

TECHNOLOGY DEPARTMENT

# AMERICAN BUILDER

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IN INSULATION

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*Hand Pouring* **HOME INSULATION**

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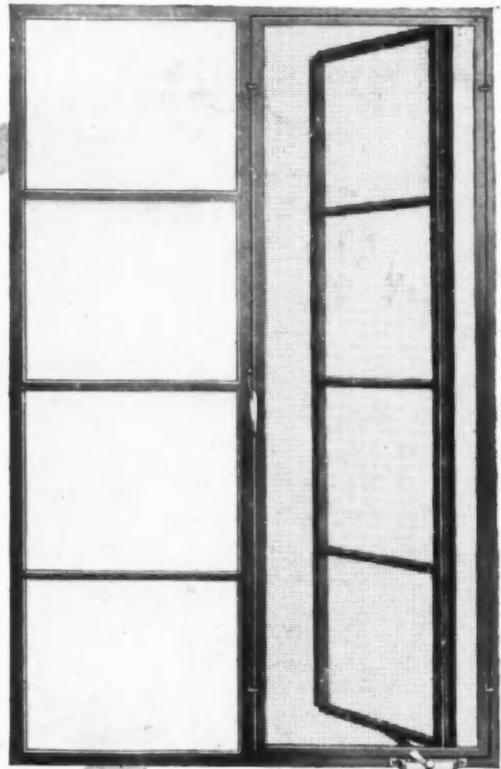
Celotex Rock Wool Batts and

Celotex *Hand Pouring* Home Insulation.

**THE CELOTEX CORPORATION, CHICAGO 3, ILLINOIS**

CELOTEX TRIPLE SEALED ASPHALT SHINGLES AND ROLL ROOFING . . . BUILDING BOARD . . . INSULATING SHEATHING AND  
LATH . . . INTERIOR FINISH PRODUCTS . . . CELO-ROK ANCHOR LATH AND PLASTER . . . CELO-ROK WALLBOARD . . . CEMESTO  
FLEXCELL . . . ROCK WOOL . . . CELO-SIDING . . . CELO-BLOCK

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*Compare this*  
**LOW COST WINDOW**  
 with any you can buy

Check the quality . . . efficiency . . . appearance. Here's a window that enables you to provide quality—and do it with regard for today's problem of costs. The reason for the economy in Fenestra\* Steel Casement Type 2414 is twofold . . . special design and manufacturing standardization.

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Thus, you get a window which provides 16 $\frac{2}{3}$ % more glass area than ordinary windows of the same size . . . can be cleaned safely on both sides from within the room . . . always opens easily by a geared Roto-Adjuster—all benefits that earn the appreciation of home buyers.

You save on installation, too—this window is a complete, assembled unit. Use the oldest and best-known name in steel windows—Fenestra—to help make your houses more salable. See your Fenestra dealer today for full information on types and sizes. Or write to Detroit Steel Products Co., Dept. AB-10, 2260 E. Grand Blvd., Detroit 11, Mich.

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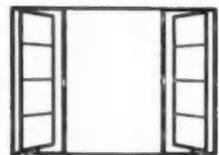
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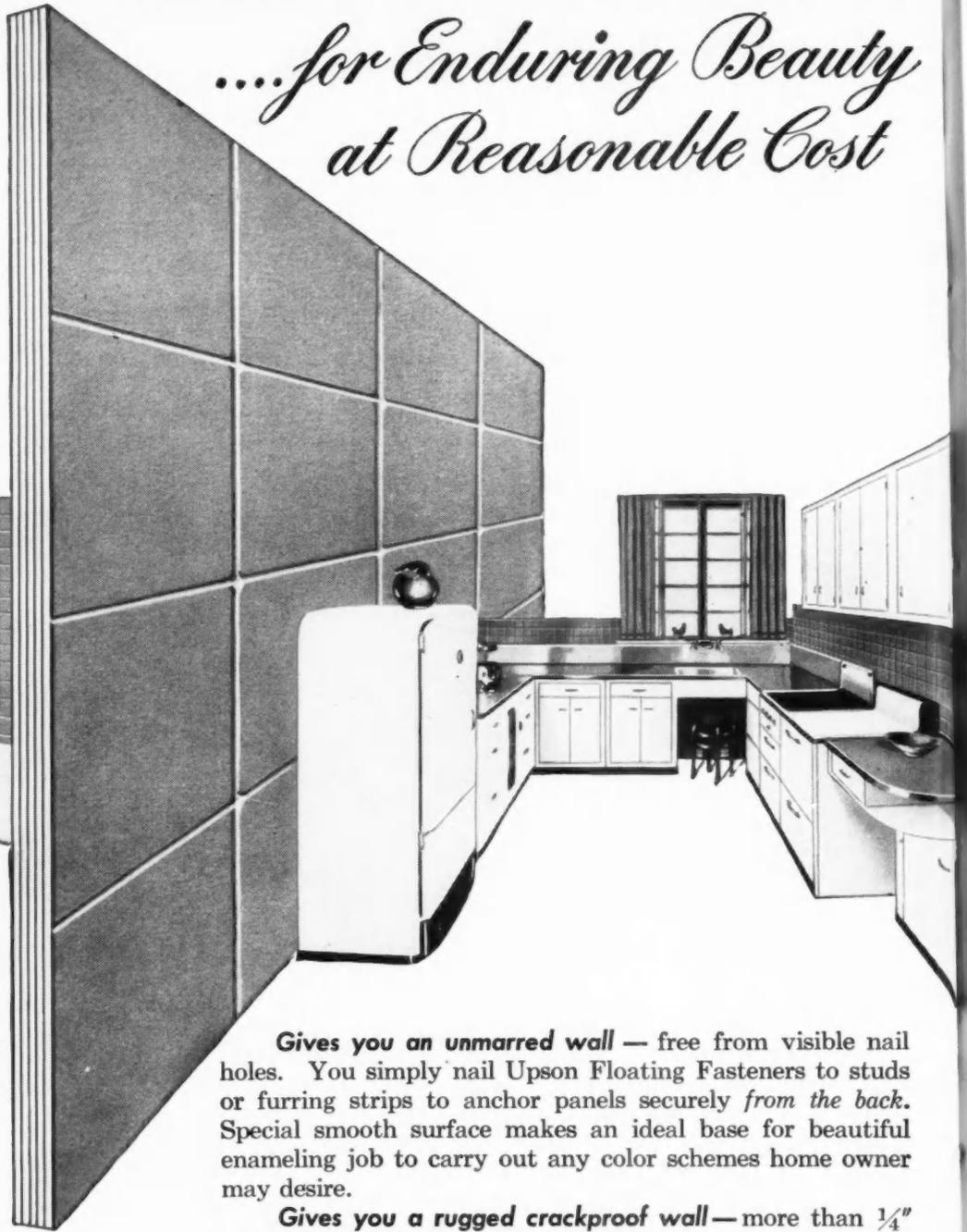
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# BEING USED EVERYWHERE

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## UPSON DUBL-THIK Fibre-Tile



**Gives you an unmarred wall** — free from visible nail holes. You simply nail Upson Floating Fasteners to studs or furring strips to anchor panels securely *from the back*. Special smooth surface makes an ideal base for beautiful enameling job to carry out any color schemes home owner may desire.

**Gives you a rugged crackproof wall** — more than  $\frac{1}{4}$ " thick. Our 5-ply laminated panel is tough and strong — not brittle — will not chip or loosen. It is *resilient* to bumps and jars. *Positively crackproof*. Millions of feet in use for many years! F. H. A. accepted.

**Costs the customer less** — opens up a new field! Check up! You can actually bill a complete installation for less than the material cost alone of tile or most prefinished tile-boards. Comes in 4' widths — standard lengths. Get Upson Dubl-Thik Fibre-Tile from your lumber dealer or *mail the coupon below*.



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# AMERICAN BUILDER

Founded—1879

Volume 70

OCTOBER, 1948

Number 10

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You achieve the ultimate in bathroom luxury when you choose the **NEO-ANGLE** bath and harmonizing fixtures from the American-Standard line. The bath, occupying space only about four feet square, is the recessed model of the Neo-Angle with its two integral seats and wider, flatter bottom; the lavatory is the graceful **ROXBURY** with large square bowl, tapered legs, and convenient towel bars. Fittings and other exposed metal finished in gleaming, non-tarnishing Chromard. The water closet is the **MASTER ONE-PIECE**, with quiet, thorough syphon vortex water action.

■ As the world's largest manufacturer of heating equipment and plumbing fixtures, American-Standard is your most dependable source for both. Not only does American-Standard give you the widest choice of styles, types, models and sizes, but it also is your assurance of the finest quality in *both* heating equipment and plumbing fixtures. That's why more American homes have heating and plumbing by American-Standard than by any other single company. Yes, you'll find that it pays to "make it American-Standard all the way"! For detailed information about the complete range of products, contact your Heating and Plumbing Contractor. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pa.



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## Publisher's Page



### Mixing Socialism with Capitalism

THE foggy thinking of many of the best people regarding the great issues of our time was illustrated by a resolution adopted a short time ago by an international religious conference in Holland. This resolution equally condemned capitalism and communism. The next day a motion was made by an American to so amend the resolution as to condemn only "laissez faire (i.e., uncontrolled) capitalism" equally with communism.

What kind of government and economic system were favored by those who adopted this resolution? They did not say. Probably they had no clear idea of what they favored. They merely believed they knew to what they were opposed. If questioned, they doubtless would say they favor a "reasonable compromise" between capitalism and communism. This is what most persons apparently want, or believe they want. They are opposed to the Russian brand of communism—its complete denial of individual freedom, political democracy and private property. They are opposed to "laissez faire" capitalism principal-

ly because it causes an inequality of incomes which they regard as unfair, immoral and unChristian. They would have capitalism modified by socialistic policies which would, they believe, leave people free while reducing this inequality of incomes by diverting to the lower income groups part of the incomes of the higher income groups. This is the true purpose of the so-called "welfare state" which by various policies and in various forms has been developed in Europe and Australasia during the last three quarters of a century.

Care should be taken to distinguish between government policies having the intention and effect of controlling capitalism and policies tending to socialize the economy. At least two kinds of government control are necessary to make capitalism work in the public interest. One of these is control of the rates and charges of natural monopolies. The other is prevention of the formation of monopolies and enforcement of competition in industries that are naturally competitive. These policies are not socialistic. It is true they control how people may

use their own property; but the statute books are full of laws prohibiting people from so using their property as to injure others.

A government policy ceases to be merely regulatory and becomes socialistic when it begins trying to enforce the socialistic doctrine of "From each according to his ability, to each according to his needs". It may do this, among other ways, by engaging the government in competition with its own citizens, by helping some in competition with others, by steeply graduating taxes to penalize the successful, by using taxes to subsidize the lazy and incompetent, and so on.

Many more socialistic policies were adopted in numerous countries in Europe and Australasia than were adopted before the New Deal in the United States, and in not one of these countries did the incomes of all classes of the people increase as much or their living conditions improve as much as in the United States. There is absolutely no evidence that the modification of capitalism by mixing socialistic policies with it benefits a majority. All the evidence is on the other side.

Samuel O. Dunn,

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in **NEW HOMES** or **OLD**

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walls

Marlite, beautiful and practical, provides the extra value that makes a new home more appealing to the discriminating buyer, adds the modern touch that makes an older home more attractive, too. Plastic-finished Marlite wall and ceiling panels are easily installed, easy to clean and eliminate refinishing. In kitchens, bathrooms, in every room where colorful, practical interiors are needed, Marlite means extra value for your customers, added profits for you. Make the most of Marlite . . . in homes—and in commercial buildings, too!

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**AND ECONOMICAL, TOO!** The cost of materials for a complete Marlite installation has increased less than 10% since 1940. That's why Marlite means added value for your customers . . . added profits for you!



**BATHROOM**

**MARSH WALL PRODUCTS, INC.**  
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DOVER, OHIO

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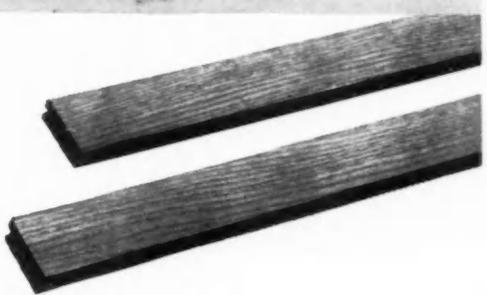
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# *Sure,* all oak flooring comes from trees...

**BUT THAT DOESN'T MAKE IT ALL ALIKE!**

• • A lot of things happen between the time a tree is felled and is converted into hardwood flooring. From the same tree can be produced flooring that will make a beautiful, long-lasting floor—or flooring that will cause dissatisfaction and complaints. It all depends on the care and skill used in sawing, seasoning, kiln drying, machining, grading, and bundling.



*Don't take chances! Buy accepted brands of flooring through recognized reliable dealers.*

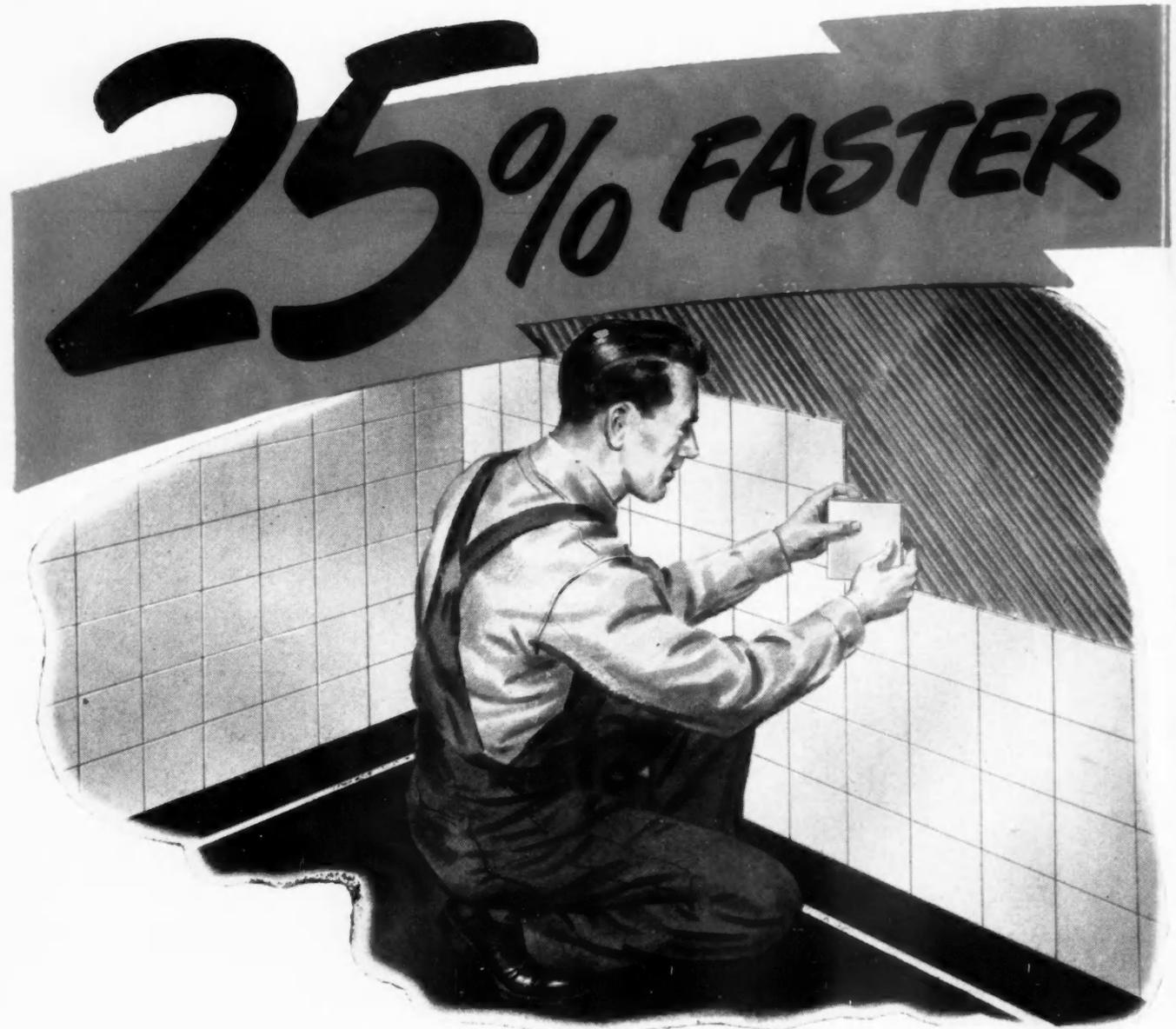
Hardwood flooring, more than any other building material, has to be bought on confidence. Because flooring is delivered in wire-bound bundles, it is impractical to examine individual pieces, as you do when receiving a shipment of lumber. Then too, even close scrutiny of each strip would not disclose shortcomings in seasoning or certain defects in manufacture. These

will become apparent only as the flooring is being laid, or after the floor has been in use.

When you buy flooring through "fly-by-night" sources, you have no recourse. You don't know what you're getting until it's too late! Protect the home buyer, and yourself, by purchasing accepted brands of flooring through recognized, reliable building material dealers.



**E. L. BRUCE CO., MEMPHIS, TENN.**



## Lower Installation Cost...Higher Profits!

New homes, old homes, stores, business institutions . . . all are easy to sell prospects for this modern, general purpose wall tile. Any good workman can install it and still cut your costs with 25% faster application. No grouting, no clean-up problem. That means more sales . . . more satisfied customers . . . and bigger profits for you.

It's easy to apply PITTSBURGH INTER-LOCK

TILE faster and better because every tile interlocks, lines itself up as you put it on. Lightweight, good-looking, and permanent, it can be installed over wood, plaster, stone, plywood or any non-porous surface.

Before you decide to sell any other wall covering, you owe it to yourself to learn all about PITTSBURGH INTER-LOCK TILE.

Build Yourself a Year-'Round Business with PITTSBURGH  TILE

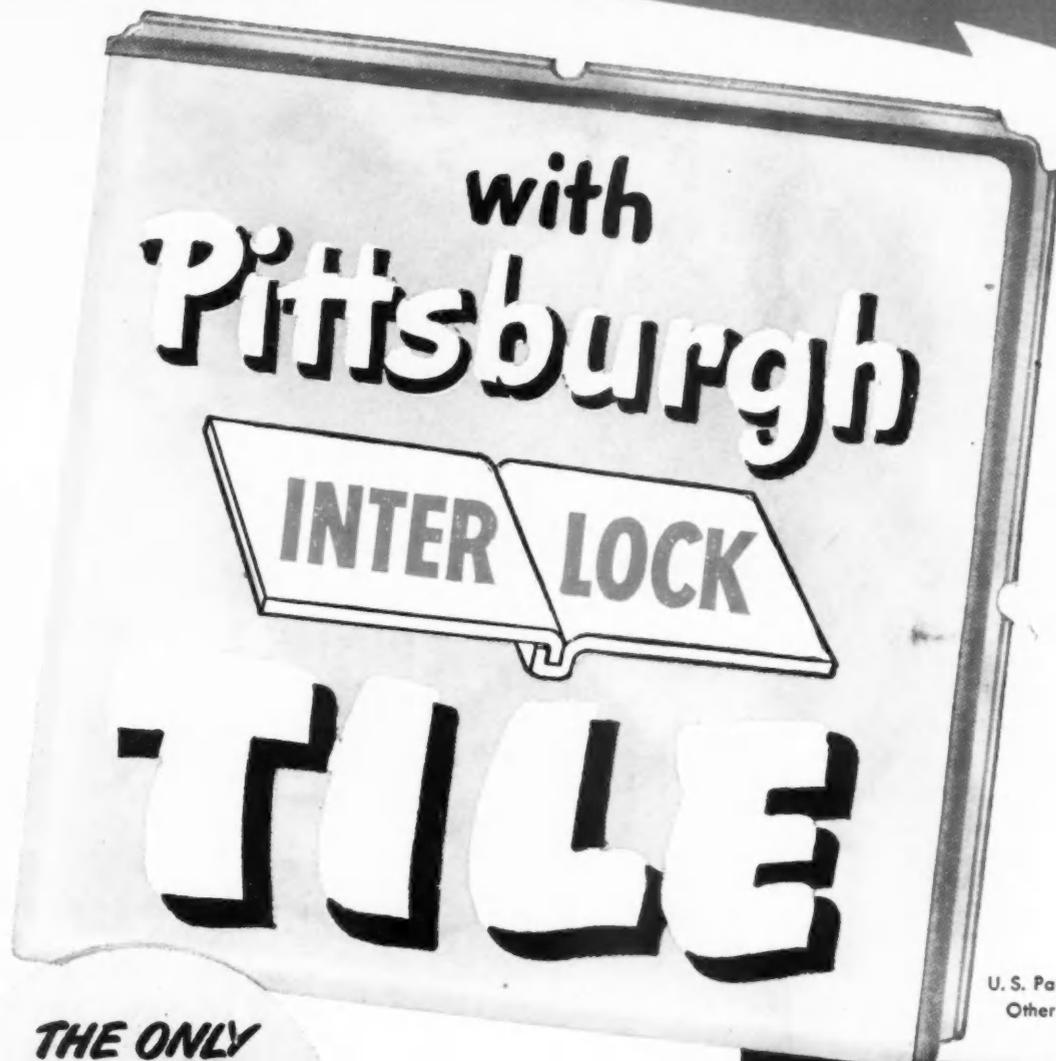
★ Self-Aligning

★ No Clean-up Problems

★ No Grout-Joints

★ No Special Skill Needed to Apply

# INSTALLATION!



U. S. Patent No. 2323417  
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PLASTIC  
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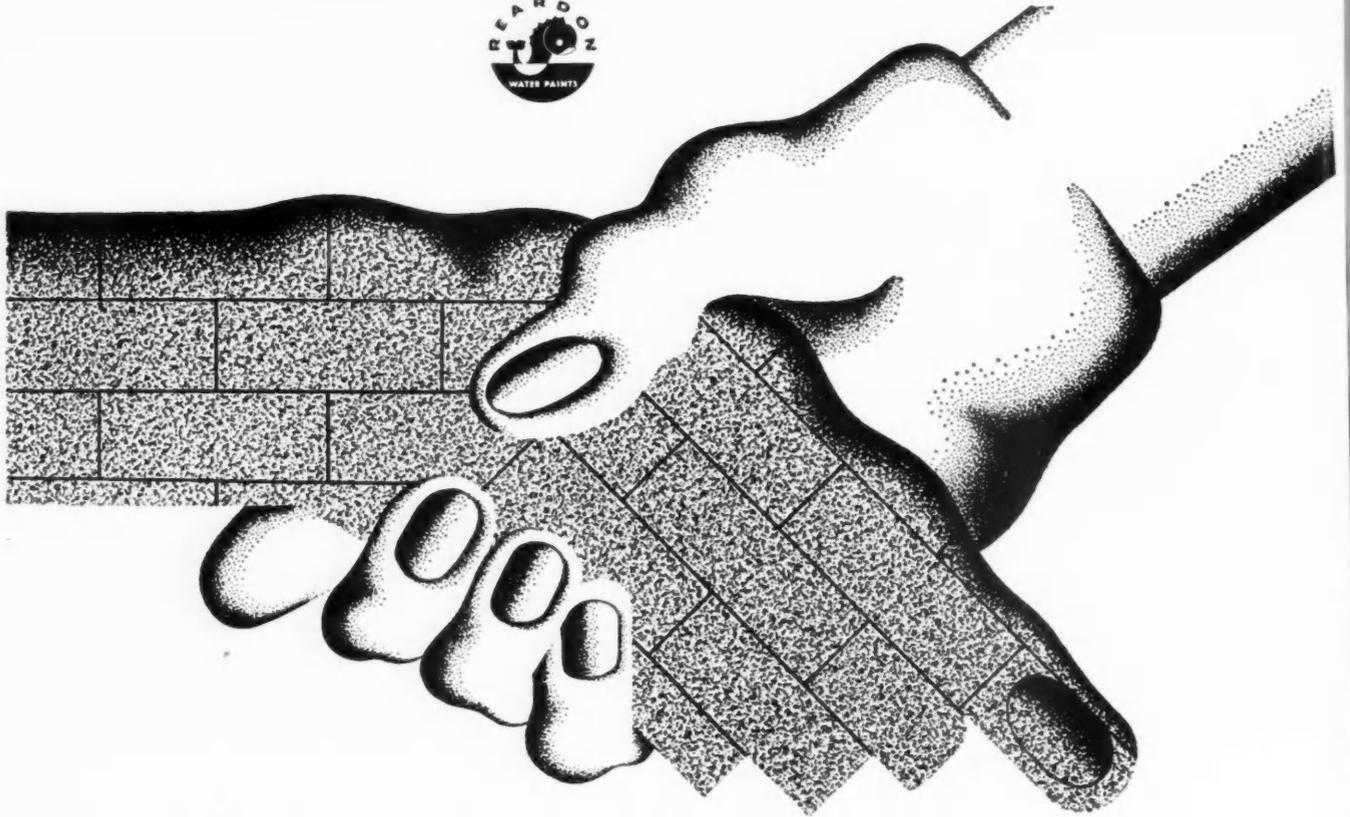
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\* (LOK-JOINT LATH)  
*Inside*

\* (BILDRITE SHEATHING)  
*Outside*



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Build *better*—quicker and easier when you use double-duty INSULITE . . . inside and outside. Insulite (Bildrite) Sheathing builds stronger—provides twice the bracing strength of wood sheathing horizontally applied. *Better*, because the combination of Bildrite Sheathing with sealed Lok-Joint Lath provides insulation and guards against harmful moisture condensation. Result! Better houses, quicker sales, minimum costs, more profits!

See Sweet's File  
for Builders — 2c/11

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AS IT BUILDS**

double-duty  
**INSULITE**

**BUILDS AS IT  
INSULATES**

*The GENUINE*

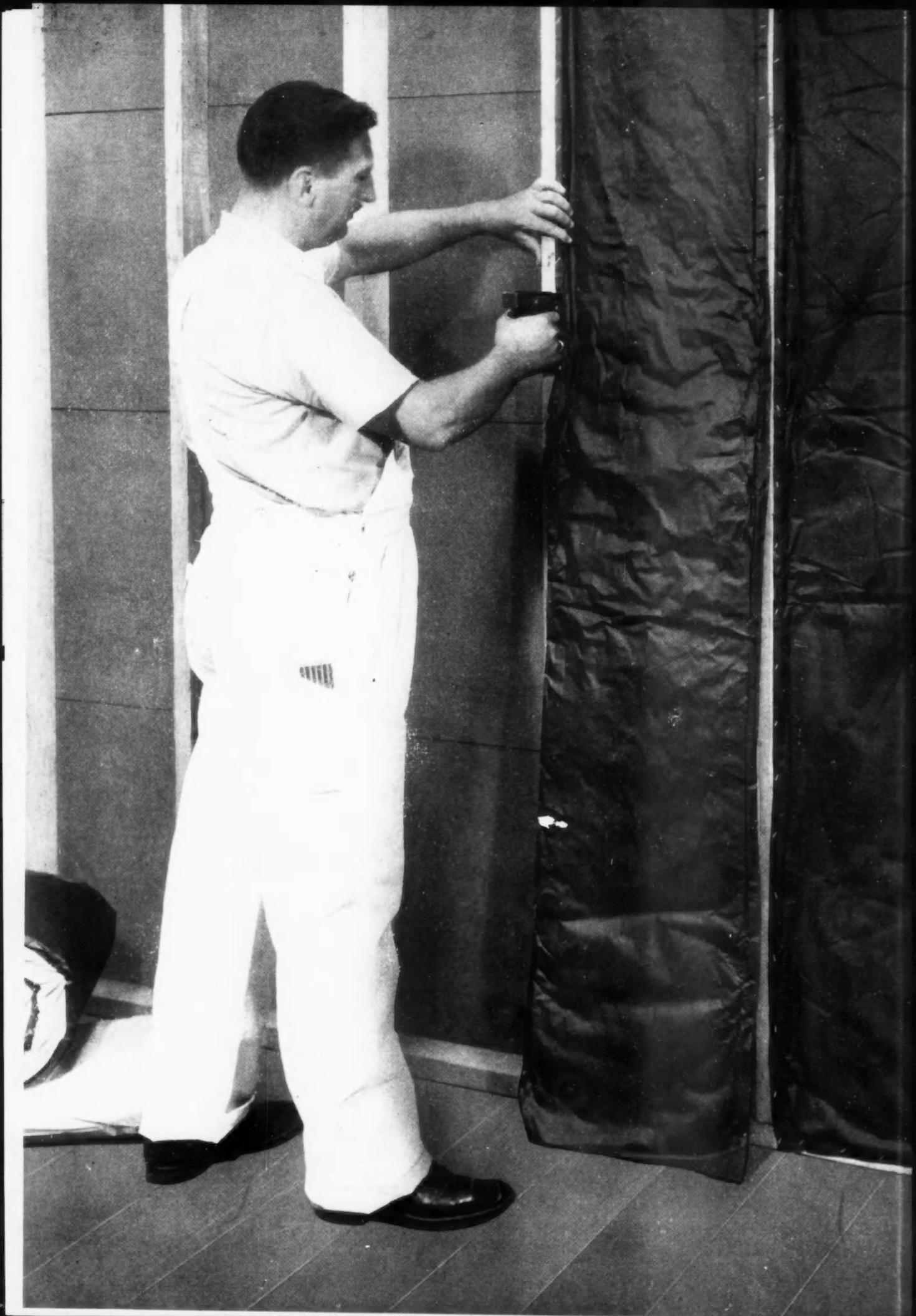
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## ... for low-pressure selling

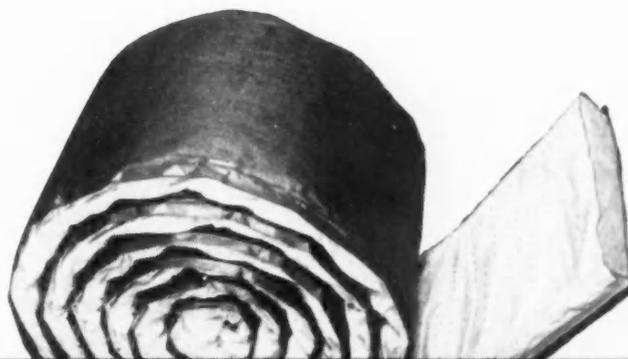
**Y**OU don't have to "high-pressure" customers into buying Armstrong's Insulating Wool. Its practical advantages speak for themselves. The heart of this material is Fiberglas\*—real glass spun into tiny filaments that form a thick, springy mat. Because it's glass it can't burn or rot, and vermin won't touch it. Because it's naturally resilient, Fiberglas never packs down or settles. That means efficient insulation—and real fuel savings that customers can understand.

Other features, too, make Armstrong's Insulating Wool easy for dealers to sell. A tough layer of asphalt-coated paper provides a vapor-barrier on the "warm" side of the Fiberglas, keeping indoor moisture from penetrating the walls. It also provides a handy nailing flange for quick, easy application. And there's the perforated breather paper on the "cold" side of the insulation that allows free circulation of air throughout the insulation and protects the material from rough handling.

Armstrong's Insulating Wool is light in weight, easy to handle, and quick to install. It comes in standard roll blankets, batt blankets, small batts, and pouring wool. Ask your wholesaler for complete details or write to Armstrong Cork Company, Building Materials Division, 1610 Lime Street, Lancaster, Pennsylvania.



\* © OCF CORP.



# *Armstrong's Building Materials*

TEMLOK® • INSULATING WOOL • MONOWALL® • HARDBOARDS

### HOW GOLD BOND DIGS UP BUSINESS FOR YOU!

Our job isn't just to make better products but to show your customers how Gold Bond can help you give them better building and remodeling jobs. This latest Gold Bond Saturday Evening Post ad is creating future

business for you! We know readers clip these smart Gold Bond remodeling ideas. Sometimes they keep them for months or years before acting, but we plant the seed so you can reap the harvest!

**NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.**

*(Appears in full color in the Saturday Evening Post October 23rd.)*



For the newest in building and remodeling products, see your local Gold Bond Dealer first!

## The nightclub that isn't in the phone book...

*"Know where we're going this evening? Down in the basement! A little planning turned it into our favorite nightclub. Those teen-agers of ours are always at home there and we're glad to have them bring in their friends. It's so popular we'll soon need reservations to get in ourselves!"*

Your basement fun-room is a cinch to build with fireproof Gold Bond Gypsum Wallboard. These big, easy-to-handle panels go up fast and make inexpensive walls that look like a million dollars. Smother play-room noise by covering the ceiling with low-cost Gold Bond Insulation Tile. And finally, decorate with non-inflammable Gold Bond

Sunflex, the wallpaint that dries in an hour and leaves no "painty" smell.

Whether it's remodeling or new building, you'll want the best materials modern research can provide. For stronger, more weather-tight walls in new homes, put fireproof Gold Bond Gypsum Sheathing under the clapboards or other outside finish. Costs you less than old-style inflammable sheathing.

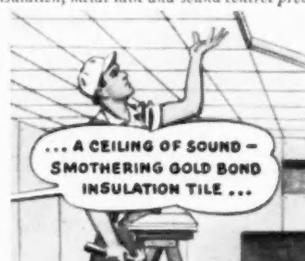
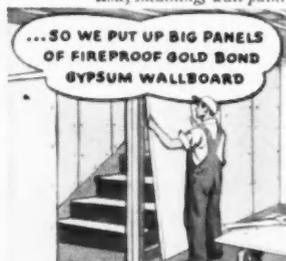
For a house that's cool in summer and easy to heat in winter, you'll need the best modern insulation. So have your architect or builder specify "full-thick" Gold Bond Rock Wool batts made by National Gypsum. They're fireproof. And they completely fill the walls to provide a real fire-safe

barrier and give you full insulation efficiency. Gold Bond Rock Wool can be quickly "blown" into outer walls and top floor ceilings of existing homes too. Call your local Gold Bond Applicator listed under "Insulation" in the phone directory.

Inside walls can be beautiful, long-lasting and fire-safe if you use Gold Bond Gypsum Lath and Plaster. Altogether, there are over 150 Gold Bond Products, each guaranteed to do a specific job better, available through your local Gold Bond lumber and building material dealer. See him first!

**NATIONAL GYPSUM COMPANY  
BUFFALO 2, NEW YORK**

*Gold Bond Building Products add greater fire protection, permanency, and beauty at no extra cost. These include fireproof wallboard, lath, plaster, lime, sheathing, wall paint, insulation, metal lath and sound control products.*



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# What's your score?

(A three-minute test on the effective use of wiring materials)



**1** Existing service entrance consists of 3/4-inch conduit, containing two No. 8 Type R wires. How can this installation be made suitable for an electric range, without tearing out the conduit?

- A** — Install a second service entrance.
- B** — Run two No. 6 Type T wires and one bare No. 8 conductor in existing conduit.
- C** — Tap into the next door neighbor's circuits.



**2** An electric device that can be seen but not heard helps any builder or architect to sell good wiring to clients. What is it?

- A** — Electronic toaster.
- B** — Mercury switch.
- C** — Piped light.



**3** Many electricians are saving time in box installations on residential wiring jobs. How are they doing this?

- A** — By using precut wooden spacers.
- B** — Through the use of S-type bar hangers.
- C** — By nailing boxes directly to the plaster.



**4** Even "cool" fluorescent lighting sometimes must withstand fairly high ambient temperatures. What would you choose to safeguard such installations?

- A** — Air conditioning.
- B** — Cold cathode.
- C** — Deltabeston\* fixture wire,

## Answers

**1** Okay, if you chose **B**. And you'll be wise to make it General Electric thermoplastic every time you choose a building wire, because General Electric has always been a leader in the production and sale of thermoplastic insulated wire.

**2** General Electric's silent mercury switch makes **B** the only correct answer for modern planners. It is now T-rated at 10 amperes, 125 volts, and is a beauty to look at in any installation. Lasts a whale of a long time, too.

**3** Pick **B** for this one. G-E S-type bar hangers are made to fit framing spaced from 6 to 24 inches. A new, heavy-duty stud affords ample support for any modern fixture.

With a G-E S-type hanger, a box can be located on the bar at any point between studs simply by tightening a single screw.

**4** If you picked **C**, and specify it for your "hot" jobs, you won't go wrong. In fact, always say Deltabeston when heat is a problem in wiring installations.

We hope this little quiz was fun. And maybe it will give you a better picture of General Electric Construction Materials—the full line for all wiring needs. Each part of the line is made for ready use with other G-E wiring materials. It's a line that has been designed for convenience—in specifying—in installation—and in maintenance. And it is backed up by experienced men who are always ready to help you with engineering and application counsel on your every project. It's the kind of *one source, one complete line* service that makes it easy for you and your clients to do a top-notch wiring job. If you want information on any of our products, please write to Section K6-102, General Electric Company, Bridgeport 2, Connecticut.

\*Trade-mark Reg. U. S. Pat. Off.

# Construction Materials

# GENERAL ELECTRIC

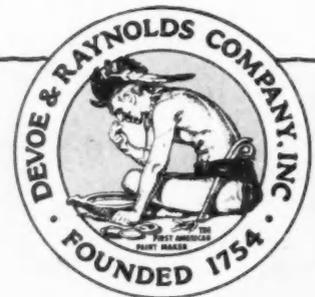


S. Neale

## Ever lose a closing in a Pea-Green foyer?

The longer you're in the business, the longer grows your list of unexpected reasons why prospects *don't* sign contracts that were almost closed! But now you need never lose a sale because of the old bug-a-boo of color! The Devoe Library of Colors now gives you complete control—and a *satisfying* answer to every whim of your most color-conscious prospect!

## ONLY The Devoe Library of Colors offers ALL this



**255 Decorator-Approved Shades**—Every one with a laboratory-tested formula your own painters can mix *right*—and quickly.

**All Five Paint Types**—The Library of Colors system covers all *five* essential paint types—house paint, interior gloss, semi-gloss, and flat as well as enamel. Thus you can meet your prospects' demands on exterior and interior walls, standing trim and other woodwork—and meet them exactly.

**Nationally Advertised**—Full color advertising in national magazines pre-sells prospects.

**How it Works—1.** Select shade from *big* (8½ x 11 in.) sheets in

Library of Colors Book. Swatches show both you and your prospects how colors look *when dry*. **2.** Add toner according to accurate formula printed on each color swatch. **3.** Stir and paint!

Get in touch with your Devoe agent or write us direct on your letterhead today. See for yourself the full range of smart colors and learn *all* the advantages of using the Devoe Library of Colors to clinch those stubborn closings!

### HOW DEVOE PAINT HELPS WITH CLOSINGS

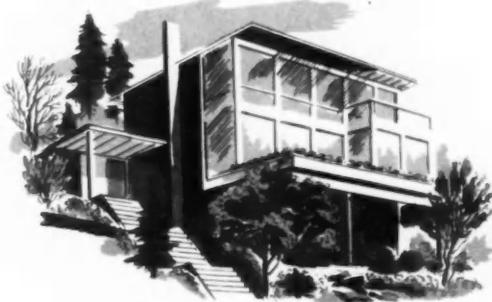
When it comes to closing contracts, there's real magic in materials bearing known brands these days. Devoe is one of the oldest, most trusted names in the Paint Industry. It pays to use Devoe products—and make sure your customers know it.

**DEVOE & RAYNOLDS COMPANY, INC.**

787 First Avenue, New York 17, N. Y.

# AT HOME ACROSS AMERICA

On blueprints from coast to coast . . .  
from Connecticut hideaway to  
California ranch house . . . clay  
tile sets the style to brighten and  
beautify today's homes.  
House Design is on the march . . .  
and the timeless advantages of  
genuine clay tile keep pace,  
with modern colors and patterns  
that contribute to any decorative  
theme. Yes, America's homeowners  
thank you when genuine clay tile  
is specified.



**THE MODERN STYLE IS**

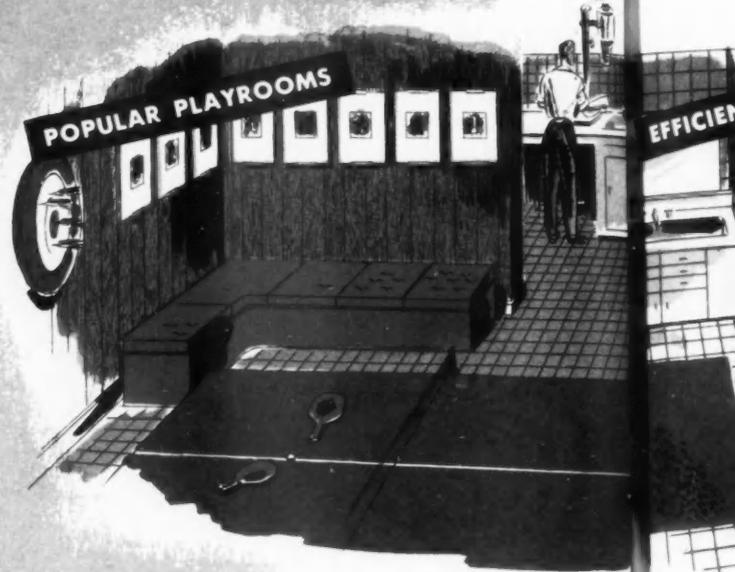
**GENUINE CLAY**  
*tile*

# how to plan better rooms IN

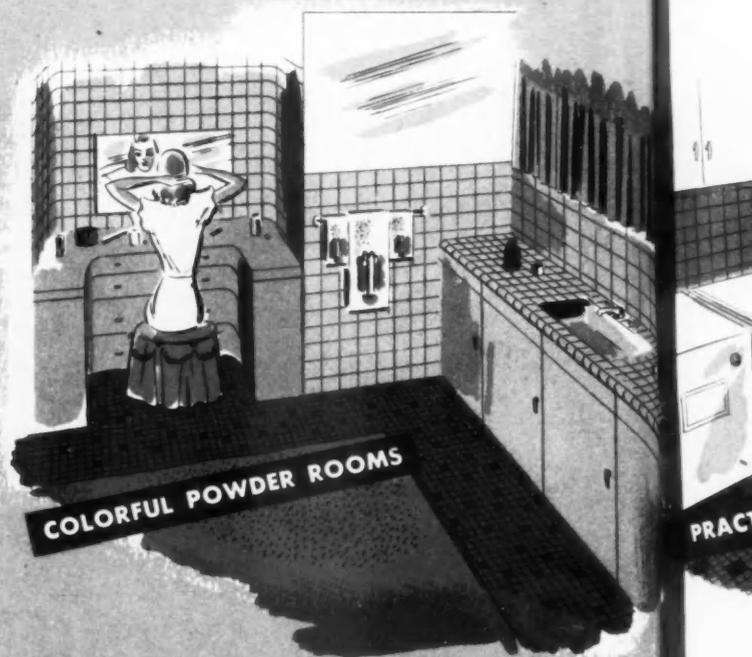
Clay tile for floors, walls, drainboards and counter tops combines brightness, cleanliness and efficiency . . . never needs waxing, polishing or painting.



There's no need to worry about what kind of abuse this floor will take. Tile keeps its fresh, spic-and-span appearance for a lifetime.



Center the design theme of living-dining area around a colorful tile fireplace. Murals of tile also individualize the room, relate it to the owner's interests.



Sparkling clay tile colors in a modern pattern create a powder room of distinctive beauty . . . as easy to clean and to keep clean as a china dish.

# IN THE MODERN STYLE WITH

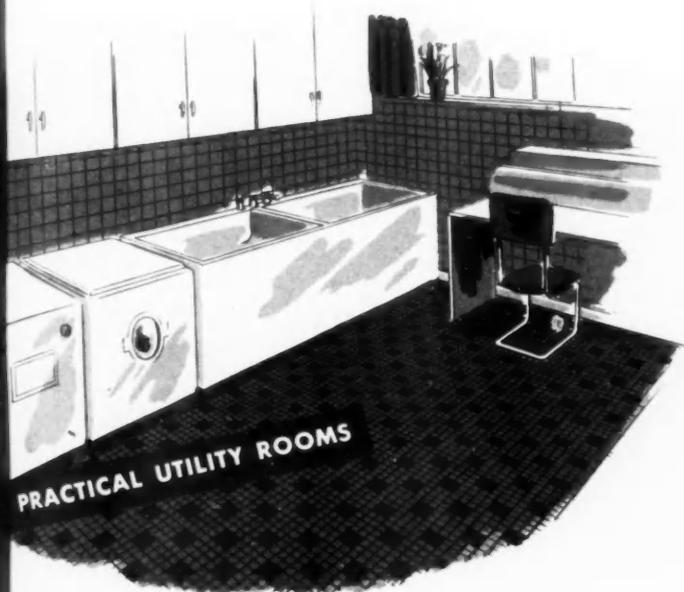
**GENUINE CLAY**

*tile*

Colorful tile walls and floors highlight any decorative theme . . . and you'll find no recurring charges for repairs, redecoration or replacement.



Genuine clay tile is the first choice of architects and decorators alike because of the design flexibility it offers. Its clear, rich colors in many shapes and sizes make possible modern patterns that are pleasing and distinctive. Lovely to look at—and to live with—tile is always in smart style.



Get gleaming cleanliness and practical efficiency with clay tile walls and floor . . . stainproof, won't fade or darken, is not affected by continued dampness.



Homeowners will thank you for planning a terrace or outdoor porch floor of genuine tile . . . durable and easy to clean . . . no problems of warping, shrinking or resurfacing.

# IMPORTANT

## only Clay Tile gives you all these advantages

- ✓ Long range economy
- ✓ Resistance to cracking, chipping
- ✓ Easy to keep clean
- ✓ Fireproof
- ✓ Permanent color
- ✓ Resistance to abrasion
- ✓ Unaffected by acids, alkalis
- ✓ Low maintenance cost
- ✓ Non-absorbent and waterproof
- ✓ Stainproof and vermin-proof
- ✓ For floors, walls or ceilings
- ✓ For indoor or outdoor use
- ✓ Modern patterns and colors
- ✓ A Lifetime of Service

### How to get more information about tile



Tile Council of America  
10 East 40th Street  
New York 16, New York

I would like to receive information about genuine clay tile for walls and floors as checked below.

Data Sheet on Tile. 4 pages. Describes the types, sizes, shapes, and colors of clay floor and wall tile manufactured by the tile industry.

"Ceramic Tile in Church Construction," reprint of article by Alfred A. Frantz which appeared in Church Management.

"Basic Course in Tile Setting" . . . . . Introductory textbook for apprentices. Available free to apprentices and to dealers employing apprentices. Others may obtain this textbook for \$2.75.

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_ . . . . .

### THE TILE COUNCIL OF AMERICA

ROOM 3401: 10 EAST 40th STREET  
NEW YORK 16, NEW YORK

ROOM 320: 639 SOUTH SPRING STREET  
LOS ANGELES, CALIFORNIA

The Tile Council of America was formed in January 1945 to provide a central source of information about floor and wall tile, and to sponsor research and development projects designed to increase the usefulness of tile in all types of private and public building.

