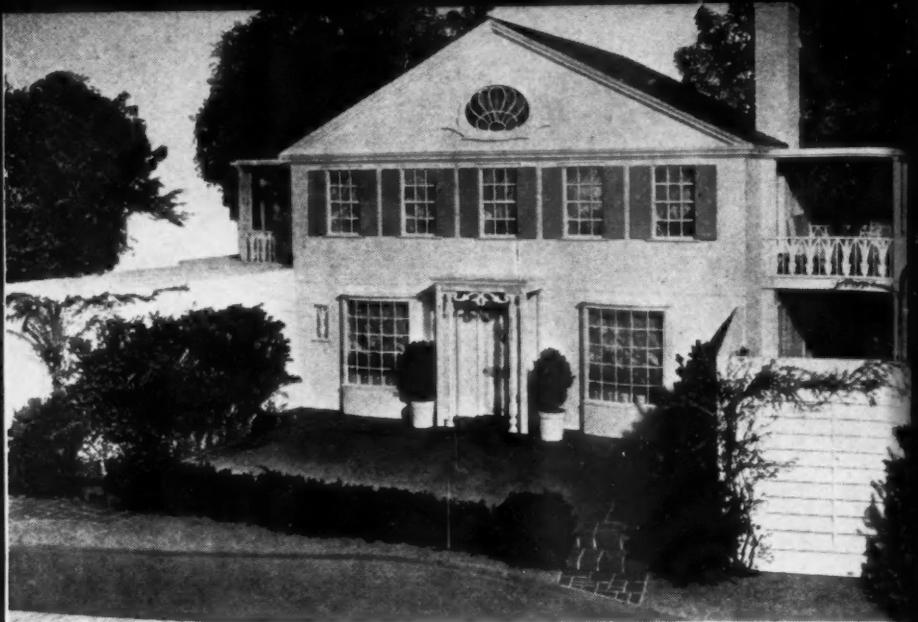
FIRST FLOOR PLAN

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The Choice of Thousands Who Viewed This Model at Macy's



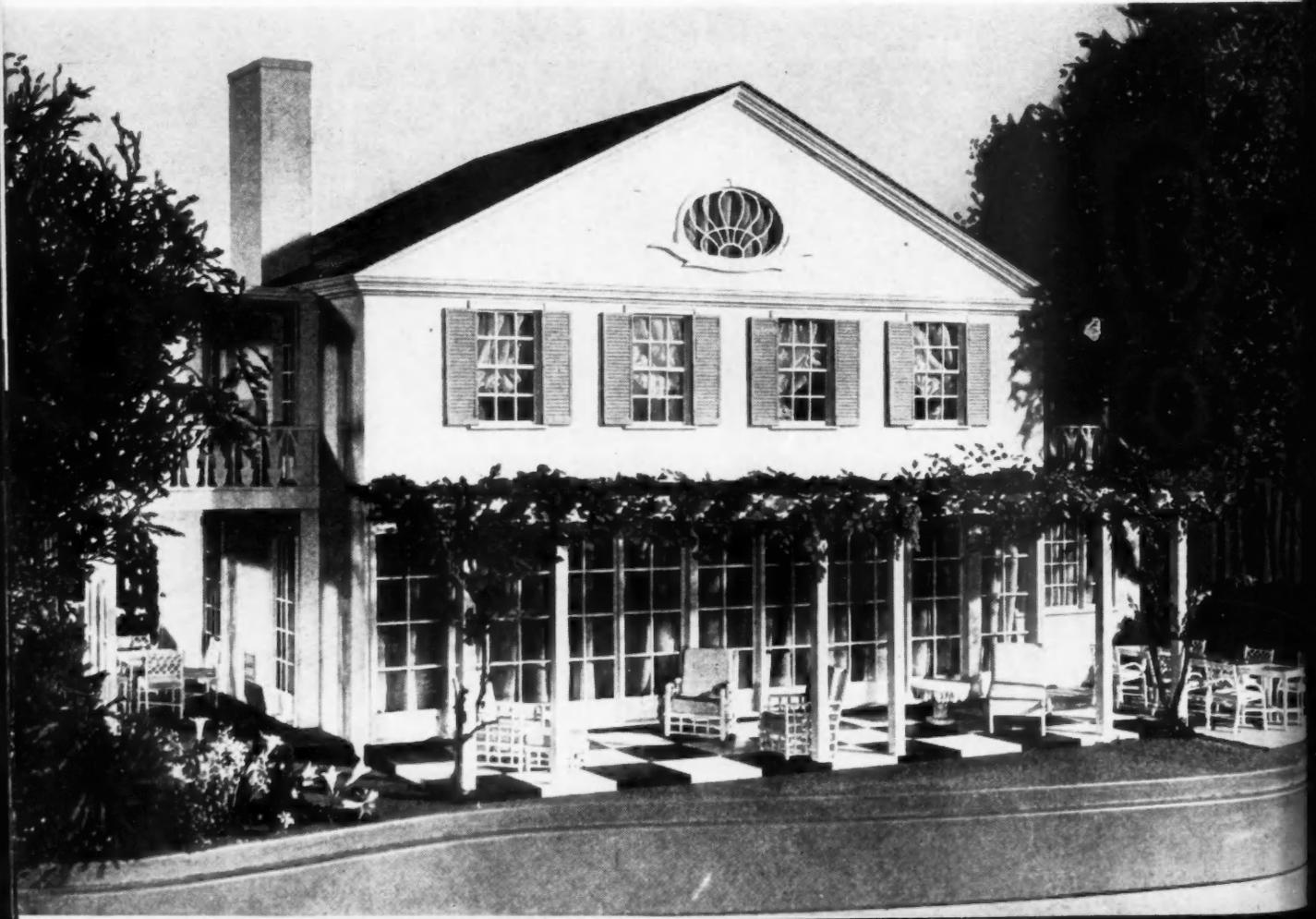
FORMAL Georgian house has picture windows, covered second-floor porches.

rangement of furniture. For these reasons the houses deserve the careful consideration of builders who are intent upon gearing their operations to serve the market.

While a variety of architectural styles is included, to appeal to most tastes, nearly all the homes feature broad terraces, built-in barbecues, "sun pockets" and other practical items designed to induce as much outdoor living as the elements permit. All architectural styles are familiar, but done with a contemporary treatment, while interiors are designed for the ultimate in modern conveniences. There is complete absence of anything smacking of "miracle houses."

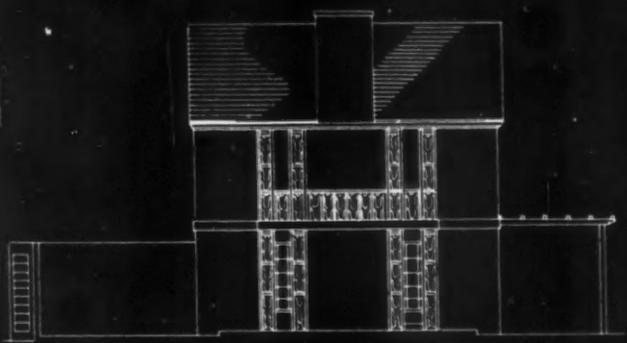
Architect Cameron Clark has designed this house for outdoor living, with an all-glass wall opening onto terrace, an outdoor dining area, and a sun pocket. Interior is conveniently, compactly arranged, but spacious in effect

GARDEN SIDE of house, below, and plans opposite, demonstrate how completely it was designed to enjoy a maximum of fresh air, sunshine.





FRONT ELEVATION



SIDE ELEVATION



REAR ELEVATION



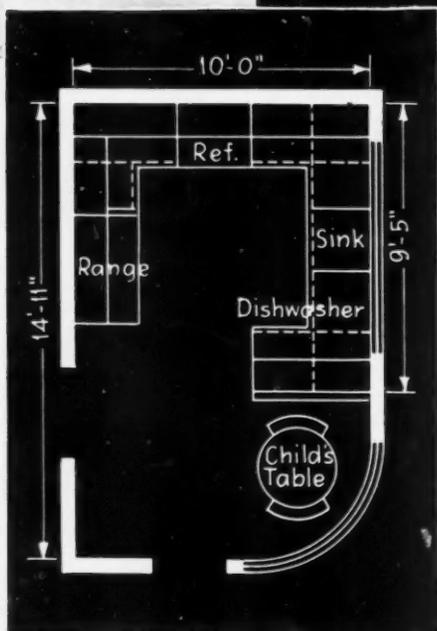
SECOND FLOOR PLAN



ENTRANCE DETAIL



FIRST FLOOR PLAN



SQUARE arrangement of kitchen area offers extra convenience—with range, refrigerator and sink flanked by continuous work counters. Nursery nook beyond kitchen space keeps children near, and within sight without interfering with mother's work.

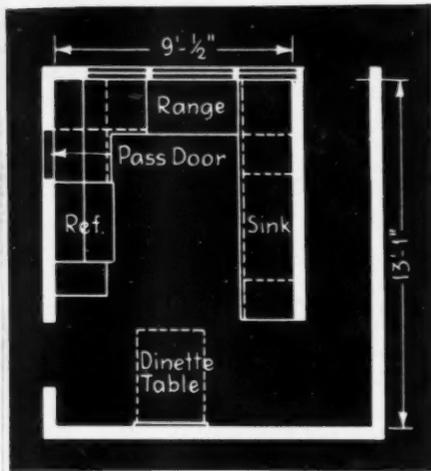
LAUNDRY is combined with kitchen, at right; plan is shown on next page. Kitchen has double-bowl sink unit below large window, refrigerator on right wall, range on wall acting as partition for laundry space which has built-in clothes dryer at left of stove, home laundry, ironer and linen-clothes cabinet.

Planning Kitchens

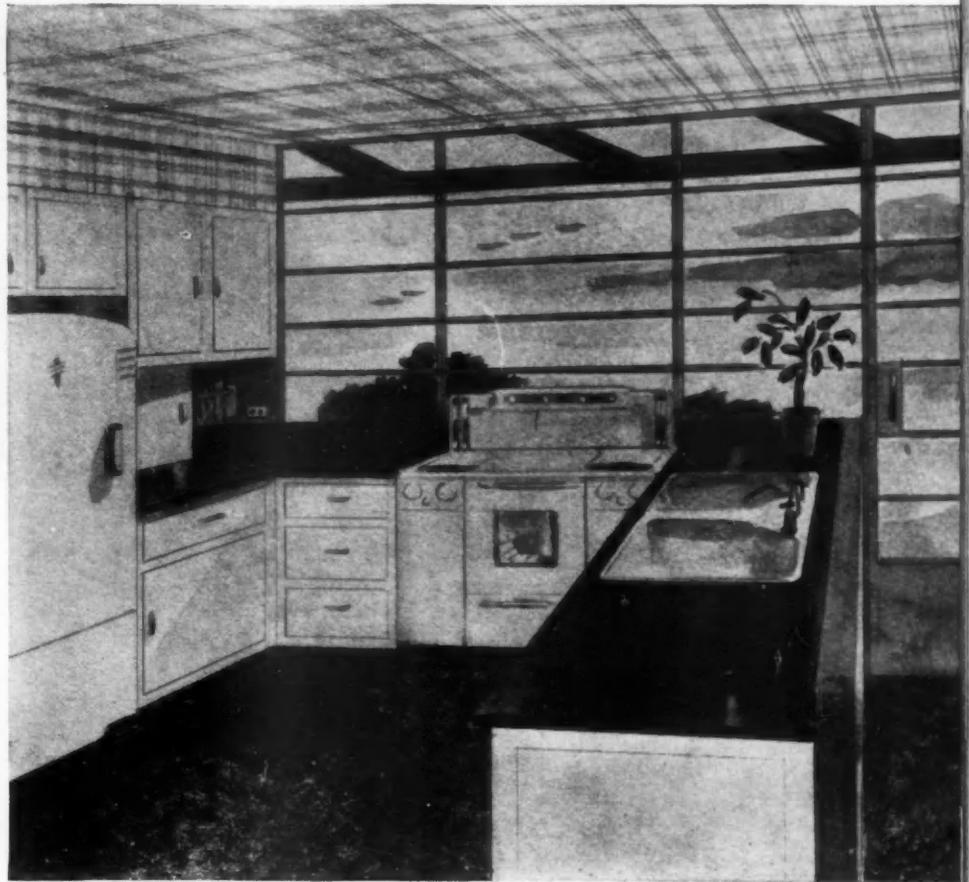
Watch the eyes of the women prospects when you begin talking kitchen designs and equipment. The kitchen is the heart of her home. Plan it right.

Photographs and plans by The Kitchen Maid Corporation.





A KITCHEN with an all-glass wall designed for a solar-type house. The U-shaped arrangement of kitchen units means convenience and increased counter and work space. The side including the sink forms a cabinet-high partition providing an entrance hall which does not interfere with the effect of one large room.



Today for Tomorrow's Homes

NEVER underestimate the power of a woman" is a slogan widely used in advertising today; it offers advice that should be heeded by any and all builders who are anxious to sell homes. To most women, the kitchen is the most important spot in a house—the room in which she spends a large part of her day. If

this room is not efficiently planned, if it is not light and cheerful, if it is not convenient, and if it does not contain the most up-to-date equipment, the feminine home buyers will have little interest in the rest of the house which is being offered for sale.

Many of the kitchens in the homes now being designed are playing a dual role, with utility space being planned together with the kitchen area to serve as breakfast nooks, utility rooms, laundries—all to help increase the efficiency of the kitchen and reduce drudgery.

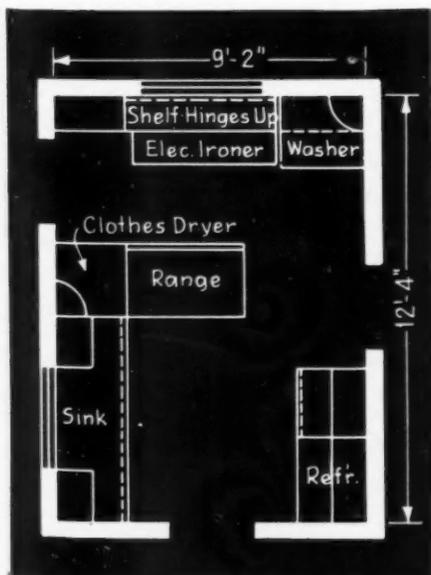
Two of the three designs shown here illustrate such dual-purpose rooms. At the top of the opposite page is a square-shaped kitchen, with base cabinets and wall cupboards surrounding sink, refrigerator and range with spacious countertop work surfaces on four sides. No one unit is more than a step or two away from any other. Beyond the kitchen proper is an alcove to be used as a nursery nook when children are small; mothers, busy in the kitchen many hours of the day, may keep a watchful eye on the children. When they become older, the nook may be converted into a dinette by the addition of a larger

table and chairs, or into an attractive breakfast nook by building in a seat to follow the line of the large, rounded window, and a table shaped to match.

At the bottom of the opposite page is another step-saving idea which will appeal to many housewives. With modern, streamlined appliances, no longer need the laundry be relegated to the basement, or to a "back" room. The kitchen proper is compactly arranged, and beyond it is the laundry room—laid out so that clothes dryer is built into corner space at left of range and opening on laundry side, electric ironer beneath a large window, for better light, and built-in clothing cabinet.

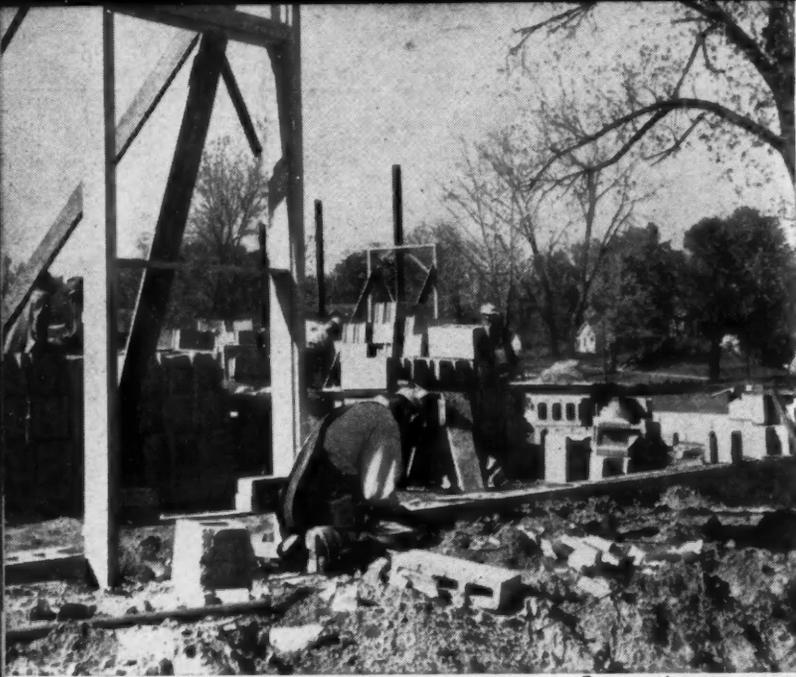
The third kitchen illustrated here has been designed especially for today's solar type house—for a room with one or more all-glass walls. The cabinet-high partition behind sink provides a convenient entrance hall, and the U-shaped arrangement of the kitchen units keeps everything within easy reach. Time spent in this light, cheerful kitchen will seem far from drudgery.

Wise builders will find selling resistance cut to a minimum if their kitchens please the feminine prospect.



MAIN STREET B

A pictorial cross section of commercial building now under way in Iowa, Minnesota, South Dakota and Arkansas



Decorah, Iowa

DECORAH, IOWA, a city of 5,303 population, has under construction a dairy bar, Ford sales and service station and Chevrolet sales and service station, all in one group pictured above. A. R. Coffeen Company, general contractors. Charles Altfieldsch, architect.

WIDESPREAD interest in Main Street building is evidenced by the thousands of new and remodeling jobs under way at the present time. Almost every village and town has Main Street building in progress.

The reason for this widespread activity is easy to see. Merchants, from garage owners to beauticians, realize the importance of appearance in merchandising. Competition will be keen in the years ahead and these wideawake citizens are going forward by keeping their Main Street stores in step with tomorrow's homes.

This is a picture of private enterprise, the keystone of America's prosperity. And what a picture it makes—no waiting for government subsidies, plans or directives—just a straightforward bit of progress by individuals who have faith in their communities and America.

A FACE LIFTING is planned for these three Main Street veterans of Northfield. Their sound condition justifies such rehabilitation.

American Builder readers are working with Main Street merchants, making dreams into realities, giving plans life, and helping to keep their community shopping dollars at home.

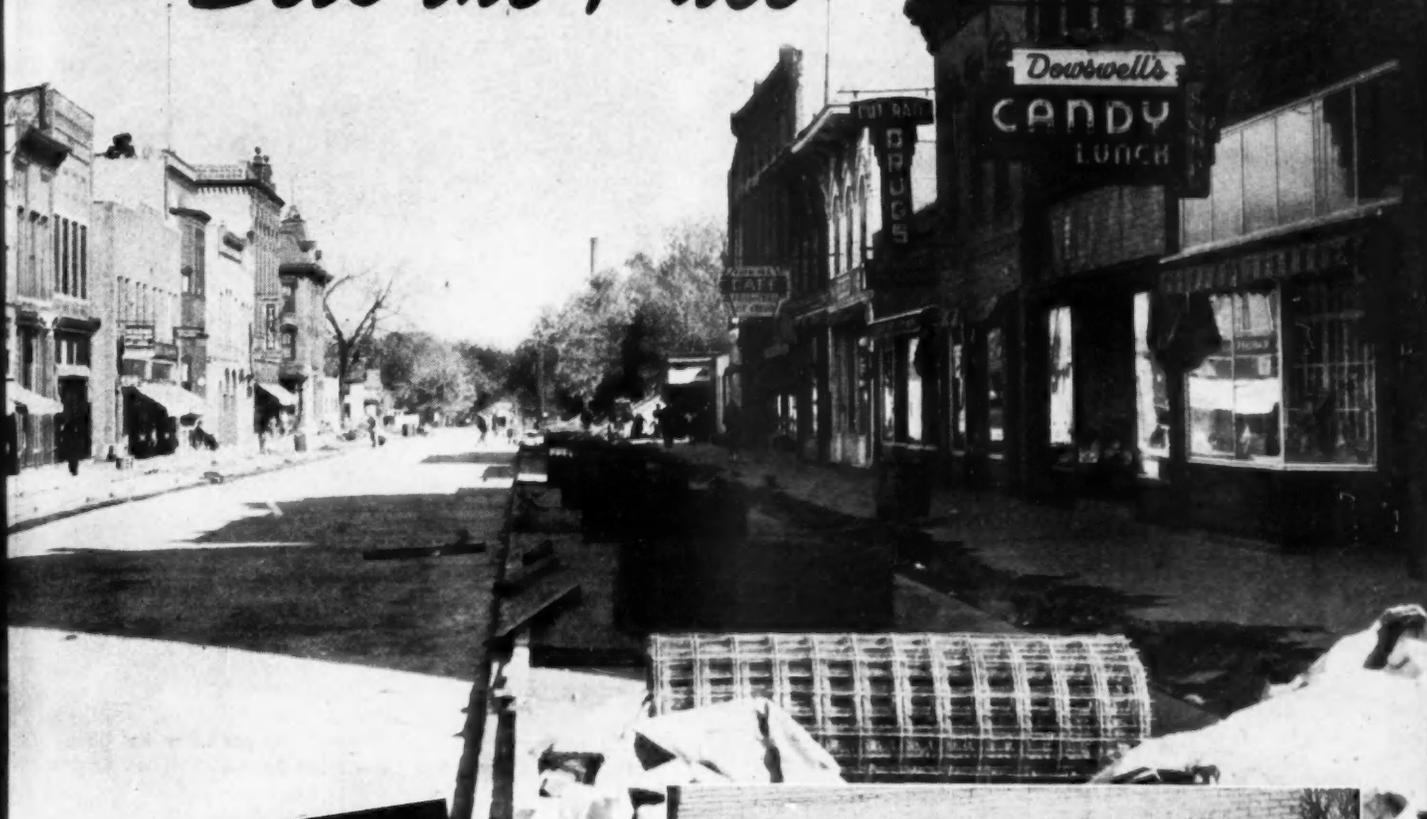
It is estimated that commercial building in the United States will

reach a new peak in 1946. The dollar volume is expected to be 500 million. What portion of this building business can you secure in your locality? A careful study of your Main Street may reveal a golden opportunity for you in this postwar period.



EE BUILDING—

Sets the Pace



Northfield, Minnesota

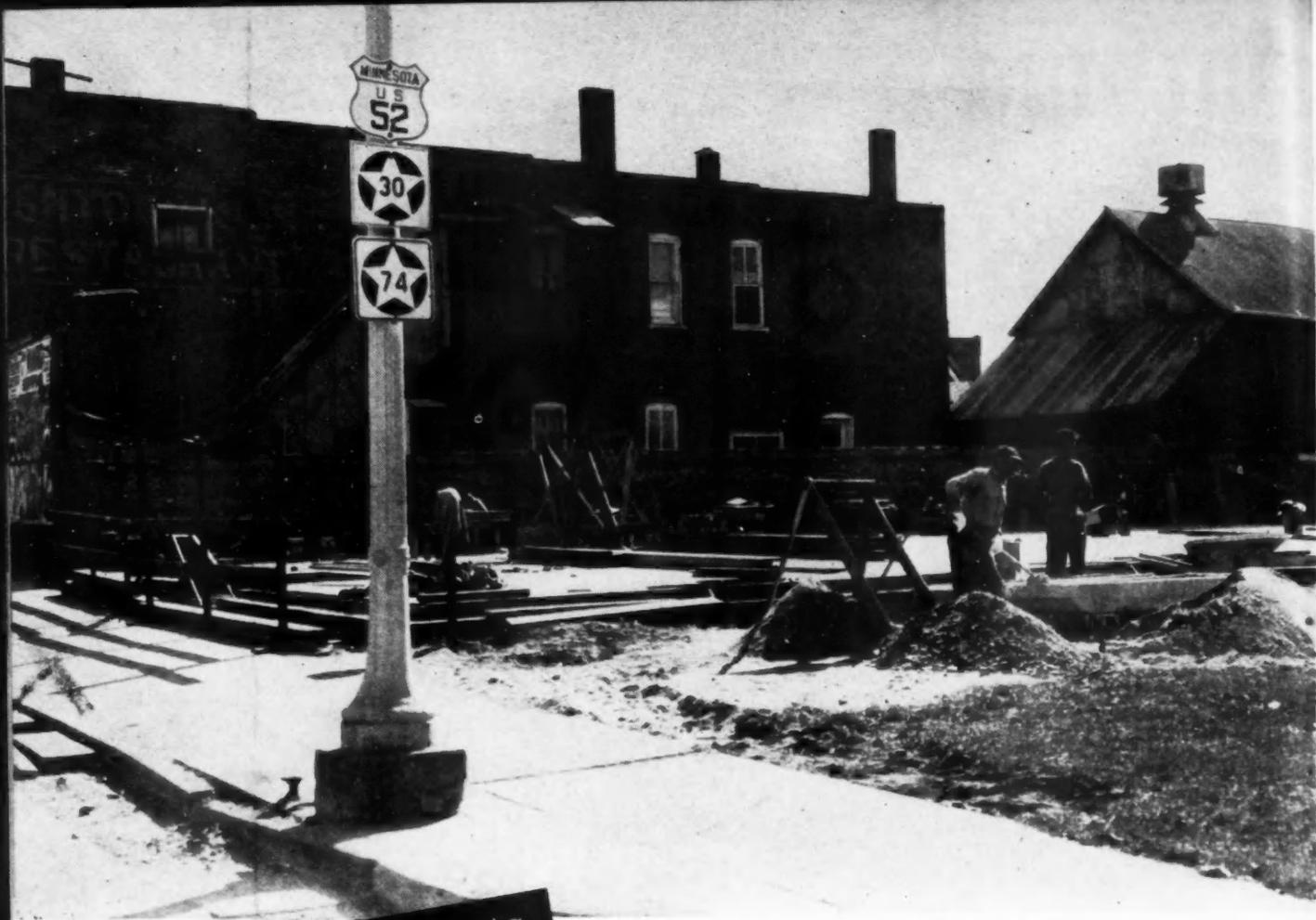
NORTHFIELD, MINNESOTA, a city of 4,533 population, famous for its two colleges, Carleton and St. Olaf, is starting from the ground up. New paving for Main Street is the first order. New store fronts follow. Some have been completed, others are in the process of construction and many are in the planning stage by the local builders. Thornton Bros. of St. Paul are the general paving contractors.



NEW FRONT for this Northfield store. Here glass block has been used around the entrance door, and metal frames for the new plate glass windows give a bright, forward-looking atmosphere to this Main Street shop.

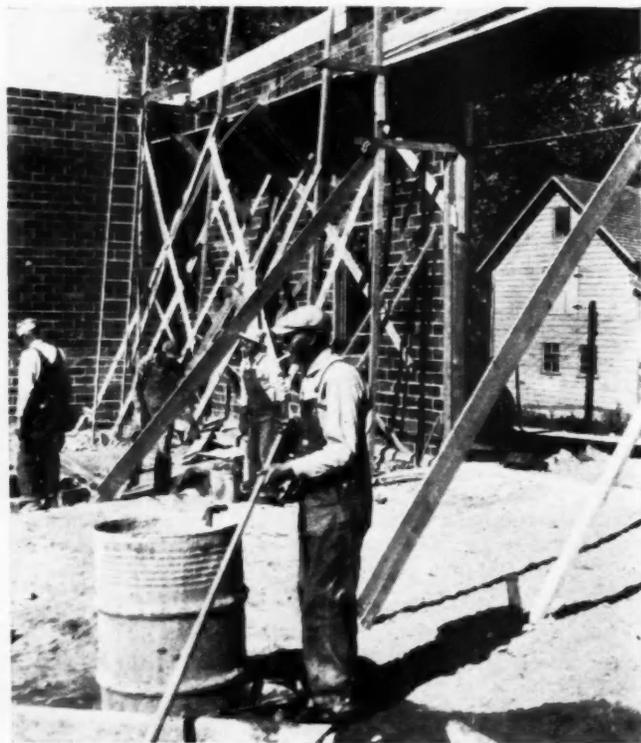


NEW OUTSIDE, new inside. This lunch bar tripled its business by daring to make a change. Again glass block, metal frames, and plate glass show their class.



Chatfield, Minnesota

JUST starting, this will be a new furniture store for Chatfield's Main Street. Don Botzer, owner; Joe Pavlish, building contractor.



