Build with Celo-Siding! Applied direct to studding, it saves critical time, lumber and labor. And now that military projects are completed, Celo-Siding is available to industrial users.

Ideal for Every Climate! Millions of square feet of Celo-Siding have been used in every type of climate with outstanding results. Due to its strength, resistance to the elements and insulating qualities, Celo-Siding is ideal for small houses, farm buildings, machine shops, factories, warehouses and small general buildings of every type.

What Celo-Siding Is. It is a multiple-function material ... provides sheathing, insulation, structural strength and exterior finish in one quickly applied material. The board is composed of cane fibre, coated on all sides with an asphalt compound. An extra coating is applied to the weather surface and crushed mineral granules are pressed in to provide a durable, good appearing exterior finish.

Specifications. Celo-Siding is available in buff or green. Units are 7/8" thick and 2' x 8' or 4' x 8' and 10'. The small board has tag joints on long edges. The big board has square edges all around. Each is suitable for vertical or horizontal construction — joints sealed with caulking compound.

Your Celotex Dealer is ready now to fill your needs for Celo-Siding. Talk with him today about prices and the many applications of Celo-Siding ... the building material that does 4 jobs.
ON DISPLAY AT
THE NAHB SHOW

Fenestra's NEW BUILDING PRODUCTS
and how to use them!

We've been telling you in these pages about Fenestra Steel Residence Casements . . . and about Fenestra’s Steel Building Panels.

But words and pictures can't do them justice. You've got to see the new Fenestra Package Window to realize how carefully—how correctly—casements, storm sash and screens have been worked into easy-to-install units. Cutaway sections will show how you can save installation time and provide better windows for the money—with Fenestra.

And the Panels—you'll walk on a floor made up of them, so you can see for yourself how they make an ideal house floor—how the cellular panel structure provides ready-made heating ducts, and channels for easy installation of wires and pipes.

When you get to Chicago be sure to stop in and see us at the National Association of Home Builders Show . . . Detroit Steel Products Company, Dept. AB-1, 2260 East Grand Blvd., Detroit 11, Michigan.
What you see pictured above is a basement recreation room such as most prospective home-builders figure on having in their new homes. And if you want to get yours on mighty attractive terms, here's the thing to do: decide to heat with Bituminous Coal when you build or remodel your home. Why? Because you can then have a "Bonus Basement"—furnished and paid for in only a few years' time by savings that come from burning this low-cost, modern fuel.

Yes, modern! For, when burned in one of the marvelously efficient new stokers, Bituminous Coal is an "automatic" fuel—even to the point of ash removal. Clean, quiet, odorless, smokeless. And, of course, coal heat is the most dependable, most uniform type of home heat. That's one reason why 4 out of every 7 homes in the U.S. burn coal!

If you'd like to receive further information—as well as professional help in planning your "Bonus Basement"—take advantage of the special offer described at the right. Then talk it over with your architect or builder. Bituminous Coal Institute, 60 East 42nd Street, New York 17, N.Y.

SPECIAL OFFER! The "Bonus Basement" shown above 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 your request to the address printed below.

A WORD TO THE WISE! Most houses are now designed to permit the use of Bituminous Coal. Be sure you can have the advantages of this low-cost, dependable fuel in your new home. A little care in planning for coal storage and a chimney flue of normal size will assure that you can enjoy the health, comfort and dependability that only modern coal heat can give you. And it will also assure you of economical heating for the life of your house, because this country's 3,000-year coal supply makes certain that shrinking reserves will not force coal prices upward.

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)
Who are the Men who'll OK the Plans for the GREAT NEW PLANTS of Tomorrow?

FORD MOTOR COMPANY’S aircraft engine plant at Dearborn—one of the recently-built factories selected by Architectural Forum as most likely to influence new trends. (Seven of the eleven men Ford identifies as their top management men and directors—Ford’s decision-makers—are regular TIME subscribers of record. The numbers on their subscriptions are: 2-5O-AM-68-169; 1-50-AL-159-964; 19-26-DWG; 13-10-2MH835-997; 10-9-4ADMS; 3-35-2H-984-826; 315-37-WDG.)

WHEN YOU BUILD, you build from the ground up—but when you want to sell new building plans and specifications, you start from the top down.

For in any organization, there is a group of higher-up men who must be impressed, convinced, satisfied, sold—before final approval goes through.

Isn’t it important, then, to know that you can find on one subscription list of one magazine almost exactly half of all the officers, directors and key executives of 588 of America’s best known corporations? And that these top men vote this magazine—TIME—their favorite over any other that they read?*

* During the first six months of 1945, TIME carried more advertising of industrial building supplies and equipment than any other magazine
"Here's how **UPSON** will work with you in 1946"

**UPSON** will continue in 1946 the 35-year old policy that has built consumer and trade acceptance of Upson products throughout the country.

Today the door is opening wide on the most profitable era in the history of the building industry.

For its own part in making that future come true, Upson will adhere to the program of cooperation, education and promotion that has proved so effective in the past. Latest information on new ways of using Upson products... tips on how to install them quickly and economically for the kind of customer satisfaction that builds a lasting reputation for you... will be made available in the months to come.

Add to this a continuous advertising campaign to architects and consumers plus continuing research and development of better methods and uses. Combined, they give you a sound tested line on which to build future business and profits. The Upson Co., Lockport, N. Y.
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AMERICAN BUILDER and BUILDING AGE
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Editorial Office, 105 West Adams Street, Chicago 3.
New Ford Pickup Truck • Today's Ford Pickups are better trucks for your business. They're better trucks for any business. Exclusive Ford features and advancements make them roadworthy—streetworthy—farmworthy. Look below. You'll find advantages only Ford can offer—reasons why, year after year, registrations show "More Ford Trucks on the Road!"

MORE ECONOMICAL, MORE RELIABLE, MORE ENDURING THAN EVER!

TWO great engines—the rugged 100 H.P. V-8 with a score of important engineering advancements, or the 90 H.P. Six, for jobs that call for economical stop-and-go driving. Truck-type frame. Side-mounted springs. Three-quarter-floating rear axle with straddle-mounted pinion and 4-pinion differential. Four double-action shock absorbers. Note the generous dimensions of the heavy-gage steel Ford Pickup body, shown above—45 cubic feet of load space—wide enough for easy flat-loading of such 4-foot units as plywood or plasterboard (no wheel housings). Floor is heavy-gage steel-surfaced, with formed skid-strips and hardwood under-flooring. Tailgate, strong and rattle-free, swings full-down for loading.

FORD TRUCKS
EVERY builder must be an educator. He must educate customers out of impractical notions, guide their thinking toward sound objectives, help them crystallize vague, general desires into specific plans.

So, the more good, practical material home buyers read on remodeling, planning, and building, the easier it will make your job. "Let's Plan a Peacetime Home" is written by top-notch authorities in the home planning field...provides interesting, practical information on the subjects shown above, and many others...strongly encourages home ownership...points out the need of consulting a reliable builder for intelligent home building. It's literally packed (all 114 pages of it) with the facts that will help your customers come to a quick decision on the kind of practical home they really want...for life.

We're distributing this book nationally at $1.00 a copy. We believe it's the biggest planning book value offered today. Send your check or a dollar bill for your copy now. After reading it, you'll probably want to order additional copies for use with your prospects. Write Dept. AB, Surface Combustion Corporation, Toledo 1, Ohio.

Gas-fired Heating Equipment
USE STAINLESS STEEL AND ALUMINUM MOULDINGS

For all staircase work. Your customers will be delighted with the smart, modern appearance. You'll be delighted too with Ford service, not only for staircases but for all moulding work. Kitchens, bathrooms, recreation rooms—any place where moulding is used—you can find a Ford Metal Moulding properly shaped for easy installation. Over 500 types and sizes of Stainless Steel Snap-On, Stainless Steel and Aluminum nosings, edgings, angles, channels, tee-shapes, and special sections of decorative trim in shining Mirro-Brite or satin finish.

Write Today For New Winter Catalog.
Address Dept. C2
329 East 45th Street, New York 17, N. Y.
National Real Estate Foundation

AMERICAN BUILDER repeatedly has emphasized the great need of an organization, national and local, which could and would undertake effectively to defend private enterprise in home ownership and home-building.

Private enterprise in this field is under dangerous attack from numerous directions. There never was a time when there was such imperative need for a vast amount of home building. There never was a time when private enterprise was ready to do so much home-building if given opportunity. But its opportunity is being menaced by government policies, which also threaten confiscation of residential property already in existence.

These policies favor increases in the taxes and labor costs of private enterprise in the ownership and building of housing, while restricting the rentals of housing, and even the prices for which it may be sold. In addition, they contemplate extensive building and ownership of housing by government which, by being rented at less than total costs, would be put into subsidized competition with private ownership and building of housing.

The plain effect would be to restrict by government edict both the profits that could be derived from renting existing housing and the profits that could be derived from building new housing and either selling it or retaining and renting it. But private enterprise will not make the huge investment in new housing needed unless sure of opportunity to derive satisfactory profits from selling or renting it. And the value of all housing already in existence, whether rented or occupied by its owners, would be impaired by continuance of present policies of (1) increasing taxes and other costs of home ownership and (2) restricting rentals of privately-owned housing largely regardless of these increases in taxes and other costs.

All the millions of people who already own residential property as well as those who desire to use their capital, brains and labor in building it, need an organization able effectively to combat government policies tending to destroy the value of real property and prevent the great increase in building by private enterprise which is absolutely essential to supplying the housing needs of the American people.

Those promoting the establishment and endowment of the National Real Estate Foundation are making a great effort to create such an organization as is needed. The outstanding leader in this movement is Arthur W. Binns of Philadelphia, who has been elected president of the Foundation. Mr. Binns is young, a successful business man, a public speaker of unusual ability, and intensely devoted to the cause of private property and private enterprise. Associated with him in the movement are men of similar calibre throughout the country, who ask nothing for themselves excepting the backing of all who desire the preservation of private property in real estate, especially homes, and the destruction of all obstacles to a great increase in home-building by private enterprise.

An article by Mr. Binns regarding the National Real Estate Foundation, its purposes and how it will try to accomplish them, appears in this issue. The American Builder believes that every segment of the home-building industry will profit by participating in and supporting, nationally and locally, the great work which the National Real Estate Foundation is being created to undertake.

James O. Dunn.
Better Homes & Gardens believes in living all over the lot

A man pays for his property to the lot-line; we think he ought to live on it right to the lot-line.

That's one of the ideas for better living that we've been putting across steadily in Better Homes & Gardens magazine. And when the imminence of the building boom made it necessary for us to show actual models of homes in order to crystallize for people all the ideas we'd been giving them, we made it one of the guiding ideas in our exhibit, Homes for Today.

The exhibit is being shown in department stores, the best place to reach the millions of people who have been reading our articles. And the stores are giving lists of local builders, contractors, architects, and dealers to their customers, so that you're in on the BH&G picture.

You'll find that every one of these plans makes the most of every inch of space. The outdoors is planned right with the indoors: handy living terraces, dining terraces, play yards near the kitchen windows, entrance gardens like the paved patio in the plan at the left — important all out of proportion to its small size because it was planned right with the house. You'll find extra-big garages, beautifully planned and generous built-ins, and privacy worked out to a fine point.

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

---

market

There's No Place Like Home

—and no place like the BH&G home because BH&G goes only to families whose big interest is their home. And a U.S. Census Bureau survey (1940) shows that BH&G families have a better-living edge even over their comfortably-fixed immediate neighbors: they pay more for their houses, keep them up better, repair more promptly, paint more often, add more extra bathrooms. No wonder there's no place like BH&G to sell everything that goes into homes.

BETTER HOMES & GARDENS GOES TO 2,500,000 FAMILIES WITH COMFORTABLE INCOMES WHOSE BIG LOVE IS THEIR HOME
Transform that obsolete big home with Parsons Pureaire Kitchens

Modern conditions have created the tragic problem of too large homes, the pride of an era now past.

Such homes can be transformed into income-producing assets by remodeling into apartments. And remodeling means Parsons Pureaire Kitchens—compact, complete, proved.

Doors closed, Pureaire blends harmoniously into the wall. In use, its patented ventilation feature carries away all surplus heat, vapors and odors. Yet Pureaire, production engineered, costs no more than an old-style kitchen of acceptable quality units.

The above plan by Talmage C. Hughes of Detroit is a splendid example of remodeling transformation. And eight occupancies instead of one!

Remodeling will be a huge factor in postwar building. Forward looking architects are preparing for it now.

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

THE PARSONS COMPANY
15000 OAKLAND • DETROIT 3, MICHIGAN
Mailing list from ads

To the Editor: For several months I have enjoyed your articles but, for some reason, have never taken advantage of the service coupon.

As the enclosed coupon indicates, I am operating a kitchen planning service which brings me in touch with builders and home owners alike. Because of their demands upon me for other household items I have been contacting manufacturers through their advertisements in the American Builder. The response has been very encouraging.—R. G. SCHWANK, District Representative, Art Metal Construction Co., Cleveland, Ohio.

Quick training program needed

To the Editor: It is the opinion of many persons engaged in the building construction industry that the present apprenticeship program falls far short of even beginning to solve the problem of skilled labor shortage. It is true that this is a step in the right direction. However, many are convinced that it is much “too little, too late.” A much more intensive and speedier program of training men must be developed and it must be done quickly, if the building construction industry is to avoid irreversible damage.

Coping with our postwar peace time problems is certainly no less vital than was the solving of our wartime problems. And if this emergency is to be met with emergency measures, conventional and traditional four year training of apprentices will not solve this very serious problem. When the war industries were faced with the problem of training men for war work, they had to do it not only well, but quickly. And so are we today, in the building industry, confronted with the problem of not only training men well but, of even more importance training men quickly. The industry needs mechanics now. And day by day the need for training men becomes more urgent. The industry cannot possibly wait four years for additional trained mechanics. Therefore, it has been recommended that the building contractors, jointly with the building trades’ unions, evolve, adopt and put into action, as soon as possible, a program of intensive full-time training similar to that operated by the war plants during the war, thereby enabling a candidate for the building trades to attend training school eight hours daily with sufficient compensation, while attending school, to induce returning veterans and others to take advantage of these full time training courses.

With the Federal Government offering $50 per month to the single veteran and $75 per month to the veteran with dependents, it should by no means be impossible to work out a plan to enable these men to receive such intensive full time training.

The trade unions and workers most certainly must realize that the present dearth of mechanics is the direct result of “laissez-fairism” on both the part of labor and contractors. We can no longer afford to follow the line of least resistance. Conventional methods are inadequate. We repeat, an emergency is at hand. Let’s meet it with emergency measures.

We cannot permit the industry to become virtually stymied because of a lack of trained men, while at the same time thousands upon thousands of returning veterans and others need jobs. These veterans want action and here is a concrete program of action which can bring immediate results. Let us not lose sight of the fact that these men who lost three to four years of their youth while serving their country cannot afford to serve an additional four years learning a trade. A great many of them are old enough to be married and have families. Many of them already have.

We hear and read so much about rehabilitating the veteran. Here is an opportunity for the building trades to do their share in rehabilitating the veteran. It is no longer a matter of making jobs. It is now a matter of fitting the men for the jobs. An intensive training program (with pay while learning) will go a long way to help the rehabilitation of the veteran.

It is inconceivable to expect that we can alleviate the housing shortage without a constructive program of training building trades mechanics quickly. The nation looks to the building construction industry to do its part in solving the housing problem. We cannot do our part of this job and at the same time permit the present shortage of mechanics. It is high time that we as an industry (both labor and contractors) realize that the extreme urgency of this problem will not permit of further procrastination. The undersigned invites and welcomes any and all constructive criticism and comment.—JULIEN L. MAHIEU, President Mahieu Construction Co., Inc., Paterson, N.J.

Comparison unfair

To the Editor: In the November issue of the American Builder on page 105 you have an article by Stanley C. Brandenburg entitled “Public Versus Private Housing by Denver Association.” I want to call your attention to two very gross misrepresentations.

You compare the rental charge of $28 for public housing and private housing, stating that private housing costs from $2,650 to $3,300 and that public housing costs $4,363 per unit. I think in fairness to public housing you should have pointed out that this cost includes the slum dwellings which had to be removed before public housing could be built.

You compare the rental charge of $27 for private housing and more than $28 for public housing. It seems to me that fairness demands that you should have stated that this $28 rental in public housing includes heat, light, and gas. The average shelter rent in all of Denver’s public housing last year was $19.35.

I have the rather extraordinary position of operating a private building company and holding the position of executive director of the Denver Housing Authority. I am sure that the private builders have sufficient argument in their favor without distorting facts. In other words, when these tactics are used we are only kidding ourselves and hurting our own cause.—WALTER A. GAIL, Executive Director, The Housing Authority of the City and County of Denver, Denver, Colo.

Our Readers Say:
Windows of Alcoa Aluminum will be made by leading window manufacturers. Consider them for your future new buildings and for replacements. Aluminum Company of America, 1914 Gulf Building, Pittsburgh 19, Pennsylvania.
On every battle front G.I. Joe saw proof of GMC's pulling power. In the South Pacific, in temperatures as high as 130 degrees, GMC "six-by-sixes" hauled huge loads through hub-deep mud and sand. In Europe, GMCs played the leading role on the famous Red Ball Express. In Alaska's ice and snow, Burma's jungles and Italy's mountain trails... wherever heavy loads were pulled through heavy going... GMCs did the job. G.I. Joe knows about GMC pulling power... and what he can tell you is mightily important to truck buyers. For GMC commercial models, ½ to 20 tons, have engines of the same basic design as their military brothers. They offer the civilian counterpart of the power, performance and stamina demonstrated by nearly 600,000 GMC "Army Workhorses."

The famous "270" engine, power plant of the "Army's Workhorse," also powers GMC models in the 3-ton range. All other GMC gasoline engines are of the same basic, war-proved design.
Eye-tractive is the word for these new packages

Carey packages, cartons and wrappings are being restyled. Their protective qualities are being supplemented by new eye-appeal.

What can a building product gain through attractive packaging? The simple truth is that more prospects see it... remember it... buy it.

That's a very real advantage because it means that Carey packages are getting the eye of customers in the store and on jobs. And, always, they are keeping builders and dealers identified with Carey quality, promotion and advertising.

Make the most of your business-building opportunities with —

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Asphalt Brick Siding
Prime-Kote

Careystone Asbestos Siding
Asphalt Roll Roofing
Careycel Tank Jackets

Asphalt Shingles
Rock Wool Insulation
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Asphalt Siding
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Miami-Carey Bathroom Cabinets and Accessories

When you design new structures, either commercial or residential, be sure you include steel stairs — stairs that offer important fire protection to any building. Steel stairs, like all other forms of architectural metal work, can be fabricated to fit any design or style of building.

As you design interiors as well as exteriors, you can also use architectural metals for balustrades, doors, windows, grilles, and all types of decorations. Use them, too, for structural building devices such as fire escapes and other service equipment items.

The manufacturers and fabricators of steel stairs and architectural metal work of all kinds are anxious to work closely with you as you plan your new buildings. For a Directory of Leading Fabricators, write today to Dept. B-1.
Whether it's for homes or apartments, you'll find it profitable to install Kelvinator refrigerators. For thirty years' experience in producing fine refrigeration equipment has given Kelvinator craftsmen and engineers unusual know-how in the design and construction of lastingly dependable refrigerators.

Powered by the famed Polarsphere unit—sealed in steel and lubricated for life—Kelvinator refrigerators have an unmatched record of trouble-free performance!

That's why Kelvinator refrigerators cost less to own! For trouble-free performance means greater user satisfaction...fewer replacements, less maintenance, longer life!

For complete information and details on availability, consult your Kelvinator dealer. Find his name and telephone number in the classified section of the phone book. Or write Kelvinator, Detroit 32, Mich.