#### Participating Companies

- American-Franklin-Olean Tile Company  
Lansdale, Pennsylvania
- Architectural Tiling Company, Inc.  
Keyport, New Jersey
- Atlantic Tile Manufacturing Company  
Matawan, New Jersey
- B. Mifflin Hood Company  
Daisy, Tennessee
- California Art Tile Corporation  
Richmond, California
- Cambridge Tile Manufacturing Company  
Cincinnati, Ohio
- Carlyle Tile Company  
Ironton, Ohio
- General Tile Corporation  
El Segundo, California
- Gladding, McBean & Company  
Los Angeles, California
- Mosaic Tile Company  
Zanesville, Ohio
- Murray Tile Company, Inc.  
Cloverport, Kentucky
- National Tile & Manufacturing Company  
Anderson, Indiana
- Olean Tile Company  
Olean, New York
- Pacific Clay Products  
Los Angeles, California
- Pacific Tile and Porcelain Company  
Paramount, California
- Pomona Tile Manufacturing Company  
Los Angeles, California
- Robertson Manufacturing Company  
Trenton, New Jersey
- Sparta Ceramic Company  
East Sparta, Ohio
- Summitville Face Brick Company  
Summitville, Ohio
- United States Quarry Tile Company  
Canton, Ohio

American

GE



After t

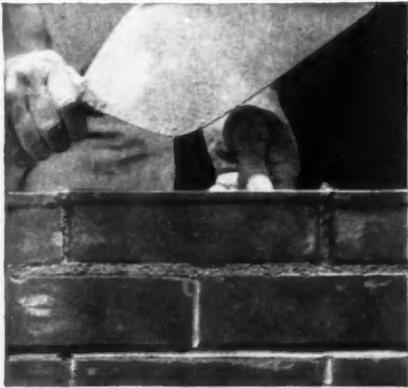


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# GET BETTER BOND WITH BRIXMENT!

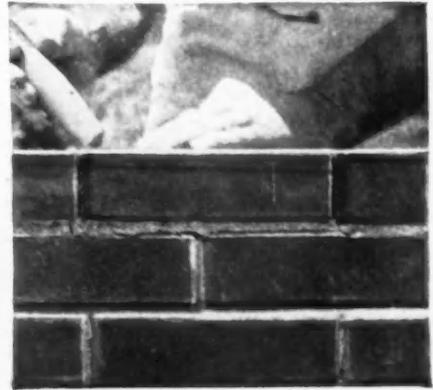
The position of a brick should never be shifted after it has been laid. Shifting the brick breaks the bond and causes cracks between the brick and the mortar. If brick have been improperly spaced so that there is too little or too much space for the closure brick, and if it is therefore necessary to correct the width of the head joints, the brick and mortar should be removed from the wall, and the brick should be relaid with fresh mortar.



After the brick has once been laid,



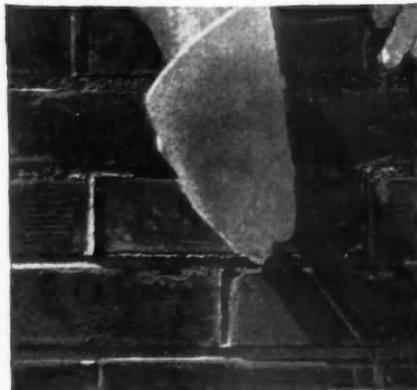
its position should never thereafter be changed. Shifting the brick breaks the bond between the brick and the mortar, and causes cracks in the wall.



Brick should be laid true to the line, when originally placed. If any delay occurs before they are tapped into place, the bond will be broken and a crack will result. Realignment of a brick should never be attempted after a higher or following course has been laid.



If a brick is not laid true to the line when originally placed, and if the bricklayer comes back and taps it into place later, cracks will result.



Realignment of a brick should not be attempted after a higher or following course has been laid. When a brick is hammered back into line, the bond between the brick and mortar is broken. Cracks due to such realignment are frequently found at the corners of the wall.



**BRIXMENT** mortar's extreme plasticity greatly encourages accurate bricklaying. Its higher water-retaining capacity also lengthens the time in which adjustments can be made, before the mortar has set. Once laid, Brixment mortar makes a stronger,

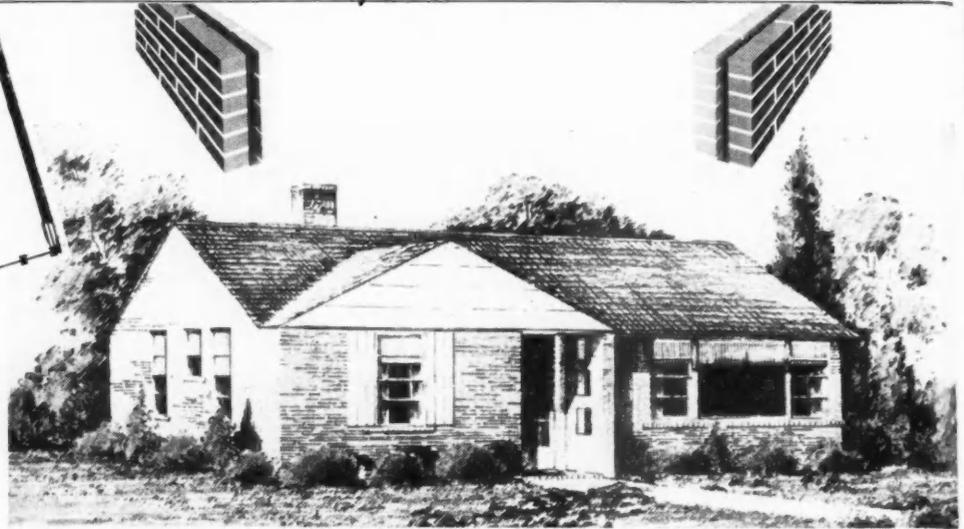
more durable bond with the brick because it is ground finer and keys better into the pores of the brick. It is the combination of these advantages, plus greater speed and economy, that has made Brixment the largest-selling masonry cement on the market.

**LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY**

The "New Look" in Masonry is **STREAMLINED**



37' x 24' 936 Sq. Feet  
Authentic Ranch Type  
Especially Designed  
for Dunstone



\*National Average. May vary according to locality.

**\$336<sup>34</sup>\***

**Dunstone for the "AMERICANA"**

**Outstanding Low-Cost Masonry Home**

Dunstone is 2 1/4" x 3 3/4" x 16 1/2" —twice the length of ordinary brick.

Exterior with laid flat, interior on edge, forms 8" cavity wall including 2" air space.

Both exterior and interior laid flat form 10" cavity wall with 2" air space.

Supplied in reds, buffs, tan, etc. for exterior. Natural grey for back-up when plastering is intended. Also supplied in pastel shades to form a self-contained interior finish.

Every Dunstone is absolutely square, straight and symmetrical. No warping, no distortion. Makes for easier laying and cleaner "streamlining."

The manufacture of Dunstone is an outstanding manufacturing opportunity. If interested in establishing a local plant write for informative book "Blueprints for Profit."

Dunstone creates new horizons for men building houses as a business. Opens up new opportunities to corral greater volume by giving the home-hungry public something better for less money.

Dunstone is for those intending home buyers who are masonry-minded but cost-cautious. Who want walls built of brick but refuse to pay the usual price penalty. For Dunstone costs less than lumber!

You don't have to build according to our plans in order to

use Dunstone, because Dunstone gears with any plan and with any type of construction—residential, commercial, industrial. But the "Americana" does give you an idea of its economy, beauty, modernity, and adaptability.

Contact your local Dunbrik-Dunstone plant and get detailed information on America's finest masonry. You'll then understand how local manufacturing saves so much on freight and distribution that better masonry at lower cost becomes a fact. Or—write us direct for descriptive literature.

W. E. DUNN MFG. CO., 440 W. 24TH ST., HOLLAND, MICH.

**DUNSTONE**

"AMERICANA" blueprints can be obtained from local Dunstone manufacturers or direct. Price \$15.00 per set.

Model with la



© 1948



**WELL BUILT MANUFACTURING COMPANY**

**SLASHES  $\frac{2}{3}$  FROM PREFAB CUTTING COSTS**

**WITH WALKER-TURNER RADIAL SAWS**

To meet the problems of rising costs and the shortage of building materials, the Well Built Manufacturing Company designed a special set-up with Walker-Turner Radial Saws which resulted in the greatest production volume in the company's history.

Mr. E. A. Chandler, President, a pioneer in the design and manufacture of prefabricated housing, writes: "With this set-up, cutting and handling costs are reduced by  $\frac{2}{3}$ , and waste is cut from 10% to 1/10 of 1%.

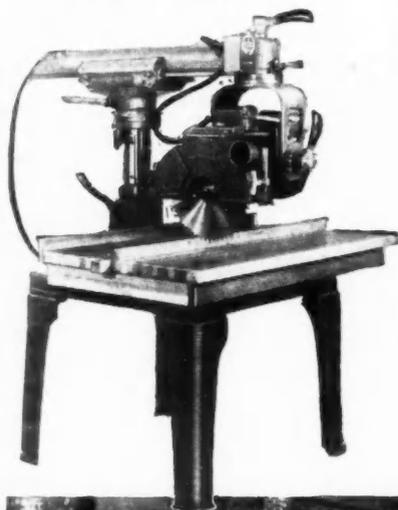
"The Walker-Turner Radial Saws were chosen for this set-up because they combine versatility, safety, and ease of operation... and afford a clear view of the work at any angle of operation.

"It is our experience that a Walker-Turner Radial Saw pays for itself in less than four months. In eight years we have bought 16 of these machines, and total repairs have been less than \$50.00." For complete catalog, write to Walker-Turner Division, Kearney & Trecker Corporation, Plainfield, New Jersey.

*Photo, below:* Three Walker-Turner 3 h.p. Radial Saws are set on channel beams on a 40 foot conveyor table which reaches to the railroad siding. The saws are set by control handles placed at both ends of the table.

*\*Photo, left:* Radial Saw, Model RA-1108. Cuts material up to 4 $\frac{3}{4}$ " deep—rips material 38" wide. The self-cleaning sliding ram travels 21 $\frac{1}{2}$ " and is equipped with eight ball bearings. The saw can be set for ripping, mitering, dadoing, compound mitering, routing, shaping, tenoning and any angle of beveling.

Model RA-1108 Price:  
with 2 or 3 h.p. motor,  
less base \$445.00\*



SOLD ONLY  
BY AUTHORIZED  
INDUSTRIAL MACHINERY  
DISTRIBUTORS



**MACHINE  
TOOLS**

RADIAL SAWS • BAND SAWS  
DRILL PRESSES • TILTING ARBOR SAWS  
JIG SAWS • TABLE SAWS  
JOINTERS • LATHES  
BELT & DISC SURFACERS



**No Application Charge for  
Vapor Barrier or Insulation . . .**

**use INSULATING ROCKLATH\***

There's no application charge for insulation and vapor barrier when you insulate with Insulating ROCKLATH Plaster Base . . . because the aluminum foil has been laminated to the ROCKLATH at the mill. Your lath, insulation and vapor barrier are all applied in one operation.

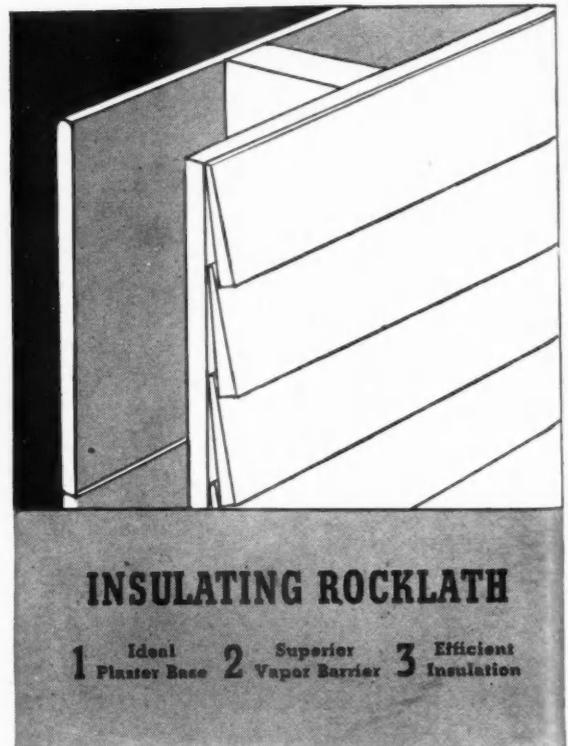
A sheet of aluminum foil on the reverse side of Insulating ROCKLATH provides you with a summer heat barrier that reflects radiant heat and reduces interior temperatures as much as 15° . . . and effective winter insulation, because the aluminum foil retards the transmission of heat into the air space between the studs.

Because of the positive vapor barrier there is virtually no passage of moisture through the walls of a building. With Insulating ROCKLATH, there's less chance of mould or water damage to walls.

Insulate, provide an effective vapor barrier and install your plaster base in one operation. Use Insulating ROCKLATH.

In most states FHA requires certain minimum insulating and vapor barrier values. Insulating ROCKLATH and plaster in residential wall construction will in most cases provide the FHA values, as well as an ideal plaster base.

\*T. M. Reg. U. S. Pat. Off. for a USG plaster base.



**United States Gypsum**

**For Building • For Industry**

Gypsum • Lime • Steel • Insulation • Roofing • Paint

**THERE'S A**  
***RIGHT WAY***  
**TO DO**  
**EVERYTHING**



**...and there's a *RIGHT* Grade of WEST COAST WOODS for every building use!**

If building costs have you out on a limb, here's an important fact you may be overlooking! You can reduce costs by using the least expensive grade of lumber that meets the particular requirements. It always has paid to specify the right grades of lumber. Today, it pays even more, because of the larger price spread between grades.

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Our illustrated booklet "A Quality Home Can Cost Less," shows where lower priced lumber can be used to advantage for many details of home construction.

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 WEST COAST WOODS**

**WEST COAST WOODS**  
 1410 S.W. Morrison, Room 544  
 Portland 5, Oregon

Please send me your booklet, "A Quality Home Can Cost Less."

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# PHILIPPINE MAHOGANY WELDWOOD



once again available from stock

## LIST OF GRADES AND THICKNESSES

### RIBBON STRIPED GOOD 1 SIDE

Interior grade, moisture resistant

1/4" 3 ply                  3/4" 7 ply

Exterior grade, waterproof

1/4" 3 ply                  3/4" 7 ply

### ROTARY CUT GOOD 1 SIDE

Interior grade, moisture resistant

1/4" 3 ply

3/4" 5 ply (veneer construction)

1 3/16" 7 ply

Exterior grade, waterproof

1/4" 3 ply                  3/4" 7 ply

Here's a sure-fire method of adding sales appeal to every home you build. Panel at least one room with this popular, reasonably-priced wood that hasn't been on the market since before the war.

Philippine Mahogany Weldwood was formerly used in large quantities as a decorative wall paneling and for the manufacture of furniture and fixtures.

Selected logs of this beautiful wood are once more being imported by United States Plywood Corporation for manufacture into Weldwood panels. Our warehouses have now, or will have very soon, a complete assortment of sizes and thicknesses, which will be available through your lumber dealer.

Where price is an important factor, use rotary cut (heart figure). For first-class decorative beauty, choose ribbon-striped panels . . . where the beautiful undulating figure and delicate sheen of this fine cabinet wood show off to best advantage.

## WELDWOOD Plywood

is manufactured and distributed by  
**UNITED STATES PLYWOOD CORPORATION**  
New York 18, N. Y.

Distributing units in Baltimore, Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, Fresno, High Point, Los Angeles, Milwaukee, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U. S.-Mengel Plywoods, Inc. distributing units in Atlanta, Dallas, Jacksonville, Louisville, New Orleans, Houston, St. Louis, Tampa. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.

Weldwood\* Hardwood Plywood  
Weldwood Moldings  
Douglas Fir Weldwood  
Mengel Flush Doors  
Douglas Fir Doors  
Overhead Garage Doors  
Molded Plywood  
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Tekwood\* (paper-faced plywood)  
Flexmetl  
Weldwood Glue\* and other adhesives  
Weldtex\* (striated plywood)  
Decorative Micarta\*  
Flexwood\*  
Flexglass\*  
Firzite\*                  \*Reg. U. S. Pat. Off.



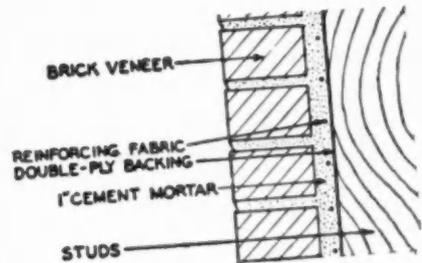
Plastics and Wood  
Welded for Good

Weldwood Plywood is made in both Interior and Exterior types, the former bonded with extended urea resins and other approved bonding agents; the latter with phenol formaldehyde synthetic resin.

# YOU GET SHEATHING, BUILDING PAPER, PLUS REINFORCED CONSTRUCTION

All in One With **Pittsburgh Steeltex** for Veneer

Close-up of brick wall being laid-up with Steeltex reinforcing. Note how customary 1" air space is filled with mortar to tie bricks, reinforcing wire and frame into one strong unit.



Cross section shows brick veneer, slab with reinforcing wires.

Pittsburgh Steeltex for Veneer provides sheathing and building paper all in one. But better than that it gives you strong walls of reinforced brick or stone construction with economy. Steeltex will make you proud of the permanent house you have built—make the owner sing your praises as an architect or builder.

Construction with Steeltex provides many advantages—a monolithic concrete slab completely around the structure—positive protection from moisture penetration—greater fire protection through elimination of dead air space and resulting flue action—all mortar joints completely filled—reduces upkeep. In addition it is easy to apply, requires no special tools or methods and takes the place of sheathing and building papers. Many architects and contractors have found it makes for better construction—they specify it on all their jobs.

Pittsburgh Steeltex for Veneer is a combination of cold drawn, galvanized steel wire, welded into two-inch square mesh, laced to a double-ply waterproof backing that is sealed with mastic. The absorbent face of the backing provides a suction bond with the mortar. The mesh provides reinforcing for the mortar which is slushed in behind the veneer. When dry, the wall is a strong unit of brick or stone and reinforced concrete slab, attached firmly to the frame as an integral part of the structure.

The better construction and savings with Pittsburgh Steeltex for Veneer will appeal to owners—you will like the ease with which it is applied. Specify it for all your jobs. For your copy of our catalog D. S. 132, write today to Pittsburgh Steel Products Company, 3235 Grant Building, Pittsburgh 30, Pennsylvania.

*This background photo shows Steeltex—  
one-third actual size.*

## Pittsburgh Steel Products Company

Subsidiary of Pittsburgh Steel Company



The  
business of building  
grows with  
the building of business

Building-wise architects have to be  
business-wise, too... must know *what*  
clients live up to good blueprints...  
*how much* they will spend. To supply  
the facts and figures, House & Garden  
made a survey... found that:

52%

of House & Garden's readers are planning  
to build or buy houses at an average cost of \$19,378 each  
75% more than the national average.

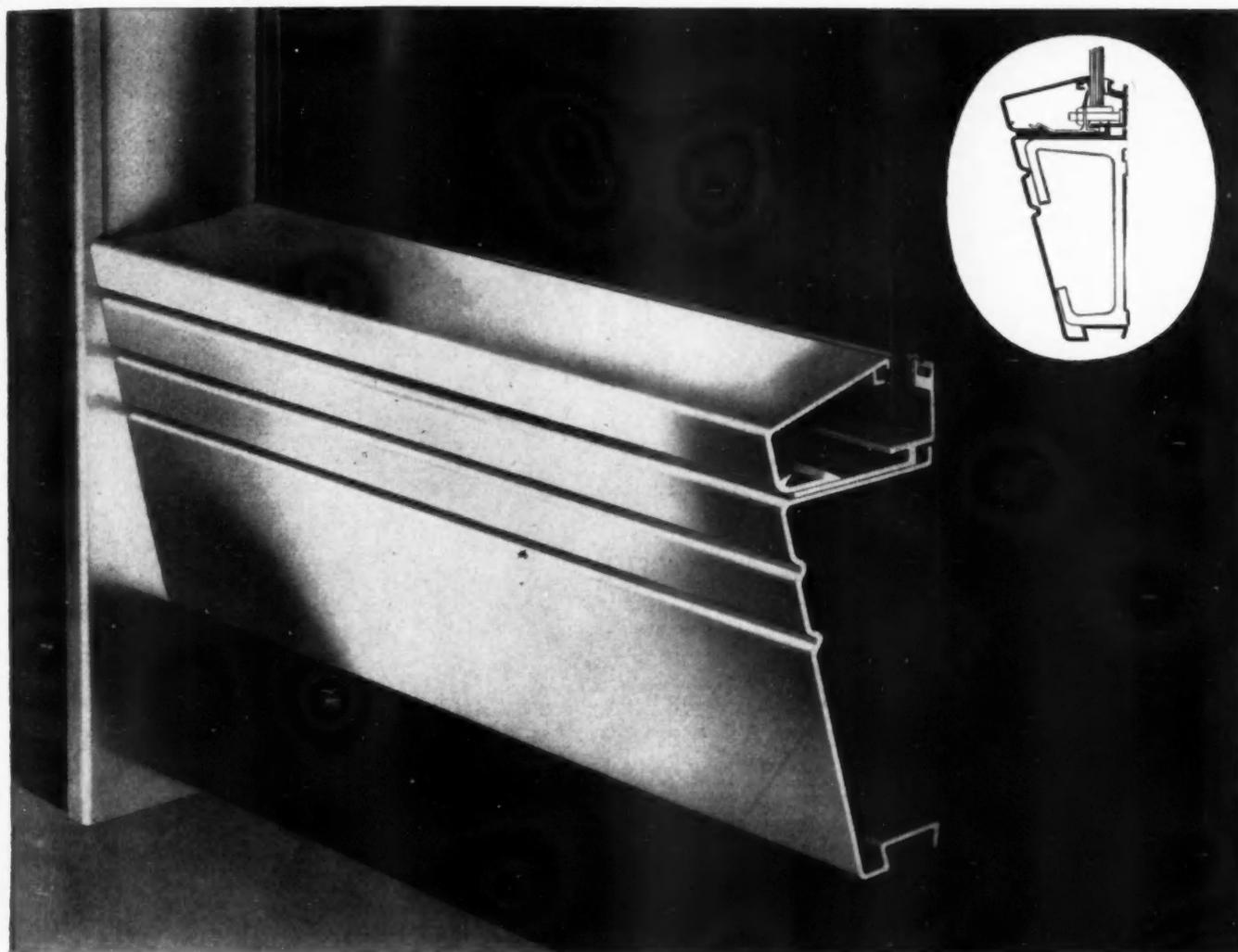
25%

will spend \$3,521 each for alterations.

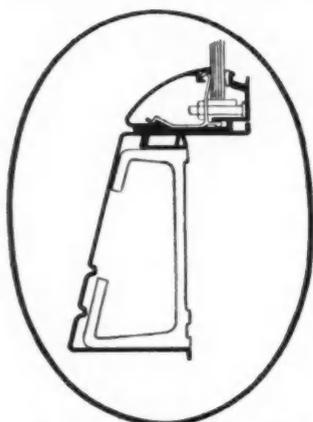
Equally important are the facts about  
*who* House & Garden readers are. They  
are leaders of influence...the people  
whose top-tastes rank with top-incomes.  
Build for this quality audience...and  
you'll build a quality business.

# House & Garden

Current circulation 380,000



## Unified sill-sash combination in Pittco De Luxe Store Front Metal



**PITTCO**  
STORE FRONT METAL



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

• These new Pittco De Luxe members were created to satisfy demands for a stylized sill and sash assembly to fit in with certain modern store front designs.

The sill and sash are separate members to simplify installation and reduce the hazards of glass breakage . . . yet when they are used together, as shown above, they give the appearance of a single moulding combining the functions of sill and sash. The sill is designed to recess the Carrara Structural Glass bulkhead, providing toe room and protection. The invertible sill member offers variety in styling . . . the detail at the left shows it combined with the popular 12-A sash.

Setting procedures for both lines of Pittco Store Front Metal are so simple that a substantial saving in setting time is usually effected. Every "Pittsburgh" warehouse has experienced technicians on hand to advise on the proper erection of rough work to receive "Pittsburgh" products. And "Pittsburgh" workmen set metal and glass skillfully and quickly.

All members of the Pittco De Luxe line, including these new ones, are formed by the extruded process. Where quality is of major importance Pittco De Luxe will please both architect and owner alike. The Pittco Premier Line is lighter in weight and more moderately priced than Pittco De Luxe. It will satisfy all requirements where style and economy must be considered equally.

PITTSBURGH PLATE GLASS COMPANY

# TRUSCON PLANNING BOARD

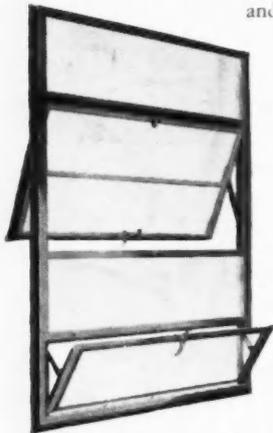
## General Electric Achieves Architectural Beauty and Lifetime Protection with Truscon Steel Products

General Electric's laminated plastics plant at Coshocton, Ohio, encompasses three buildings and 238,320 square feet of manufacturing floor space. This new plant was designed to be the largest and most modern of its type in the country. It is one of the many new structures utilizing the modern design and long-time economy of Truscon Steel Windows to secure the highest possible returns from window installations.

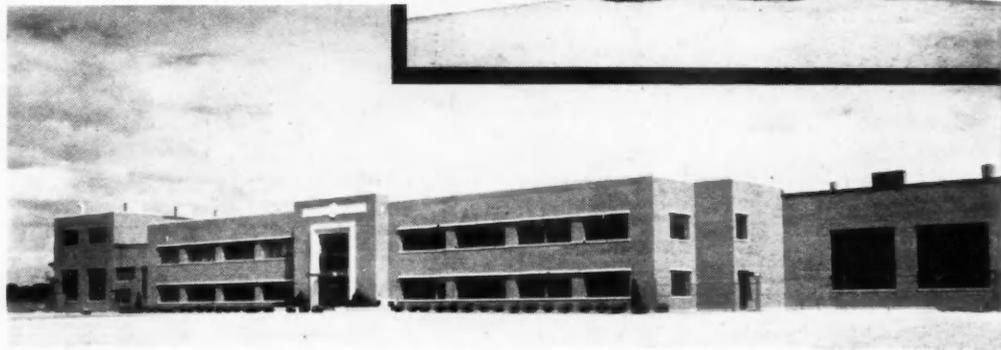
Truscon Architectural Projected Steel Windows were selected to obtain the simple functional lines which characterize the handsome two-story office building. These Truscon Steel Windows are especially recommended for efficient utilization of sunlight, ample ventilation with freedom from drafts, and reduction of air filtration to a minimum.

Write for free descriptive catalog.

*Coshocton Works, General Electric Company, Coshocton, Ohio. Designed and built by The Austin Company, Cleveland, Ohio. Note the clean, straight architectural lines achieved with the help of Truscon Architectural Projected Steel Windows.*



*Truscon Architectural Projected Steel Windows are used throughout the office of the new General Electric building.*



*Truscon Ferrobord Steeldeck Roof protects the entire Coshocton Works.*

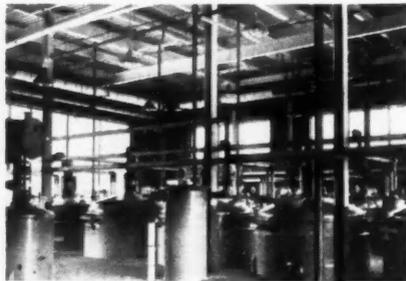
### Truscon Pivoted Steel Windows Used Throughout the New G-E Manufacturing Facilities



*Truscon Pivoted Steel Windows are used in the powerhouse.*

The one story main factory section and two smaller buildings are equipped with Truscon Pivoted Steel Windows. Maximum lighting and easily controlled ventilators in these Truscon Windows help to increase production efficiency, and contribute to the pleasant working conditions that General Electric employees enjoy in this plant. Truscon Pivoted Steel Windows are adaptable to all types of industrial and commercial buildings, including warehouse, factory and storage buildings, garages, filling stations, etc. The slender but strong and rigid steel muntin bars admit the maximum of light to the interior. The windows are permanent and fire-proof. They will not stick, shrink, warp, or

fail to operate easily, regardless of climatic conditions. Write for free 1948 catalog: TRUSCON STEEL WINDOWS AND INDUSTRIAL DOORS, or consult your Truscon Sales-Engineer.



### Lifetime Protection with Truscon Ferrobord Steeldeck Roof

Truscon Ferrobord Steeldeck Roof was selected because of its strength and protective coverage at reasonable cost.

Ferrobord Steeldeck Roofs can be insulated and waterproofed to meet the most exacting requirements of roof design, occupancy conditions, heating, ventilating, humidity and geographical location. They are particularly

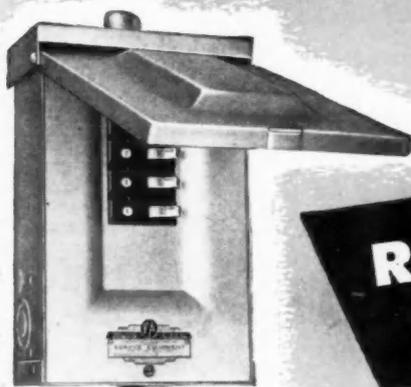
adaptable to industrial buildings, gymnasiums, auditoriums, public halls and theaters. Truscon Ferrobord Steeldeck has the advantages of light weight and comparatively easy installation, yet it is strong, permanent and fire resistant. With normal painting maintenance it has practically an unlimited lifetime. Steel construction retards the spread of fire, resulting in low insurance rates. Ferrobord Steeldeck is a perfect insulator against lightning. For complete details and specifications, write for free catalog on Truscon Steeldeck Roofs or consult your Truscon Sales-Engineer.

### New Literature

Comprehensive bulletin on new Truscon Formed Steel Surrounds, showing full size details, specifications and installation instructions. Write for your free copy now.



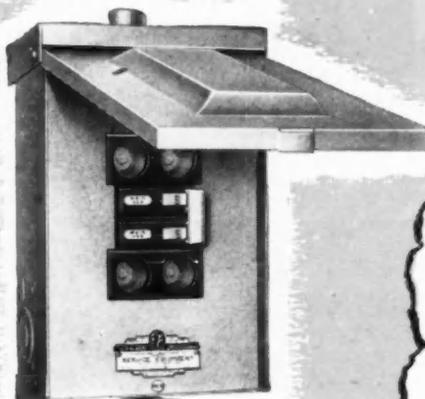
**TRUSCON**  
**STEEL COMPANY**  
 YOUNGSTOWN 1, OHIO  
*Subsidiary of Republic Steel Corporation*



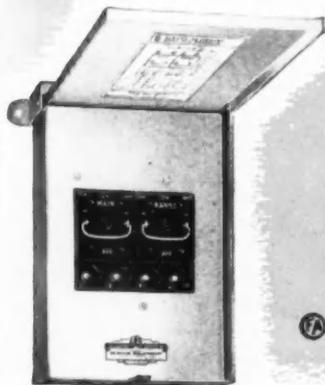
Ⓣ LOAD CENTER



Ⓣ SEPF



Ⓣ SE50B3



Ⓣ SEMR

# RAINTITE PROTECTION For Outdoor Installations

## The Ⓣ Line of RRAINTITE Service Equipment...

offers ideal weatherproof protection for electrical installations that can't come in out of the rain... such as lighting systems for billboards, parking lots, playgrounds, electric signs, etc... and other outdoor installations, for stores, building projects, homes and farms.

These raintite, rustproof units provide the safety features and electrical capacity expected of indoor installations and conform to the recommendations and requirements of Underwriters' Laboratories, Inc., as well as utilities throughout the nation.

Typical of Ⓣ Service Equipment, there's a raintite unit of every type... the Ⓣ Load Center for automatic circuit protection, featuring the popular Ⓣ Thermag Circuit Breaker; the Ⓣ SEPF fuse-fuzswitches (commonly called "Pole Switches"); the Ⓣ SE50B3 unit with main breakers and plug fuse branches; and the Ⓣ SEMR Main and Range Unit.

FOR MORE INFORMATION about any of these raintite units, consult your nearest Ⓣ Representative (he's listed in Sweet's) or write for our Service Equipment Bulletins No. 76 and 202.



# Frank Adam Electric Co.

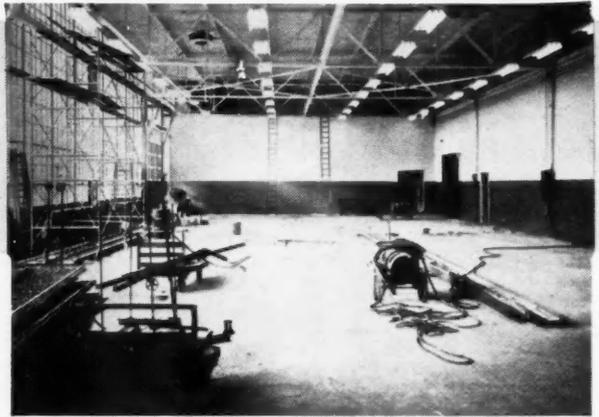
ST. LOUIS 13, MISSOURI

Makers of BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER

## DURAPLASTIC

### is easier to place and finish

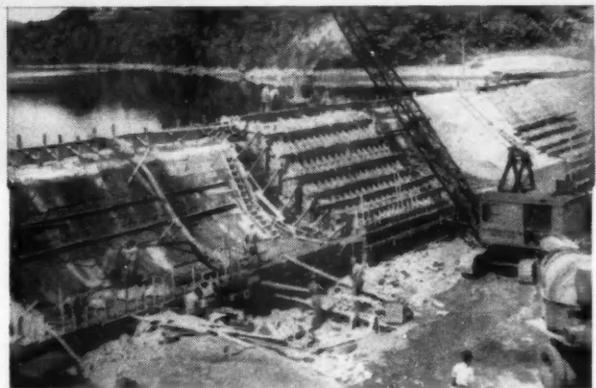
Concrete made with Atlas Duraplastic is more plastic and workable . . . more cohesive and more uniform. Duraplastic provides the proper amount of entrained air needed for satisfactory results in structural concrete.



## provides added protection

### under tough conditions

Duraplastic air-entraining cement fortifies the concrete on this dam against freezing and thawing weather . . . provides extra durability. No additional materials are needed when you use Duraplastic—just the usual supervision and careful workmanship.

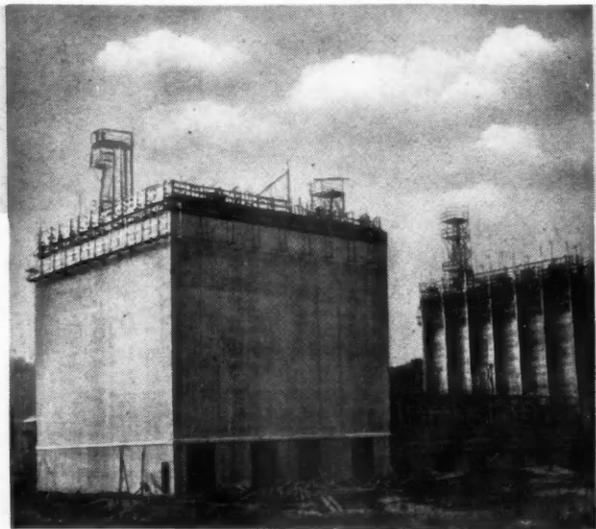


## and is highly adaptable

### for structural work

In spite of unfavorable circumstances, slip-form work on this job progressed rapidly and smoothly. Report showed: excellent-looking concrete, good workability permitted placing around heavy reinforcing with less spading.

**Atlas Duraplastic cement** sells at the same price as regular cement and complies with ASTM and Federal specifications. Send for further information. Write to Universal Atlas Cement Company (United States Steel Corporation Subsidiary), Chrysler Building, New York 17, N. Y.



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

# ATLAS DURAPLASTIC

AIR-ENTRAINING PORTLAND CEMENT

MAKES BETTER CONCRETE AT NO EXTRA COST

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



AB-D-72

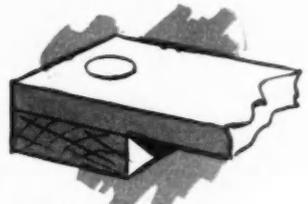
"THE THEATRE GUILD ON THE AIR" — Sponsored by U. S. Steel Subsidiaries — Sunday Evenings — ABC Network



*I'm solid aluminum,  
I'm not thin skinned...  
I can take it!*



**THERE'S NOTHING ON MY HEAD TO CHIP OFF!**  
I'll never produce red rust or green oxide and ruin a paint job. Beat me on the head — I can take it!



**HOW DO I DRIVE? SWELL!**  
Billions of me have been driven in all kinds of woods.

**HOW DO I HOLD?**  
Listen, I'm etched all over from head to tip. I cling to wood fibres and grip tight — besides I'm clean.

**AM I EXPENSIVE? NO!**

aluminum  
is not a  
substitute

Here's  
Why

- 1 WILL NEVER STAIN
- 2 NO PROTECTIVE COATING TO BE KNOCKED OFF
- 3 EASY TO DRIVE — LAST A LIFETIME
- 4 ALMOST TRIPLE THE NUMBER PER POUND
- 5 ETCHED FOR CLEANLINESS AND HOLDING POWER

**HERE'S WHAT YOU OUGHT TO KNOW ABOUT ME . . .**



*Aluminum*  
**PLASTERBOARD NAILS**  
1 1/4 x 12 1/2 ga. 5/16 Hd.  
cost **ONLY 2 1/2c** more per square yard than blued nails.  
Based on 35 nails per square yard.

*Aluminum*  
**WOOD SIDING NAILS — 7d Box**  
cost **ONLY \$1.75** more per 1000 board feet than galvanized nails and **\$4.00 LESS** per 1000 board feet than stainless steel nails.  
Based on 1665 nails per 1000 board feet.

*Aluminum*  
**ROOFING NAILS**  
1 x 10 ga. 7/16 Hd.  
cost **ONLY 26c** more per square than 11 ga. galvanized roofing nails and **30c LESS** per square than copper nails.  
Based on 332 nails per square.

*Aluminum*  
**ASBESTOS SIDING NAILS (Etched)**  
1 3/4 x 13 ga. 3/16 Hd.  
cost **25c LESS** per square than special alloy steel annular thread nails and **27c LESS** per square than stainless steel annular thread nails.  
Based on 173 nails per square.

*Consumer price comparisons are approximate, and are based on mill dealer prices plus identical percentage mark-up; freight not included. Higher prices than the above mill basis on the competitive nails shown above change all comparisons in favor of aluminum.*

**NICHOLS WIRE & ALUMINUM CO.**

MAIN OFFICE AND FACTORY: DAVENPORT, IOWA  
Warehouses: Mason City, Iowa • Battle Creek, Mich.

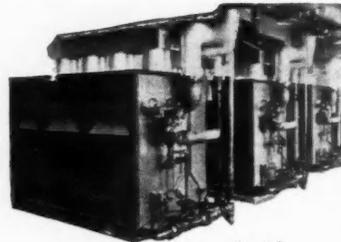


\*Registered trademark

# FOR WIDEST Selection

## RADIATION HEATING

Choose the boiler for your domestic, commercial or industrial radiation heating job from the *thirty-six* basic sizes in the Bryant line. Rated from 67,500 to 3,966,000 Btu per hour, Bryant Boilers are available in hot water, vapor and steam types . . . a size and type for any radiation heating application.



Model 630



Model 443

## WINTER AIR CONDITIONING

These Bryant Winter Air Conditioning Units provide the design and operation features that you want for single or multiple installations. Made in conventional basement model with cast iron heat exchanger, and vertical types with either cast iron or *Hevigage* steel heat exchangers. 17 different sizes; inputs 45,000 to 250,000 Btu per hour.

Model BA-88



Model VB



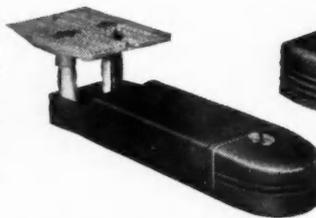
Model VS-304



## CONVERSION BURNERS

Old-fashioned furnaces become modern, fully-automatic gas heating plants with Bryant Conversion Burners. Bryant provides three types in two basic models: round burner and baffles for conventional round furnaces, rectangular burner for rectangular boilers and furnaces, and a single-port, spread-flame budget model for special applications. Ten sizes.

Model 94-S



Model 97



Model 94-R

## SPACE HEATERS

Heat a single room . . . cabin, office, study, laundry . . . or a complete home with these Bryant Space Heaters. They provide welcome warmth by both radiation and circulation, require less floor space than the ordinary radiator, eliminate the hazards of old-style, open-flame heaters. Seven different sizes; inputs 15,000 to 60,000 Btu per hour, manual or automatic control.



Model VC-426



Model WV-401

## FLOOR FURNACES

Bryant Floor Furnaces are engineered for ease of installation and operation. They are designed to fit between standard floor joists, provide floor level access to ignition and temperature control. They feature Bryant electric *Dial-Lite* ignition, are made in three sizes for automatic or manual control with inputs from 25,000 to 45,000 Btu per hour.



Model FF-361



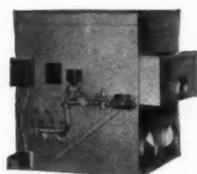
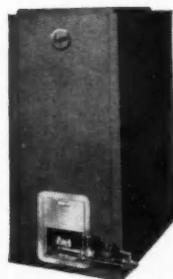
All Bryant products are approved by American Gas Association for use with natural, manufactured, liquefied petroleum or mixed gases.

# IT'S BRYANT... ALL ALONG THE LINE!

Model  
26Model  
85Model  
US-322

## UNIT HEATERS

Bryant Unit Heaters complement the smart interiors of modern stores and offices, adapt themselves readily to factories and warehouses and in other commercial or industrial establishments. Model 85, in five sizes from 65,000 to 255,000 Btu per hour, has tubular steel heating sections; Model US-322, six sizes with inputs from 60,000 to 210,000 Btu per hour, features the *Hevigage* steel heat exchanger.

Model  
SGF-362Model  
GS-57

## WARM-AIR HEATING

These Bryant Gravity Warm-air Furnaces are built for budget homes. They include a standard basement model for replacement of old, worn-out furnaces in existing housing or for new, low-cost housing; plus the splendid new Bryant Suspended Gravity Furnace with smooth-running propeller-type fan for use as a central core in small homes. Model GS-57 is made in four sizes, inputs from 70,000 to 140,000 Btu; Model SGF-362 in 55,000 and 70,000 Btu inputs.

Model 103  
Red SealModel 110  
Black SealModel 115  
Blue Seal

## WATER HEATERS

Here's the automatic storage water heater line that is taking the country by storm . . . the Bryant *Red Seal*, a standard economy model; the Bryant *Black Seal*, a superior water heater with five exclusive features; and the *Blue Seal*, with the Bryant *Protect-O-Rod*—the water heater that is *built to grow old*, backed by a 10-year protection plan. Bryant Water Heaters offer special burners for each type of gas, are made in 20, 30, 40, 50-gallon sizes.

## The most complete line of gas heating equipment in the nation...at your service!

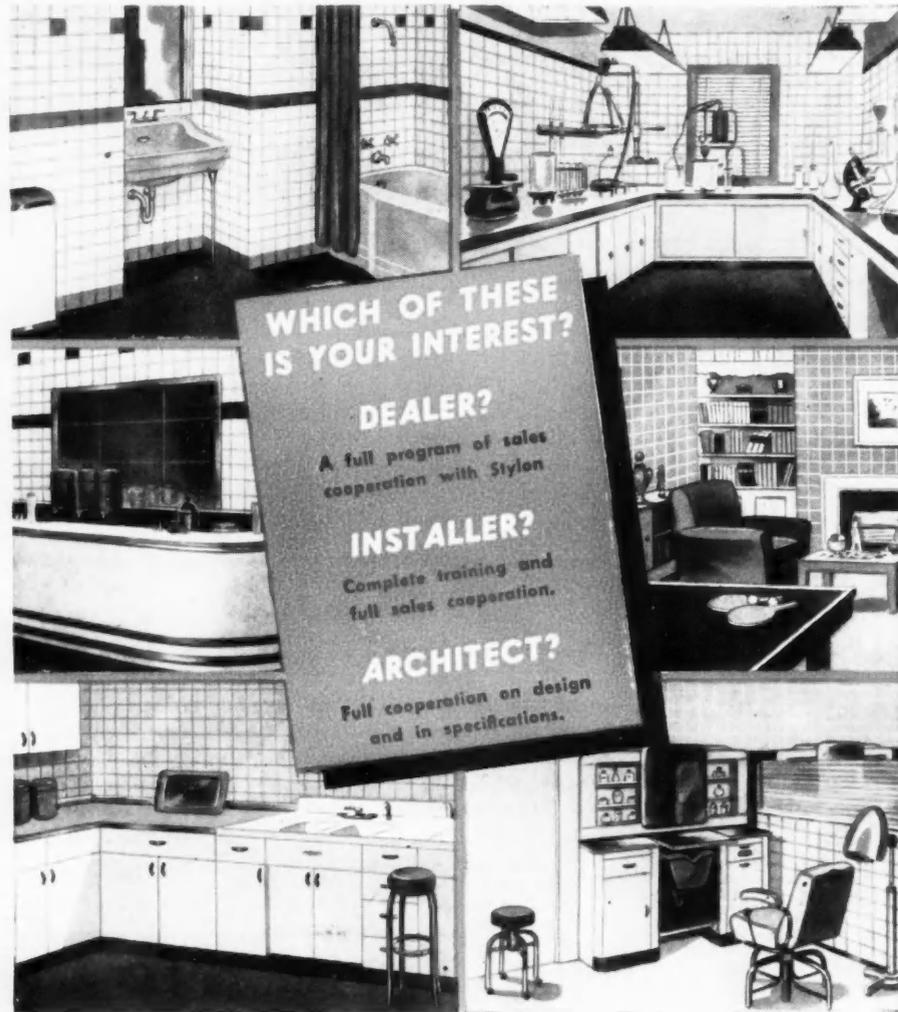
Unit for unit, the complete Bryant line of automatic gas heating equipment covers every phase of radiation, convection and conduction heating. It is backed by powerful national advertising, by a great array of tested sales aids; supported by extensive sales and service training activity and a nationwide distribution and parts service organization set up for easy access by dealer and customer. And it's yours to tie onto . . . for bigger sales, more trouble-free installations and a host of satisfied customers. Let the Bryant distributor in your territory tell you how . . . *now!*



**BRYANT HEATER COMPANY**

Cleveland, Ohio

One of the Dresser Industries



**WHICH OF THESE IS YOUR INTEREST?**

**DEALER?**  
A full program of sales cooperation with Stylon

**INSTALLER?**  
Complete training and full sales cooperation.

**ARCHITECT?**  
Full cooperation on design and in specifications.

*Stylon colors cover a wide range of beautiful tints and solid shades. Decorative schemes and color combinations . . . almost without limit . . . can be developed from this assortment.*

# Stylon

PLASTIC TILE

- |       |             |                |
|-------|-------------|----------------|
| GREEN | DARK BLUE   | MOTTLED BLUE   |
| PINK  | LIGHT BLUE  | MOTTLED GREEN  |
| IVORY | SANDSTONE   | MOTTLED YELLOW |
| BLACK | PALE YELLOW | MOTTLED PINK   |
| WHITE | DUBONNET    | MOTTLED GRAY   |

## ... the MODERN WAY

STYLON wall tiles are uniform in size. Each tile is  $4\frac{1}{4}$ " sq. Eight tiles cover one sq. ft. Cap tiles are  $4\frac{1}{4}$ " x  $2\frac{1}{8}$ ".