ANTICIPATING increased demand on sales and service departments, IHC enlarges its quarters. Gene Hervey is the contractor.

CHATFIELD, MINNESOTA, a city of 1,640, is located on U. S. highway 52 and serves a rich farming community. Typical of so many cities of this size in the great farming areas of the midwest, it has four commercial buildings under construction.

FEED STORE nears completion. Arnoldy Brothers are the general contractors on this job at Chatfield. Sturdily built of cement block, this Main Street addition will be appreciated by the farm trade.



Chamberlain, S. Dak

**McClenahan Bldg.
To Be Finished;
Best in State**

Work is now under way completing the McClenahan IHC building on North Main street. When it was started several months ago, the foundation was laid for the entire building, 110 feet deep, but lack of material made it necessary to stop when about half done.

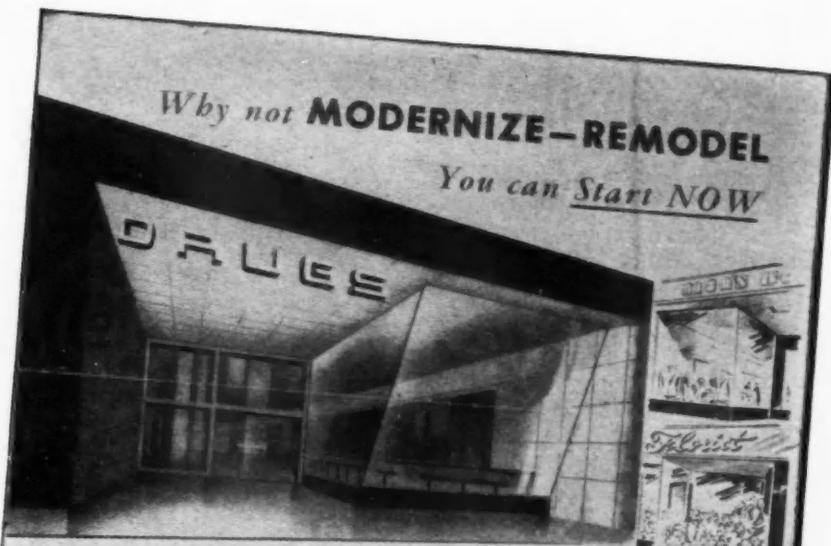
Now more material is available and the walls are now going up for the balance of the building. The part that is completed is finished inside and is a beautiful thing. Bub McClenahan tells us that it is the best building of its kind in the state, and we believe him. It is entirely too elaborate to describe, and cost a pretty penny. Incidentally, it is built by McClenahan and not by IHC.

Two Other Buildings

The building program in Chamberlain, even in war time, has been good, and includes three modern buildings. The Ralph Holstein garage on north main was completed this year. He has outgrown his capacity and has already expanded to an adjoining building.

F. T. Glanzer has the foundation laid and material on the ground for a new hatchery on S. main. It will be modern in every respect and will be a valuable addition to the street.

Service Com. for



and - WHY NOT BEGIN WITH A NEW FRONT?

Restrictions have been removed allowing you to go ahead with remodeling plans!

- We have a COMPLETE GLASS SERVICE.
- Our designers will gladly meet with you—get the necessary drawings.
- We maintain crews of skilled installation men setting of colored structural glass, plate glass, etc., etc.
- Why not fill in the handy business reply card required. Mail it NOW while you have it in any way.

MAIL THIS CARD NOW!

1. We are thinking about remodeling our front.
2. We will need Floor Glass? Mirrors? Structural Glass?
3. Approximate width of our building is _____ feet.
4. We want to start work about _____
5. Without obligation please have your man call on us

Company _____
 Street _____
 Address _____

DYKE BROS.

So. 9th & "D" St.—Tel. 3111 Ft. Smith, Arkansas

Ft. Smith, Arkansas

THE ABOVE clipping speaks for itself. Chamberlain, South Dakota, a city of 1,626 population located on the Missouri River in the heart of the pheasant and goose hunting territory, boasts of three new Main Street buildings. This is private enterprise—America at work building security for itself in every community throughout the land.

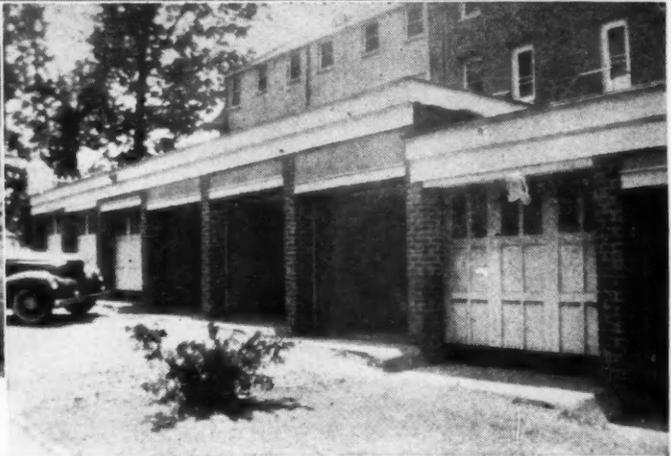
DYKE BROTHERS of Ft. Smith, Arkansas, have launched a direct mail campaign to merchandise modern store fronts to merchants in Ft. Smith and six other cities in the Southwest. The above circular may give *American Builder* readers an idea on how they might solicit this lucrative business in their communities. Many large manufacturers of store front materials are offering selling aids to local contractors.



ARNOLDY BROTHERS Lumber Company, of Chatfield, Minnesota, is located on Main Street. The management has a keen interest in all local improvements and aids its building contractor customers in securing many hard-to-get items.

Garages Made into Small Apartments

Builder Closs turns a liability into an income-producing asset



POPULAR apartments (above and top right) have an old-world charm and appeal. Rented immediately during housing shortage, they will produce income for years.

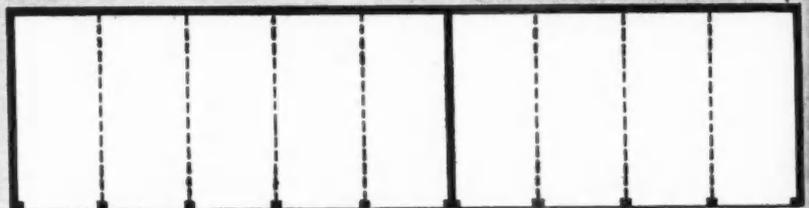
GARAGES (above) as they appeared before conversion.

WILLARD E. Closs has been active in building homes (\$15,000 to \$50,000) and garden apartments in northern New Jersey since 1922. But nothing he has ever tackled posed a more puzzling and interesting problem, nor gave him more satisfaction in the solution, than the transformation of several garages into attractive and revenue-producing living units, as shown here.

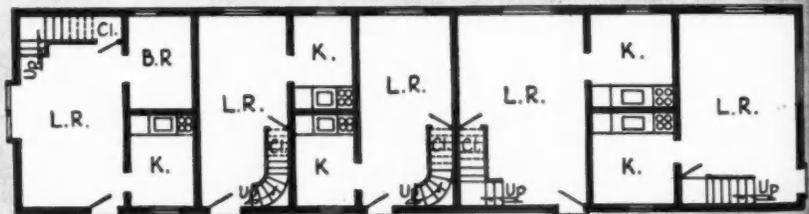
"Bill" Closs had these garages on his hands for some time. They were built originally in connection with a garden apartment project near Summit, N.J., but were in demand only a few months out of each year, and were on the red side of his ledgers. People in the area were crying for living quarters. Like all builders, he had a collection of miscellaneous materials left over from previous jobs. With these as necessary ingredients, he went to work and came up with his new living units.

The garages were built of cinder block, with brick piers between the garage doors and separating partitions of corrugated steel and 2 x 4 framing. He removed the steel partitions and used them for the rear and

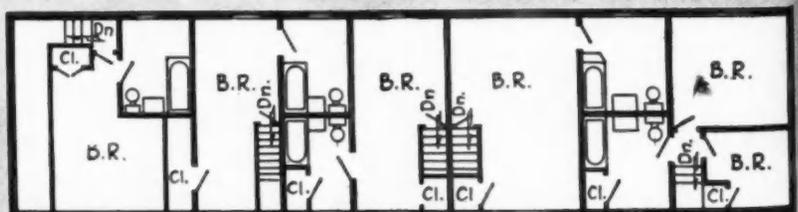
(Continued to page 130)



GARAGE PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

DRESSING

SET of dressi



DRESSING TABLE lighted by concealed fluorescent tubes on each side. Drawers are lined with Plexiglas to prevent snagging of hose.

From Fighting Planes to Dressing Rooms

**Transparent aircraft plastic
now adapted to home construction.**

ONE of the first adaptations to peacetime living of a wartime material was recently demonstrated by the "Plexiglas Dream Suite" designed by Rohm & Haas Co. of Philadelphia. The Dream Suite is intended to show architects, designers and home builders how Plexiglas can be taken from the fighting plane and adapted to the home. The unit consists of a transparent-walled bedroom, a dressing room, and a bathroom with a turret-shaped transparent shower.

In these three rooms there are many built-in features worth noting when planning the postwar home—for instance, the use of trays in the dressing table to eliminate the "cluttered up" look. One side of the dressing table swings out to reveal trays set into the door so that when it is opened toilet articles are within easy



SET of cosmetic trays swings out of one pedestal of the dressing table, and has rounded corners for easy cleaning.



MEDICINE CABINET in bathroom unit is designed for greater efficiency. The top tier bears a poison warning in glowing red letters.

DOUBLE COMPARTMENT keeps hats and shoes within orderly reach. The "Lazy Susan" hatrack turns at a touch for quick accessibility. Plastic tree keeps each hat on a separate level.



Streamlined beauty can be had by clever built-ins with a place for everything

reach. These trays should have rounded corners for easier cleaning. The other side of the table consists of drawers that can be lined with glass to prevent snagging of hose and lingerie.

The top of the dressing table continues around the corner to form the top of the wash bowl, keeping the same height for convenience as well as beauty of design. Cabinet space is included in the corner between the wash bowl and dressing table—space that is welcome and necessary to the appearance of any well kept dressing room.

Another essential item and one that can be used to fill up that "awkward corner" is the "Lazy Susan" hatrack and shoe compartment. Hats and shoes are kept in that "a place for everything and everything in its place" way that every woman enjoys.

Builders should not overlook the arrangement of shelves for keeping towels right next to the shower. This shower is one that can be provided for in any type home. Automatic temperature controls are located both inside and outside the shower enclosure.

Plenty of closet space should be included in plans for new houses, particularly in a dressing room, where closets, such as these in the Plexiglas Dream Suite, can be set along the walls with lots of shelf space where necessary.

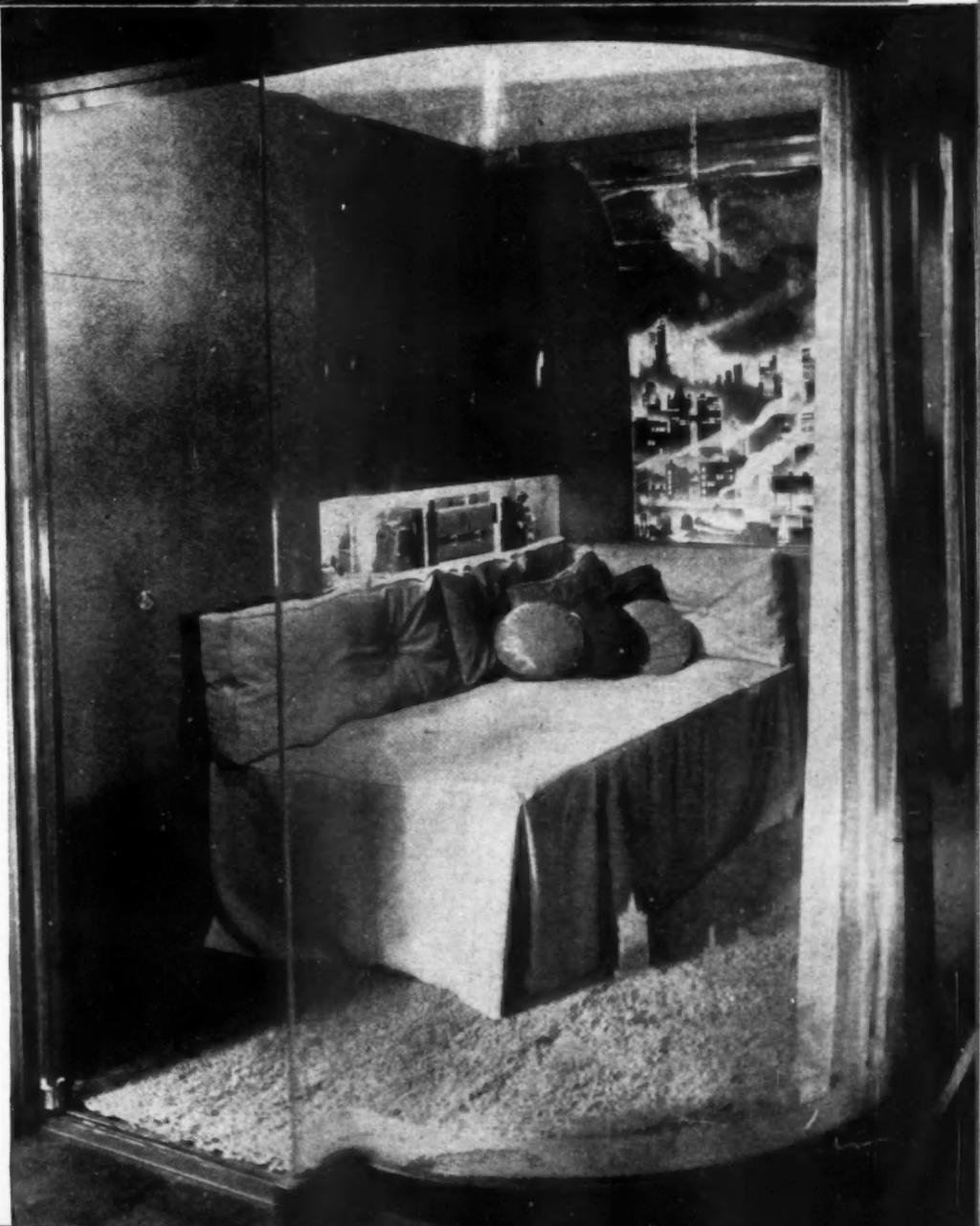
It is well to keep these helpful ideas in mind as each one adds to the attractiveness and compactness of that ideal home.

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A SHOWER in this Plexiglas "turret" becomes a thing of luxury. Controls outside, as well as inside, permit accurate regulation of water temperature and flow. Shatter-proof transparent plastic shell completely prevents spattering on dressing room floor.



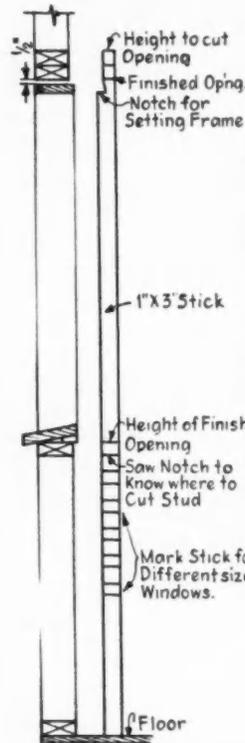
SWEEPING PLASTIC walls, with draw-curtains for privacy, do away with closed-in feeling. Bookshelf supplies indirect lighting, just right for comfortable, easy reading in bed.

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

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

HOW TO MAKE WINDOW FRAMING STICK

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

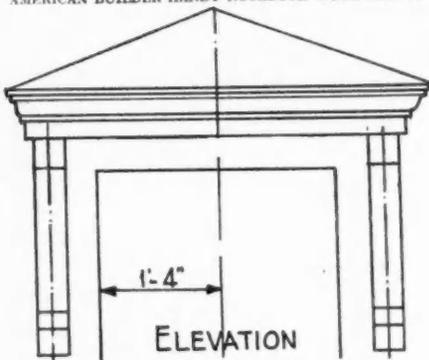


Builders will find framing stick useful as a time saver in cutting of framing members and setting of window frames.

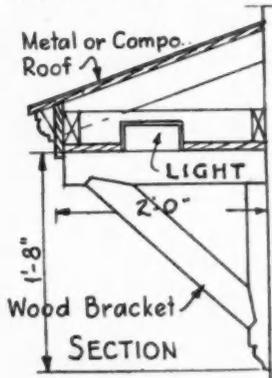
Stick is made of 1x3 in. material, the overall height extending to top of window plate from rough floor line. The top and sides of stick should be marked and notched for the various steps required from rough framing stage to setting of finished frame as indicated on drawing.

HOW TO BUILD SMALL

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

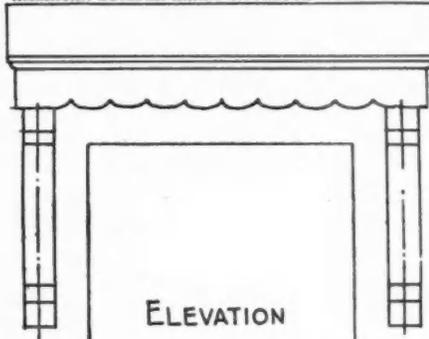


Above are shown two simple types of low-cost hoods of sufficient size to give adequate protection from the elements.

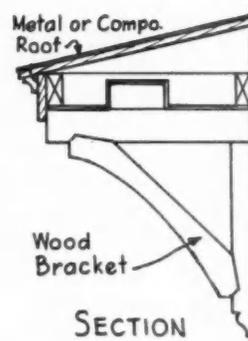


HOODS FOR EXTERIOR DOORS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



These hoods can be applied to existing surfaces without removal of present wall material.



TO full drive and

NAIL 1/2" build nails

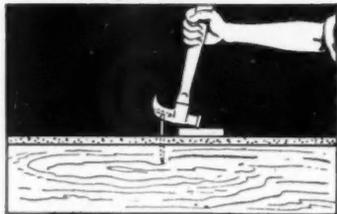
DRI side board out

HOV

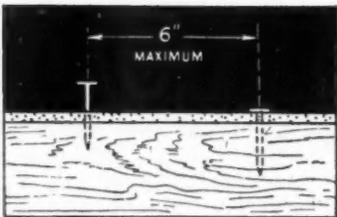


How-To-Do-It Pointers

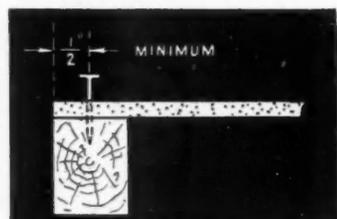
How to Nail Asbestos Building Board



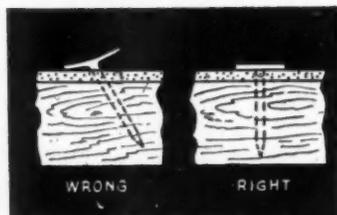
USE a wood block between hammer and building board when pulling nails. Fill holes with plastic cement.



TO permit board to develop its full strength, nails should be driven not more than 6" apart, and preferably closer.

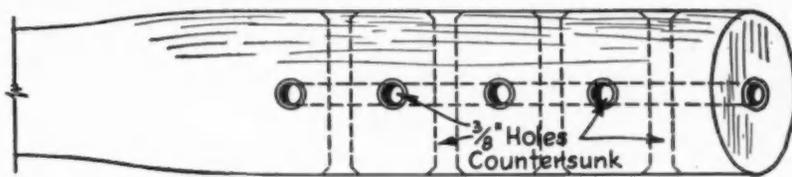


NAILS should be kept at least 1/2" from edge of a piece of building board. 4d galvanized nails are suggested.

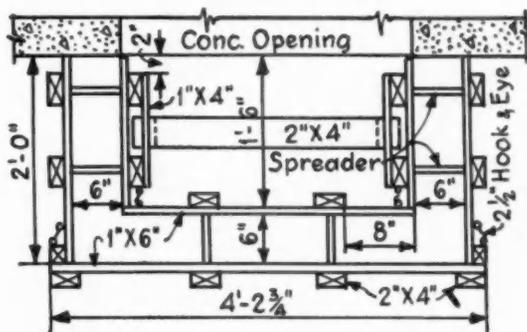


DRIVE nails straight so one side of head will not cut into the board while other side sticks out at angle.

How to Improve a Hammer Handle



DRILL a 3/8-in. diameter hole about 4 1/2 in. deep in end of handle. Drill 1/4-in. diameter holes both ways alongside handle to intersect hole in end. Countersink holes slightly at surface. The advantages: Holes ventilate hand, minimizing sweating and slipping. Holes can be used to hang up hammer. The decrease in weight of grip does away with tendency to push instead of swinging hammer. In cold weather, holes may be laced with leather to avoid tiring grip while wearing glove.—CHARLES BOWELL, Holton, Kans.



How to Build Demountable Areaway Forms

MATERIAL LIST

- | | |
|-----------------------|-------------------------------------|
| 16 pcs.—2"x4" x 2'-9" | 6 pcs.—1"x6" x 4'-2 3/4" |
| 2 pcs.—2"x2" x 2'-9" | 1 pc.—1"x4" x 6'-0" |
| 12 pcs.—1"x6" x 2'-0" | 8 pcs.—2 1/2" smooth hooks and eyes |
| 12 pcs.—1"x6" x 1'-6" | 4 lbs.—No. 6 common nails |
| 6 pcs.—1"x6" x 2'-10" | 1/2 cu. yd. of concrete |

NOTE: Bracing and wiring are necessary to hold forms in place. Two 1/2" round steel bars properly anchored in basement wall and areaway wall will prevent these walls pulling away from each other.—C. D. ROBB, Frankfort, Ohio.

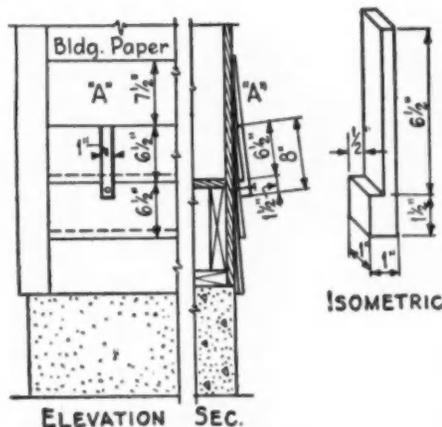
How to Make and Use Siding Spacer

IN applying siding to exterior walls, much time can be saved through use of a spacer, as indicated on isometric drawing at far right.

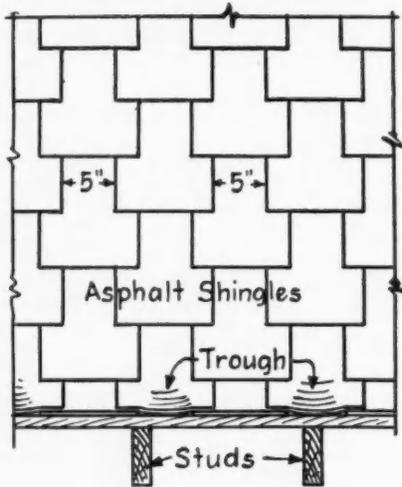
The spacer shown is for use with 7 1/2 in. beveled siding with 1/2 in. butt and 1 in. lap.

The elevation and section indicate spacer in use with piece marked "A".

Spacer works to best advantage with two men working together, each with a spacer.—C. D. ROBB, Frankfort, Ohio.



How to Lay Composition Shingles



AN economical manner of laying single 9½ x 2½ in. composition shingles is by spacing shingles 5 in. apart in rows instead of the usual ½ in.

Complete double coverage of shingles is thus sacrificed, but a vertical troughing effect is gained which will cause the rain to fall away from side edges of shingles. During a heavy rainfall, this acts to great advantage in removing water without infiltration of moisture under shingles, which would cause premature decay.—CHARLES BOWELL, Holton, Kans.

How to Estimate Cabinet Work

ESTIMATING cabinets is made easier by the cubic foot method:

1'x3'x3' = 9 cu. ft.

1'x3'x3' = 9 cu. ft.

2'x3'x10' = 60 cu. ft..

Total = 78 cu. ft.

78 cu. ft. @ \$2.50

per cu. ft. \$156.00

Bread board..... 3.00

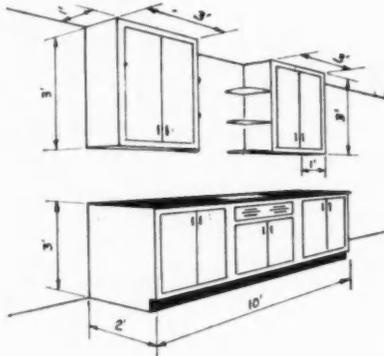
Metal bread box..... 5.00

Rounded decorative shelves..... 10.00

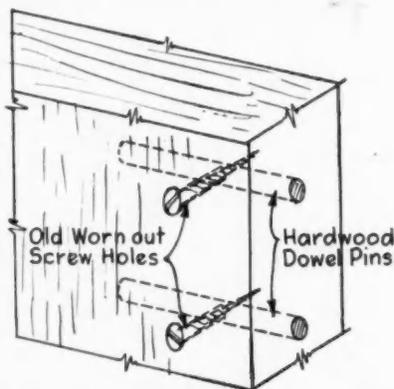
Back splash..... 10.00

Total\$184.00

The prices given necessarily vary according to quality of work and local conditions.



How to Reset Door Locks



WHEN holes for screws are worn so rim lock will not hold then bore two ½ or ⅝ in. holes in lock stile from face edge as shown, boring about 2½ in. through center of worn screw holes. Next drive hardwood dowel into full depth of each hole and cut it off smooth on edge of stile. Place lock back on and use longer screws so they will reach through dowels.

New screws usually split dowels which tighten them in holes.

\$5 for an Idea

HAVE you a job pointer, a short cut or a method of solving some building problem? We are sure you have some time- and labor-saving kink you would like to pass along to the fellow members of your craft. Send us a rough draft of your idea. For any idea submitted which is found suitable for publication, *American Builder* will pay \$5. Address material to Managing Editor, *American Builder*, 105 W. Adams St., Chicago 3, Ill.

Another of

Wall Construction Details for Urban Stores

By R. J. Alexander

IN line with the development and progress that are anticipated and in many cases already under way for the modernization and rebuilding of the main streets throughout the country, we are showing on the opposite page a number of details that cover the construction of the enclosing walls for small commercial buildings.

Concrete blocks being obtainable in most areas, they necessarily adapt themselves more readily for use as foundations and for walls above. The application of cement stucco to exterior surface is indicated. However, this may be omitted for economy's sake and walls left in their natural state.

Note the detail of pilasters. These are placed along walls wherever supporting beams occur.

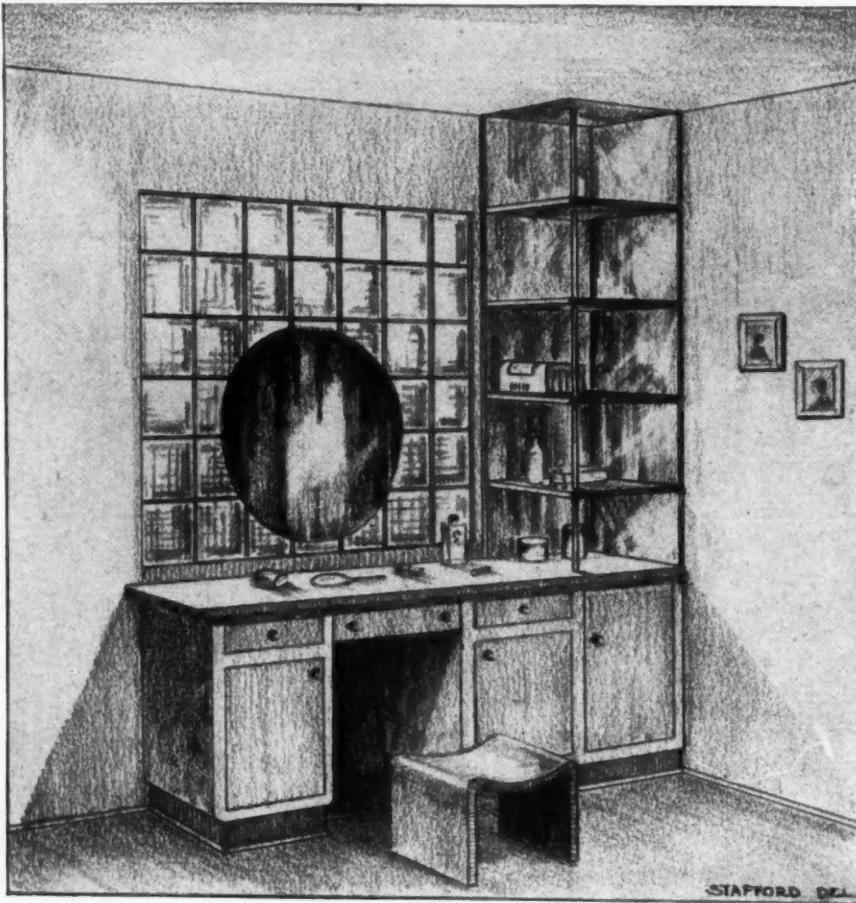
The alternate wall section shown in the upper right hand corner indicates the use of cinder blocks which will require a facing of stucco to prevent an infiltration of moisture into the block. It will also require building up pilasters of load-bearing concrete block. Additional saving is obtained through the application of casein paint on inside of exterior walls in lieu of furring strips and plaster.