WHAT PROPERTY MANAGERS SAY

NEW HAMPSHIRE—"Practically no tenant complaints have been received regarding the efficiency of our 800 Kelvinator electric refrigerators."

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Kelvinator

DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT • REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS • HOT WATER HEATERS
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Ushering in a new era of progressive design, this new AMERICAN KITCHEN out-dates all previous kitchens!

New!
In this new AMERICAN KITCHEN your customers see all the breathtaking beauty ever promised the postwar world.

New!
In this new AMERICAN KITCHEN your customers experience the energy-saving conveniences recommended by experts and approved by homemakers.

New!
And in this new AMERICAN KITCHEN you profit from up-to-the-minute sales points, understood by housewives without your explanation or "selling."

NEW! American KITCHENS-
CABINETS • SINKS • DISHWASHERS • DISPOSALS
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Those unable to attend Chicago's Housewares Show, January 4, or the Merchandise Mart are invited to write us for the photos, facts and the full profit story contained in the new full-color folder.
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PRECISION-MADE

...to assure trim, attractive installations...save time and labor on the job!

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.

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7" from top, 11" from bottom. Standard butt on 1 1/2" doors 3 1/2"x3 1/2"; on 1 3/4" doors. 4"x4". Square corners. Center gaining for heavy construction is equi-distant between.

FACTRI-FIT SIZES

FACTRI-FIT GRADES
Doors are grade-marked for easy identification and specification.

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All boring to center knob 36" from bottom of door. Diameter of bore-in. 15 16; length of bore-in. 3 1/2" from edge; face plate. 1" x 2 1/4" x 1 1/2", square shape, cross-bore. 3/4" diameter on 2 1/2" center. These standard specifications fit virtually all nationally-distributed hardware. Other machining on special order.

Douglas Fir DOORS
FIR DOOR INSTITUTE
Tacoma 2, Washington

THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS
PLANNED PARALYSIS—Just as American Builder predicted months ago, OPA has now seized wartime powers vacated by WPB when it liquidated itself, and has gone back to priorities on building materials. It succeeded also in making reality out of another ambition—the placing of price controls on new construction. Having already price-controlled the production of lumber and many building materials into a state near paralysis, OPA can now gloat over threatened paralysis of what home building activity there is.

PERFECT TEAMWORK — OPA-NHA teamwork would be magnificent if it were not deadly. First, FPHA (NHA subsidiary) creates a postwar housing shortage, then OPA (with both blaming the condition on private builders) says there must be more price control. One agency makes a charge which gives the other a chance to make another charge, which gives the first agency a new avenue for charges, ad infinitum. Now, with OPA the czar of prices and materials for houses and building, listen for the crescendo castigating NHA teamwork woyld be magnificent.

FIGHTING FOR JOBS—When a local barber or just a convincing platform orator wins an elective seat in Congress, he has probably lost his business or his clientele back home. His only chance for a living is to stay in Washington. Too bad there isn’t as much good common horse sense in government as the G.I.’s are bringing back with them from the field of battle. Then, again, maybe it isn’t expecting too much to believe that the G.I.’s, as soon as they get the pitch, will run the reactionary new worlders out of government and put some of their own battle-seasoned veterans in the seats of the mighty in Washington. Too bad there isn’t as much good common horse sense in government as the G.I.’s are bringing back with them from the field of battle. Then, again, maybe it isn’t expecting too much to believe that the G.I.’s, as soon as they get the pitch, will run the reactionary new worlders out of government and put some of their own battle-seasoned veterans in the seats of the mighty in Washington.

GOOD SENSE—Not much more than just good horse sense is required by a G.I. looking for a house or an apartment, to discover that the shortage of housing offers a great opportunity to a man who is not afraid to work and study—that is, work with a hammer, a trowel or a wrench by day, and study by night. Too bad there isn’t as much good common horse sense in government as the G.I.’s are bringing back with them from the field of battle. Then, again, maybe it isn’t expecting too much to believe that the G.I.’s, as soon as they get the pitch, will run the reactionary new worlders out of government and put some of their own battle-seasoned veterans in the seats of the mighty in Washington.

GREETINGS OF THE SEASON—It was a Merry Christmas for most Americans. There can be a Merry Christmas and a Happy New Year twelve months hence if business makes 1946 a Fighting New Year.
Tomorrow's homeowners will expect their homes to be wired so they can enjoy the full convenience of Electrical Living.

That means enough circuits and outlets, wire of ample size, modern circuit protection, and quality wiring devices and workmanship.

In the new Home Wiring Handbook, charts clearly show and explain the right number of circuits to include in each of four groups of homes in the popular price class. A typical page is shown above.

The same comprehensive assembly of pertinent technical information on all other phases of electrical needs is included in this 120-page reference book. Use this valuable timesaver to guide you in designing and planning homes. Costs one dollar. Send coupon below.

ORDER YOUR COPY NOW

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

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

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City: .............................................. State: ...

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American Builder, January 1946.

WHAT PEOPLE REALLY WANT IS

Electrical Living

CHART A

EQUIPMENT AND BOARDS SERVED BY CIRCUITS IN HOME GROUP A

<table>
<thead>
<tr>
<th>Type of Circuit</th>
<th>Equipment</th>
<th>Room Served</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Ampere, 120 Volts</td>
<td>Living Room, Dining Room</td>
<td>Kitchen, Bath, Hall</td>
<td></td>
</tr>
<tr>
<td>20 Ampere, 120 Volts</td>
<td>Living Room, Bedroom</td>
<td>Dining Room, Kitchen, Bath, Hall</td>
<td></td>
</tr>
<tr>
<td>30 Ampere, 120 Volts</td>
<td>Living Room, Bedroom</td>
<td>Dining Room, Kitchen, Bath, Hall</td>
<td></td>
</tr>
<tr>
<td>150 Ampere, 120 Volts</td>
<td>Living Room, Bedroom</td>
<td>Dining Room, Kitchen, Bath, Hall</td>
<td></td>
</tr>
</tbody>
</table>

CHART A includes various types of equipment and the circuits they serve in different rooms.

---

American Builder, January 1946.

WHOS BEST?—For most Merry New Year's Business...

BEETTER HOMES DEPARTMENT

as part of its consulting service to the building profession, offers the following FREE BOOKS: Electrical Living in 194X (Professional Edition); Manual of Better Home Wiring.
Architect Richard J. Neutra had ample justification for selecting the Case plumbing fixtures that are going into this interesting building. Their clean design and their proven ability to give long, trouble-free service recommend them to all who are concerned with lasting value. They combine vitreous china and fine mechanical construction—primary assurance of cleanliness and health protection in bathroom fixtures. This is the third in the series of “Study Houses” to be Case-equipped. W. A. Case & Son Mfg. Co., Buffalo 3, New York. Founded 1853.

- TOP—Most popular of all water closets is the Case T/N. Modern in design, quiet in operation, non-overflow and non-siphoning. A precision-built free-standing fixture.

- BOTTOM—Concealed front overflow, anti-splash rim, chrome finish accessories and convenient shelf are popular features of the Wilmington lavatory. Available also wall hung.
DO YOU KNOW THESE AMAZING FACTS ABOUT Radiant Panel Heating

Here's an opportunity to build into your homes a new sales feature with tremendous appeal. B & G Hydro-Flo Radiant Panel Heat offers an utterly superior kind of comfort... unbelievable cleanliness... and decorative freedom never before possible!

This radiant panel heating system is completely concealed—with neither grilles nor radiators to break up wall spaces and make room arrangement difficult. Instead, pipe coils in the floor or ceiling spread an over-all warmth as mild and stimulating as spring sunshine. The entire house is heated uniformly—floors always warm—and the air fresher and more invigorating.

It actually costs the owner less to have the luxurious comfort of B & G Hydro-Flo Heat. In the first place, radiant panel heating is noted for fuel economy. Secondly, radiant panels do not create strong air currents to stir up and deposit dust and dirt—hence cleaning and decorating bills are kept at a minimum.

The complete story of B & G Hydro-Flo Radiant Panel Heat is told in a new illustrated booklet—send for your copy.

B & G Hydro-Flo equipment can be installed on any hot water boiler.
Everybody wants a modern kitchen... and preferably ELECTRIC!

To help you capitalize on your share of the extensive home building and modernization that is planned, Hotpoint has prepared a Portfolio of Personalized Kitchen Plans. In it you’ll find plans for all types and size kitchens, including the bungalow, mansion and farm home, as well as the compact kitchenette. For detailed plans and additional information mail coupon below.

Long-term Promotions Have Created Trend to Functional, Electric Kitchens

1. Over a million and a half dollars were spent by Hotpoint in national advertising during the war to promote the trend to all-electric kitchens.
2. Scores of articles in leading magazines and newspapers have focused attention on the modern kitchen as the No. 1 room in the postwar home.
3. Over two million booklets, “Your Next Kitchen” by Hotpoint, have been distributed.
4. Leading utility companies and dealers have promoted all-electric kitchens in their communities.

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DEPENDABILITY ASSURED BY 40 YEARS EXPERIENCE!

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5641 West Taylor Street, Chicago 44, Illinois

Without obligation, please send me your Portfolio of Hotpoint Personalized Kitchen Plans. This offer available in United States, Territory of Hawaii and Alaska.

Name:

Firm Name:

Address:

City State

Plan kitchens for the 77%

"More than seven out of ten modern homes will cost $3,000 or over," predicts the United States Chamber of Commerce. That price range means 7 out of 10 builders can afford, and will probably demand, an all-electric kitchen.
... with a MONARCH* UNI-POINT radial saw

... Each rafter had two angle cuts on one end and one angle cut on the other end!

This is a typical example of big production obtained by one Monarch Uni-Point operator with one helper.

Monarch Uni-Point breaks all previous records because it is different. It eliminates time losses unavoidable with old-type radial saws. It enables you to slash at least one fourth from your saw time ... to cut production costs and make extra profits.

Monarch Uni-Point is the only radial saw which operates with the “One-Point Cutting” principle. You do not have to find a new cutting point for the blade each time you change the angle for a crosscut. This is so whether it is a bevel, miter or a compound miter cut. There’s no fumbling for the right spot and no wasteful false starts. There are no time-squandering waits for the blade to stop before changing angles. You wipe out the costly motions of raising or lowering the blade and changing stops for each different cut.

And Monarch Uni-Point’s rugged construction assures years of thrifty operation. Every kind of production cut ... cross cut, rip, dado, rout, plough, shape, and all the rest ... can be done easily and quickly. You’ll find, too, that its built-in dependable accuracy makes quality work easier. With a Monarch Uni-Point Radial Saw you will be better equipped for the busy, competitively-tough years ahead. Get complete information in the new Monarch Uni-Point catalog.

Write today.


COMING SOON!
GREAT RADIAL SAW NEWS
Watch for announcements of the new PORTABLE Monarch Uni-Point radial saw. Look for the MONARCH UNI-POINT display at the Home Builder’s Show, February 25 through 28, Chicago.
For Automatic, Trouble-free HEAT at LOW COST you can't beat the new TEMCO Gas Floor Furnaces

Although it isn’t much larger than a two-drawer filing cabinet, a TEMCO Gas FLOOR FURNACE does a “big home” heating job. It’s the perfect answer to automatic heat for homes, offices and stores—either with or without basement—and, in multiple installation, TEMCO FLOOR FURNACES supply perfectly satisfactory heat in larger structures.

No basement or excavation is needed, for TEMCO Floor Furnaces are installed just under the floor, with only an ornamental grill visible in the room. In buildings without basements, the saving in construction cost—plus the low initial and operating cost of a TEMCO Floor Furnace—add up to substantial economies for the owner.

SEND FOR COMPLETE DESCRIPTION, SPECIFICATIONS AND TESTED FLOOR PLANS

For architects and builders we have prepared complete technical information about TEMCO Floor Furnaces . . . including a set of perspective drawings showing the most effective location of TEMCO Floor Furnaces in a number of typical layouts. Write for your copy today!

QUICK FACTS ABOUT THE NEW TEMCO GAS FLOOR FURNACE

- COMPLETELY AUTOMATIC —thermostatic controls turn heat on and off automatically.
- 100% SAFE —built-in safety devices provide absolute protection in case of interference with gas service.
- RE-ENGINEERED —to include new features developed in wartime experimentation.
- A. G. A. APPROVED —TEMCO Floor Furnaces were among the first to gain approval by the Engineering Laboratory of the American Gas Association under their new and stricter standards of safety and efficiency.
- QUIET OPERATION —TEMCO is the only FLOOR FURNACE equipped with the new “Whisper-Quiet Burner”—insuring truly silent operation.

TENNESSEE ENAMEL MANUFACTURING CO.
Nashville, Tenn.
Designed for gracious living... built around a framework of steel

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

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

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

GREAT LAKES STEEL CORPORATION

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

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

UNIT OF NATIONAL STEEL CORPORATION
IN ADDITION to APAC'S many other uses, this versatile Asbestos-Cement Sheet Material has special features that make it ideal for flooring underlayment work. It provides a smooth plane surface for linoleum or resilient tile where subflooring is rough and uneven and must be leveled beforehand.

- Incombustible... because it is composed of fire-resistant asbestos fibre and portland cement.
- Permanently quiet... no squeaks. Is non-resinous.
- Firm underfoot... moving furniture or hand trucks are less likely to cause grooves in the flooring.
- Rot, rodent and vermin proof... made of material that resists vermin and termites.
- Will not delaminate... because of the process by which it is made.

APAC can be easily applied on the job... even with inexperienced help. To cut, simply score on one side with any sharp instrument and snap off.
To get quick action on home loan commitments and closing of loans, use your local Savings, Building and Loan Association or Co-operative Bank. Both you and your customer will save time. And you can complete more sales.

This quick service is possible because these institutions have specialized in making home loans for 115 years and know how to avoid delays. They know local values, and give maximum loans at most favorable rates.

Savings, Building and Loan Associations and Co-operative Banks—are managed by local businessmen who have a personal interest in the success of local business, and the welfare of the community. They have a friendly interest in promoting home ownership.

These are some of the reasons why 56% of all who are getting home loans through financial institutions choose Savings and Loan financing.
Even One Room paneled with WELDWOOD

...makes the house more SALEABLE!

Even One Room paneled with WELDWOOD...makes the house more SALEABLE!

- Residence of Mr. Paul Hayden Kirk, Seattle, Wash. It would be hard to picture a more charming spot than this Weldtex-paneled living room. Warm hominess radiates from every corner.

- This close-up shows how the unique, grooved surface of Weldtex creates continuous changes of shading, as light hits the walls from different angles.

The native warmth of wood paneling, even in one room, lends a charm few prospects can resist.

It lends just that extra touch so often needed to close a sale.

For Weldwood Hardwoods add extra appeal to every style of house, at surprisingly little cost. They form a beautiful, harmonious background for any type or style of furnishing, from modern to traditional.

All these fine hardwood plywood, as well as Weldtex® (striated Weldwood) come in big, easy-to-handle panels 4 x 8 feet. They are installed quickly, easily and, once erected, require almost no maintenance. They are permanent walls.

Weldwood Plywood panels are guaranteed for the life of any structure in which they are used.

Weldwood Plywood distributing units and display rooms are conveniently located in principal cities all over the country. You are invited to visit these display rooms to inspect the many beautiful woods or to obtain complete information and application data.

Practically every hardwood is on the Weldwood list...from fine domestic walnuts, oaks and birches, to exquisite imports, such as mahogany, teak and satinwood.

Weldwood Plywood

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PIVOTED, COMMERCIAL PROJECTED AND SECURITY STEEL WINDOWS

This important technical information and data you need on the new Truscon Pivoted, Commercial Projected and Security Steel Windows. The types and sizes described in this latest catalog have been approved by the Metal Window Institute, and offer many advantages over the old 12"x18" and 14"x20" glass size windows, which have been discontinued.

Truscon Pivoted, Commercial Projected and Security Steel Windows are adaptable to all types of industrial and commercial buildings, warehouses, factories, storage buildings, garages, filling stations, etc. Incorporate these new Truscon Steel Windows into your building plans now—our production schedules are going ahead as fast as possible to meet your requirements. Write today for the new catalog shown above!

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Manufacturers of a complete line of steel Residential Double Hung Windows ... Residence Casements ... Pivoted, Commercial Projected, Utility, Security and Basement Windows ... Screens and Storm Sash ... Metal Lath Products ... Industrial Steel Doors ... Cool Chute Doors ... Steel Lintels ... Concrete Bars ... Welded Steel Fabric.
Los Angeles Ready to Build 100,000 Units

Fred W. Marlow, regional vice president of NAHB, speaking before a joint directorate meeting of the Building Contractors Association of California and the local chapter of NAHB, declared that he could name twenty-five contractors capable of building at least ten houses per day who could spearhead the construction of 100,000 homes in six months, provided labor and materials are made available and the full cooperation of city, county and federal agencies are secured.

Marlow touched off the meeting with strong resentment at a recent statement by Langdon Post, regional director of the FPBA, that "for private industry to meet this shortage would be manifestly impossible." Marlow pointed out that the government, or any agency thereof, has no capacity to produce additional housing, because all government housing is contracted to private building firms and has to look to the same limited supply of lumber, material and labor as private industry. He pointed out further that there are approximately 40,000 "live jobs"—that is, jobs under construction, including commercial and manufacturing building and remodeling operations, in Los Angeles, by private industry. To divert the present supplies of labor and materials from housing which is already under construction and from thousands upon thousands of additional houses which are now going through the preliminary stages of planning, financing, preparation of site, etc., would destroy the start which has already been made on a gigantic scale by the building industry of Los Angeles. Any endeavor to switch to public housing would only create a chaotic condition.

Help Needed from OPA

Answering the question of help that is needed by Los Angeles builders, he said, "We need help from the OPA. The OPA must raise its rental ceilings on new construction and allow speed up and simplify its present tedious paper work. We need an answer within a week as to what rentals will be approved, and such answer should be provided upon submission of a reasonable presentation of the project instead of requiring complete plans, specifications, etc.

"We also need a few adjustments on OPA price ceilings to encourage production of critical items. We need legislation permitting us to develop inexpensive home sites. Today's regulations require the highest possible standards for improvement of cheap lots." He pointed out that the builders are not interested in increasing profits through reduction in improvement costs, but are willing to pass such savings on to the home buyer.

Ohio Home Builders Sponsor Nixon-Taft Debate On Wagner-Ellender-Taft Bill

Members of the Ohio Home Builders Association, attending their Second Annual Conference Banquet, held in the Hotel Hollenden, Cleveland, Dec. 14, heard George F. Nixon, well-known Chicago builder, in a debate with Senator Robert A. Taft, of Ohio, denounce Senate Bill 1592, co-sponsored by the Senator and recently introduced into Congress, as "leading directly to complete socialization of the house-building industry of the nation."

The dinner meeting, presided over by George J. Goodreau, Cleveland, retiring president of the Ohio state association, was attended by more than 400 home builders and other building industry representatives. Thomas McIlvain, of Cincinnati, OHBA area vice president and close personal friend of both speakers, acted as toastmaster and moderator.

In his opening remarks for the affirmative side of the question, "Is the Wagner-Ellender-Taft bill essential to meet the housing needs of the American people?" the Senator told his constituents that he appreciated the opportunity the debate afforded him "to leave Washington in its confused state," and paid high tribute to the American free enterprise system which, he said, rightly claims the credit for the tremendous improvement and standards of living in this country. "Undoubtedly," he continued, "those standards on the average are the highest of any country in the world. Probably without government action it could go on improving those standards and keep this country well ahead of the rest of the world."