STYLON is featherweight. One sq. ft. installed weighs but  $5\frac{1}{3}$  oz. . . . 10 sq. ft. less than  $3\frac{1}{2}$  lbs. . . . an almost negligible load.

STYLON'S flexural strength is amazing . . . ranging from 4000 lbs. to 18,000 lbs. per sq. in.

STYLON will not chip, crack, check, curl or peel. STYLON colors are fadeless under all normal interior conditions.

STYLON is resistant to most alkalis and common acids. It resists soiling . . . is easily and quickly cleaned with a damp cloth.

STYLON is heat resistant to temperatures as high as 175° F. It is flame retardant. STYLON sheds water.

# amazing new building material ... a great new opportunity for you!

**Stylon . . . the new plastic wall tile . . . marks  
a new era in beautiful, enduring, economical  
facing materials for interior walls.**

**S**TYLON . . . beautiful, enduring, economi-  
cal . . . marks the development of a new  
basic building material.

The new era of improvement and beautifica-  
tion for interior walls which this amazing  
material ushers in has brought with it new  
opportunities and a new source of profit for  
dealers and installers.

In existing structures . . . as in new con-  
struction . . . the beauty, the endurance and  
the economy of Stylon walls makes possible  
permanent beautification at a modest original  
cost with almost complete absence of future  
maintenance expense.

Light in weight, Stylon adds almost no  
load. Amazing in textural strength, it with-  
stands the strains of expansion, contraction  
and settling. It does not chip nor crack. It  
is virtually non-absorbent and resists ordinary  
household alkalis and acids. It is resistant to  
heat, cold and flame.

Wherever there are walls . . . old or new  
. . . there is opportunity with Stylon for the  
alert dealer and installer. The appeal of its  
beauty and its rugged qualities of endurance  
places it in the foremost rank of profitable  
building specialties. We invite you to investi-  
gate.

A BOOK OF OPPORTUNITY . . . FREE!

Whether your interest is that of a distributor dealer,  
installer or architect your opportunities with Stylon  
are great. The Stylon program for the development  
of sales provides a complete re-sale plan for dealers.  
Full training is available for installers. Full cooperation  
is extended to architects. The 12-page (beautifully  
colored) book "YOUR OPPORTUNITY WITH  
STYLON" will bring you the intriguing story of your  
possibilities with Stylon.

*Send Today  
for this Story  
of Opportunity!*



## to tile a wall!

### *New* **Stylon CHROME** BATHROOM ACCESSORIES

NOW you can make extra profits by stocking the Stylon  
Mastercraft line of Bathroom accessories . . . *forged brass  
throughout on all fixtures with triple strength chrome  
finish* that stays bright always. Stock the ONE line of  
bathroom accessories that harmonizes with all styles of  
interior architecture. Write for complete information  
TODAY!

SAMPLE TILE FREE!

United Plastic Tile Company  
857-A3 Commonwealth Avenue  
Boston 15, Mass.

Please send sample STYLON of the colors given below . . .  
and the booklet on "Your Opportunity With STYLON".

Your name.....

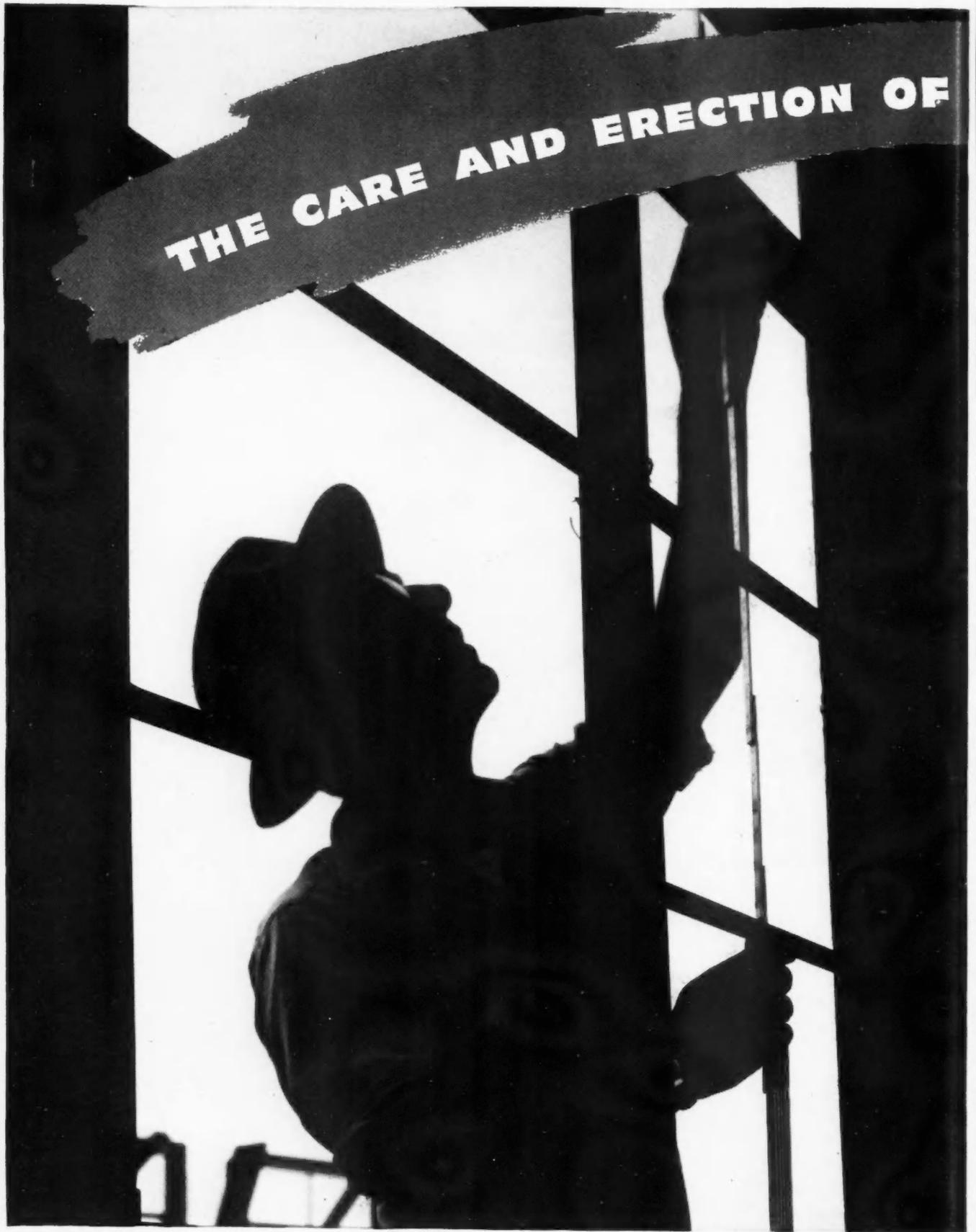
Firm.....

Street Address.....

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

please check nature of your interest

- Distributor
- Dealer
- Contractor
- Architect
- Stylon Bathroom Accessories



**THE CARE AND ERECTION OF**

*In construction products* **CECO ENGINEERING**



# CECO Steel Casements

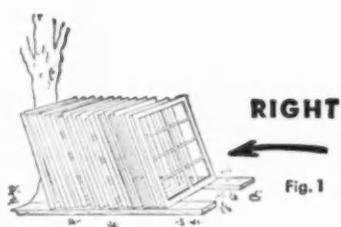
Ceco offers an exclusive service to the building industry—complete detailed data on the care and erection of steel casements. Gone are the days of guesswork, for Ceco provides a manual with all the know-how needed. A few examples are shown here—preparation of opening—how window is inserted—clearance needed at the sill—storage practices. Easy-to-follow instructions will help you cut costs, eliminate damage to windows, avoid loss of time. For complete information, write for Ceco's *free* Manual today. If you live in one of the western states, ask for special Pacific Coast Edition.

## CECO STEEL PRODUCTS CORPORATION

General Offices: 5611 West 26th Street, Chicago 50, Illinois

Offices, warehouses and fabricating plants in principal cities

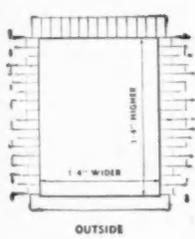
Other typical products—Steel Basement Windows, Combination Storm and Screen Units, Metal Lath



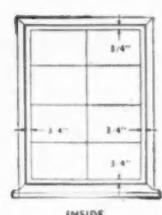
### HOW TO STORE

Steel residence casements should never be laid flat on top of the other. Always place them vertically, using two parallel planks as a base and lean one unit against the other (Fig. 1). Do not pile any other materials on top of the casements (Fig. 2) and do not permit other building tradesmen to use them as ladders or as supports for scaffolding. Store the hardware and other fittings in a dry place. When shipped, all ventilators are held shut. Keep the ventilators securely in place until erection.

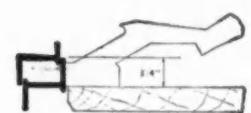
### HOW TO ERECT



Rough openings should be plumbed and squared during construction and must be  $\frac{1}{4}$ " wider and  $\frac{1}{2}$ " higher than the overall dimensions of the casement frames. This permits installation without distortion.



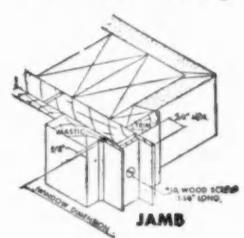
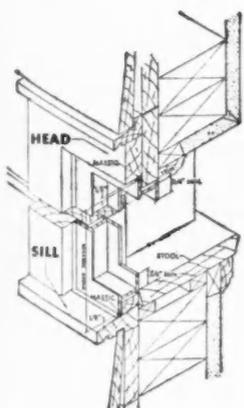
After the casement is erected, when installing inside trim, allow  $\frac{3}{4}$ " clearance around the casement on the interior so screens and storm windows may be installed.



The  $\frac{3}{4}$ " clearance is needed at the sill to provide room for the underscreen operator. To get this clearance, in applying the inside trim, bring the finished stool up flush against the bottom edge of the stool gauge on the casement. Then, when the underscreen operator is installed, it will give the appearance of resting on the stool.

### ONE OF MANY TYPICAL INSTALLATIONS

Frame Construction with Wood Strip



*makes the big difference*



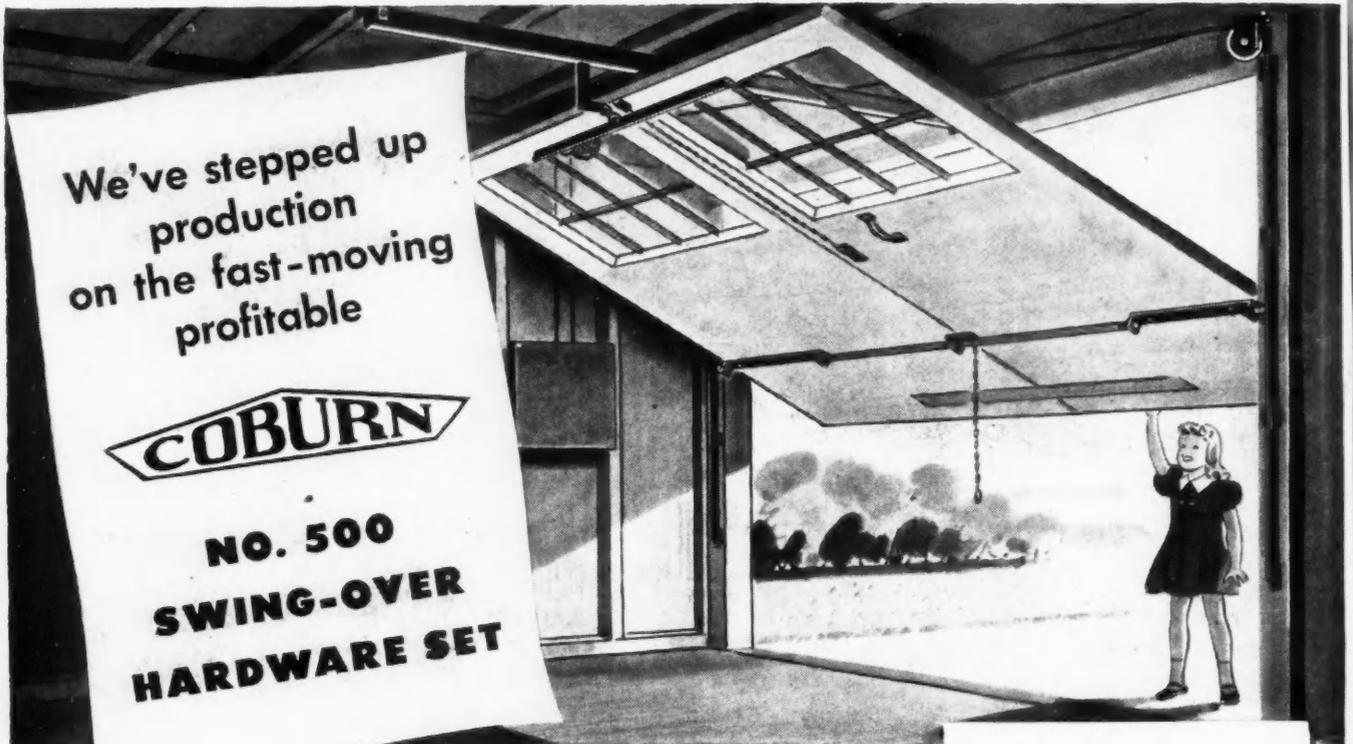
**FREE for you!**

**CECO STEEL PRODUCTS CORPORATION**  
 5611 W. 26th St., CHICAGO 50, ILL.  
 Please send FREE Manual No. 1014 on how to install and store metal casements.

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

#### Partial List of Ceco Products

- METAL RESIDENCE CASEMENTS • INDUSTRIAL WINDOWS AND DOORS • METAL FRAME SCREENS • ALUMINUM FRAME STORM WINDOWS • ALUMINUM COMBINATION STORM WINDOW AND SCREEN UNITS • METAL LATH AND ACCESSORIES • STEELFORMS • REINFORCING BARS • STEEL JOISTS AND ROOF DECK • HIGHWAY PRODUCTS CORRUGATED ROOFING AND ACCESSORIES • VENTILATORS



THOUSANDS OF HOME OWNERS are remodeling troublesome swinging garage doors to smooth operating overhead doors. And the many advantages of the Coburn #500 Hardware Set have made it a leader in the field.

The Coburn #500 Set is adaptable to practically all types of garages—on remodeling jobs or new installations. It is easy to erect and operate, does not interfere with usable floor space and, even though it is high in quality, it sells fast in the lowest price field.

Write today for catalog showing full line of hardware for garage and barn sliding doors. Other Coburn Products include fire door hardware, overhead trolleys and conveying systems for carrying loads up to 3,000 lbs.

## WICKWIRE SPENCER HARDWARE PRODUCTS

### INSECT WIRE SCREENING

Famous American  
"GOLD STRAND" Brand

•

### POULTRY NETTING

"Clinton" Brand  
Hex Mesh

•

### NAILS AND BRADS

•

### HARDWARE CLOTH

"Clinton" Brand

•

### DOOR SPRINGS

"Perfection" Brand

•

### CLOTHES LINE

"Wissco" Flexible  
Clothes Line

# WICKWIRE SPENCER STEEL

A DIVISION OF

# AMERICAN WIRE FABRICS CORPORATION

A SUBSIDIARY OF



500 FIFTH AVENUE • NEW YORK 18, N. Y.

Boston • Buffalo • Chicago • Denver • Ft. Worth • Philadelphia • Pacific Coast Subsidiary—The California Wire Cloth Corp., Oakland 6, Cal.



## RADIANT GLASS HEAT

*the new miracle of radiant heating!*

This new method of home heating answers the demands of the Builder, the Architect and the Homeowner. The original installation of an average six-room house insures a saving of 50% or better over conventional heating systems. Thermostatic "zone control" gives additional operating economy and insures heat where and when wanted.

**THE BUILDER** — The builder can build and sell his new house cheaper as there is no need for cellars, utility rooms, storage tanks, boilers or chimneys.

In existing buildings, these panels can be installed for supplementary heating without tearing out walls or partitions and may be connected with present A. C. or D. C., 110 or 220 volt wiring.

Installation of this type of heating is adaptable to apartments, stores, office buildings and any type of edifice where electricity is available.

**THE ARCHITECT** — Now, the architect can plan his homes with the assurance that the heating installation will be an architectural and decorative asset rather than a liability.

The plate of tempered glass with its fused aluminum element is handsome and the frame can be painted to match any decor.

In buildings other than homes, greater freedom of planning and decoration is given the architect with this simple type of heating.

**THE HOMEOWNER** — The homeowner will appreciate Radiant Glass Heating for it involves no maintenance or replacement costs. The housewife will enjoy the freedom from dust, soot and oily films and "cold wall" streaks.

Thermostatic "zone control" insures economy of operation in new houses and the elimination of cold rooms in existing houses.

There is no danger of short circuits or explosions. Radiant Glass Heating units have been underwriter approved.

Investigate today. Radiant Glass Heat will enable you to provide your clients with cleaner, safer, more satisfactory heat at a tremendous saving! Fill in and mail the coupon below.

### MAIL COUPON TODAY!

Continental Radiant Glass Heating Corp.  
Dept. 2B, 521 Fifth Avenue, New York 17, N. Y.

For additional information on this new wonder-heat, and without any obligation on your part, fill in and mail this coupon today.

NAME \_\_\_\_\_  
(PLEASE PRINT)

COMPANY (IF ANY) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**IT TAKES  
2  
TO MAKE A  
ROOF!**

## The Manufacturer...and the Man Who Applies It

**T**op-quality materials *plus* manufacturing skill *equal* a good product. But that formula isn't really complete. For example, a roof isn't "made" until it has been applied—right.

As builder, contractor or applicator, you know the basic advantages of asphalt shingles—easy application, economical coverage, weather resistance, fire resistance, colorful beauty, adaptability to all architectural styles. You know also that you can't actually "deliver" these advantages to your customers until you've done a thorough, complete job of application.

Good application is a matter of following certain rules which have been proved to result in good performance. It is a matter of observing even to the smallest detail the instruction sheets of the manufacturer. Nailing is perhaps the most important "detail" of all—using the right size nails, putting them in exactly the right places, and using enough—6 nails per strip shingle. Seeing that these and other details are made part of each job pays dividends. It sells new jobs, saves grief and call-backs, means satisfied customers.

# ASPHALT SHINGLES

**CONSTRUCTION'S BIGGEST DOLLAR'S WORTH**



Ask for booklet, "Choose Your Roof for Rain — AND SHINE." 24 pages in full color. Filled with hints on choosing and combining colors for exterior styling. Talks good sense, good taste, in roofing. Copies are available from members or write direct to us for free sample.

**ASPHALT ROOFING INDUSTRY BUREAU**  
2 WEST 45th STREET • NEW YORK 19, NEW YORK

SPONSORED BY 28 LEADING  
MANUFACTURERS OF ASPHALT SHINGLES  
SIDINGS • ROLL AND  
BUILT-UP ROOFINGS

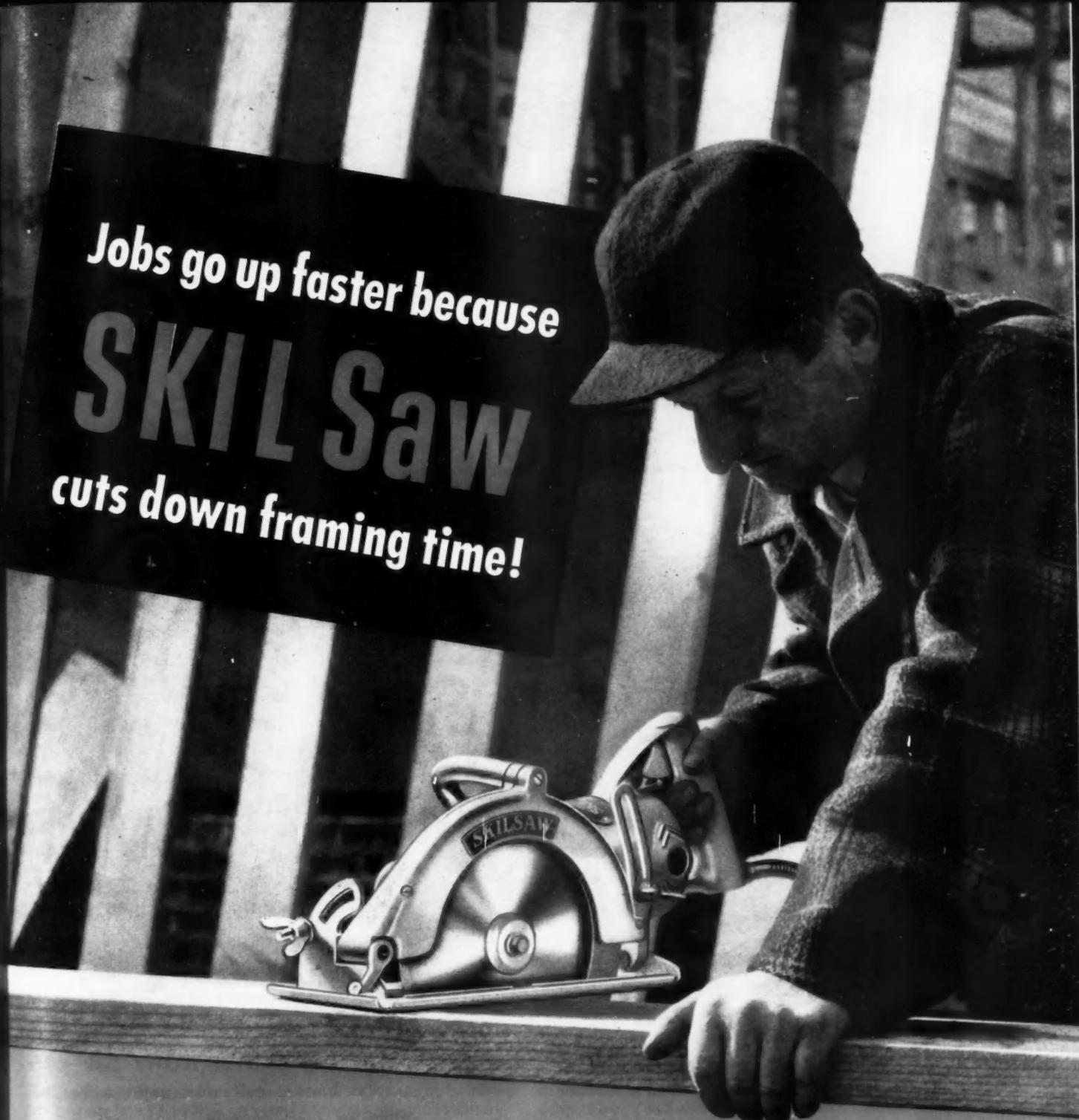
1948.



It

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GLS



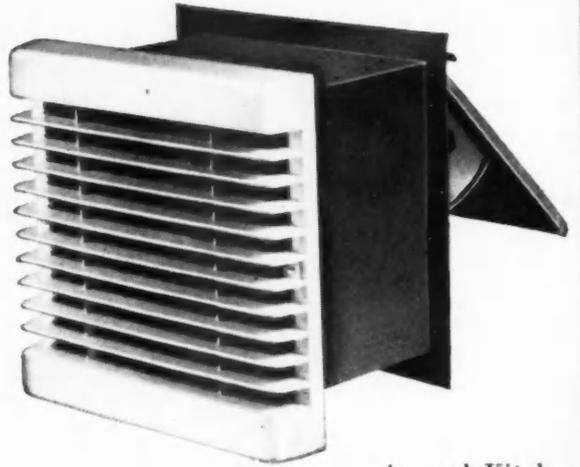
**Jobs go up faster because**  
**SKIL Saw**  
**cuts down framing time!**

• You can start buildings later than ever and still get them roofed before cold weather...with SKIL Saw on the job. SKIL Saw is light and compact for easiest handling... extra powerful for fastest sawing. Cuts minutes off every cut on joists, studs, siding, rafters, roofing and flooring. And those minutes add up to hours and days saved on every job. Ask your SKIL Tool Distributor to demonstrate time-saving SKIL Saw today!

**SKILSAW, INC., 5033 Elston Avenue, Chicago 30, Ill.**  
 Factory Branches in Principal Cities  
 In Canada: SKILTOOLS, LTD., 66 Portland St., Toronto, Ont.

**SKIL** ELECTRIC  
**Tools**  
PNEUMATIC  
 TRADE-MARK

A little extra here...



Aerapel Kitchen Fan—winner of two Fine Arts Awards for beauty and utility.

Insures real satisfaction here



THE few dollars extra you invest in an Aerapel Kitchen Ventilating Fan for your new homes comes back many times over in added customer satisfaction.

Why? Because when prospects see an Aerapel they know you, as a builder, have been just a little bit more thoughtful and considerate of their comfort. This means lasting good will (and more profits, too)!

Is Aerapel popular? You bet it is!

It's the only kitchen fan made that's widely advertised in National Magazines, Newspapers, on Radio and in Television. Thousands of inquiries from women (and men, too) point to Aerapel's national popularity.

Why not cash in NOW? Ask your supply house, call our nearest branch office, or mail coupon, lower left.

MAIL COUPON TODAY FOR FREE BOOKLET!



AMERICAN BLOWER CORPORATION  
Detroit 32, Michigan

Gentlemen:

Please send me FREE Aerapel Booklet.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

**AMERICAN BLOWER**

AMERICAN BLOWER CORPORATION, DETROIT 32, MICH.  
CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONT.  
DIVISION OF AMERICAN RADIATOR & Standard Sanitary CORPORATION

*Serving home and industry*  
AMERICAN STANDARD • AMERICAN BLOWER • CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON

*Easy to Stock!*  
*Easy to Install!*  
*Designed for oil or gas!*



**Four Conditioners—  
Two Furnaces**

AS 12 (small) Gas; 72,000 Btu\* output—Oil; 75,000 Btu Bonnet capacity.  
 AS 23 (medium) Gas; 92,000 Btu\* output—Oil; 90,000 Btu capacity Registers.  
 Whiter-white Richmond Enameled steel jacket—23" wide x 47" deep, 54" low. Steel base and channels—no "grouting" needed.  
 \*Unit illustrated: Furnace #AS 23 with gun-type oil burner.

A Unit Designed With The TRADE In Mind

**Richmond's "Two for One" Winter Air Conditioners**

**New dual-fuel furnaces save you money on Storage, Installation, and Inventory . . .**

**Easy to Stock:** Furnaces can be used for either oil or gas installations, saving you up to 50% on your furnace storage and inventory costs. Each furnace shipped completely assembled in one carton (weighs less than 395 lbs.) with burner units packed separately.

**Easy to Install:** Furnace unit *only 23" wide*—will pass easily through average size door. Locate furnace, place combustion and burner assembly in furnace unit, spin four wing nuts and make electrical

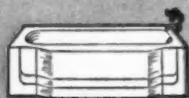
connections at junction box. Then you're ready for supply and flue connections. You'll welcome Richmond speed and ease of installation.

**Easy to Change-over:** You can switch from oil to gas (or vice versa) without removing the furnace unit or disrupting duct work. Simply disconnect present burner from mounting plate, wiring and supply lines; then slip the new burner into place and connect up. Change-over is accomplished with the minimum of time and expense.



**RICHMOND RADIATOR COMPANY**  
 AFFILIATE OF REYNOLDS METALS CO.

Back in 1867 it was either coal or wood—but . . . "We've Come A Long Way Since Then"



Plumbing Fixtures: Enameled Cast Iron Ware Vitreous China Porcelain  
 Heating Equipment: Oil & Gas Winter Air Conditioners Gas Boilers Radiators

**CLIP AND MAIL COUPON TODAY**

Richmond Radiator Company  
 19 East 47th Street, New York 17, N. Y.

AB-10

Gentlemen:  
 I am interested in the New Richmond "dual-fuel" Winter Air Conditioner. Please send me full details. No obligation, of course.

Name.....  
 Company.....  
 Address.....

*Year after year*



# TOP PERFORMANCE

*... on the job!*

plus

*a name that millions know and trust* — **TEXACO**

**Y**EAR AFTER YEAR, Texaco is in demand. Because (1) Texaco *does* deliver top performance on the job; (2) Texaco *is* a name that millions know and trust.

Such performance and reputation are built by continued effort to offer the best products possible. Texaco has been doing just that for more than a third of a century.

Here's a very important reason: Texaco is one of the largest producers of asphalt in the world. With its wide variety of crudes, Texaco can produce

the right grades of asphalt for every roofing need.

Following up this advantage, Texaco takes extra care. Constant supervision and inspection cover every manufacturing step. The result? Uniform construction, fine appearance and—top performance on the job.

For every essential roofing need there is a Texaco product: Shingles, Roll Roofing, Coatings, Cement, Solid Roofing Asphalt. *All carry the name that millions know and trust—Texaco.*



# TEXACO

## ASPHALT SHINGLES and ROOFING

MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

Crest  
Const  
Floor  
autom

Ludwig  
sive vi  
Duke C  
Richm  
the Sou  
building

This is  
no roof  
costly

# "Coleman Floor Furnaces CUT COSTS, UPHELD VALUE 2 WAYS" ... For Richmond, Va., Builder



Crestview Addition No. 3, developed and built by Duke Construction Co.—heated throughout with Coleman Floor Furnaces to hold down costs, yet give top-quality automatic heating of the kind buyers want.

Buyers feel Coleman equipment proves high quality of Duke Company's houses

**DUKE CONSTRUCTION CORPORATION**  
7100 HORSEPEN ROAD  
RICHMOND, - VIRGINIA

The Coleman Company, Inc.  
Wichita, Kansas.  
Gentlemen:

In these days of complaints about high housing costs we have to do everything we can to hold down ceiling prices and still get the quality that customers recognize. That's why we are using Coleman Floor Furnaces. Properly located and properly installed, they reduce building costs, yet give top quality automatic heating. And what's more, Coleman Floor Furnaces are so well known that our buyers consider them real proof that we put best quality materials into our houses.

*Ludwig Bloch V.P.*  
Duke Construction Co., Richmond, Va.

Ludwig Bloch, aggressive vice president of Duke Construction Co., Richmond, Va., one of the South's small home building leaders.



## See how Coleman may help you, too, in designing to beat "price resistance"

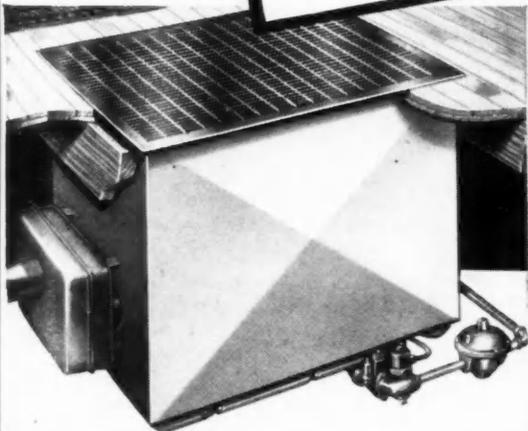
Duke Construction Company is only one of the many leading building firms now switching to Coleman Floor Furnaces. Scores of these leaders are learning how Coleman helps cut costs: eliminates costly duct work, saves basement excavation costs, cuts skilled-labor expense for installers and plumbers.

And, like the Duke company, they are also learning two other Coleman advantages: First, how Coleman engineering really gives home-owners the "warm-floor" heating and the clean automatic heat they want. Second, how Coleman reputation for quality and service helps sell houses—by proving to prospects that the builder is using the best heating equipment the money will buy.

You, too, want to see proof of these advantages that are switching so many builders to Coleman. Use the coupon below and let us tell you how we can help meet your problem of holding down building cost and selling price. Tell us what kind of fuel you want—gas, oil, or LP-gas—we make models for all three. Do it—today!

### THE COLEMAN COMPANY, INC.,

Wichita 1, Kansas; Philadelphia 8 (Terminal Commerce Bldg.), Pa.; Los Angeles 54, Calif.



This is how Coleman Floor Furnace fits into floor. Takes no room space. No basement excavation needed. No costly duct work. No added plumbing expense.

Automatic Gas, Oil, LP-Gas  
**FLOOR FURNACES**



The Coleman Company, Inc., Builders Contract  
Dept. AB-666, Wichita 1, Kans.

Please send me free information about your special cooperation for builders and contractors, and Floor Furnace Catalog for Builders. I am specially interested in:

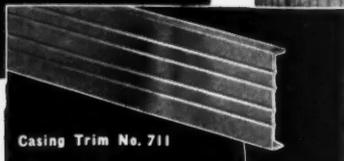
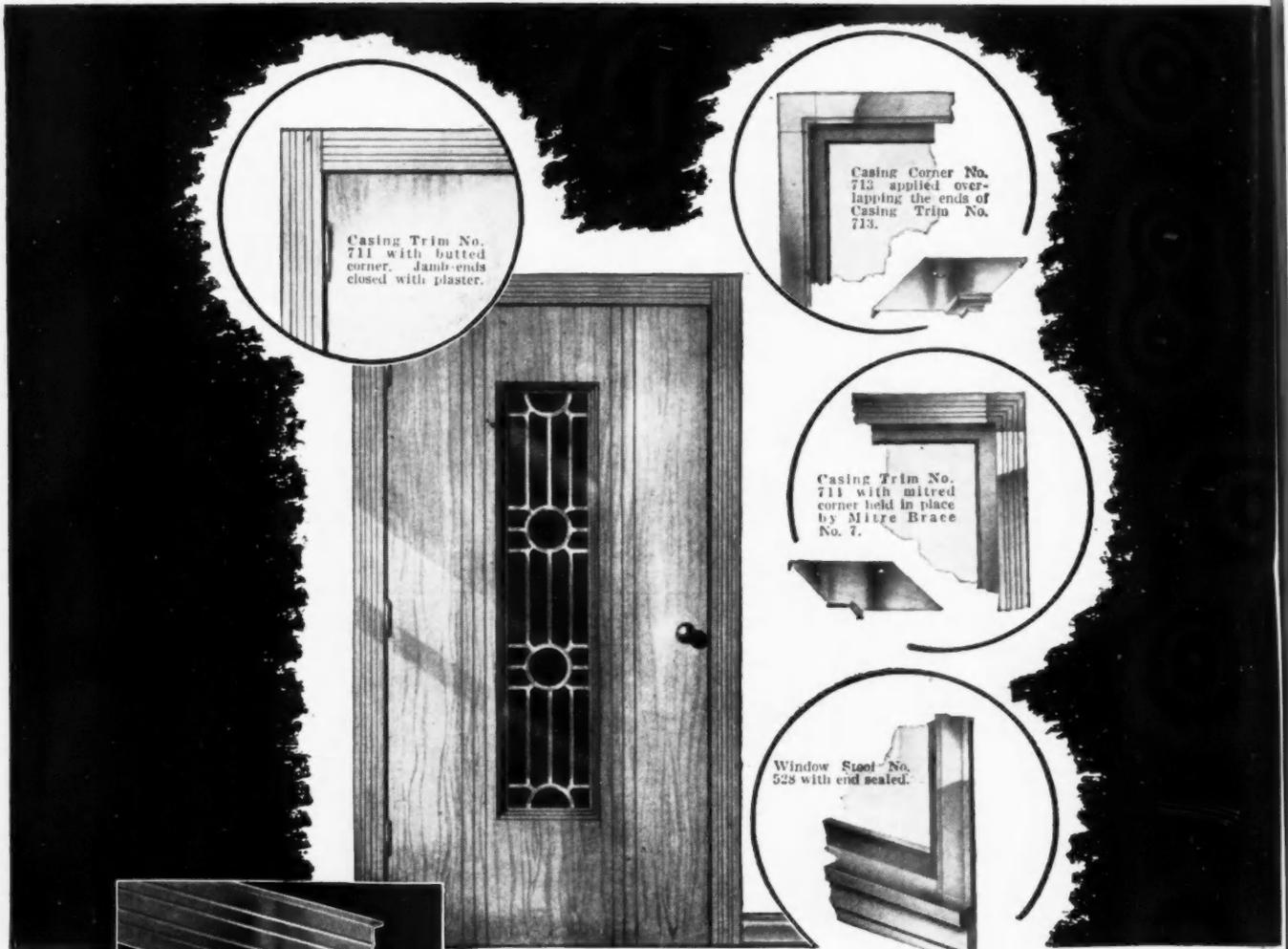
Gas    Oil    LP-Gas models

Name.....

Address.....

Town..... State.....

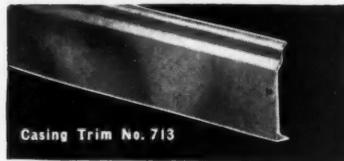
ES



Casing Trim No. 711



Casing Trim No. 712



Casing Trim No. 713



Stop Mould No. 703



Window Stool No. 528



Base Trim No. 646

## Milcor Applied Residential Trim

... Easy and economical to install after plastering..for the lasting beauty of STEEL

### Quickly Installed!

You simply screw Milcor Applied Residential Trim directly to the rough bucks or to wood grounds. Matching accessories finish corners and ends (in most cases, it is unnecessary to mitre or cut casings to exact length) — or you can butt, cope, or mitre at corners. To reduce painting time and costs, Milcor Applied Casings and Trim come with a rust-inhibitive primer coat of paint.

### Permanent!

Because they are made of 22-gauge steel, these casings and base trim provide definite advantages over trim of less durable material: They cannot

warp, split, crack, splinter, or rot. They cannot be damaged by mice, rats, or vermin. They cannot burn. They offer greater resistance to impact and shock. They last for the life of the building.

### Versatile!

There are three styles of casing trim, two styles of base trim, a stop mould, and a window stool—all available. Accessory fittings include cast corner fittings, and closures, formed corner covers, and a mitre brace—all of the same contour and style as the trim sections.

For further information, write on your business letterhead for Milcor Applied Residential Trim bulletin.

**INLAND STEEL PRODUCTS COMPANY**

FORMERLY MILCOR  STEEL COMPANY

MILWAUKEE 1, WISCONSIN

BALTIMORE 24, MD.  
CINCINNATI 25, OHIO  
KANSAS CITY 8, MO.

BUFFALO 11, N. Y.  
CLEVELAND 14, OHIO  
LOS ANGELES 23, CALIF.  
ROCHESTER 9, N. Y.

CHICAGO 9, ILL.  
DETROIT 2, MICH.  
NEW YORK 22, N. Y.



**"And—Next Time—  
Make Sure It's  
YALE Hardware!"**

In the new RKO hit, "Mr. Blandings Builds His Dream House", Cary Grant and Myrna Loy (Mr. and Mrs. Blandings) didn't tell Reginald Denny to specify *quality* materials throughout. Before the picture is over, they wish they had.

For generations, the top quality name in builder's hardware has been YALE, and the procession of new modern YALE hardware promises to increase further the universal preference for the YALE brand.

When you install YALE hardware, your customer will recognize it as an indication of a *well-built* house.

**THE YALE & TOWNE MANUFACTURING COMPANY**  
Stamford • Connecticut • U. S. A.

Makers of the famous YALE lines of Locks, Door Closers, Hardware



Front and Back Door  
"Packages of Protection"

See YALE's new "packages of protection". Shown is XPI Front Door Set—tubular latch set and tubular deadlock with matching cylinder collar.

TRADE **YALE** MARK

**HARDWARE**

**SIGN OF A WELL-BUILT HOUSE**



After their hilarious experiences with hardware in RKO's "Mr. Blandings Builds His Dream House", a Seiznick release, Cary Grant and Myrna Loy resolve, next time, to specify YALE

Mr. & Mrs. Blandings, whom you know as Cary Grant and Myrna Loy, shown at Dream House entrance.

**Keep Your Dream House from  
Being a Headache**



Hardware "horrors" are funny in a movie, but not in your house.

To avoid the same troubles Cary Grant and Myrna Loy had with hardware in "Mr. Blandings Builds His Dream House", specify YALE.

For generations the name YALE on hardware has been a dependable sign of the well-built house. It is your best guarantee of long-lasting beauty and smooth functioning of the parts of your house—doors, windows, cabinets—that move on hardware.

THE YALE & TOWNE MANUFACTURING CO., Stamford, Conn., U. S. A. Makers of the famous YALE lines of Locks, Door Closers, Hardware, Pumps, Hoists and Industrial Trucks.

Write for your copy of "Your Home 'Moves' on Its Hardware", a handy guide that everyone should have who is planning a home. Tells about materials, finishes and patterns. Provides a check-list which your architect, builder or hardware dealer can help you fill out. Send 10¢ for this USEFUL BOOKLET—practical 8-page guide to hardware.

**YALE**

YALE Hardware—Sign of a Well-Built House

This ad featuring the "Sign of a Well-Built House" appears in SATURDAY EVENING POST, June 26th.

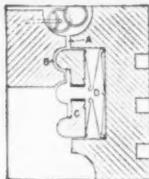
**What do we mean  
"WEATHERTIGHT"?**

**HERE'S THE  
SILENTITE  
ANSWER**

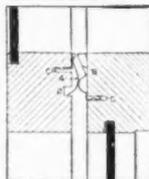


● Words can mean much—or little. But the term "weathertight"—as applied to the new Curtis Silentite window—means exactly what it implies. Here is a window *engineered* for greater weathertightness, with features representing a distinct departure from the conventional. Laboratory tests of wind velocities up to 40 miles per hour show that the new Silentite allows 20% less air infiltration even than the famous original Silentite. And because Silentite is a *wood* window, it has all the natural insulating qualities which wood provides.

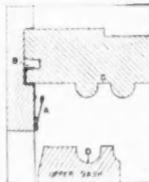
*When in New York, visit the Curtis Woodwork Display at Architects' Samples Corporation, 101 Park Avenue.*



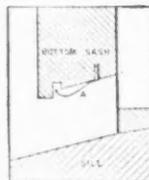
**FLOATING SIDE WEATHERSTRIPS**—The diagram shows the patented Silentite "floating" weatherstrips. Two beaded pine members, seated on Z-type weatherstrips, exert outward pressure, keeping firm contact with the sash, yet allowing free movement.



**NEW MEETING RAIL WEATHERSTRIP**—The conventional checkrail has been discarded in favor of a plain meeting rail and the wood parting stop has been eliminated. Specially designed weatherstrip members (a) on the top and (b) on the bottom sash provide positive protection from air infiltration.



**NEW HEAD WEATHERSTRIP**—Groove at (b) in head jamb takes the flange of the bronze spring leaf weatherstrip (a). This spring leaf is compressed by the top rail when sash is closed. The joint is further sealed by head stop (c), the bead of which engages groove (d).



**AT THE SILL**—a plow in the bottom rail of the sash anchors the bronze spring leaf weatherstrip (a). When the sash is closed, the bronze strip (a) is tightly compressed against the sill giving positive protection against air infiltration.

Curtis Companies Service Bureau  
AB-105 Curtis Building, Clinton, Iowa

Please send me book on Silentite Window Line, including casements.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

I am

- Architect
- Contractor
- Prospective Home Builder
- Student

(Please check above)

1948.

Take this low-cost

# Portable Saw-Shop

to your job!



It's a CUT-OFF saw!



It's a MITER saw!



It's a RIP saw!



It's a DADO machine!



It's a ROUTER!



It's a VARIETY saw!



It's a SHAPER!

This ever-popular, low-cost DeWalt is easy to carry from job to job. When you put it to work you actually have a "saw-shop" on the job, because every time you change the cutting tool, you have *another* machine!

To build more and better houses faster—builders use this portable, low-cost DeWalt. Because most of its working parts are now of light-weight, heat-treated aluminum, operators find it easier to handle—safer than ever before—and it does the fast, accurate work they want. It's a machine you can get quickly. Write for catalog. DeWalt, Inc., 110 Fountain Avenue, Lancaster, Penna.

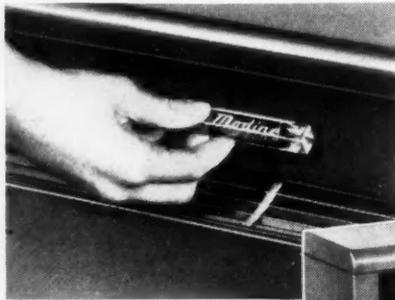
ALL THESE AND MORE  
IN ONE . . . and for  
THE PRICE OF ONE!

# DEWALT

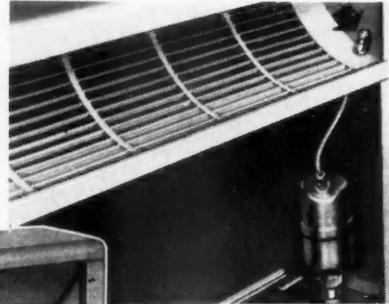
THE SAW THAT'S FIRST WITH BUILDERS

# There's more than beauty in the NEW *Modine* Convector

Important new features simplify installation . . . provide more convenient operation and control  
. . . assure superb heating comfort.

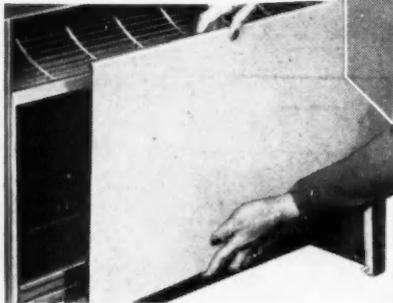


**NEW DUAL-PURPOSE DAMPER!**  
A touch of the hand operates the self-positioning damper for convenient temperature control. When closed, damper conceals unique outlet grille . . . blends enclosure into adjoining wall.



**NEW CONVENIENT AIR VENTING!** Out of sight, yet instantly accessible, air vent can be rigidly secured to curved outlet grille as illustrated whenever convectors are installed on hot water system.

**NEW 5-SECOND REMOVABLE FRONT!** For easier installation and cleaning, effortless lifting action quickly removes entire front panel. No need to bother with screws, catches or tools. Panel is easy to replace too.



**NEW VERSATILE ENCLOSURE DESIGN!** Designed for modern interiors, type F Convector (shown with damper closed) is ideal for recessing — either partially or fully (at right) or for exposed installation against wall.



**NEW SNAP-IN GRILLE!** Completes striking appearance of Modine Convector. An optional feature you can add now or later. Snaps in or out of place without tools. Affords quick access for cleaning beneath cabinet.