Poured cement sills are indicated for use with double-hung windows; however, precast concrete sills may be used instead. To prevent concrete areaway walls from pulling away from concrete block foundation, it is recommended that a number of the blocks be projected beyond the wall line to form a corbel under the two side areaway walls for their support. Bottom of areaway may be composed of loose gravel or cinders to absorb all moisture.

Note the use of concrete base placed over footing under center supporting posts in basement. This eliminates the possibility of premature rot by keeping wood posts away from moisture that may collect on floor.

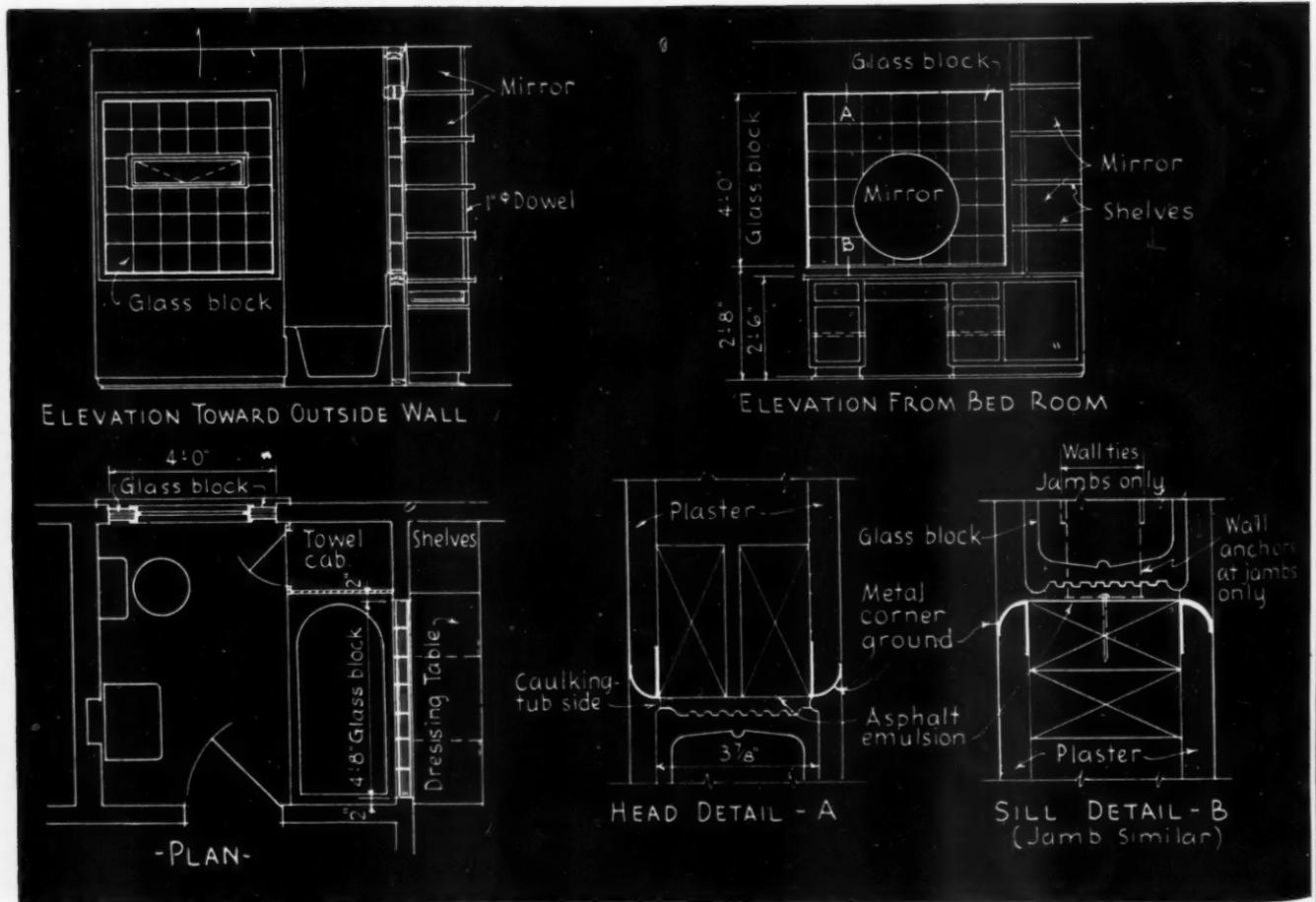
These details are prepared expressly for use in building the enclosing walls of a small commercial structure which will be bounded by similar structures on each side. The design of the street front may be entirely different in scope and character.

How to Use



BUILT-IN dressing table with back-panel of glass block in bathroom partition.

Bathrooms that sparkle are attracting attention of buyers and builders. Glass block and mirrors are liked because of their features of permanency, sanitation and ease of cleaning. They aid illumination, assure full privacy and typify the latest in smart styling.



PLAN, ELEVATIONS AND DETAILS of the glass block bathroom and built-in bedroom dressing table illustrated in the sketch above.

Glass Block in the Bath

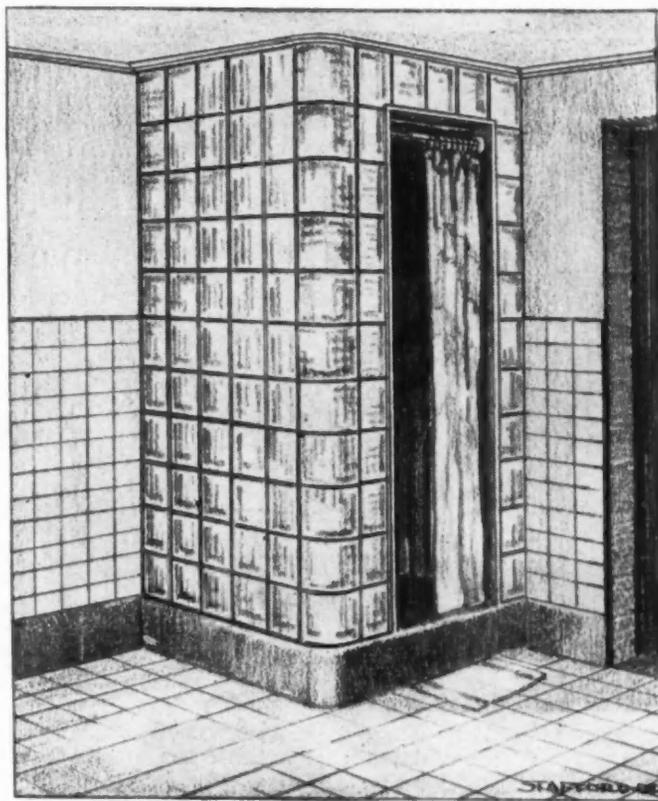
EXTRA QUALITY and style-appeal can be easily built into the home bathroom by observing the fine points of glass block design and construction shown here, as recommended by one of the leading glass manufacturers.

Bathrooms that sparkle are a hit wherever they are installed. Their liberal use of glass block, ribbed sheet glass, plate glass shelving and mirrors puts even the smallest home up into the luxury class, increasing its value and utility far beyond the cost of these features.

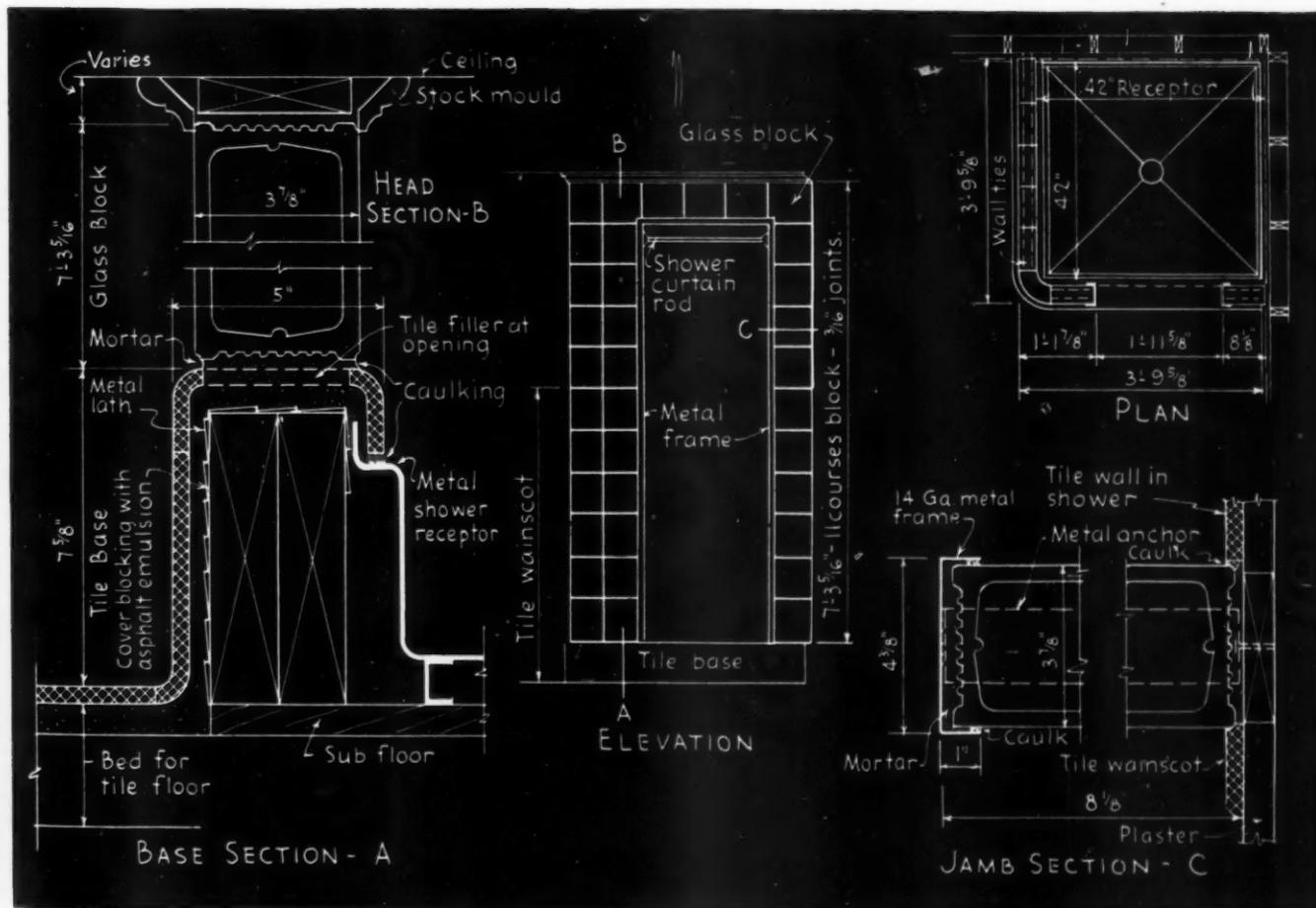
The bathroom sketched and detailed to left calls for an outside window in the form of a glass block panel with ventilating unit inserted. There is also a glass block panel in the partition between bathroom and bedroom. These give good daylighting with no loss of privacy. The glass block units used are the popular 8 x 8 inch size, 4 inches thick, with vacuum core, insulating against heat or sound.

The glass panel in the bath-bedroom wall gives distinction to both these rooms. On the tub side it fills in the entire space above the tub, making a clean splash-proof back panel; on the bedroom side it makes a striking background for the built-in dressing table, as pictured.

The glass block shower stall shown will give class to a large bathroom or it can be effectively used in a smaller shower-and-lavatory room. A tile base is laid up around a frame blocking, as detailed, to surround the pressed metal shower receptor. The glass blocks are then mortared in, with galvanized wall ties every third course. The glass units are carried up to the ceiling, completed by a 2 x 4 header with crown mould finish on each side.



GLASS block shower built into corner, fitted with door or curtain.



CONSTRUCTION DETAILS of corner shower stall of glass block, as sketched. A 42-inch metal shower receptor determined the size.



CORNER FIREPLACE with fuel alcove, display shelves, bookcase and cupboards in a house at Oswego, Ore. Built-in upholstered seats add to the welcome of this informal modern center of small home. Van Evera Bailey, A.J.A., architect; Leonard Delano, photographer.

Well-Styled Built-ins for Future Homes



Trend toward more and more built-in furnishing and equipment items sure to continue in post-war home building; here are some smart ideas to pep up your planning with custom-built class features

SNACK BAR of simple lines separates kitchen space from living room in this modern-style Oregon house; bracketed-out counter top is of colorful sheet plastic to match chair cushions; wall finish is plywood. Note recessed fluorescent lighting.

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PRODUCTS

A Message to Manufacturers and Distributors of Building Products

IN February, when building plans and buying plans are made, the AMERICAN BUILDER Annual Convention and Exposition Issue will feature a comprehensive review of building products that will be available in 1946 to the ready-to-build-and-buy market. Manufacturers and distributors of building products, and advertising agencies with building accounts, know that building and buying go hand-in-hand and plan a stronger than usual presentation of their products in crucial 1946, with a special attraction in the big February issue.

The AMERICAN BUILDER has served the building industry for 76 years and holds the sustained interest of the vast and important building audience (now numbering nearly 70,000) that comprises the most profitable segments of the industry,—the segments that Build and Buy.

When you sell your product to AMERICAN BUILDER READERS you have sold the

PREVIEW

FEBRUARY 1946

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Editorial Features

"What Will Be Available"

A comprehensive review of building products that will be available in 1946 to the ready-to-build-and-buy market.

"The Models of 1946"

A preview of the "fashion-plates" of 1946,—the pick of the nation's first and finest peace-time model homes.

"The World's Greatest Building Show"

A preview of the National Association of Home Builders Annual Convention and Exposition to be held February 25 - 28, at the Stevens Hotel, Chicago.

Convention and Exposition Guide

A special convention and exposition feature—the guide and directory of the great NAHB Exposition.

"Men You Should Know"

The new American Builder feature introducing "Who's Who" in the nation's second largest industry,—the building industry.

"Monthly Review"

The greatly expanded section of news of NAHB and affiliated associations throughout the United States, and

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Comparative Thickness of Building Materials Required To Equal Insulation Value of 1-in. of Insl-Cotton Insulation

Material	To equal 1 inch thick Insl-Cotton insulation
Sand and gravel concrete	52 inches
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Stucco	52 inches
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Slate Shingles	41 inches
Composition Shingles	27 inches
Brick (low density)	20 inches
Concrete (cinder)	19 inches
Plaster on metal lath	18 inches
Wood Shingles	5 inches
Tile (typical hollow clay 4")	4 inches
Yellow Pine	4 inches

Source: Computed from Heating, Ventilating, Air Conditioning Guide, 1944

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NEWS

Home Expos

At a convention 15, Fra dent, a for Vet Annual held at 25-26-27 jobs for ing pro "There ask of live. It that the as their of 'Ho other in many jo with ho responsi plans fo obligati industry The p nent mi ment an War II the spea ers can

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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Home Builders Convention and Exposition Program Announced

At a meeting of the NAHB 1946 Convention Committee in Chicago on Nov. 15, Frank Cortright, executive vice president, announced that "Homes and Jobs for Veterans" would be the theme of the Annual Convention and Exposition to be held at the Stevens Hotel, Chicago, Feb. 25-26-27-28. Pointing out that homes and jobs for veterans was one of the most pressing problems before the country, he said, "There are only two things the veterans ask of us—a place to work and a place to live. It is particularly appropriate therefore that the home builders of the nation accept as their primary responsibility a program of 'Homes and Jobs for Veterans.' No other industry can supply them with as many jobs and no one else can supply them with homes. It is our great opportunity and responsibility to see to it that in all of our plans for the years immediately ahead this obligation is satisfied by the home building industry."

The program, which will feature prominent military leaders, is aimed at employment and housing for the victorious World War II veterans. The panel discussion and the speakers will stress how the home builders can best fulfill these obligations.

Tentative Program Schedule

The first morning, Monday, Feb. 25, will be given over to the official opening of the Exposition at 10 o'clock, and to committee meetings during the afternoon. In the evening there will be a general convention session devoted to a panel on "Land Planning and Shopping Centers."

On Tuesday, at 9:30 a.m., the convention program will officially open and will continue throughout the day and evening. "The Veteran's Place in Home Building" and "More Efficient and Economical Construction Technic, New Materials and Equipment" will be the subject of the panel discussions.

On Wednesday the morning session will be given over to an "Exhibitor's Forum" during which the exposition exhibitors and the home builders will have an opportunity to talk shop. In the afternoon there will be panels on "Mortgage Finance" and "Cooperation Between the Building Trade Unions and Home Builders." The Annual Home Builders Banquet Wednesday evening will feature a nationally known speaker.

The last day of the convention, Thursday, will be highlighted by a "Modern Sales Methods" forum.

NAHB Directors Discuss Transition Problems in Washington Meeting

Nearly 100 members of the NAHB directorate met with allied industry representatives and government officials in Washington, Oct. 29-31, for a discussion of problems immediately confronting the home builders. The meeting was called by President Joseph E. Merrion when it became clear that the lifting of L-41 on Oct. 15 would not enable the residential building industry to get back to work. The short supply of some building materials and the acute shortage of housing in every section of the country proved to be the subjects of major interest to the assembled home builders.

It was brought out that since new construction can meet only a small part of the accumulated demand for housing accommodations, estimated to be in excess of three million new units, the public should be fully informed of the seriousness of the situation and acquainted with complete facts regarding it. Complete accord of industry and government was pointed to as a necessity and the following steps taken:

An agreement was reached with Captain J. D. Small, Civilian Production Administrator, who succeeded WPB chief J. A. Krug when the latter's agency was abolished Nov. 3, and Chester Bowles, price administrator, to the effect that their agencies will promptly assist in breaking bottlenecks resulting from government controls affecting building materials;

The Federal Housing Administration agreed to NAHB's proposal that firm commitments be issued to builders, encouraging and facilitating financing, and therefore the building, of rental and sale property for moderate income families;

Additional personnel has been provided in the NAHB national office to give immediate attention to problems of building materials shortages in local communities on which national action is required; and

The representatives of material producers and distributors agreed that production will be stepped up concurrently with the builders' program.

Policy Statement Issued

In a formal statement following the meeting it was made clear that home builders are fully aware of the gravity of the housing situation in urban areas. The policy declaration pledges that the National Association will do its part in holding the inflation line, supplying employment, and providing

fairly priced housing for returning veterans and other home seekers. The statement stressed that war veterans would be given preference in all housing built. Price Chief Bowles told the directors he proposed to do all in his power to curb the inflationary boom that appeared imminent. In arguing for further price controls he gave the OPA two-fold proposals. First: that the first sale after the effective date of new legislation shall establish the maximum sale price, plus improvement costs and commissions. Second: that new construction shall have a maximum sale price consisting of actual costs of construction not in excess of the legal maximum price of materials and services, plus a fair market value of the land sold, but not less than the actual cost of the land, plus a margin of profit equal to the profit margin of comparable units during 1941. The consensus of informed Washington opinion is that the Bowles proposals for legislative action will not receive Congressional approval because they are unworkable.

Merrion Commends Snyder

John Snyder, director of the Office of War Mobilization and Reconversion, expressed his fears of inflation but assured the directors that his agency would not consider asking the Congress for price control legislation until the six-point program, outlined at the time L-41 was abolished, was given a fair trial and found ineffective. "If such a program does not seem to be meeting with success," he said, "we will determine what further steps the Government should take." This position which denied support to the OPA policing measures was heartily commended by President Merrion who said, "We are now prepared to tell you that our industry over the country is aware of the need for restraint in the pricing of both old and new houses, and you can depend upon our members to be conscious of that need and to hold down the pricing of houses as they are built."

Blandford Fears Chaos

NHAdministrator Blandford reported that his agency was being subjected to pressure from many areas to use federal funds to build temporary housing and warned that unless industry and government work closely the seriousness of the housing shortage

(Continued to page 104)

New Officer for Houston Builders

J. C. Watts has joined the Houston Home Builders' Association as executive vice-president. He resigned as director of the Houston OPA defense-rental area to take the place of J. Francis Morrogh who has left the association.



J. C. WATTS

Mr. Watts is a long-time resident of Houston and has been associated with the home building industry for 15 years. He was in the real estate business before joining the Home Owners Loan Corp. in 1934 as appraiser and property management representative. In 1940 he was associated with the Federal Housing Administration and began his service with OPA in 1942.

Mr. Morrogh has returned to his home city, Beaumont, Tex.

Chicago Establishes Code of Ethics

The Chicago Metropolitan Home Builders Association has established the following code of ethics:

A. Members shall, at all times, persistently strive to develop and maintain within the home building industry a high appreciation of the objectives and responsibilities of home builders in fully and faithfully serving the home seeking public.

B. Members shall, at all times, through diligent work and research on new materials and methods, strive to develop and improve the efficiency of the home building industry and produce better values for the benefit of the home seeker.

C. Members shall faithfully and honestly follow all specifications for materials and the processing of the same and shall strive to produce in all cases structures of honest, substantial and lasting construction.

D. Members shall generously co-operate by sharing the benefits of knowledge and experience with fellow members to the end that the general efficiency of all shall be improved.

E. Members shall promote a complete mutual understanding with labor and encourage a long range view of mutual problems that will best insure to the benefit of the home seeker.

F. Members shall deal fairly and honestly with the suppliers of building materials and constituents, acknowledging to all the

NAHB Continues Steady Growth

Since August 1943, when the National Home Builders Association and the National Association of Home Builders merged to create NAHB, it has steadily grown in strength and importance as the representative of the nation's home builders. Recently the Board of Directors formally approved the affiliation of eleven additional local home builder groups, bringing the total of NAHB affiliated organizations to nearly 100.

The new member associations are: the St. Paul (Minn.) Home Builders Association; the Home Builders Association of Maine; the Minneapolis (Minn.) Contractors and Builders Association; the Grand Rapids (Mich.) Home Builders Association; the Home Builders Association of Chattanooga (Tenn.); the Home Builders Association of Erie County (Pa.); the Home Builders Association of Long Island (N.Y.); the Ellwood City (Pa.) Home Builders Association; the New Jersey Shore Builders Association (Point Pleasant, N. J.); the Home Builders Division of the Kansas City (Mo.) Real Estate Board; and the Lorain (O.) General Contractors Association.

"The Utah Builder" Issues

President Howard J. Layton of the Salt Lake City Chapter of NAHB announced the issuance of the association's new official publication early in November. Called "The Utah Builder," it will be the "voice" of the Salt Lake City Chapter in keeping the membership fully informed on matters of interest to them. Arch Webb, new executive secretary of the association, will edit the monthly bulletin.

right to a fair and equitable profit for services and goods furnished.

G. Members shall scrupulously comply both in spirit and letter with all reasonable rules and regulations prescribed by law and governmental agencies for the health, safety and progress of all communities in which they operate.

H. Members shall painstakingly study and analyze all proposed and enacted City, State and National legislation and establish a firm stand against such as appears detrimental to the social, economic and political interest of home owners, home seekers, or home builders.

I. Members shall in no case engage in misrepresentation, false promises, subterfuge, misappropriation of funds or payments or any other conduct that constitutes dishonest dealing with employees, dealers, home seekers or customers.

J. Members shall not perform or cause to be performed, any act which would tend to reflect on, or bring into disrepute the home building industry or any part or member thereof.

K. Members shall, in all their relations, exhibit friendliness, helpfulness and co-operation with all fellow members to the end that the Association shall be amalgamated into a resistless force in the promotion and accomplishment of its highest objective as "Champion of the Home Seekers."

NAHB Directors

(Continued from page 103)

He told the meeting that mayors in a number of cities are establishing committees to advise on housing, particularly to assist returning veterans. Also that NHA is encouraging community conferences among builders and lending agencies in an effort to control values through sound evaluating and lending practices.

Several of the home builders present challenged the practicability of government financed and built temporary housing in the present emergency. They pointed out that temporary construction required almost as much time to build and used nearly the equivalent amount of material and labor as privately built permanent housing. It would appear, they said, that the proponents of public housing see another opportunity in the current crisis to promote their selfish interests.

FHA officials told the conference that considerable progress could be reported in that agency's postwar plans. However, they admitted, under questioning, that their cost estimating did not take into account current market conditions.

Labor Pledges Cooperation

Harry C. Bates, chairman of the AFL Housing Committee, and Richard Gray, chairman of the Executive Council, Building and Construction Trades Department, called the housing shortage "the number one threat in the country today." Each insisted that apprentice training programs already established will provide ample skilled labor and announced firm opposition to pricing controls on the ground that they would strangle the resumption of home building.

They assured the NAHB directorate that the AFL would do all it could to correct instances of unfair labor practices if specific facts were brought to their attention. As a further step they urged "consultation on the broad principles involved in supplying the postwar housing need."

Douglas Whitlock, representing the Structural Clay Products Institute and The Producers' Council, and H. R. Northup of the National Retail Lumber Dealers Association, told the conference that material production will not be large enough to replenish inventory stocks to a normal level although they believed it will be sufficient to keep pace with the builders' needs. They also reported that the reopening of war-closed brick plants and the reduction in military lumber demands are already relieving the supply shortage in those commodities.

Minneapolis Builders Announce New Members

At a recent meeting of the Minneapolis Contractors' & Builders' Association eight active members were elected to membership as follows: A. Larson & Sons; K. L. Luce; Conrad N. Ostrom; H. F. Nelson; Sigurd A. Johnson; Fred C. Dencker; J. O. Wardell and Stromberg Const. Co.

Associate members elected were The Towle Co. and Wilkinson Home Finance Corporation.

NAHB Exposition Will Be Complete

Home builders will have an opportunity to see the greatest exhibition of building materials and equipment ever assembled when the NAHB Exposition, which is being held in conjunction with the NAHB 1946 Annual Convention, opens Feb. 25. The display will completely fill the Stevens Hotel exhibit hall, the largest hotel exposition hall in the world, according to Paul S. Van Auken, Convention and Exposition director, who said, "As of Dec. 1 leading building materials and equipment manufacturers and distributors have contracted for more than 90 per cent of the 30,000 square feet of space. We expect to have every inch of the floor space under contract by the first of the year, nearly sixty days before the show opens. It is a remarkable demonstration of how optimistic manufacturers are about the 1946 revival of residential building."

The exposition will unveil new and improved building materials, including a score of items which have been developed in wartime's ruthless laboratory; new and improved equipment will embody all of the advances science has made toward more convenient, comfortable living. New construction machinery, such as power woodworking tools, materials handling equipment and other labor and time saving devices will be featured.

In its February issue *American Builder* will preview the NAHB Convention and Exposition, devoting special sections to new and improved building materials and equipment that are going to be available for home building in the coming year.

Cleveland Activities

As an aid to their members, the Home Builders' Association of Greater Cleveland has announced that its cost committee, headed by Benton Lefton, is making every effort to ascertain current building costs.

Builder members confronted with the puzzling problem of co-ordinating actual current costs with present FHA stabilized costs should submit data to the committee.

New Orleans Chapter Stages Successful Contest

State-wide interest was developed in the Modern Home Contest recently sponsored by the New Orleans Chapter of NAHB. According to C. Earl Colomb, chapter president, entries came from every part of the state and named "built-in" features throughout as the major improvement the Louisiana housewife wants incorporated in her modern home.

The judges' committee was composed of C. C. Frederichs, chairman, Board of Governors of the New Orleans Homestead Savings and Loan League; Sol Rosenthal, president, Louisiana Architects Association; A. Sidney Numez, president, Real Estate Board of New Orleans; A. K. Northrup, president, Mortgage Bankers Association of Louisiana; in addition to the real estate editor of *The Times-Picayune* and Mr. Colomb.