Then, apparently to justify his support of the "socialized housing" measure which carries his name, he declared, "But the system has certain definite faults. We have not learned to eliminate the ups and downs, booms and depressions—and so there is unemployment at times and hardship. It must be based on incentive and a reward for ability and hard work. Those who have not the capacity fail behind. The system will not pay more for the production of labor than that product is worth in comparison to other products to which mass production methods can be applied. So, the work done by many does not bring them sufficient to maintain a decent standard. In short, while the average is high, the necessary inequality of the system leaves millions poor."

At another point, in referring to his proposed legislation, Senator Taft said, "Some provisions of the bill are frankly experimental. There are various provisions of the bill which I believe myself should be changed but I am convinced that the underlying philosophy is sound and that action is necessary."

"The bill authorizes 125,000 units a year for subsidized low rent housing for the next four years. This is 10 per cent of the need as we see it. The problem that has bothered me as well as yourself is the fact that this does not meet the need as I have described it and may lead to a greatly expanded program."

In speaking on the negative side of the question whether or not the Wagner-Ellender-Taft legislation is essential to... (Continued to page 38)
Morris Returns to San Francisco Association

The Associated Home Builders of San Francisco have announced the return of Lt. Milton W. Morris from the Army Air Forces to take up his former duties as executive secretary of the association. Lt. Morris, who directed affairs of the home builders for five years prior to the war, enlisted in the Air Forces following Pearl Harbor and has been on active duty in the Caribbean for a large part of the war.

Francis L. Newton, wartime executive secretary of the Associated Home Builders, will divide his time between private affairs and the work of the Northern California Council of Home Builders Associations, representing the four chapters of the San Francisco Bay area.

Haverstick Addresses Marion County Residential Builders

Joseph B. Haverstick, Dayton, NAHB regional vice president, in an address before the annual dinner meeting of the Marion County (Ind.) Residential Builders recently said, "The home builders of the nation are determined to build an abundance of low-cost housing as answer to the hue and cry for more and more public housing."

During the meeting a poll of the builders present showed that 27 of them had plans made to erect 796 new homes during the next year at costs ranging from $5,600 and rentals from $45. It was pointed out that those answering the poll were but a "minor fraction" of the nearly 500 builders in Marion County.

At a business meeting following the dinner program the following were elected officers of the association for 1946: A. H. M. Graves, re-elected president, Harry Dillehay, vice president, Delbert B. Meyer, secretary, and Charles O. Grinslade, treasurer. Directors elected for a two-year term were: Hugh G. Bremmerman, Harry Dillehay, Charles O. Grinslade, H. A. Lindeman, Jr., and Delbert B. Meyer. Holdover directors are: Walter Barrett, Leroy Carson, Fred Palmer, Robert Mason, and Mr. Graves.

Pictured above after the dinner meeting are (l. to r.) Robert L. Mason, retiring treasurer, Haverstick, Fred Mutz, associate member of the Association, Fred B. Palmer and A. H. M. Graves.

Exposition Officials And Exhibitors Look Over Floor Plans Of NAHB Exhibition Hall

Executive Vice President of Alameda County Builders

Well-known to most members of the National Association of Home Builders, George H. Sharp, executive vice president of the Associated Home Builders of Alameda County (California) Inc., has been closely identified with building in-}

industry organizations of Northern California for the past ten years.

Prior to his affiliation with the building industry, Sharp was actively engaged in branch bank development work for two of the largest banks in California, later becoming new business manager for one of the banks in Oakland.

In looking back over the past ten years, Sharp states, "The builders are finally recognizing the mutual benefits of industry organizations and are profiting greatly through their active memberships in local and national associations."

New NAHB Field Secretary

Lawrence "Larry" G. Holmes, of Chicago, has been appointed to fill the recently created position of field secre-
Almost 400 members of the Ohio Home Builders Association met in the Hotel Hollenden, Cleveland, Dec. 13-14, for their Second Annual Conference. Builders, mortgage lending representatives, brokers, realtors, manufacturers and distributors of building materials and equipment, government officials and other factors in the residential building field attended to participate in the interesting and fact-packed two-day session.

The meeting was sponsored by the Ohio state association in cooperation with its affiliated local associations: the Home Builders Association of Greater Cincinnati, Home Builders Association of Greater Cleveland, Toledo Building Contractors Association, Inc., Home Builders Association of Mahoning Valley, Home Builders Association of Akron, Lorain Builders Exchange, Inc., and the Columbus Home Builders Association.

The program was largely devoted to panel discussions on current problems confronting the home building industry featuring prominent local and national authorities. Panel subjects included: Current Construction Problems, Financing, Housing of Tomorrow, Construction Trades Apprentice Training, Veterans' Housing and New Materials. The opening session of the conference was addressed by Thomas H. Burke, Mayor of Cleveland, who spoke on "The Housing Responsibility of Local Government and Home Builders," and Louis B. Seltzer, editor of the Cleveland Press, who told the builders that "Housing Comes First."

The final business session of the conference was given over to the election of officers for 1946. They are: President, A. J. Alexander of Akron; Treasurer, Alex Trenhaft of Cleveland; Secretary, Earl Bailey of Youngstown. The following were named area vice presidents: Walter Shapter, Columbus; A. A. Knock, Canton; A. R. Burbeck, Akron; Geo. Hartman, Youngstown; and Geo. Hailey, Lorain. New directors are: Thomas McIlvain, Cincinnati; Paul Brunner, Dayton; Hugh Selby, Cleveland; and D. J. Spitznagle, Toledo.

Chicago Builders Give Christmas Party

The second annual Christmas party of the Chicago Metropolitan Home Builders Association was held at the Palmer House, Friday evening, Dec. 14. More than 400 members and guests assembled during the cocktail hour, and were served a banquet which was followed by a professional floor show and one-act, two-scene satiricial farce written, produced, directed and acted by members of the association. The farce, which poke fun at the manner in which local FHA offices operate, was enjoyed as much by Ed Kelly, head of the Chicago FHA office, as by the enthusiastic audience. At the conclusion of the production, Kelly expressed his appreciation of "ham in any form," even when it is acting satirizing him and his staff.

The entertainment committee was headed by Frank Rakanska, chairman.

Membership chairman Kenneth Schum, assisted by President Art Fossier, awarded tokens of recognition to the members who brought in the largest numbers of new members during the drive which closed earlier in the month. The party was declared to be a great success, and opinion was unanimous that it should be repeated next year.

Two New Associations Apply for NAHB Charters

The following associations have been organized and have applied for charter at the next meeting of the NAHB board of directors: Home Builders Association of Spokane, 508 Mohawk Building, Spokane 8, Wash., and the South Bend-Mishawaka Home Builders Association, South Bend, Ind.

The officers of the Spokane association are: Frank J. Snider, president, and Harwood J. Tibbetts, secretary. Granville W. Keller of South Bend is one of the leaders of the South Bend-Mishawaka group that is active in organizing the association.

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Nixon-Taft . . . (Continued from page 35)
On building construction operations these Walker-Turner Woodworking Machine Tools are fast and accurate. The W-T Radial Saw is typical. All the framing for the average house can be cut in one-fifth the time (or even less) required by hand methods. And the cutting is far more accurate, the members fit perfectly and the finished job is better. All Walker-Turner Machine Tools have such wide ranges of cutting speeds that they permit the most economical speed for any material. Easily operated by semi-skilled or unskilled labor. Send for address of nearest W-T distributor.

WALKER-TURNER COMPANY, INC.
PLAINFIELD, N. J.
Now your clients again can get Servels—

Silent . . .
long-lasting
Gas Refrigerators

YES, the new Servel Gas Refrigerator is today rolling off the line. And soon the new homes and apartment houses you design and build can once more have the noise-free, trouble-free refrigerator that so dramatically demonstrated its dependability during the war years.

You’ll find that homeowners who had experience with noisy, troublesome mechanical refrigerators today want a Servel. For it’s the only automatic refrigerator that freezes with no moving parts.

A tiny gas flame does all the work in a Servel. It circulates the refrigerant that produces constant cold and sparkling cubes of ice. This simplicity of operation is the secret of Servel’s famous silence . . . and the secret of its longer life, too. With no moving parts, there’s nothing in the freezing system to get noisy, wear or need fixing.

For complete information on the new Servel Gas Refrigerators, write today to Servel, Inc., Evansville 20, Indiana. Or see your local gas company.

Important!
Be sure to make provision for Servel Gas Refrigerators in your current designs and construction work. It costs no more to include an outlet for a Servel . . . and it’s a detail that will win approval from your clients. For installation data, consult Sweet’s Catalog or write to Servel, Inc., Evansville 20, Indiana.
"Telephone outlets, too!
That shows good planning"

Even though some people are still waiting for telephones, alert architects and builders are not forgetting to plan for the days when they'll be available without stint. Built-in telephone facilities—with conduit concealed out of sight in the walls and neat outlets all ready for connection—add much to a house at little cost.

They avoid exposed wiring; make it easy for the home owner to have telephones wherever he'll need them—living room, bedroom, hall, kitchen or other convenient locations. Every modern home should have built-in telephone facilities. Your telephone company will be glad to help you plan a good telephone layout for any residence.

BELL TELEPHONE SYSTEM
Now... Pittco Metal offers two outstanding lines

**PITTCO**

Imaginative planning has made Pittco Store Front Metal artistically as well as functionally suitable for every store front need. This Pittco De Luxe awning bar gives operating mechanism and awning roll adequate protection from weather. It is designed to harmonize with any combination of shapes in the De Luxe line. The extruded method of manufacture gives it the sturdy strength, clean, sharp contours and perfect color and finish which are characteristic of Pittco De Luxe Store Front Metal. And these distinctive features explain the constant use of Pittco De Luxe on those jobs where high quality is demanded. The bars, mouldings and sash of the De Luxe line combine to make store fronts impressive and appealing.

**PITTCO**

Although lighter in weight than Pittco De Luxe, the new Pittco Premier line embodies the same imaginative styling and painstaking craftsmanship which has made the De Luxe line so popular. In the Premier line architects will find that the perfect harmony between units makes it possible to create a wide variety of pleasing and attractive store fronts. The Pittco Premier construction can be set more quickly and easily than any other metal construction. All setting operations are carried on from the outside and the procedure is so simple that a substantial savings in setting time is effected. Pittco Premier is styled to provide a shallower reveal for show windows than is given by the De Luxe line. Being light in weight and moderately priced, Pittco Premier is the ideal choice for jobs which require quality metal at an economical price.

**PITTCO STORE FRONT METAL**

PITTSBURGH PLATE GLASS COMPANY

"PITTSBURGH" stands for Quality Glass and Paint
You can turn up two remodeling jobs in one room with this space-conserving idea—and a literally unlimited number of clients.

It's simple, and based on the fact that a special room for that new baby means less work for his mother. The end of a bedroom—or part of an adjoining room or hall will do it. Build the extra wall with smooth, strong, easy-to-clean Masonite® Presdwoods. And the same material makes special work-saving furniture—built-in or movable. Presdwoods are handsome, long-lasting, moisture-resistant...they'll save inches all around...and take any kind of decorative treatment.

When Baby grows into a full-size room, remodeling makes an efficient dressing room for his parents. Presdwoods again can make handsome, efficient cabinets, drawers, dressing table and closets. These splinterless hardboards (made from exploded wood) are recommended for many remodeling jobs...new bedroom, game room, or a re-do for a tired kitchen or bath.

Write for data on the Masonite building materials to Masonite Corporation, Dept. AB-1, 111 W. Washington St., Chicago 2, Illinois.

***Masonite*** is a trade-mark registered in the U. S. Pat. Off., and signifies that Masonite Corporation is the source of the product.
With four years of war experience behind us... with new products... with added improvements on old ones... Ceco again brings you the finest in construction products... precision engineered.

War provided a laboratory for Ceco. Emergency uses brought the necessity for extra precision in manufacturing. As a result of such experience, now more than ever before, engineering makes the big difference in Ceco construction products.

There is a new tempo in building today. Manpower is being released, materials are more plentiful and as fast as products are available Ceco is rushing to answer your needs.

SEND FOR THESE Free CATALOGS
1—Build a Beautiful Home With Beautiful Windows
2—Ceco Windows and Doors (Sweet's Catalog Preprint)
3—Ceco Steel Joists
4—Meyer Steelforms
5—Handbook of Ceco Products for Reinforced Concrete Construction
6—Steel Building Products for Structures
7—Screens in Steel, Bronze and Aluminum
8—Handbook of Ceco Road Building Materials
9—Ceco Metal Lath and Accessories
10—Ceco Metal Weatherstrips

All products illustrated are fully described in catalogs of corresponding number listed at left. These illustrated products represent only a small portion of Ceco's wide range of manufacture.

CECO STEEL PRODUCTS CORPORATION
MANUFACTURING DIVISION
5643 WEST 26TH STREET, CHICAGO 50, ILLINOIS
Concrete Engineering Division, Merchant Trade Division, Highway Products Division
Offices, Warehouses and Fabricating Plants in Principal Cities
For complete information on any of the products illustrated, just fill out the coupon and mail to Ceco. Check the catalog number you want, corresponding to the number of the product illustrated.

CECO STEEL PRODUCTS CORPORATION

543 West 26th Street, Chicago 50, Illinois
Free catalogs I have checked below:

1 2 3 4 5 6 7 8 9 10

Name: ...................................................... Position: ......................................................

Address: .............................................
New Frigidaire Kitchen Cabinets

Combine them with famous Frigidaire appliances to form flexible, practical kitchen work centers

Here is an outstanding line of fine Kitchen Cabinets to supplement Frigidaire's world-famous line of home appliances! Kitchen Cabinets that are complete packages in themselves...that are quickly and easily installed...that are specially designed for assembly into practical and convenient work centers. They are finished in gleaming, long-lasting, white Dulux—on steel surfaces bonderized to resist rust and corrosion.

Frigidaire Kitchen Cabinets are made in standard sizes and models—and may be assembled into combinations to fit any kitchen, any work method.

FOOD STORAGE CENTER
Combine one or more Kitchen Cabinets with a Frigidaire Refrigerator to form an integrated "food storage center," with convenient work and cabinet space.

COOKING CENTER
Plan a "cooking center" with a Frigidaire Electric Range and Frigidaire Cabinets which will provide handy storage for cooking utensils, along with ample work space.

FOOD PREPARATION CENTER
Use a Frigidaire Sink and Cabinets for an efficient "food preparation and dish washing center"; Frigidaire Kitchen Cabinets for all other work and storage needs.

WRITE TODAY FOR FULL INFORMATION.
Send in your name and we will mail as soon as possible, descriptive literature on Frigidaire Kitchen Cabinets; Frigidaire Refrigerators, Electric Ranges, Electric Water Heaters, Home Freezers. Frigidaire Division, General Motors Corporation, 851 Amelia St., Dayton 1, Ohio. In Canada, 578 Commercial Rd., Leaside 12, Ontario.

FRIGIDAIRE
made only by
GENERAL MOTORS
COMMERCIAL REFRIGERATION • AIR CONDITIONERS
BEVERAGE, MILK, AND WATER COOLERS
REFRIGERATORS • RANGES • WATER HEATERS
HOME FREEZERS • KITCHEN CABINETS
ICE CREAM CABINETS
If you have ever seen a prospect's eyes light up when you show him a Crane kitchen or bathroom, you know how effective the name Crane can be in helping you sell homes.

Numerous surveys have proved that your prospects recognize Crane plumbing as being high in quality. Such quality equipment not only adds sales appeal to the homes you plan to build, but it is a simple testimonial to the quality construction used throughout the homes you design.

Crane factories are now busy producing plumbing and heating equipment in every price level to meet all needs of builders. This equipment possesses the high quality you expect from the name Crane, but it includes new styling plus many advanced engineering features that will appeal to your prospects. It will naturally be some time before everyone can be supplied with everything he wants, so we suggest you discuss your building plans with your Plumbing Contractor or Crane Branch. They will give you information on the Crane line as rapidly as possible, and may be able to help you secure the equipment you want when you want it.

CRANE CO., GENERAL OFFICES:
836 S. MICHIGAN AVE., CHICAGO 5
PLUMBING • HEATING • PUMPS
VALVES • FITTINGS • PIPE
NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS
The new Stanley Cabinet Hardware is in production, but not quite ready for preview. We can give you this tip-off though: The entire line was created by two of America's leading product designers. Even a peek shows it's a honey.

It embodies many, new, style and operating features no other cabinet hardware offers. It is complete — with patterns to suit every taste at prices to fit every budget. And it will be nationally advertised in leading homemaker magazines.

Just as the smart, new styling will help you sell a house to a woman, the Stanley trade mark will help sell it to a man. And you'll put more "oomph" in your sales talk, knowing that your customers are sure to understand that the name Stanley is found only on dependable products.

Watch for the complete announcement, proof of Stanley leadership in cabinet hardware, in beauty, operating design, and quality. The Stanley Works, Cabinet Hardware Division, New Britain, Conn.
Mesker windows are the distinctive stamp of a modern home. And now, with the new Mesker "American Home" Metal Window, you can brand every house you build with this new-day feature. For here, at last, is the metal window designed and manufactured especially for the new type post-war home construction. With all the features that have made Mesker Windows famous since 1879, it has plus values that appeal to every home owner. And it comes to the job complete in one carton... ready to install.

**JIFFY INSTALLATION**

Installation of the Mesker "American Home" Metal Window is a time-saving, five minute job with hammer and nails. Just three easy steps... plumb, wedge and nail. It is adaptable for frame construction, for brick or for brick-veneer. And it gives you three choices of inside trimming... plaster right up to the steel frame; plaster jams and head and finish with a small quarter-round moulding, or apply standard wood trim all around. The convenient carton packaging solves your storage problem, too, and protects the window right up to the minute of installation. See the new "American Home" Window at your building supply dealer's, or send coupon for complete information.

**MESKER "American Home" METAL WINDOWS**

- This one carton contains a factory-glazed American Home window, factory-fitted with wood surround and neat outside trim and inside-attached screens.

**MESKER BROS., Dept. AB16**

430 S. Seventh St., St. Louis 2, Mo.

Send me your folder giving complete information on the new "American Home" Metal Window (Ready in February)

Name__________________________
Address________________________
City_____________________________State_________________________
Will your new homes

Tried...Proved...SUCCESSFUL
From Boston to San Diego...
...From Bismarck to Miami

The Servel All-Year Air Conditioner is operating successfully in hundreds of installations from coast to coast. Some have been running for more than four years. The equipment is tried, tested...and approved by users everywhere.
still be modern in ten years?

You can tell customers "Yes" when you install
Servel All-Year Gas Air Conditioning

When you equip your new homes with Servel All-Year Gas Air Conditioning, you not only provide your customers with a "new quality of living," but you protect their investment as well. Leading mortgage loan officers agree that homes with the Servel unit will stay modern longer, maintain a higher resale value over a longer period of time.

Mr. F. A. Ferroggiaro, Executive Vice President of the Bank of America, says, for example: "In addition to providing comfort every day of the year, it will reduce the obsolescence rate of homes and add appreciably to their value."

Note that he says, "every day of the year." Many features now accepted as necessities for the modern home—extra bathroom, laundry, guest rooms—are used only intermittently. The Servel All-Year Gas Air Conditioner, on the other hand, provides extra comfort through every season.

In winter it supplies clean, properly humidified, draft-free heat. In summer it circulates cooled, invigorating air, freed from dust, bugs and pollen. One simple unit does all the work. The year round, the homeowner can select the climate he wants indoors by simply touching the central "Selectrol" control.

Plan now to add the sales advantages of Servel All-Year Gas Air Conditioning to your new homes. For full information, get in touch with your local Gas Company, or write direct to Servel Inc., 1601 Morton Avenue, Evansville 20, Indiana.
Combining convenience with economy in low-cost homes

This practical, Kohler-equipped, "back-to-back" arrangement of kitchen and bathroom has advantages that will appeal to many who plan to build low-cost, one-story homes—and to many who wish to improve existing arrangements by remodeling.