Look, compare, consider . . . see for yourself why Modine is top choice in convector radiation! Note these outstanding features: Modine Convectors are functionally styled to blend perfectly with your up-to-the-minute ideas of interior design. What's more, Modine gives you completely new installation, control and maintenance features that make it really big

news in modern radiation design. Available in four beautiful cabinet styles in a wide range of modular sizes. You'll want Modine . . . for the modern home, apartment, school, office, hospital. Call your Modine Representative listed in the "Where-to-Buy-It" section of your phone book . . . or write direct. Modine Mfg. Co., 1501 Dekoven Ave., Racine, Wisconsin.

## *Modine* Convector Radiation

# A new revolutionary electrical Plug-in Strip

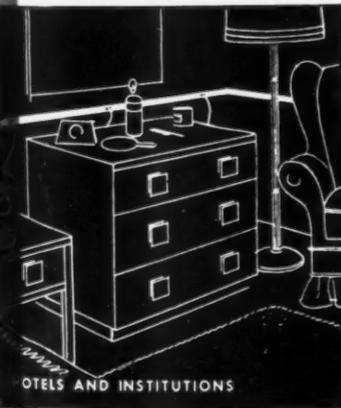
For Commercial and Residential Uses



OFFICES AND BANKS



RIES, WORKSHOPS & LABORATORIES



OTELS AND INSTITUTIONS



FOUNTAINS AND SANDWICH SHOPS



## AT LAST—

### A PROFESSIONAL Multi-Outlet Wiring Assembly that is:

### ARCHITECTURALLY CORRECT EASY TO INSTALL SAFE AND STRONG PROFITABLE AT NOMINAL INSTALLED COST

#### 4 Outstanding Features...

1. *Solid copper electrical system* from panel box to last outlet . . . Not a screw or a soldered connection in it!
2. *Life-time, fool-proof receptacles* . . . Plug prongs receive full length contact and wipe.
3. *Easy to cut on the job* . . . Short lengths are cut to fit in a manner similar to conduit.
4. *Tamper-proof* . . . Capping is permanently locked on. There's no reason to ever open up Plug-In Strip.

Listed by Underwriters' Laboratories.

MAIL the coupon today for complete information on this revolutionary professional wiring assembly.



National Electric Products Corporation  
1310 Chamber of Commerce Building  
Pittsburgh 19, Pa.

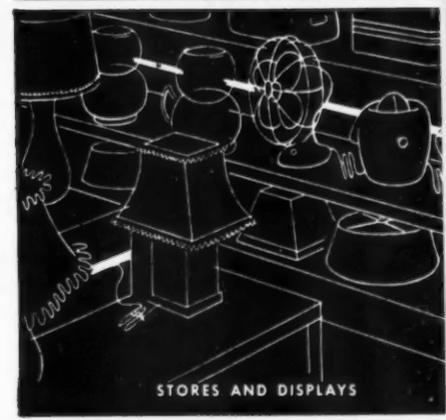
- Please send me your catalog on the NEW PLUG-IN STRIP.
- Also installation information.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



RESIDENCES AND CLUBS



STORES AND DISPLAYS



KITCHENS



RESTAURANTS, LOBBIES & LOUNGES

This quality seal helps you *sell*



*It's the seal of  
Quality Approved*

# ALUMINUM WINDOWS

Insist on it when you buy!

Can windows help you sell houses? Sure!

And the better the windows, the bigger the help.

That's why it's smart selling as well as good building to put *quality-approved* aluminum windows in your houses.

You know you're getting quality aluminum windows when you see the bright red "Quality-Approved" Seal.

It means the manufacturer meets the most rigid specifications.

To your customers *that means sales appeal plus!* It means permanent good looks and ease of operation . . . lifelong freedom from painting . . . no costly replacement or repair bills.

*Quality-approved* aluminum windows come *ready to install*. No extras to buy! No finish to apply!

You can get them in all standard types.

Write today for complete information and the names of manufacturers who can supply you with *quality-approved* aluminum windows.

*sell houses faster!*



*Easy to operate!*



*Low upkeep!*



*Good looking!*

*Aluminum Window Manufacturers Association*  
209 CEDAR AVENUE, TAKOMA PARK, WASHINGTON 12, D. C.

# TRENDS

BUILDING MATERIAL — EQUIPMENT — APPLIANCES

## Buying Plans of New Home Prospects

BUILDERS started 94,000 new, permanent, non-farm dwelling units in July as compared with 81,100 in July a year ago, according to preliminary estimates of the Bureau of Labor Statistics. This made July 1948 the fourth consecutive month in which housing starts have exceeded the 90,000 mark. Well over 550,000 units had been started through July 1948, a gain of about 120,000 units or 28 per cent over the corresponding period in 1947.

**Residential building** is showing about the same geographic distribution as last year according to data for the first months of the year. The Southern states account for the largest number of new dwellings; the Western states are second; and the Northern and Eastern states, third and fourth. The Eastern states have made a larger percentage gain than other sections this year according to data available.

The chart compares dwelling units started in 1947 in the various sections of the country by metropolitan areas. The chart includes cities of 50,000 population or more, their suburbs, and residential starts outside of metropolitan areas. It indicates the high rate of residential building activity in communities of less than 50,000 population. This is particularly marked in the Southern states.

**New housing demand** is shown in the Federal Reserve "1948 Survey of Consumer Finances." The survey states, "Never before in the history of this country was there a greater volume of consumer durable goods produced than in 1947. Production of major appliances such as radios, washing machines and kitchen ranges exceeded 1941 production peaks by substantial margins, while unit production of refrigerators and automobiles was close to former peak levels. Housing completions were not far behind the record annual volume of completions in the middle twenties."

From its survey, the Federal Reserve Board was able to say that the outlook indicates consumer expendi-

tures for durable goods and houses will continue in expanding volume. The survey showed that about 2.2 million families reported buying new or existing houses in 1947. The average price per house was somewhat more than \$7,000. About 40 per cent of the house buyers in 1947 were veterans of World War II. About one-third of those who bought houses in 1947 bought new houses. The median price paid for new houses was between \$7,500 and \$8,500, and for old houses between \$5,000 and \$6,000.

**Buying plans** for new houses were larger than the estimated number of completions of new houses for owner-occupancy in the year 1948. Somewhat more than one million families said that they would or would probably buy new houses. Almost one-half of all prospective buyers said that they would pay more than \$7,500 for a new house, and as many as one out of seven indicated that they would pay more than \$12,500.

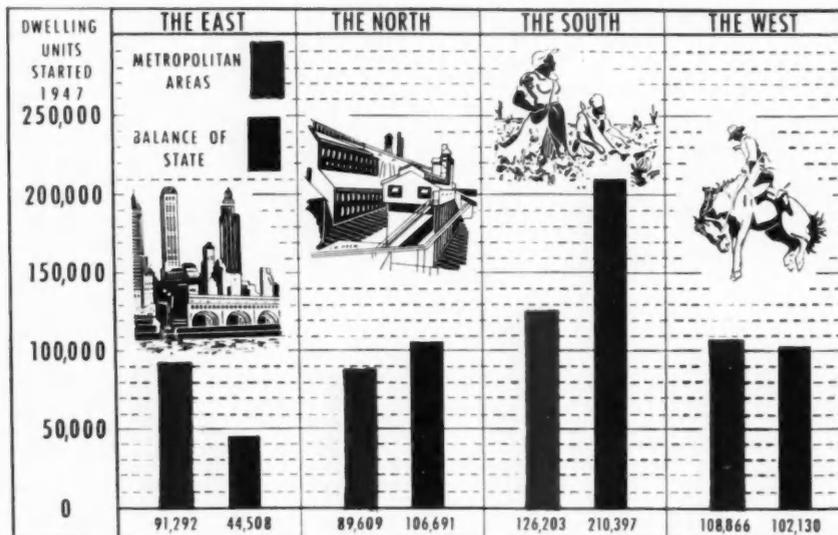
Over four-fifths of house buyers used mortgage credit in 1947 and 1946. The survey showed that one in five planned to pay full cash in 1948.

**Favorable amendments** to the National Housing Act will help the four-fifths who need mortgage financing. The amendments include extension of the amortization period of mortgages to 25 years (thus reducing monthly payments), permission to raise interest rates to a maximum of 5 per cent (when required by market conditions), and the advancing of the 90 per cent commitment to \$7,000 (appraised valuation) instead of \$6,000 as heretofore. Over and above the \$7,000 valuation, an 80 per cent commitment may be issued on the difference up to \$11,000, instead of \$10,000 as formerly. Above that point, the mortgage insurance reverts to a straight 80 per cent.

To take advantage of these new provisions, builders should hold costs at or below the \$11,000 figure, on which a builder can receive insurance amounting to \$9,500. When costs pass that amount commitments revert to 80 per cent on the entire appraisal. A \$12,000 valuation, therefore, would add \$1,000 to cost but increase the mortgage commitment to \$9,600 only, a difference of \$100.

Data on August starts just received shows a dip in new housing starts as compared with last year.

### New Dwellings Started by Geographic Division In 1947



# Bradley Standards

*Protect Your Reputation for Quality*

Right Down The Line!



Oak Stair Treads & Risers  
 Thresholds  
 Glued-up Panels

Arkansas Soft Pine  
 Trim and Finish  
 Flooring                      Siding  
 Boards                      Dimension

Bradley Pre-finished  
*(Straight-line)*  
 Hardwood Flooring  
 in  
 Oak      Beech      Pecan

*Sales Representatives from Coast to Coast*

**BRADLEY LUMBER COMPANY** *of Arkansas*  
 W A R R E N ,      A R K A N S A S

# ONLY \$25\* per 1000 square feet for both Insulation and Vapor-Barrier

(\*approximate contractors' price)

with



Available Now!

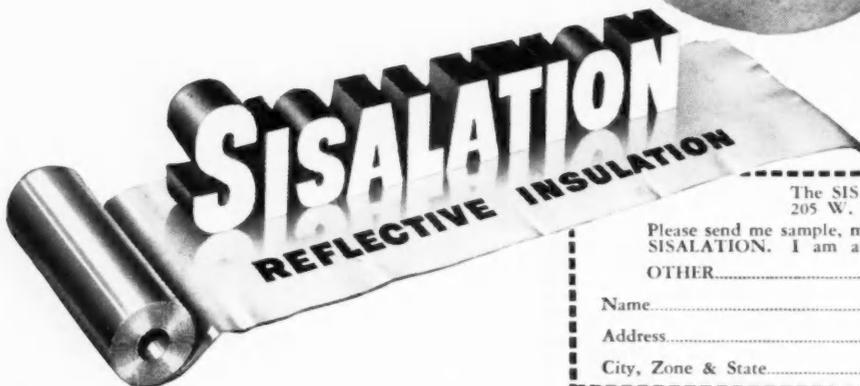
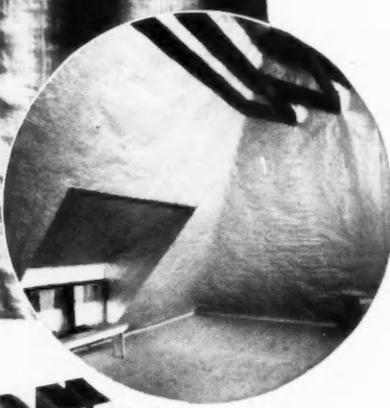
**1** This modern insulation is effective, since SISALATION is equivalent in heat-saving values to about 3/4-inch of flexible or rigid types of quality insulations . . . based on M.I.T. tests on side-walls constructed with a single layer of reflective SISALATION applied in the stud area.

**2** SISALATION, at the same time, acts as a VAPOR-BARRIER, thus protecting against dry-rot, condensation and paint failure. Meets FHA vapor-barrier requirements, Class A, Fed. Spec. UU-P-147.

**3** SISALATION, heavily reinforced, is so strong that one man applies it over two stud spaces at one time without risk of SISALATION tearing. This means low application costs.

**4** SISALATION deflects sun-heat and does not absorb or store up heat, thus keeping the home much cooler in summer. Makes attics more attractive and livable.

**5** SISALATION is available NOW for prompt delivery through your lumber or building supply dealer.



The SISALKRAFT Co.  
205 W. Wacker Dr., Chicago 6, Ill.  
New York 17, N. Y.  
San Francisco 5, Calif.



The SISALKRAFT Co., Dept. AB  
205 W. Wacker Drive, Chicago 6, Ill.

Please send me sample, more information, and tell me where I can buy SISALATION. I am an  ARCHITECT  CONTRACTOR  
OTHER.....

Name.....

Address.....

City, Zone & State.....

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*News, Views  
and Comments*

# On and Off the Record

**INCORRECT ASSUMPTION**—In the August issue of *American Builder*, "On & Off The Record" and the advertisement of Sargent & Company appear on page 53. Because of the position, and possibly, in some measure because of the layout of the advertisement, some readers have assumed that Sargent & Company were responsible for a paragraph in "On & Off The Record" commenting on a statement made by Louis Justement, speaking for A.I.A. The editors wish to state that any such assumption is entirely without foundation. "On & Off The Record" is prepared independently of Sargent & Company or any other advertiser, and no advertiser is consulted at any time about the statements made in "On & Off The Record." The first time Sargent & Company saw the page or knew anything about its editorial contents was when the finished issue was delivered to their office.

**SHOPPING CENTERS** — The south and southwest, with a few notable exceptions, appear to be far ahead of the rest of the country in the development of planned shopping centers in connection with new suburban housing projects.

**SCIENCE**—Planned shopping centers with the right stores in the right places, and with well-planned parking facilities comprise a new science in the art of land use. Builders on the west coast and generally throughout the south—not forgetting the notable exceptions in the middlewest and east—have eliminated most if not all of the guess work. There is a scientific approach to creating modern centers.

**RENTALS**—Most of the new, planned shopping centers assess rental on the basis of gross sales. Thus, two adjacent stores of the same size can and often do command wide differences in rent. A shoe-repair shop, for instance, rarely would gross anything like the receipts of a dress shop or hardware store.

**NO OBJECTION**—Stores of the latter classes, however, do not object to paying higher rentals than neighboring stores of the former class. The proprietors realize that the stores grossing less are a customer convenience that helps to attract shoppers.

**MIDWEST AND EAST**—It is possible if not probable that these sections—always keeping in mind the few exceptions—are behind the south and far west because of the relatively crowded character of the country. There is not as much space in which to operate. Cleveland, however, is one of the notable exceptions, it is a crowded area.

**CHICAGO TRIBUNE**—A special 60-page supplement of the Chicago Sunday Tribune issue of September 19 was devoted exclusively to the Chicagoland Home and Home Furnishings Festival, sparked by the Chicago Metropolitan Home Builders Association. The supplement was in four sections. A full-page map in four colors carried sketches and descriptions of each of the 71 houses to be open for demonstration for a full month. The Festival is the Chicago adaptation of the National Home Week plan fostered by the National Association of Home Builders.

**FURNITURE DEALERS** — Their cooperation resulted in completely furnishing 38 of the houses. Builders of the 71 houses expect to play host to many thousands of visitors during the month-long festival.

**HOUSING LEGISLATION**—All is quiet on this front as the November elections approach. Thus far, neither party has made an issue of housing, at least as far as Presidential candidates are concerned.

**CONGRESS**—It is generally conceded that the character of additional housing legislation, or whether additional legislation will be proposed, depends almost entirely on the new House.

*A Sure Bet...*

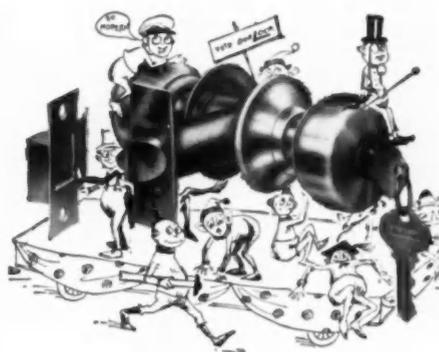
the new



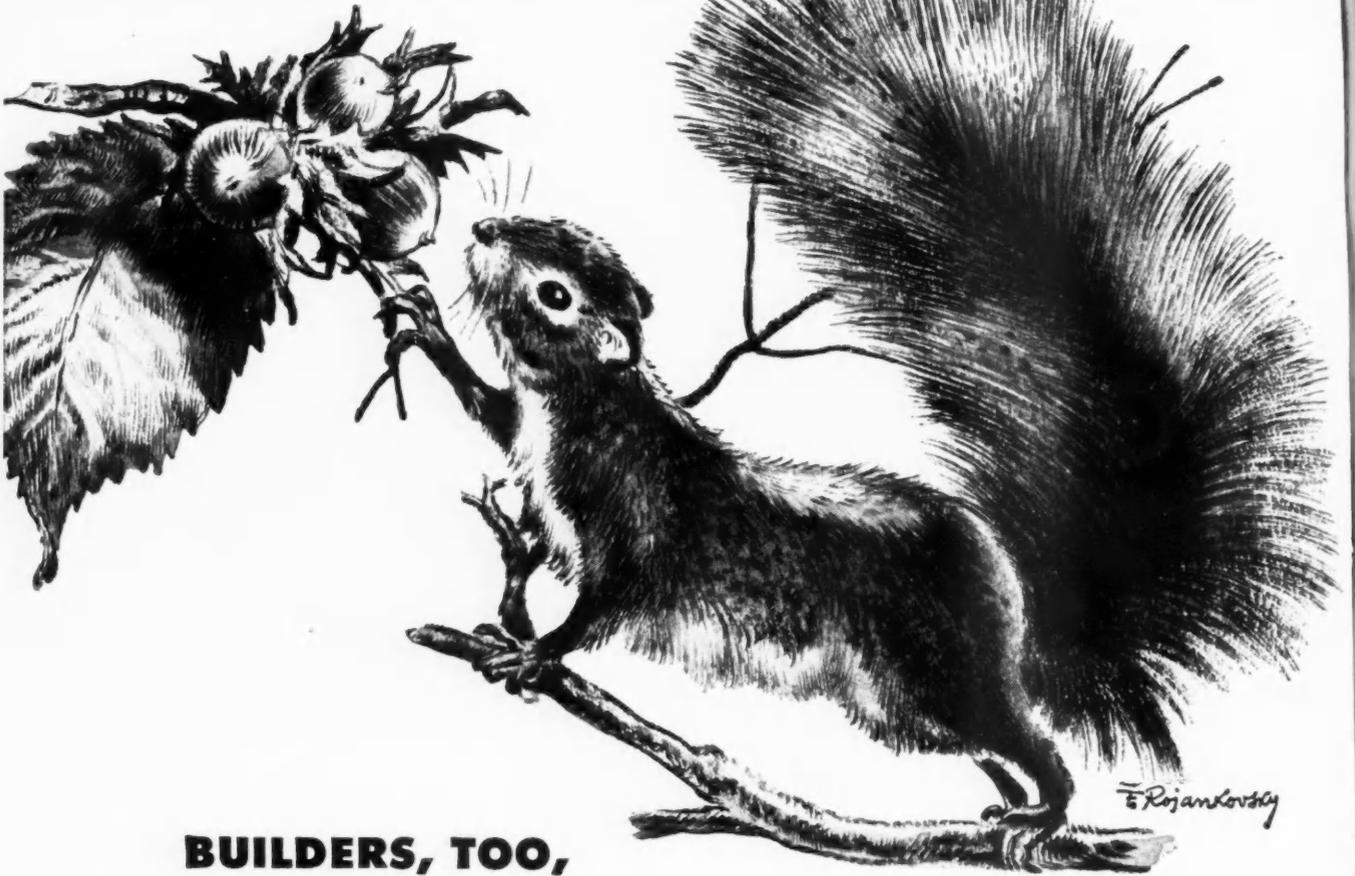
**DUALOCK**  
PRECISION BUILT

Popularity votes are being cast nationally for the new Sargent Dualock, a superbly finished, key-in-the-knob lock. Sargent mass production and economies make possible a quality lock you can sell in the low price field.

It is applicable to either metal or wooden doors. Just two holes bored with a standard bit are all that are needed for complete and foolproof installation. No support required with metal doors. (The Dualock is fully reversible—one lock for left or right hand regular or reverse bevel without adjustment.) It's just the lock you've long been looking for. See this new Dualock and other new Sargent products at Booths 50-51, National Hardware Show, Grand Central Palace, New York, October 12-16.



**SARGENT & COMPANY**  
New Haven, Conn.  
New York Chicago



**BUILDERS, TOO,**

*must*

**PLAN FOR THE FUTURE**



Electric Range Section  
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION  
155 E. 44th Street, New York 17, N. Y.

- ADMIRAL • CROSLY • ESTATE HEATROLA • FRIGIDAIRE
- GENERAL ELECTRIC • GIBSON • HOTPOINT • KELVINATOR
- LEDO • MONARCH • NORGE • QUALITY • UNIVERSAL
- WESTINGHOUSE

It's easy to keep your customers happy now, and avoid complaints in the future. Simply give them what they want—and today the trend is to Electric Ranges. Another million American families switched to Electric Cooking last year. Conservative estimates indicate that this year at least a million more Electric ranges will be installed.

This is a definite trend that cannot be ignored. Progressive builders recognize this trend. Electricity is a "must" in any house, and it's simple and economical to include wiring for an Electric Range leading to a range outlet in the kitchen at the time of construction.

This is assurance that the houses you build are not only modern today, but will stay modern for years to come!

*Follow the trend...*

**WIRE YOUR HOUSES FOR ELECTRIC RANGES**

Another 1,000,000 American families switched to Electric Cooking last year

SYMBOL OF ADEQUATE WIRING



America  
**RO**  
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## EDITORS' ROUND TABLE

**Reports and notes** from the field were used as source material for the Round Table this month. The reason is that the editors were scattered even more widely than usual in August, and no staff meeting was held.

**Automobiles** were used as the means of transportation because of the lure of summer travel on the open road.

**New Mexico** and the Texas Panhandle were the locale of one of the staff. He thought the weather was hot, but Gene Klein, who operates the Star Lumber Co. in Amarillo, told him he was wrong. Incidentally, Gene is president of the Amarillo Chamber of Commerce.

**Amarillo**, with its population practically doubled in the past eight years, (it now hovers around 90,000) is an amazing modern city. To a stranger there is no apparent reason for this metropolitan gem to stand isolated in the middle of the West Texas plains country. The answer is oil, cattle, wheat and wholesale houses.

**Architecture** in Amarillo is particularly interesting. The city is only 50 years old, not old enough for the first houses to deteriorate to unlivability. Settled and developed by people from every section of the country, their homes reflect where they came from. The result is not a hodge-podge, although every sectional style of architecture is represented. Anyway, that is what our Panhandle traveler wrote.

**3,000 homes**, new ones, is the 1948 figure for Amarillo. They vary in price from \$8,000 to \$60,000. The trend is strongly to one-story ranch style, and all of them have central heating with gas-fired units.

**Albuquerque**, says the southwestern traveler, wants no publicity at this time. Builders are hard pressed to catch up with accumulated housing shortages, and take care of newcomers who arrive in spite of being told to stay away for a couple of years. The new Nob Hill development, east of town, will add at least 1,000 new homes this year. Two additional developments will get under way in 1949.

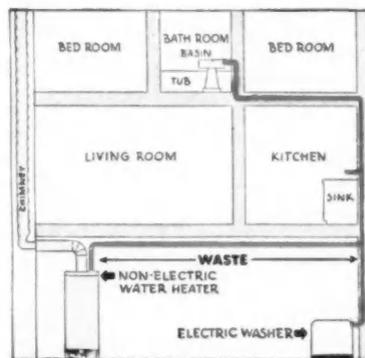
**Public utilities** companies are equally hard pressed to keep up with growth and demand. The telephone company is reported to be months behind with installations.

**Adobe type** construction prevails. (Continued to page 64)



There's a very good reason why sales of automatic Electric Water Heaters are going ahead by leaps and bounds to record heights—home owners prefer them! To have your customers completely satisfied with the homes you build—both now and in years to come—install the kind of water heating equipment they want.

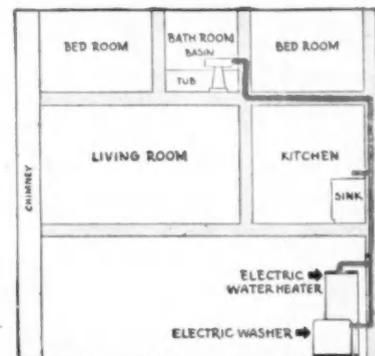
**How to reduce construction costs and add customer features . . .**



NON-ELECTRIC INSTALLATION

Construction costs can be reduced with Electric Water Heaters because there's no flue or vent, so installation can be made anywhere—in a closet, in the kitchen, in the bathroom, in the utility room. Hot water lines can be short, cutting piping cost.

Customers like Electric Water Heaters



ELECTRIC INSTALLATION

because they are: (1) **AUTOMATIC** (continuous hot water, no attention); (2) **CLEAN** (smokeless, sootless); (3) **DEPENDABLE AND TROUBLE-FREE** (as electric light); (4) **ECONOMICAL** (fully insulated storage, short hot water lines); (5) **SAFE** (all-electric dependable temperature control); (6) **FLEXIBLE** (can be installed anywhere, even in living quarters; no flue or vent).

Electric Water Heater Section NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION  
155 East 44th Street, New York 17, N. Y.

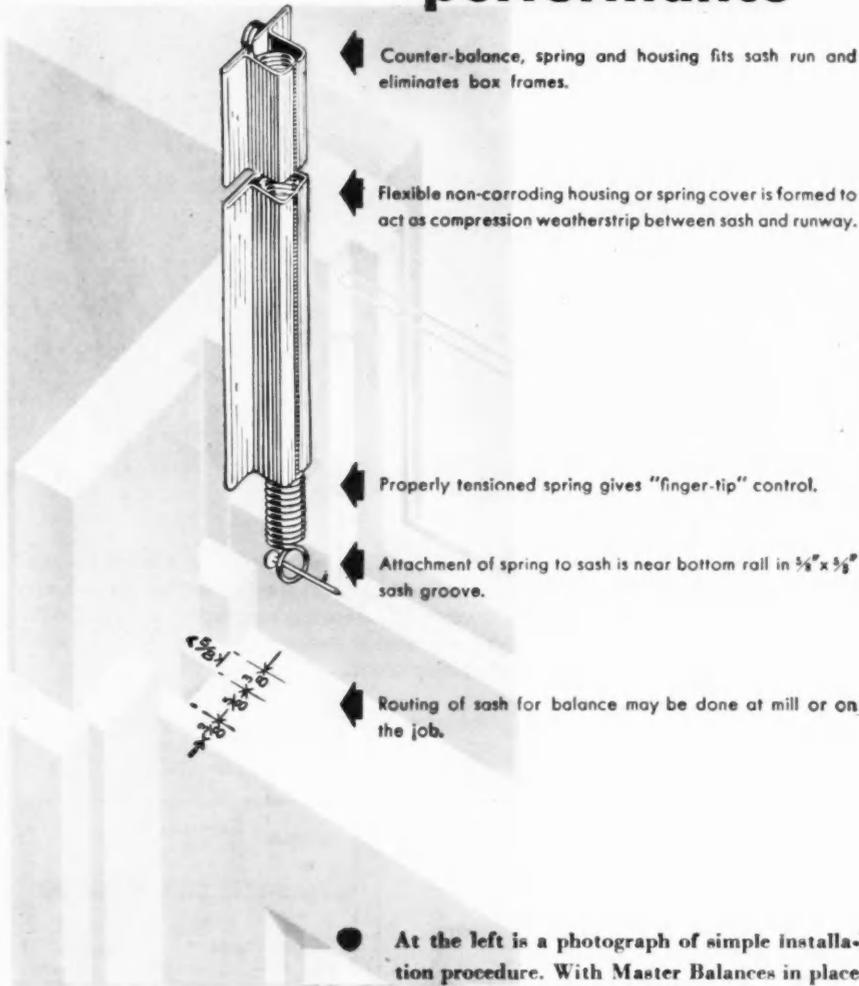
B & F • BRYANT • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM  
JOHN WOOD • JUD WHITEHEAD • KELVINATOR • MERTLAND • MONARCH • NORGE  
PENCO • REX • RHEEM • SELECTRIC • SEPCO • SMITHWAY • SUNBEAU  
THERMOGRAY • TOASTMASTER • UNIVERSAL • WEBIX • WESTINGHOUSE

**IT'S EASY TO INSTALL an**

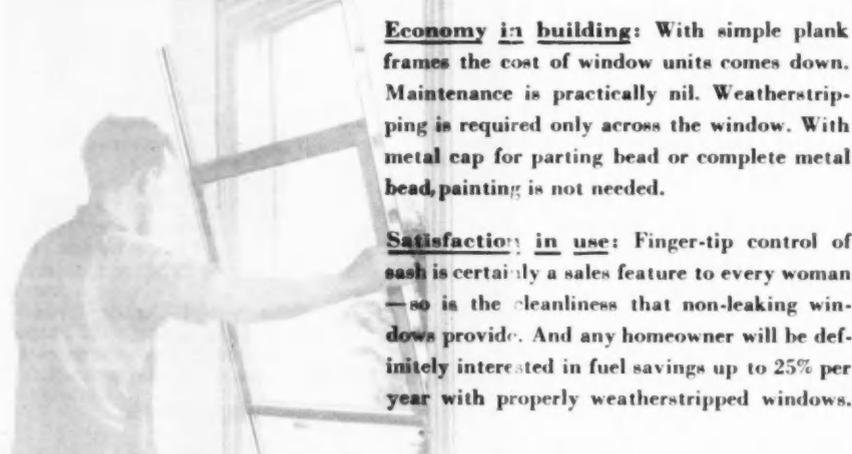
**electric WATER HEATER!**

**... in a house wired for an Electric Range!**

# MASTER NO-DRAFT sash balance performance



At the left is a photograph of simple installation procedure. With Master Balances in place each sash is easily put into frame and fastened.



**Economy in building:** With simple plank frames the cost of window units comes down. Maintenance is practically nil. Weatherstripping is required only across the window. With metal cap for parting bead or complete metal bead, painting is not needed.

**Satisfaction in use:** Finger-tip control of sash is certainly a sales feature to every woman — so is the cleanliness that non-leaking windows provide. And any homeowner will be definitely interested in fuel savings up to 25% per year with properly weatherstripped windows.

Write today for complete information about this modern window balance combination.

MASTER METAL STRIP SERVICE,  
1720 N. Kilbourn Ave.,  
Chicago 39, Ill.

## MASTER NO-DRAFT SASH BALANCE

Please send me without obligation, complete information about Master No-Draft Sash Balance.

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

## EDITORS' ROUND TABLE

(Continued from page 63)

This is not adobe construction, says our southwestern rover, merely adobe type. The adobe style, he says, has been adapted to modern materials. Knowing adobe to be cool under the hot mountain sun, our editor asked about the thinner walls of concrete over frame construction. It's still cool, our traveler reported, if the house is insulated.

**Large glass** areas, however, let in the sun's heat unless the draperies are drawn. That, opined our scribe, defeats one of the purposes of living in that country, which is lots of sunlight, and uninterrupted views of the mountain scenery. He asked why they did not abandon the adobe type in favor of wide overhangs to keep out the sun, and still permit large, uncovered glass areas.

**One answer** is that overhangs would be new, and acceptance is doubtful. At least one builder, however, plans to offer the new type next year in a variety of price ranges. The advantages seemed so obvious to our critic that he predicted ready sale, particularly to newcomers from the middle west and east, where overhanging roofs are accepted.

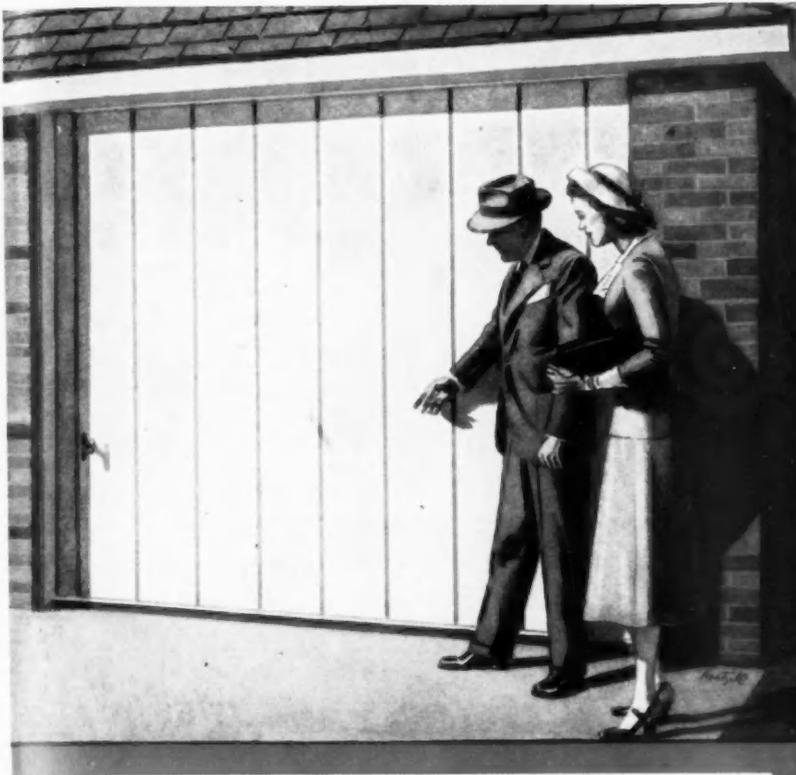
**The sun** is always hot at altitudes such as that occupied by Albuquerque. Conversely, it is never uncomfortably hot in the shade. The answer, argues our scribe, is to keep the interior of the house in the shade during the entire summer by means of an overhang, and design the overhang to let the lower winter sun in. Thus, the large glass area could be used during the entire year.

**Our western editor** was lost on a trip up the coast from Los Angeles to Washington. He did locate himself for the office at one time during August when he was in northern California, going too fast and finding too much material to write anything before returning to his base.

**One of our travelers** took a jaunt through the East and Canada. While he noted some home building in Canadian cities, it was the prevalence of unpainted, run-down farm buildings that really caught his eye.

**Perhaps** this was because they were such a decided contrast to the rejuvenating treatment he saw farm structures in our own states of Pennsylvania and Ohio receiving. Here he found old farm homes of the 1800

(Continued to page 66)

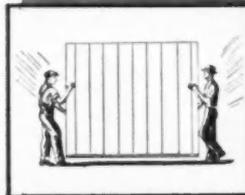


**WHY  
THIS STRONG  
GARAGE DOOR  
GIVES . . .**

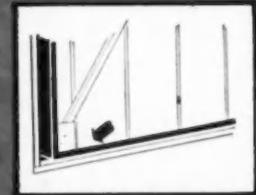
*Lifetime  
Durability*

**Investigate These Important Strand Advantages:**

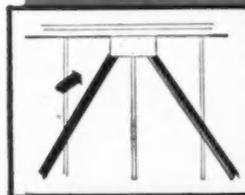
- 1. STRONG AND DURABLE** (see illustrations at right) —The Strand Garage Door provides lifetime strength and durability: all-welded one-piece panel—rigid, diagonally braced box design—heavy, factory assembled hardware. This door of all-steel construction will *never* sag, warp, shrink or rot. It's galvanized with a hot galvanized zinc coat for rust protection, oven baked to provide a clinging base for paint.
  - 2. INSTALLED QUICKER**—the strong Strand Canopy and Receding (track-type) Doors come with less crating to remove; it is already assembled in one piece; hardware also comes assembled; and installation is quickly and correctly made with ordinary tools.
  - 3. LOW IN COST**—New low price results from volume production in *one* plant, standardization on two models.
  - 4. ATTRACTIVE**—Smart, conservative design gives it lasting attractive appearance. Galvanized steel makes its good looks enduring.
  - 5. OPERATES EASILY**—A child can open the Strand Canopy Door; the Receding (track) Type Door actually opens itself at a turn of the handle, rolls smoothly up and out of sight on ball bearing rollers. Simple, efficient hardware is designed for troublefree service for a lifetime.
- Strand Doors, America's greatest garage door value, are available without waiting and without limit. Order today from your dealer—or mail the coupon, giving your dealer's name.



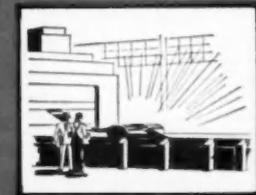
**WELDED ALL-STEEL  
1-PIECE LEAF**



**WELDED ALL-STEEL  
FRAME**



**WELDED ALL-STEEL  
BRACES**



**GALVANNEALED-  
RUST PROTECTED**

—produced by Strand Building Products Co., a subsidiary of Detroit Steel Products Co.



**ALL STEEL GALVANNEALED • OVERHEAD • ONE PIECE**

**STRAND  
GARAGE DOORS**

**TWO TYPES . . . RECEDING (TRACK) AND CANOPY**

**STRAND BUILDING PRODUCTS COMPANY**  
Dept. AB10, 1710 Buhl Bldg., Detroit 26, Mich.

Please rush literature with detailed descriptions of Strand all-steel Garage Doors.

I am a ( ) Builder, ( ) Dealer, ( ) Prospective Owner,  
( ) Other

Name \_\_\_\_\_

Address \_\_\_\_\_

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



## MCKINNEY'S FORGED IRON HARDWARE Complete FRONT ENTRANCE DOOR KIT

Here it is—Kit No. 24 consisting of

- 20'' x 24'' Display Board DB#7 as illustrated above. Samples are mounted on the board, as shown . . . FREE.
- 3 complete sets of front entrance door hardware including lock and trim for both inside and outside.
- The Heart design is the most popular of all early American patterns. It is ideal trim for the currently favored Ranch type home.



Resale Value of Kit  
—approximately **\$92.70**

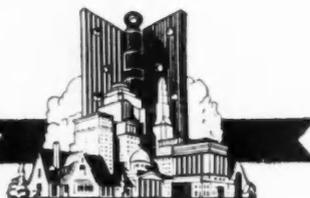
Order Now—Your Jobber Can Make  
Prompt Delivery

Also— Ask your jobber about the  
Dorchester Pattern Kit

# MCKINNEY

MANUFACTURING COMPANY

PITTSBURGH 12, PENNSYLVANIA



## EDITORS' ROUND TABLE

(Continued from page 64)

vintage being completely renovated and remodeled with new windows, new siding, and new roofs.

**Apparently** all the farm buildings—homes and barns alike—received new coats of paint last spring judging from the way they reflected the sun's rays, he reported.

**The lumber stocks** in dealers' yards was another item he noted. Remembering the empty bins of a few years ago, he wonders if this does not indicate the stock supply lines are filling up.

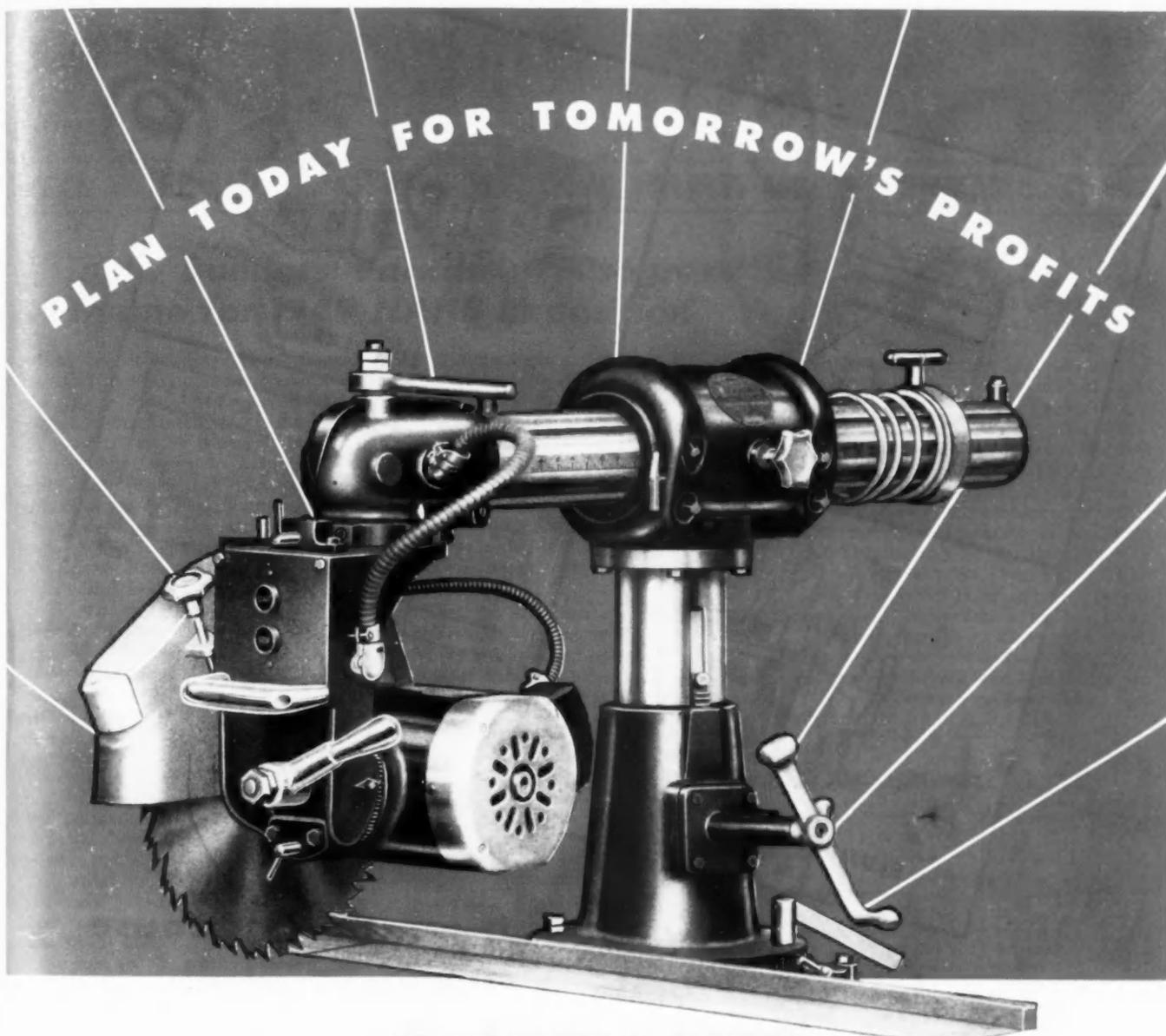
**Home week**, that is, National Home Week, reached the proportions of a colossal success, judging from reports sent in from editors traveling west, southwest, central, east and northeast states. No one was southeast during August. Literally dozens of small towns and cities took the suggestion, and with no formal organization of builders or dealers, set up Home Week programs. The first estimate of 100 or more cities observing National Home Week proved to be woefully small. It is likely, judging from what our editors have found in their travels, that possibly as many as 1,000 communities exhibited homes during the week.

**It is improbable** that an exact account of the magnitude of the Week will be known, and even less probable that the beneficial results can be estimated.

**A new gimmick** in home building and selling was unearthed in southern Illinois by the staff member covering National Homes Week in that area. He discovered a builder who erects and sells the shell of a house and then teaches the new owner how to complete the interior. So that the work will be done right, the builder has established a residence in the heart of the project and supervises the owner-worker. The houses are being sold to veterans on a \$400 down, \$35 per month basis, with the loan value established after the house is completed. The result? Satisfied clients and a tired builder—his hours run far into the night.

**Use of dry wall** construction is finding new acceptance everywhere. The editors were instructed to make a particular point of checking the trend toward dry wall. All reported that many builders who stated a preference for plaster were giving it up temporarily. Cost is the reason.

PLAN TODAY FOR TOMORROW'S PROFITS



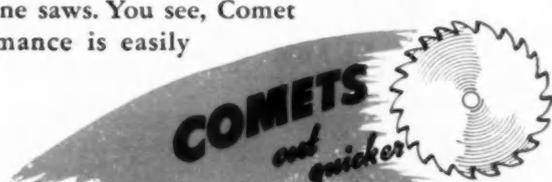
# WITH COMET SAWS

The time to think about tomorrow — is now. Prepare for the future with equipment that will help protect and maintain profit margins. Today thousands of busy builders and contractors use Comets — and for reasons beyond the sparkling, versatile field performance of these fine saws. You see, Comet performance is easily

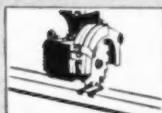
translated into cost cutting and profit building. Superb in design, built with skill and precision from finest tested materials, Comets stand unsurpassed in the radial power saw field. Considering all these factors, thousands more builders and contractors intend to become Comet owners. Visit your Comet dealer, or write direct.

**CONSOLIDATED MACHINERY & SUPPLY CO., LTD.**  
2029-33 Santa Fe Avenue, Los Angeles 21, California

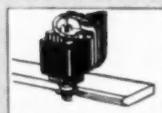
Distributors of Davis and Wells Woodworking Machines



BEVEL CROSS CUTTING



DADOING



SHAPING



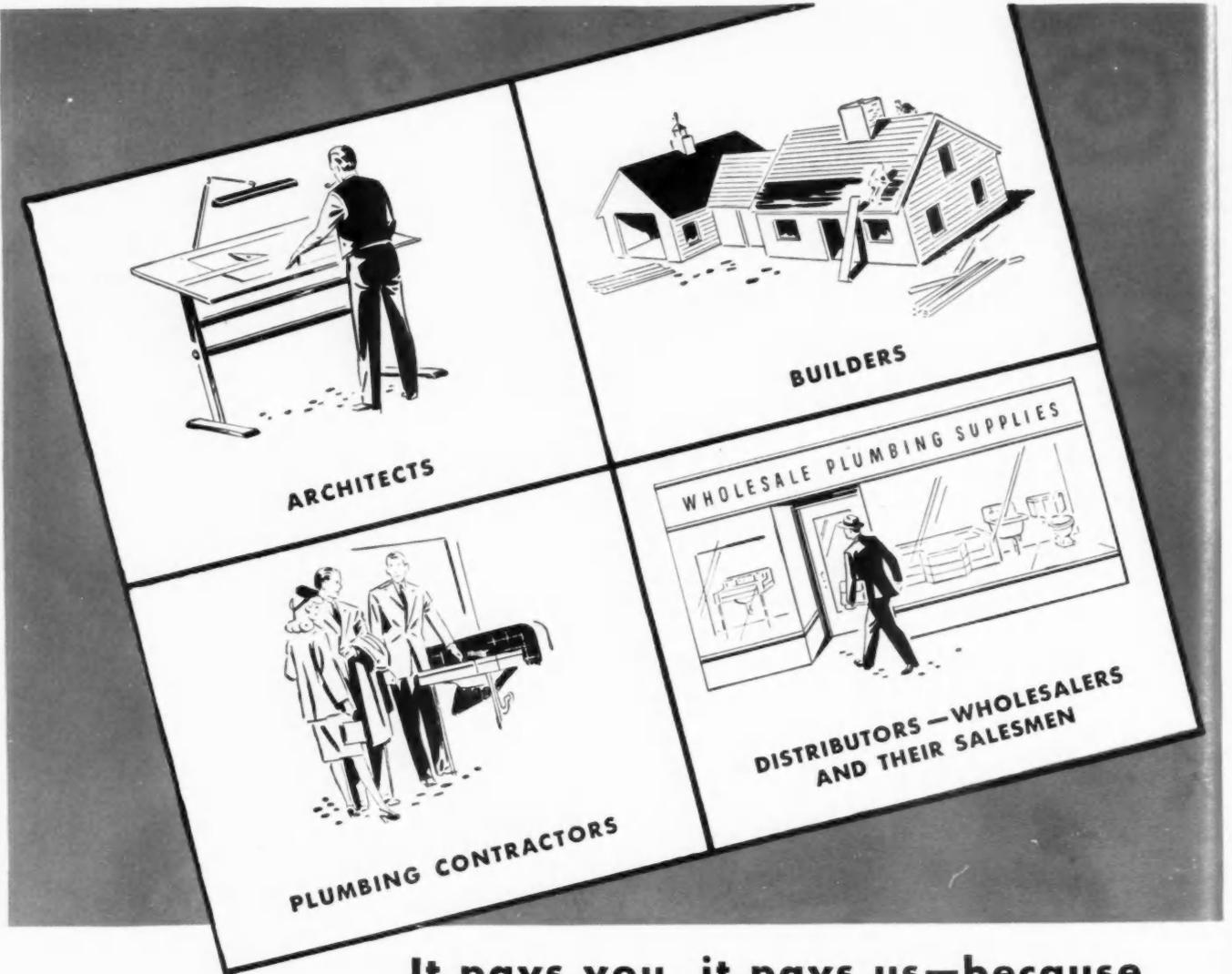
BEVEL RIPPING



RIPPING



COMPOUND MITERING



**It pays you, it pays us—because we specialize in Plumbing Fixtures Exclusively**

For almost half a century, we have concentrated all of our energies . . . our research, our designing talent, our manufacturing skill . . . on plumbing fixtures, exclusively. This specialization has given us a close, intimate understanding of *your* business which is reflected in the design and construction of Eljer fixtures and in Eljer policies, geared to ease *your* sales problems.