Cortright's Column

By Frank W. Cortright

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



President Merrion calls for channeling scarce building materials into housing. Addressing the annual meeting of The Producers' Council in Cleveland recently, President Merrion named the housing shortage as "the most critical domestic problem before the country today," and urged industry cooperation in stopping the present diffusion and waste of building materials. "In recent weeks vast quantities of these essential materials," President Merrion stated, "have been consumed in every locality by the construction of unnecessary buildings, non-essential commercial structures, and by the addition of porches, garages, etc., to existing dwellings. In addition, maintenance and repair is consuming a larger portion of current materials than is warranted under present emergency conditions." He will make a similar appeal to the brick manufacturers when they meet at French Lick, Ind. Individual builders throughout the country and their local association officers should carry the same message in their contacts with the public, the press and with their suppliers. Only in this way can essential materials be kept in the area of greatest need which, for the time being, is most certainly housing.

An OPA review of developments since the repeal of L-41 is now being made. There is little doubt that what the agency is aiming at is the "we told you so" kind of report. This would be consistent with its stubborn stand for complete control over the price of homes. Instead of an unbiased reporting of the facts, it may be expected to exaggerate the evidence it finds that housing prices have advanced sharply since the construction ban was lifted or that unfair advantage is being taken of harassed veterans. It is important that we are in a position to refute any charges that the OPA may make after it completes its survey. Presently there does not seem to be any real danger that OPA can build up enough pressure for legislation giving it control over the price of houses regardless of what new tactics it tries. Influential members of the House Banking and Currency Committee have ventured the opinion that such legislation would not stand one chance in a thousand. This can change overnight, however, unless pricing is done with restraint and good judgment.

WASHINGTON SIDE SHOW

Hurree . . . Hurree . . . Hurree! Step right this way folks and see the Wonder Bill of the Age! . . . Don't push—don't shove—there's room for one, there's room for all, there's room for everyone! . . . Step up and see the Greatest of all Housing Bills—it's Democratic—it's Republican—it's Socialistic!—it's good for one—it's good for all—and best of all, it's Free! . . . It's a sure-fire—never-miss—positively-guaranteed-to-cure-all, sugar-coated bill. . . . Absolutely guaranteed to attract, to charm and to please the young and old alike! . . . If you're a farmer, here's free housing. . . . If you're a laborer here's One Hundred Per Cent financing, Three Per Cent Money for Forty Years! Here's yield insurance! . . . Here's Everything for private enterprise . . . builders, brokers, bankers, building and loans! It's What you Want—And More! . . . For city slickers Federal aid! And Best of All, for public housers, we Absolutely Guarantee unlimited health, wealth and Expansion! . . . All of this, good folks, and More to Come! . . . for good measure, we throw in a solid gold plated, permanent, all-powerful NHA! . . . and all of this is free—it's Gratis! it doesn't cost one silver dollar, two bits, one thin dime, the tenth part of a Billion, or one plugged nickel . . . Uncle Sammy pays the Bills! So, step right up, folks—don't crowd—don't shove, Big Public Housing Show open soon—come one, come all—step right this way—Hurree, Hurree!

Housing Issues Debated on the Air

Twice in one week recently NAHB President Joseph E. Merrion took to the air to debate housing issues with FPHA Commissioner Philip M. Klutznick. In a program sponsored by The Northwestern University Reviewing Stand, broadcast over Mutual Station WGN of Chicago, Merrion and Klutznick were joined by James Downs, president, Downs-Mohl Realty Company of Chicago, and Louis Wirth, professor of Sociology, University of Chicago. James H. McBurney, dean of the Northwestern University School of Speech, moderated the half-hour program devoted to the subject, "Needed: 12,000,000 Homes."

In the second debate, "Should the Federal Government Support Public Housing Projects?" Merrion was joined in the negative by George L. Bliss, president, Railroad Federal Savings and Loan Association of New York. Senator Robert A. Taft of Ohio, co-sponsor of the Wagner-Ellender-Taft public housing bill recently introduced into the Congress, sided on the affirmative with Klutznick. This program, under the sponsorship of The American Forum of the Air, was broadcast over the Mutual network from WOL, Washington. Theodore Granik, director of the American Forum, acted as moderator.

Needless to add, Mr. Merrion and his partners capably presented the private builders' point of view in these contests with the proponents of socialized housing for America.

Construction Industry Advisory Council Meets

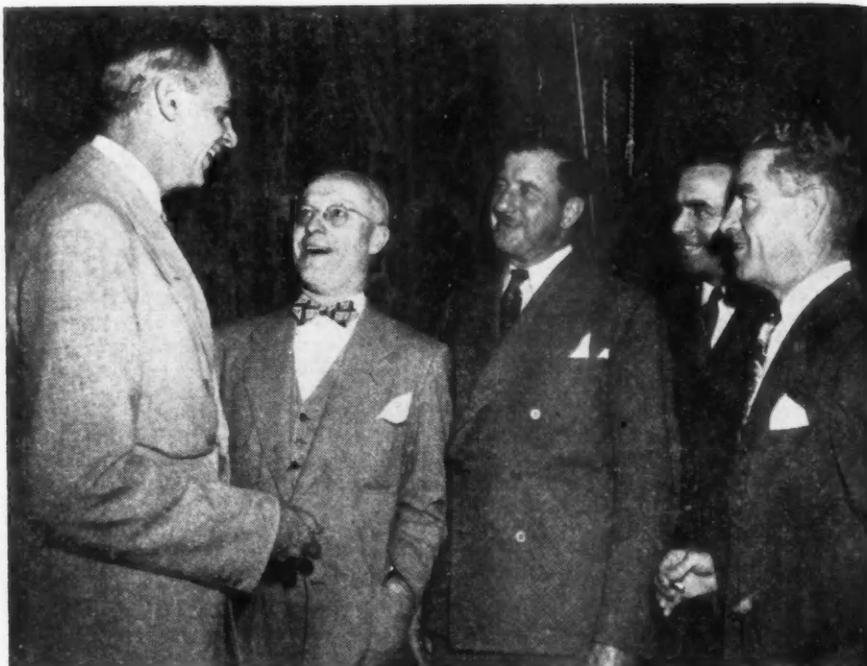
Problems facing the building industry in bringing about a prompt and non-inflationary revival of large-scale activity were discussed in Washington on Nov. 1 by the Construction Industry Advisory Council, an organization of national trade and professional associations sponsored by the Chamber of Commerce of the United States. The meeting, called by Chamber President Eric A. Johnston, brought together representatives of over eighty organizations with a substantial interest in building.

Typical of the representation was the National Association of Home Builders, the National Retail Lumber Dealers Association, the United States Savings and Loan League, the Mortgage Bankers Association of America, the American Institute of Architects, The Producers' Council, the Portland Cement Association, the Structural Clay Products Institute, the National Electrical Contractors Association, the American Iron & Steel Institute, and the Associated General Contractors of America.

The purposes and scope of the Advisory Council are:

1. To help develop construction industry opinion.
2. To make recommendations to the Construction and Civic Development Department of the National Chamber for carrying out policies or programs of

NAHB Officials Meet With Northern California Members



PHOTOGRAPHED at an industry-wide dinner recently at the Palace Hotel, San Francisco are (l. to r.) Frank Cortright, executive vice president, Joseph Merrion, president, David D. Bohannon, 1st vice president, all of NAHB, Maurice G. Read, chairman, Northern California Council of Home Builders Assns., Ralph Duke, member NAHB executive committee.

common interest to the construction industry.

3. To provide the Department Committee with more clearly defined and better organized contacts than now exist with trade and professional associations in the construction field.

Speakers took up the responsibilities and outlook of the segments of the building industry they represented. They were: Earl O. Shreve, vice president, General Electric Company; Douglas Whitlock, chairman, Advisory Board, Producers' Council; S. Lamar Forrest, president, National Retail Lumber Dealers Association; Edward P. Palmer, former president, Associated General Contractors of America; Richard J. Gray, representing American Federation of Labor; Abner Ferguson, representing U. S. Savings & Loan League; and Joseph E. Merrion, president, NAHB. Government officials addressing the meeting included John W. Snyder, director, Office of War Mobilization and Reconversion, and John L. Haynes, director, Construction Division, Bureau of Foreign and Domestic Commerce.

Memphis Builders Elect 1946 Associate Directors

The following were elected associate directors for the remainder of this year and the entire year of 1946, by the Home Builders' Association of Memphis: Bayard Boyle, Boyle Investment Co.; Louis Carruthers, Carruthers Lumber Co.; Arthur Chambers, Chambers-Ezell Lumber Co.; Hamilton Smythe, E. H. Crump & Co.; Claude Crump, Crump Lime & Cement Co.; Madison Garner, John A. Denie's Sons Co.; Cliff Wood, First National Bank; W. B. Hill,

Hill Termite Control Systems; Herbert Jordan, T. P. Jordan Lumber Co.; Robert G. Heard, Joyner-Heard Co.; Roy M. Marr, Leader Federal Savings & Loan Assn.; E. B. LeMaster, Edward LeMaster Co.; James E. McGehee, Marx & Bensdorf.

It was also announced that a nominating committee has been appointed to select candidates for 1946 officers. The committee is comprised of Messrs. Gerald Fay, chairman; Thane Smith; Harry Dlugach; C. A. Cleaves, and C. K. Chandler.

Detroit Builders Fight Against Inflation

The Builders Association of Metropolitan Detroit has taken a commendable step to prevent the improper pricing of H-1, H-2 and new housing. Every builder member in the Association is required to sign the revised Code of Ethics under which he agrees that:

1. All new homes shall be sold at prices which reflect actual cost plus a reasonable profit. (Direct cost of land, labor and materials plus 15 per cent to cover profit, overhead and selling costs.)

2. H-2 housing, allocated last year but delayed because of labor negotiations, must be sold at the priority price plus actual increases in labor and material as determined by the Builders Association.

3. Homes will be sold only to owner-occupants and the purchaser must agree not to resell for one year, or if resale is made it must be without a profit.

4. The buying public will be urged to report any attempted violation of these requirements to the Association office.

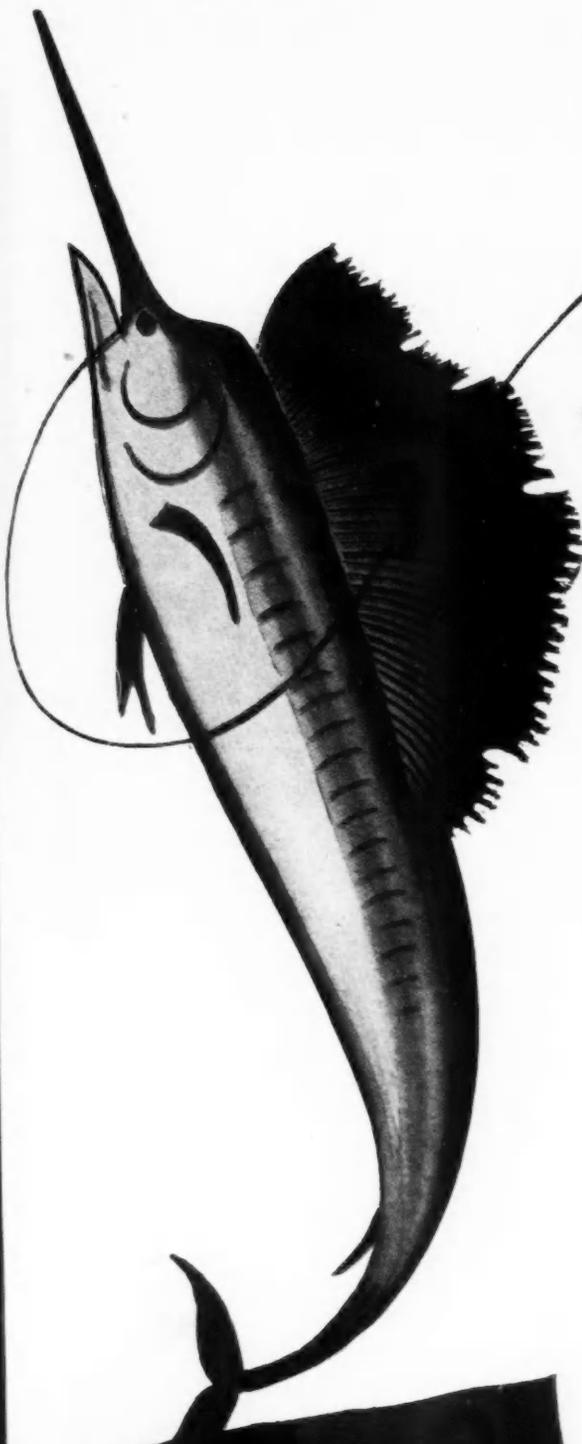
5. Returning veterans will be given preference.

Ready Now!

80 NEW STREAMLINED

WERNCO Chromtrim

METAL MOULDING SHAPES



There's streamlined, practical beauty in all 80 of the new Chromtrim aluminum profiles . . . and they're available *now*—ready for shipment—to meet all your requirements.

The way these modern shapes are streamline packaged is a decided advantage to building material dealers, builders and mechanics. Ready cut into four, eight and twelve foot lengths (120 feet of a profile in each tubular carton), Chromtrim is the most practical, saleable product of its kind on the market.

The entire series of 80 dimensionally accurate Chromtrim aluminum profiles is designed in matching groups to fit every installation need. All shapes are available in bright lustrous, satin and anodized finishes. Chromtrim bends readily, can be curved around all corners, is long-lasting and easy to keep clean. It is unexcelled for speed of installation and economy of labor — enjoys national distribution and acceptance.

NATIONALLY ADVERTISED • NATIONALLY ACCEPTED

Check with your nearest Chromtrim Distributor

R. D. WERNER CO., Inc.

Manufacturers of Metal and Plastic Products

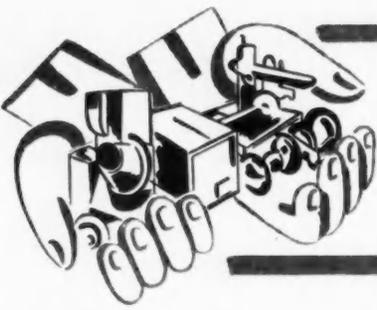
295 Fifth Avenue, New York 16, N. Y.

Factories: New York, N. Y. • Greenville, Pa.



Write for the new full-color Chromtrim Aluminum Catalog No. 2 Shows all 80 shapes, the complete line of Accessory Items, gives details of packaging and illustrates many practical uses and installation possibilities





NEW PRODUCTS

Offered by Manufacturers

NEW FLOOR FURNACES

AB12501

Completely new designs have been prepared by Utility Appliance Corp. for its floor furnaces. The 1946 models are designed for silent, efficient operation. They have a clean, streamlined appearance, with a minimum of projecting floor grills on the dual furnaces. Dual models also have a new damper control that assures smooth operation, with positive distribution of warm air. In-



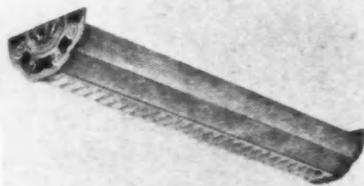
creased air flow improves circulation throughout the heated areas. All models meet the A.G.A. requirements for maximum temperature in the heat exchange unit.

FLUORESCENT FIXTURE

AB12502

Just released for current production and immediately available, this new commercial fluorescent, incorporating several exclusive engineering advances, employs either two or four 20-watt lamps in 4 or 8 ft. lengths.

According to the manufacturer, Joleco Corp., this fixture offers quicker instal-



lation, lower maintenance cost and unusually high intensity glareless illumination for most conditions where fluorescent fixtures can be used.

The 8 ft. fixture is furnished in a single-piece body and is adaptable for both ceiling or suspension mounting.

SELF ANCHORING BOLT

AB12503

The Molly Corporation, Detroit, Mich., has devised a simple, positive and inexpensive anchor bolt for general construction or household use. It forms its own socket which will not disengage or drop down when bolt is removed. It works equally well in any type of wall or floor, and is ideal for securing bath fixtures, lighting fixtures, stanchions, control panels, shelves, mirrors and other uses about the home.

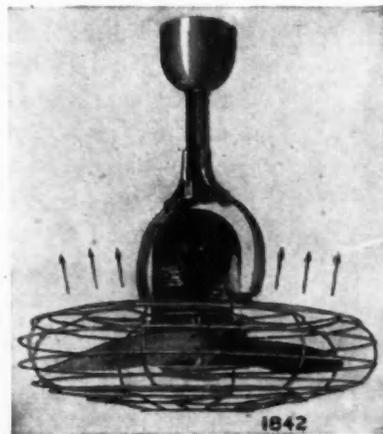
HEAT CIRCULATION FAN

AB12504

The new Reco heat circulator fan, manufactured by Reynolds Electric Co., can be obtained in 12, 16, 20 and 24 inch diameters and is regularly furnished for 110/115 volt, 60 cycle, A.C. motors.

The fan blows upwards, the air traveling along the ceiling and down the walls, carrying the super-hot air with it and intermixing it with the room air, providing uniform temperature at the floor, at body level and at the ceiling, according to the manufacturer.

Its operation provides comfortable

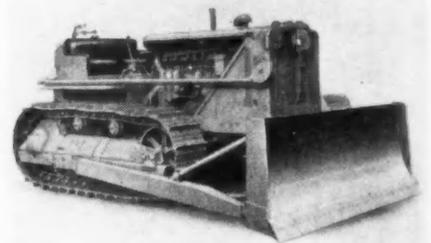


heat for "hard-to-heat" rooms—rooms that have alcoves, numerous windows or other heating handicaps. The use of the Reco will result in comfortable heat in a few minutes.

NEW MODEL BULLDOZERS

AB12505

"Caterpillar" cable-controlled bulldozers and scrapers are now in production, it is announced by Caterpillar Tractor Co. The bulldozer illustrated has the outstanding advantages of balanced



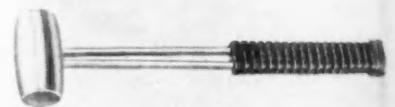
design, great capacity, rigid construction, elimination of "A" frame, reinforced blade, easy digging, long-life cutting edges, enclosed operating cables and easy blade adjustments. This is No. 8S bulldozer mounted on D8 tractor.

LEAD UTILITY HAMMER

AB12506

Utilizing an entirely new principle of hammer design, this hand tool meets a wide range of requirements. Made of virgin tellurium lead with an antimonial content which minimizes wear, it practically eliminates danger from flying chips and splinters as the head actually toughens with use. The hammer will not blemish contacting metal surfaces.

Handle is of durable plastic, serrated for sure grip, and with safety bulge at end to prevent hammer from slipping



from hands. A product of Nu Products Co., this hammer is designed for use with one or two hands.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

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Precision-Made!

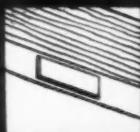
DOUGLAS FIR DOORS

FACTRI-FIT

save you time and money on every installation job!

SPECIFICATIONS★

FACTRI-FIT GAINING



7" from top, 11" from bottom. Standard butt on 1 3/8" doors, 3 1/2" x 3 1/2"; on 1 3/4" doors, 4" x 4". Square corners. Center gaining for heavy construction is equi-distant between

FACTRI-FIT SIZES

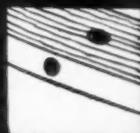
Doors prefit to exact net book sizes listed in U. S. Commercial Standard 73-43. Doors scuff-stripped for protection.

FACTRI-FIT GRADES

Doors are grade-marked for easy identification and specification.



FACTRI-FIT LOCK BORE



All boring to center knob 36" from bottom of door. Diameter of bore-in, 15/16"; length of bore-in, 3 3/4"

from edge; face plate, 1" x 2 1/4" x 1 1/8", square shape, cross-bore, 5/8" diameter on 2 3/8" center. These standard specifications fit virtually all nationally-distributed hardware. Other machining on special order.

PRE-FIT

Douglas Fir Doors are cut to exact net book sizes listed in U. S. Commercial Standard 73-43 . . . are scuff-stripped for protection . . . grade-marked for easy identification and correct specification. They reach you trimmed and ready to hang.



FACTRI-FIT

Douglas Fir Doors—now available—are not only prefit, scuff-stripped and grade-marked—but gained for hinges and bored for locks as well. All machining is done at the mill by high-speed, clean-cutting precision tools that assure a correct job every time.

PRE-PRIMING

of Douglas Fir Doors—now available—adds still another advantage to the precision steps outlined above. Pre-priming saves on-the-job finishing time, reduces moisture absorption and improves dimensional stability.

Send for Catalog showing 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

THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS



APARTMENTS...on
Park Avenue
or any other avenue

No single feature can contribute more to the *desirability* of apartments than Modine Convector Radiation.

Tenants appreciate the modernly smart, unobtrusively attractive appearance of Modine Convectors, with their space-saving compactness that gives a new freedom in arranging furniture and drapes.

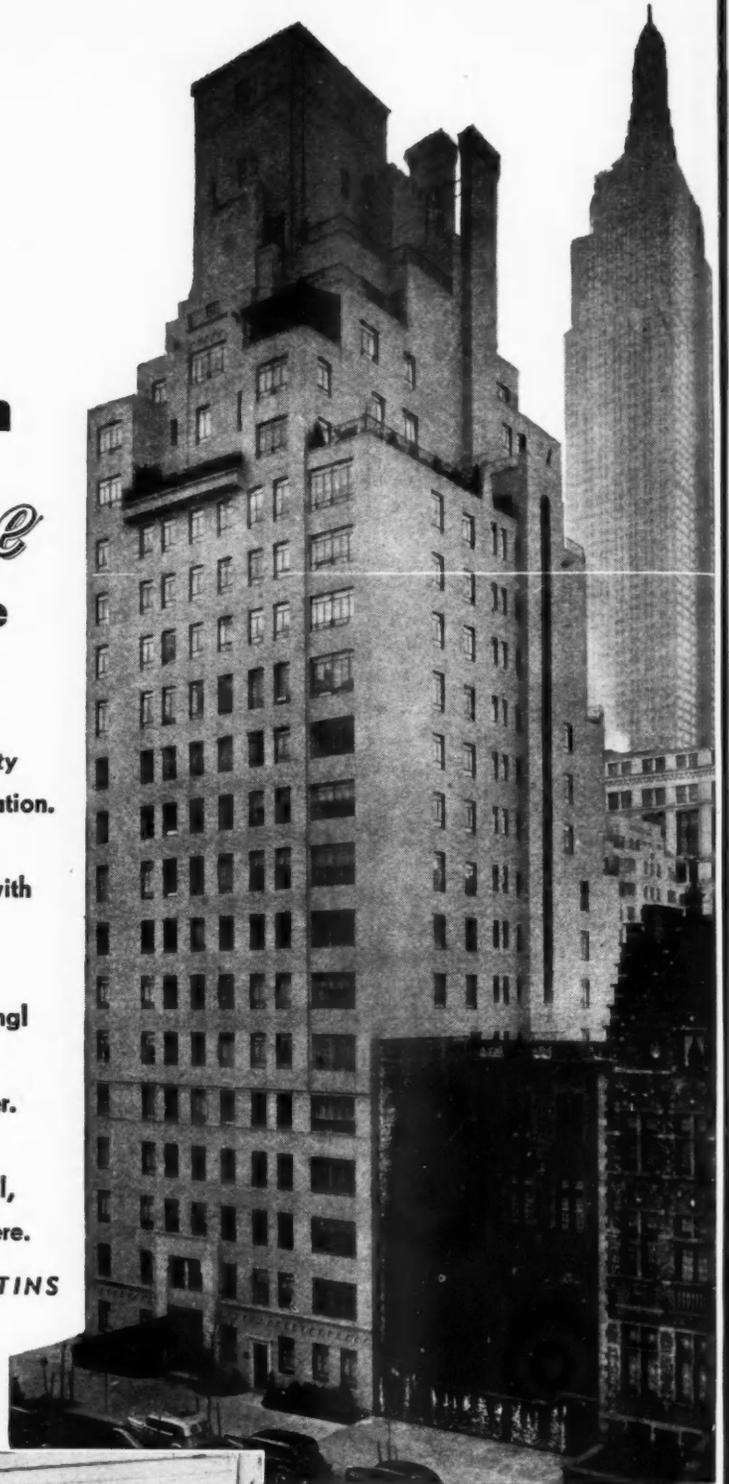
And the luxurious comfort of even-temperature heating!

Made of copper, warm-up is faster . . . response to automatic control is quicker . . . fuel savings are greater.

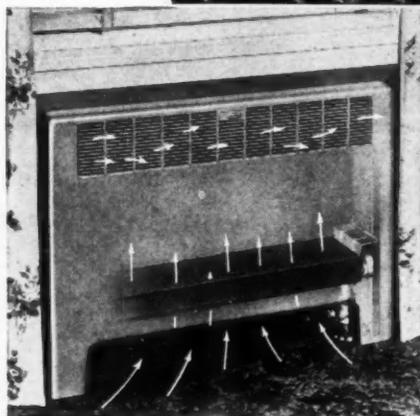
With individual damper control, tenant modulates temperature as desired. Easier and cheaper to install,

Modines have the call for apartments everywhere.

SEND TODAY FOR CONVECTOR BULLETINS



Modine



**CONVECTOR
RADIATION**



Look in your phone book for Modine representative's name . . . "Where to Buy It" section.

MODINE MANUFACTURING COMPANY, 1701 RACINE STREET, RACINE, WISCONSIN



Here's How to Give Tenants the Heat They Want

IN the Althen Apartments at Columbus, Ohio, are 16 suites consisting of living room, kitchen, dinette, bedroom, and bath. Each unit is individually heated by its own Janitrol Gas-Fired Winter Air Conditioner located in a closet opening into the living room. Each tenant pays his own gas bill, which amounts to an annual average of \$25.87* for both heating and cooking.

Tenants like the individualized Janitrol heating, the convenience, economy, cleanliness, and comfort of gas heat. The management of the Althen likes the low cost of installation and up-

*Natural Gas Average Rate—56 cents per 1000 Cubic Ft.

keep . . . the freedom from heating worries. They state, "We have found the Janitrol equipment efficient in operation, trouble free, and very satisfactory".

Apartments are more easily kept clean because Janitrol Gas-Fired Winter Air Conditioners leave no soot or dust. Fireman is unnecessary because there is no coal, no ashes, no furnace fixing. Space is saved by eliminating extensive ductwork and fuel storage areas.

Yes, this is a new and highly successful trend in apartment house heating. If you'd like more data on similar installations, write Surface Combustion Corporation, Toledo 1, Ohio.

Janitrol

**GAS-FIRED
HEATING EQUIPMENT**



Winter Air Conditioner



Gravity Furnace



Gas-Fired Burner



Wall Heater



Radiator



Free Type Radiator

**POST ADVERTISING PAGES
HAVE SPOKEN
FOR MORE YEARS,
WITH MORE AUTHORITY,
TO MORE PEOPLE
WITH MORE INFLUENCE,
THAN THOSE OF ANY OTHER MAGAZINE**



SATURDAY Evening Post readers spend more on their homes . . . far more than the general average. They are among the first to buy new homes or to remodel.

Post readers are alert to all that is new and progressive. Their living standards and incomes are high above the average. They have the money to buy the things they want.