Busy mothers can more easily supervise the cleanliness and health habits of children when the bathroom is but a step or two from the scene of most of their other duties. In keeping with limited budgets is the economy in piping made possible when kitchen and bathroom fixtures are placed against the same wall. Forethought in such practical matters leads to greater ease in selling or renting a home, too.

Home-owners will appreciate Kohler quality in their plumbing, with its assurance of reliable working parts and fixtures that are beautiful, durable, and easy to keep clean. The 73-year tradition of Kohler quality is safeguarded by the fact that Kohler products are made in one plant, under unity of supervision. Kohler Co., Dept. 1-AB, Kohler, Wisconsin.

Illustrated in Kitchen: Cybria Sink.
Illustrated in Bathroom: Cosmopolitan Bench Bath, Hampton Lavatory, Wellworth Closet.

KOHLER of KOHLER
PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS

Visit our Exhibit
YOU can now buy America's finest hardware in convenient packages... Corbin Hardware in "Dorset" packaged hardware, each package contains a matched set for a door...

This ad appears in February issues of American Home and Better Homes & Gardens, reaching nearly 5,000,000 subscribers and readers, their families and friends.

Merchants tieing-in with the Corbin Builders Hardware Merchandising Program will be the most successful hardware outlets in their communities.

This ad

P. & F. Corbin
Division American Hardware Corporation
New Britain, Conn.

Good Buildings Deserve Good Hardware
STANDARD MODELS NOW AVAILABLE
(Special units built to meet your requirements)

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SEE WHAT THEY CAN DO FOR YOU
Send for Bulletin L-406 or better yet, arrange for a demonstration. The Homelite representative in your territory will gladly show you how Homelite Generators can be used for operating floodlights, power tools, or any electrical equipment, or for standby service to maintain lighting, communications, or similar services. Write today. No obligation.

HOMELITE

Portable PUMPS - GENERATORS - BLOWERS
PORT CHESTER, NEW YORK
A house with distinct charm and personality invites quicker sales… a house with a Picture Window like this, for instance. The large window frames the outdoor view, making the ever-changing beauty of nature an aid to your selling. Offer extra comfort and heat-savings with Thermopane*— the L·O·F multiple-pane insulating unit. Glass, in many uses throughout the house, adds finishing touches that create an individual, up-to-date appearance.

Libbey·Owens·Ford Glass Company, 1316 Nicholas Building, Toledo 3, Ohio.

CATCH THE EYE of women prospects with full-length mirrors. Put one in the downstairs hall or the living room…and of course, in the bedrooms. For true reflections, specify mirrors made with Libbey·Owens·Ford Plate Glass.

PRACTICAL AND BEAUTIFUL…this breakfast bar surface of gleaming Vitrolite®. Women will admire its sparkling color. And they’ll appreciate your providing kitchen surfaces of sanitary, easy-to-clean Vitrolite.

The quick-acting FLASH HUMIDIFIER is designed to supply adequate humidity under present day short firing cycle conditions.

The FIRING ASSEMBLY is integrally built and provides air and oil properly intermingled and rotated for perfect combustion.

The FIREBOX is tear-drop shaped to remove the peak from the high temperature zone. This, plus sturdy construction, gives long life.

The ECONOMIZER uses the counterflow principle by passing the combustion gases through long, thin tubes between which the cold air must pass.

The rubber mounted POWER UNIT supplies air under pressure to the burner windbox and also maintains a controlled oil pressure in the burner fuel nozzle.

The silent AIR BLOWER is designed to deliver a generous quantity of air against the friction of the duct system, with the motor drawing a minimum of wattage.

**TO BE ANNOUNCED SOON:**
Gar Wood GAS-FIRED Tempered-Aire featuring the new CAST IRON, high efficiency heat exchanger.
RIGHT NOW—builders are busy installing Insulux Glass Block Set-In-Wood Interior Partitions. In offices, stores, homes, apartments and commercial buildings where mortar is not required for maximum privacy and permanence.

Why not get your share of this new business?

These demountable glass block partitions are so attractive that new installations usually lead to others.

Insulux Set-In-Wood Interior Partitions are easy to install. You need only the glass block, some pre-cut wood strips and wedges, and a few nails. No mortar is used.

One craftsman can build the partition in a few hours.

Insulux Set-In-Wood Interior Partitions are tops with building managers. And no wonder! The partitions transmit daylight from office to office and provide privacy along with light. Furthermore—they are easy to clean and keep clean.

Write today for simple erection details. Mail coupon below.

Owens-Illinois

INSULUX

GLASS BLOCK

MAIL THE COUPON FOR FREE BOOKLET

OWENS-ILLINOIS GLASS COMPANY
Insulux Products Division, Dept. C-69, Toledo 1, Ohio.

Gentlemen: Please send me, without obligation, your booklet entitled, "Insulux Glass Block Set-In-Wood Interior Partitions."

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
End the War in 1946!

Many Americans have known since early 1942 that four enemies would have to be vanquished before real victory would be won. Three of these—Italy, Germany and Japan—were military foes who had to be fought with military forces.

The fourth consists of the left-wing social planners, organized both in and out of government. Called together in 1933 to plan a way out of the depression, they established themselves in government bureaus, and sought to expand their planning and to perpetuate themselves in growing power. They were not without opposition until the Japs struck at Pearl Harbor, after which few Americans were inclined to question the need for wartime government controls over production, distribution and consumption, or to question the exercise of those controls by the federal government. So, the planners were given another four-year lease, and increased powers which were accepted as necessary wartime measures.

Now, with the military phase of the war concluded successfully, the planners not only refuse to relinquish control over American business and industry, but have prepared and are pushing legislation which, if passed, will expand and perpetuate control. This is no surprise to those who have been able to observe what has been going on in Washington for the past several years. While industry has been immersed to the exclusion of all other interests in producing the tools of war, and the men of the military forces have been equally immersed in fighting the war, the left-wingers in Washington bureaus and government offices, aided and abetted by strong, well organized and capably led pressure groups outside of government, found time, resources and manpower to organize and plot a campaign to substitute for free private enterprise and personal liberty a form of socialistic paternalism.

With the capitulation of Japan, which could and should have been the end of the war, the left-wingers lost little time in launching their all-out attack on the institutions which have given Americans the highest economic and social standards ever achieved by any people, and alone made military victory possible. That attack must be met, not with the defensive measures which industry has been forced to use while switching from one enemy to the other, but with counter-attack in the halls of Congress by the united forces of all those segments of capital, labor and agriculture who believe that the institutions that make it possible for every man to develop his social and economic standards to the highest potential limits of his natural and acquired talents are worth a fight to the finish. This battle for the progressive American way of living against the left-wingers' reactionary plan of socialistic paternalism under an all-powerful central government must be won or the military victories will ring hollow, and the sacrifice in life and limb will have been for naught.

Thus, the dawn of 1946 does not see the end of the war. It sees the real beginning of the second phase of the war. The home building industry enters the fight with leaders who are beginning to emerge, and with the nucleus of a united front in the National Real Estate Foundation. Let the cry be, "Victory in 1946."
The Building Outlook—1946 a Crucial Year—
A Review and a Forecast

Vast Building Program Means Millions of Jobs
and a High Level of General Business Activity

As 1946 begins, the residential building industry of the nation is at once confronted with its greatest opportunity and its greatest responsibility. Never has a major industry faced a more vast or challenging peace-time task.

Catapulted into headline prominence by the sudden termination of World War II, the full significance of housing as a primary economic factor and potent social force has been quickly brought into sharp focus. The public consciousness has been impressed with the acuteness of its housing problem—immediate and long range—and the industry has come to full realization of the magnitude of the job before it—both deriving from the largest backlog of accumulated housing needs in our national history.

To meet these needs, which have mounted to emergency proportions in most communities throughout the country, will require the marshaling of the same productive and inventive capacity that was so vital in winning the war. And, in meeting the challenge, the home building industry is destined to become one of the greatest industries of the nation and serve as a balance wheel to keep our economic system functioning smoothly.

There are few authorities who will deny that the housing industry can supply the stimulus to hasten transition and account for a sustained high level of employment in the decade ahead.

For those who voice alarm over the confusion and uncertainty that now seems to be rampant there is an interesting parallel to be found in the situation that existed shortly after the close of World War I. Then the sudden end of hostilities found the country unprepared for the huge task of converting a war economy to peacetime pursuits. The removal of controls, demobilization of soldiers, and dismantlement of the war machine proceeded with great rapidity. However, no positive program had been developed by business or government for absorbing the displaced workers in war industries or the men discharged from the armed services, and unemployment rapidly increased.

Also significant is the fact that with the end of World War I there was no immediate burst of peacetime business. The armistice had caught us unprepared. Wartime controls had been lifted rapidly, but it took four to six months to recover from the shock of peace even though the period and demands of the war effort were far less than that of World War II.

Other parallels were the shortages of building materials and skilled labor in the year after World War I, a decline in the efficiency of labor, and difficulties in the ad-
justment to peacetime construction operations which are the more notable as than the building industry had been kept in fairly high gear because of military construction. When peace came, late in 1918, there was a going industry and a fairly substantial pool of building labor. In contrast, the bulk of the construction program in World War II was largely completed early in 1944. Since then the construction industry has been operating at low levels.

**Private Building Volume**

"The attainment of a satisfactory level of housing construction implies the existence of favorable conditions in both the construction industry and the economy as a whole." This statement written into the final report of the much publicized Taft committee (Senate Subcommittee on Housing and Urban Redevelopment) last August probably referred to the fact that before the war and the accompanying military, naval, and industrial expansion that it necessitated, no other type of construction accounted, year by year, for so large a share of the building dollar as housing.

Always acutely responsive to economic conditions, private construction expenditures reached a peak of almost $9,000,000,000 in 1926, when 849,000 nonfarm dwelling units were built—more than six times the expenditure in 1933 when they were at their lowest level in the last three decades and only 93,000 units were produced. The dollar volume of private work had increased every year between 1918 and 1926 and, beginning with 1925 and extending through 1929, more than $8,000,000,000 worth of private construction was placed each year.

Volume fell off rapidly after 1929 and has never again approached the level of the late twenties. An upward trend beginning in 1934 was reversed in 1942 when, under the wartime pressure of manpower and material shortages, all nonessential construction activity was halted by WPB order L-41, effective on Apr. 9 of that year.

Nonfarm residential building usually accounts for approximately half of all private construction activity, the only exception since 1915 being during and immediately following World War I and in the early thirties when this type of work accounted for less than 40 per cent of the total. Average annual expenditures for the 30-year period were over $2,100,000,000 and represented 45 per cent of all private expenditures. Peak activity occurred in 1925 and 1926 when over $4,500,000,000 were spent annually for private nonfarm housing, or eleven times the low point of 1933, when only slightly over $400,000,000 was expended.

Over one-quarter of the expenditures between 1915 and 1945 for privately financed construction went for non-residential structures in nonfarm areas. This class of construction is comprised chiefly of commercial and industrial buildings, but also includes religious, private educational, and social buildings as well as privately owned utility buildings. Expenditures for this type of work reached their peak of $2,800,000,000 in 1929, somewhat later than they did for residential construction. Expenditures for commercial buildings in 1929 were close to the 1927 peak of over $1,250,000,000 while construction of industrial buildings in 1929 amounted to almost $800,000,000, more than in any year since 1920.
Fluctuation in the annual expenditures for nonresidential building has been less extreme than for residential building. The smallest annual total, $408,000,000 in 1943 was about a seventh of the peak, as compared to one-eleventh for residential building.

Construction by privately owned public utilities, except for buildings, constituted the third largest class of construction expenditures, accounting for 18 per cent of the private total between 1915 and 1945. These expenditures reached their peak of $1,600,000,000 in 1929, the same year as for nonresidential building, and then remained close to the peak through 1930 when all other classes of construction were falling sharply. By 1933, however, expenditures were at a low of $245,000,000 and have not since exceeded $800,000,000.

Expenditures for farm construction, least important of the four classes of private construction in point of dollar volume, were greatest during the war and postwar period of 1917-20, when farm construction averaged $814,000,000 annually. Only once since that time, in 1941, has the annual volume exceeded $700,000,000. On the other hand, the annual volume fell below $400,000,000 only during the early thirties and since 1942.

Employment in Private Building

In normal years construction fills more pay envelopes with more dollars than any other American industry. Employment on the site and off the site of new privately financed nonfarm housing projects alone, over the past three and one-half decades, has ranged all the way from more than 2½ million workers in 1925, or about 10 per cent of total nonagricultural employment, to a low of about two hundred thousand under the artificial restraints of wartime conservation. Between 1936 and 1940 house building required on-site and off-site nearly 3 per cent, or approximately one million, nonagricultural workers, considerably more than stone, clay, glass and lumber and timber industry groups or the automobile industry, though not as much as iron and steel and textiles.

On-site and off-site employment together, however, still do not measure fully the total amount of employment that flows from residential building. Such building affects directly the market for a wide variety of producers and consumers goods. For example, new homes frequently mean the purchase of completely or almost entirely new interiors from carpeting and furniture to kitchen utensils. With every new house built and sold there is a demand also for new garden tools, storm windows, galvanized pails, fencing, porch chairs and numerous other articles that are a part or parcel of owning a house. Few occupants of a new residential unit or new house refrain from buying some new furnishings—perhaps curtains, a rug, a chair, bedspreads. The effect of this area of consumption on employment in the durable and nondurable goods industry and on the trade and service industries as well cannot be measured directly, but the U.S. Bureau of Labor Statistics' study of consumer purchases made in 1941 shows that in that year, the average amount of expenditures made by new home owners for house furnishings and equipment were more than twice as much as those made by all the other families in the survey.

Active residential building commonly means use of outlying land, with resultant need for schools, stores, and churches, and for streets, sidewalks, and facilities for water, sewer, gas, electric, and telephone service.

Finally, residential construction is one of the prime movers in the economy. While purchase of clothing and semi-durable and nondurable goods is largely a function of current consumer income, the purchase of a new residence—a costly consumer durable goods—calls for credit expansion and utilization of savings. For these reasons residential construction is a generator of increased consumer expenditures and calls for a rising level of general business activity.

Outlook for Residential Building

Conditions revealed by the 1940 Census and accentuated by war-spawned influences have produced a huge potential demand for residential construction in the years ahead. Since 1940, housing shortages, military service by family heads and economic pressures have caused families to "double up" or share living quarters. Furthermore, according to the Census Bureau, the number of families have increased rapidly since 1940. This trend is expected to continue, reaching almost 7,300,000 by 1955. Many of the recently formed families have never set up as households or have temporarily abandoned that
American Builder, January 1946.

status. The National Housing Agency predicts that 1,400,000,000 servicemen's households will be created or revived during the coming year.

Accounting on the average for about one-half of the anticipated total for all types of private construction, nonfarm residential building is expected to climb steadily during the first five postwar years to an annual volume of $4,450,000,000, computed at 1940 prices, according to recent estimates of the Bureau of Labor Statistics. This would place expenditures for this purpose during the fifth postwar year at the highest level since the late twenties. The average annual outlay over the five-year period, $3,950,000,000, would be greater than any amount spent by private sources in any year since 1929. In relation to more recent activity, such average expenditures would be about 30 per cent more than the 1941 peak of $3,091,000,000.

There is every evidence that privately "built-for-sale" houses will constitute the bulk of 1946 activity while private rental units will likely form a considerably smaller part of residential building than in the past. Rental quarters again will probably be concentrated in apartment buildings, although the volume of construction will lag considerably behind the pre-war peak.

American Builder has previously estimated that an average of about 750,000 nonfarm dwelling units would be started each year for the five years following the end of the war. This presumes that in 1946 approximately 350,000 residential units will be started, increasing thereafter to reach an estimated total of 1,150,000 during the fourth peacetime year. Stated in terms of 1945 construction costs, the average cost of privately built dwellings is expected to be highest—$5,600—during the coming year. It seems probable that the annual average will range downward to level off in the third or fourth year. This assumes that anticipated goals will be achieved and that manufacturers, dealers, builders, management and labor will all work together to keep costs within reason.

Rental Housing

In the early postwar years it does not appear likely that private apartment construction will much exceed 100,000 units a year, below both the prewar peak of 257,000 and their anticipated future importance. Current trends seem toward smaller apartments, averaging three rooms or less, to house families without children or temporary households of employed men or women. On the whole, apartment construction is foreseen as motivated primarily by investment considerations. Projects are therefore apt to be larger than formerly to protect investments through development of areas large enough to assure stable neighborhood characteristics. Bigger projects would also permit reduced management and maintenance costs.

Apartments for average-income workers, close to places of employment, are mentioned by the Bureau of Labor Statistics as a relatively untouched field for development. Several difficult problems must be solved before this type of building would be practicable on a large scale. It is closely related to the problem of salvaging blighted urban areas. The cost and complexity of rehabilitating such regions, however, precludes their use for housing developments in the near future on any extensive scale.

Numerous "village" types of projects are expected to be erected in outlying suburbs of larger cities. Like those in similar categories today, such units would be designed mainly for families with incomes of average and above, families without children, and temporary housekeeping groups. Prior to the war, there were some outstanding examples of direct investment by insurance companies in apartment projects. Plans are already well advanced for a number of similar projects to be built in the early postwar period. Though permissive legislation will be necessary in a number of states to allow such use of fiduciary funds, it seems possible that housing will eventually become an accepted major field for institutional investment.

Repairs and Alterations

The accumulated backlog of maintenance and minor repairs—decorating, exterior painting and other protective treatment, non-emergency repairs—needed by privately owned living quarters is expected to average about $1,400,000,000 annually during the ensuing five-year period. Deferred because of the war, this type of work will quickly accelerate as needed materials and manpower permit and may reach an estimated volume in excess of $1,000,000,000 during 1946. Although a drop is anticipated by the third postwar year, the high annual rate is expected to continue at least through the fifth year.

A different pattern is predicted for annual expenditures covering additions, alterations, modernization and major repairs to nonfarm residential structures. In the first postwar year, the amount to be spent for these purposes is estimated at $350,000,000, rising to $850,000,000 during the third year and dropping back to $750,000,000 during the fifth year.
Wartime experience will affect operations in the home building field. While there will always be a place in the industry for builders of one or two houses at a time, the average size of housing projects will probably be larger than that in the prewar era. An increasing volume of construction is forecast in projects ranging from 25 to 100 houses. The most promising major sphere for early expansion seems to lie in the medium price class—houses ranging from $7,500 to $10,000. Competition for this market is likely to be based primarily on design, finish and equipment rather than price. However, this field has its limits and will not sustain its expanded volume for more than a few years. On the other hand, although operations at lower sales prices require more careful planning because of a lower gross profit per unit, they offer a larger long-range opportunity to the home building industry.

As in the recent past, it seems probable that larger housing projects will be built in outlying sections of the community where large tracts of land are available at attractive prices. If utilities must be installed on-raw land, however, it may prove cheaper to buy lots in partially built urban subdivisions and demolish existing structures if necessary so that new houses can be interspersed on scattered vacant sites.

**Summary**

An average volume of about $7,900,000 per year at 1940 cost levels is expected for private construction started during the next five years, and a maximum volume of $8,600,000,000 will be started during the fifth year. Half of the total will be nonfarm residential building, about 30 per cent nonfarm nonresidential building, about a seventh will be utility construction, and the remainder construction on farms. All major conditions are conducive to active sale of "built-for-sale" houses, but apartment construction will be much below former levels. The average for private nonfarm residential construction will be 750,000 dwelling units started per year. Commercial building of $1,200,000,000 will consist of a substantial volume of new work, but an even greater volume of additions, alterations and modernization. Industrial construction will be somewhat over half of commercial in volume, but will consist more largely of new structures and less of additions and alterations.