*It Pays Architects and Builders* because the complete Eljer line is widely recognized as tops in style and quality, with features packed with sales appeal.

*It Pays Plumbing Contractors* because the Eljer line offers a wide variety of related, yet distinctive styles that afford *strong selling advantages* aggressively advertised in lead-

ing national magazines. Eljer fixtures are sold to you by leading distributors, actively interested in helping you make your business grow and prosper.

*It Pays Distributors and Wholesalers* because they get prompt, sound decisions from Eljer management and active support from Eljer salesmen . . . experienced territory managers, alert to keeping their customers informed of the latest trade trends.

*And It Pays Us* because all of the above has brought a great and ever-increasing volume of orders . . . one of the primary reasons for the growth, success and prosperity of our business.

**ELJER CO., FORD CITY, PA.**

**ELJER**





# MONTHLY REVIEW

## NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

### "Home Builders Parade of Progress" Is Theme for 1949 NAHB Exposition

The fourth postwar annual Convention and Exposition of the National Association of Home Builders will be conducted at the Stevens Hotel in Chicago February 20 to 24, inclusive. For many months the Convention and Exposition headquarters office in Chicago, under the direction of Paul Van Auken, has been busy assembling exhibit prospect mailing lists, laying out floor plans and setting up the schedule of operations which will enable them to successfully stage the biggest and most elaborate annual show ever held by the NAHB.

Many new items of interest to home builders have been investigated and letters have already gone to the manufacturers of those products best adapted to use by members of NAHB, urging participation in the Exposition. The Exhibit Prospectus and Floor Plan was mailed the third week in September and the first assignment of exhibit space will be made about the middle of October. It is expected that by the time the first assignment of space is made, applications will be received in sufficient numbers to utilize the bulk of the exhibit space available.

Because of a previous commitment made by the Congress Hotel, it was impossible to obtain the Casino Room for exhibits, as was done last February. This made it necessary to arrange for additional space at the Stevens. This was done by plating space, in addition to the Exhibit Hall, in the Exhibition Hall Foyer and a large area on the

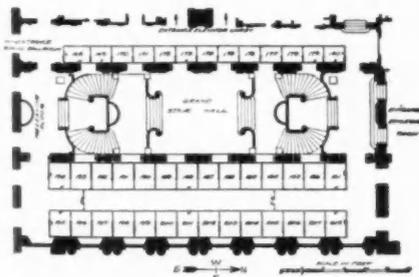
Mezzanine Floor adjacent to the Grand Ballroom where last year a display was erected by several of the shelter group consumer magazines. With the additional space now platted, there will be 153 exhibit spaces in the Exhibition Hall, 14 in the Exhibition Hall Foyer, and 41 on the Mezzanine Floor. All these areas provide more exhibit space than was available last year when both the Stevens and Congress were used for exhibits.

For the first time at an NAHB Exposition, power equipment on exhibit can be studied in actual operation. A double row of exhibit booths in the east end of the Exhibit Hall will be partitioned

from the balance of the room by a soundproof wall. These booths will be numbers 21 to 37 and 139 to 153, inclusive. Here manufacturers will be able to demonstrate their power tools and equipment in operation without the noise disturbing other exhibitors who do not have noise-making displays.

The theme of the 1949 Convention and Exposition will be "Home Builders Parade of Progress." In keeping with this theme, every effort is being made to illustrate at the convention the progress that has been made in the home building industry in the last 50 to 75 years, especially the progress made by manufacturers of building materials and equipment. More details on this phase of the Exposition will be announced later by the convention committee, but it is already definite that some very in-

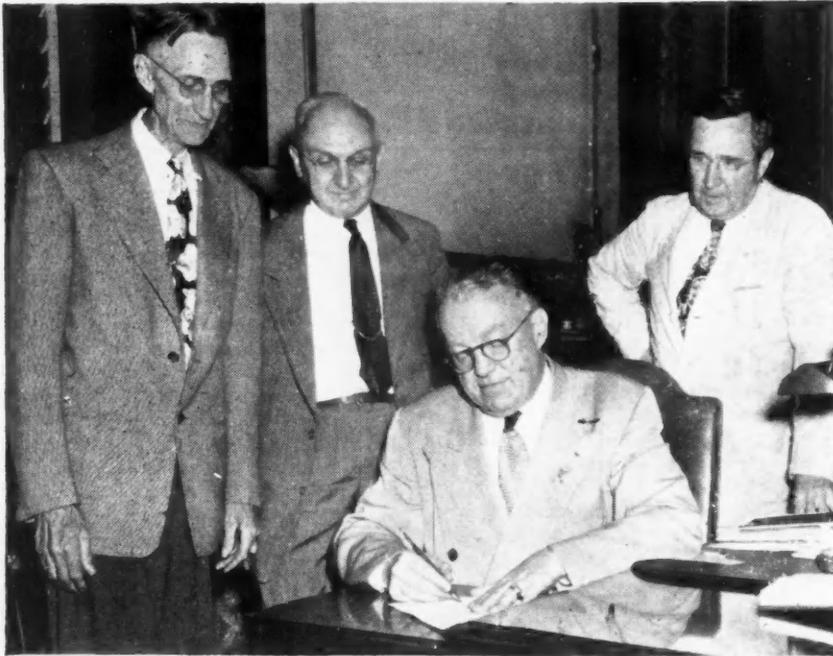
(Continued to page 70)



AT RIGHT is plat of Stevens Hotel Exhibit Hall for the 1949 NAHB Convention and Exposition. The small plat above shows how the Mezzanine floor of the Stevens will be divided into exhibit booths. This year, for the first time, power tool and equipment manufacturers will be able to demonstrate their products in actual operation in a sound-proofed portion of the Exposition hall in the Stevens Hotel



## Indiana Chapter Persuades Governor To Proclaim National Home Week



**GOVERNOR** Ralph F. Gates of Indiana, seated, signs official state proclamation of National Home Week. Looking on, left to right, are Fred L. Palmer, chairman of the National Home Week Committee; Elmer E. Meadley, executive secretary of Marion County Residential Builders Association, and J. Frank Cantwell, member of the committee. Gates gave builders fine cooperation

Typical of the results gained by active chapters of the National Home Builders Association in the weeks preceding September 5-11 was that of the Marion County chapter in Indianapolis. Not only did the chapter succeed in getting the governor to issue an official proclamation of National Home Week, but it secured a good-sized group of homes for public inspection.

The Indiana State Fair coincided with National Home Week, so many visitors from outside the immediate area were attracted to the exhibit homes.

### 1949 NAHB Convention

(Continued from page 69)

Interesting exhibits will be shown to demonstrate the Convention theme.

The Convention Committee warns that it is none too early for members of NAHB, architects, dealers, distributors and others in the home building field to make plans for attendance at this great annual conclave of home building interests. The hotel situation will be better next February than it has ever been for one of the annual meetings. A sufficient number of rooms have been obtained at the Stevens, Congress and Palmer House to accommodate all out-of-town attendants. These three hotels are close together so that whichever hotel delegates are assigned, the location will be within easy access of the Convention and Exposition activities.

W. Hamilton Crawford, chairman of the Convention and Exposition committee, has been in Chicago several times during the last few months to confer with Convention and Exposition Director Paul Van Auker.

### Builders Like Insurance Plan

Mike Carroll, executive secretary of the Home Builders Association of Northern New Jersey, reports that its new group compensation insurance plan is meeting with enthusiastic acceptance by builder and subcontractor members.

### Visual Evidence NAHB Was on Job



**AS A National Home Week** stunt, the NAHB public relations department persuaded a Washington milliner to design several hats with miniature replicas of houses for decoration. This picture shows the hats worn by attractive models on a television show

### Buffalo Builders Aid Veterans In Exposing Racketeer Practices

The Niagara Frontier Home Builders Association of Buffalo, cooperating with the Better Business Bureau and the regional office of the Veterans Administration, is seeking to protect veterans and non-veterans from being victimized by racketeer builders.

George F. Brunner, executive vice president of the association, drafted the plan. He says the association is determined to put a stop to practices in Buffalo which gyp the home buyer and reflect on the integrity of legitimate builders. Part of the program is the education of the public to read contracts before signing. The association also will furnish information on local contractors and their reputations.

Complaints are handled by the Better Business Bureau which passes them on to both the VA and the builders association.

### NAHB Fortifies Congressmen With Facts on Home Building

To help Congressmen answer their constituents' questions relating to housing, the public relations office of NAHB compiled a fact sheet of verifiable information which was distributed to both Senators and members of the House of Representatives.

The association reasoned that opponents of the temporarily defunct T.E.W. Bill would attempt to put those Congressmen who voted against it on the spot. Therefore, the fact sheet was prepared so Congressmen, who voted against the T-E-W Bill, would have true arguments at hand to answer false accusations, whether malicious or inspired by ignorance.

Elaborate For N

A week in San Francisco days of combining October of Director

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## Elaborate Program Planned For NAHB Directors Meeting

A week in Los Angeles and three days in San Francisco will account for 10 days of the time of NAHB directors who combine business and pleasure at the October meeting of the NAHB Board of Directors.

They will arrive in Los Angeles October 3. Standing committees will meet on Monday, October 4, to discuss current building problems. The Building Contractors Association of California will be host at an evening reception. After a day of business on Tuesday, the home builders will see Earl Carroll's Vanities in an exclusive engagement.

On Wednesday, panel discussions on the Economy House will be a main feature of the conference. A luncheon conference at the Biltmore Bowl is scheduled, with FHA Commissioner Franklin Richards as speaker. A banquet will be held in the evening.

On Thursday, builders will tour the parade of California homes, and on Friday, will tour the movie studios.

On Sunday, October 10, builders will take the Daylight Special to San Francisco. There will be a full day of housing tours and two days of sight-seeing in that city with the Home Builders Council of California as hosts.

## Library of Homes Attracts Thousands in Brooklyn

The Library of Homes, permanent exhibit maintained by the Long Island Home Builders Institute at the Dime Savings Bank of Brooklyn, is paying dividends. Described in the Monthly Review of the July issue, it costs the association virtually nothing, but is bringing tangible benefits.

Otto Hartwig, executive secretary, says that 15,000 persons viewed the exhibits in the first 10 weeks it was open.

"Since the opening, more than 3,500 persons have made inquiries by telephone or letter," he states. "Over 500 have voluntarily indicated their intention to build or buy a home in the near future."

## Hartford Association Works To Improve Building Codes

One of the reasons for very high building costs in Hartford, Conn., has been excessively stringent building code regulations which have prevented builders there from taking advantage of operating economies through the use of new materials and techniques. Some changes in these regulations already have been secured through efforts of the Hartford chapter of NAHB.

Carl Liljedahl, executive secretary, reports that the Hartford code recently was changed to permit box sill construction instead of balloon framing for small houses. A committee from the association also assisted the neighboring town of Wethersfield in preparing a new and up-to-date code and has gone over the regulations in the Farmington, Conn., code with town officials.

## Cortright's Column

By Frank W. Cortright

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



### How much government in home building?

As many answers would be received as individuals queried on the above question.

There are those who believe that neither the FHA, the VA, the Home Loan Bank System, nor the RFC should have any part in assisting the homebuilding industry.

On the other side of the fence, a number of those in the highest political positions believe that federal and local governments should play an immeasurably greater part in the whole housing picture. Fundamentally, their belief is based on the premise that housing is a public utility.

**Since the creation of the Federal Reserve Board** in 1913, the mortgage market has been, to a greater or lesser extent, influenced by our national monetary policy. During the last 15 years, the FHA, the RFC—and, more recently, the Veterans Administration—have become increasingly an integral part of the whole housing picture.

**Much of this has proved beneficial** to the home buying public. However, the inherent dangers of government assistance, control and competition are indisputable and prewar warning signals burst into full flame with the introduction of the Taft-Ellender-Wagner Bill.

Of several things, this reporter is confident. First, that for better or worse, many of these governmental functions are with us for good. Some may be dispensed with and others may be developed, but we have gone too far along this road to expect the removal of all of these governmental activities in which we have become enmeshed.

**Secondly, it seems clear** that the FHA has rendered a service of such value as to warrant expansion on an economically sound basis of its various services. That FHA, the banking fraternity and home builders can jointly cooperate in serving the home buying public has long since been proved. Organization of home builders, locally and nationally, has permitted frequent discussions of the common job and enabled all concerned to function more efficiently. Throughout the country this month, these groups have met in day-long discussions of procedures under the recently passed Housing Act of 1948. Milton J. Brock, NAHB president, clearly defined our position in a statement read at the opening of these meetings. The following excerpts are of interest:

**"The three-man team of home builders, bankers and the FHA** now faces a job of totally unprecedented proportions. During the next decade we must build at least 10,000,000 homes for rental and sale—they must be constantly better designed, better built, better financed and better priced. This job can be done only by the finest kind of cooperative team play by all of us. As in successful activity of any kind, there must be imagination, initiative, skill, understanding, perfect timing and, most important of all, hearty cooperation between the players if the common goal is to be achieved.

**"Through the concerted effort** of all branches of our industry, controls were lifted one by one and legislation designed to place us within a controlled economy has been defeated time after time.

"Your response to the lifting of controls and to the freedom of competitive opportunity has been a record-shattering volume of housing in all price classes. You are currently doing a construction job of which you may well be proud.

"Today you are meeting as a three-man team to examine the new tools provided us to accomplish a new phase of this job . . . the construction of a large volume of economy housing. Fundamentally the tools have been designed to assist those of you who have the imagination, the ability, the courage and the goodwill to move down into a lower price bracket . . . good, smaller less expensive housing for veterans and others."

## Memphis Chapter Publicizes Benefits Of Home Ownership in Essay Contest



TO PUBLICIZE National Home Week, the Home Builders Association of Memphis ran an essay contest on the subject, "Why I Own My Own Home." Winners of three prizes, a \$100, a \$50 and a \$25 savings bond respectively, were announced during week. Above is the judging committee, left to right, Mrs. William B. Fowler, president of the City Beautiful Commission; Mrs. Neva Wash, executive secretary of association; Donald Crittenden, executive vice president of association, and Miss Lois Ray, real estate editor of the Press Scimitar

As an aid to interesting the public in National Home Week in Memphis, the local NAHB chapter conducted an essay contest with three prizes. Although the winners were announced during the week, the association got double publicity by making the actual awards at a membership meeting September 16. This brought the essay winners in direct contact with association members.

The association reports Memphis now is in twelfth place in the nation's construction activity. Saturation in demand still is far from a fact in this southern industrial area.

### Bridgeport Finds Zoning Law Hinders Economy Construction

Economy housing in Bridgeport, Conn., is difficult because zoning restrictions require large land areas, members of the Bridgeport Home Builders Association report. Bridgeport itself is virtually all built up, and residential construction is mainly in nearby Stratford and Fairfield. Some zoning restrictions call for lots three acres in size, which is high for the most restricted zones.

At the dinner opening National Home Week, the association was addressed by Newell Clark, Eastern Editor of *American Builder*. He told members the week offered an ideal opportunity to demonstrate to the public the real reasons why homes cost what they do today, and to show how much more is given the buyer than a few years ago.

### Ohio State Convention In December

The State Convention of the Ohio Home Builders Association will be held in the Neil House at Columbus, Ohio. There will be 53 booths available for exhibitors. Around 1,300 builders are expected to attend the Ohio meeting.

### NAHB Executive Committee Plans Meetings with FHA

No sooner had the housing bill passed Congress, than eight of the 11-man executive committee of NAHB met in Washington to discuss how the committee might bring the bill's benefits most effectively before members of the association all over the country. As a result, meetings with FHA officials were arranged and took place during the latter part of September among various chapters of NAHB in key cities over the country.

### Twin Cities Foster Apprenticeships



IN THE Twin Cities, E. G. Thernell, president of the Minneapolis Home Builders Association, Baldwin P. Svendsen, U. S. Department of Labor apprentice training representative, Normine Watkins, NAHB director of chapter relations and A. L. Keffer, executive director of the St. Paul Home Builders, talk over the part local association members will play in Joint Apprenticeship Committee work in which they are participating. JAC now has 600 apprentice carpenters in training

### Associations Fall Programs Include Several Home Shows

Home shows, sponsored wholly or in part by affiliates of NAHB, began to appear in September and are scheduled to continue in the fall and winter months.

In Portland, Ore., a show coincided with National Home Week, September 4-12 and was a part of that city's observance of the week.

Rochester, N.Y., plans its show from October 16 to 23. Nearby Buffalo scheduled its event from October 2 to 9. Denver, Colo., has just wound up its home show which was held from September 18 to 26. Richmond, Va., plans a show in which the Richmond association co-sponsors, from October 30 to November 7.

### California Letter Warns Of Public Houser Activity

Builders who may have any complacency in feeling that defeat of the T-E-W Bill means that the public housing interests are finished will lose that complacency if they read the California Letter recently distributed by the Home Builders Council of California.

Advocates of public housing there are working for a state appropriation, the letter reports, their chief weapon being, apparently, to smear private builders. The opening charges are that "organized real estate" has hired the "most artful, polished, professional liar" in the state and has given him \$500,000 to start the defeat of the proposed bill. Builders are worried for fear they may have the state competing for labor and materials which they already are using to capacity.

# LOOK WHAT'S HERE!

## BRAND NEW STANLEY SOLID BRASS CABINET PULLS

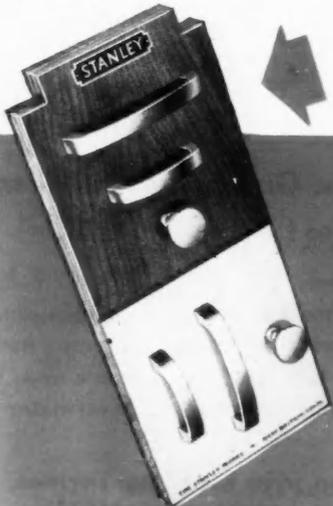


These brand new Solid Brass Stanley Door and Drawer

Pulls in trim, modern designs, would be an appreciated addition to any house you build. Made of extruded brass, they are finished in either gleaming, lustrous brass or chromium. They are a mark of quality construction in any house.

This line is being advertised to owners in THE AMERICAN HOME, HOUSE AND GARDEN, and BETTER HOMES AND GARDENS. Your clients will be looking for them. The Stanley Works, Cabinet Hardware Department, New Britain, Conn.

See this display at your hardware or building material dealer's store.



# STANLEY

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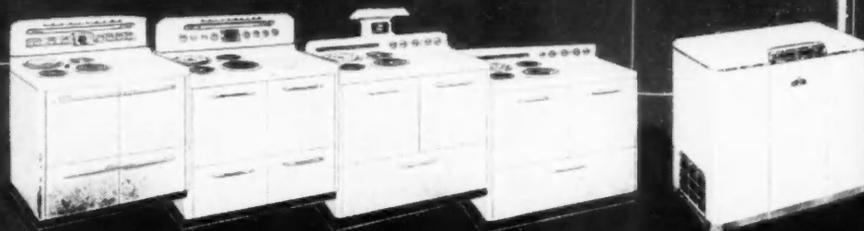
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**5 Refrigerators  
7 cu. ft. and larger  
all one width!**

**4 Ranges and  
Home Freezer  
all one width!**



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**NO CHANGE IN FLOOR PLANS NEEDED!**

Choose any combination of top-quality Kelvinators. Regardless of size, 5 new Kelvinator Refrigerators are all 31½ in. wide. Regardless of model, 4 new Kelvinator Ranges and the new Kelvinator Home Freezer are all 39 in. wide. . . . Only Kelvinator offers the flexibility of uniform widths for easier kitchen planning!

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**"Space-Saver" Package Gives Small Kitchens  
Big-Kitchen Advantages!**

"Space-Saver" Refrigerator, only 24" wide, is full 6 cu. ft.—holds 50% more than the prewar model of identical outside dimensions. Companion range is only 21" wide—new design permits installation flush against the wall. Stars a full-size oven . . . three new, Electric-Fast, tilt-up surface units—one 8", two 6". Kelvinator quality throughout.

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**AMERICAN BUILDER**

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**E D I T O R I A L*****New industrial era***

**D**URING the past summer hundreds of thousands of Americans, traveling in their own privately owned automobiles, toured every road in every corner of the country. Those who were not traveling too fast in an attempt to crowd too many miles into too short a time were thrilled with the beauty of nature at its summer best, and returned to their work with new zeal.

Very few, however, took the time to experience the thrill that comes from learning what postwar America is doing about the economy of the present and the future. That thrill is possible only when the traveler takes the time to visit a few bankers, industrialists, and chamber of commerce executives in a few small cities, and takes an extra ten minutes to talk to store keepers, filling station operators, garage mechanics and hotel clerks and bellboys. It is from these sources that the ambitions and the plans of America's mid-twentieth century small cities are learned. It is an inspiring story of a free people with their eyes focused on new horizons.

In it there is no room for the defeatist theory of a nation complete that has been preached in the "planned economy" bureaus of Washington. The people of the small cities know that they are now writing the first words of a new chapter in the industrialization of America. And they know that it will be an epic equal to the one their forefathers wrote in creating the world's greatest nation out of a wilderness in less than two centuries.

All of the labor, distribution and other economic problems and disturbances that have driven the weak-willed and narrow visioned to the reactionary theory of state socialism are but the settling of loose ends to form the solid base for the next great step. That step is the final one in the transition from an agrarian to an industrial economy. Up to the time of the recent war, industry was the particular province of the large cities. There were few exceptions. It took a war, however, to prove that developments in power and transportation have removed the accepted boundaries of industry and opened almost every city in the nation to industrial progress. That progress is well under way, and cities that ten years ago were marketing and distributing points for agricultural areas find themselves with new manufacturing plants, and increasing populations that will double and triple the prewar figures in the next decade. They find themselves face to face with the reality of becoming metropolitan centers with all the problems of big city operation and management.

In these cities there is little talk of depression, and no fear of it, if and when it comes. The spirit of the American pioneer is on the march again. It is in no mood to brook the dead hand of state socialism and government regulated economy. It is building firmly and grandly, and even the lowliest in the economic scale of today look forward to the unlimited opportunity the future holds.

It is these opportunities and the thrill of discovering them that most of the scurrying vacationers missed. America is still the land of great opportunity, greater than ever before, for those who seek it and want to work to develop it.

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## National Home Week—A Milestone

**I**NCOMPLETE reports from the National Association of Home Builders and builders over the nation prove that National Home Week is a significant milestone in the industry's progress in public relations. Its deep significance is that a worthwhile effort behind a worthwhile idea produces worthwhile results.

Frank Cortright, executive vice president of NAHB, reports that hundreds of thousands of prospective home buyers have visited building operations and gained an entirely new conception of the efficiencies and accomplishments of the industry.

To say that a message reached the public in every community in the nation would be ridiculous. No one expected this would be the case. But it can be said that builders and home builders' associations everywhere worked to put over National Home Week, and that greater results were produced than had been expected.

Benefits attained by the successful efforts of this year indicate what can be done next year with more time and more experience to put into National Home Week. The week of September 5 to 11, 1948, can be recorded as the starting point for a clearer understanding by the public of what the builder is doing; how he is doing it, what is possible for him to do, and why he cannot achieve the impossible.

Curiously enough, interest in National Home Week in the smaller communities ran higher than in the larger metropolitan areas. People in the smaller cities and towns, where a real effort was made, responded with much enthusiasm. In the larger cities, the results were spotty.

Chicago's experience is noteworthy, however. There, it was decided to start National Home Week at the end of September instead of during the first week in order to tie in with the home furnishings publicity which was planned to run in October. This was a fortunate decision, for it secured for the Chi-

cago Metropolitan Home Builders Association the cooperation and support of the Chicago Tribune—an asset of tremendous and tangible value. Exhibit homes in the Chicago area were widely publicized in special sections of the Tribune which published maps in color and directed interested home seekers to all parts of the city and suburbs.

Seattle, too, moved the dates to September 19-26 to tie in with the interest in home furnishings and secure greater publicity. The experience of a number of associations indicates that this later date may be a worthwhile consideration for another year, for the pre-Labor Day lethargy does not wear off apparently for two or three weeks.

In San Francisco, Los Angeles and other California communities, National Home Week tied in naturally with a public relations program already rolling in that state. In Cleveland and Columbus, Ohio, fine cooperation was received by the newspapers, and the turnout for inspection of homes was excellent.

Washington, D. C., advertised the location of homes which would be open for inspection in the Sunday papers preceding Labor Day, and most builder members of the local association reported crowds far in excess of expectations. This was despite the fact that, in this particular area, most houses were in the upper price range, there being few under \$20,000.

Buffalo, N. Y., carried on a sim-

ilar advertising plan and arranged for the mayor, city officials, FHA representatives, veterans' officials and newspaper men to be taken on a half-day bus tour of the city's projects. This plan, incidentally, proved very worthwhile in every community that has reported using it. Neighboring Rochester, N. Y., spent some \$2,000 in transit, newspaper and radio advertising and drew a crowd to its projects.

In a number of states, official recognition was given National Home Week by proclamations by the governors. The Marion County Association in Indianapolis secured the cooperation of the Indiana governor in this respect, and similarly from the mayor of Indianapolis. The Utah governor and mayor of Salt Lake City issued proclamations at the request of the Utah Home Builders Association which exhibited around 20 homes in that city.

Model homes as cooperative efforts by associations were made a part of the demonstration in a number of cities. St. Petersburg, Fla., was one of these. In Minneapolis, the association had finished what it called the "Trend Home." Milwaukee, Wis., went further and built a complete small development to show the work of its members.

In Allegheny County, the area surrounding Pittsburgh, publicity was launched with a booth at the county fair the week preceding, and a "Parade of Homes" was advertised. Public response was good.

Many other associations than those mentioned had successful efforts, but a complete account was not available in time to include in this issue. A more comprehensive and detailed report on results will be printed in the November *American Builder*. But it is gratifying to be able to report that the first National Home Week was very much worthwhile, and that the National Association of Home Builders, which sponsored it, plans to expand all the agencies which worked successfully this year in promoting even more effective demonstrations in the future.

In the pages that follow are pictures, plans and descriptions of houses from all over the nation which are representative of the values and ideas found in homes displayed during National Home Week. Because limited space makes it impossible to print all such material that was furnished to us, more will be included in the November issue of *American Builder*.

## Home Building Demand and Volume Strong in Northeast

**Some noticeable slackening of activity in New England but other areas show substantial gains in new home starts over same period a year ago**



**B**UILDING COSTS in the Northeast areas of the United States are not generally higher than in other parts of the country which have comparable climate conditions. They are higher than in the warm climates for two principal reasons—first, more elaborate heating systems and better insulation is demanded, and secondly, building codes are more restrictive.

In the heavily-populated urban areas, land costs are higher and wage rates are above those in more rural areas. But these factors seem somewhat offset by improving efficiency among some of the trades. The highest wage rates are in New York and its contingent areas in New Jersey. The trowel trades, for example, earn about 18 per cent more than the average for other urban areas.

Construction labor is still as difficult to obtain as it was a year ago, and is tight where activity is highest. The Bureau of Labor Statistics estimates that the number of workers employed in the construction trades was 2,400,000 workers in September, which is about 400,000 more than were working during the peak activity in September of a year ago. It is about 300,000 under the top employment figure of 1942, however. These figures are for the whole country.

Although the total valuations of authorized home construction in

New England are above those of a year ago, this is due to price increases in materials and labor. Activity is falling off in New England. In the Middle Atlantic states, particularly in the New York area, there is not yet a noticeable decline in activity, although fewer homes are sold before they are completed than formerly.

Despite tightening up of bank credit, builders have not had as much difficulty as they anticipated in getting mortgage money for their buyers. Most difficulty is being experienced in the small cities of New England where demand is not nearly so high for homes as it was a year ago. In the New York areas, buyers still are raising the necessary down payments. Surprisingly, in many rural areas it has been found that many new houses are being paid for in cash and that no mortgages are needed. Banks generally are doing more promotion to get rid of their mortgage funds.

The eastern sections of the country still turn predominantly to traditional styling—colonials and Cape Cods. Modern and contemporary designs are found chiefly in the New York area, notably on Long Island, and somewhat in Westchester County. There are quite a number of contemporary homes in the commuting areas of New Jersey.

Traditional designs are, however,

showing modern touches in fenestration.

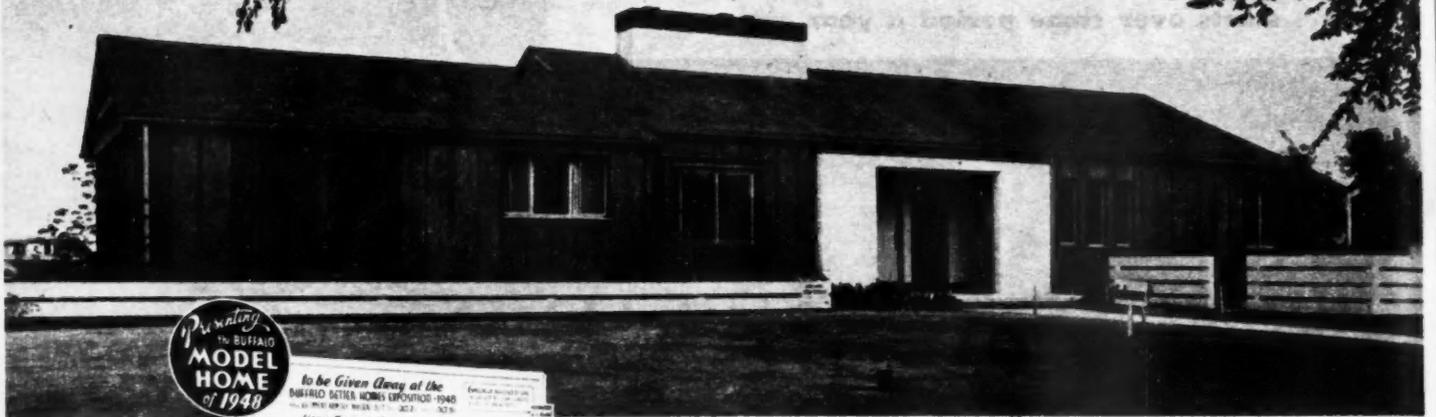
High construction costs are keeping the demand active for two-bedroom homes in the lowest price brackets, but the banks are reluctant to write paper on many of these unless the builder provides an expansion attic for a third bedroom later. The demand for two bedrooms is not because a third bedroom is not desired, but because many buyers cannot stand the extra cost at present.

Building materials are in better supply than they have been for some time, except for a few materials. Even in the case of short items, the shortages seem spotty and not general. Most outstandingly difficult item to secure is gypsum lath. Nails still are tight, although not so bad as a year ago. Indications are that the nail supply is beginning to tighten up a bit more, however.

Seasoned lumber still is difficult to obtain, and many builders are discouraged with the condition of what they have to accept to maintain production. Cast-iron soil pipe is still a critical material in this building area.

Bathtubs, sinks and lavatories have been just about sufficient to keep pace with demand, although far from plentiful. Vitreous china fixtures have been in tighter supply, however.

# NORTHEAST



Presenting  
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**MODEL HOME**  
of 1948

to be Given Away at the  
BUFFALO BETTER HOMES EXPOSITION-1948  
from Cooperating



GOOD proportion and materials requiring a minimum of upkeep found in house above

## West Meets East in Buffalo

**Builders association teams up to erect true western ranch house**

PROBABLY nothing could call more attention to the Niagara Frontier Builders Association in Buffalo than is resulting from its building, in that traditionally conservative city, a truly modern contemporary house. The house is completely different from anything previously erected in Buffalo.

Open to the public during National Home Week, it will remain open through the Buffalo Better Homes Exposition October 2-9, when it will be given away as a door prize.

This house was designed by Highland and Highland, architects of Buffalo, N. Y. It represents a distinct departure in the type of architecture and character of dwelling that has been associated with this firm in the past. It indicates an infiltration of the one-story principle of living into the conservative eastern area. The architects and builders have collaborated to produce a house that is simple yet effective in its lines, and rich in its use of good sound materials.

It is erected on a concrete block foundation and has no basement. Of frame construction, the exterior walls are finished with waterproof Weldtex. Four inches of mineral wool insulation is used in the roof and sidewalls.

Heat is provided from an oil-fired furnace with winter air conditioning. Plumbing is copper and brass. Rubber tile is used on the bathroom floor and linoleum is used for the kitchen floor. Other floors are oak hardwood.

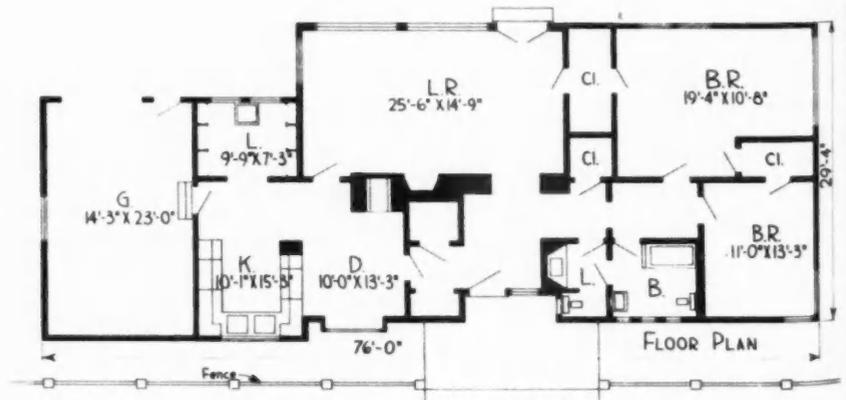
As the floor plan shows, the kitchen is designed in the modern manner to allow ample dining and living space. It is the work center of the home, with the laundry at one end and the cooking and cleaning section at the other. The dining area is adjacent, yet concealed from the work area which may be cluttered after a meal has been prepared. An unusual feature is the wood-burning fireplace in the dining area which is fitted out with a barbeque for indoor picnic parties. The living room fireplace and kitchen fireplace are served by the single large chimney.

The living room is large with three

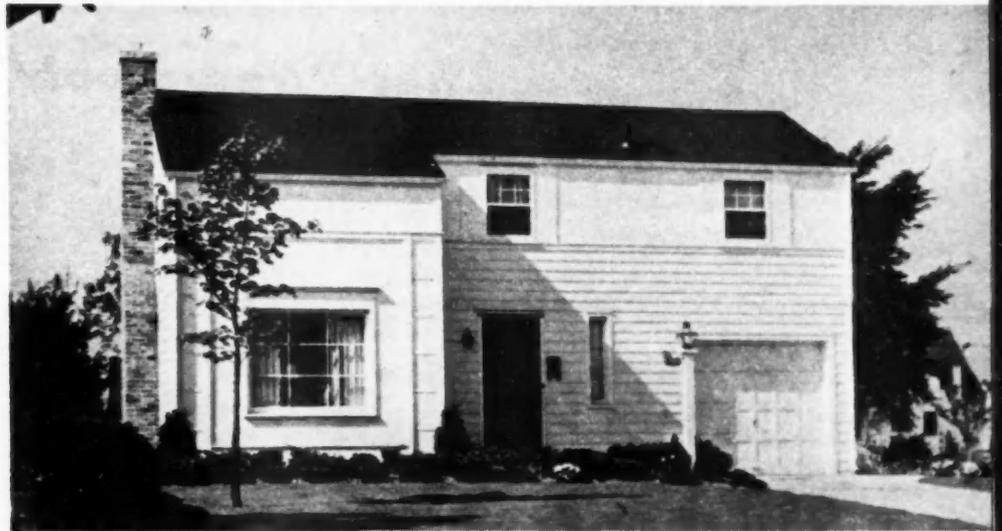
huge double-glazed insulating windows. It can be reached either from the kitchen or the center entrance hall.

The bath and powder rooms are adjacent to each other, serving both the bedroom and the living room. Although easily accessible to guests in the living room, they are far enough removed for privacy.

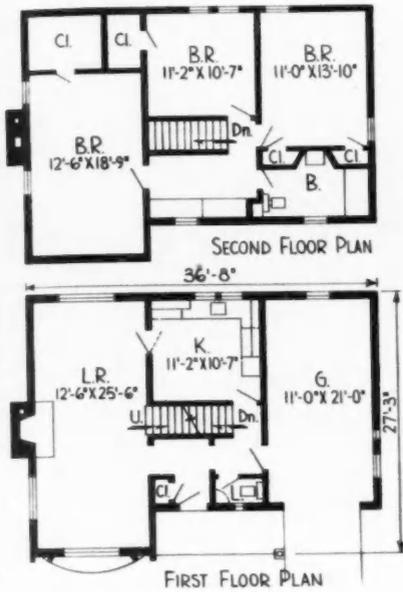
The master bedroom has an alcove which will accommodate twin beds and leave the main area open for living and dressing space. The boy's bedroom has corner windows which conserves wall space for furniture arrangement.



ROOMS in this house are generous in size. A feature of plan is combination laundry, kitchen and dining room. Each is separate, yet an integral part of service unit



INTERESTING example of unbalanced fenestration used with balanced, formal front



**B**UILT by Genrich Builders, Inc., Buffalo, N. Y., from plans prepared by Highland and Highland, architects, this formal two-story colonial house contains ample room.

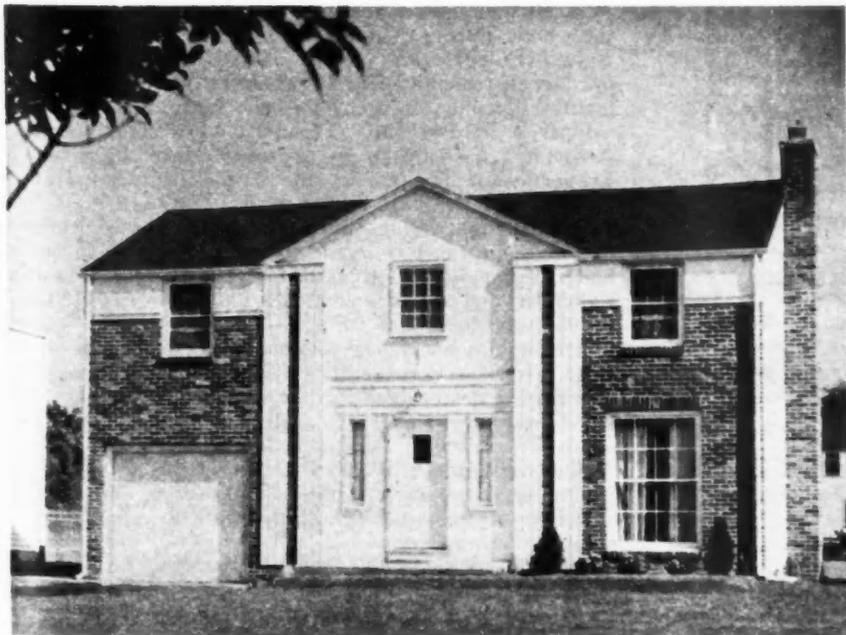
The house is extremely compact in plan, containing only two rooms on the first floor besides the garage. Three bedrooms and bath are located on the second floor.

Exterior materials are frame and brick veneer on the front. Floor and roof framing are of wood. Roof is covered with asphalt shingles. Forced warm air heating plant with laundry equipment is located in the basement running under the house. Hardwood floors are found throughout except in the bath and kitchen. Bathroom is tiled. Price is \$15,000.

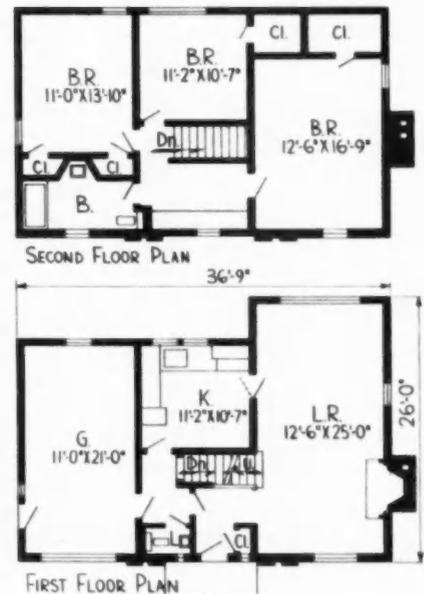
## Colonials in the Modern Manner

**T**HIS house is one of a group built by Genrich Builders, Inc., from plans by Highland and Highland, architects. While the same general plan as in the house above was maintained, most of the exteriors, particularly the front elevation, vary greatly in design. A rather informal effect is obtained on the front in spite of the balanced position of bay and garage

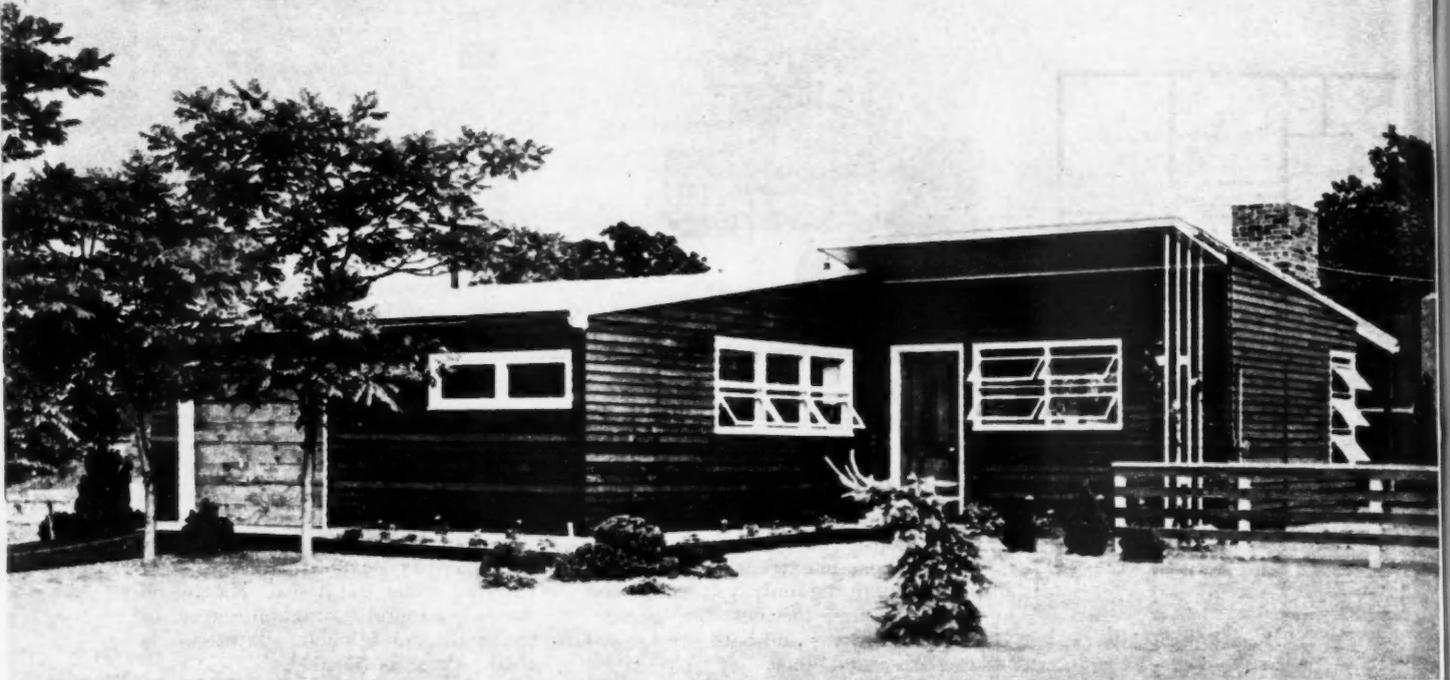
doors. The exterior materials and framing are of wood. Roof is covered with asphalt shingles. Interior walls are plastered on rocklath. Walls and ceiling are insulated. Interior trim is of pine with finished floors of oak except the kitchen which is linoleum. The bathroom has tile walls and floors. Cabinets in kitchen are of wood.



EFFECTIVE use of siding and plywood. Unbalanced front is pleasing. Price, \$15,000

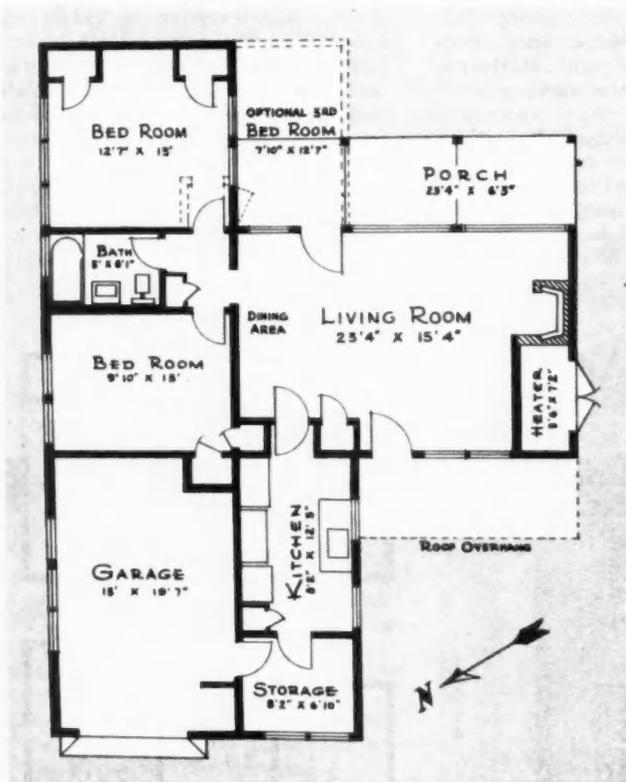


**That "New Look" for New Jersey**



FLAT SLOPING roof and awning type windows are a novelty in a New Jersey subdivision

**Architect-builder team prove that contemporary design with quality construction has just as great appeal in the East as anywhere else**



FLOOR plan shows optional third bedroom which can be built by sacrificing a small window and rear door from the living room. Note that this house has seven closets in addition to a large storage space, an important factor in a basementless house

THIS completely contemporary home, featuring quality construction and tastefully furnished, was opened to the public during National Home Week in Springfield, N.J., by the Revere Quality House Institute. It is the product of the builder-architect team selected by "Architectural Forum," co-sponsor of the Institute with Revere Copper & Brass, Inc. Designed by Kenneth Kassler Associates of Princeton, N.J., it was erected by Suburban Properties of Springfield, the builder team of Hawley Jaquith and William T. Smith, Jr.