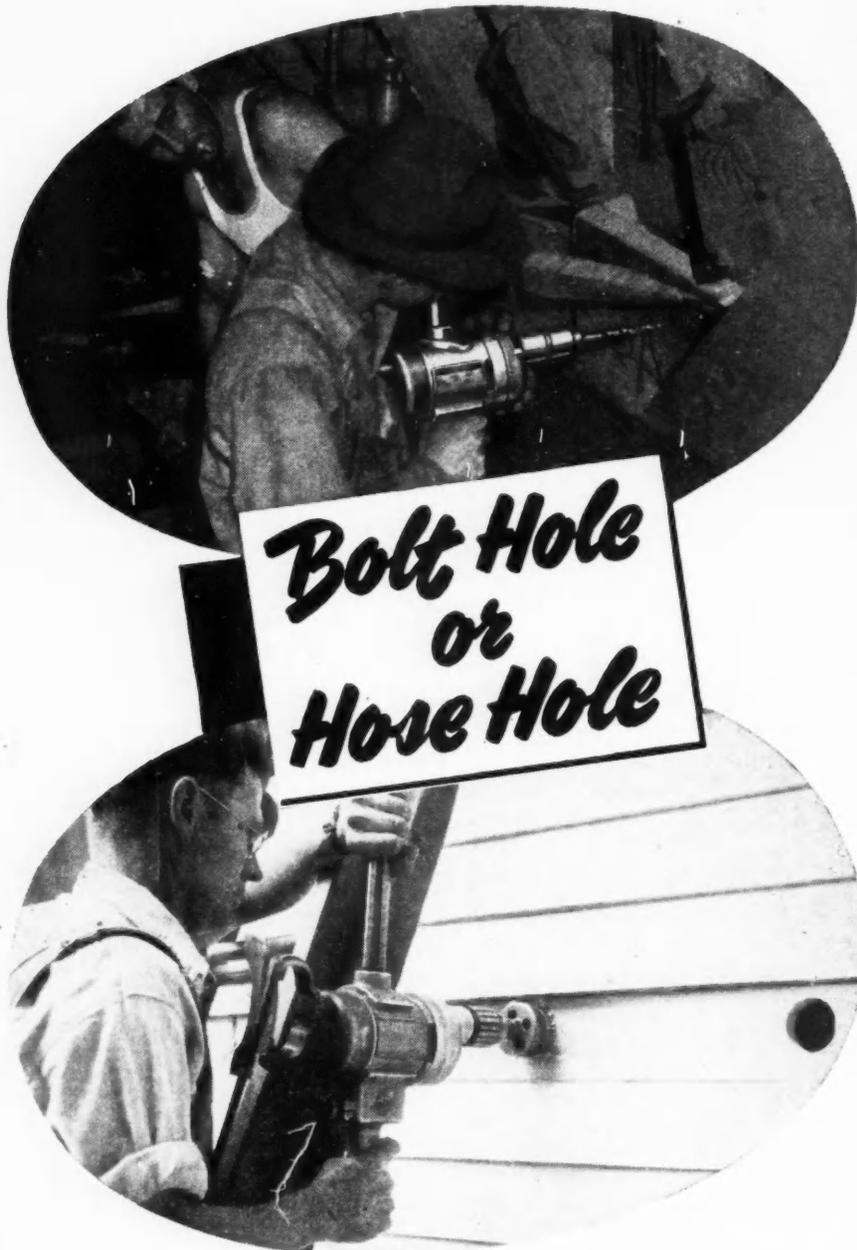
Year after year, in every community, in every neighborhood, in every income group—Post readers are the first to buy the new and better things. They set the pace, creating and influencing the demand that establishes brand preference.

When you recommend Post advertised products you reach America's richest market . . . a market that is pre-sold.

THE SATURDAY EVENING
POST

Survey after survey proves that people pay more attention to advertising in The Saturday Evening Post than in any other magazine.





**Bolt Hole
or
Hose Hole**

**You can make BOTH with
this ONE electric drill**

Buy just one Stanley Electric Drill and get two hard-working tools . . . a drill for wiring, small pipes and bolts . . . a hole saw for insulation hose, heating and other large openings. Interchangeable in a matter of seconds.

Electric drill sizes . . . $\frac{1}{2}$ " , $\frac{5}{8}$ " and $\frac{3}{4}$ ". Hole Saws to cut hole diameters from $\frac{3}{4}$ " to $3\frac{1}{2}$ " , $\frac{7}{8}$ " deep. Write for folder on complete line. Stanley Electric Tools, New Britain, Connecticut.

STANLEY

TRADE MARK

STANLEY ELECTRIC TOOLS

DRILLS, SAWS, HAMMERS, GRINDERS, DISC SANDERS

**Crawford Elected President
Indoor Climate Institute**

AT THE second annual meeting of the Indoor Climate Institute recently held at the Book-Cadillac in Detroit, T. A. Crawford, general manager of Timken Silent Automatic Division, Timken-Detroit Axle Co., was elected president succeeding Paul B. Zimmerman, who has held the office since inception of the Institute.

L. N. Hunter of the National Radiator Co. was made first vice president; R. E. Moore of Bell & Gossett Co. and E. N. McDonnell of McDonnell and Miller were re-elected secretary and treasurer respectively.

**Tappan Stove Company
Elects New President**

COL. Alan P. Tappan, vice president of the Tappan Stove Co., has been elected president of the firm to succeed Paul R. Tappan who has been appointed chairman of the executive committee.

The directors also announced that A. C. Rhoads, treasurer; R. M. Lamb, former plant superintendent, and W. Richard Tappan, former war products manager, have been named vice presidents.

Besides Paul Tappan, other members of the executive committee are: Alan Tappan, vice chairman; W. R. Tappan, secretary; Rhoads, Lamb, and C. V. McConnell.

**Douglas Fir Plywood Association
Elects Officers**

FOR the eighth consecutive year, Douglas fir plywood manufacturers have named E. W. Daniels of Hoquiam, Wash., chairman of their trade association management committee, which body directs the promotional program of the 30-plant industry producing an \$80,000,000 building commodity.

Daniels, who is president of Harbor Plywood Corp. of Hoquiam, also has been re-elected president of the board of trustees of the relatively new Plywood Research Foundation. Both the research foundation and the trade promotional organization have Tacoma, Wash., headquarters, but are operated as separate organizations.

Other members of the management committee for the plywood promotional campaign are: Thomas B. Malarkey, Portland, Ore. (vice president of M. & M Woodworking Co.); N. O. Cruver, Tacoma (general manager of the Wheeler, Osgood Co.); Arnold Kountonen, Olympia, Wash. (president of Olympia Veneer Co.); H. E. Tenzler, Tacoma (president of Northwest Door Co.); Frost Snyder, Vancouver, Wash. (president of Vancouver Plywood & Veneer Co.); B. V. Hancock, Portland (vice president of Cascade Plywood Corp.), Robert Seeley, Seattle, Wash., (vice president of Simpson Industries, Inc.), and W. E. Difford of Tacoma, managing director of Douglas Fir Plywood Association.

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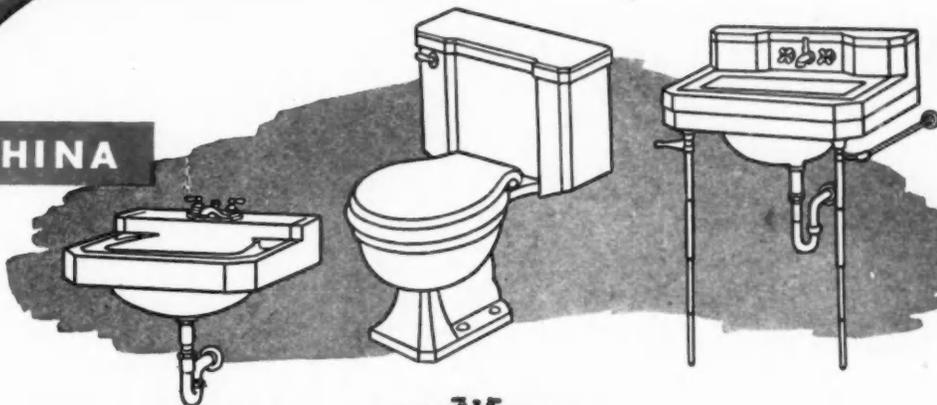
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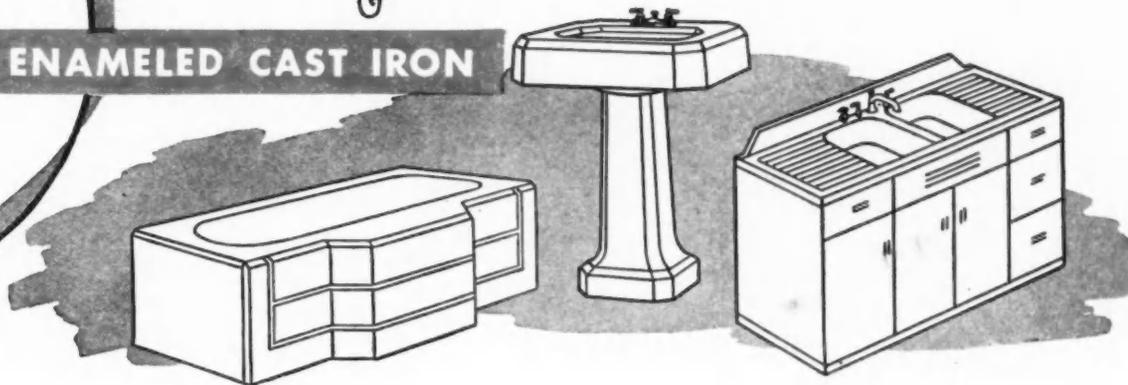
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*makes Fine
Plumbing Fixtures*

••• VITREOUS CHINA



••• AND ENAMELED CAST IRON



FOR ARCHITECTS AND BUILDERS it is the complete line...

offering wide selections in all styles of quality plumbing fixtures

and brass trim for every installation requirement.

ELJER CO. . . . FACTORIES AT

FORD CITY, PA. • SALEM, OHIO • LOS ANGELES, CALIF.

SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES

Clark
PORTABLE
ELECTRIC TOOLS

JAS. CLARK, JR. ELECTRIC COMPANY
626 Bergman St., Louisville 3, Ky.

Feather Foam
QUILTED
VEST

Feather Foam borrowed nature's most efficient insulating secret—millions of tiny down filaments shielded with feathers—that neither sun nor icy winds can penetrate...

Feather Foam Quilted Garments are rugged, wonderfully light and action free. Beautifully tailored from the very finest materials. Many styles to choose from. Men's and Ladies'.

AT YOUR DEALERS -OR WRITE US FOR INFORMATION

Arctic FEATHER & DOWN CO.
83 COLUMBIA ST., SEATTLE 4, WASH.

Robb Appointed Sales Manager for Evans Products Company

A. W. SHIELDS, general sales manager for the Evanair Space and Water Heater Division of Evans Products Co., Detroit, announced the appointment of Mel Robb as sales manager.



MEL ROBB

Prior to the war, Robb was sales manager for Evanair and after Pearl Harbor, became assistant to R. B. Evans, vice president, supervising sales and service for the Sky Products Division. Robb will service the space heater products now distributed through the Westinghouse Electric and Supply Co. and independent distributors.

Three Promotions at Martin-Senour

THE promotion of three men to new executive positions in the Martin-Senour Co., 2520 Quarry St., Chicago, has been announced by William S. Stuart, vice president and general manager.

Howard F. Weckel, associated with Martin-Senour for over twenty years, becomes merchandising manager, a newly created position in which he will coordinate the merchandising and sales promotion activities of all departments of the company.

Joe M. Corcoran was appointed sales manager of the central district.

Frank B. Crawley, long a member of the Martin-Senour sales organization, assumes new duties as manager of Nu-Hue sales and development.

Masonite Elections

FOLLOWING the annual meeting of Masonite Corp., stockholders at Wausau, Wis., Charles H. Westphalen was elected a vice president and director of the company and appointed general manager of the Laurel, Miss., plant.

Mr. Westphalen went to Laurel in 1920 and in 1926 became superintendent of production. In 1940 he was appointed production manager, which position he held until being named acting general manager of the plant in June of this year. In his new position, he succeeds John H. Thickens, who has resigned because of ill health.

Sales-Building Hints for Electrical Appliance Dealers

IDENTIFY your store as an electrical appliance store if you want to build sales and be able to meet competition in good times or bad.

That is the advice now being given to appliance retailers by General Electric Co. in a new book entitled, "Your G-E Appliance Store." The new G-E publication offers concrete suggestions for the unified design of the five basic types of appliance stores.

Pointing out how even the finest painting can be spoiled by a bad frame and improved by a good one, the G-E book asserts that "appliances, too, make far better impressions if they are presented in attractive surroundings—given the proper stage-dressing and harmoniously arranged."

In order to help retailers build "the frame that sells the picture," the book also presents detailed suggestions for laying out the five basic types of stores.

Shirley Addresses Georgia Real Estate Board

THE year 'round control of indoor climate will prove as vital to progress in America as is the use of new materials, new designs and new economies in home construction," W. B. Shirley, director of heating sales, Chrysler Corp., Airtemp Division, told the Georgia Real Estate Board at a recent Atlanta meeting.

Emphasizing his message by means of data, cards and charts, Mr. Shirley pointed out how America is abandoning the hot air furnace. By producing heating and summer air conditioning equipment in quantity through modern mass production methods, it will be possible to bring the cost within reach of the average family, Mr. Shirley predicted.

He forecast that automatic control heating, combined with summer air conditioning, will create an entirely new conception of comfort and health.

Mandin Manages New Ford Metal Office

THE Ford Metal Moulding Co., manufacturer of aluminum and stainless steel mouldings, has announced the appointment of A. A. Mandin as manager of its new office opened at 640 Chamber of Commerce Bldg., Boston, Mass. Recently released from the Army Air Corps, Lt. Mandin flew 30 missions in a B-24 as a bombardier-navigator, including 17 trips in a lead plane. He has been awarded the Air Medal with three Oak Leaf Clusters and the Distinguished Flying Cross.

Mr. Mandin was commissioned in December, 1943, and went overseas in July, 1944. He has been associated with Ford Metal Moulding Co. since his release from active duty the early part of this year.

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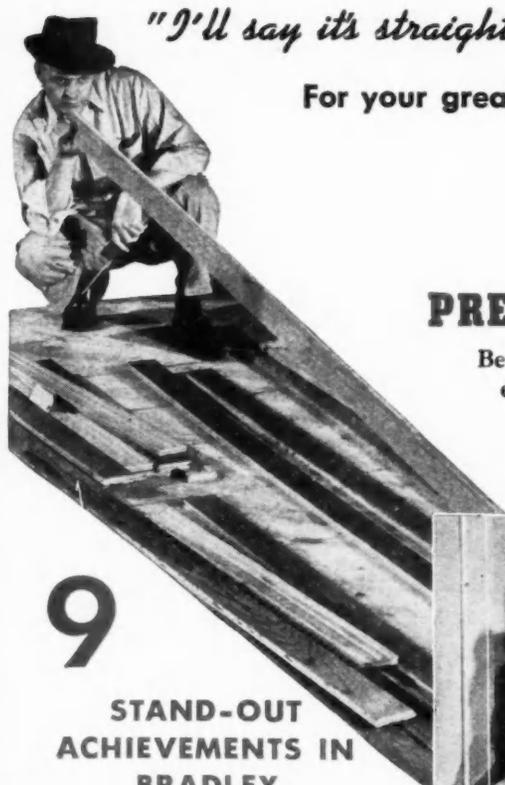
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"I'll say it's straight-line"

For your greater share of the hardwood flooring business ahead . . .

BRADLEY

PRE-FINISHED (STRAIGHT-LINE) FLOORING

Because spontaneous enthusiasm for Bradley Pre-finished among dealers, builders and floor-layers; and because pride of possession among home-owners, exceed that for any product yet developed by this old-established manufacturer of highest standard materials for building better homes.

9

STAND-OUT ACHIEVEMENTS IN BRADLEY PRE-FINISHED

- 1 . . Straight-line manufacture.
- 2 . . Machine sanding—steel wool polishing.
- 3 . . No raised grain.
- 4 . . Best quality filler, rubbed in.
- 5 . . Deep penetrating finish seals wood pores.
- 6 . . Finish dries evenly in "controlled weather."
- 7 . . Final polishing by high-speed brushes.
- 8 . . Heavy-bodied wax, machine buffed.
- 9 . . Uniform color; rich, lustrous, lasting beauty.



Bradley Pre-finished (Straight-line) Hardwood Flooring in Oak, Beech and Pecan supplies amazingly superior workmanship and appearance at a definite saving in time and cost over hand finishing on the job. This finest achievement in modern hardwood floors will be available through local distributors everywhere. Write now for complete data and specifications.

BRADLEY LUMBER COMPANY of Arkansas

WARREN, ARKANSAS



For RAPID-FIRE GLAZING



**Red Devil
AUTOMATIC DIAMOND
POINT DRIVER**

Speed up your glazing of sash and frames and mirrors. Use only one hand. Automatically drives DIAMOND POINTS at machine-gun speed into hardest wood. 100% efficient from any angle. Points can't drop out. Holds a clip of 100 Diamond Points.

Diamond Points are made in 3/8" and in 1/2" lengths. 100 to the stick. Will not corrode. Will not bend.

RED DEVIL TOOLS.
Irvington 11, N. J., U. S. A.

GLASS CUTTERS • GLAZIERS POINTS • GLASS PLIERS
PUTTY KNIVES • WOOD SCRAPERS • PAINT CONDITIONERS
FLOOR SANDING MACHINES • ELECTRIC FENCES

Postwar Uses for War Housing to Be Shown

A DEMONSTRATION of postwar uses for temporary war housing will be held by the Federal Public Housing Authority. A 20-acre site will contain all major types of temporary wartime buildings and a cross-section of many different structures into which these buildings can be converted for practical peacetime use.

The demonstration will have nearly fifty buildings, divided into five major groupings: (1) existing types; (2) shelter and utility; (3) farm and rural; (4) camp and recreation; (5) service. In these groupings will be such buildings as bunk house, tourist cabin, two-bedroom farm house, barn, park shelter, boat house, store and postoffice, mess hall and kitchen. Experiments already conducted by FPHA have shown that it is practicable to use panels and other material from temporary war housing for the construction of all these buildings.

During the course of the demonstration, which will extend into January, 1946, special events and special days will be held for specific groups. The purpose is threefold: (1) to bring the re-use possibilities of these war housing units to the attention of potential buyers; (2) to increase the salvage value of these houses for used building materials; (3) to obtain the maximum financial return to the Federal Government for its temporary housing stock as it becomes surplus.

* * *

Roland Joins Conco

WALTER SORMANE, general sales manager of Conco Engineering Works, has announced the addition of John Roland to the engineering department.

Mr. Roland recently resigned as chief engineer of the Stokol Division of Chrysler Airtemp. He has been identified with the stoker industry since 1932 and has been active in engineering circles, on the Engineering Committees of the Stoker Manufacturers Association, and is a member of the American Society of Heating and Ventilating Engineers and of the Society of Mechanical Engineers.

* * *

Dantz of Ruberoid Promoted

THOMAS H. Dantz, formerly manager of the built-up roofing department of the Western division of The Ruberoid Co. with headquarters in Chicago, has been promoted to the executive office in New York where he will function as manager of the built-up roofing department of the company as a whole.

As a result of laboratory research and practical field tests carried on under his direction, he has become recognized in the trade as an authority not only on built-up roofing specifications, but on roof deck design as well. Among his contributions to the industry have been a number of major innovations in flashing construction which have proved effective in lengthening the life of various types of roofing.

Fireplaces Still Popular

THE traditional American fireplace will continue its popularity, if the opinion of several hundred American architects and designers is any criterion. Seventy-nine per cent of the plans submitted in the recent annual small house competition, sponsored by United States Plywood Corporation and "Arts & Architecture," showed fireplaces in one or more rooms. The back wall of the fireplace, in many instances, was converted into an outdoor grill or barbecue pit.

Interior treatment was characterized by a great variety of designs. Fireplaces were constructed of field stone, desert slabs, brick, metal and many other materials. In some few cases the element of portability, making it possible to remove the fireplace from the living room in the summer time, was stressed.

* * *

Asphalt Tile Business Increases in Volume

THE volume of asphalt tile business done by contractors handling all types of flooring showed a substantial increase during the years 1940-1944, according to the Asphalt Tile Institute. According to a survey, conducted on the basis of 10,000 questionnaires distributed among representative elements in the flooring contracting business, this increase was achieved with 25.2 per cent fewer mechanics, indicating greater efficiency on the part of contractors during the war.

A majority of the contractors questioned, 82 per cent, reported that they expected to have larger staffs of employees within the next year, while 16.8 per cent expected no increase. Only 1.1 per cent reported an expected reduction of personnel on their payrolls.

* * *

New Construction Rentals

IN A move to speed revival of rental construction and to protect tenants from inflationary rents by encouraging the building of rental units, Chester Bowles, Administrator of the Office of Price Administration, has announced a new policy of fixing rents in advance of construction that will provide liberal allowances for increased building costs since 1939.

Rent regulations are being amended so that maximum rents on new housing units will be based on prevailing rents for comparable accommodations on the maximum rent date plus a substantial allowance to offset current higher construction costs, Mr. Bowles said.

"Builders of rental homes and apartments will be encouraged to start construction immediately," Mr. Bowles said. "The new policy is designed to assure ceiling rents on new housing units that are fair to both tenants and builders. It will protect tenants during the acute housing shortage from inflationary rents that would result if rent ceilings were removed. In addition, it provides liberal allowances to builders that will cover wartime cost increases and permit builders to write off quickly the portion of the higher building cost that is in excess of stabilized building expense."



**BUY VICTORY
BONDS AND STAMPS**



**SAVE TIME
MONEY
TROUBLE**

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SPECIAL CEMENTS**

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MEDUSA PORTLAND CEMENT CO.

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DESIGNED FOR

Postwar Dream Homes

LIFETIME CHROME
by
Gerity

Available Now!

Hailed by architects, builders, and dealers as "the most beautiful on the market," Gerity chrome-ware is ready for your shelves.

But it won't stay there long! For every Gerity fixture is designed to sell. It is backed by an unconditional guarantee for life—it won't crack, peel, break, check, or tarnish. Styling and color never vary so there is no difficulty in "matching up."

These and other distinctive features are brought home to your customers by practical sales aids designed to help you sell Gerity chromeware—

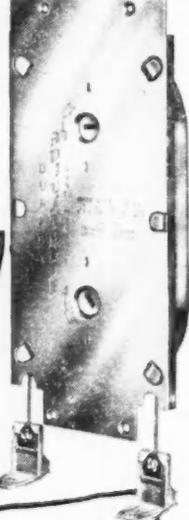
- Attractive display boards for window, counter, floor, or wall use.
- Colorful, new, attention-getting packaging.
- National advertising in leading home magazines.

Full particulars, catalog, and prices are available upon request.





"Which means you want double hung wood windows equipped with **DUPLEX ADJUSTABLE FLAT SASH BALANCES**—the finest window combination obtainable."





"That's right, for I understand that Duplex Adjustable Flat Sash balances permit modern narrow mullions, provide noiseless, finger-tip sash control and are guaranteed in writing for the life of the house. Those are three features any home owner can appreciate."



"Yes, and I also want to tell every architect, builder and dealer that Duplex Balances—which are installed about midway between sill and head jamb, in virtually the pulley stile thickness—require no special framing for overhead balance space nor stud mortises at sides. Moreover, just two sizes of Duplex Adjustable balances meet 98% of all residential building needs—an important advantage which simplifies ordering, stocking and installing."

DUPLEX INC.

626 North La Peer Drive
Los Angeles 46 • California

SEE OUR CATALOG IN SWEET'S OR WRITE US
(Sold through jobbers and dealers only)

AB-12

Please send information on Duplex Adjustable Balances

Type of Business: _____



AGM *means*

American Gas Machine Co.

*Always Good Merchandise**

*Copyright 1945 American Gas Machine Company

Today, when selling is not yet a problem, you want friend-making merchandise to build loyalty to your store. AGM appliances will do that for you. Your customers will like them now . . . and years from now.

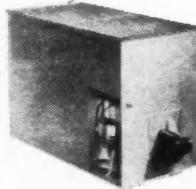
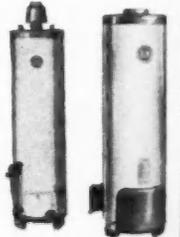
AGM Sun Flame HEATING STOVES



Through and through quality at a competitive price. Ask your service man. He'll tell you: "AGM Sun Flame is a reliable heating stove." Ask your salesman. They'll say: "AGM Sun Flame is favorably known to the public."

AGM Sun Flame WATER HEATERS

Oil and gas-fired automatic storage type—each with a customer margin of preference based on plus quality, plus styling and complete safety approval.



AGM Sun Flame FLOOR FURNACE

A spectacular improvement in floor furnace design, featuring a horizontal oil burner that delivers efficient combustion in reduced bulk.

AGM Kampkook, lanterns and portable ice box are profitable, quality small appliances you can sell with real satisfaction.



See the AGM line at the January Furniture Mart in Chicago, or write for literature and franchise information.



AMERICAN GAS MACHINE COMPANY
ALBERT LEA, MINN.

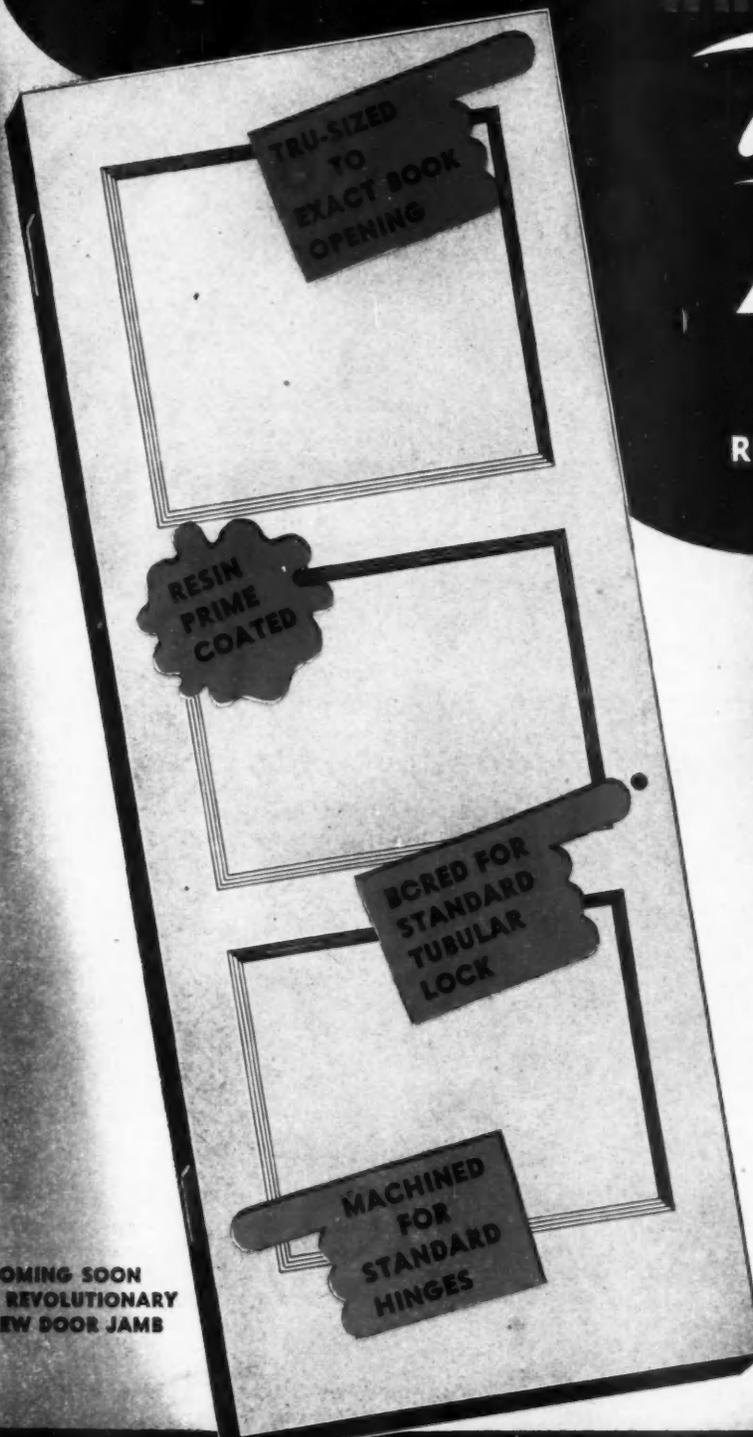
Continuous Manufacturing Experience Since 1896

NOW AVAILABLE!

WHEELER OSGOOD

Tru-sized DOORS

FULLY MACHINED
PLUS
RESIN PRIME COATED



COMING SOON
A REVOLUTIONARY
NEW DOOR JAMB

Now you get the additional advantages of Resin Prime Coating with Tru-sized Doors. This factory-applied priming brings to the job a door dimensionally stable and ready for painting—resulting in savings of time and finished cost.

Due to heavy demand, Tru-sized Doors are now being Resin Prime Coated, and all are finished to exact book opening and may be ordered machined for standard lock and hinges. Tru-sizing saves 70 minutes on each installation, for every door is square, true, and uniform—no sawing—no planing—no fitting required.

Get set now to profit from these profit-making features of Tru-sized Doors, made by the world's largest door manufacturer.