The expansion of nonfarm residential building in the period ahead will be facilitated by experience gained in the war housing program, in which both builders and a few general contractors built projects of several hundred units. With few exceptions, these projects were marked by more thorough planning of operations, more careful timing, and control of materials, and greater use of power-operated tools than were general in pre-war operative building. Several larger contractors accustomed to management procedures were introduced to the field of residential work, and many residential builders learned the possibilities present in large-scale operations. On some of the largest projects, materials were bought directly from manufacturers. In these respects, and others, the building industry matured substantially.

Severe industrial conflict or "turbulent economic conditions" more serious than followed the last war might have changed these estimates substantially, but it is believed that such conditions are unlikely to prevail for a prolonged period of time. It is also recognized that the figures presented here would have to be revised considerably should postwar public policy provide for extensive construction primarily to stimulate employment or expand the public housing program. A course of action would obviously be reflected in the volume of private construction, particularly nonfarm residential building.
Leaders in the Building Industry

HENRY P. IRRI, President,
N. A. Savings and Loan League:
"Money for home building is more abundant, it costs less, it is available for repayment over a longer period of time; i.e., in smaller payments, it will be lent to cover a larger portion of the property than ever before in memory or history. The savings and loan associations and cooperative banks will easily have $4 billion to $5 billion to lend during the next two years for the building of small homes. With these funds available in the specialized home financing institutions and other billions in the lending institutions such as banks and insurance companies which finance some residential building, the very plenitude of the money makes it available on easier and easier terms."

JOSEPH E. MERRION, President,
National Assn. of Home Builders:
"The nation's home builders move into 1946 confident that with the arrival of the spring months building prospects will be much brighter. Obviously, there has been too little time since V-J Day to make the necessary adjustments to effect the transition from war to a peacetime economy. The recent appointment of a housing expediter and the reestablishment of the priority system may be of aid in the early months of the year if, as promised, tedious processing and rigid controls are avoided. However, the moment materials, equipment and labor reach 1940 levels government should get out of the way and let industry do the job."

ERNEST T. TRIGG, President,
Nat'l. Paint, Varnish & Lacquer Assn.:
"The paint, varnish and lacquer industry is fully cognizant of the Herculean task with which the building industry of America is faced. As one of the important parts of the industry it is all set to go. There is no problem of re-conversion. There is no re-tooling necessary. In 1946, subject to a sufficient supply of raw materials and ample labor being available, we will take care of the tremendous demand which will face us."

W. E. DIFFORD, Managing Director,
Douglas Fir Plywood Assn.:
"Here is the answer to the question of what is the outlook for fir plywood in the months immediately ahead. The supply will remain "tight" for several months—perhaps until the middle of the year, or possibly later. And though that is not precisely the answer that builders, lumber dealers and home owners would like—nor is it the answer plywood manufacturers would prefer to give—it is a forthright one and I believe the most accurate that can be written at this moment. It is based directly on the ratio of estimated demand for the panels as against probable production of the 31 factories located in the Pacific northwest."

RAYMOND P. FOLEY, Commissioner,
Federal Housing Administration:
"The backlog of housing need and demand has never been greater. With the cooperation of all elements—manufacture, financial, construction and labor—the industry may look forward to creating for itself the most prosperous period in its history. I hesitate to predict exact figures of the number of dwelling units to be constructed in this new year, but given the will to do it, there is no reason why the industry should not, within a reasonable period of time, attain the goal of a million houses a year after present postwar obstacles have been cleared away."

BYRON V. KANALEY, President,
Mortgage Bankers Assn. of America:
"In few periods in our national life has this country been faced with a domestic problem as serious as the present acute shortage of housing. Aside from the war and the depression of the thirties, almost no other economic development in our lifetime has carried with it the explosive potentialities, social and economic, as the possibility that somehow we may fail to meet the demand for housing that exists now—and, what is more important, meet it quickly."
SOFT, flowing lines mold house to its site.

High character of development is successfully maintained in transition from boulevard to side street.

In the planning of Kesslerwood there has been a clear concept in the minds of Kenneth P. Fry and Maurice E. Thornton, the developer-builder and the architect, as to the over-all picture that is to be obtained when the entire development has been completed.

Recognizing that existing buildings in adjoining areas would tend to have an influence on certain portions of the project, it was then decided to pattern the development accordingly.

The houses built on Kessler Boulevard which were shown in last month's issue of *American Builder* were large and commodious, complete in every detail. Those built on Evanston Avenue which are shown on these pages were patterned to conform somewhat to the character of houses already built on the opposite side. This was done not through any lowering of standards or by reducing the quality of materials used, but rather through a concentration of the various elements into a compact and efficient one and one-half story dwellings. The houses here shown have been developed around two basic plans, each with three different exterior treatments. Those closest to Kessler Boulevard are treated with a combination of stone, brick, and wood siding; further on, these combinations change to wood siding in various patterns, and shingles.

ADROIT application of a combination of materials with slight changes in roof lines produces three distinctly different designs from the same floor plan. Floor plans at right indicate ease of circulation throughout rooms. Bedroom and bathroom are secluded.
American Builder, January 1946.

**VIEW in living room showing bookcases in end wall.**

**SIDE WALL of living room with fireplace flanked on each side by large windows.**

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**SECOND FLOOR PLAN**

- **BED ROOM**
- **STORAGE CLOSET**
- **BATH**
- **EQUIPMENT ROOM**
- **HEATER**
- **LAUNDRY TRAYS**
- **LAUNDRY**
- **UNEXCAVATED**

**BASEMENT PLAN**

- **UNEXCAVATED**

**FIRST FLOOR PLAN**

- **PORCH 11' X 14'**
- **STAIRS**
- **LIVING ROOM**
- **BED ROOM 12' X 15'**
- **BED ROOM 12' X 15'**
- **BATH**
- **HALL**
- **CLOSET**
- **STEEP**
- **STAIRS**

**DETAIL OF CORNICE RETURN**

- **FLASHING**
- **INSULATION**
- **COMPOSITION SHINGLES**
- **BUILT-UP PAPER**
- **2X6 JUNO**
- **3/8 SHEET ROCK**
- **5/8 SHEET ROCK**
- **SLOW VENT**
- **SHEATHING**
- **STAIRS**

**SECTION THRU CORNICE**

- **FLYING**
- **FLASHING**
- **INSULATION**
- **COMPOSITION SHINGLES**
- **BUILT-UP PAPER**
- **2X6 JUNO**
- **3/8 SHEET ROCK**
- **5/8 SHEET ROCK**
- **SLOW VENT**
- **SHEATHING**
- **STAIRS**
SCALLOPED skirting over front window takes house out of the commonplace.

PAINTED brick and wood siding create a distinct Colonial atmosphere.

which produce some striking effects.

Being located just outside the city limits in virgin territory, lots could be made larger, streets could wind a little and houses could be located on the proper spot on each lot regardless of geometrical setbacks or man-made building lines.

Thus the customary and monotonous row house idea has been entirely eliminated. The plans are designed to provide privacy for the living portions, proper orientation with respect to exposures and views, and convenient circulation between rooms.

The reviewing stand type of open porches has been abandoned in favor of private screened living porches, located off the living or dining rooms.

Some of the outstanding construction features are damproofed basement walls, laundry, drying rooms
and complete automatic heating equipment in basement.

Construction of walls is of frame with brick, stone and siding veneer. Floors are of oak with linoleum or tile in kitchens and baths.

Houses have been decorated completely throughout, shades or blinds provided for all windows. Color has been used with knowledge and intelligence, producing an unusually interesting and charming result, with the whole effect in perfect harmony.

A whole-hearted effort has been made to create a park-like atmosphere of Kesslerwood.
Glass block, skillfully combined with other structural materials, adds light, gives a modern appearance, and assures permanent economy.

HOW to achieve a modern, clean-cut effect in a commercial building, how to gain increased daylight inside yet with plenty of privacy, and how to offer an attractive, business-getting exterior at night—these problems may all be solved through the use of glass block.

This material is being increasingly used by designers and builders of commercial buildings. For exteriors, it is designed into walls to make an interesting pattern as well as to offer attractive lighting effects. It gives a modern, efficient appearance to a building, and night lighting attracts trade by its soft glow flooding through the panels.

The use of glass block need not be confined only to new building. For remodeling, its use is a sure way to give a modern, up-to-date appearance both inside and out, and to afford additional daylight to an interior that was formerly dark, dingy and unattractive.

Thousands of builders are profiting by the use of this versatile material in both new and remodeling jobs.

AT TOP and to left are interior and exterior views of a beauty shop. Glass block is set in as a frame around the main entrance doorway, and as a vertical panel above—to give additional light to the second floor and stair well.
ABOVE is shown an entire wall of glass block in a hotel lobby—where it may give both light and privacy for hotel guests. To right is an exterior view of the same hotel, looking toward the tavern and coffee shop. Glass block is used with stone facing, and the illumination at night is particularly effective in attracting customers.

ABOVE and to right are views of a large market in which a horizontal panel of glass block is used over a transom to give good daylight to the interior; this particular use of glass block has the advantages of low maintenance cost and ease of cleaning.
To Our Heroes

Build Living Memorials To Our Heroes

WORK under way (above) on Veterans Memorial Home at Union, N.J. Rendering (top) shows appearance of completed building. Plans (next page) indicate variety of uses to which structure will be put, with two meeting rooms on main floor and space for later addition of 40' x 60' auditorium in rear, at which time one chamber will be divided into small committee rooms. Basement has recreation area, facilities for serving of refreshments.

An Attractive Center
For Ex-servicemen

Veterans of Foreign Wars "Memorial Home" offers practical example of trend toward useful monuments

Another example of the construction of "usable" memorials to the heroes of World War II is found in the ex-servicemen's center now nearing completion in Union, N.J. Sponsored by the local Veterans of Foreign Wars group, and built from plans supplied by McMurray and Chirgotsis, the Memorial Home aims to offer a permanently practical—and useful—monument instead of the traditional statue or shaft.

The first floor contains two large meeting rooms, but it is desired by the local committee, and provision has so been made by the architects, to allow for addition of a 40' x 60' auditorium in the rear of the building for presentation of shows, dances, and other forms of entertainment. When the addition is made, one of the large meeting rooms will be partitioned off into smaller rooms for committee meetings and the like.

The basement, devoted mostly to a large recreation room, has adequate toilet and shower facilities, and will contain, as well, equipment for the preparation and serving of "cafeteria-style" refreshments.

Built at a cost of $25,000, raised by local subscription, the building committee expects to raise an additional $5000 for furnishings. The top floor will contain an apartment for the building's caretaker, and plans call for erection of a permanent honor roll to be placed beside the entrance steps.
FIRST FLOOR PLAN

Meeting Room #1
- 15'7" x 17'3"
- 6' Block walls
- 4" Beams

Hall
- 17'3" x 17'3"
- 4" Beams

Meeting Room #2
- 15'7" x 17'3"
- 6' Block walls
- 4" Beams

BASEMENT PLAN

Recreation Room
- 17'3" x 17'3"
- 4" Beams

Note:
- All basement windows to be glazed with Florentine glass

BOILER RM.

Brick: 2½" Steel plate 14½" 16" Block wall

Shower

MEN

WOMEN

Addl. of basement will contain kitchen, and will be utilized to be

Meeting Room

Future Addition
SPARKLING white of exterior is in distinct contrast to background of foliage and tall trees.

Stability of Design Assures Years of Value

The inherent worth of this "House of the Month" is established through careful planning and sound construction.

The house illustrated above and the plans for it that are shown on the following four pages are a good example of complete co-operation between the architect and builder in developing a modern American home, pleasing in design, convenient in plan and sound in construction.

Maurice E. Thornton, architect of Indianapolis, has used a combination of common brick painted, with several different types of wood siding to produce a modified Colonial house of excellent proportions. Restraint has been exercised in the use of mouldings and projecting members throughout the house, producing a severity of outline which is tempered by a well-balanced garage, and front entrance porch with delicately-designed wrought iron rail and posts.

Another feature which merits more than passing interest is the use of projecting brick quoins on either side of the front living room window, which have been painted in a contrasting color. At the rear of house is located an open porch which is delightful in pleasant weather and affords the occupants seclusion and privacy.

The plan is not unusual in its concept, being straightforward in its design, with living and dining room and rear porch forming one large unit on one side and the service portion on opposite side. The second floor contains three bedrooms radiating from a small, compact hall, each with fine large closets, plenty of light and cross ventilation, with bath conveniently located off hall.

Ease of circulation is one of the dominant features of both first and second floors, particularly in connection with kitchen where contact to side or front entrance can be obtained without passing through living or dining rooms. First floor powder room is located within easy reach of all rooms. Kitchen has cross ventilation with breakfast table and bench adjoining large windows which look out onto rear porch and landscaped yard.

Basement contains large rumpus room with wood burning fireplace at one end, laundry, drying room and equipment room containing complete automatic heating units.

The house is of frame construction with brick and wood siding veneer which is placed on a 10-inch-thick concrete block foundation. Supporting beams and columns in basement are of steel with concrete block dividing wall between rumpus and equipment room.

Dry wall construction has been used throughout interior partitions and for all ceilings. Three and one-half inch finished baseboard has been applied directly to wood studs and sheet rock placed on top with half-round mold to cover joint. All exterior walls and second floor ceilings are completely insulated.
American Builder Blueprint Series

Designed by

MAURICE E. THORNTON, ARCHITECT
604 Ft. Wayne Ave.
Indianapolis, Ind.

SECTION AT PIER SHOWING I BEAM CONNECTIONS

DETAIL OF BASEMENT FIREPLACE

BASEMENT WALL SECTION
Composition Roof
Galv. Iron Gutter
8" Bev Siding
2nd Floor
Composition Roof
Galv. Gutter
8" Bev Siding
1st Floor
Brick
Grade

Basement Floor

Right Side Elevation

Louvres
8" Bevel
Siding

Composition Roof
2nd Floor
2nd Floor Line

Wood Louvres

Flashings

Composition Roof
2nd Floor Line

Brick
6\' 6" Posts
1st FL Line

Grade

Basement Plan

Rear Elevation
Five architects of national recognition were chosen to design five modern home laundries, each of them being assigned a specific problem. All were given specifications and full information regarding the Blackstone Combination Laundry. With nothing more than location in the home specified, each was asked to design his concept of a practical laundry layout for a modern, medium-priced home.

Their designs take into consideration the functional scope of this combination laundry and its new method of operation which requires roughing-in installation for water supply and drain in the same manner as sink or lavatory.

The laundry and playroom combined, as designed by Randolph Evans, is for the use of the entire family. Laundry units arranged to permit parent, while working, to keep an eye on children's play. Below, interior of playroom.
LEFT: Interior view of laundry-utility room in a basementless house, as designed by Royal Barry Wills. It also combines several other necessary homework functions which will be noticed upon examining the plan.

LEFT: Plan showing laundry equipment arranged according to working sequence.

family. In addition to providing for complete laundry operations there is a small home workshop, hobby room for photography and indoor games and sports. A movie screen is located over the open fireplace. The greenhouse adjoining stair is quite small, yet ample.

Royal Barry Wills' first floor laundry and utility room is primarily for a basementless home. It also combines several other necessary home work functions which will be noticed upon examining the plan. The equipment counters, cabinets, bins, etc., are all arranged to facilitate the complete job of washing, folding and stacking of clothes. An interesting feature is the provision for a sewing machine which pulls out from under counter. The entire fourth wall is devoted to counter and cabinets because many utility and hobby functions such as work shop, flower arranging, mailing and wrapping have these two requirements in common.

Utility is served in the first floor laundry and in the small apartment bathroom

Above: Interior view shows how Wurster and Bernardi have solved the apartment building laundry problem. Left, plan showing equipment and fixtures.
Practical layouts for complete kitchen and laundry combination and for utility room

Laundering in an apartment building usually presents problems not encountered in the average home. In the bathroom laundry designed by Wurster and Bernardi, facilities have been devised to provide maximum efficiency and freedom of movement in minimum floor area. For compactness and to simplify plumbing, washer and dryer have been placed in line with lavatory. Above these units, a deep cabinet runs the entire width of bathroom, taking the place of the usually inadequate medicine cabinet. Here on glass shelves are stored clean linen and laundry supplies, in addition to the customary medicines. Sliding mirrored glass doors enclose the front of this cabinet. To offer a maximum of light and ventilation sliding windows are provided full length on the adjoining wall. Lighting is supplied through a continuous fluorescent tube recessed in the ceiling above equipment.

George Fred Keck suggests a practical combination kitchen and laundry plan. There the architect presupposes a basementless home where normal basement equipment and functions are assigned to either the kitchen or utility room. Laundry equipment is placed on end wall with sorting or work table in front of window wall. Otherwise it doubles as a breakfast and snack table.

In the modern utility room designed by Gardner A. Dailey, there is an ideal location for laundry equipment. The glass door which separates the utility room from the kitchen provides additional light and gives a greater feeling of spaciousness.
Increased interest and popularity of fireproof construction have brought forth many new developments in this method of building. Concrete joists will play a leading role.
Fire safety in floor and roof construction is provided by the use of lightweight concrete joists. One of the outstanding lightweight joists, named Lith-I-Bar, is made by a number of manufacturing plants centrally located best to serve the major markets. These manufacturers produce a joist with a patented reinforcing unit consisting of an electrically welded truss type reinforcing structure. By the use of this type of reinforcing unit these plants are delivering joists up to thirty-six feet in length, therefore greatly broadening the adaptability of light-weight concrete joists to all types of construction.

These manufacturers furnish a complete engineering service. Each job is analyzed and engineered, then produced to the engineering specifications. The reinforcing assembly is manufactured and then is enclosed in lightweight concrete which is compressed in the rolling machine at a pressure of 2,000 lbs. per square inch, producing a uniform dense concrete perfectly bonded to reinforcing unit. Therefore, the entire joist is produced under factory controlled conditions eliminating the hazards of field work which normally limits the strength of the design owing to the uncertainty of steel location and the uncertainty of the quality of concrete.

Each joist is delivered identified as to its proper location, as shown in the engineered joist layout furnished by the manufacturer.

Many simplified cost-cutting methods of forming for the floor or roof slab have been developed and are well illustrated and described in a catalog.
AT RIGHT is recreation room in the basement of Haddonfield, N.J., house. Exposed Lith-I-Bar joists provide a low first cost and assure the lowest possible maintenance.

MODERN home at Haddonfield, N.J., designed by Harry Sternfelt, architect. It is an all-fireproof building, with walls of cinder block faced with brick and painted. All floors and roofs are of concrete construction using 2½-inch poured slab on Lith-I-Bar joists for first and second floors. Roofs consist of Lith-I-Bar joists and channel type roof tile.

LIVING ROOM of Haddonfield, N.J., home showing exposed Lith-I-Bar joist ceiling, eliminating the cost of ceilings and providing an excellent acoustical effect. All first floor level floors have 1 inch of terrazzo finish on a 2½-inch concrete slab poured on Lith-I-Bar joists, providing an attractive, permanent type of floor.
A 2-inch slab was used throughout. The range of sizes, varying from six-inch to fourteen-inch depth, and lengths up to thirty-six feet, offers the architect, engineer and builder a means of light-weight, fireproof construction averaging from thirty-three to forty pounds per square foot of floor space, thereby reducing column, beam and footing sizes. In multiple story work, such as schools, hospitals, office buildings, etc., the saving can be quite substantial. A further time and cost saving is the fact that the form work for the slab is carried by the joist, doing away with the usual forest of jacks or supports needed with other systems of comparable fireproof ratings. This also enables considerable speed-up as the floor is left clean for other trades.

In residential construction where floor loads and spans are virtually uniform, the cost of forming becomes practically negligible as the same material can be used over many times. This, of course, also applies to the previously discussed multiple story work where normally this forming can be moved from one floor to the next, thereby minimizing the amount of skilled labor necessary.