One of eight houses built this year under supervision of the Institute, it is intended to show quality in design and materials in a small house, according to John Hancock Callender, director. Priced at \$15,500 on a lot 70x130 feet, it represents excellent value.

All framing is No. 1 common or better grade of fir. Roof rafters serve as ceiling beams. The wall sheathing is v-jointed gypsum board, covered with California redwood siding with a linseed oil natural finish. Glass fiber insulation is used in walls and roof.

Flashings, gutters and leaders and screens are all copper. Plumbing is copper and brass. The roof is built-up construction, topped with white aggregate to eliminate roof maintenance expense.

Interior walls are dry-wall construction. To the right of the fireplace, comb grained plywood is used effectively. Flooring is Armstrong asphalt tile throughout. Ceilings are lath and float-finished plaster. Hot water comes from a tankless coil in furnace.

rey



RECESSED fireplace in the living room permits better furniture grouping before picture window

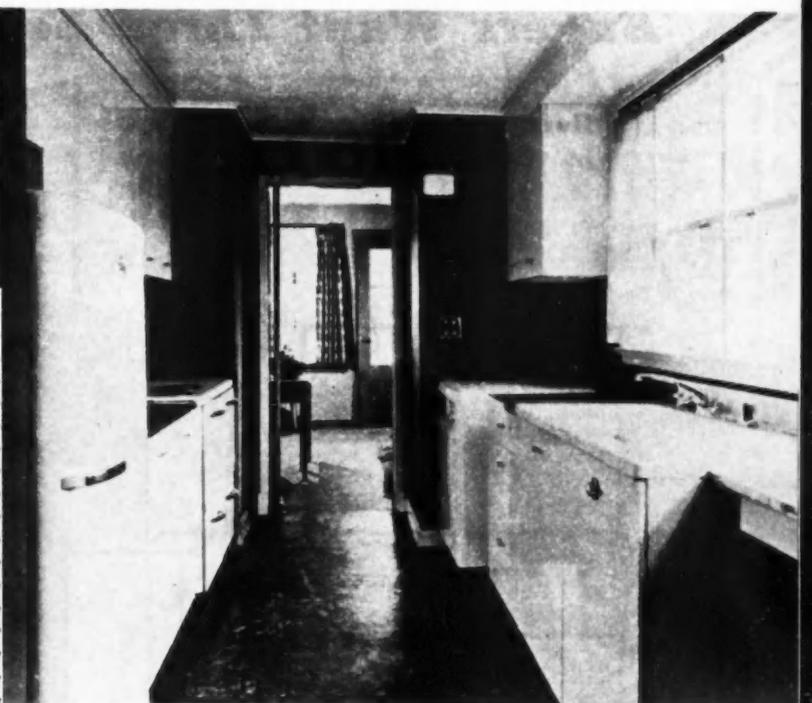
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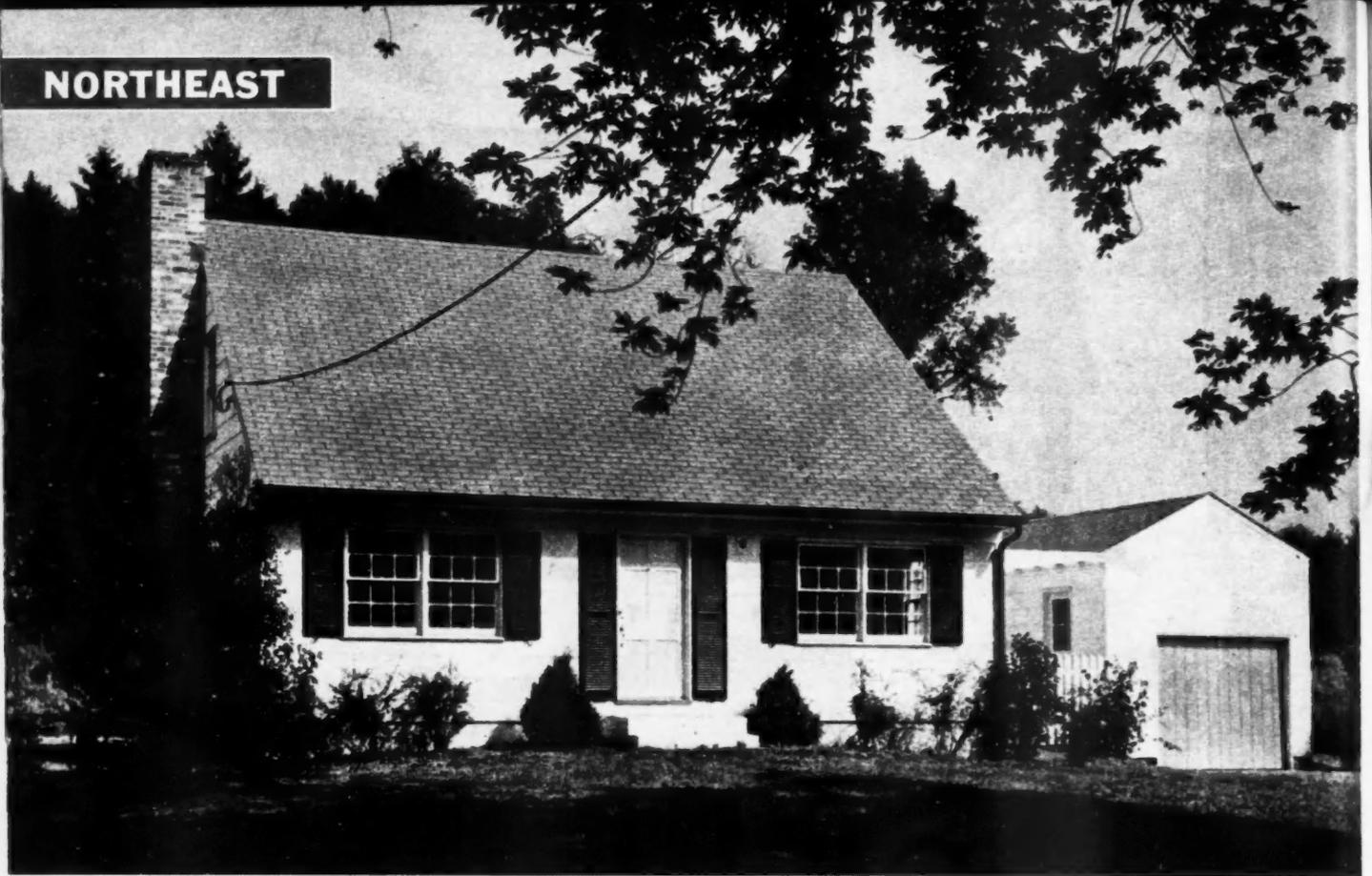
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THE KITCHEN is completely equipped for display to the public, although this is not included in the \$15,500 price. It has a GE electric refrigerator, dishwasher sink, automatic washing machine and electric range. Cabinets are steel. Note the recessed lighting fixtures. An unusual feature is location of hot water boiler which heats the water flowing through copper coils in the radiant concrete floor slab. Access to it is from outside the house through concealed doors in the sidewall

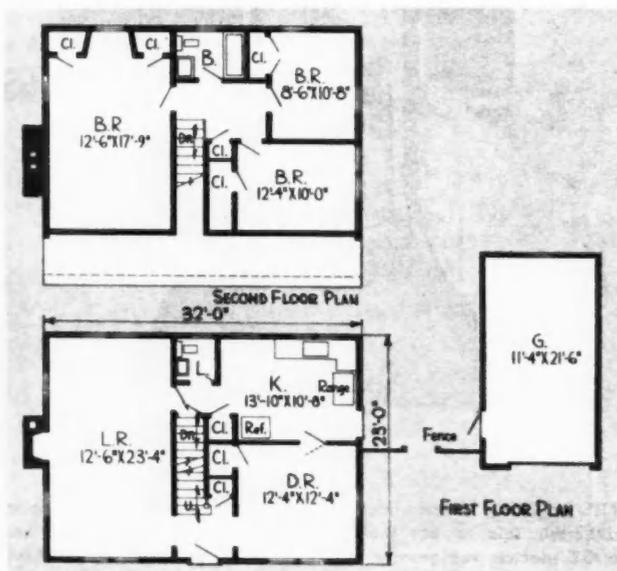
## NORTHEAST



THIS house and the two on the opposite page are priced at \$21,000 on lots ranging from one-quarter acre to an acre in size

## Buyers Want Three Bedrooms

**Northeast builder notes change in tastes among home seekers**



THE SALT-BOX design is a story and a half with the appearance of a one-story house. It makes most economical use of ground space

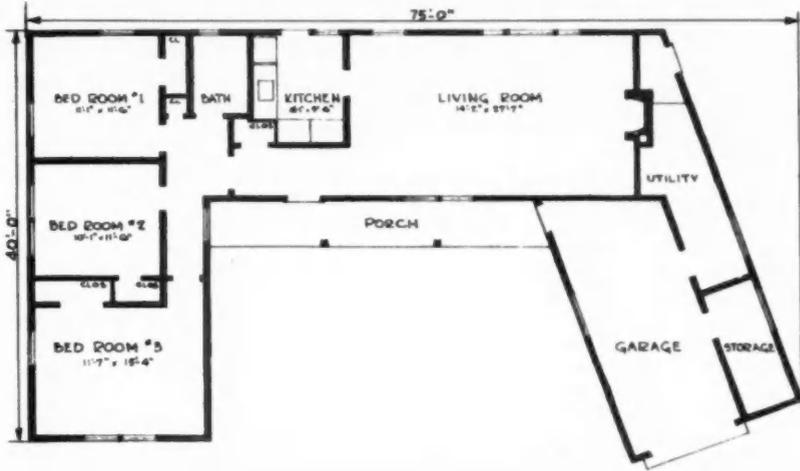
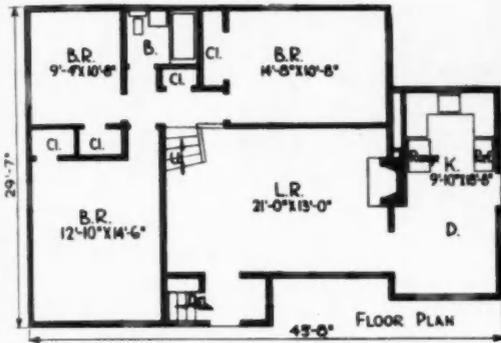
IN EXCLUSIVE Westchester County, New York, home buyers no longer are satisfied with two bedrooms, but insist on three, in the experience of County Homes, Inc., of Tarrytown. David Swope, president, states that tastes have shifted since before the war, when the firm built many two-bedroom styles.

These three distinctive architectural styles were designed by County Homes whose architect member is W. C. Vladek. The New England salt-box is deceptively small appearing in front, but has high ceilings on the second floor, uses ground area economically.

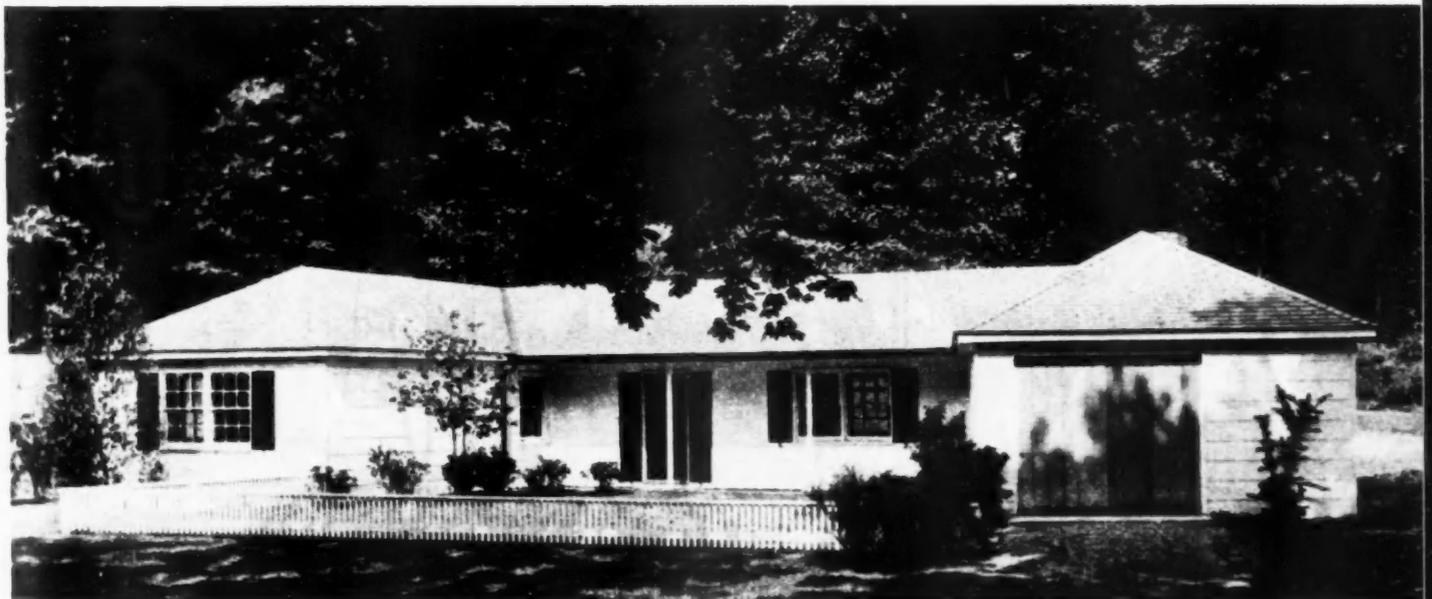
The modern colonial, designed for a sloping lot, has kitchen, dining and living rooms on one level, three bedrooms a half-level above the living section, and with the garage a half-level below. The third ranch-type design has the garage wing at an angle which makes the house appear longer than it really is and provides space for storage and a utility room.

County Homes provides large lots. They range from a quarter acre to around three-quarters. This is included in the \$21,000 price tag attached to these homes. Also included is an electric dishwasher and garbage disposal sink combination in the kitchen, an 8 cubic foot refrigerator, gas range, steel cabinets and an exhaust fan. Heat is usually gas-fired, forced hot air, although some of the ranch styles have radiant heat in a floor slab of concrete. Foundations are poured concrete. The roofs are asphalt shingle and sidewalls are asbestos shingle or wood siding. Interior walls are drywall construction which this quality builder has used satisfactorily for nine years. Two inches of cotton insulation is used in sidewalls and roof.

AN UNUSUAL plan for a side-hill location is this modern colonial with garage under bedrooms. Note excellent dimension of interior and split levels



THIS ranch style has three bedrooms with dining space in the kitchen and also in the living room, if desired. Radiant heat through copper tubes in the floor slab is used





THIS is an elaboration of the basic model with garage and finished second floor. Banks insist on an expansion attic

## Variations in Cape Cods

HERE is a basic plan to which accessories can be added with a known cost for each, worked out by Sumner D. Hersey of the Hermar Construction Co., Natick, Mass.

The basic house includes two bedrooms, bath, living room, dinette and kitchen; a full basement, and an expansion attic. The accessories, which can be added at the option of the buyer, include a fireplace, garage, porch, tile for bath, and roughing in plumbing for a bath in the expansion attic. Highest priced house is \$12,900.

The house is erected on lots of at least 10,000 square feet in the Oak Park Manor subdivision in Natick. The foundation is poured concrete.

Exterior sidewalls are shingles or bevel siding. Occasionally, a brick veneer front is used for decorative effect. The roof is asphalt shingle. Two inches of mineral wool blanket insulation is used in the cap, and one inch in the sidewalls. Walls are plastered. Floors are of oak.

Kitchens have combination sinks and laundry trays, and upper and lower cabinets. Hot water is furnished by gas water heaters. Heat is from either oil-fired or gas-fired, forced air furnaces.

The price includes improved streets and storm drains, but not sanitary sewers. Individual septic tanks are installed by the builder.



FLOOR PLAN



STREET scene shows variations possible on the basic plan

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TWO dormers and the columned porch add size and dignity

## Two Bedrooms—Low Price

THREE VARIATIONS of the same floor plan, combined with staggered building lines, reversed plans and varied exterior decoration make possible a moderately-priced development with individuality. In Richmond, Va., the Westview development of Powell Christian is comprised of such houses.

Recently completed to sell for \$7,750, the house is built of good quality materials on a lot 60x140. Good interior dimension is achieved for the size of the house by eliminat-

ing hall space, making the bathroom accessible from either bedroom.

The house has concrete footings and a brick foundation. Insulating sheathing in sidewalls and 4 inches of mineral wool in ceiling. The roof is 210-pound asphalt shingle. It has a tile bath, with shower in tub. Linoleum floor laid in the kitchen; others are hardwood. Plumbing is galvanized and waste is piped to a septic tank. Heat is supplied by a floor furnace. Kitchen is equipped with a 30-gallon electric hot water heater.

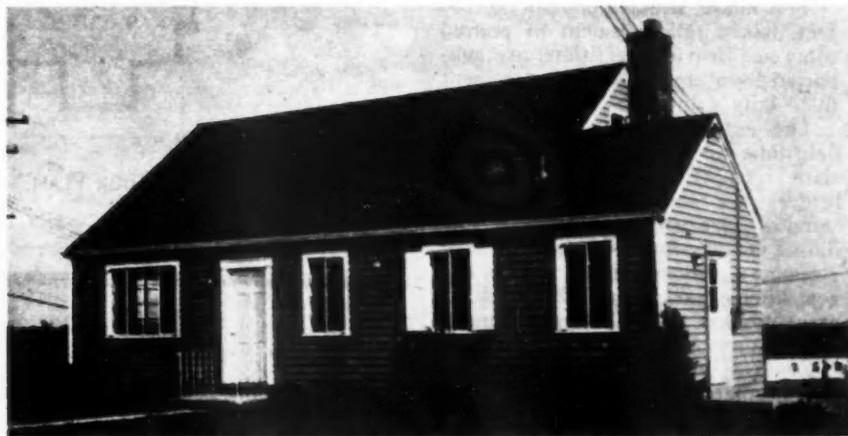
PLACING the porch on the side lengthens the appearance, another variation is secured by bringing the "ell" to the front



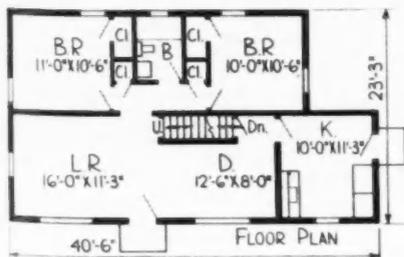
## Individuality in Exteriors

INDIVIDUALITY with a single floor plan is achieved by using clever sidewall variations in houses currently built by Twin-Brook, Inc., Bethesda, Md. The basic floor plan for a small two-bedroom house is merely reversed on alternate lots. Exterior treatments and grade changes saves the development from monotony.

The houses range from \$9,750, without a basement, to \$10,940 with basement. An attic can be finished, bringing the cost to \$12,750. Exteriors are brick front, asbestos shingle and cedar in various combinations



THIS house sells for \$9,600, without basement, in Bethesda, Md.



and colors. Basements are poured concrete or cinder block.

Roofs are 210-pound asphalt shingle. Mineral wool insulation is used in ceilings, and insulating sheathing for sidewalls. Windows are steel casement or double-hung aluminum. Houses have automatic gas water heaters, gas ranges and electric refrigerators. Heating is supplied by

gas-fired, forced hot air furnaces.

The firm of Twin-Brook is made up of four men: J. L. Geereart, Westly I. Sauter, Donald E. Gingery and Roland E. Simons. Good land-planning is shown in the development. The builders are paving the streets, and have installed a sewage treatment plant to care for the entire development.



THIS traditional New England colonial house on an 80x100-foot lot on Long Island was sold for \$30,000

## Traditional Luxury Home

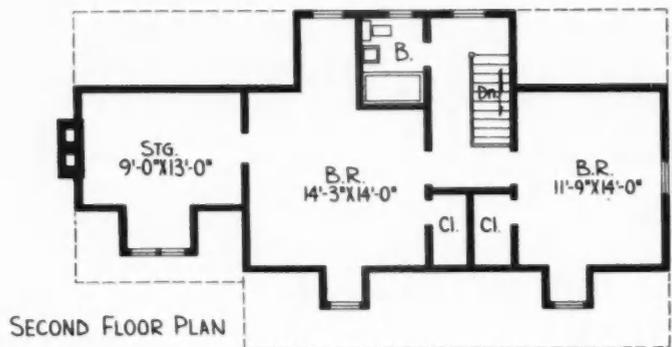
THE NEW ENGLAND colonial tradition never goes out of style in the East, and this seven-room design found a ready sale at Garden City, Long Island, for \$30,000. Colganson Builders, Inc., custom builders, find that conservative designs, well constructed, maintain values.

This house, situated on a lot 80x100 feet, has a full basement of poured concrete. Bearing partitions are supported by a steel I-beam and cement filled lally columns.

The exterior is of brick veneer, fieldstone and cedar shakes, with a slate roof. Flashings, gutters and leaders are copper. Steel casement windows are used in the living and dining rooms; double-hung wood sash elsewhere. Flooring is select oak, except kitchen and baths. The windows are equipped with aluminum combination storm sash and screens.

Electric wiring is adequate with 77 receptacles and outlets fed by eight circuits. The kitchen is equipped with an electric range and electric ventilator. Cabinets are of knotty pine with wax finish, and counter tops are of plastic-surfaced plywood. Plumbing is all copper and brass. A one-pipe, forced hot water system with an oil-fired boiler furnishes heat through copper convectors. The house is fully insulated with 4-inches of mineral wool.

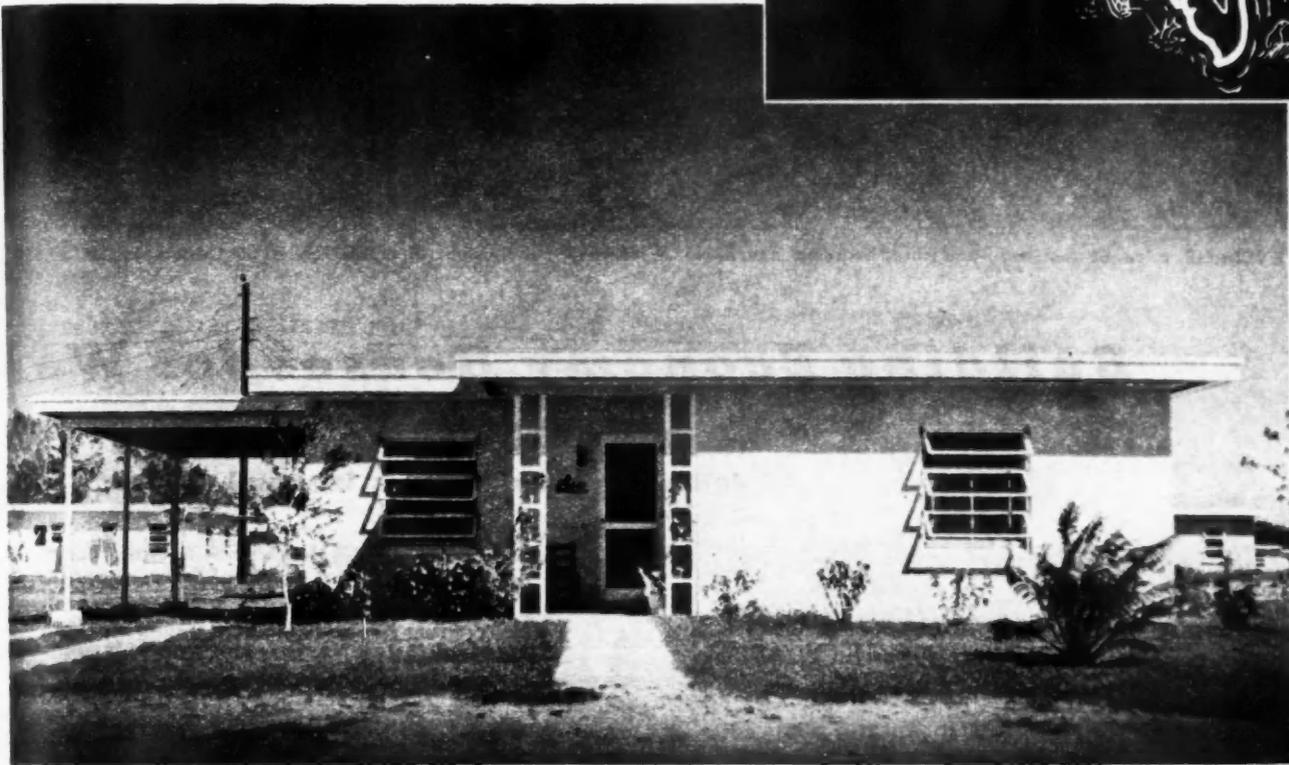
Jack J. Colletti is the Colganson designer and executive vice president in charge of construction.



THE INTERIOR doors used here are 6-panel colonial with a special design for the front entrance door. Knotty pine cabinets with wrought iron hardware are in the kitchen

# Climatic Conditions Affect Selling Prices

**Lack of extreme temperature variations makes it possible to offer complete houses in this section of the U.S. at lower total costs**



**THE EFFECT** of climate on costs shows up markedly in figures on building in the Southeastern sections of the United States. A rough index of the comparison is found in the valuations for new residential dwelling units built in the South Atlantic and East South Central states in the first five months of this year, compared with similar figures for New England and the Middle Atlantic States.

Valuations indicate an estimated cost per dwelling unit in New England of \$6,850, and of \$7,100 in the Middle Atlantic. In the South Atlantic states, the cost per unit was estimated at \$5,600, and for the East South Central, it was only \$4,000. It should be borne in mind that these are not actual costs, however, but the figures submitted on building permit applications.

The extreme low-cost homes in the southeastern sections usually

have no heating installations. The economy price range, and many of the better class homes are adequately equipped for the climate with floor furnaces burning either oil or gas. Insulation is confined to the roof—none in sidewalls. Foundations do not have to be as costly because of the absence of frost. All these things add up to tangible savings in the price of the house.

Building activity has been well above that of a year ago. In the South Atlantic states, the Bureau of Labor Statistics reports 32,500 new dwelling units started in the first five months, contrasted to the 1947 figure of 25,892.

Labor supply is not critical in these states, except in some highly industrialized sections. Wage scales are substantially lower than in the more active northern areas, although higher scales prevail in some of the cities.

Mortgage funds are more readily available with the increase in interest rate from 4 per cent to 4½ per cent. In general, down payments must be around 35 per cent, except on GI loans. Mississippi, Alabama and Louisiana report mortgages being written with from 10 to 25 per cent down.

Principle building material items in short supply are gypsum products, particularly lath, nails, cast-iron soil pipe and, in some places, cement. Part of the latter shortage is attributed to the change in the basing point system.

Little change is apparent in design in much of the construction in the Southeast. However, more attention is being given to arrangement of interior space inside small homes. Contemporary designs appear seldom, except in the resort areas of Florida. Concrete housing has been making some strides in the South.

26'-9"

front kitchen

# SOUTHEAST



AVERAGE price of the two- and three-bedroom houses in Wrenwood subdivision, Memphis, on a 60x150-foot lot, is \$7,500

## Building Economy Houses for War

Memphis builder with precutting operation delivers several designs in small houses



WRENWOOD homes are not stripped houses but have attractively finished interiors

TO QUALIFY as an "economy house," a dwelling is supposed to be under a top price of around \$8,500. The homes which Wallace E. Johnson, Inc., Memphis builder, has been furnishing to service men and veterans average \$7,500, falling well within the definition.

At his latest subdivision, Wrenwood, which was just completed recently, 120 homes similar to the ones shown were built on 60x150 foot lots. Now Johnson has begun another project of single family homes, duplexes and apartments which will total 380 living units for Navy officers and men and their families.

The small house designs which the Johnsons' use (Mrs. Johnson is as active in the business as her hus-

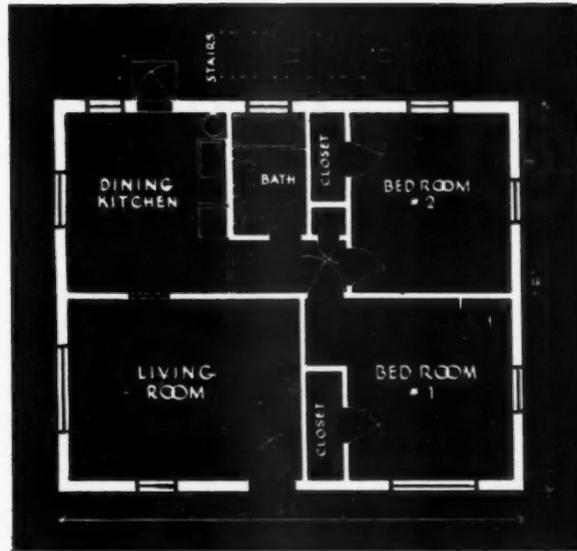
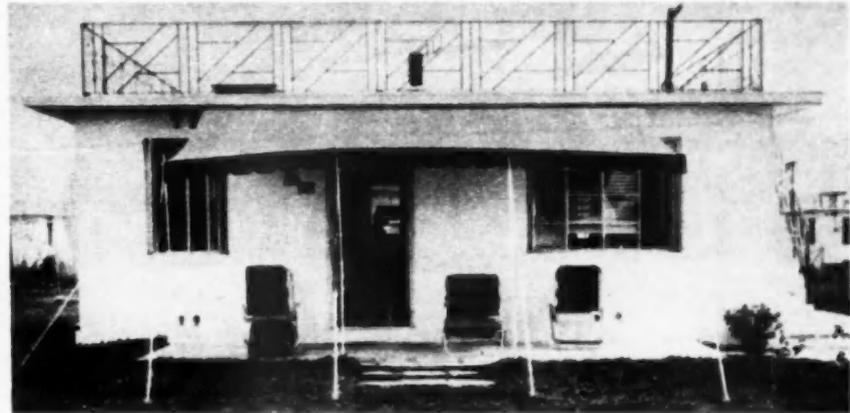


THIS two-bedroom design has a car port instead of a garage. The floor plan is shown at the right



## Sun Deck House of Poured Concrete

**Beautiful  
WRENWOOD  
SUBDIVISION**  
263 BEDROOM RESIDENCES BEING BUILT  
**WALLACE E. JOHNSON, Inc.**  
BUILDER OF DISTINCTIVE HOMES  
2-1152-4556



THE house is 900 square feet in area, sells for \$7,800, including a wide lot. The equipment includes a hot water heater, gas range and adequate kitchen cabinets

**This house is built of reinforced concrete, poured in one continuous operation requiring only 295 man-hours for erecting forms, pouring and stripping**

**A** UNIQUE construction method is used in erecting a two-bedroom, reinforced concrete home by the Florida Sundeck Corp. of Miami, Fla., of which Frank A. Vallenti is president. These two-bedroom houses are poured in one continuous operation, including partitions, exterior walls and a flat overhanging roof.

First the floor slab and footings are poured. Then plywood forms are set in steel angle frames and secured by steel pins and keys. Continuous steel girts around the perimeter takes up lateral thrust.

The reinforcing steel is site-assembled on a jig, spot-welded and brought to the foundations in one

piece for each wall panel and roof panel. Pouring is done with a hoist bucket and the concrete is vibrated with compressed air from a specially designed jet. This vibrating produces good penetration.

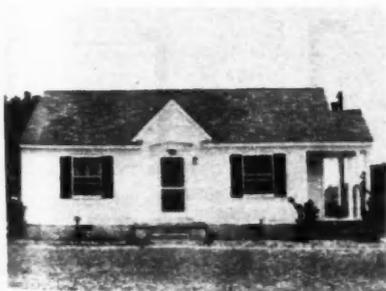
Wall forms are stripped after two days and roof forms after four days. The houses are plastered inside and out with cement plaster.

Production hours are estimated as follows: Erecting forms, 11 hours with seven carpenters and 14 helpers, a total of 231 man hours. Pouring entire structure above slab, four hours with seven men, or 28 man hours; stripping forms, six hours with six men, or 36 man hours.

band) are well suited to their method of operation. All are pre-cut at the Johnson mill in Memphis. Lumber is sawed and treated in their own kiln so that a supply of seasoned lumber always is available. By pre-cutting, Johnson estimates the waste on the job does not exceed one wheel-barrow load per house.

Wrenwood houses are basement-less, built on concrete foundations, and are heated with floor furnaces. Exteriors are finished with asbestos shingles, redwood shingles or bevel siding.

Johnson is adding a new expandable design to his latest developments. Originally having two bedrooms, it is so planned that a third bedroom can be added later.



SEVERAL design variations are used at Wrenwood. This house has approximately the same floor space as model shown opposite, but sacrifices the car port

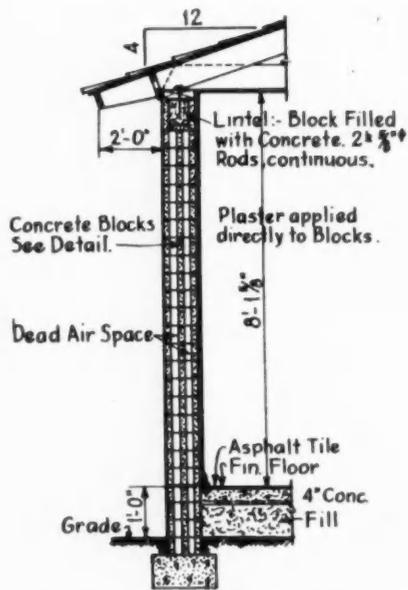


THE PRICE of this house in Jacksonville, Fla., includes a garage and land cost of \$1,900

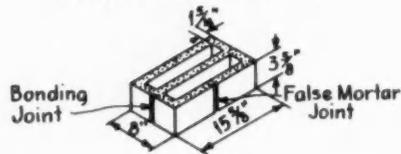
## Ranch Style with Expansible Feature

THIS ranch house with an expansible feature was designed by Bernard W. Close and built by Knight-Orr Corp. in Jacksonville, Fla. The price includes a garage and \$1,900 for land cost. The foundation and floor slab are of concrete, and exterior walls are concrete block with a false mortar joint which simulates brick in appearance. The exterior is finished with waterproofing cement paint. The inside walls are plastered directly on the block. Metal casement windows are used throughout. The kitchen has

an asphalt tile floor, metal cabinets and an automatic electric hot water heater. The house is heated by an oil-fired circulating heater. All floors except the kitchen and bathroom are carpeted wall-to-wall directly over the concrete floor slab. The plan is adaptable to numerous elevations. A future addition can be added later at minimum expense. On a narrow lot, the living porch may be placed in front of the living room and the garage may be detached or joined to the living room.

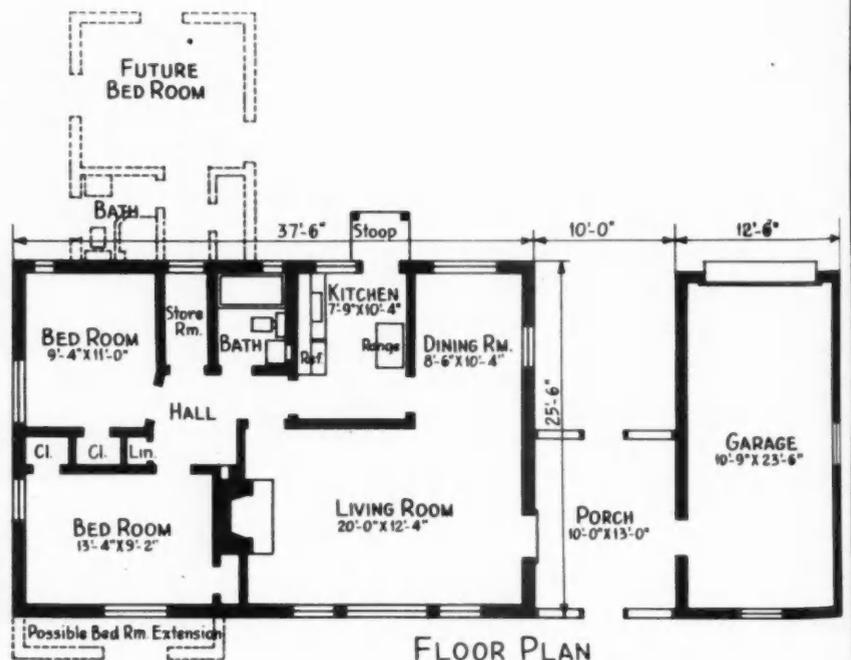


OUTSIDE WALL SECTION

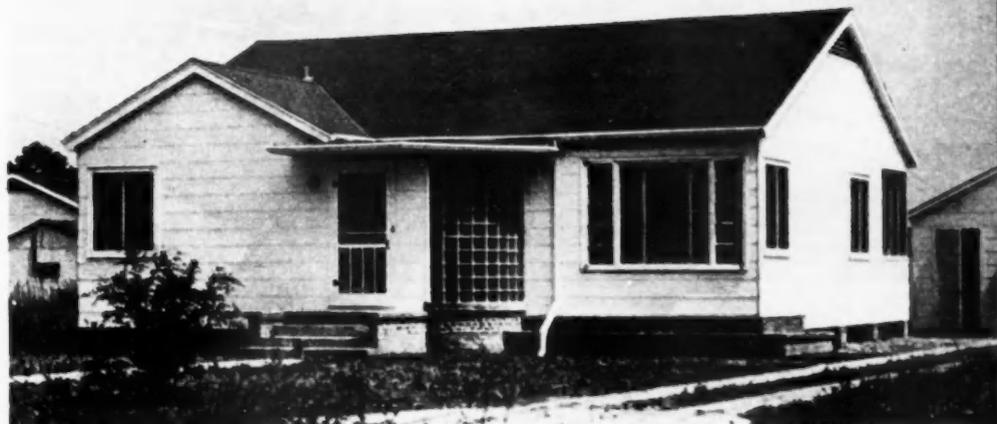


TYPICAL STRETCHER

THIS outside wall section illustrates the type of block used and how it is applied in the wall. Note that the block, with false mortar joints, has a large amount of dead air space when placed in the wall



## Glass Block For Attractive Entrance Hall



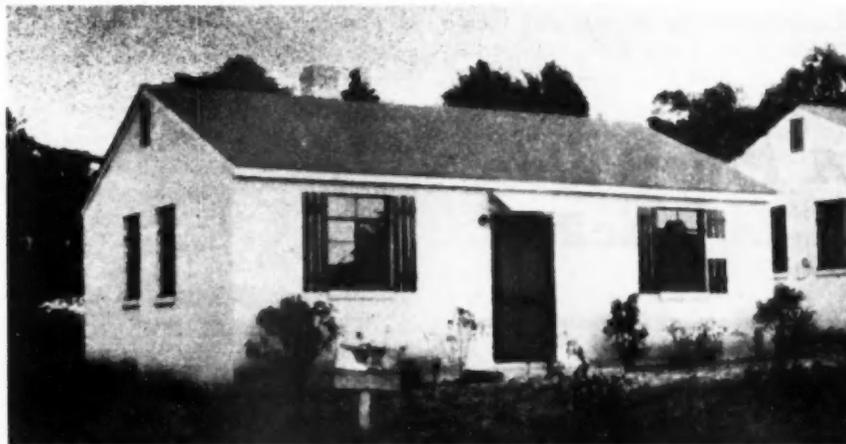
THIS attractive small house in Port Allen, La., is \$7,916, including garage

GOOD window treatment plus unusual design of the front entrance distinguish this small house from the ordinary. It was designed and built by the Port Allen Lumber & Supply Co. of Port Allen, La. The rooms are arranged for good circulation and an unusually large amount of closet and

storage space add much to the livability of the house. By refraining from putting any wall or division between the living and dining areas, occupants here have one large room not ordinarily found in a house with these overall dimensions. Kitchen is large with a wall of cabinets.

## Economy House from the South

This southern home building firm offers one suggestion to help solve the problem of providing economical, satisfactory houses to fit the negro's income



BUILT of light aggregate concrete blocks this two-bedroom house is priced at \$4,500



IN ATLANTA, GA., as in other major cities of the south, housing for negro occupancy is a problem which home builders and financiers have been working hard to solve. Boggs and L'Engle, in Atlanta, have been building small, two-bedroom, light aggregate concrete block houses like the one shown here. The exterior walls are given one coat of waterproofing, and inside walls are plastered one coat of sand finish directly on the blocks. Interior partitions are also made of the light aggregate

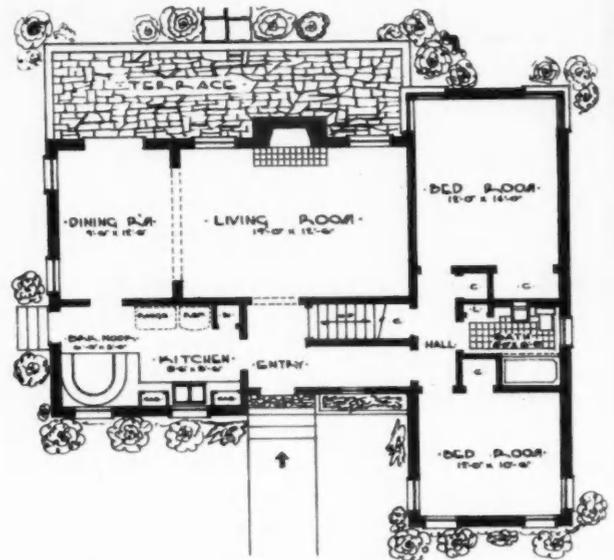
blocks. Foundations consist of 8x16-inch concrete footings with concrete block foundation walls. Floors are concrete slabs. Roof framing and ceiling joists are of conventional design, cut on the site with powered hand saws. Interior door and window frames are steel. The selling price does not include a heating plant or any appliances. A 30-gallon hot water tank is provided. The houses are not being built in a new development but are scattered among older homes in established neighborhoods.



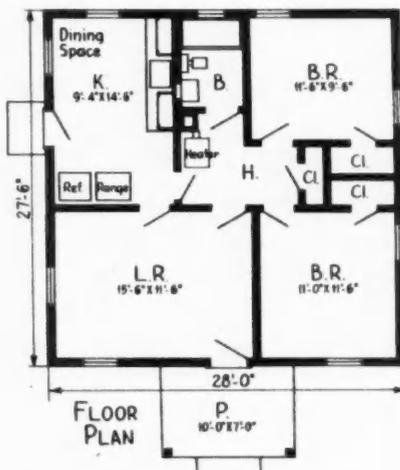
JOHN B. GOODWIN, the builder of this house, operates in the \$9,500 to \$18,000 price range in Memphis. The home shown here was completed and sold by him for \$12,250. It is situated on a lot 75 feet by 150 feet

## Conventional One-Story Brick

THIS two-bedroom brick veneer house with a built-in stairway and roomy unfinished attic designed by R. B. Spencer and built by the John B. Goodwin Construction Co. of Memphis, Tenn., offers exceptional value in the medium-price range. A half-circle breakfast nook with built-in leather upholstered seats, tiled walls and floor in the bathroom, select oak flooring and other quality features reflect careful attention to details by the builder. Ceilings are insulated with four inches of mineral wool, and interior walls are plastered over gypsum lath. Heat is supplied by a 125,000 B.T.U. gas-fired, forced warm air unit. The fireplace will accommodate wood or gas logs and has a colonial wood mantel with tile hearth and facing. A standard-size garage is included in the selling price.



## A Plus Value In Brick



THE design, quality materials and good construction make this house a value



DESIGNED for negro occupancy this house sells for \$6,500 on a 50x150-foot lot

HOME BUILDERS and bankers in Memphis are working closely together on housing for negroes, who now constitute about 40 per cent of the population in that city. The house shown here is one of a group of 63 sold to veterans by H. Dlugach & Co. for negro occupancy. Polk W. Agee is the archi-

tect. The house is set on a concrete slab, which serves as the floor. Interior walls are plastered over gypsum lath and ceilings are insulated with four inches of mineral wool. A bathroom equipped with good quality fixtures, spacious cabinets in the kitchen and ample closet area make the house popular.

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# Shortage of Ready Mortgage Money Is Serious Problem

**Higher interest rates and need for larger down payments have been factors in causing builders to proceed with more caution in some sections. Costs continue at high level**



**H**OME BUILDING volume in this area, as compared with a year ago, is spotty. About half of the principal cities report the same or a little less activity during the first six months of this year than there was a year ago. This is not to be construed as serious, however, because the drop in new home starts in those cities thus reporting are minor whereas cities reporting increases above a year ago reach estimates as high as 30 per cent. A factor which has contributed in no small manner to decreases in home building volume in some centers has been the shortage of ready mortgage money accompanied by increases in interest rates and the resultant larger down payments required. These developments naturally followed the upward trend in home building costs.

All established statistical reporting agencies, including the *American Builder* research department, find it difficult to assemble accurate figures on rural building. In this central area of the United States at present, there is a tremendous volume of unreported rural non-farm residential building in suburban areas of large cities, small towns and in unincorporated areas.

Spot survey by *American Builder* staff members indicate that there is more home building now going on in these rural non-farm areas than at any time for a generation. Many villages report more new home starts in the last year than were started during the previous 20 years. Another interesting factor about the small town and rural home building program at present in the central area is that a tremendous amount of it is not financed with mortgages. Town after town reports that the great majority of homes completed there are paid for in cash.

Cities with the highest home building cost index in the central area are Cincinnati, which is highest, with Cleveland, St. Louis, Des Moines and Sioux Falls following roughly in that order. Most cities and rural areas in this section report costs about even with the national average although Omaha and Minneapolis costs tally slightly below the national average. One of the principal contributing factors to the overall average high cost of home building in the north central states is the type of construction required to render occupants comfortable and assure per-

manence of the dwellings in a climate which varies from more than 100 degrees above in midsummer to 30 and 40 below zero in midwinter.

Building materials reported as being particularly difficult to obtain in the central area during the month of August are gypsum lath, cement, steel products, especially steel pipe and soil pipe, good millwork and finish, hardwood flooring, some types of nails, and plumbing fixtures (especially water closets).

Biggest demand is for single-family houses priced under \$8,000. In some areas builders are supplying good homes in this price range in sufficient number to fill urgent demand. Bulk of the houses being built, however, are between \$9,000 and \$15,000. One interesting development revealed by the *American Builder* survey is that basementless houses in the northern areas are becoming more numerous as months pass. In the Chicago area, for example, about 20 per cent of the new houses do not have basements. In Springfield, Ill., about 40 per cent are basementless. Overall, the percentage of houses now being built in the north central area without basements is about 16 per cent.