*Wire
or contact
nearest office
TODAY*

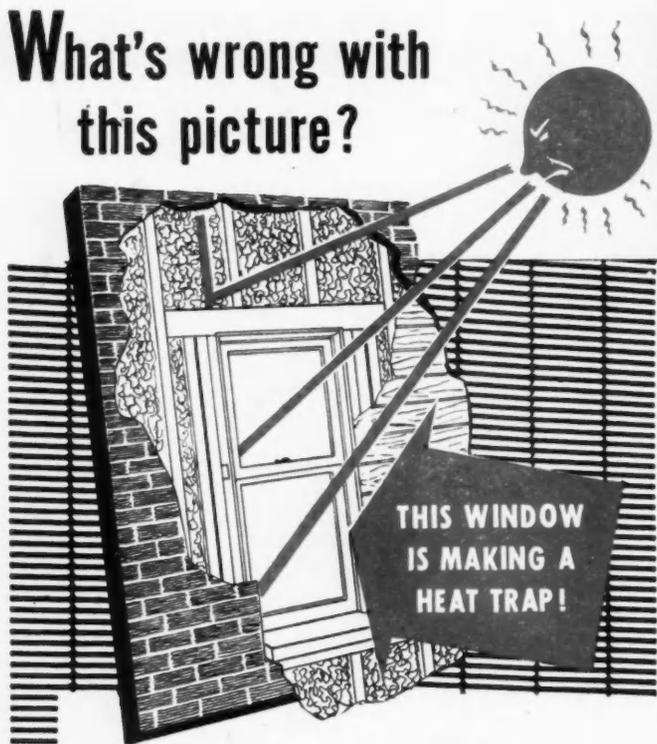
THE WHEELER, OSGOOD COMPANY

Plants and General Office: Tacoma 1, Washington

NEW YORK OFFICE	1326 Empire State Building, New York 1, New York	Phone: Penn. 6-2954
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SAN FRANCISCO OFFICE	3045 19th Street, San Francisco 10, California	Phone: Valencia 2241
LOS ANGELES OFFICE	922 So. Flower Street, Los Angeles 15, California	Phone: Vandike 6326
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What's wrong with this picture?



You Need KOOLSHADE* Sun Screen to Do a 100% Insulation Job

Insulating without KOOLSHADE protection for sun-exposed windows is like leaving the oven door open! Searing sun rays pour through—nullify the effect of other insulation. KOOLSHADE Sun Screen blocks sun rays—keeps them outside.

KOOLSHADE is a must on any job where sun is a factor. It means profits for you because no other product will eliminate sun rays without impairing vision or ventilation!

KOOLSHADE is easily installed on any type of window like ordinary insect screen. Fully automatic... presents no maintenance problem. Will not rot, rust or rattle.

Get KOOLSHADE now! It means money in your pocket. Your market consists of everyone seeking relief from the torrid summer sun. KOOLSHADE is the answer. Send in coupon.

Ingersoll

KOOLSHADE*

"It's Cooler in the Shade"

Sun Screen

A Typical Success Story



United Life Bldg., Salina, Kan.

Mr. B. B. Gage, proprietor of the Gage Plumbing & Heating Co., Salina, Kansas, writes: "In the above building, seven separate tenants purchased KOOLSHADE for 59 windows during the past year—the cost of installation being assumed by the tenants themselves! A large number of other tenants will buy KOOLSHADE as soon as we obtain additional stock."

*Trade Mark... Property of the Ingersoll Steel Division, Borg-Warner Corp.

Ingersoll Steel Division, Borg-Warner Corp., Dept. B12
310 South Michigan Avenue, Chicago (4), Illinois

Send samples of KOOLSHADE and literature.

Name Company

Address City State



Laboratory floors in modern Biochemistry Building at University of Wisconsin are protected by Wrightflor.



Give

WRIGHTFLOR

Your TOUGHEST Flooring Assignments

You bet! All Wrightflor asks is a chance to "cover" your toughest flooring assignments—to prove that it can take the hardest wear—look better, longer—and at less upkeep cost. Here are three good reasons why:

LONG LIFE . . . Wrightflor owes its long life to its toughness, imparted under hydraulic pressure and heat in moulding. Flexibility helps hug sub-floors, assures smooth, permanent fit. Will not dent under heavy weight or heat; won't crack or chip.

LASTING BEAUTY . . . Wrightflor owes its lasting beauty to rich, permanent colors—built clear through each tile. Distinctive, modern patterns of lasting taste take on high-luster polish after years of wear—revealing original beauty of color and design.

LOW MAINTENANCE . . . Wrightflor low maintenance costs are due to its great density and smooth hard finish. Withstands scratches and abuse; resists chemicals, inks, oils and stains. Damp mopping and dry buffing, plus occasional waxing, is only service needed.

Dealers; Be Ready.

New color samples of Wrightflor Rubber Tiling—with prices and specifications, are ready for you now. Write for them at once, because we are telling your customers to ask YOU about them.

Wright Rubber Products Division

TAYLOR MANUFACTURING COMPANY
3050 W. Meinecke Ave., Milwaukee 10, Wisconsin

WRIGHT RUBBER TILE

Flooring of Distinction

America
Of c
"show
and la
looked
find a
magaz
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TIME Subscriber #6-35-AGH-452-856, Herbert De Staebler, owns this strikingly-designed one-story brick home in Kirkwood, Missouri—selected by the editors of Architectural Forum as one of the recently constructed U. S. homes most likely to influence new trends.

Architect: Kenneth E. Wischmeyer

Photo: Charles Lorenz

Presenting

The Show-Room Homes of the Nation

QUESTION: Where will your best prospects get their first look at your building products actually in use? **ANSWER:** In the homes of families they look up to and admire, and try to copy—families like the more-than-a-million who read **TIME**.

Of course not all **TIME**-reading families own "show-room" homes like Mr. Staebler's. But by and large, among the looked-up-to families in the looked-into homes of every community, you will find a large percentage of people whose favorite magazine is **TIME**.

For **TIME**-reading families are the Joneses their non-**TIME**-reading neighbors try to keep up with. Nearly 700,000 **TIME** families own their own homes, and nearly 200,000 of them own additional property. And because every week more than 3,000,000 guests come to see them and the "showroom" homes where they live—these **TIME** families help set the pace in home-construction, home-equipment, home-design, home-building, for much of the rest of America.

ADVERTISING OFFICES: New York, Boston, Chicago, Philadelphia, Cleveland, Detroit, San Francisco

THE GATEWAY TO THE BUILDING MARKET





back again FOR BETTER WOOD FINISHING AND PROTECTION

Here's welcome news to everybody . . . Laux REZ* is obtainable again through regular distributing channels.

This prewar sealing favorite is ready again to protect your doors, sash, floors, millwork and plywood . . . better and more economically.

Laux REZ is especially formulated to penetrate into the wood fibers, leave a tough resin deposit, and thereby minimize moisture absorption, grain raise, dimension change, checking, and decay.

As step number one in wood finishing, REZ provides the ideal base for any type of finish . . . paint, stain or varnish. Also REZ may be mixed with white pigment to give beautiful bleached wood and other luxurious affects on soft woods.

If you never knew about REZ before . . . or you want current supply information on this quick-drying sealer and primer . . . see your jobber or write, wire, or phone today . . .

*Reg. U. S. Pat. Off.

Consult

I. F. LAUCKS, INC.

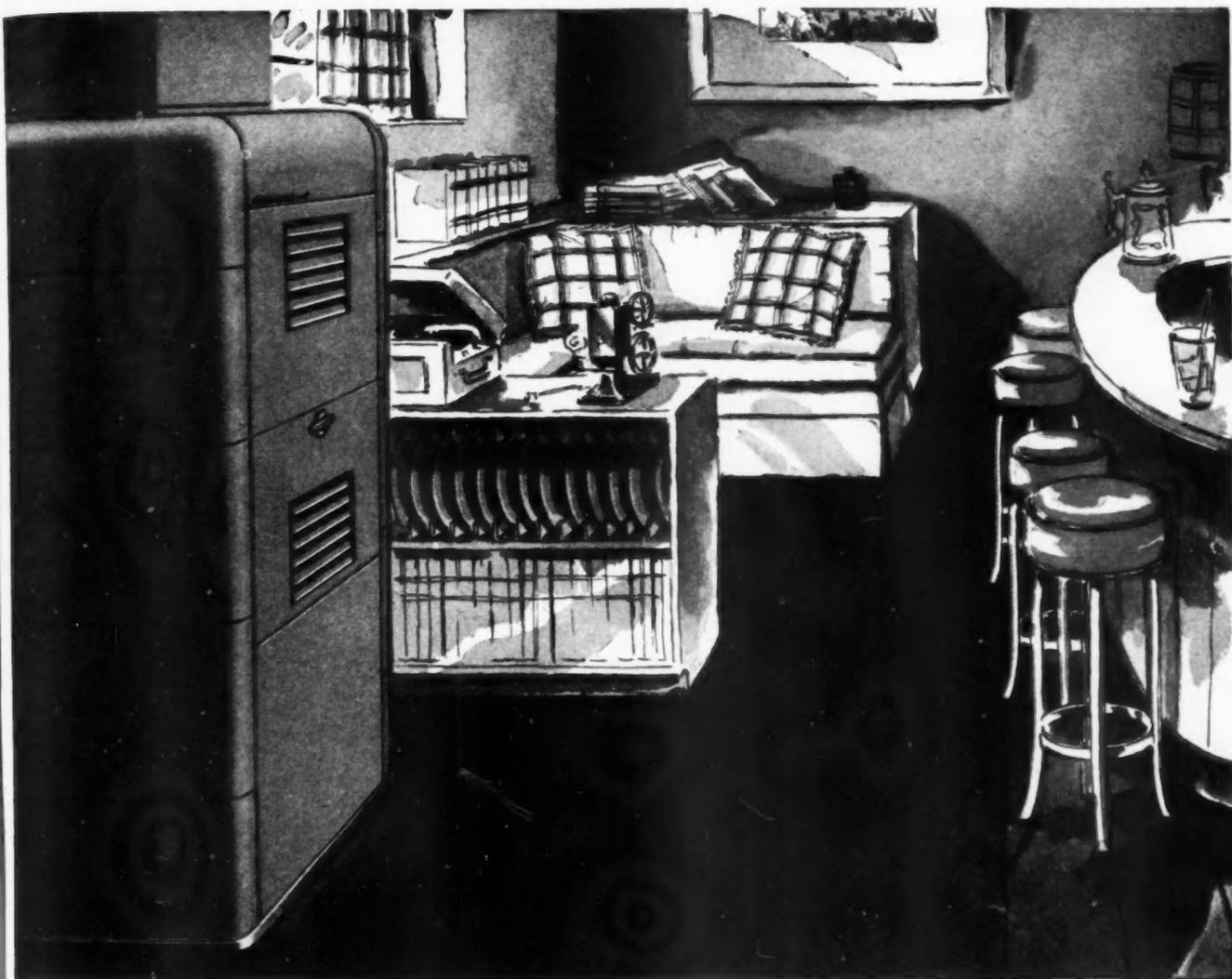
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You are sure of delivering True Indoor Comfort and winning the good will of satisfied customers . . . when you install a Mueller Climatrol System

The way to a home-owner's heart is through his heating system. It pays to select one that is *basically sound* — capable of delivering these essential "comfort factors":

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

— and that offers a complete range of choice as to type, size, and fuel used. In short, a Mueller Clima-

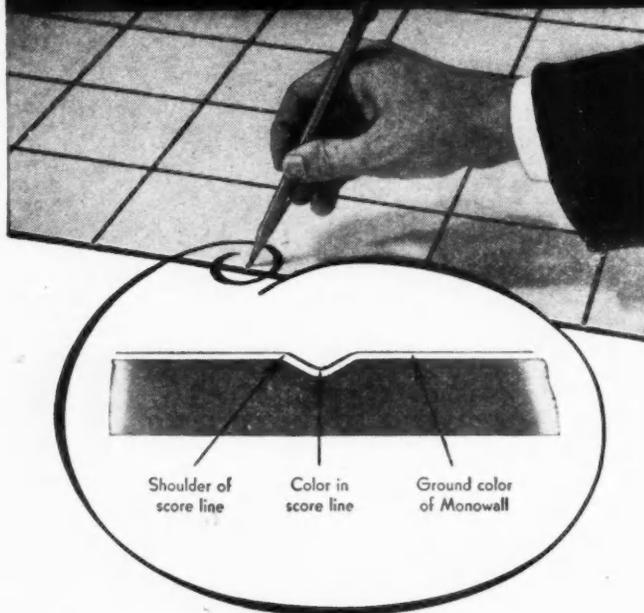
trol System — basically designed to condition and handle air — backed by an 88-year performance record — *specifically* designed for efficiency with *each* of the major fuels (gas, oil, or coal)—smart and modern in appearance — nationally known and nationally advertised. Suitable models for old or new homes of every size, type, and price range. Specify "Climatrol" on your jobs, for all-around satisfaction. Write for bulletins. . . L. J. Mueller Furnace Co., 2016 West Oklahoma Avenue, Milwaukee 7, Wisconsin.



Climatrol

REG. U. S. PAT. OFF.

Here's one big reason why
MONOWALL'S FINISH
STANDS UP LONGER...



CLOSELY examine a cross section of a piece of Monowall* and you'll see a big point of superiority in the finish of this modern wall material. You'll notice that the score lines in Monowall have sloping shoulders. This is a small detail, but it's important because it permits the application of a full thickness of the finish over the entire surface. It helps Monowall keep its bright color for many years because the color won't wear off at these points.

Careful attention to every detail makes Monowall a product you can sell and install with assurance that your customers will be completely satisfied. Sloping shoulders of score lines are only one of the extras you'll find in Monowall. The gleaming tough-film finish resists bumps, high humidity, and household stains. Dirt and smudges wipe right off.

With building costs up, it pays more than ever to sell this economical material. For kitchens, baths, and commercial interiors, Monowall provides a superior wall surface at low cost. Its installation requires no special preparation of walls or ceilings. It goes up fast, needs no finishing. One man can Monowall the average room in a single day.

For free Monowall samples and literature, write today to Armstrong Cork Company, Building Materials Division, 1612 Lincoln Street, Lancaster, Pennsylvania.



* Reg. U. S. Pat. Off.

ARMSTRONG'S MONOWALL

Made by the makers of Temlok Insulation—Sheathing, Lath, De Luxe Interior Finish

Catalogs and HOW-TO-DO-IT INFORMATION

180—BASIC SCAFFOLDING UNITS—to meet any scaffolding requirement are profusely illustrated in a catalog recently released by Safway Steel Products, Inc., Milwaukee, Wis. Inside and outside applications are shown, as well as "out of the ordinary" applications. Various accessories are pictured and described in this booklet.

181—SELECTION OF A GOOD HEATING SYSTEM—is aided by Modine Mfg. Co., Racine, Wis., in its new booklet explaining and illustrating convector radiation. Actual installation photographs are included, showing the varied applications of this system no matter what the conditions. Method of operation is explained as well as advantages of using this type of heating.

182—FIVE TYPES OF METAL COMPARTMENTS—are described for toilet facilities in The Sanymetal Products Co. catalog entitled "Toilet Compartments and Toilet Room Environments." Three of the types are available in three finishes, in a wide range of sizes and colors, including standing or ceiling hung types. The catalog adequately describes and illustrates each compartment and gives complete specifications.

183—AVAILABLE FRAMING—for light occupancy structures is described and pictured in a 24-page catalog put out by the Stran-Steel Division of Great Lakes Steel Corp., Detroit, Mich. This booklet includes many examples of Stran-Steel framed buildings, latest joist loading and general properties tables, and isometric drawings of many construction details.

184—WIND-ACTUATED, WEATHERPROOF EXHAUSTER—a unit that can be mounted atop any building, vent, or even horizontally to suck hot, stale air, steam or odors out of the building when only a slight breeze is blowing from any direction, is fully described in a new 12-page bulletin by Air Devices, Inc., New York.

185—PHENOLIC RESIN GLUES FOR PLYWOOD—is the subject of a new booklet by Bakelite Corp., New York. The booklet shows where these resin adhesives can be used so that their outstanding qualities of bonding strength and waterproofness will best aid the manufacturer or user of plywood. Sketches point out the specialized qualifications of each type of resin glue. Applications and end-properties are described.

186—THE USE OF LUMBER—in a home is explained in a 16-page booklet entitled, "The Way to Build the House to Last," released by the Southern Pine Association. It is a graphic presentation of the importance of good lumber and sound construction principles in home building. The function of each item of lumber in the framework of a home, and the proper method of installation, are presented by novel illustrations.

187—ECONOMY IN AIR CONDITIONING—is the theme of a new data folder by the W. B. Connor Engineering Corp. This folder contains an interesting case history of the application of Dorex air recovery equipment to an existing system. It contains data on ventilation requirements and typical cost comparison chart showing the savings in money, material and equipment on a new installation.

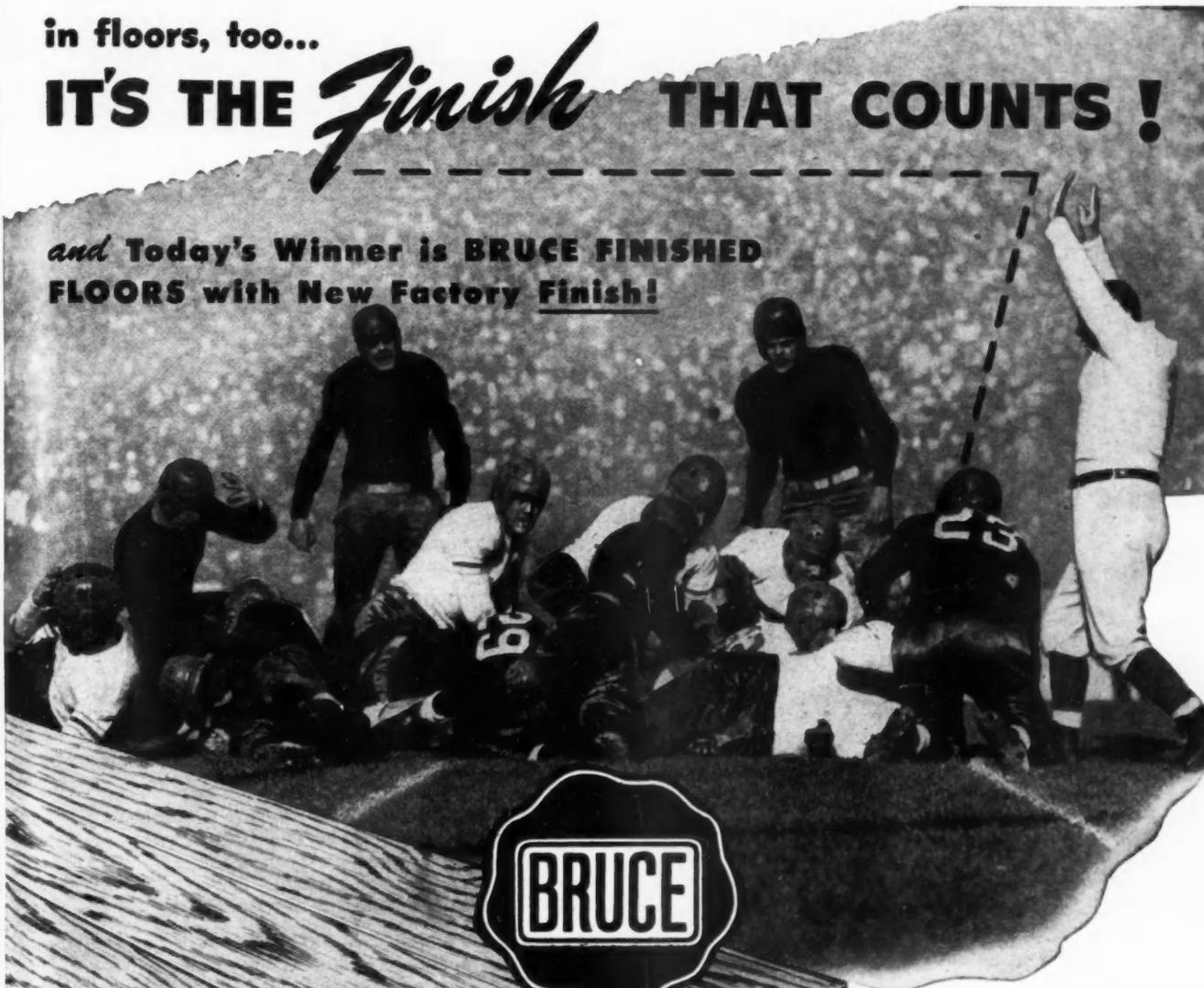
188—WALL-HUNG CLOSET FITTINGS—are described fully in an illustrated introductory catalog recently released by the manufacturer, J. A. Zurn Mfg. Co. These fittings feature a patented adjustable fixture which eliminates the necessity of ordering various numbered fittings to compensate for pitch of drainage line. Typical layouts and assemblies of fittings are illustrated and described.

(Continued to page 128)

in floors, too...

IT'S THE *Finish* THAT COUNTS!

and Today's Winner is **BRUCE FINISHED FLOORS** with New Factory Finish!



8 WAYS BETTER THAN ON-THE-JOB FINISHES!

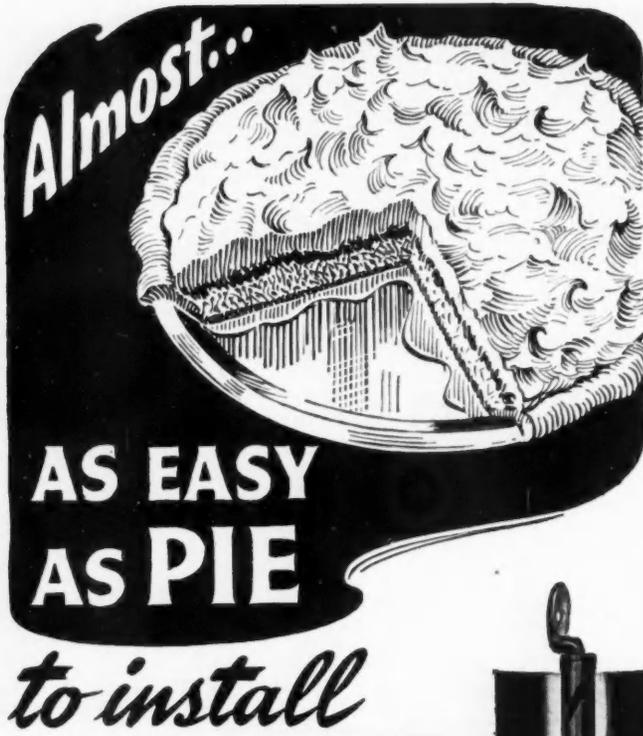
- 1 Smooth Sanding**—Each strip sanded to perfect smoothness on multiple drum, precision sanders. No sander marks.
- 2 Prime Condition**—Finishing starts immediately after sanding, so no "raised grain." Moisture content of flooring is right.
- 3 Perfect Filling**—Highest quality silex filler is rubbed into wood as flooring moves down the finishing line.
- 4 Thorough Sealing**—Bruce Finish penetrates into wood pores . . . seals them against dirt and wear. Beautifies wood grain.
- 5 Infra-red Drying** applies heat uniformly . . . welds finish into a tough, even film. No "unfavorable drying weather."
- 6 Extra Buffing** with high-speed brushes burnishes finish into wood . . . provides a harder, smoother surface for waxing.
- 7 Superior Waxing**—Special wear-resistant wax is applied evenly, then polished over and over with brushes and buffers.
- 8 Proper Seasoning**—Finishing done weeks before flooring is used—so no hazard of finish being walked on too soon.

*Yes!
It's the Finish
that Counts in Floors!*

Home builders will want Bruce Finished Floors . . . because millions of attention-holding advertisements have sparked their interest in this modern flooring . . . millions more are making new friends and customers for Bruce. In leading magazines! Again and again! Yes, Bruce Finished Floors can truly be called America's most wanted floors!

E. L. BRUCE CO.
MEMPHIS 1, TENN.

BRUCE FINISHED FLOORS



Since its introduction to the trade in 1939 hundreds of thousands of Grand Rapids Invisible Sash Balances have been installed. Practical builders say that it is by far the easiest of all sash balances to install in addition to which may be added its advantages in efficiency, durability, ease of adjustment and the actual invisibility of the entire mechanism. These are some of the more important reasons for its popularity.

Complete, illustrated instructions are on every carton, and when those three screws complete the installation — zip, zip, zip — you'll agree it's as easy as pie!

Send Now for Our Sash Balance Catalog

This catalog contains complete information on sash balance sizes, directions for installing, etc. — all fully illustrated.

GRAND RAPIDS PULLEYS



No. 175
Drive type saw tooth pulley



No. 103
Face plate, cone bearing type

Nos. 103 and 175 cover 95% of all pulley requirements.

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS • MICHIGAN

CATALOGS—

(Continued from page 126)

189—TROUBLE-FREE WOOD WINDOW UNIT—is offered in a catalog release from The R. O. W. Sales Co. The mechanism of this unit is illustrated by an isometric view, with explanation of the functioning of each item. Also included in this catalog are all the advantages claimed by the manufacturer.

190—THE THREADLESS CONNECTION—that actually bonds I.P.S. copper tubing and brass pipe into a single "one-piece" pipe line is thoroughly described in a new 16-page booklet published by Air Reduction Sales Co. Profusely illustrated, the booklet shows how Silbraz Joints are made from patented bronze pipe fittings, valves and flanges, containing a factory-inserted ring of silver brazing alloy in each port opening. Additional photographs and text show how the joints resist corrosion and vibration, how they simplify the speed up installation, making it a simple matter to run lines even in hard-to-get-at places.

191—DESIGN AND CONSTRUCTION FEATURES—of the Caterpillar D6 Tractor are thoroughly described in a 32-page color catalog just released by Caterpillar Tractor Co. Another booklet states the many benefits of owning the company's products. Covering numerous fields, and widely diversified operations, this publication is well illustrated.

192—A CHRONOLOGICAL HISTORY—of The Deming Co. since its founding in 1880 is illustrated with photographs showing the early factory and greatly enlarged factories of today in a unique booklet entitled, "Deming Pumps Everywhere." Inside covers show photographs of a variety of these pumps. A brief introduction is followed by two-page spreads, each devoted pictorially and with related descriptions to the various important fields where these pumps and water systems are installed.

193—CONCRETE MIXER FEATURES—are described and illustrated in a booklet released by The Jaeger Machine Co. Every model is covered by complete specifications and all accessories are fully described. In this catalog Jaeger offers new, bigger capacity drum sizes which are now standard.

194—WHAT IS A FLUORESCENT LAMP—is a question that is answered in a booklet published by Westinghouse Electric & Mfg. Co. The purpose of the booklet is to explain how it is made and how it works. Four subjects are covered in this well illustrated catalog—what it is; construction; operation, and advantages.

195—DESIGN METHODS FOR ACRYLIC PLASTICS—are covered in a comprehensive manual published by Rohm & Haas Co. This manual was prepared to assist designers in taking full advantage of all Plexiglas properties. It does not attempt to cover such design fundamentals as proportion, line, shape or color, but does point out possibilities and outline limitations of design in transparent plastics.

196—LEVELS FOR EVERY NEED—are contained in a new catalog released by Mayes Brothers Tool Mfg. Co. This contains information and illustrations of wood carpenters' levels; plasterers' levels; mason levels; new aluminum levels for machinists, carpenters and masons.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (December, 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

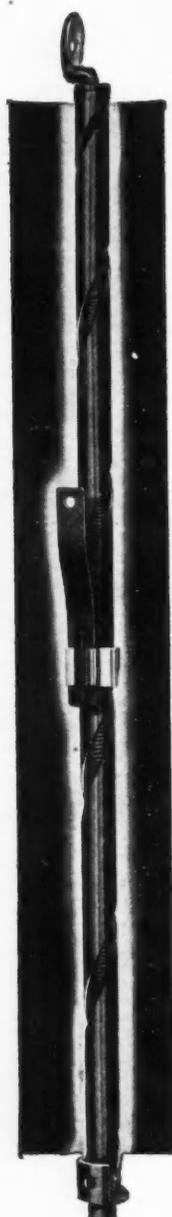
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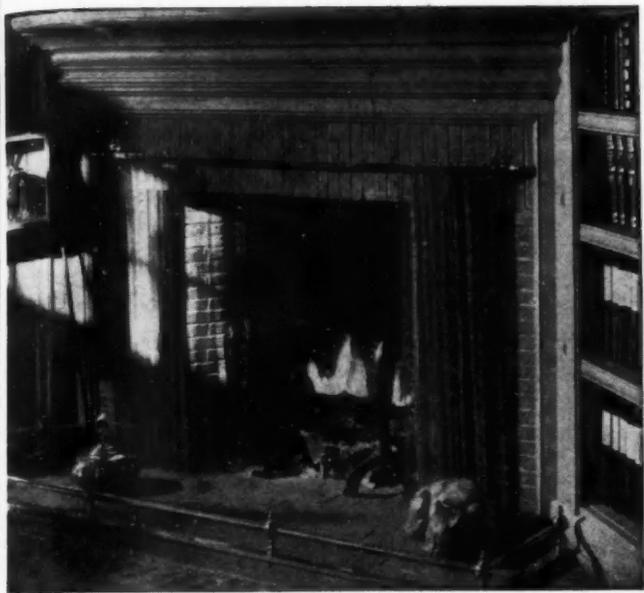
Street

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

OCCUPATION*

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





WITH THESE 2 TYPES OF FIREPLACE UNITS

... you can meet new building requirements

For plenty of circulating warmth—without smoke—some homes require one type of fireplace unit, other homes a different type—depending on construction.