In recent years a great variety of construction has proved the adaptability of this system. Housing jobs with as much as seventy-two miles of joist in one project have been built, and also numerous industrial plants, airplane hangars, hospitals, schools, churches and commercial buildings.

The method of machine production enables the manufacturer to service the largest kind of a project. The resulting uniformity and accuracy in appearance permits the use of these joists exposed. The manufacturer states that "attractive ceilings resulting in a cost considerably below that of ordinary methods of construction and the beamed effect produce a very marked improvement in the acoustics in a room as compared with a flat ceiling."
Yes, These Are

On the north side of Indianapolis, Ind., Alden Meranda, architect, and Arthur Boyham, contractor, collaborated to produce for the Northview Realty Co. a group of duplex homes that are located on a triangular plot of ground just west of Meridian Street and the canal.

Outstanding among this group are the one-story duplexes illustrated on these two pages. Each of these buildings has a distinctively different exterior treatment as will be noted, and has been molded around a typical floor plan. The only variation to the plan is the arrangement of windows.

USE of glass block in curved wall adds note of interest to kitchen and living room, as well as increased light.

ABOVE: Exterior view shows a modified Colonial treatment. To the right is a modern concept of the same building. Plan of both buildings is identical except for window fenestration on front which varies with design.
Impression given by these well designed buildings is that each is individually occupied.

**Duplex Homes — Three Exteriors, One Plan**

on the front wall to conform to the changes in the exterior design.

In the design of these structures, the thought of the architect was to create a building that would eliminate all the earmarks of a standard and stereotyped duplex arrangement. How successful he was in this venture can be seen by the plan and exteriors.

Each individual dwelling unit is provided with a garage in basement with upward-acting doors, complete laundry equipment and automatic gas-fired heating unit. There is linoleum floor in kitchen and bath with structural glass wainscot in bathroom.

**ABOVE:** Vertical wall battens and full length blinds produce pleasing results. At the left is a view of the rear. Sloping terrain permits the use of garages in the basement by raising the floors in bedrooms and bathrooms.

**ABOVE:** The floor plan applies to home shown at top of opposite page. The other buildings are alike except for fenestration.
A FEATURE of this small house is its first floor center hall. All rooms open off this hall, and it is possible to reach the front door from the kitchen without passing through the dining room.
THIS Dutch Colonial of stone and siding, built in Connecticut, was designed for an owner who wished a first floor bedroom. The alternate plan at right shows how easily that bedroom might be converted into a dining room, with bathroom and closet space rearranged—all for more living space for an average-sized family.
A Review and Study of the
Careful Analysis of Proposed Legislation Uncovers Many Concealed Measures That Could Lead to Chaotic Conditions in the Home Building Industry

The Wagner-Ellender-Taft Bill (Senate 1592) introduced on November 14, is the original Wagner-Ellender Bill (see American Builder, September and October, 1945), with added bait designed to lure the unwary to support a vast program of socialized housing which it proposes. The original bill (Senate 1342) was greeted with such storms of protest from builders, mortgagees, material dealers, manufacturers and other segments of the home building industry that the backers of the bill apparently thought it best to retreat and reinforce. The retreat over, they bring up their original forces, and some very substantial reinforcement in the form of Senator Taft of Ohio, whose political bed-fellows in this instance are strange.

It is interesting to note at this time that the long hearings held by Senator Taft's committee (a sub-committee on housing of the George Committee, set up to deal with the whole problem of postwar employment) generally were known to those on the inside to be merely show; since Senator Wagner, a member of that sub-committee, and chairman of the powerful Senate Committee on Banking and Currency, made it quite clear early in the Taft hearings that any legislation to be introduced would be proposed by himself. The public housing advocates, therefore, in government and out, had been most active in pressing their points before Wagner and others on the Banking and Currency Committee who were known to think as he did. They did, however, make the necessary devours to Senator Taft and his group—a practice that seems to have paid off now in the Ohio Senator's joining up with them. So much for the legislative jockeying that may so seriously affect America's future economy in housing, and eventually, in other spheres.

The new bill consists of eleven titles covering 110 pages, and if enacted will be called the "General Housing Act of 1945." Its aim is declared to be "a decent home and a suitable living environment for every American family." The new bill, like the old one, implies in some places and states specifically in others that the building industry is incapable of meeting America's housing needs, and must be supplemented by federal subsidy and other forms of assistance. This in spite of the fact that even by the peculiar standards of the federal housing crowd, 72 per cent of the families in this country enjoy shelter that is not sub-standard.

Casting aside the hundreds of millions of dollars spent every year for research by industry, as important, the bill provides for research by the federal government for the stated purpose of reducing housing costs. The fact that private research by individuals and companies has already produced the highest housing standards to be found anywhere in the world by stimulating intense competition within the industry itself is just disregarded. It takes the dismal and unwarranted view that the individual incomes of a very substantial portion of American families always will be so low as to preclude their hoping to enjoy the benefits of homeownership, and that houses must be brought down to the people instead of bringing income up to the houses. Like its predecessor, the new bill assumes as fact the falsity that the slums make the people instead of the people making the slums. One of the elements of the bill that makes it simply political balderdash is that it proposes to cure a complex social problem merely by supplying new home at less than cost. Finally, it regards individual initiative and ambition to the scum heap by implying that the mere fact of a man's existence entitles him, if not at his own expense, then at the expense of the government, to up-to-the-minute shelter.

Following is a digest of the eleven titles.

**TITLE I—National Housing Agency**

This appears as Title VIII in the original bill. It sets up the National Housing Agency as an all-powerful arm of the government, carefully designed to preserve its political and economic destiny and to influence and if necessary, control all housing. Provision is made for large forces in Washington and in the field for research, market analysis and local planning, cooperation with state and local authorities, including
New Wagner - Ellender - Taft Bill (Senate 1592)

As in the original bill, this bill is aimed at providing technical research and disseminating the results there of in all phases of home building materials, design, production and financing. Twelve and one-half million dollars are appropriated over a five-year period for this purpose. The Administrator is provided with an additional twenty-five million dollars for a five-year period to encourage localities to make studies of their own needs and markets, along with surveys and plans for housing and related development, including "desirable patterns" of land use and community growth. Where "requested and needed by the localities, technical advice and guidance toward the making of such studies, surveys and plans" is to be provided by the Administrator.

This duplicates, in large part, research work already being done by other departments of the government and by private industry. It should be pointed out here, also, that certain private lending institutions and foundations have adequately financed a five-year program to do about the same research work that the bill provides the government to do for them.

TITLE III—Amendments to Existing Aids to Privately Financed Housing

There is no title in the old bill with which to compare this one. This appears to be one of the flies attached to the hook in the hope of luring savings and loan associations to support the bill. The provisions aimed to please the savings and loan people are generally looked upon as desirable, and many of them are already in the form of bills pending before Congress. It is not expected that any of the savings and loan associations will be willing to get needed legislation at the price of the many vicious provisions of this bill.

Savings and loan associations are authorized to make any FHA loans including Title I without a mortgage, and may invest not exceeding 15 per cent of assets in apartment houses under the yield insurance scheme of the act, or the capital stock of corporations for such purpose. No power is extended, however, except under government insurance or guaranty involving government control.

Federal Home Loan Banks are authorized to loan 90 per cent FHA or veterans guaranteed mortgages, and to loan money on 25-year mortgages. Here, again, extreme favoritism is shown to government controlled mortgages. The basis for loans on other home mortgages is left at 60 per cent of the unpaid balance, but not over 50 per cent of the property value in the case of long-term mortgages and 50 per cent of unpaid balance and 40 per cent of property value in the case of other home mortgages.

The base or measure is changed for the issuance of debentures by the Federal Home Loan Banks to include government bonds in addition to secured loans. The requirement for examination of the Federal Home Loan Banks is changed from two a year to one a year. Treasury purchase of Bank debentures is not authorized.

Sections 402 and 404 of the National Housing Act are amended to adjust the dividend rate and insurance premium of the Federal Savings and Loan Insurance Corporation (as provided in the Spence Bill, which recently passed the House), and also authorizes the Secretary of the Treasury to buy the debentures of the insurance corporation up to three times its capital reserves and surplus.

The term of repair loans is increased from 3 to 5 years. The operation of Title I is broadened from a real estate repair operation for small home repairs to remodeling apartment houses, hospitals, schools, colleges, and office and commercial buildings.

The Federal Housing Administrator will no longer be prohibited from insuring loans on old houses after July 1, 1946, nor from holding insurance on old houses to 35 per cent of the total.

The National Housing Act is amended to increase the term of all Title II mortgages on new houses to 35 years.

A provision is inserted in the National Housing Act for extension of the amortization period in case the
mortgagor cannot make payments because of unemployment, economic conditions, or misfortune.

Provision is made for the refunding of the unearned portion of a current year's premium of a Title II or Title VI loan.

Provision is made for the extension of loans to veterans or dependents of veterans for the period they were in service.

No mortgage shall be eligible for insurance unless the principal contractor shall provide a warranty for the mortgagor and subsequent owners against structural and other defects for a period of one year.

A provision of the National Housing Act which had expired is restored, and requires the Federal Housing Administrator to participate in foreclosure costs up to 2 per cent of the unpaid principal of the mortgage, but not to exceed seventy-five dollars.

Section 211 of the National Housing Act is re-enacted in effect by provision for insurance of loans on rental properties up to $250,000 without corporate ownership or regulation.

Section 207 of the National Housing Act is amended by increasing the limit of a mortgage eligible for insurance under the section from five million to 50 million dollars if the mortgagor is a state or federal instrumentality, a municipal corporation or a limited dividend group under state or federal housing laws.

The section is substantially liberalized, and broadens the basis of appraisal of Section 207 mortgages. It adopts the method used in Title VI, although the present provision of Section 207 in regard to appraisals was written into the Act at the insistence of Congress.

The United States Savings and Loan League seriously doubts the soundness of the new provision.

TITLE V—Direct Private Investment in Housing for Families of Moderate Income

This appears as Title IV in the old bill, and is the so-called yield insurance premium. There is little difference in the two, except that in the new bill the insurance does not expire until the investment is reduced to 10 per cent, whereas in the old bill insurance expired when the investment was reduced to 15 per cent. This just gives away a little more. Another give-away provision provides that the insurance premium shall be waived in any year in which the premium is not earned.

Provision is made for an amendment to the National Housing Act in the form of a new Title VII authorizing FHA to insure yield upon direct investment in housing.

The guaranteed return is $2.5 per cent, but the premium is one-half of one per cent, making the rate yield 2.25 per cent. One billion dollars of such insurance is authorized. It is difficult to understand how private institutions could make such an investment and assume management responsibility for a guaranteed return of 2.25 per cent when government bonds yielding 2.5 per cent can be bought.

TITLE VI—Land Assembly for Participation by Private Enterprise in Development or Redevelopment Programs

This is Title III of the old bill. This is another lure at which, apparently, it is hoped the private building industry will bite. While purporting to be an aid to private enterprise in the matter of land development and slum clearance, it ties anyone who wants to avail himself of the alleged aid into a knot of government control. Actually, it is a complex scheme to be administered by the National Housing Administrator to clear slums and make land available for redevelopment. The Administrator is authorized to issue government guaranteed debentures not to exceed $500,000,000, and to make temporary loans up to the full cost of the project, and 45-year loans to local public housing agencies for redevelopment of such projects.

It also authorizes contribution of four million dollars per annum, which may be increased to a like amount the second, third, fourth and fifth years, making a commitment up to $2,000,000,000, none of which is ever repaid. The scheme is very carefully designed to make the cleared land available for public housing. In order for private enterprise to participate, local determination of need is called for in the way of approval of the redevelopment plan; the plan must conform to the local plan of redevelopment as a whole; building must be begun "within a reasonable time"; preference must be given displaced families in the project area; a feasible method must be provided for temporary relocation of families ousted by reason of the redevelopment project; and permanent quarters must be found for such families as are ousted and cannot be re-housed in the development project.

This section of the act is the only one that refers to labor, and requires that on such projects as are authorized, the prevailing wage rate in the locality must be paid.

TITLE VII—Aid to Localities for Low Rent Housing

This is Title V of the old bill. It is an elaborate amendment of the United States Housing Act of 1937, giving (Continued to page 136)
The National Real Estate Foundation is organized to maintain the right of citizens to contribute to their own economic security by investing their savings in property and to see that these investments are secure.
How to Scribe Joist With Handy Tool

W. E. Huggett of Columbia, Mo., offers this time saver:

He makes a simple cross from straight pieces of soft wood material. This cross is placed against the side of the joist with bottom of cross arm resting on top of joist. End of cross arm to be placed flush with end of joist.

How to Make Nosing on Concrete Steps

Bernard Dussia of Trenton, Mich., takes exception to the detail of concrete steps and platform set forth under the How-To-Do-It Pointers of the November issue and says that job has not been finished because nosing has not been provided.

The drawing to the left embodies his ideas on how to correct this defect. Use a 2 x 6" and a 1 x 4" piece for the riser. Nail 1 x 4 to the 2 x 6 at the desired height. Rip 2 x 6 at 45 degree angle to form nosing. Bottom edge of 2 x 6 should be cut at 45 degrees properly finish edge of tread.

How to Scribe Flooring

Ira Vanderzee of Hawthorne, N. J., in presenting this idea says: "This is a simple method of scribing the last piece of flooring against wall. "Tack the last piece on top of preceding course, cut the tongue from a piece of scrap flooring, and scribe the top piece its entire length in manner shown in drawing."

How to Make a Jack to Hold Door

M. K. Fitzsimmons of LaPorte, Ind., submits a suggestion for a jack to hold door while mortising for the lock and boring for the knob shanks.

The jack is made of 1 x 4 inch material about 3 feet long. Hinge each piece about 4 inches from one end as shown in the sketch. The opposite or bottom end is cut on a 45 degree angle and has a rubber closet bumper nailed to bottom to keep it from slipping.

Clamp the two jacks to the edge of the door with a 4 inch C clamp and tighten the legs of jack by drawing them towards the door.
How to Make a Substitute Level Transit

William Bell of Franklinville, N. J., offers the following suggestion and comment. The substitute level transit is a very simple arrangement but very accurate. It is made from a flat disc with three holes tapped for 8 inch screws 1½ inches long. Disc can be placed on a box or something similar and leveled in all directions with screws. Place a carpenter’s level with a length of ½ in. diameter iron tubing taped to level in order to sight through. The level can then be swung to any angle desired to cover all corners of foundations or footings.

How to Protect Siding While Working

E. L. Sanford of Kennerdell, Pa., in submitting this idea makes the following comment: “I have noticed that the sidewalls of many buildings that have been resurfaced with various types of composition siding have their surfaces marred by ladder marks. This can be avoided by applying a small piece of the siding or a piece of soft fibre board to top of ladder as shown in drawing.”

How to Make Simple Gable End

Ben R. Burke of Antioch, Ill., simplifies the finishing of the gable end by providing flat boards of varying thicknesses, as indicated in the drawings, in place of the normal crown mould. This provides better nailing surface for the end of shingles and eliminates the possibility of premature rot. This method can be used in new as well as remodeling and repair work.

How to Apply Facing Strip When Covering Wood Shingles

Thomas I. Dyment of Toronto, Canada, who submits this idea, quotes as follows: “When preparing an old worn out wood shingle roof for the preparation of asphalt strip or roll roofing, it has been found advantageous to apply a metal strip, shaped as indicated in the drawing to the left, along the eaves and gable ends. This will prevent old wood shingles from working loose and will also improve the appearance of the roof.”

How to Make Plug For Nailing Door Jambs

M. K. Fitzsimmons of LaPorte, Ind., in submitting this suggestion, states as follows: “I have been using a nailing plug made of composition roofing placed between a piece of scrap tin that is doubled over.

“This plug is laid in the mortar between the masonry units that make up the wall. It is easy to make and does not work loose like the usual 2 x 4 nailing blocks do. It will also hold the nails rigid so they cannot work loose.”
How to Make Corner for Concrete Forms

From M. K. Fitzsimmons of LaPorte, Ind., comes the following suggestion for making a corner for concrete forms easily removed. A 2 x 4 is spiked to the outside of sheathing. The sheathing is butted on one side to the 2 x 4 and brought out flush on the other side by removing spikes which have been left part way out. One section of the form can be removed, leaving the other free.

How to Build Breezeway Enclosure

Sam E. Blume of Peoria, Ill., shows how to design a new porch or breezeway with the thought in mind of providing economical enclosures for both summer and winter.

Build porch so that minimum of 7 feet is maintained from floor to underside of boxed-in cornice. Use square columns if necessary. Length and width of porch or breezeway should be in multiples of 2 feet 8 inches or 3 feet or a combination of these multiples.

Standard combination storm doors can then be placed in these openings and hinged together. It is a very simple job to change from summer to winter enclosure or vice versa by removing the inserts.

With a little care in the use of standard ready-made materials it is possible to have both summer and winter enclosures at the cost of one custom-built arrangement.

$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.
AN BUILDER'S BETTER DETAIL PLATE

NO. D-16 ATTIC ALTERATION... DESIGN FOR BOY'S ROOM

The plans shown on this page are designed for a boy's room with a dormer window and access to an attic space. The room features a box spring and bunk beds, with storage shelves and cabinets. The detailed drawing includes dimensions and materials such as knotty pine and linoleum. The plans also show the layout of the room, windows, and doors, providing a comprehensive design for the space.
Rehabilitation of outmoded and dilapidated residential properties still structurally sound is a practical answer to the problem of providing decent housing, and re-establishing property values in older sections of the city without recourse to public subsidy.

Upon this premise Kenneth Draper, chairman of the Property Management Division of the Detroit Real Estate Board, undertook an experiment the results of which are evidenced in the remodeled house shown above. It selected the most rundown property it could find which had the structural soundness to warrant the contemplated improvements. Being vacant the past two years during the wartime housing stringency, and being subject to vandalism, the property, including the land, had been reduced to the point where it had a market value of only $1,000.

The property was purchased for the above amount. Under the supervision of Smith Bisschop & Co., Detroit realtor firm, the rehabilitation was accomplished at an expenditure of $2,500. The refurbished property is now estimated to have a market value of $4,000.

The objectives of the realtors were to show how economically homes, structurally good but obsolescent or even uninhabitable, may be modernized and given a new life of from 20 to 20 years, and present a financial profit to the owner in so doing. Collateral advantages in living comfort and neighborhood improvement also are indicated.

This fifty-year-old frame dwelling, located at 2617 Vermont, Detroit, Mich., lacked modern conveniences and was in a state of bad repair. In fact it had been condemned by the city because of lack of toilet facilities. It was lighted by gas only and heated by stove, windows were broken, plaster hanging in shreds, and exterior siding and trim were in wretched condition.

The house contains a good sized living room, kitchen with dining facilities, two bedrooms with closets, and bath. The attic lends itself to a future studio or auxiliary bedroom. There is no basement.

Painted white after replacement of all rotted and defective siding and trim, with the foundation painted in a contrasting color, and with lot graded and shrubbery planted, it competed attention.

There are new porches and roof. All so-called gingerbread has been removed from the exterior. Carpets and linoleum cover the worn pine floors. Walls have been replastered and attractively decorated throughout and all windows are provided with Venetian blinds. A modern bathroom with the latest postwar model fixtures has been installed. A floor model type of automatic gas heater is installed.
The fact that the house was condemned by the city because of lack of toilet facilities made it necessary to dig trenches and make pipe connections from house to sewer in alley. This is an expense that would not necessarily occur in the average dwelling where an attempt of this kind is contemplated. Not absolutely necessary but done to show the advantages was the installation of carpets, linoleum and Venetian blinds.
ARCHITECT Whitney R. Smith's office as viewed from Patio at night through floor-to-ceiling windows.