# CENTRAL



FIRST FLOOR PLAN



SEVEN rooms, bath and one car garage, placed without crowding on a 50x123 foot building lot. Sale price is \$24,000

## Ranch House For a City Lot

THIS house is one of a group being built in Park Ridge, Ill., by J. T. Carp, Inc., builders. Designed by Oliver Sandquist, Chicago architect, it represents a successful adaptation of the ranch house to the normal city lot. The fact that the house has been placed edwise on the property has not detracted from its appearance. In fact, the relation of the garage to the enclosed porch and terrace is particularly pleasing.

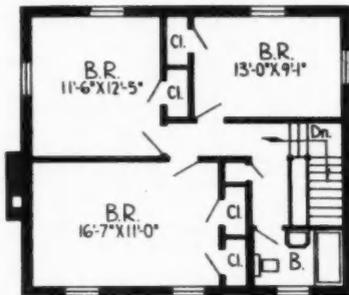
A typical detail of the houses constructed by this builder is the first floor which is covered with a reinforced concrete slab. Parquet wood flooring is cemented to the slab. Solid exterior masonry walls are supported on poured concrete foundations. Walls above grade are faced with Lannon stone, with frame gable ends and asphalt shingle roof. Ceiling and walls are insulated with Rock Wool bats.

Windows are wood of either casement or fixed type. Bathroom is tiled. Ample wood cabinets are provided in kitchen. The house is heated with a forced warm air furnace.



FLOOR PLAN

## A Formal Suburban Home



SECOND FLOOR PLAN



FIRST FLOOR PLAN



SIMPLE lines characterize this house. Sixty foot frontage. Cost, \$31,000

THE model house shown here is an example of the many fine homes that are being built in LaGrange, Ill., by the William Joern & Sons builders. It was designed by Edwin H. Mittelbush, Chicago architect.

This house is constructed of quality materials by men who excel in their craft. Exterior walls of 8-inch masonry are placed upon 10-inch thick, poured concrete foundations. The first and second floors are constructed of junior steel beams and concrete slabs. Prefinished Parquet wood floors are cemented to the slab. Interior partitions are tile. Aluminum double-hung windows are used throughout. St. Charles steel cabinets are used in the kitchen. The floor in the bathroom is rubber tile with Vitrolite glass wainscot. The house is heated with an oil-fired, forced warm air furnace. The basement runs under the entire house, with a fireplace in the recreation room.

## Economy House Completely Equipped



MANY new features are embodied in this small house. Lot, 45x125 feet; total cost, \$8,900

VILLA Shores Construction Co. Inc., Hobart, Ind., has currently begun a new phase of veteran and lowcost housing that embraces a number of new ideas for this type of development. Recently completed is this modern one-story basementless house shown at left.

This model house has a number of new features in plan layout and equipment that are an improvement over the conventional type house. The house contains a living room, combination kitchen and laundry, fully-equipped bath with shower, and two good-sized bedrooms. The Ingersoll Utility Unit is located between kitchen and bath.

Floor to ceiling cabinets provide an abundance of storage space. They also serve as dividing walls between rooms. A feature of the house is the heating system. It is a combination of radiant heating by means of warm air, moving into the cells of tile, and a direct, forced hot air system.



THE INDIANAPOLIS version of the "Blandings' Dream House" is an outstanding example of good colonial design. Total cost, \$42,000

## A Blandings' House In Brick and Frame

A LARGE number of "Blandings" houses have been built, furnished and put on display throughout the country during this past year. Many of them have followed along the lines of the original model designed by Victor Civkin, architect, New York. However, an equally large number of builders have developed and built their own interpretation of this house. This was done in many cases to conform to local conditions and requirements.

The Indianapolis model was built by William L. Bridges & Son, Inc., from the plans prepared by Oscar J. Pool, A.I.A., architect of the same city. To assure its opening for the National Home Week, both Bridges and Pool gave their personal supervision to the work and its many details. The result of this close cooperation is a house where all the various units, both inside and out, are intimately related to one another proportionately. The completed house stands as a fine example of period architecture. The house contains seven rooms, two-and-a-half baths and a two-car garage. Rooms are all generous in size with the master bedroom being supplemented with an adjoining dressing room. The layout of the all-electric kitchen and breakfast room incorporates the best ideas of the General Electric Home Bureau planning staff. A basement is provided under the entire house but not under the garage. Exterior walls are of painted common brick to the second floor with frame above. Asphalt shingles cover the roof. The entire first floor is constructed of a reinforced concrete slab. Oak floor is laid over sleepers secured to the slab. The balance of the floor construction above is of frame.



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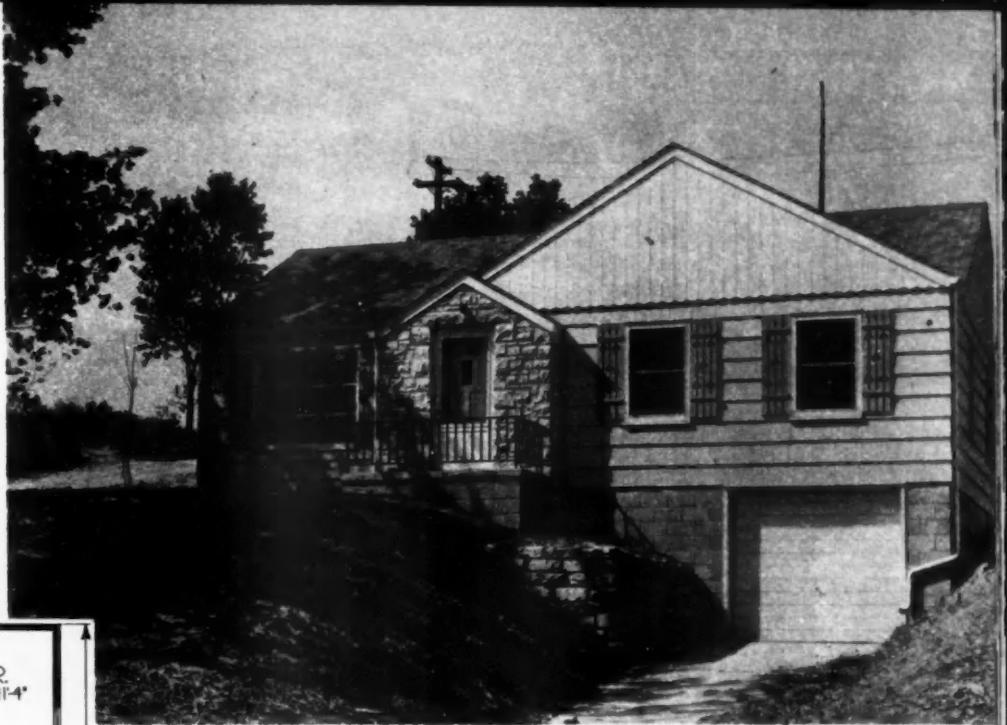


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## House Adapted To Location

**T**HIS HOUSE is part of a development of 161 houses of four, five and six rooms now being built in Omaha, Nebr., by the Dillon Construction Co. All of the houses are of frame with brick or stone veneer in varying combinations.

Exterior wall shingles are double coursed. Insulation is used in walls and ceiling. All interior finish is dry wall. Oak floors are used throughout except linoleum in kitchen and bath. House is heated with a gas-fired, forced warm air furnace.

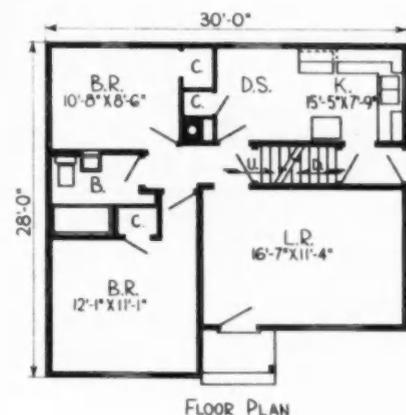


**ECONOMIES** in planning are often the result of building on a sloping terrain. As in the case of this house, it has permitted the builder to take advantage of the situation by providing a garage in the basement area. Total cost of house with a 60x140-foot lot is \$12,850

## Planned for Second Floor Expansion



**A TWO-BEDROOM** house complete in every respect, yet ample space available in second floor for future expansion. Heating ducts stubbed to attic. Price \$11,000



**U**NDER construction by the McKay Construction Co. in Cedar Rapids, Iowa, are a group of one-and-one-half and single-story houses, of which the house shown here, is a part.

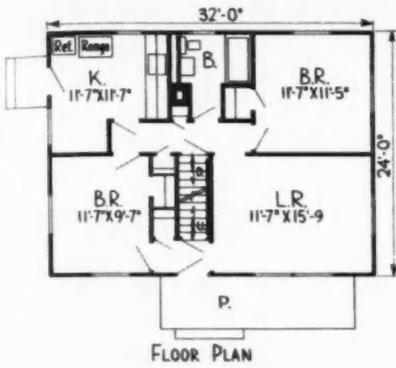
This house is developed along conventional lines, placing emphasis on the front through the addition of blinds on the windows. Protection is given to the front door by extending the roof to form the porch.

Features provided in the house include a clothes chute, towel and medi-

cine cabinet with plate glass mirror, shower over tub, double-sink in the kitchen, double handrails on the stairs, and extra wiring and outlets with five base plugs in the living room and three each in the bedrooms.

Exterior walls are of frame with stained shingles on the exterior. Steel beams and posts in basement, wood framing above. All walls and ceilings plastered. Storm sash and screens are provided. House is heated with gas-fired, forced warm air furnace.





PLACED on a 60x135 foot lot, this Cape Cod house sells for \$10,500

## Good Value In Frame

**S**IMPLICITY is the keynote of this house. It is designed and fabricated by the Harnischfeger Corp., Port Washington, Wis., for assembly by builders within the surrounding area.

Exterior walls are built of prefabricated wood panel sections with 8-inch siding applied to the outside face of panels. Foundations are 8-inch thick poured concrete. Finished floors are clear red oak throughout and are laid

over a sub floor of plywood, except in the kitchen and bath which have linoleum. Millwork and trim are pine with cabinets assembled on the job. Walls and ceiling are completely insulated with Balsam and Rockwool

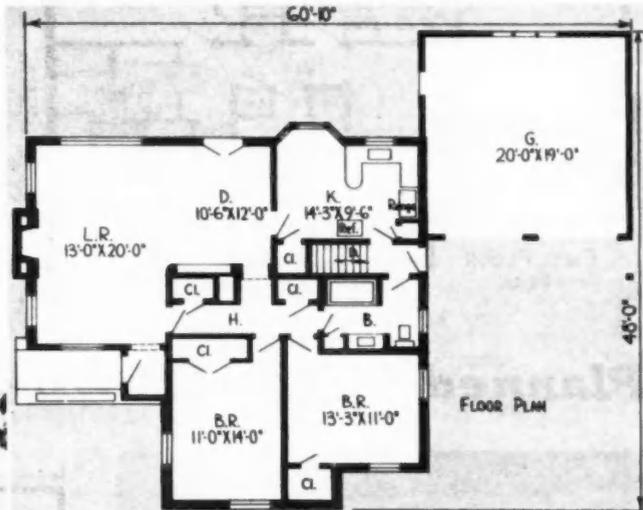
bats. Asphalt shingles are used for the roof. The house is heated with a Mueller, warm air, gravity furnace. A complete basement is provided under the house with space for service units and a recreation room.

## Semi-Ranch in Traditional Design

**T**YPICAL of the houses constructed by Cox & Baker builders of Detroit, Mich., is this compact semi-ranch house of brick and frame. This house is a part of the Colonial Farms subdivision known as Grosse Pointe Farms.

Exterior walls are frame and brick veneer placed on 12-inch thick concrete block foundation. The roof is covered with asphalt shingles. The bathroom, which has finished tile walls and floor, is equipped with a built-in vanity and counter-type lavatory with full plate mirror. The kitchen is provided with metal cabinets, electrical disposal unit, ventilator and Nu-Tone Time Chime. A full basement is provided under the house.

A QUALITY home with a 75 foot frontage. Priced at \$23,000



# CENTRAL



THIS IS a good example of the popular ranch house. Wide eaves shield the large windows from the sun; total cost, \$22,000



## Wide Eaves

## Provide Shade

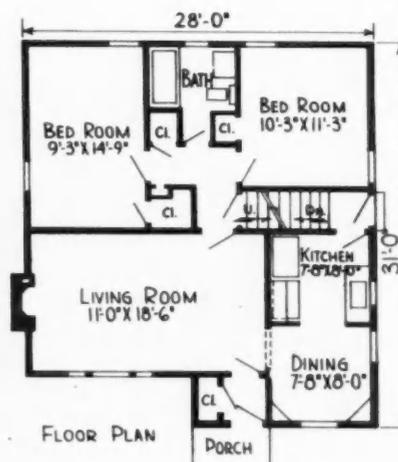
THIS house is a good example of the type that has found favor with the building public in St. Paul, Minn. Designed by Norman R. Johnson, architect, it is typical of the work originating from this office. Built by the Gilbert Hamm Construction Co., it represents the best that can be obtained in materials and workmanship.

Among the many features of this house is the built-in vanity dressing table in bathroom with glass block wall at end of tub. A breakfast nook in the kitchen with a bay is large enough for a table and chairs. A basement under the entire house provides ample room for all utilities and recreation purposes.

## Planned for the Growing Family



THIS all-frame house follows a standard pattern of design that has found a ready acceptance in many areas. It is being offered in the price range of \$13,000

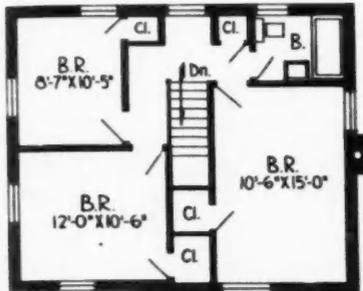


LOCATED in Cleveland, Ohio, this house is designed for the family that will require additional rooms in the future. The unfinished attic provides that possibility. Meanwhile ample area is provided on the first floor.

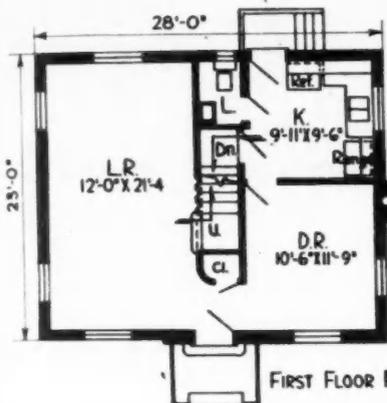
The C. S. Kinney Co., Cleveland, are the designers and builders.

The exterior is covered with wide siding and flush boards. Asphalt shingles cover the roof. Interior walls and ceilings are plastered. Oak floors in all rooms except kitchen and bath, basement under entire house. Heat is provided by a gravity warm air furnace.

## Good Value in Square House



SECOND FLOOR PLAN



FIRST FLOOR PLAN



BECAUSE of its economy, this house is produced in volume in Chicago area for \$18,000

OFTEN referred to as a "box," this type of house, nevertheless, has a great appeal to a large number of people because of its economy. No attempt has been made by the designer or builder to "doll-up" the exterior except for the application of blinds, iron rail, and stone trim around entrance door. Face brick is applied only to the front, the balance of the walls being common brick. A full

basement is provided under the house.

The builder, James Dunlap, is currently erecting a number of houses similar to this one, as well as others of a more modern trend. The materials used include plastered walls and ceilings, pine trim, tile floor and wainscot in baths, birch slab doors, oak floors, oil-fired, forced warm air furnace and landscaping of front yard.

## Accent on the Bay

THIS house is one of a group of homes being built by Ahlemeier and Klauber Co., builders in their Oakbrook development at Clayton, Mo. Exterior walls are masonry with application of vertical siding on front wall. All partitions and floor and roof construction of frame. Dry-wall finish throughout. Oak floors except kitchen and baths. Those floors are asphalt tile and clay tile. Tile walls found in bath.

THREE-bedroom house of brick and frame sells for \$18,750



FIRST FLOOR PLAN



**CENTRAL**

## **Compact and Substantial**

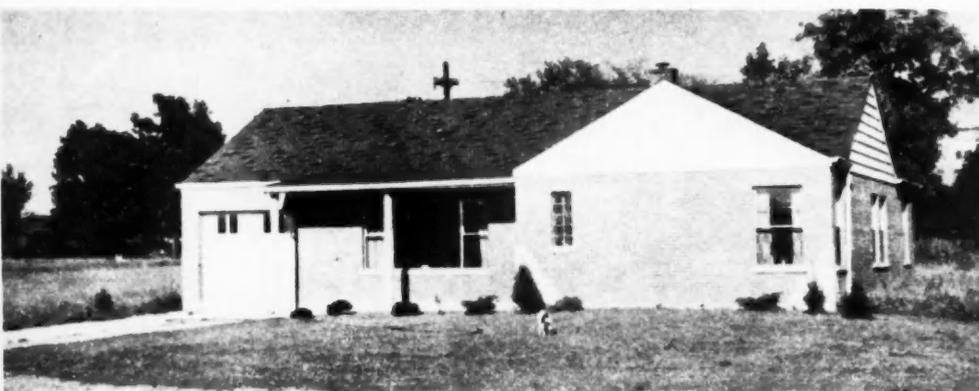


**THE MODERN** idea of rear-garden living with bedrooms toward front is exemplified in this house. Total cost is \$15,000

**NINE HUNDRED** square feet of living area is contained within the overall perimeter of this house built in Northbrook, Ill. It is part of a large subdivision that is now under construction by the Bills Realty, Inc., Chicago, Ill. The exterior walls are arranged in a manner to eliminate as many breaks as possible. This has been done for reasons of economy as well as for a compact and orderly arrangement of rooms.

A full basement is provided under the house. An oil-burning, forced warm air furnace and laundry equipment are placed on one side of the basement, leaving the other side free for recreation purposes. A double-bowl sink is placed in a counter under the kitchen window. This is flanked with Youngstown steel floor and wall cabinets. Exterior walls are of solid masonry. All framing and partitions are of wood with plastered walls.

## **One-Story Dwelling for Town or Country**



**THIS** house is one of the many well-constructed homes built by H. A. Dooley & Co. who are developing the Mayfield Estates in Des Plaines, Ill.

Built of solid brick walls with a concrete mat over entire floor area, this house has all the elements for comfortable living. Youngstown steel cabinets and a cabinet sink are used in the kitchen. Prefinished oak floors are cemented to the slab. Combination radiant-baseboard, automatic, hot air heat with ducts under the slab assure warm floors. Bath has tile wainscot.

**WELL-PLANNED** house with all rooms on one level. Lot, 70x150 feet; price, \$15,000

# Simple Lines Express Good Taste



LIVABLE ground area was considered of prime importance in this practical one-story house. Total cost \$11,750

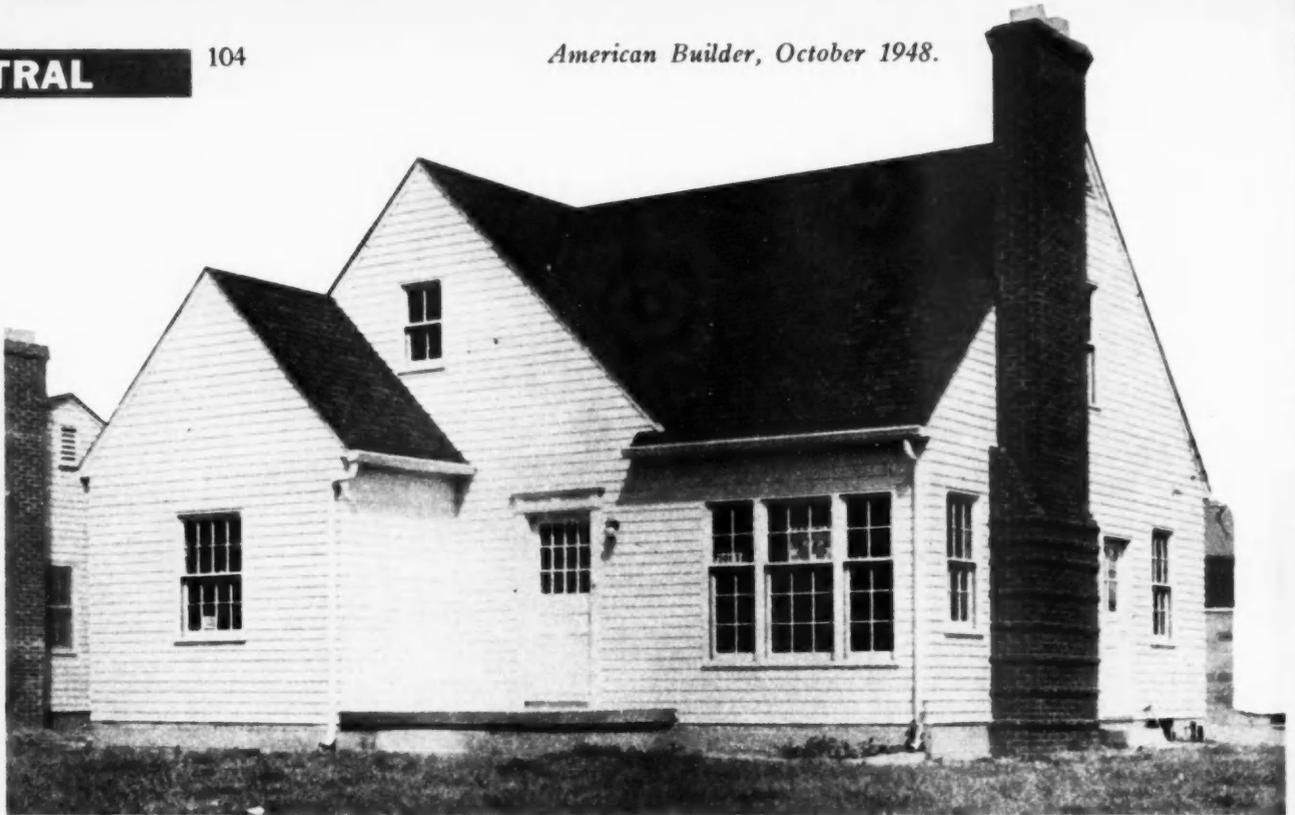
COPELAND MANOR is a development of houses in Libertyville, Ill., that range in price from \$11,750 to \$12,950. This subdivision is in process of construction by the Nathan Manilow and Associates Builders, Chicago, Ill. The house from this project, shown here, has been completely furnished and used as a model during National Home Week. No attempt has been made by its designer Carl J. Kastrup, architect, to embellish the exterior other than the blinds used on bedroom window. This produced a house pleasing to the eye, yet very simple in its outline. The purpose was to produce a house with the greatest amount of livable square feet consistent with the money expended.

This house is placed on a 60x140 foot lot, permitting ample clearance on each side. Exterior walls are of solid



masonry placed on poured concrete trench walls 4 feet deep. A four-inch thick concrete mat is placed over the entire floor area. The mat is laid over a bed of cinders between vapor barriers. Asphalt tile cemented to concrete slab is used in all rooms. Steel casement sash are used in all window openings. Asphalt shingles cover the roof.

For the interior all walls and ceilings are plastered, wood trim is pine, and all doors are flush-type birch finish. Wall and floor cabinets in kitchen and bath are of metal. Side walls in the bath are tile for a height of 4 feet. A Lennox, oil-fired, forced warm air furnace and automatic hot water heater together with laundry tubs constitute the equipment in the utility room.



THIS HOUSE with three bedrooms and one-and-one-half baths, placed on a 45x133 foot lot, is currently offered for \$14,500

## A Demonstration Of Good Values

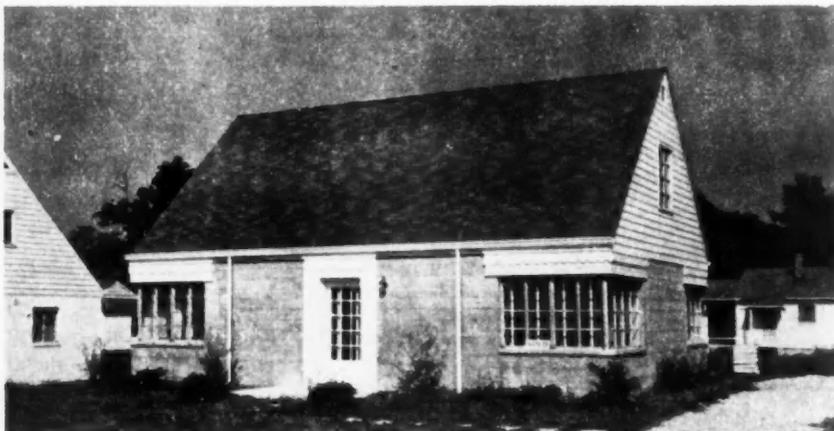
COMPARATIVE values are set up in these two houses currently offered by Indianapolis builders.

The house, shown above was built by the Albert E. Thompson Building Co. It is of frame construction with a basement under the entire house. It has a fireplace in the living room and a finished room on the second floor. A detached garage is provided at the rear of the property.

The house, shown below, was built by the Meridian Construction Co., Inc. It is a basementless house having a 4-inch concrete slab placed over 2 feet of gravel. Exterior walls are of 8-inch Haydite blocks. House is complete with refrigerator, range, automatic washer and dryer, extra steel cabinets in the kitchen, and heavy pad and carpets in all rooms except the kitchen and bath. Both houses have forced warm air furnaces and plastered walls and ceilings. Landscaping is provided in both cases.



FIRST FLOOR plan of house above is shown at right. Both houses have forced warm air furnaces and plastered walls and ceilings. Landscaping is also provided



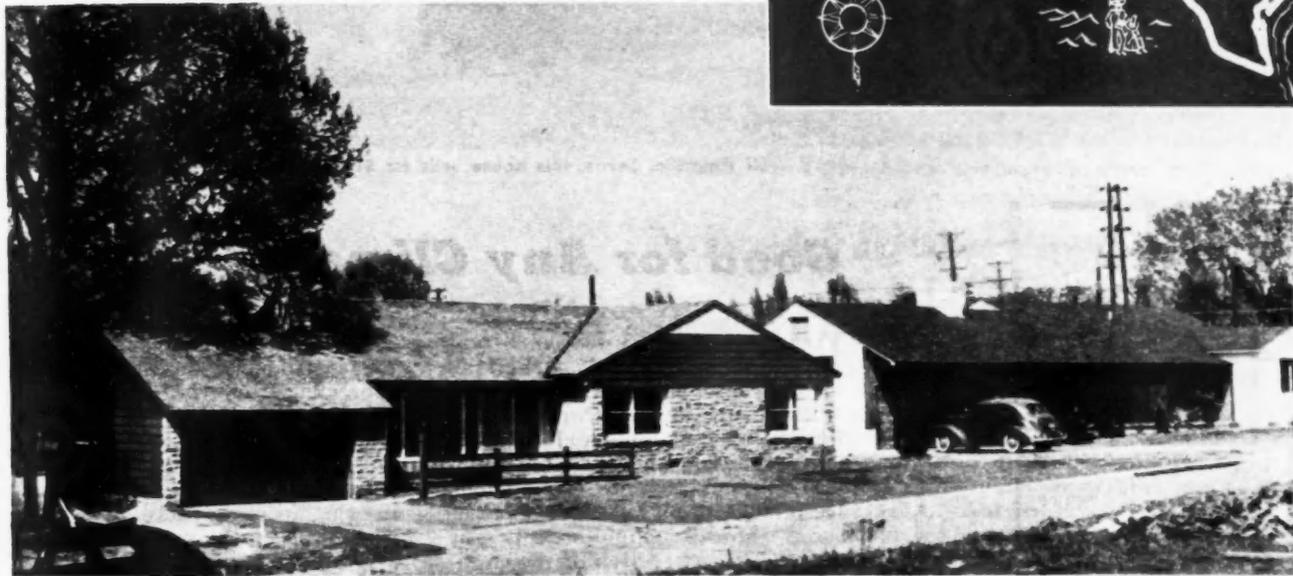
BASEMENTLESS, two bedrooms and bath with unfinished attic, all utilities and blinds



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# Southwest Builders Hit Fast Pace on Housing Output

**Home buyers in this area are finding more houses in the \$7,000 to \$9,000 price range than are offered in other sections of the country**



**T**HE FAST pace set by home builders in the southwest last year is being maintained. In 1947 Texas builders alone erected about 10 per cent of the total new homes completed in the nation, and reports from that state as well as other states in the area indicate volume is about the same or greater. A few localities report less volume during the first six months of this year than there was last year but the outlook is for a larger overall total for 1948 than for 1947.

A larger percentage of the builders in this section are meeting the demand for low-priced houses than in any section surveyed. Demand here, like it is in most sections, is for houses priced under \$8,000. Many attractive, small, two-bedroom units are being produced and sold at prices between \$7,000 and \$9,000, without land. In discussing prices in the bulk of this area, however, it must be pointed out that houses can be constructed for less because climatic conditions do not require such substantial structures or elaborate heating plants as the weather farther north makes imperative. In all but a very small fraction of the southwest, 95 to 99

per cent of the new houses are basementless.

Home building costs in this area are about equal to the national average, although in Phoenix, Albuquerque and Austin, Texas, they are above the national average. Denver costs are below the national average. Here, as in other sections of the nation, there is a large volume of suburban and rural non-farm home building which is not recorded accurately in statistics. Costs on this type of construction, however, do not vary greatly from urban costs for the overall completed job with electricity, water and sanitary facilities installed. Land costs, of course, are less here but are not figured in the building cost index figures.

Labor supply in the southwest is reported as being good to fair. In no instance were any reports received of a scarcity of labor except in a few cases where some specific types of tradesmen were temporarily difficult to hire. The hourly wage rates of union building tradesmen in the southwest are as high or higher than they are in other parts of the nation. For example, in Phoenix, Ariz., the union

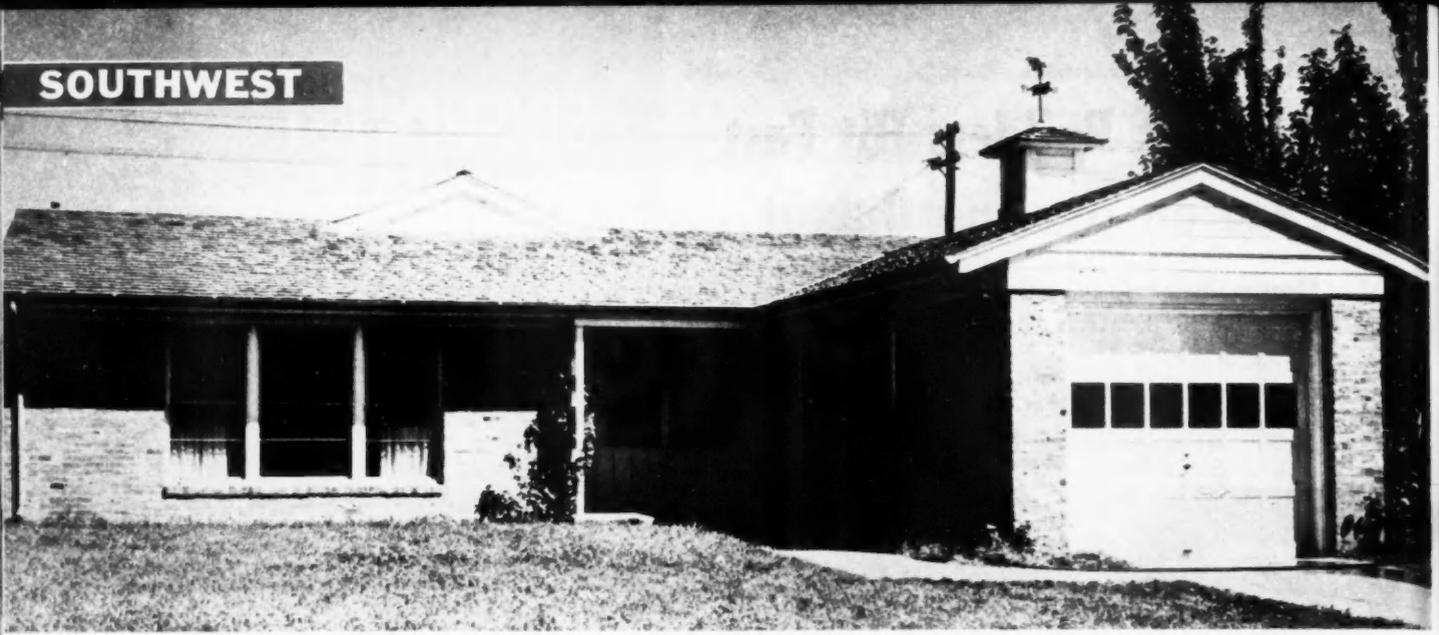
scale for bricklayers is \$3.00 per hour; carpenters, \$2.10; electricians, \$2.25; painters, \$1.85, plasterers, \$2.55; plumbers \$2.25 and laborers, \$1.45. In Houston, Texas, the union scale for bricklayers is \$2.50 per hour; carpenters, \$2.00; electricians, \$2.37½; painters, \$1.87½; plasterers, \$2.50; plumbers, \$2.37½; laborers, \$1.07½. In Oklahoma City, Tulsa, Dallas, and other areas of the southwest, wage scales will average about the same.

Union restrictions and working rules in the southwest, however, are not as rigid as they are in other areas. Productivity per man is greater. In many areas builders operate under non-union or open shop conditions.

Building materials reported as being scarce in the southwest are gypsum board, nails, cement, some steel products, plumbing items and flooring. In several localities, builders reported no difficulties in obtaining any and all materials they wanted, providing they paid the price.

Builders here report a definite shortage of mortgage money, with high interest rates prevailing and larger and larger down payments being required to finance sales.

**SOUTHWEST**



IN Amarillo, Texas, this house sells for \$18,500. Lot size is 65x130 feet



HOME of John Hannon, architect. Screened porch in rear, easily accessible from kitchen, serves as living-dining room during hot summer months of Panhandle

**Good for Any Climate**

THESE rambling, ranch-type dwellings are typical of the kind of structure being erected by an Amarillo triumvirate comprised of Floyd Richards, builder, John Hannon, architect, and the Star Lumber Co., operated by Gene Klein. Designed for Amarillo, Texas, these houses could easily be adapted to any section of the country. Their intelligent design combined with expert workmanship and quality materials give them universal appeal.

While the floor plans of the two houses pictured differ in layout, the homes are basically alike in specification. They are basementless, one-story, three-bedroom structures built on concrete piers connected with reinforced concrete girders. Exteriors are of brick veneer and wood battens and siding, topped with roofs of red cedar shingles.

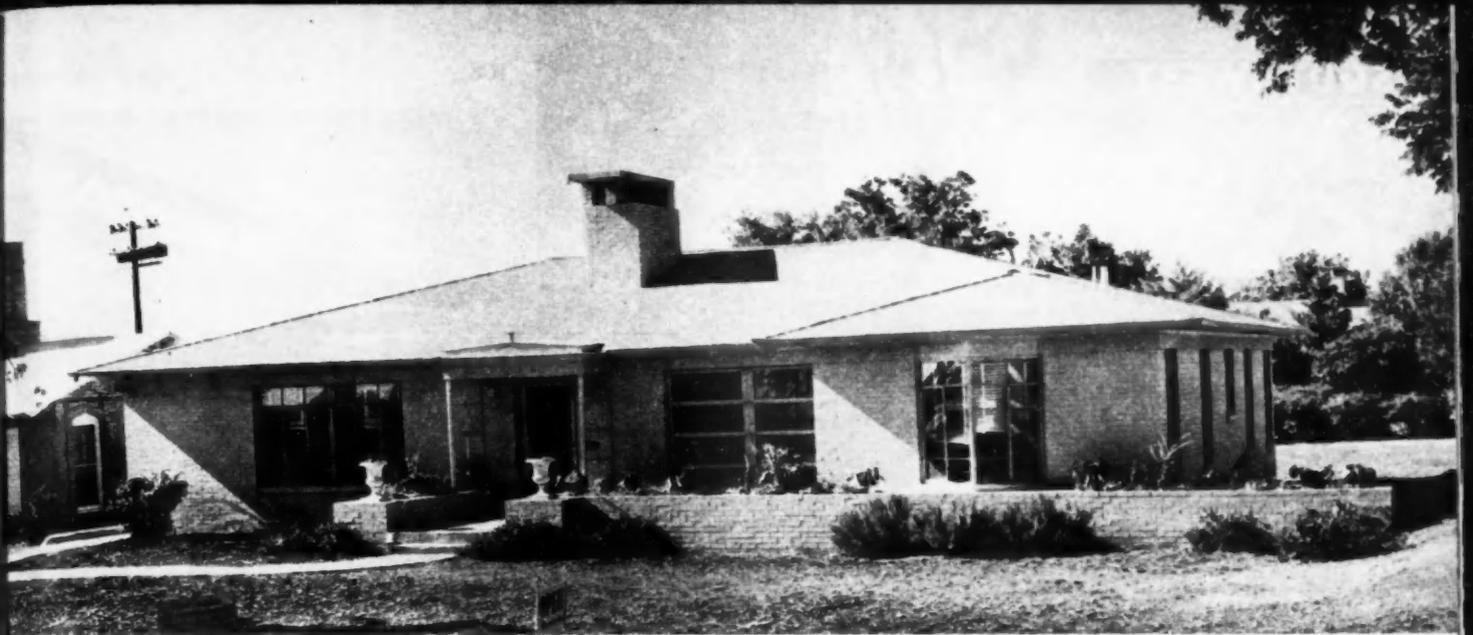
Well insulated against the elements, the interiors are further protected from the direct rays of the summer sun by wide roof overhangs. Walls throughout, including garage, are of gypsum board, painted. Floors are of oak, except in the kitchens and bathrooms where rubber tile is used.

All outside doors are weatherstripped, and, as an added precaution, weatherstripping is applied along the inside bottom of these doors. Cove moulding is used in the living and dining rooms, with the corners miter cut to assure a perfect fit.

The homes are equipped with automatic hot water heaters and with gas-fired, forced warm air Bryant heaters. Kitchen cabinets are precision fit, have linoleum counter tops, and are equipped with colonial-type, metal hardware.



PRICE for this home ranges from \$18,000 to \$19,000. Note how access to bedroom wing from kitchen and garage is achieved by using one bedroom as traffic artery



SITUATED in Dallas, Texas, this home is priced at \$28,500

## Novel Floor Plan Reduces Waste Space

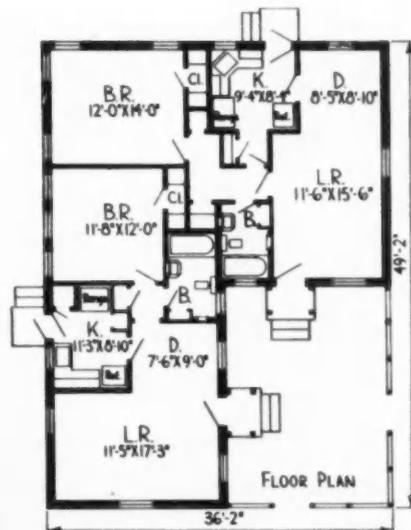
DESPITE its conventional exterior this home has a unique floor plan. The living-dining space, situated between the bedroom wing and the work area, is placed at an obtuse angle rather than the regulation right angle. By so designing this room the planner gained a number of advantages. First, he paved the way for placing the fireplace at a corresponding angle to serve a greater portion of the room; second, he reduced waste space to a minimum and gained space where it was needed most; i.e., in heater room and entryway; and third, he was able to make one solid glass partition serve both the dining and living area. Situated in Dallas, Texas, the house was built by Laughlin, Silver & Frank, home builders, for exhibit during National Home Week. Sliding mirror closet doors, indirect lighting and picture windows are other modern treatments. The home has two bedrooms with a den which can double as a guest room.



## Built to Rent for \$75

THIS MODERN brick duplex is but one of eleven such units which have been built to rent by Moody & Tips, home builders of Dallas, Texas. The floor plan shown is typical of all the units

which are modern in every respect. They have hardwood floors, tile bath and kitchen drain, attic ventilation and venetian blinds. Walls are of USG Sheetrock, painted. The rent is \$75 and \$80 per month.



NOTE how compact design utilizes every inch of floor space to provide maximum livability in these small apartments

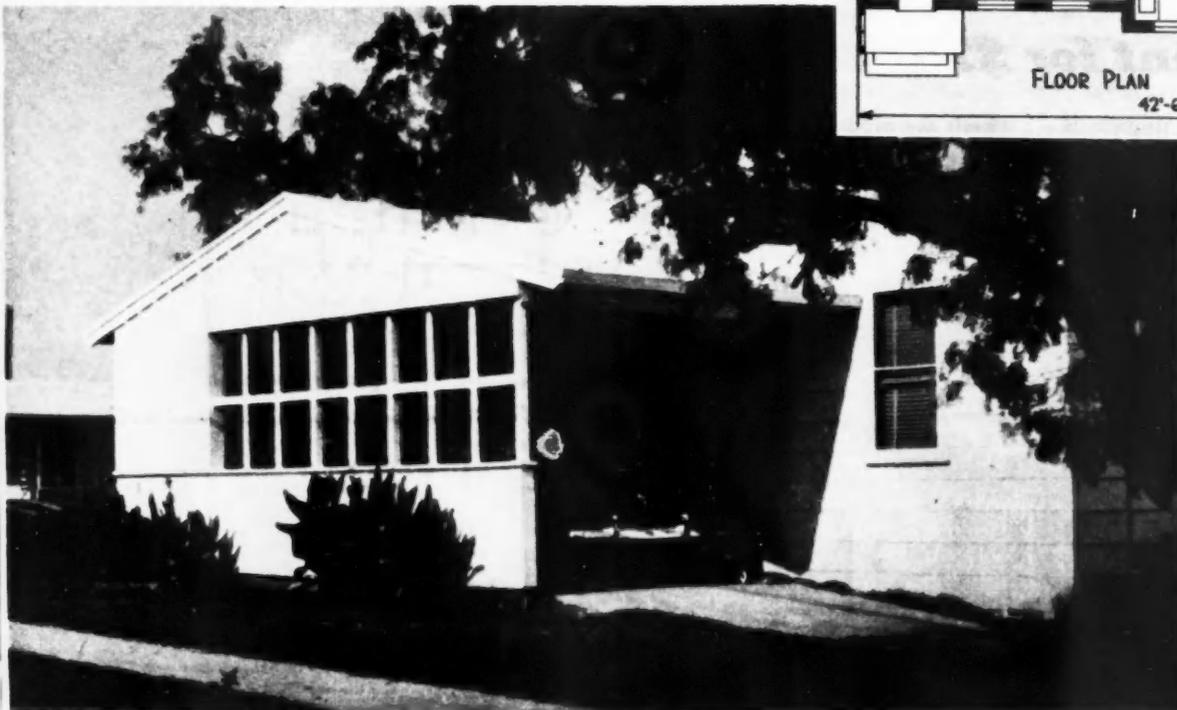
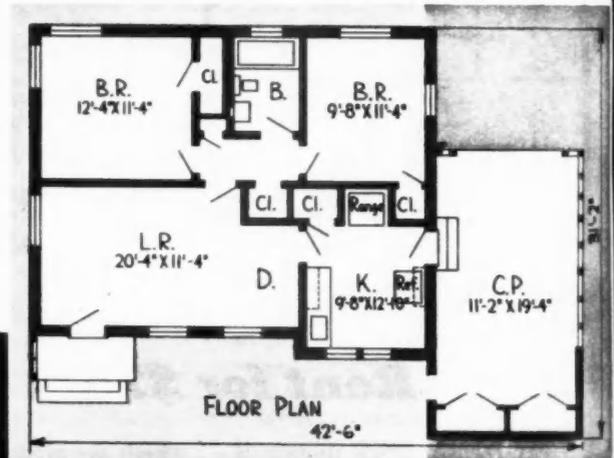




PRICE of the two-bedroom house shown above, including carport, located on a 60x125-foot lot in San Antonio, Texas, is \$7,500

## Contemporary Small House

THIS house in San Antonio, Texas, is one of 30 being constructed by Quincy Lee. The climate in San Antonio encourages the type of living which a house like this can definitely enhance. It is of conventional frame construction, well insulated and set on concrete piers. Floors throughout are of select oak, except the bathroom, which is tiled and the kitchen where linoleum is used. Interior walls are one-half-inch gypsum board, painted. The kitchen is equipped with spacious cabinets and a tile work counter. Some pleasing combinations of exterior wall coverings were achieved in this project by varied use of asbestos siding shingles and vertical boards and battens. The roof is built up of three plies of asphalt and felt with a gravel surface. Shoop & Roberts, architects, designed the house.