1. BENNETT *Fresh-Aire* FIREPLACE UNIT

Designed especially for tightly constructed, fully insulated, weather-stripped homes. Under these conditions a Fresh-Aire Unit gives benefits impossible with a recirculating type. Special intake draws fresh air from outdoors.

2. BENNETT *Warm-Aire* FIREPLACE UNIT

This recirculating type is recommended particularly for camps, cottages, and southern homes that are not fully insulated and weather-stripped. Cool air is drawn from the floor of the room through intake grilles into the heating chambers.

Both types permit unlimited freedom to design the mantel. And, both types are guaranteed to provide evenly distributed, circulating warmth—without a trace of smoke.

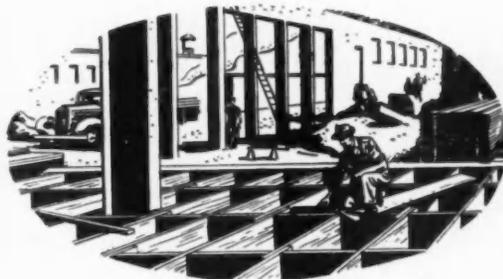
For sheer beauty and protection—every fireplace should have a *Bennett Flexscreen*—the safety fireplace curtain.



Send for Bennett Fireplace Catalog—or see Sweet's.

Bennett-Ireland
1245 Market Street, Norwich, N. Y.

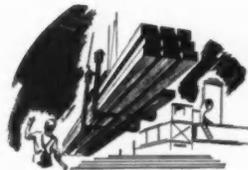
DON'T LET YOUR BUILDINGS GET *Athlete's Foot*



Wood decay is caused by plant-like fungi. Ordinary lumber is food for fungus—moisture makes it grow. On Wolmanized Lumber* it cannot grow—the Wolman Salts* preservative is fatal to it.

Protect your foundation structures from decay. Use Wolmanized Lumber generously for mudsills, caps, pier blocks, first floor sills, headers, joists—all subfloor construction. Add years to the service life of your buildings.

Soon, we all hope...



there'll be an abundance of wood for all kinds of construction. Even now, lumber is available for rated construction projects.

Building with wood means low cost, fast erection, high insulating value, light weight, resilience and long life.



*Registered trademarks

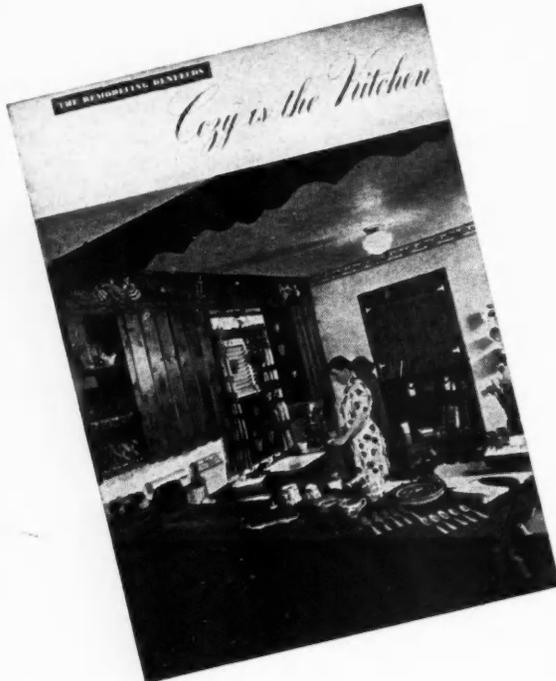
WOLMANIZING

FLAMEPROOFING

1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS

for your remodeling
prospects, get—

"COZY IS THE KITCHEN"



This folder—"The remodeling Denfields—Cozy is the Kitchen"—is a reprint of an instructive, entertaining article which appeared in *Successful Farming*. On the back page is a message describing the versatility and workability of the Western Pines. Ideal to give customers who are planning to build or remodel. You can have 20 copies FREE by writing to—

WESTERN PINE ASSOCIATION

Dept. 12B Yeon Building

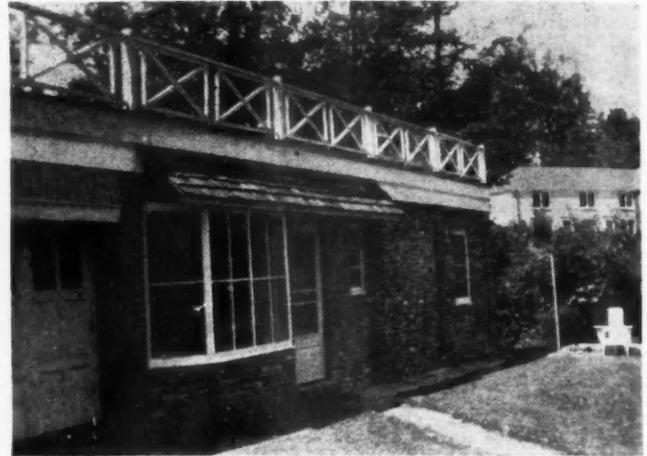
Portland 4, Oregon

Garages Made into Small Apartments—

(Continued from page 88)

unseen half of his roof, and saved the 2 x 4's for framing his second floor partitions. All his white pine fascia boards, moulding and trim were removed, cut to new sizes with a power saw, and supplied all the exterior trim needed.

His garage doors, assembled of three 2'8 x 6'8 six-panel fir doors, were dismantled, and the individual doors used to furnish all needed exterior and interior doors in the conversion. Front and side of the remodeled structures were veneered with used brick. The concrete garage floors made an ideal base for separating partitions of four-inch cinder block,



LARGE windows allow for ample light and air in these one-story apartments which were formerly idle garages.

which were run up from the garage floor to the second-story ceiling, making the bedroom and bath on the second floor the same sizes as the living room and kitchen on the first. Cinder block walls eliminated the need for lumber and lathing in all partitions, and were finished with one coat of sanded plaster, trowelled smoothly with a steel trowel, and painted.

First floor beams were of used scaffold planking, and roof rafters, roofers and miscellaneous accumulated boarding made up the rough roofing and cleaned up, according to Closs, many of the odds and ends that had piled up in his yard. A tile underground conduit was used to tie in the new apartments with heat, electricity, hot water and other utility serv-



PLAY YARD for small children is set at one end of apartments. Lawn offers all a comfortable spot for summer sitting.

ices in his main apartment building some fifty feet away. An extra ring was added to the fire pot on the Motor Stoker, coal capacity raised from fifty to sixty-five pounds per hour, and used radiators installed to heat the erstwhile garages.

The net result of Closs' operation has been a substantial increase in revenue, the clearing of the decks of much old material from his yard, and an attractive addition, with definite qualities of old-world charm, to his apartment community.

"We're For It, Mr. Architect!"



Lo-K - the Insulation that's Fast Becoming First with America's Home-Builders

The architect, builder or contractor who recommends Lo-"K" flameproofed cotton insulation is certain of a satisfied customer for years to come. For Lo-"K" is proving its claims to superiority in every type of modern home in every way.

Its fully tested low thermal conductivity amounts to 36% greater insulation efficiency; its easy-to-install, lightweight flexibility which cuts time and labor costs up to 40%; its long-lasting resistance to fire, moisture, rot, vermin and other deteriorating factors are but a few of the superior plus values which are fast giving the Lo-"K" insulation leadership.

Lo-"K" is available in compact blanket type rolls easily handled, properly sized for all standard construction. You owe it to yourself and client to investigate. Mail the handy coupon below for full particulars.



Lo-K flameproofed
COTTON INSULATION

A Product of
LOCKPORT COTTON BATTING CO.
Established 1870 LOCKPORT, NEW YORK

LOCKPORT COTTON BATTING COMPANY
Dept. AB-12, Lockport, New York

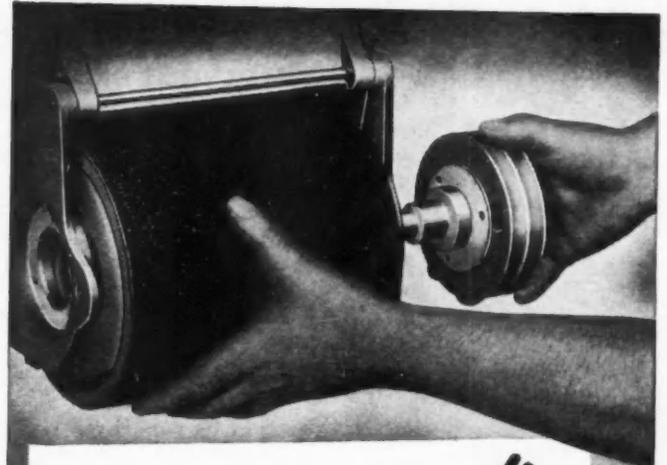
Gentlemen: Send me the facts about Lo-"K" Cotton Insulation for better building.

- ARCHITECT
- DEALER
- CONTRACTOR OR BUILDER

Name _____

Address _____

City _____ Zone _____ State _____



THESE ARE **"KNOW HOW"** HANDS

These are the hands of a factory-trained American service man. In servicing and repairing floor sanding equipment—there is only one right way—and he has the "know how" hands to do it.

Thirty American Distributors located in principal marketing centers stand ready to service your equipment, give it a periodic check-up and make repairs. A stock of parts and supplies is maintained at each office to save time and keep your floor sanders earning money for you. When you own American equipment, there is no need for long correspondence with a factory many miles away—no long shipments.

That's why thousands in the floor surfacing business choose American machines.

Send in coupon for location of nearest distributor, also ask for equipment details and prices, no obligation.

AMERICAN FLOOR SURFACING MACHINE COMPANY
511 So. St. Clair St. Toledo 4, Ohio

- Gentlemen:
- Send me address of nearest American Distributor.
 - Send complete details and prices on American floor surfacing and finishing machines, no obligation.

Name _____

Address _____

City _____

State _____



American

FLOOR SURFACING MACHINE CO.

MODEL 125
1/2 INCH DRILL

Pep Up Construction Drilling

MODEL 143-T
1/4 INCH DRILL

with **Mall Drills**
REG. U.S. PAT. OFF.

The speed—power and endurance of MallDrills pep up drilling in metal, wood or plastics. They keep heavy construction on schedule—facilitate remodeling and repair work and boost profits.

MallDrills run cool under long, continuous use—are easily serviced without dismantling—have special steel alloy gears, self-lubricating bearings and extra long brushes.

Their lightweight, compact design and perfect balance make them easy to handle. Also increase workers' efficiency and stamina.

1/4-inch and 1/2-inch capacity models operate on 110-volt A.C. or D.C. or 220-volt A.C. or D.C. 1/4-inch drill is available in two speeds.

Ask your Supplier or write for catalog on MallDrills, MallSaws, Mall Flexible Shaft Grinders and Mall Flexible Shafting.



MALL TOOL COMPANY

7737 South Chicago Ave., Chicago 19, Ill.

Offices in Principal Cities

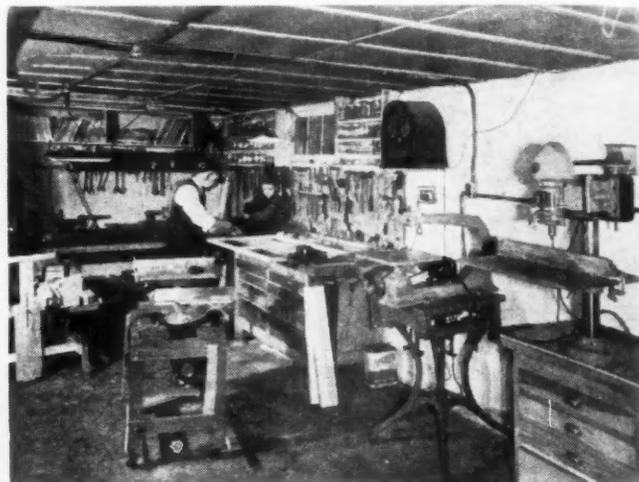
Mall
REG. U.S. PAT. OFF.

PORTABLE POWER TOOLS

Workshop Space Is Important; Include It in Your Planning!

THERE is little doubt that the American home of the future, large or small, will be more than ever a product of technologies, and highly mechanized; this will demand that the owner and his family be able to use tools and machinery in order to handle his own upkeep.

It is interesting, for instance, to see the guidance which now exists (largely as a result of the war) for the man, woman or youth who wants to produce professional type products of wood, plastics and metal in the home shop such as practical blueprints for making such articles as: shelving, bins, bird houses, garden furniture, chests and numerous other items.



POLLS of consumer wants in new homes show that many home owners plan to have well equipped basement workshops like this.

There has been considerable experience in properly locating and building in a home workshop, and the broad principles hold good with shops large or small. One item—daylight—is worth the trouble even if the builder is compelled to locate the shop in an outbuilding or garage.

The following are basic hand tools:

- | | | |
|------------|--------------|--------------------|
| HAND DRILL | C CLAMPS | HACK SAW |
| CUTOFF SAW | NAIL SET | JACK PLANE |
| OIL STONE | SCREWDRIVERS | COMBINATION PLIERS |
| RIP SAW | LEVEL | FOLDING RULE |
| AUGER BITS | NAIL HAMMER | COMBINATION SQUARE |

The builder will do well to figure that the average home buyer will not outfit his workshop complete at the start but will gradually build it up machine by machine until he has what he needs. Machinery, in the order of importance: jig saw, lathe, circular saw, jointer, drill press, sander, shaper, and band saw.

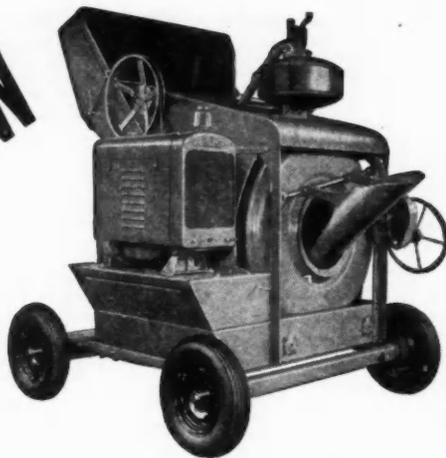
* * *

War Housing Leases May be Terminated

OWNERS of private properties leased to the government for conversion to war housing may negotiate with the Federal Public Housing Authority for early termination of their leases, FPHA Commissioner Philip M. Klutznick has announced.

The conversion program began in October, 1942, with property being leased for a stipulated period, usually seven years, with a government option to cancel. Privately owned properties, including existing buildings, obsolete apartment houses, warehouses and other types of structures acquired under this lease plan were converted and remodeled by the Home Owners Loan Corp. into apartment units to provide dwelling accommodations for essential war workers. By the terms of the lease, the government in effect advanced the funds for the improvements, with operating income during the seven-year period to be applied against the government investment.

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).



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NEW
BULLETIN
6-S-R



KWIK-MIX COMPANY
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Available
Soon!

BILT WELL
WOOD WORK
REG. U. S. PAT. OFF.

The choice of discriminating
homebuilders everywhere

A leader in the
woodworking industry since 1866

Unsurpassed for
beauty and convenience

A combination of high-grade
material and expert craftsmanship

CARR, ADAMS & COLLIER COMPANY
Dubuque, Iowa

ECONOMICAL—QUICK HEAT



Cross section view
of single type
sectional boiler

There is
a
KOVEN
WATERFILM BOILER
for every heating need

The fastest steaming boiler on the market, KOVEN WATERFILM, incorporates all the latest scientific developments to give quick heat, even room temperature and a plentiful supply of domestic hot water. These smartly jacketed patented boilers are made for automatic firing with oil, stoker or gas. They are available in a variety of models, suitable for large or small homes, apartment houses and industrial plants.

The sectional series boiler is especially constructed for use in large installations. This heavy duty boiler contains all the fine features of the WATERFILM line and can be taken through a 2 ft. door thus eliminating rigging costs and building alterations. The single series model illustrated contains one row of generators, however, new sections can be added whenever it is necessary to increase capacity. For more complete information write to:

WATERFILM BOILERS, Inc.

154 OGDEN AVENUE, JERSEY CITY 7, N. J.

PLANTS: JERSEY CITY, N. J. • DOVER, N. J.



EVEN ROOM TEMPERATURE THROUGHOUT THE HOUSE

Youngstown Kitchens Shows Postwar Models

MORE than 150 distributor representatives who saw Youngstown Kitchens' postwar line unveiled during a three-day factory sales convention in November were told that merchandising modern, steel kitchens can become the next big home appliance industry "if dealers are trained to keep out of trouble."

This was the statement of Charles A. Morrow, vice president in charge of sales for Mullins Mfg. Corp. "We must help retail dealers everywhere to eliminate the profit-consuming selling methods that developed before the war," he said.

"We must show them how to sell and install steel kitchens for the mass market—where the profit is—rather than to try to sell every prospect a thousand dollars worth of equipment."



UNIT display checked by (left to right) Frank Knecht, Charles A. Morrow and C. D. Alderman, officers of Mullins Manufacturing Corp.

The new Youngstown Kitchen line of steel equipment includes six twin-bowl cabinet sinks and three single-bowl models; twelve floor cabinet models, with continuous tops available for any combination of cabinets, fourteen wall cabinet models and many new accessory items.

Shipments of complete floor displays started in mid-November, and all dealers throughout the nation will receive these before distributors get warehouse stocks.

* * *

FHA Announces New Policy

A STEP in broadening FHA operations to stimulate production of housing in the middle market has been announced by Commissioner Raymond M. Foley.

In outlining a new policy designed to provide more advantageous credit facilities to the home construction industry, Mr. Foley said: "The FHA policy in this regard has been liberalized to meet a need for firm financial arrangements permitting a builder to plan a building program in advance, make interim construction financing easier, and possibly reduce the cost of construction through planned production. We have spent some weeks in conference with lenders and the building industry on this matter and it has been generally agreed that our new type of commitment, supplementing the present conditional commitment, will be helpful."

The firm commitment will constitute a dual commitment by providing that in the event the property is sold to an owner-occupant, acceptable under FHA regulations, for a longer term and higher ratio loan, such a loan may be insured without the necessity and cost of preparing and recording a new mortgage instrument.

Eliminate Ice Accidents

with

**SOLVAY CALCIUM
CHLORIDE**

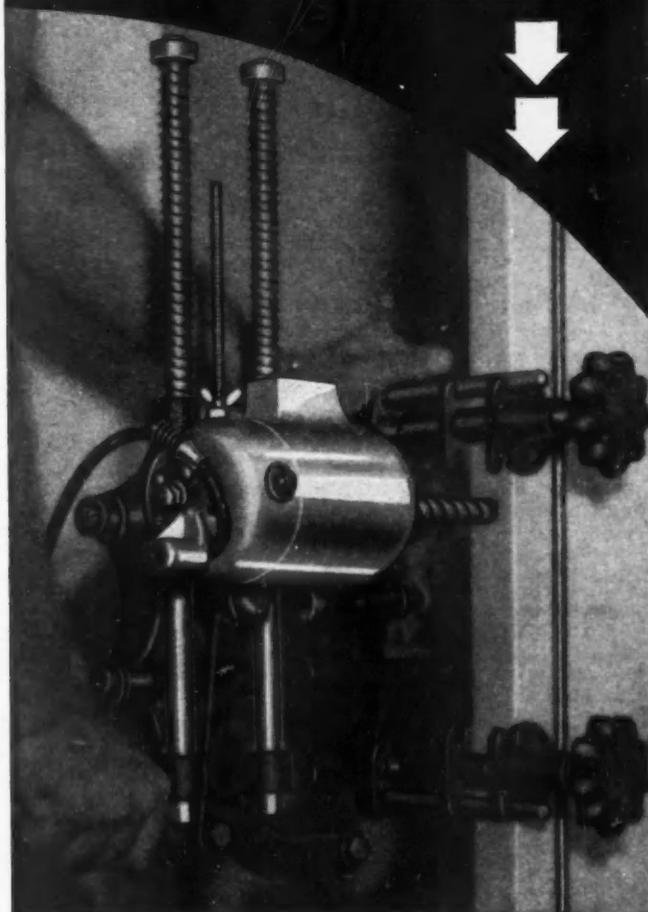
When ice coats sidewalks, steps, loading platforms, the use of SOLVAY Calcium Chloride alone loosens ice and permits easy, quick removal.

The use of inexpensive SOLVAY Calcium Chloride more than pays for itself in the time and labor it saves by making a hard job easy to do.

Write today to Dept. 34-12 for complete details of the use of SOLVAY Calcium Chloride for faster ice removal.

SOLVAY SALES CORPORATION
40 Rector Street New York 6, N.Y.

ANOTHER JOB for that speedy CARTER LOCK MORTISER

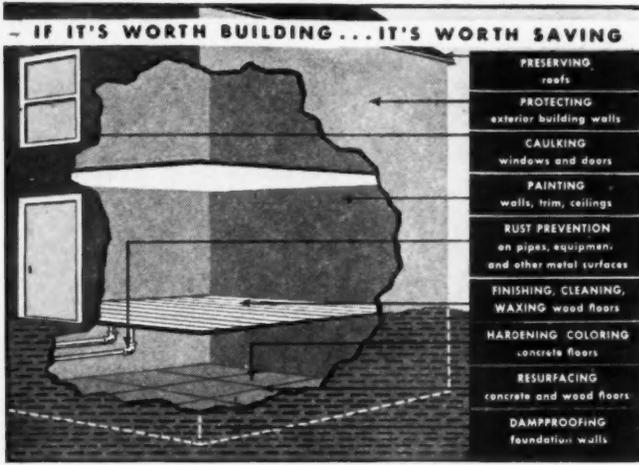


The Stanley Carter Lock Mortiser saves time for busy craftsmen — cuts a finished, perfectly centered mortise in just 30 seconds — quickly clamped on and easily adjusted — operates from any light socket.

It is easily adapted to other slotting jobs — notably the cutting of letter slots. The lock mortiser is mounted on a 2 x 4 and clamped in correct position on the door. When it is required to cut the mortise on an angle, simply bevel the under side of the 2 x 4 where it fits against the door. Once adjusted it can go from door to door on any production operation.

Send for complete information on Stanley Carter Time-Saving Tools. Stanley Electric Tools, Dept. C, 133 Elm Street, New Britain, Conn.

CARTER STANLEY TOOLS



A Sonneborn Product for Every Job

No matter what your problem — if it has to do with protecting, repairing, renovating or decorating wood, metal, concrete and other surfaces in new or old buildings — there's a SONNEBORN product that will do the job, and do it right.

All the typical products described in the "Building-Saver" Chart come from the same source — a company with a 40-year reputation for manufacturing the finest products for building construction and building maintenance.

Ask your supplier about any of these or other Sonneborn "Building Savers", or write to Dept. B12.

SONNEBORN "BUILDING SAVERS"	
This Product	For This Purpose
LAPIDOLITH LIQUID	Wearproofing and dustproofing new or old concrete and terrazzo floors, other concrete surfaces.
LIGNOPHOL	Preserving and finishing wood floors, trim, doors, paneling—in one application.
CEMCOAT FILLER AND DUSTPROOFER	Protecting and decorating cement, wood floors. Colors and Transparent.
TRIMIX LIQUID	Improving quality and workability of concrete and mortar.
STORMTIGHT	Protecting and preserving, patching and repairing roofs of all types.
S.R.P.	Protecting iron, steel and other metal surfaces, inside and out, against rust and corrosion.
SONOLASTIC ALUMINUM PAINT (Ready-Mixed)	Protecting and brightening interior and exterior surfaces—metal, wood, masonry, wallboard, etc.
SONNEBORN'S CAULKING COMPOUND	Caulking, pointing up, sealing, glazing, etc. Knife and gun grades.
FERROLITH "G"	Grouting machinery bases, structural columns, anchor bolts, grids, etc.
SONOMEND	Patching and resurfacing concrete or wood floors.
FLOORLIFE CLEANER	Cleaning and waxing wood floors and linoleum in one application.
HYDROCID E colorless	Protecting exterior masonry walls against disintegration due to excessive water absorption.

A Service Station to Improve "Main Street"

WHEN preparing to "beautify Main Street," do not overlook the possibilities for improving the service stations. Soon America will again be a nation-on-wheels, skimming along the highway on that long awaited vacation. Increase business by making the station an attention-getting structure—one that will attract the eye and invite the sale.

A luxurious looking but practical dream design that could be swiftly realized is this portable stainless steel "service station of tomorrow" which lends itself to mass prefabrication and easy installation, hence would be low in cost. Anticipating the construction of thousands of postwar service stations, Allegheny Ludlum Steel Corp. commissioned George Cooper Rudolph Associates, New York industrial designers, to create this ultra-modern, workable design in prefabricated stainless steel, for possible development by motor-minded America.



NEW service station designed to provide motorists with smooth access to three-way pumps containing gasoline, oil and water.

This design has flexibility in station planning. The basic design consists of office and storeroom, and a single island-and-canopy unit with two stainless steel tubular supports footed in stainless castings. The station may be easily varied to suit either the amount of traffic or the location: at the roadside, on a city corner, or at a highway intersection. More island-and-canopy units can be added at will—in a continued straight line or in parallel lines—in the form of an L, a T, or a cross.

In presenting this design, Mr. Rudolph says, "Other big advantages of this design are the qualities of permanence and ease of upkeep conferred by its chief material of fabrication—stainless steel. In the case of the office cubicle and canopy, stainless steel would probably be used in one of the building panel forms which have been thoroughly developed and widely used; that is, a stainless steel surface bonded to plywood or composition materials. Such panels are easily and quickly installed with stainless steel flat and corner moldings.

"On the service islands, the low and compact pump units (each housing gas, air and water supply hoses) and the framing for the glass display case connecting the pumps, would employ either solid stainless or Pluramelt stainless-armored steel. All these exterior surfaces would be a soft satin finish to guard against flashbacks from car lights at night; but the reflector behind the neon brand name or company sign, and behind the fluorescent light wells over the service islands, would be brightly polished.

"Here's a station that would be always good looking, always bright, without painting or the need for periodic refinishing. Stainless steel fears no elements or climate. Wash it occasionally and there's your Moto-Serv stainless service station again, good as new.

"This design would permit either an independent dealer or one of a chain of distributors to get into business quickly—in a station that combines distinctive appearance and eye appeal from a distance; convenience and protection for patrons; and excellent qualities of long life and freedom from continual or expensive maintenance."

SONNEBORN
BUILDING SAVERS

Floor Treatments • Waxes
Protective Coatings • Roof
Coatings • Concrete and
Mortar Admixtures
Caulking Compounds

Building Products Division

**L. SONNEBORN
SONS, INC.**

88 Lexington Ave.
New York 16, N. Y.

Sell this *Modern* FLOOR

to homes, shops, restaurants, etc

Large building projects have used millions of feet of Thos. Moulding Moultilite . . . for its resistance to wear, its colorful beauty, underfoot comfort and rock-bottom economy. Now you can offer this *practical* flooring to *your* customers . . . no matter how small the job. A new type of Moultilite lends itself to simple, fool-proof installation. Moreover, Thos. Moulding offers a selling plan that makes for easy, profitable sales.

Moultilite is ideal for basement play rooms because it is not affected by the moisture and alkali always present in cement resting on the ground. Owners of stores, restaurants, taverns, etc., like Moultilite for its colorful designs and ease of maintenance. Moultilite can be used in new construction or for remodeling.

Get ready now for the coming building boom. Write for complete information to: THOS. MOULDING FLOOR MFG. CO., 165 W. Wacker Dr., Chicago 1, Ill.

THOS. MOULDING

Moultilite

**Flexible-Reinforced
MASTER ASPHALT TILE**

In this coffee shop, a Moultilite floor provides eye-pleasing color and design . . . as well as quiet underfoot comfort and ease of maintenance.



Your Waterproof Papers for New Construction and Remodeling



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. No sheathing paper like it. 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 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.



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.



Overseas Customers: Our export department will be glad to supply full information, samples and quotation on request.



ANGIER CORPORATION

**CORROSION PREVENTIVE AND WATERPROOF PAPERS
FRAMINGHAM, MASSACHUSETTS**

**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

Relieving the Home Shortage—

(Continued from page 75)

Boston or Philadelphia by architects who were immersed in this new style, that we now call the Greek Revival. It was not like the Colonial period before it, but it did have the same classical feeling.