Pasadena Architect Cultivates Theatre Crowds

Office of Whitney R. Smith, A.I.A., fronts on Playhouse Patio, and displays current examples of his modern work

Taking architectural service to the public and at the same time dramatizing his specialty, the very modern in architecture, Whitney R. Smith, a leader among the younger school of Southern California architects, has broken with conservative tradition and is inviting contact with all who are house-planning minded. He believes in the open-door policy for architects and their service to the home building public.

Mr. Smith's prominently located display-window office in Pasadena has proved to be an object lesson in the pulling power of vigorous modern design to attract the attention of those interested in homes or commercial buildings.

Above, left, is view of Architect Smith's office, looking toward the patio, and, to right, Mr. Smith at his desk. To left is seen the interior of his office, showing how the furniture and office equipment carry out the strictly modern effect created by vertical and horizontal lines.
President Names

Wilson Wyatt

Housing Expediter

Snyder report on nation's No. 1 problem gets action

AMERICAN BUILDER believes that its readers will be interested in the Report on Housing made to the President on Dec. 8 by John W. Snyder, director of War Mobilization and Reconversion. Four days later President Truman appointed Wilson Wyatt, former Mayor of Louisville, as Housing Expediter. Mr. Snyder's memorandum follows:

"The housing shortage we have today has been building up over a period of years. The country entered the war with a housing deficit. During the war, because we needed all available materials and manpower to supply our fighting men, we were able to build only for workers who migrated to war plants. At the same time, marriages increased at far more than the normal rate. With the return of millions of veterans, and the additional marriages which will follow, we are now feeling the full force of this shortage.

"Nothing less than several years of cooperation to time every unit that is needed for those veterans. The present inventory is not adequate. A housing deficit has accumulated and more new housing for veterans is needed. The administration is applying its powers to the stimulation of housing production and fighting inflation. Sharp increases in the price of housing already have occurred. The threat of inflation in this field is the most menacing in our economy, and we are using all the powers granted the administration to combat it.

"The foregoing program is not an easy one. It involves many industries, many agencies of the government and countless communities; and it must be modified from time to time to meet changed conditions. I strongly urge that a housing expediter be appointed who shall have responsibility for coordinating and expediting the housing program, and for recommending new steps that may be needed to meet new problems.

"All the steps I have outlined are designed to cope with the current emergency. Solution of the long-range problem of providing the people with an adequate supply of moderately priced housing is being studied by the Congress and I am looking forward to action through legislation.

"We are making progress in our efforts to cope with the housing problem, but it is a difficult one requiring full cooperation of communities, local and Federal governments and of all sections of the industry. As I said earlier nothing less than several years of peak production will really solve the housing problem."
NEW SHINGLE ANNOUNCED

The Ford Roofing Products Co. has recently introduced a new version of its popular Colonial Thatch Shingle. This new shingle, known as Textured Colonial Thatch, is distinctive because of the wood grain embossed surface which adds to the natural beauty of the shadow lines of the Colonial thatch type of shingle.

LETTERING DEVICE

This ingenious little device enables anyone to do good lettering on blueprints, designs, etc. The manufacturer, Letterite Co., claims it will prove the most useful article in the drafting kit next to the scale and the horizontal straightedge. It consists of five graduated sets of 7 apertures cut into a standard 8-inch, 45-degree drafting triangle producing a wide variety of upper and lower case letters and numbers, with punctuation marks and symbols.

SEWER PIPES EASILY CLEANED

New improvement by J. A. Zurn Mfg. Co. provides ready access to drainage lines because the cover never freezes to the body. The cover is screwed into position and then lead calk is poured around it.

MASONRY WATERPROOF PAINT

Guaranteed to permanently waterproof cement cellars, cinder and concrete walls and floors, brick, tile, stucco, every type of masonry, this new product, manufactured by Kay-Tite Co., is applied as easily as paint. It is intended to be used on masonry surfaces only, inside or outside, below or above grade.

LIGHTWEIGHT GENERATORS

Production of two new gasoline engine-driven generators has been announced by the Homelite Corp. Designed as a portable power source for electric tools, floodlights, radio, amplifying or motion picture equipment, these units can be moved quickly to any location or job.

TRIPLE PURPOSE SCREWDRIVER

A handy new tool has been announced by Swallow Airplane Co. This is a new triple-purpose screwdriver tool with a power-arm arrangement that gives extra power which unlocks rusted screws an ordinary screwdriver cannot budge. In reverse, it makes possible the last quarter-turn pressure needed to tighten screws and make them stay put.

NEW GAS HAMMERS

The Syntron Co. has announced a new style, completely self-contained, gasoline hammer paving breaker type of demolition tool. This hammer is comparable in power to the larger-sized compressed air paving breakers.

HACK SAW BLADE HOLDER

Designed to cut down the discard of broken lengths of hack saw blades, the super blade holder distributed by A. D. McBurney also accommodates thin flat file sections. It is a single unit tool composed of a tubular handle with an extended positive grip nose for securing the working point of the blade or file.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 105 W. Adams St., Chicago 3, Ill.

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Write for complete new Catalog of Ro-Way Overhead Type Doors. See our Catalog in Sweet’s.

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Knowledge is protection

Because architects and builders take pride in quality construction . . . because homeowners want long-lasting value . . . the NDMA seal of approval on toxic preservative treated wood products has won widespread acceptance. Knowledge of that seal—and of the principles for which it stands—has resulted in an increased measure of public protection . . . in an increased understanding of wood’s ability to keep pace with modern service requirements in such building products as windows, doors, screens and frames.

It is for this reason that the sixth step in the NDMA program consists of educational effort in the public interest . . . consistent effort which spreads knowledge of the scientific research, the careful testing symbolized by the NDMA seal of approval.

The NDMA Seal of Approval—available by license to all manufacturers and distributors who conform to the toxic preservative standards of the NDMA—represents these six steps of protection:

1. An efficient test for measuring effectiveness of toxic preservatives

2. Minimum standards governing the toxic preservative treating of woodwork products

3. A seal identifying products treated in conformity with NDMA Toxic Preservative Standards

4. Mill inspection of treating equipment and practices

5. Laboratory check-tests of preservative solutions

6. Educational effort in the public interest

Catalogs and HOW-TO-DO-IT INFORMATION

197—TRANSPARENT WATERPROOFING—for brick, stone and stucco walls is introduced in a new folder by Ranetite Mig. Co. According to the manufacturer, this new formula makes it easier and more economical to seal your walls against driving rains and penetrating dampness. This material is for use over virgin surfaces only and not for application over paint or oil coatings.

198—METAL TRIMS—of all sizes and shapes are featured in a new catalog issued by B & T Metals Co. This colorful booklet illustrates all the trims manufactured by these people, including nosings, edgings, bindings, and wallboard trims. Also covered in the catalog are sink frames, stair treads and all accessories.

199—FLOOR FINISHING—system of The Reid-Way Corp. is explained in a folder showing the two machines used—the floor sander and finishing machine. The specifications of both machines are given as well as an explanation of the one moving part principle of sander construction.

200—ARCHITECTURAL METAL WORK—by Newman Bros., Inc., is shown in a new catalog. "Bronze by Newman," just issued. Photographs show honor rolls, memorial tablets, tributes and trophies, bronze emblems, and numerous other items. It also illustrates some of the ornamental metal work produced.

201—PRODUCTION MACHINE TOOLS—manufactured by The Delta Mig. Co. are covered in the manufacturer’s catalog. All the tools manufactured are listed with specifications and accessories. Some of the items included are drill presses, motors, cut-off machines, grinders, band saws, jointers, shapers, lathes and others.

202—FIREBOX BOILERS—are illustrated in color and described in Kewanee Boiler Corp. catalog. Fully detailed tabulations and cut-away cuts are given for the high-pressure boilers. The front cover portrays two-pass firebox type boiler on loading platform. Descriptive copy concisely pertinent to the characteristics of Kewanee firebox types for high pressure appears on feature pages.

203—A COMPLETE WOODWORKING SHOP—in itself is the statement made by The Master Woodworker Mig. Co. about the "Master." It is not just a saw rig, but the combination of twelve machines in one, performing practically every woodworking operation with speed and accuracy. This machine is thoroughly described with illustrations and specifications given in a new brochure recently issued. The machine is made in five sizes, electrically driven. All sizes are also adapted for gasoline-engine drive.

204—HEATING COMFORT—is offered in either oil-fired or gas-fired winter air conditioner by Kaustine Co. Inc. Catalog just released gives full information about this furnace.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, American Builder, January 1946
105 W. Adams St., Chicago 3, Ill.

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

Names

Number

Address

City

State

OCCUPATION

*Please note that occupation must be stated if full service is to be given
A little extra glass makes any house easier to sell!

A STAIRWELL OPENING glazed with PC Glass Blocks brings in lots of light for the stairs, preserves privacy, shuts off an unwanted view, perhaps, and adds to the beauty of the house. See details below for installation instructions.

ADDED SALES APPEAL at low cost—that's the practical effect of installing a little extra glass. Glass dresses up a house, makes it look both luxurious and serviceable. Every nickel you spend for glass shows. A little extra glass means a lot of extra charm.

There are many places in which you can use glass effectively, even in the lowest-cost homes. A full-length door mirror, built-in mantel or wall mirrors, a few glass blocks around the front door, or a panel of Carrara Structural Glass behind the stove in the kitchen—each of these installations adds beauty and serviceability to a house. That means added charm and greater desirability in the eye of a prospective purchaser.

Send the coupon today for our free booklet which shows the many ways in which glass can be used inexpensively to make houses easier to sell. It contains many details like those illustrated here which show you exactly how each installation is made.
FROM THE PAGES OF
AMERICAN BUILDER
50 YEARS AGO

The bound volumes of American Builder contain such a wealth of interesting items covering all phases of the industry that we wish to pass them on to you.

50 YEARS AGO — Manufacturers of bathtubs of all kinds report an increased sale of these goods. The showrooms in New York exhibit more of the expensive imported earthenware tubs than have probably ever been seen in the past, and are disposing of a sufficient number of them to consider their trade satisfactory. Porcelain lined cast iron tubs of various shapes and styles are being used in plumbing contracts, largely, not only in the cities, but in smaller towns where hitherto they have been looked upon as something of a luxury. It is remarked by one who makes frequent trips among both the manufacturing and consuming trade that the public seem to consider the bathtub a greater necessity than in days gone by.

40 YEARS AGO — That these are days of buildings of magnificent proportions is evidenced by the structure that is being put up at the Union Stock Yards, Chicago, for use on the occasion of the International Stock Show. It is 600 x 310 feet in size, has an auditorium 310 x 200 feet, an arena 250 x 100 feet, a floor space of 243,600 square feet, and will seat 10,000 people.

The mission of the veneer machine is to make thin lumber. This is short and sounds simple, but it really covers a wide field and is becoming a very prominent branch of the woodworking industry. In the earliest days of the veneer machine its mission was almost exclusively to make very thin lumber from rare and valuable woods.

The greatest mission of the veneer machine at present and in view of the prospects in the future is in the manufacture of thin lumber, ranging in thickness from 1/16 inch to 3/4 inch.

25 YEARS AGO — Happy New Year! We are starting a new year, one that promises to be important for its achievements and progress. It is particularly vital because of the period of post-war readjustment from which we are emerging. The inevitable reaction following a war has been successfully survived and we stand, as it were, in the dawn of a new era. The business forces of the country are now ready for a new and big year. Especially is this the case of the building industry which has been held up for several years. The acute shortage of housing cannot longer be put off, and with the readjustment of costs of building material, everything is set for the greatest building program in our history. Thousands of families are waiting anxiously for the time when they can get their new home started—we believe the new year will find their hopes realized. With all hands on deck and shoulders to the wheel, the year 1921 should be a 19-plenty-one.

Truscon Steel Company, Youngstown, Ohio, has a book showing many illustrations of standard buildings built with standard steel units. Descriptive text contains some interesting data on the various types of Truscon standard steel buildings.

BETTER AND FASTER WORK

with the

STANLEY-CARTER POWER PLANE

See the chips fly from that piece of lumber. The one-piece spiral cutter, turning at 18,000 R.P.M., removes material fast, from tough woods, with or against the grain. The workman furnishes the skill—the powerful 1 H.P. motor of the Carter J5 does the drudge work—getting heavy work done better, faster, cheaper.

Try one of these work-saving planes on a job. It planes surfaces up to 2 1/2" wide, without waves or cutter marks on paper-thin cuts. It can save its full cost on one job requiring a lot of hogging cuts. Write for information about the J5 or other Stanley-Carter Power Planes. Stanley Electric Tools, Stanley-Carter Sales Division, New Britain, Connecticut.

CARTER J5 PLANE — 1 H.P. 18,000 R.P.M., Universal type motor operates on either DC or AC, 60 cycles or less. Length 18 1/2", weight 16 lbs.

CARTER STANLEY TOOLS
IN THE GREAT FOREST OF ADVERTISING
IN NATIONAL MAGAZINES

WESTERN PINES ADVERTISEMENTS

Stand out! ...Western Pines advertisements surely do. Their record for 1943 shows that they were not only seen and read ...but drew over 100,000 requests for "Western Pines Camera Views."

For twenty-one years advertising for Western Pines has consistently appeared in national magazines such as American Home, Better Homes and Gardens, House and Garden, House Beautiful, Parents', and Sunset. Today, throughout the nation, people who are planning to build or remodel know of the versatility and lasting beauty of Western Pines.

By creating a real consumer interest in Western Pines, the program above outlined has definitely resulted in a substantial benefit to Retail Lumber Dealers and Builders. We are glad to co-operate in this manner and hope that conditions at the mills will soon improve sufficiently to permit shipments of these famous Western Pines to retail yards in a normal manner.

WESTERN PINE ASSOCIATION
Yon Building, Portland 4, Oregon
THE CERTIGRADE LABEL under the band-stick of a bundle of Red Cedar Shingles means that the mill in which it was manufactured is visited regularly by inspectors of the Red Cedar Shingle Bureau, who see to it that the quality is maintained in accordance with official grade specifications. You just can’t go wrong with Certigrades!

Hand in hand with good shingles goes proper application. Send for our free construction blueprints.

Planned Lighting Adds Decorative Quality to the Homes You Build

THE modern style of decoration, and of lighting, is a development of the present period. It is based upon the sound underlying principles of simplicity of line, fitness for purpose, freedom from dust gathering ornament, and purity of color.

Prevailing style in architecture influences the home, both exterior and interior. Since the lighting is so closely allied to the decoration of a home it naturally follows that lighting takes on this trend as well.

IN THE KITCHEN a recessed ceiling fixture is supplemented by local lighting over the work areas.

FUNCTIONAL LIGHTING for the laundry includes a centrally located fluorescent ceiling fixture.

In the past, lighting fixtures were designed largely for candles, and with the coming of electricity the same candle form was carried over into the designs of electric lighting fixtures. Modern lighting, however, strikes a new note by giving truer expression to the modern illuminant, electricity.

In modern decoration the lighting plays a major part and it is often built into the architectural features of a room. Another modern expression is found in some modern ceiling fixtures and wall brackets which are shaded, combining glass and metal. They
This roof was carried 40 feet, with no damage to the Cyclone shingles except that caused by the 2 x 4 studs pushed through the roof.

These pictures tell the story—the amazing holding power of Ford Cyclone shingles is being demonstrated constantly on roofs where real wind storms are encountered. Users have developed a confidence in this shingle that makes it one of the most popular shingles in localities where wind damage is common. The simple locking notch anchors each shingle securely to make a truly "locked-to-the-roof" unit of strength.

The Cyclone Safety Shingle is an exclusive Ford product backed by eighty years experience in making roofing materials.

FORD ROOFING PRODUCTS COMPANY
111 WEST WASHINGTON STREET ¦ CHICAGO 2, ILLINOIS

Roofs blow off, but Ford Cyclone shingles stay on

Roof deck blown completely off, but with practically every Cyclone shingle intact.
Now is the time to
Emphasize Advantages
of CONCRETE

Concrete products men and contractors have a vital responsibility in helping to get the nation’s needed building program into full swing.

Every effort should be made to inform prospective home builders, business men, public officials and farmers that the use of concrete for walls, floors, partitions and roofs will help conserve other building materials which are in limited supply and thus permit a much larger volume of urgently needed construction to get under way at an early date.

And let your customers know that in addition to fire-safety, long life and low maintenance expense, concrete construction saves them money because it assures low annul cost, the true measure of building economy.

Literature containing helpful suggestions on advantages of concrete for industrial, home and farm improvements and new construction is available on request. Free in United States and Canada.

PORTLAND CEMENT ASSOCIATION
Dept. 1-3, 33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work

* * *

BUY VICTORY BONDS

This glimpse of a modern living room illustrates lighting styled to complement the decorative motif.

Lamps have changed as well as lighting fixture. They are obviously designed with the thought of the purpose and the way in which they will control light. The fluorescent lamp gives excellent illumination.

With care, modern lighting may be combined with other period styles. Knowledge of illumination principles has brought about an effort to create not only beauty in lighting fixtures, but also good illumination.

Briefly, its aims are to provide the proper type of lighting for comfort and efficiency, all harmoniously blended into a system that fits into the architectural needs and atmosphere in which it is to be used.

Cleverly concealed fluorescent tubes achieve a “sunlight” quality in this modern entrance hall.
SINCE the inception of automatic heating, Minneapolis-Honeywell has been developing controls that permit these systems to function at their best. These developments have meant important sales advantages for contractors and builders. The most recent example is the Honeywell Moduflow System of Control, which delivers an uninterrupted, even flow of heat in direct proportion to the heat loss, rather than alternate periods of heat and no heat.

You can look forward to other startling developments and achievements made possible by Honeywell's vast engineering and research facilities — developments that will continue to give you a competitive advantage, easier sales, and at greater profit. And remember, "Dependable Controls Still Cost Less than Service," — and further they mean complete satisfaction on the part of the home owner. Minneapolis-Honeywell Regulator Co., 2655 Fourth Ave. South, Minneapolis 8, Minn.
Use the time-proved, dependable Barber-Colman RADIO CONTROL for garage doors...

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

Many fine small homes such as this have been built by Mr. Johnson's organization. The compact and convenient Youngstown Kitchen for this home is shown above.

"Substantial saving in time and labor... Very attractive to buyers"


We have been very well satisfied with Youngstown Kitchen equipment," Mr. Johnson writes. "We have found it easy to install and the finished kitchen is very attractive. There is a definite saving in time and labor, as your equipment is completely finished including enameling and hardware. There is no doubt Youngstown Kitchens help sell our homes.

"Your equipment helps us cooperate with the National Association of Home Builders in its efforts to raise the standards of home building. Without question there is a great opportunity for us all today to demonstrate that private industry can provide the right kind of housing, and all the housing, that this country needs."

We agree with Mr. Johnson that providing the best possible houses for all America is a job for private enterprise. We try to provide the kind of equipment that will keep progressive builders in that important task.

If you are not familiar with the Youngstown line, send for "The Builder's Kitchen," a booklet describing Youngstown Kitchen units, and giving detailed experiences of many builders with this modern equipment.

MULLINS MANUFACTURING CORPORATION, Warren, Ohio

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

DON'T MISS IT!
National Association of Home Builders
ANNUAL CONVENTION—EXPOSITION
FEBRUARY 25-28, 1946—Stevens Hotel, Chicago

Youngstown Kitchens
BY MULLINS
If you use any of these materials... INVESTIGATE MIRACLE

A demonstration—yes...but it shows some of the common building and finishing materials which have been bonded with Miracle Adhesive on building, modernizing and maintenance jobs. Miracle helps builders and contractors speed installations, reduce costs, save time, cut down weight and eliminate mechanical fasteners. Quick-setting, waterproof, tough and resilient and anticorrosive Miracle will bond uneven surfaces and develop great strength without heat or pressure. Once you've used this remarkable war-developed plastic adhesive, you'll realize why its outstanding advantages and economies are recognized by contractors and builders all over the country.