The restrained design and dignified proportions of the house bought by the Finnigans projected themselves through the other details that had been added at a later date. Thus they saw the possibilities of the place and sought out professional advice on its modernization. Plans were prepared for the changes, but they were not carried out at one time. The work was extended over a number of years, so that no money had to be borrowed from the bank to pay for the construction.



FORMER ice house was converted into a two-car garage, with small bedroom at the rear and wood storage space at side under arch.

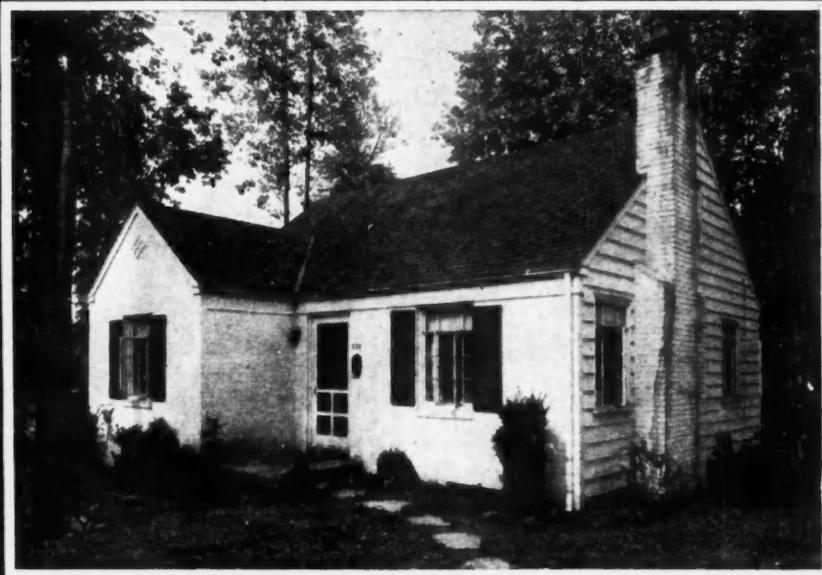
The interior required little to be done to it—just some plaster patching and painting. The doors were the original paneled ones with latches. The floors were wide pine boards, painted. The fireplace mantels were true to style and agree-

The Name
1818

HOPE'S

Guarantees

1945



The great motive of today's prospective home buyers will be to seek freedom from the inconvenience and ugliness of wartime living. In small homes as well as large, HOPE'S Steel Casements make a special contribution to architectural fitness and beauty. Their special conveniences in controlling ventilation, in easy screening from inside, are extra values which no housewife will overlook in choosing her home of the future. HOPE'S Steel Casements add no extra cost to quality built homes.

Residence, Virginia Forest, Falls Church, Va.
Roan & Pappleman, Designers and Builders.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

Good Advice . . .



"Double-course your walls, Madam, with Red Cedar Shingles"

THERE'S dollar-saving economy with high-cost appearance when you double-course sidewalls with Certigrade Red Cedar Shingles. Double-coursing creates attractive wide weather exposure and the deep shadow lines are provided by a slight overlapping of the butt ends of the outer course. Greater insulation, too.

DOUBLE-COURSING BLUEPRINTS, FREE Working blueprints of double-coursing and also standard Certigrade roofing applications free for the asking, address

RED CEDAR SHINGLE BUREAU
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METROPOLITAN BUILDING, VANCOUVER, B. C., CANADA



Red Cedar SHINGLES

HAVE YOU ASKED YOUR CLIENTS



"What a question," YOU SAY, . . .

"everybody thinks of hardware as a permanent item!"

That's the point. It is a permanent, basic construction item, and it should last for the life of the building—yet many home owners will spend more for wallpaper, paint and other temporary decorating items than for the original hardware for their home . . . because, they weren't told until too late.

Your clients look to you for sound advice in all details. Call to their attention early the importance of good hardware. Ask them this question. Then recommend that at least 2% of the contract price be allowed for hardware. Suggest that selection be made within a week after the contract is awarded.

That will assure the owners of sufficient hardware, quality hardware and the opportunity of choosing a style that harmonizes with the architectural beauty of their home.

And that will assure you of a satisfied client, and will add to your reputation. The McKinney catalog is a handy help in suggesting authentic hardware designs.



Write for a copy of McKinney's new booklet—"Details and Data for Hinges"



FASTER • MODERN • STREAMLINED

New **SMITH 11-S**

Equipped with *Air-Cooled* ENGINE

Also available in 11-S — 4-wheel, and 7-S — 2-wheel, End Discharge Models, with choice of air-cooled or radiator-cooled engine.

Compact, lightweight, trailer mixer. Fast towing with spring-mounted axle, roller bearing wheels and pneumatic tires. Turns out more concrete per day. Lowers mixing costs. Also available with radiator-cooled engine. Write for literature.



THE T. L. SMITH COMPANY
2849 N. 32nd Street • Milwaukee 10, Wisconsin

MIXERS

Famous for Performance on the World's Greatest Projects

BACK AGAIN! **BRIGHT CHROMIUM PLATED CABINET HARDWARE**

NATIONAL LOCK CO.
Modern CABINET HARDWARE

Your choice of **FOUR** profit-packed assortments

more complete — more profitable than ever . . .

Available in four "styled to sell" matched sets. Four different modern display boards and assortments in all price ranges. Stock assortments include only styles and colors that sell best. Chromium Plated items with or without Black or Red trim are mounted on display boards. Not necessary to carry colors or designs that are "slow sellers." All items individually packed in attractively printed envelopes, cartons of uniform size — neatly labeled.

Investigate this popular Cabinet Hardware line — priced to sell on sight with a big profit margin for you. Sales promotion material, trade paper advertising and direct mail will make this the most popular and profitable Cabinet Hardware line for you to sell. Send for dealers and jobbers catalog folder.

NATIONAL LOCK COMPANY
Builders Hardware Division • ROCKFORD, ILLINOIS

ably simple. Fortunately, the previous owners had installed city water, electric service and a central heating plant without damaging the appearance.

During the first year, the outside cornices, windows and doors were repaired and painted. Shutters were constructed and put back on the windows. The roof was gone over and made tight. Yet even these few changes made a great difference in the appearance.

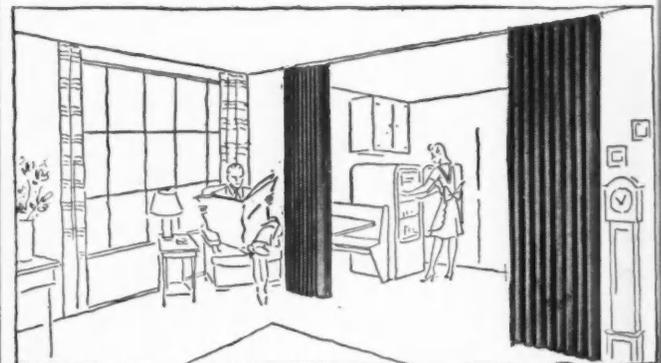
The following year, the wooden porch, which had been built out in front of the low extension at the left, jutting beyond the main body of the house, was removed. It was replaced by a light and graceful porch which was kept within the plane of the front wall of the house. This allowed the front door with its nice proportions to become a dominating feature of the front elevation, again. A masonry terrace was also constructed across the entire front, emphasizing the horizontal lines and removing a certain gaunt appearance that is very noticeable in the photograph of the house before it was altered. Around this terrace were planted bushes and flowers, to help soften the lines of the house.

All these changes so completely altered the feeling of the house that it began to be noticed by the natives as though it were new. And it did take on a modern look, for it had those qualities of form which never grow old. They were inherent in the house from the beginning, and needed only to be re-emphasized.

Then came the reconstruction of the corn-crib into a summer cottage. After the floor was strengthened, it was partitioned into rooms: on the first floor, the living room, bathroom, closet and kitchen and porch; on the second floor, three bedrooms and closets. The porch was built with the timbers used in the old porch that had been removed from the house.

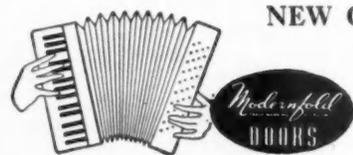
The barns and outbuildings were painted red with white trim to match the brick house. The ice-house was converted into a two-car garage, with a small bedroom at the rear and a woodshed at the side.

Now, what the Finnigans were able to do, other builders of taste may also do, if they find the houses with the right architectural lines.



They're Beautiful . . . They're Practical . . .
They're *Modernfold* DOORS!

Living at its beautiful best! That's what you promise your clients with Modernfold Doors. These durable metal-framed accordion-type doors not only assure colorful beauty . . . but open up a host of practical ideas in better living. They save space . . . eliminate door-swing area . . . provide an easy and effective means of room division. Send today for the free, beautifully illustrated booklet showing how you can use Modernfold in the homes you plan.



NEW CASTLE PRODUCTS

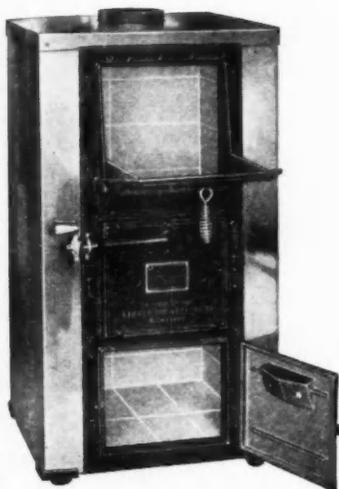
1607 I Street, New Castle, Ind.

In Canada
Richards, Wilcox Canadian Co., Ltd.
London, Ontario

KERNERATOR

INCINERATION

... makes for better living
... more salable homes



Kernerator . . . continuing to lead the field of domestic incineration . . . offers you NOW the greatest development in a decade for those new homes you will build. A small compact Ready Built Incinerator . . . with or without gas burner . . . firebrick lined throughout . . . no separate chimney required . . . merely connect to boiler flue . . . suitable for homes up to 12 rooms . . . two models available . . . No. 1 bricked in type . . . No. 2 free standing type with finished steel jacket.

Prompt shipment . . . Attractively priced
For your larger homes which can afford the luxury of "Flue-Fed" Type, the Kerner Standard Incinerators are available.

Contact nearest representative or write:

KERNER INCINERATOR DIVISION

Morse Boulger Destructor Co.

209-B East 42nd Street

New York 17, N.Y.

VENT-A-HOOD

THE MODERN KITCHEN VENTILATOR



Designed and engineered to fill a long felt need for an efficient, easy to clean, and a beautiful kitchen ventilator.

Patented exhaust unit and grease trap—utility light—large splash panel protects wall—white baked enamel finish—all chrome trim.

VENT-A-HOOD COMPANY 2808 COMMERCE ST. DALLAS 1, TEXAS

BUILD BETTER with CONCRETE —

Better from the standpoint of:

- FIRESAFETY
- STRUCTURAL STRENGTH
- RESISTANCE TO WEATHER AND WINDSTORMS
- LENGTH OF SERVICE LIFE

Your customers will appreciate the low annual cost and low maintenance expense of concrete structures.

The wide adaptability of concrete enables you to satisfy promptly all your customers' needs for home, industrial, commercial or farm construction in one widely available material.

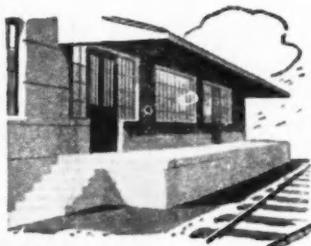
Applied to any construction purpose — for new homes or home improvements, firesafe factories, warehouses and garages, or industrial floors, sidewalks, driveways, or loading platforms, concrete assures **low annual cost** — the true measure of construction economy.

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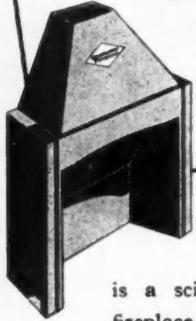


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Home Planning Bureaus Established to Aid Public

A NEW ally to the home building industry is swinging into action in a number of cities with plans to establish a home planning bureau and information center for the public. A few home planning bureaus already have been announced by local gas companies. Many more such announcements are expected from other cities since most gas companies in the country have studied the organization of a bureau, or will have studied it before the year closes.

Behind the home information center idea is Surface Combustion Corp., Toledo, Ohio, manufacturer of Janitrol gas-fired heating equipment. However, what started out two years ago as a postwar plan for the manufacture, grew and developed to the point that the American Gas Association recognized its merits and has sponsored the home planning bureau idea.

The gas industry's national association asked the manufacturer to explain the organization and operation of home planning bureaus to the association's membership among the gas utility companies. This was done in a series of over 30 regional meetings being held in every part of the country. What the gas companies heard at these meetings was that a survey shows at least one-third of the people want one central clearing house on building information where they can get ideas and all the answers to questions on selecting a building site to interior decorating, how to get in touch with an architect or builder, what about the new building materials and all other questions which a novice at home buying or building may have.

Some of the country's leading housing authorities and architects have worked with Surface Combustion in preparing the organization and operation policies for a home planning bureau so that it will facilitate the introducing of the prospective home owner to the home building industry rather than hinder by giving impractical or incomplete ideas about owning a home.

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For Builders and Contractors

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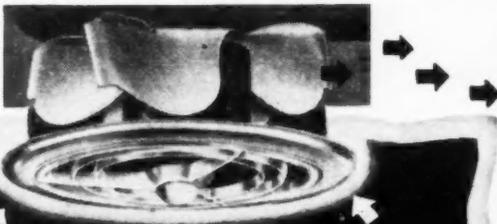
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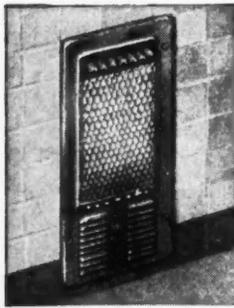
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Giant Plywood Shipped

GIANT plywood—including one panel longer than 50 feet—went out of Olympia, Wash., on Sept. 26, as Washington Veneer Co. shipped its first full carload of extra-large panels to a plywood distributor for warehouse stock.

The shipment, totaling more than 80,000 pounds and stacked in a special end-opening Union Pacific railroad box car, headed for a Los Angeles jobber to be stocked and sold like ordinary fir plywood, most of which is in 4 x 8-foot panels. Probably the big sheets will be used for building boats, outdoor signs, structural beams or store fronts as there is heavy demand for the oversize material for these and other uses.

One mammoth panel more than 50 feet long, 5 feet wide and 3/4-inch thick literally was squeezed into the extra-long box car after the main load of panels from 14 to 32 feet had been stowed. Interior of the car, the type usually used for shipping autos, is only an inch or two longer than the panel; so, for all practical purposes the big panel from the local plant is as long as can be shipped by rail. The panel, with 2,500 square feet of surface, weighs about 550 pounds.

Announcement of the full-car shipment was the first disclosure that Washington Veneer Co. is producing the extra big plywood. The building in which the firm previously produced millwork has been converted into the "long panel plant." Output of the elongated sheets already is on a production-line basis although installation of additional machinery, conveyors and equipment for handling the big sheets remains to be completed as fast as the machinery arrives.

Production of the giant plywood is a relatively simple although precise three-step procedure. After the standard-size plywood panels are manufactured, they are placed in a scarfing machine which bevels the ends in a smooth, gradual cut; the tapered ends then are bonded together with waterproof adhesive to form the longer sheet. In the longest panel shipped, there were nine sections or segments joined together by the scarf-jointing.

(Continued to page 146)

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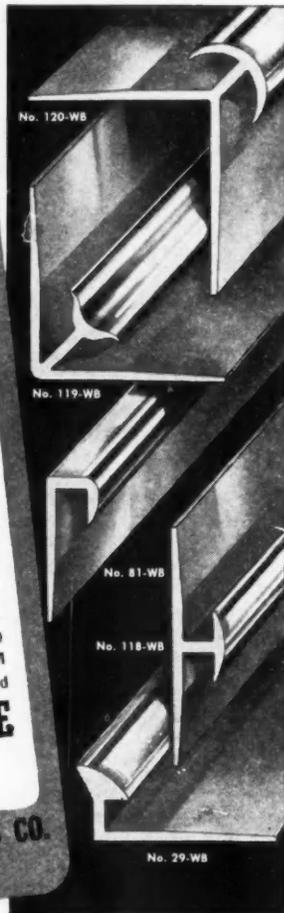


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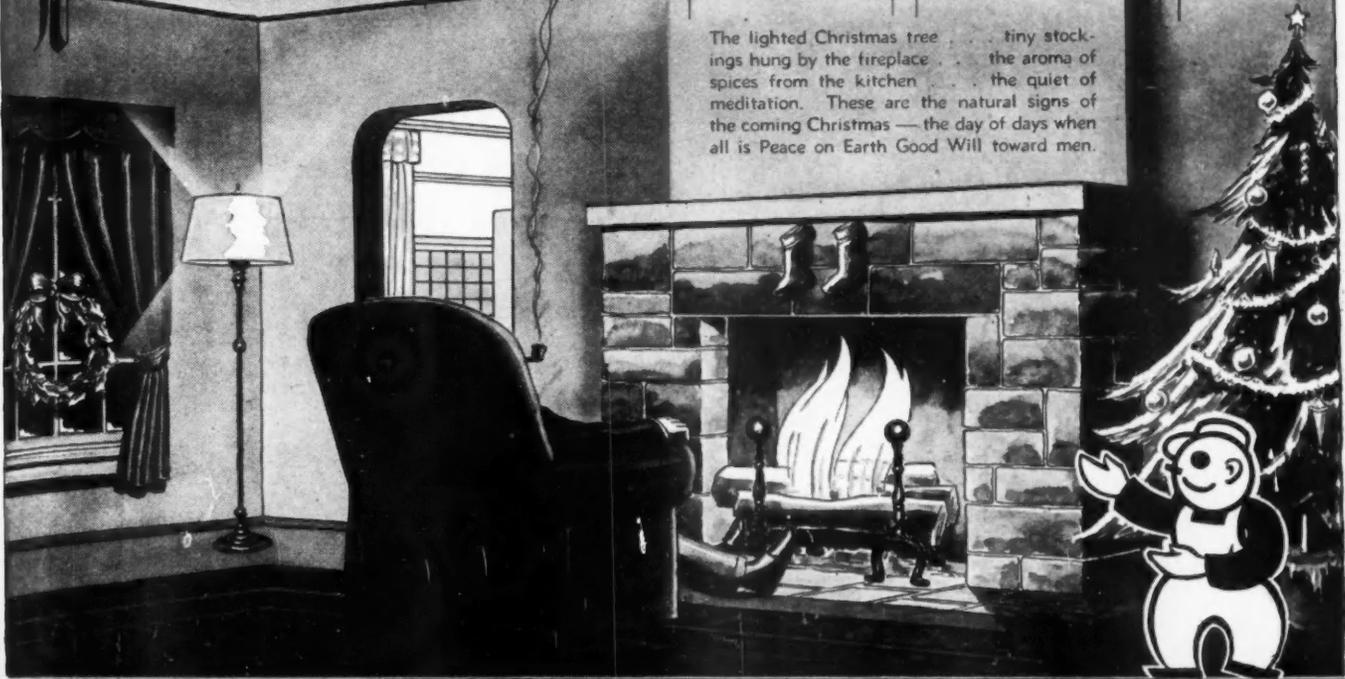
● Walker-Turner Radial Saws are equipped with patented geared motors which get the shaft closer to the work . . . thus use smaller blades with greater rim force than conventional saws. They use 2 or 3 horsepower motors and give the performance of larger motors. Used for crosscutting, ripping, dadoing, tenoning, mitering, shaping and routing. Send for new folder.

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The lighted Christmas tree . . . tiny stockings hung by the fireplace . . . the aroma of spices from the kitchen . . . the quiet of meditation. These are the natural signs of the coming Christmas — the day of days when all is Peace on Earth Good Will toward men.

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THE POST-WAR

PRECISION-BUILT HOMES PROGRAM

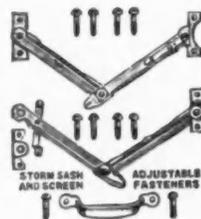
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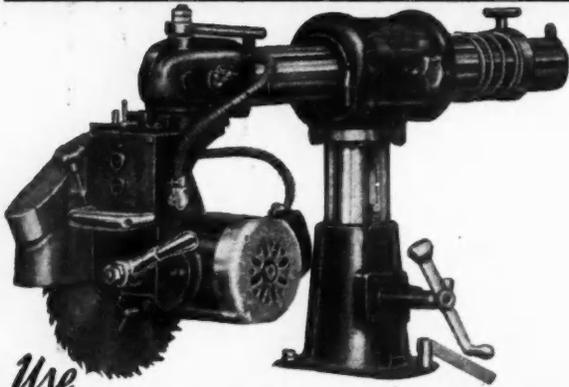
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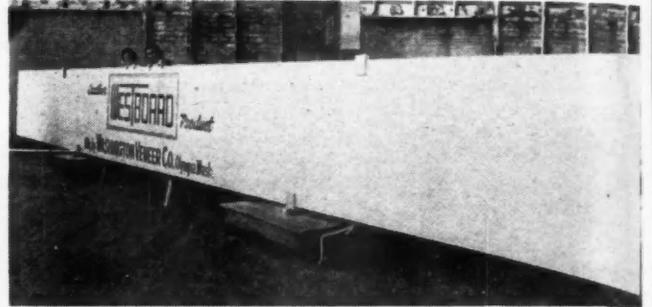
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COMETS cut quicker

(Continued from page 144)

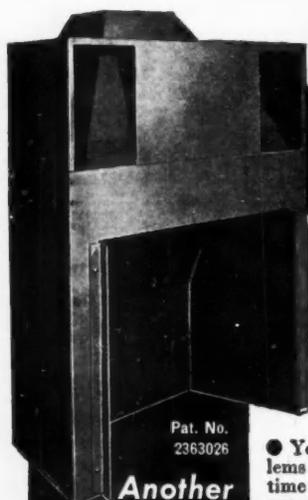
Usually, as the third and final operation, the panels are sanded to satin smoothness. However, in some instances the individual segments are sanded before being joined together. Or, if desired, the long panel is left unsanded to afford a slightly rough or textured surface.

Waterproof adhesives like those used in the standard size exterior or outdoor type plywood are used at the scarf joints of the oversize panels. Consequently, the finished elongated sheets are suitable for all outside or marine applications. All the panels are marked "EXT-DFPA" to identify them as the outdoor type plywood; in addition, a five-foot reproduction of the local firm's trademark, "Westboard," was printed on the extra large sheet as an attention-getter.



With the equipment now installed at Washington Veneer Co. and the production techniques developed, panels as wide as 10 feet and as long as desired can be produced, shipping facilities determining the length. "If anyone wants to take delivery at our plant door, we'll make a panel that will stretch to the Capitol Building," E. E. Westman, president of the plywood company, offered.

He explained that while two or three other fir plywood factories manufacture oversize panels, he believes other shipments of the material have been direct to consumers such as boat builders. The carload from here serves to introduce the material as a stock item for panel distributors.



Majestic CIRCULATOR FIREPLACE

Fits any type of mantel—saves on installation costs—assures perfect fireplace operation!

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Majestic Unit

The structural advantages of formed steel—dramatized in many Majestic products for war use—are now featured in Majestic Circulators, Underground Garbage Receivers, Home Incinerators and many other Majestic Products!

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But this unusual tip is just one of STREAMLINE's outstanding features. Note the Lever Lock, to hold the reading when making inside measurements. Note the smooth action of the blade in its frictionless channel. Note the beautiful chrome case finish and simple construction, making it easy to insert spare blade when needed.

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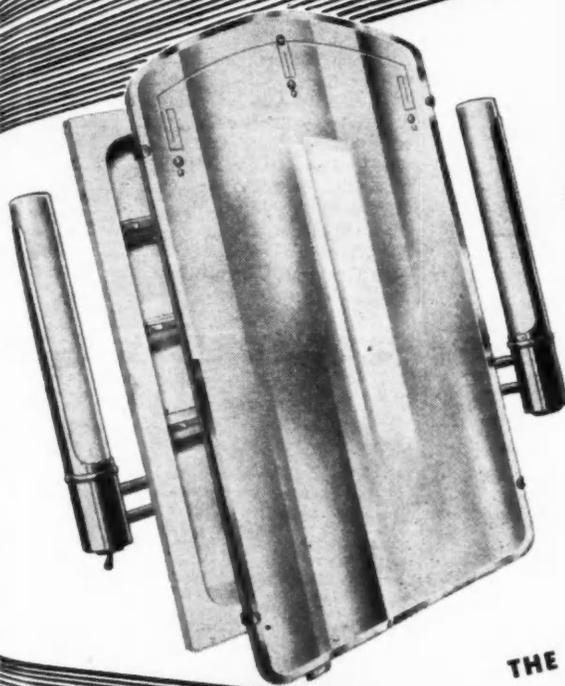
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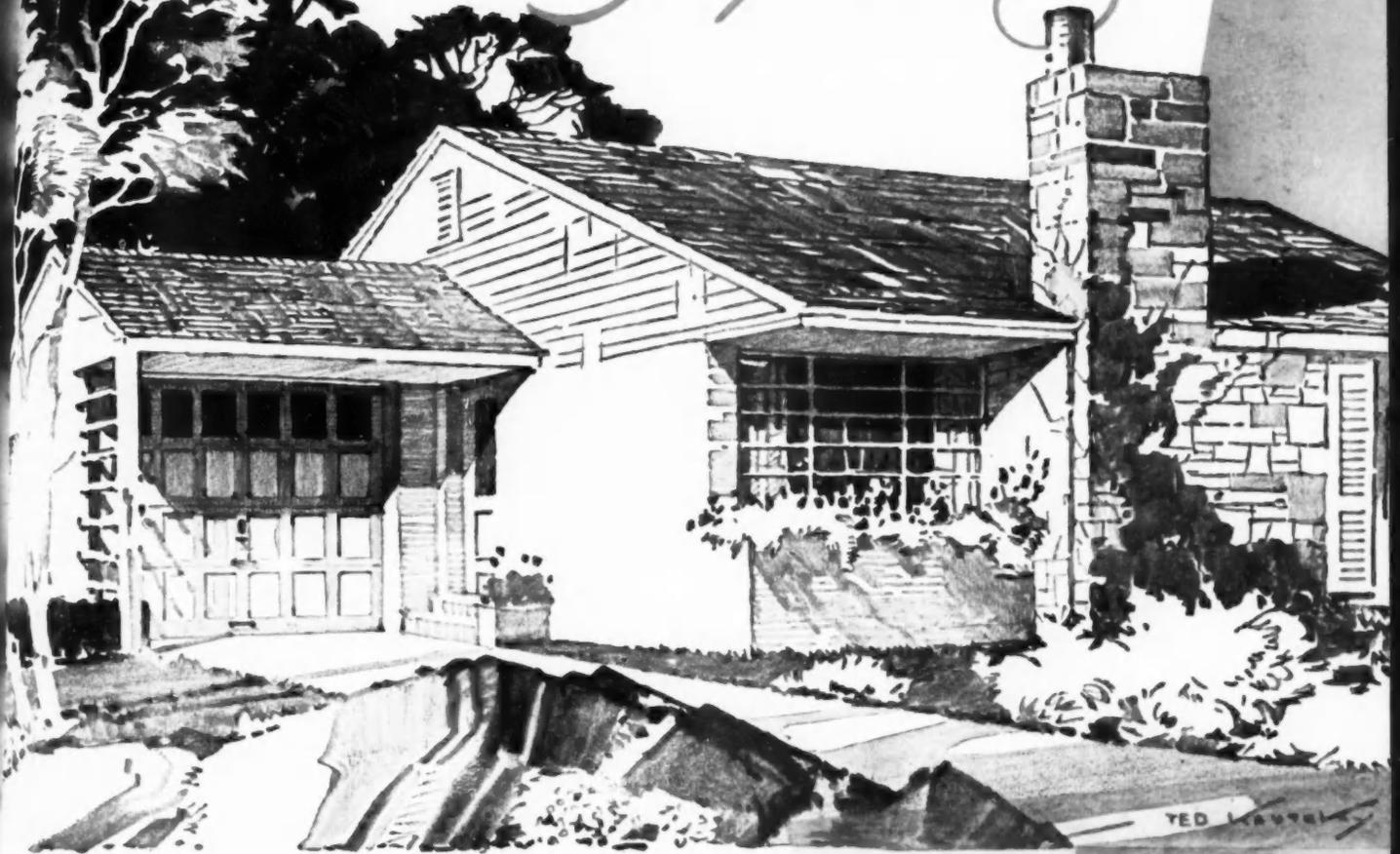
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