USES OF MIRACLE ADHESIVE—Illustrated above

For full information, write to MIRACLE ADHESIVE CORPORATION, 852 CLINTON AVENUE, NEWARK 8, N. J.

Smiley to Philip Carey

THE appointment of J. J. Smiley, Jr., as assistant advertising manager of the Philip Carey Mfg. Co., Lockland, Cincinnati, Ohio, was recently announced by Harold D. Bates, advertising manager.

Smiley joined the Carey organization August 1 this year when he returned to inactive service in the Reserves.

Before entering the Army, Smiley was actively engaged in the building materials field, first as a sales representative and later as the owner of his own building material and coal company in Frankfort, Mich.

Walker-Turner Appointment

PAULA S. HODDESON has been appointed manager of advertising and sales promotion of Walker-Turner Co., Plainfield, N. J.

Los Angeles Plans Permanent Building Exhibit

CONSTRUCTION will start next March on the first buildings of what will be a 10-acre building mart, according to the plans of Building Arts Center, Inc., Los Angeles.

It is planned to concentrate in this space exhibits, offices and salesrooms representing every factor and service the building industry has to offer the consumer. Displays of all important building materials, home appliances, furnishings, etc., will be represented so that the prospective home builder may make a "one stop" investigation of materials for his new home. Architects, contractors, material men, savings and loan representatives will be available to serve the consumer.

Officers of the organization are: Emmett Jones, president—president of Interstate Petroleum Corp.; Harry Coffman, vice president—local dealer for Nash and Willys; A. L. Bergere, general manager and part owner of Falcon Engineering Co.; Guthrie Cole will assist Mr. Bergere.
Stronger and better construction is assured in homes utilizing in full the proved techniques of construction with wood and modern Laucks glues.

Most important application is in plywood, bonded with modern synthetic resin glues, waterproof, boilproof and fungus proof... for use in a hundred places, inside and out, where sounder construction, better insulation, better appearance are desired.

For stressed-cover and dry-built construction, for laminated arches or beams, for built-up members or prefabricated units, for sash, doors and cabinet work there are Laucks Construction Glues, proved stronger than the wood itself, stronger than nails for assembly.

For detailed information on these important uses and others, address your inquiries to "America's Glue Headquarters" where more than a quarter century of experience with plywood and other industrial glues has given us the "know how" from which you can profit.
Dela Court New President of Tracy

T. E. DELA COURT, identified for many years with the manufacture and merchandising of household furnishings, is the new president of Tracy Manufacturing Co., Pittsburgh, producers of stainless steel sinks and cabinet tops and of linoleum-on-steel cabinet sink tops.

Mr. Dela Court announced that the company has started an extensive remodeling and expansion program to increase production of sinks and tops. He stated that the special processes of the Tracy Company for fabricating and finishing stainless steel will be utilized on a production line basis.

Youngstown Kitchen Changes

C. D. ALDERMAN has been named assistant manager of sales for the Youngstown Kitchens division of Mullins Manufacturing Corp., Warren, Ohio, it has been announced by Charles A. Morrow, vice-president in charge of sales. Mr. Alderman has been with Youngstown since 1938. His position is a new one in the Youngstown Kitchen organization.

Mr. Morrow also announced that G. A. McGarry has been appointed manager of Youngstown's experimental merchandising territory. Mr. McGarry will be in charge of testing sales and promotional methods, and analyzing dealer experiences and consumer reactions.
When It's Hot Enough to "Fry Eggs"...

ROOMS PROTECTED BY KoolShade are many degrees cooler!

KoolShade Sun Screen is—in effect—a bronze outside miniature venetian blind with the louvers permanently slanted outward and downward at a 17 degree angle, to block, reflect, absorb and radiate as much as 90% of the sun's heat rays—outside the window!

51% of the sun's energy is heat rays. That's why unshaded windows make rooms blazing hot in the summer months.

KoolShade Sun Screen stops these heat rays cold before they reach the window pane. As a result, KoolShade protected rooms are as much as 15 degrees cooler!

KoolShade is the only form of "window" insulation that controls sun heat and still provides ample light, ventilation and vision. Where air conditioning is used, KoolShade saves money on original equipment and operating costs.

KoolShade means money to you. And it's exclusive. No other window shading device stops as much sun heat. No other is so simply installed. It is completely automatic, will not rust, rot, or rattle—and you get no complaints or service call-backs. Quickly installed like ordinary window screen. It's fly-tight, too. Specify KoolShade on all sun-exposed windows. It's a high mark-up item. Send in coupon below.

Ingersoll

KoolShade Sun Screen

"It's Cooler in the Shade."

INGERSOLL STEEL DIVISION—BORG-WARNER CORPORATION

Ingersoll Steel Division
Borg-Warner Corp., Dept. Bl
310 South Michigan Ave., Chicago 4, Ill.

Send literature and samples of KoolShade.

Name ____________________________

Company _________________________

Address __________________________

City ___________________ State ______

Trade Mark — Property of the Ingersoll Steel Division, Borg-Warner Corp.
"I have learned that the good 'short-cuts' of yesterday are the common highways of today—

Take modern design in the building trade for instance. As designers, we demand efficiency in operation time as well as proven quality in results.

That's why I specify Abesto Cold Process roofs—using Abesto adhesives with any standard brand plain roll roofing. It's the quickest way to a roof of unquestioned quality."

(Continued from page 112)

"The new policy," he declared, "is designed to assure ceiling rentals on new housing units that are fair to both tenants and builders. It provides 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. This is vital to avert a building lag that otherwise would result from builders awaiting expected cuts in building costs."

The Regional OPA office has invited builders to present their plans and specifications, along with estimates of construction operating costs, as well as rent schedules, to the local OPA area rent offices who are starting construction. "OPA," he declared, "will check the proposed rents with those of comparable units fixed at maximum rent rate, and add an appropriate allowance for increased costs."

**Brick and Tile Delivery Preference to G.I. Builders**

IN ORDER to assist in providing the maximum number of new homes for veterans during the acute housing shortage, manufacturers of brick and tile have agreed to give preference in the distribution of their products to home builders and contractors who are constructing dwelling units specifically sold to or earmarked for former servicemen, J. Ernest Fender, president of the Structural Clay Products Institute, has announced.

"Because of the serious shortage in many communities, it is obvious that thousands of veterans will be unable to obtain homes of any kind unless special provision is made in their behalf," Fender said.

"This may mean a temporary delay in certain other types of construction, such as the building of stores, factories, warehouses, churches, and other structures in which masonry construction usually is specified. However, it is generally agreed that the housing shortage, particularly as it affects veterans, deserves preferential treatment," he said.

**BETTER VALUE for Tomorrow's Homeowners**

You can give tomorrow's homeowners enduring quality with stock-design doors, windows, frames and woodwork of ponderosa pine—and ponderosa pine helps to maintain home values through the years while adding charm and distinction.

For full information, write Ponderosa Pine Woodwork, Dept. MAB-1, 111 West Washington Street, Chicago 2, Illinois.
You can BID LOWER
And Still Make MORE MONEY

with TIME-SAVING
SKILSAW!

With SKILSAW as your helper you can bid every job lower... handle more jobs faster... cut costs on every cut in wood, metal, stone and compositions... make more profit on every job. Remember that one SKILSAW does the work of 10 handsaws... quickly pays for itself, then goes on making money for you for years.

Ask your distributor today for a demonstration on your own work.

SKILSAW, INC., 5035-45 State Ave., Chicago 30, Ill.
Factory Branches in All Principal Cities

PORTABLE ELECTRIC
SKILTOOLS
MADE BY SKILSAW, INC.
When you buy floor surfacing equipment, look for the name and what's back of it besides a sander! Look at the company behind the product and into the source and supply of parts or service. Occasional overhauling and servicing is necessary on any mechanical equipment and time lost through lack of repair facilities will be costly.

For approximately twenty-five years American distributors have steadily operated, even through depression and war, to serve machine owners. These distributors located in thirty principal cities have complete stocks of parts and factory-trained mechanics. They are thus able to render prompt service on American machines in all sections of the United States. Remember, no American machine has ever become an "orphan" nor long been out of service.

For location of nearest American factory-trained distributor write—

THE AMERICAN FLOOR SURFACING MACHINE COMPANY
511 S. ST. CLAIR STREET • TOLEDO 4, OHIO

There are 3 big markets for fresh air!

For the new home and modernization, and a sensational new model for the renter. No Vacancy.

Victron Ventilators promote health and comfort, every season of the year.

Handsome profits, too.

Victron National advertising is pre-selling the public, convincing them that "smog" and "smells" have no place in any room of the modern home.

Get the facts and you'll agree, there are "3 big markets" for fresh air!

Write today.
durable horizons...built of wood

SANTOPHEN 20

Use Santophen 20 to guard against decay at these danger spots.

SPECIFY FOR PERMANENCE — Wood is part of your reputation — when you preserve one, you protect the other. That's why everyone who designs and builds with wood should specify formulations containing Santophen* 20, Monsanto's pentachlorophenol (technical). It's the modern, scientific wood preservative that guards against the ravaging attacks of micro-organisms, termites and beetles.

Specify Santophen 20 formulations for above and below ground protection at all points where wood is subject to decay—especially for posts and sills, joists, plates and studs, floors, doors, sash and trim. They assure a “clean treatment” —surfaces so treated can be readily painted, puttied or varnished. Special water-repellent Santophen 20 formulations are available.

Inquire about Santophen 20, the modern, proved wood preservative. Write MONSANTO CHEMICAL COMPANY, 1700 South Second Street, St. Louis 4, Missouri.


OTHER MONSANTO WOOD PRESERVATIVES

PERMASAN 116
A ready-to-use, water-repellent formulation —retards dimensional change — guards against decay and insect damage.

PERMASAN 223
A concentrate of Permasan 116.
Gud Fireplaces

that will not
Smoke...

- The Heatilator Fireplace is a steel form that insures proper construction of any style fireplace, eliminating faults that commonly cause smoking.

Firebox, damper, smoke dome and down-draft shelf are built-in parts of the Heatilator, greatly simplifying fireplace construction and saving materials. Even with semi-skilled labor, Heatilator Fireplaces go up faster, with less trouble, and with complete assurance of a perfectly operating fireplace.

The Heatilator Fireplace circulates heat, adds sales value to the house.

Write for information and installation data.

HEATILATOR, INC.
172 E. Brighton Ave., Syracuse 5, N. Y.

Mist, sprayed in process plants requiring high humidity, is vital to the quality of many products. But, it raises havoc with the wood structures. And steam and chemical-laden vapors in wet process plants cause ordinary lumber to go to pieces in a hurry.

Wolmanized Lumber*, wood that's impregnated with Wolman Salts* preservative, is highly resistant to the decay that inevitably develops in these humid atmospheres. Fibre-fixation prevents its washing out or leaching, assures added years of service life.

The Advantages of Building with Wood

Building with wood means ease and speed of erection, light weight, resilience, high insulating value, paintability, low first cost and . . . when Wolmanized . . . long life.

AMERICAN LUMBER & TREATING COMPANY

1645 McCormick Building, Chicago 4, Illinois
Make this DeWalt Builder's Saw the No. 1 tool on your power equipment list . . . and it will help you build your customers homes faster—better—and for lower costs than ever before!

The new model GE DeWalt, illustrated above, is available in 3 and 5 HP single-phase, capacitor motors—motors that have no brushes, no armature, no commutator to look after. Motor is totally enclosed, wound with Formex-Fiberglas insulation, and provided with grease-sealed-for-life ball bearings.

This DeWalt is a precision-built tool for builders. And you can buy it today at 1938 prices! Write for catalog now. Address: DeWalt Products Corporation, 11 Fountain Ave., Lancaster, Pa.
This insulating lath offers 3 EXTRA ADVANTAGES

MANY CUSTOMERS prefer insulating lath because it does two jobs—serves as a base for plaster and insulates against heat, cold, and sound. Temlok Insulating Lath does even more. It gives you three extra selling points:

1. It is highly moisture resistant. Temlok Insulating Lath absorbs little moisture. As a result, plaster dries quicker.

2. Strong initial bond. Every inch of the surface of Temlok Insulating Lath grips plaster quickly and firmly.

3. Greater strength at joints. The scoop bevel on all edges of Temlok Insulating Lath forms an extra ridge of plaster at the joints.

Not only Temlok Lath, but Temlok Insulating Board, Temseal Sheathing, and Temlok DeLuxe Panels and Planks provide advantages that make them easier to sell, because they offer your customers more for their money. For free samples, literature, and complete information, write today to Armstrong Cork Company, Building Materials Div., 1601 Ross St., Lancaster, Pa.

ARMSTRONG’S TEMLOK INSULATION
SHEATHING • LATH • BOARD • DE LUXE INTERIOR FINISH
FOR TOP VALUE USE
Southern States
ALUMINUM ROOFING

- LASTS A LIFETIME
- NEVER REQUIRES PAINTING
- LIGHT AND STRONG
- LOW IN COST
- NEW . . . MODERN
- GROWS IN BEAUTY WITH EACH YEAR OF SERVICE
- HELPS INSULATE . . . REFLECTS HEAT AWAY FROM ROOF

SANES-VALU... as well as protection . . . starts with the
roof. So give your buildings roofs of SOUTHERN STATES
Aluminum . . . the lifetime roofing that combines the
best protection and sales-value!

Now, for the first time, because of economies effected
in wartime production, aluminum roofing is available for
home, farm, and industrial buildings. Time-tested and
proven by over 40 years of service on world-famous
churches, schools, and other buildings, aluminum roofing
will not only add distinctive beauty, but will give long-
lasting protection that counts.

Manufactured from a special alloy developed by
"Alcoa" for roofing-purposes, SOUTHERN STATES Alumi-
num Roofing is light in weight, and exceptionally strong.
Easily handled . . . this superb roofing goes on quickly . . .
fits together with weather-tight precision!

Properly applied, SOUTHERN STATES Aluminum Roof-
ing will give a lifetime of trouble-free service . . . a roofing
that does away with expensive roof-replacements.
Remember, too, aluminum roofing reflects heat away
from the roof, helps keep your building cool during hot,
Summer days!

Dealers: Get the full story of what
SOUTHERN STATES Aluminum Roof-
ing means to you in new, increased
sales. Address inquiries to:

Southern States
IRON ROOFING COMPANY

GENERAL OFFICES:
Savannah, Ga.
Factory-Warehouses
in Principal Southern Cities
WINTER LAG* is the progressively slower action of concrete in acquiring strength as the thermometer goes down.

Much of this Winter Lag* in concrete can be overcome by using calcium chloride in-the-mix. For instance, concrete containing 2% calcium chloride, exposed to 40° temperature, will acquire safe strength in practically the same time that plain concrete does at 70°. Used with other normal protection, concrete can be placed on favorable schedules all the year 'round. This is the least expensive as well as the most effective means of speeding up cold weather concrete schedules.

Besides the high early strength induced by calcium chloride you get built-in curing—automatic curing at no extra cost and you get higher strength at all ages.

Ask for our Bulletin 28, "Early Strength Concrete."

CALCIUM CHLORIDE ASSOCIATION
4145 Penobscot Building • Detroit 26, Michigan

A NEW CABLE YOU'LL LIKE

PVX
NON-METALLIC SHEATHED CABLE
(WITH THERMO-PLASTIC INSULATED CONDUCTORS)

This new high quality, light weight, small diameter cable can be installed quickly and easily and will give long service. It is recommended for concealed and open work in homes and other buildings where non-metallic cable is permitted by local codes or the National Electrical Code. It is approved by the Underwriters' for 60 degree operation.

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Illustration above shows an interesting combination of Seaporcel in various colors. Gray Enamel fascia relieved with stenciled spandrels depicting the Queen Mary in four colors. Vertical joints covered with white metal moulding.

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Here is an opportunity for builders to add something to their homes that will make them truly modern. They will find the new Sylvania Electric residential fixtures adaptable to almost every home application. And, like Sylvania commercial and industrial fixtures, these new units carry a name already famous for "fluorescent at its finest."

FACTS FROM THE RESIDENTIAL LIGHTING SURVEY

Of those who have fluorescent lighting:
- 30.4% plan kitchen installations
- 24.6% will install in the bathroom
- 15.2% will install in the living room
- 8.9% in the bedroom

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- 64.1% plan kitchen installations
- 14.2% living room
- 9.1% bathroom
- 1.9% bedroom

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(Continued from page 92)

the Administrator great powers to promote public housing. It authorizes the Administrator to make annual grants of twenty-two million dollars for four years. This annual grant authority allows commitments to be paid over the next 45 years from the Treasury in the amount of $3,960,000,000, none of which is to be repaid. It also amends the National Banking Act, authorizing national banks to buy all public housing securities. The provision for annual contributions over a period of 45 years appears to be designed to make the bonds of public housing authorities more attractive.

There is little difference in the language of this section in both bills, except that the requirement of the old bill that no contributions shall be made in connection with the project unless an equal number of units is eliminated, is changed to the ambiguous statement, "unless subsequent to the initiation of the project and within a period specified by the authority there has been or will be elimination." The new bill also provides that there must be a gap of 20 per cent between the upper rent limits for admission to the proposed low rent housing and the lowest rate at which private enterprise is providing a substantial supply of decent, safe and sanitary housing through new construction and existing structures. The language of the old bill provides that the gap shall be between the upper limits and the lowest rate at which private enterprise can reasonably be expected to provide an adequate supply at such rentals.

TITLE VIII—Housing on Farms and in Rural Areas

This is Title VI of the old bill, and the two appear to be about the same. It authorizes the Secretary of Agriculture to make loans for 40 years at 3 per cent to farmers who cannot get such financing elsewhere, and authorizes FHA insurance on farm homes. The general provisions of the public housing act are extended to rural housing.
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TITLE IX — Disposition of War Housing and Other Federally Owned Housing with Preference to Servicemen and Veterans

This is Title VII of the old bill. Under the Lanham Act all war housing is to be sold promptly after the war, and none of it may be transferred to public housing agencies. This title proposes to change all of that, and transfer all war housing to public housing agencies. There is approximately $1,800,000,000 of such housing, the cost of which is now public debt.

The new bill permits sale by the National Housing Agency of permanent war housing to local public housing agencies. The local agency needs to pay only the income from the property.

TITLE X — Periodic Inventory of Housing Needs and Programs

This requires the National Housing Administrator to make an annual report to Congress, and include the most current estimate of all housing needs for all income groups and all parts of the country; the rate of employment and investment in housing and related community development, compared with rates required for the construction industry's part in full production and full employment; nationwide progress in meeting these needs and requirements; and recommendations of additional programs needed to carry out the national policy in housing and related community development. It provides the National Housing Agency with great propa...
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American Builder, January 1946

Building Officials Discuss Housing Shortage

ONE of the highlights of the Building Officials Conference of America, held in Rock Island, Ill., in November was the discussion of the housing shortage as it applied to returning veterans. This discussion had particular significance to builders in that one of the general recommendations by several building inspectors in the territory from Kansas to New Jersey was that the quickest way to provide additional quarters was through the splitting up of large residences into apartments.

It was pointed out that in many instances zoning and fire ordinances made this impossible without emergency change. Some building inspectors have already arranged with their boards of appeals and city councils to protect themselves by putting a "violation" on the job, but still through the emergency, the technical violation of the law would be countenanced.

One building official pointed out that one thing he would not let go by was two exits from third stories. Many building ordinances require fire resistant partitions around exits, and it was suggested that one way to get a one-hour fire rating is through the installation of mineral wool between the studs.

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Photograph above shows portion of 108-unit tract development. All homes gas-heated with PAYNE Floor or Duplex Furnaces.
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