THE carport, shown at left, used for a porch as well as a garage, protects the west side of the house from the hot Texas sun. Carport can be moved forward or to the rear to vary the front elevation when the same basic floor plan is used in the project

TYPICAL Silver Brummet in Tulsa, complete tile fireplace, of the fr large scr walls ar oak. The air, with

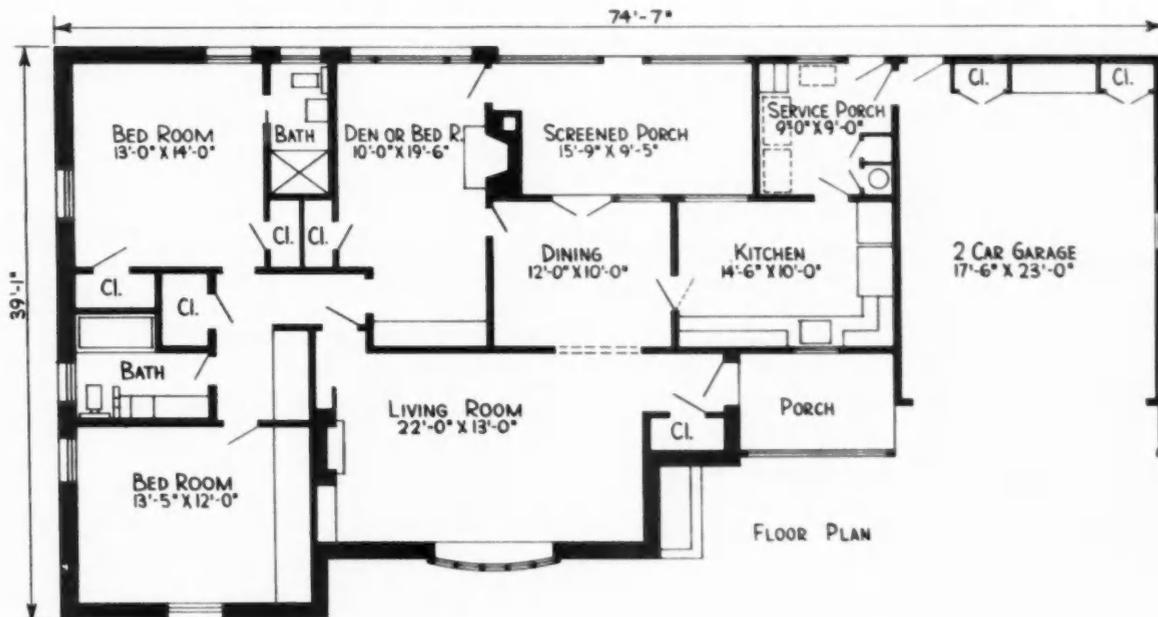


IN M. W. TURNER CO.'S beautiful Oaknoll subdivision in Tulsa, Okla., this house is in the \$25,000 price range. The lot is 80x130 feet

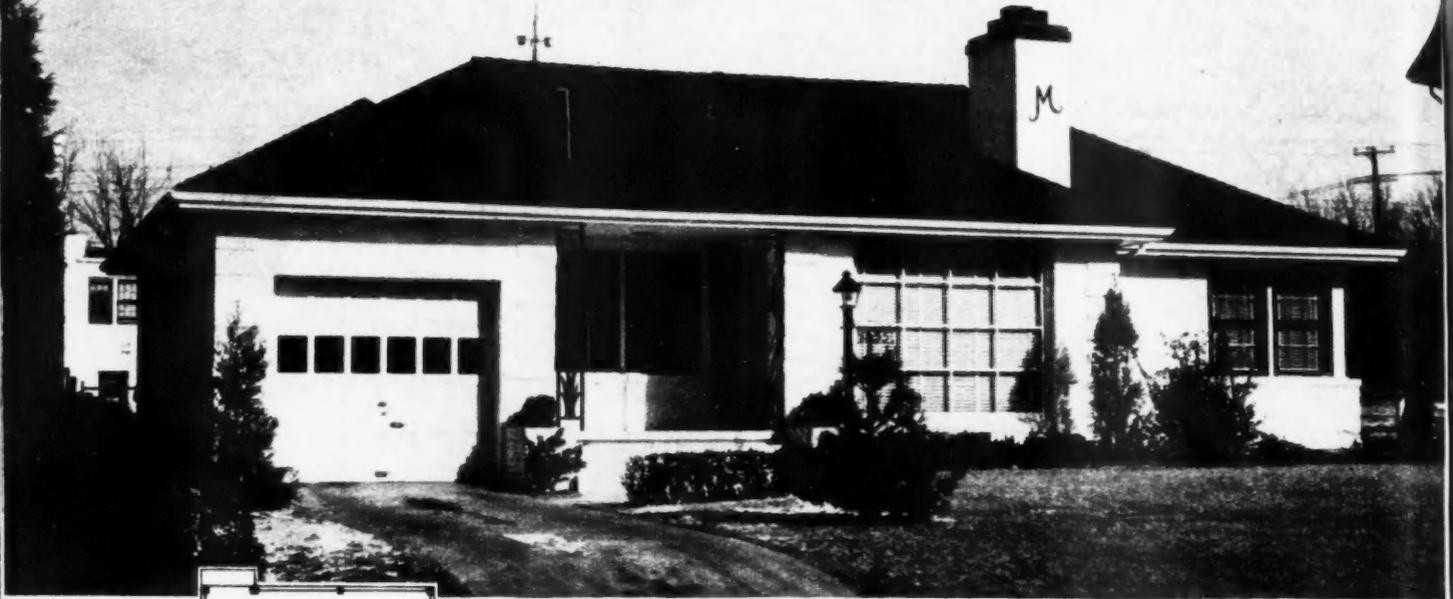
## A Home of Lasting Value

TYPICAL Southwestern in architecture is this spacious Silverdale stone veneer house design by W. R. Brummett for M. W. Turner Co.'s Oaknoll subdivision in Tulsa, Okla. All rooms are large, including two complete tiled baths. The den, which has a wood-burning fireplace, is finished in bleached knotty pine. The floor of the front vestibule is ceramic tile and the floor of the large screened porch at the rear is quarry tile. Interior walls are finished with gypsum board and floors are oak. The central heating system is gas-fired, forced warm air, with the unit located in the large utility room off

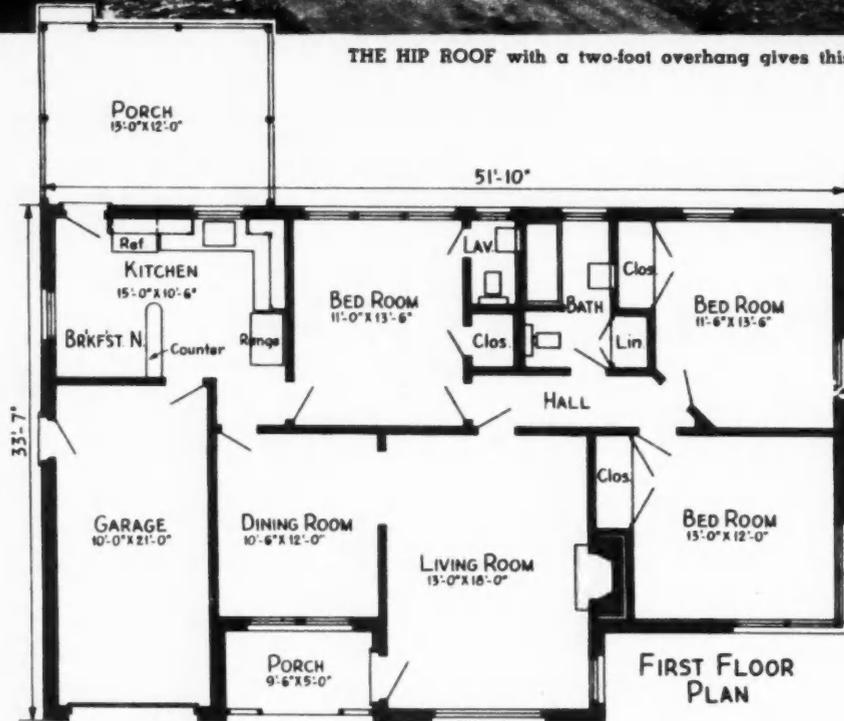
the kitchen. High quality millwork was used throughout. One bedroom is equipped with a storage-wall cabinet at one end. The hot summer weather of Tulsa is made more endurable because a large fan pulls hot air from the house interior and exhausts it through the attic. The house sets on a concrete foundation and is of conventional wood framing and wood shingle roof. The attached double garage, equipped with two upward-acting sectional doors, is of all-frame construction. Streets in the subdivision are paved and all underground improvements in.



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THE HIP ROOF with a two-foot overhang gives this \$15,000 three-bedroom house interesting lines



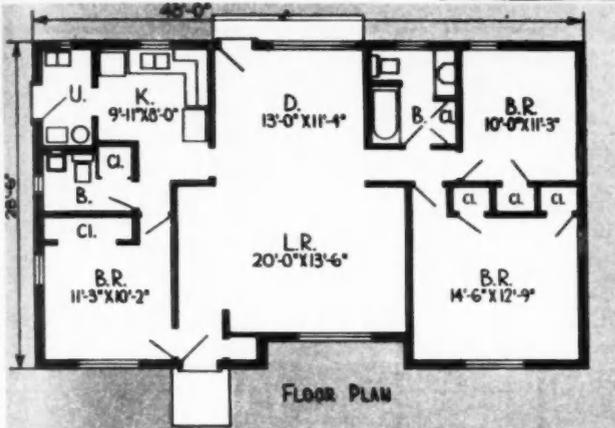
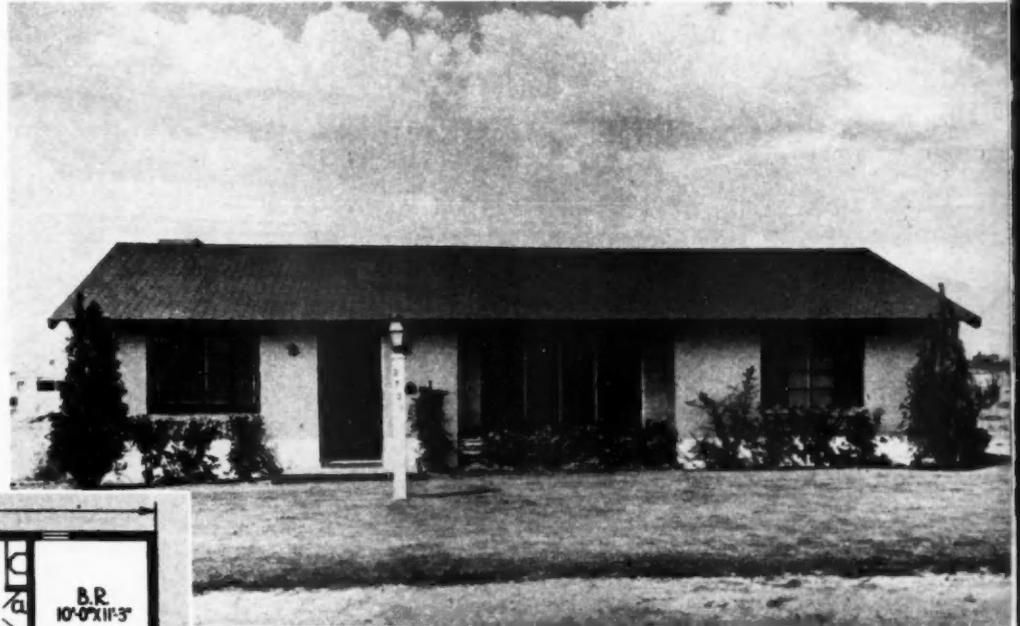
## One Plan With Two Exteriors

HERE are two good variations in exterior treatment over the same floor plan. Both are brick veneer, but reversal of the plan, changes in roof lines and color of brick render the homes very different in appearance. The brick on the house at the top of the page is painted with white Bondex while the other house is finished with good quality glazed-face brick. Different treatment of the two front entrances also adds to the change in appearance. Both the bath and lavatory in each house are fully tiled and floors throughout all other rooms except the kitchen are select hardwood. The kitchen floors are rubber tile. Interior walls are plastered but include some interesting use of glass block panels in the dining rooms and in the bathrooms. In the bathrooms, a glass block partition separates the tub from the water closet. The houses are well insulated, and heat is supplied by two floor furnaces. Attic fans ventilate in the hot summer season. The large window areas and screened porches at the rear add much to enjoyment of summer living. The houses, located in different sections of Tulsa, were both designed by W. R. Brummett.



M. W. TURNER CO. of Tulsa built both of these houses from the same floor plan but achieved a pleasing variation by reversing the plan, changing the roof lines and the exteriors

# Large Glass Areas Invite Outdoors In



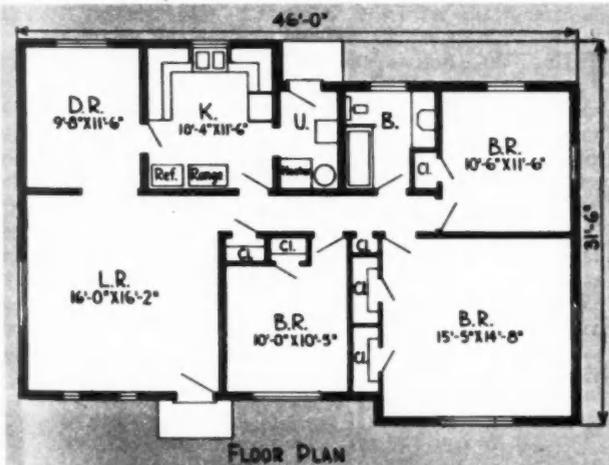
**BUILT** of concrete blocks and situated on a lot 80x125 feet in Tucson, three-bedroom house with two baths is \$14,900

**I**N A country where the sun shines practically all the time, houses are built with an eye to outdoor living. Large windows, plenty of ventilation, patios and similar features receive special attention. The houses shown here, built by Charles R. (Boots) Malowney in Tucson, Ariz., are modified western in architecture. Exterior walls are of concrete block and roofs are covered with asphalt shingles.

Floors are asphalt tile over the concrete slab which also serves as a foundation. Interior walls are plastered. Windows are metal casements and the large picture windows have casements on each side for ventilation. Attics are insulated with four inches of mineral wool and heat is supplied by gas-fired, forced warm air units. The heating ducts are also used for circulating cool air in the house in summer.

Mr. Malowney, who is a native of Ohio, decided to modify the strictly western design in houses in Tucson because the modified westerns have much more appeal to buyers moving into the areas from the east and middle west. These houses are included in a group of 50 he is building this year.

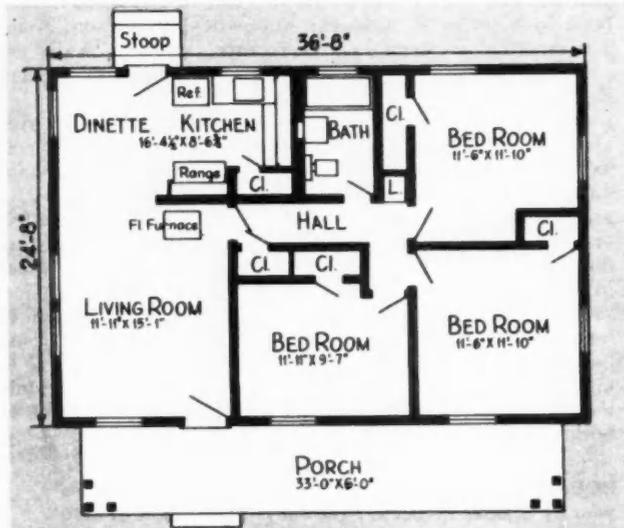
**HOUSE** below is another of a group of 50 being built this year by Charles R. (Boots) Malowney. The price is \$14,100



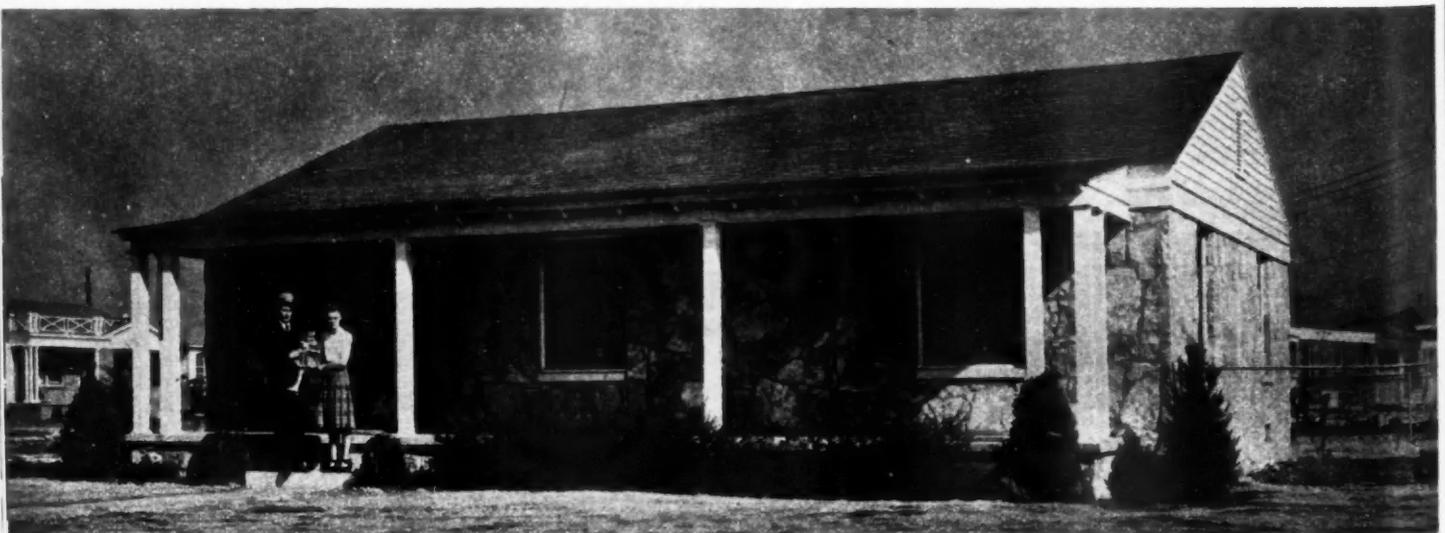


THE brick veneer, two-bedroom house with attached garage, shown at left, sells for \$8,750 on a 60x140-foot lot in Oklahoma City. The three-bedroom stone veneer, shown at bottom of the page, sells for \$9,350 on same size lot

## Big Values For Home Seekers



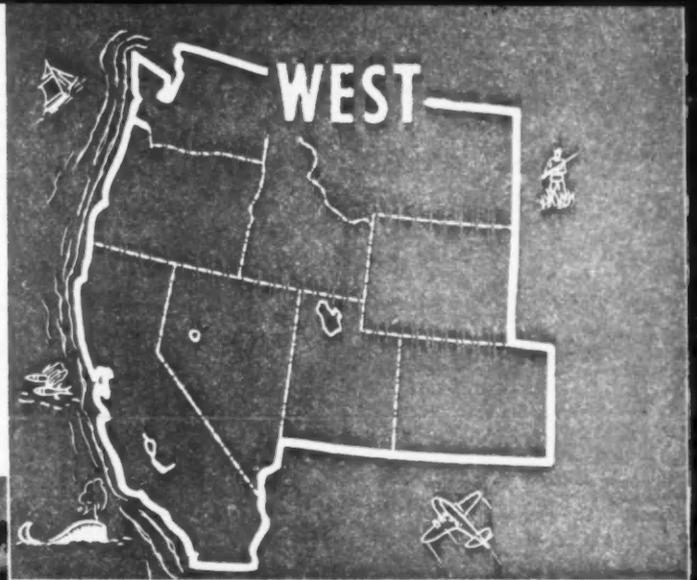
THE TWO houses shown here are typical values now being built in Oklahoma City, Okla. In addition to the use of only high grade oak flooring throughout, the houses have full vitreous tile baths and tile drain boards in the kitchens. Exteriors are finished in brick, stone or wood with prices varying somewhat with material used. Interior walls are finished with one-half-inch gypsum board. Ceilings are painted and walls are either painted or papered. Ceilings are insulated with 4-inch batts and roofs are covered with asphalt shingles. Heat is supplied by 55,000 B.T.U. floor furnaces. The houses are set on concrete piers which support the conventional 2x8 floor joists. The designs are by Charles E. Armstrong of Fort Worth, Texas.



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# Western Home Builders Will Surpass Last Year's Record

**Increases in new home starts above 1947 totals for first six months in representative sections are as high as 54 per cent. Demand remains strong**



**H**OME BUILDERS in the nine western states shown on the map at right built about 23 per cent of all the new dwelling units erected in the United States in 1947. California builders accounted for 145,400 units or 16.5 per cent of the nation's total, the largest percentage by far for any state in the union. The 49 per cent increase in population in California since 1940 is the motivating influence behind this tremendous production of houses in a single state. In the first half of 1948, the speed of new home production in west coast states has not slackened. All major cities report increases. Los Angeles reports 16,060 starts up to July 1, 1948 compared with 9,023 starts in the same period last year. In Seattle 1,584 starts are reported to July 1 this year compared with 1,231 last year. Long Beach, Calif., builders started 1,977 houses up to July 1 as against 1,802 last year in the same period. In Portland, Ore., 1,069 starts were made in the first six months of 1947 compared with 1,943 starts in the like period of 1948. Figures from the Bureau of Labor Statistics do not include new home starts in suburbs.

In southern California the popular price range on houses is from \$9,000 to \$11,000, with a large volume also being erected in the \$15,000 to \$25,000 price class. Farther north in San Francisco area, the price range is not appreciably different, but in Oregon and Washington, prices are higher on the same relative house because of the influence of climate on construction techniques and design. In Salt Lake City, where 750 homes were started up to July 1 this year, compared with 523 last year up to the same date, builders are catering to the volume market for \$9,000 to \$12,000 houses.

High cost home building areas in the western states are Los Angeles and Salt Lake City. All other areas are about in line with the national average except Portland, Ore., where building cost indexes are below the national average.

In this area home builders also report a shortage of ready mortgage money at desirable interest rates. Some typical comments are:

"There is ample investment capital available but only at excessive interest rates. Lending institutions are not readily taking 4 and 4½

per cent loans in volume but are asking 5 per cent and more. Average down payments required are 10 to 15 per cent."

"Mortgage money is definitely short. Conservative loans of 50 per cent to 60 per cent are available at an average interest rate of 5 per cent."

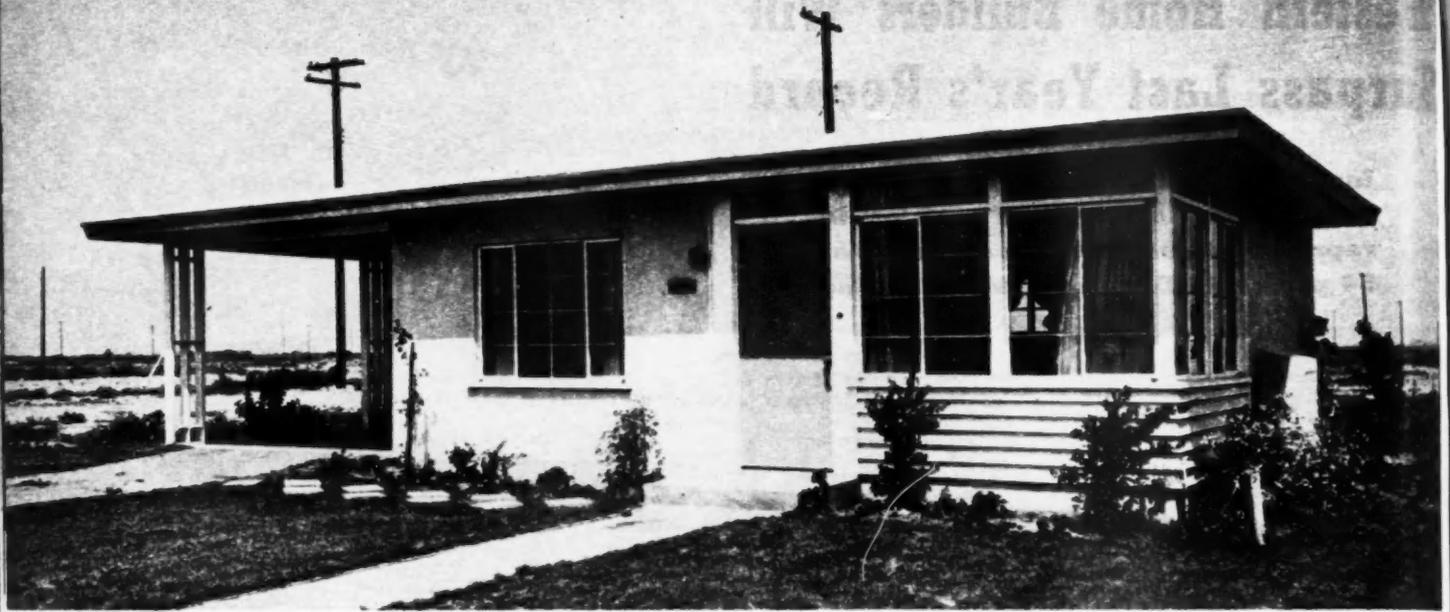
"Mortgage companies are no longer interested in 4 per cent loans. They also want borrowers to have more equity in the houses."

"The average down payment now required is about 20 per cent on houses priced at \$7,000 to \$8,000 with as high as 60 per cent being asked on higher priced houses. Average mortgage interest rate here is 5 per cent."

"Lenders won't go up to proper proportion of sales price due to low, unrealistic valuations by FHA. Average down payment asked is one-third or higher. Average interest rate is 6 per cent on home mortgages with the rate going as high as 8 per cent on second mortgages."

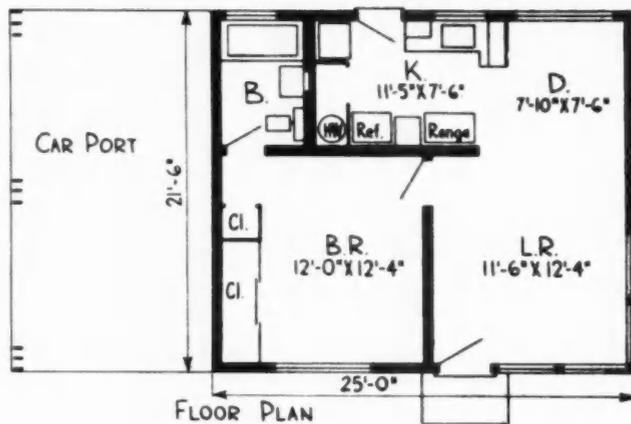
Materials reported in short supply in western states are nails, which are especially short; gypsum lath, cement, plywood, sheet metal and galvanized pipe.

WEST



ARCHITECT Hugh Gibbs designed this house for L. S. Whaley of Long Beach, Calif., who builds it to sell for under \$6,500

## Economy House Answer to Big Demand



A WIDE overhang in combination with extensive use of glass make this house especially well adapted to the climate of Southern California, where it is located. It could very well, however, be built economically in many other sections of the United States and satisfy the tastes of those who desire this type of architecture in small houses. It is of frame and stucco construction, with bevel siding used decoratively under the corner windows. The low-pitch roof is covered with built-up roofing, topped with white granules for insulating purposes. Metal casement windows are used throughout. Interior walls are plastered except where some special effects are achieved by the use of striated plywood. One example is the wall to the left of the front, which is covered with striated plywood. One wall of the bedroom is also covered with this material. Floors are hardwood. Heat is supplied by wall heaters located in the living room and bedroom. One of the important features of this house is that it is readily expandable. The partition between the living room and bedroom is not a bearing wall and can be eliminated to enlarge the living room, while at the same time additional bedrooms can be added in the carport area, which will make two fair-sized rooms. The kitchen has a tile drainboard, and the bathroom wall is tiled four feet high around the tub.



QUALITY materials plus good interior treatment make the house popular with young persons in the lower income brackets



THE \$28,500 price of this modern house in Pasadena, Calif., includes lawn, shrubbery, garage and wall around rear lawn



## Rancho-Modern

INITIATIVE in the use of concrete block, plus a good design produced some pleasing results in this house. "Squash" or skintled mortar joints were used between blocks in the front exterior wall. Joints on other sides are smooth. This builder, H. A. Schwilck, who is also the designer, has made a specialty of laying concrete blocks. The house is built on a concrete slab with copper tubing embedded for radiant heating. Interior walls are plastered. The rear wall of the living room is made up of plate glass sections 7 feet high, embedded in putty against 4x6 timbers. Kitchen cabinets are made of knotty pine which is sealed, sanded, glazed, varnished and waxed. Bedroom windows in the front are high for privacy and for easier placement of furniture. Metal casements were used in most windows. The price of this house includes the 70x135-foot lot, a double garage, a concrete block wall six feet high around the rear lawn, and a sprinkling system installed in the lawn. The price also includes planting the lawn and shrubbery.

## Contemporary Model

THE HOUSE at right is one of the flat-roofed models designed and built by H. A. Schwilck in Pasadena. The \$34,500 price includes a half-acre lot, a concrete block wall around the rear lawn and a built-in barbeque, along with the attached garage. This model contains about 2,000-square feet of floor area. Prolific use of glass and judicious placement of indoor planting wells bring the outdoors inside. Bathrooms are fully tiled, and the master bath has sliding glass doors enclosing the tub. The kitchen is equipped with a ventilating fan and work counters and splash backs are Consoweld. A Thermador built-in electric range is also part of the kitchen equipment. These houses, like the one above are built on concrete slabs in which copper tubing is embedded for radiant heating.

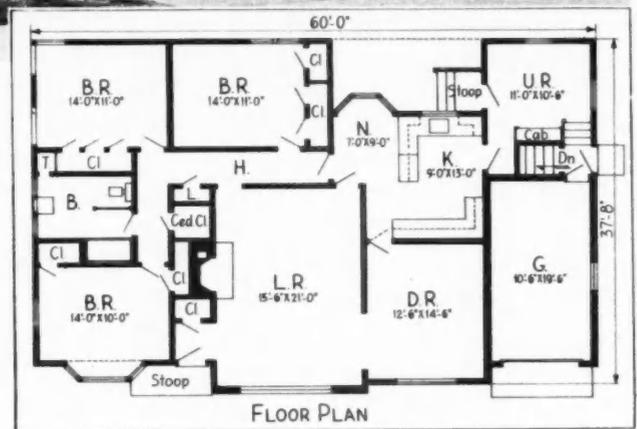




SITUATED on a 75x110-foot lot, this deluxe home in Spokane, Wash., is priced at \$25,550. Price includes shrubs and lawn

### Colonial Ranch Type

WORKING closely with the architect in preparation of plans, plus careful attention to extra details that add individuality and livability to homes have resulted in the production of this and many other quality houses in Spokane by H. P. (Harry) Wall and C. L. (Les) Robb, president and vice president respectively of South Side Builders, Inc. Architect Douglas Howell, in the house shown above, achieved a pleasant blend of colonial with ranch type architecture. The exterior is finished with brick in front and fluted shakes on the sides and rear. The large window in the living room is blue, glare-proof plate glass and windows in the dining room and front bedroom are leaded. Interior walls are finished with putty coat plaster and papered. Floors are plywood covered with wall-to-wall broadloom carpeting, except in kitchen and bathroom. The large bathroom is equipped with deluxe plumbing, two medicine chests and an extra mirror. Carrara glass is installed in the bathtub recess and jade green block



linoleum with a cove and feature strip covers the floor. The living room and dining room is trimmed in mahogany, including the valances for windows. The mantel is mahogany with a large inset of Carrara glass. The kitchen is equipped with an automatic dishwasher and ventilating fan. There is also a ventilating fan in the laundry room. The basement is completely subdivided to include a large recreation room sealed with birdseye pine. It also has a fireplace.

### Two Bedroom Cottage



THE HOUSE shown above, situated on a 50x124-foot lot in Spokane, Wash., sells for \$8,350. This price includes a deluxe Bendix washer, a 40-gallon automatic hot water heater, double-compartment laundry trays. A forced warm air unit supplies heat

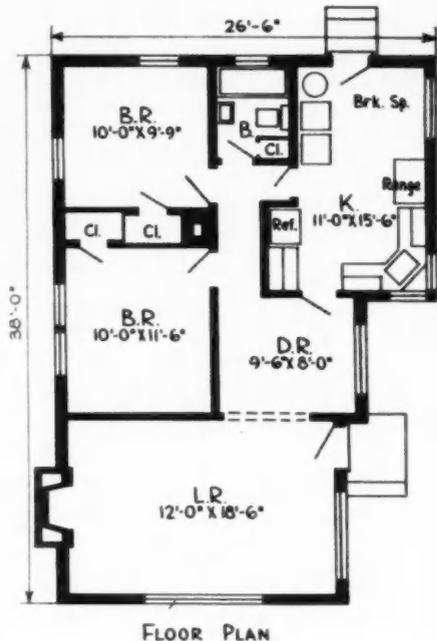
THE TWO-BEDROOM house left is one of several models being built in Spokane, Wash., by Cheney & Castle. This firm also does its own designing. Prices range from \$7,200 for a basic one-story model without basement to \$8,450 for a story-and-a-half house with full basement and built-in stairway.



## Popular Two Bedroom in Brick Veneer



PRICE of this two-bedroom basementless house in Seattle, on 60x120-foot lot, is \$9,150



FLOOR PLAN

THIS modest two-story brick veneer has a combination kitchen and laundry. The utility room plumbing is installed to accommodate an automatic laundry. Other units in this room are in cabinets which can be closed so that when the area is not being used as a utility room, it can be used as a breakfast nook. The hot water heater is a table top model, and laundry tubs are installed in a special cabinet. The house, which has no basement, is set on a concrete foundation. Interior walls are plastered with a light sand finish,

tinted. Ceilings are insulated with mineral wool, and heat is supplied by an oil-fired floor furnace. Floors are oak except kitchen and bathroom where linoleum is used. The house was designed by Jesse M. Warren, and was built by Fairbanks-Owens, Inc., Seattle, Wash. The firm builds houses of this type in groups of three or four at a time. Popularity of the design, quality of workmanship and materials are evidenced by the fact that thus far the firm's houses have always been contracted for before they are completed.

## Rugged in Appearance, Modest in Price

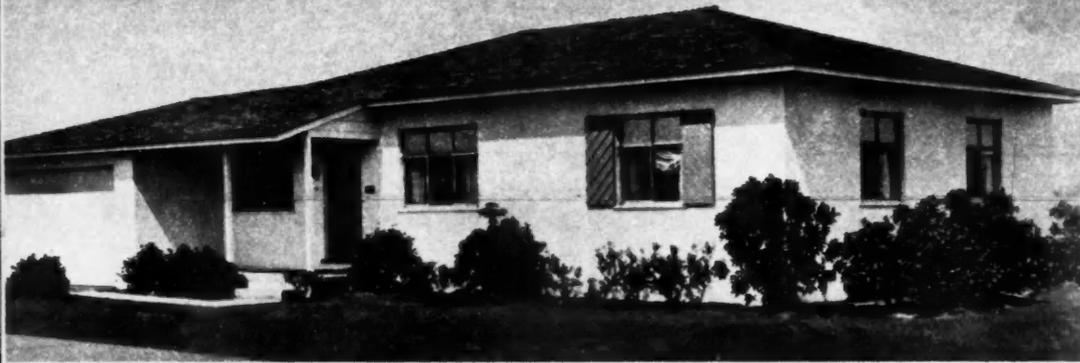
A CHARMING little community of concrete block houses is being developed in Seattle, Wash., by G. Weldon Gwinn, whose house below is typical of those being built. The concrete block exterior walls are painted ivory or a similar soft color while the shutters, garage door and front door are painted a dull green, rose, or clear yellow for contrast. These variations in color, plus judicious variation in roof and front elevation treatment give each house individuality. The houses are built on concrete slabs which are also used to supply radiant heat. Floors in all rooms are finished with asphalt tile. The price includes an automatic washer. W. A. Wollander, Tacoma, designed the houses.



FLOOR PLAN



THERE is no regular partition in this house between the living room, dining room and kitchen. A wall between the kitchen and living room serves to screen the kitchen from the living room. The price of this house, on a 60x135-foot lot is \$9,950



SELLING price of this 3-bedroom home ranges from \$10,150 to \$10,850. Same dwelling with 2 bedrooms sells for \$9,200. Lot size: 60x100 feet. Foundation: Poured concrete. Wall construction wood frame. Exterior: Stucco

### Built-Ins Add Value

MANY FEATURES of convenience, durability, and attractiveness are incorporated into this modified California ranch-type home, increasing its value as well as adding comfort for the owners. These include floor-to-ceiling storage walls in the bedrooms; built-in vanities; floor-to-ceiling linen closet besides a medicine cabinet in the bathroom; an adjustable shower; Royal Jet-Flow floor-to-ceiling gas-heating units, and recessed wall cabinets which reach to the ceiling in the kitchen. The house was designed and built by Kaiser Community Homes of Los Angeles, Calif., in their Panorama City development. The exterior is of stucco and the interior is plaster with California stucco finish.



### Horizontal Lines Emphasized

PATTERNED milled siding gives this practical small home an air of distinction and individuality. The horizontal lines not only create the illusion of width, but tie the house more firmly to its foundation.

Located in Portland, Ore., the house was designed and built by the Sandberg Asbahr Co., home builders. This firm has built 350 homes of this

type. To avoid monotony in a project, different kinds of siding are used, and the roof colors varied. The floor plan is flexible and can be altered for variations in both interior and exterior treatment.

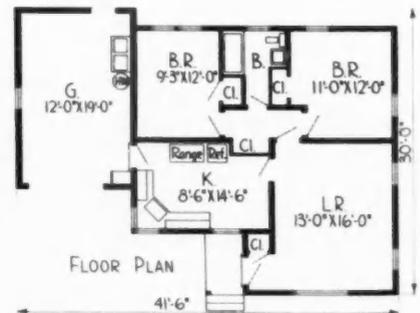
The house is built on a concrete foundation. Wall construction is of lath and plaster, with the interiors painted or papered. Oak flooring is

used throughout except in the bathroom and kitchen where linoleum is laid. Utility space is provided in the garage.

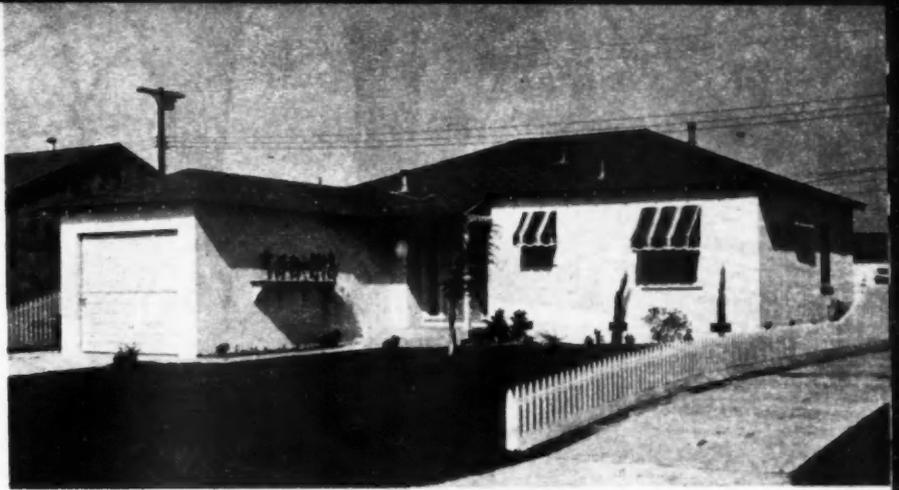
Standard equipment includes an oil-fired, hot air furnace with thermostatic control, and venetian shades. In addition, the furnace is equipped with a fan which will cool the house in summer.



HIPPED roof, patterned siding enhance appearance of house

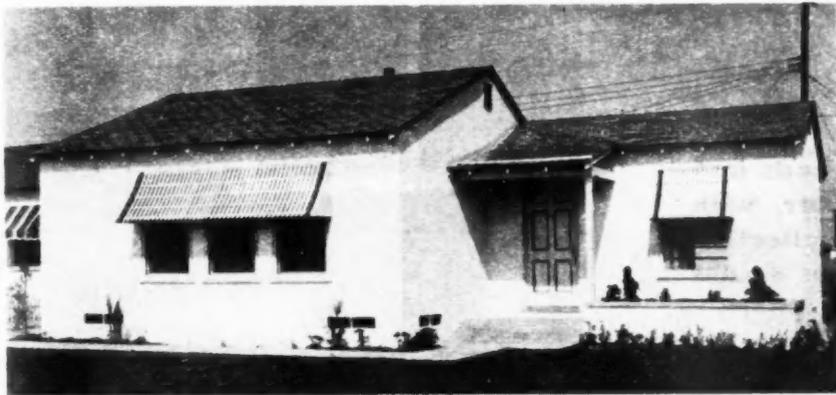


THIS compact 4 1/2 room home sells for \$7,750 including one-car garage, equipped with upward-acting garage door, in Portland, Ore. Lot size is 50x120 feet. Plan shown is variation of house pictured



AN EFFICIENT floor plan, good exterior treatment distinguish this house

## Designed from the Inside Out



THESE economy two-bedroom homes were developed by Col. W. H. Evans, president of the Economy Housing Corp., Long Beach, Calif. He has successfully incorporated into their design many features normally found in only the more luxurious dwelling. One of these features is good circulation, that is providing ready access to all parts of the house without using the living room as a cross path; another is placing the living room in the rear to permit the use of an all-glass wall. Locating the kitchen in the front is still another modern feature Evans likes to work into his design when feasible.

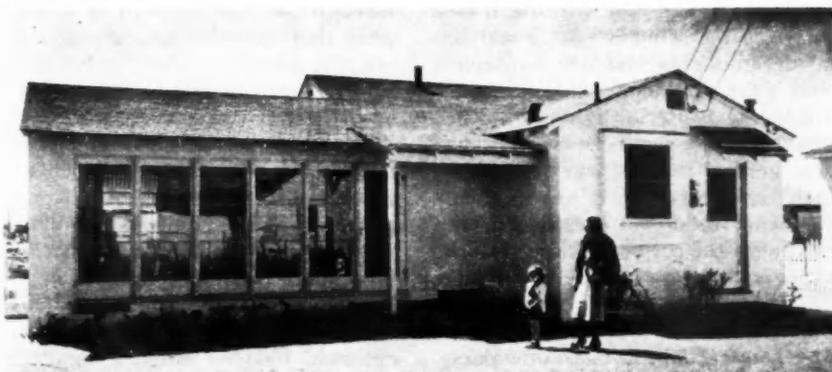
PRICES range from \$8,100 with the one-car garage to \$8,850 with two-car garage for these homes in the area of Long Beach, Calif. Lots are 50x100. Above, front view; below, rear view of low-priced patio home



Evans long ago discarded the theory that to keep the cost of a house down it must be box-like. Getting circulation and other "plus" features into a small house is a matter of design to be approached from the standpoint of livability, he states. He bases his theory on a remark made by Frank Lloyd Wright that the basic principle to keep in mind in planning a house is to design it from the inside out. When you do, according to Wright, the outside of the house falls into pleasing lines. The homes pictured were designed on this principle.

Averaging between 800 and 850 square feet, without garage, they feature the living room in the rear with large expanses of glass; large, conveniently laid-out kitchens, and two adequate bedrooms. Spacious built-in wardrobes and linen closets provide ample storage space. Where a garage is part of the house, additional storage space is available. The houses are either frame or stucco with asphalt shingle roofs, hardwood floors, and plastered walls and ceilings.

The Economy Housing Corp. built 25 of these houses to test public acceptance; 21 were sold the first day they were put on the market, 160 are now under construction.



WIDE glass expanse permits indoor-outdoor living so popular on West Coast

## What Can



LEFT: Practical application of roof overhang as sun protector for first and second floor windows. Below: An example of large glass areas without benefit of shade



### An analysis of architectural trends and problems confronting the builder, with suggestions to aid in the application of modern principles to home design

AS LONG as builders, architects and potential home owners continue to discuss the whys and wherefores of modern architecture, there will be controversy over the basic principles as they apply to the home of today. What is meant by modern? Is it a whole-hearted acceptance of the unusual in design and the adoption of wildcat ideas, whether they have been tried in the fires of experience or not? In their travels around the country, the editors have not found this to be true. An examination of the houses shown in this issue, which is a cross-section of the building being done throughout the nation, will reveal the fact that a majority of the houses shown have incorporated in the design or plan some of these modern principles. The builders have not gone overboard, but have been very cautious in their approach to the new concept of the home as presented by the extremists. Thus, we find a gradual acceptance of some of the more practical aspects of this type of house.

Where the editors take issue with the builders is in the application of some of the accepted ideas. Take for example the large picture window. Most of the operative builders are using or have included at least one such window in each of their houses. This is done irrespective of whether the window overlooks an alley or a

park. The greatest gripe, however, comes from the fact that this type of window is placed in the wall of a house, and then regardless of the direction that the window faces, the builder proceeds to forget all about it. When the new owners move in, they find it necessary to do something about the sun which streams in unmercifully. Therefore, the heavy drapes (if they are used) are drawn across the opening, dissipating entirely the value of the window. The point that is being made is that, while the window in itself is good, a compensating factor should be introduced to overcome the objection.

This compensating factor can take a number of different forms. In the popular one-story or ranch type house a wide-projecting eave will shield the sun from the window. It should be the designer's prerogative to determine if the eave should be continuous around the house, or if it should be provided only over the window. The same general thought can be applied to the two-story house. The second floor windows do not present a problem, unless the cornice is clipped close to the wall, because there again, the projecting eaves provide the shelter. The first-story windows on a two-story house are the greatest offenders. However, it is possible to protect these windows by building over each

one an open-louvred, frame sun shade that will extend directly out from the wall. This will tend to compliment the design and can be made an integral part of the house.

This matter of compensating factors applies not only to windows, but to other phases of the house as well. Take for instance the basementless house. From compiled statistics, it is found that this type of construction is slowly gaining in public acceptance in all sections of the nation. The fact that this method has not been accepted at a more rapid rate is due in part to the reluctance of the home owner to give up the storage space that the basement affords. If sufficient storage space were provided, either by an enlarged utility room or through the use of built-in storage units that extend from floor to ceiling, in place of the conventional closets, much of the objection would be overcome.

It might be well to interject a thought about excesses or elements of a house that are a carry-over from a past era. The reference is to muntins in windows. It is recognized that our forefathers had a specific reason for having a window sash divided into small sections. This condition does not hold today. Thinking again in the terms of the ultimate owner, a very irksome housekeeping problem

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# Be Done About It?

arises. This matter of window washing can be made a less toilsome job by the elimination of muntins and the use of one pane of glass. Visibility is also improved. The fact that individuals are not prone to change from the established order of things, even when the need is done away with, is definitely manifested in this small matter.

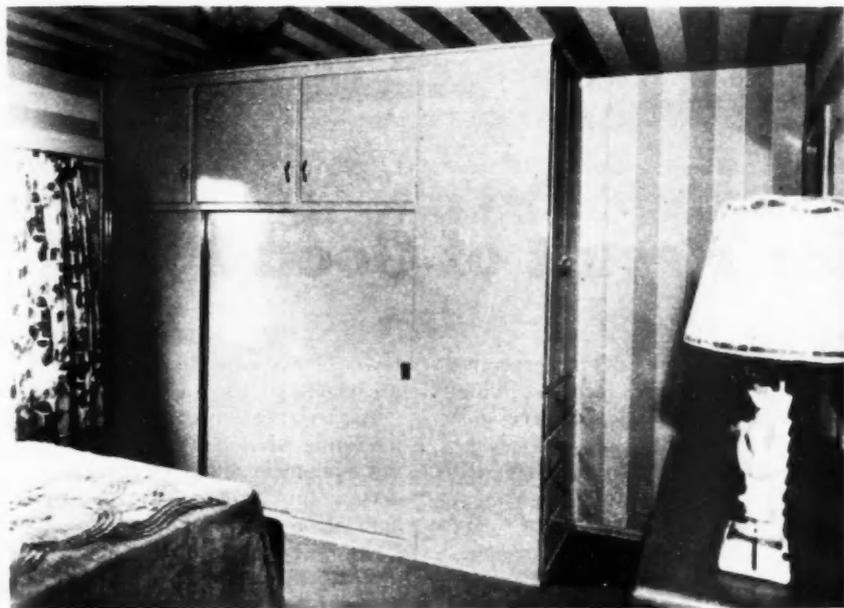
Thinking in terms of the modern house as exemplified by the one-story dwelling with a shallow pitched roof, attention is drawn to the use of trusses in place of the standard joist and rafter framing. This new method of framing opens up a field of new thought in construction techniques. The fact that bearing partitions are not required permits the builder to proceed with the application of dry wall or plaster on ceilings and the

inside face of the exterior walls, without cutting around interior partitions. Roughing-in for bathrooms can be completed first, and then partitions can be framed around the pipes. In fact, the entire main floor area can be left open and free of partitions until the very last, in order to facilitate the ease of operations.

There has been a marked tendency on the part of builders to include a number of built-in features in houses. This is indeed commendable. However, the trend is still in its infancy, but is gaining strength with each passing day. The use of dual-purpose rooms has been definitely on the increase. The builder in the past has left it up to the owner to provide for the separation by proper placement of the furniture. This separation can be accomplished in a more satisfactory



ROOF trusses for 16-foot span are fabricated on ground, raised in position



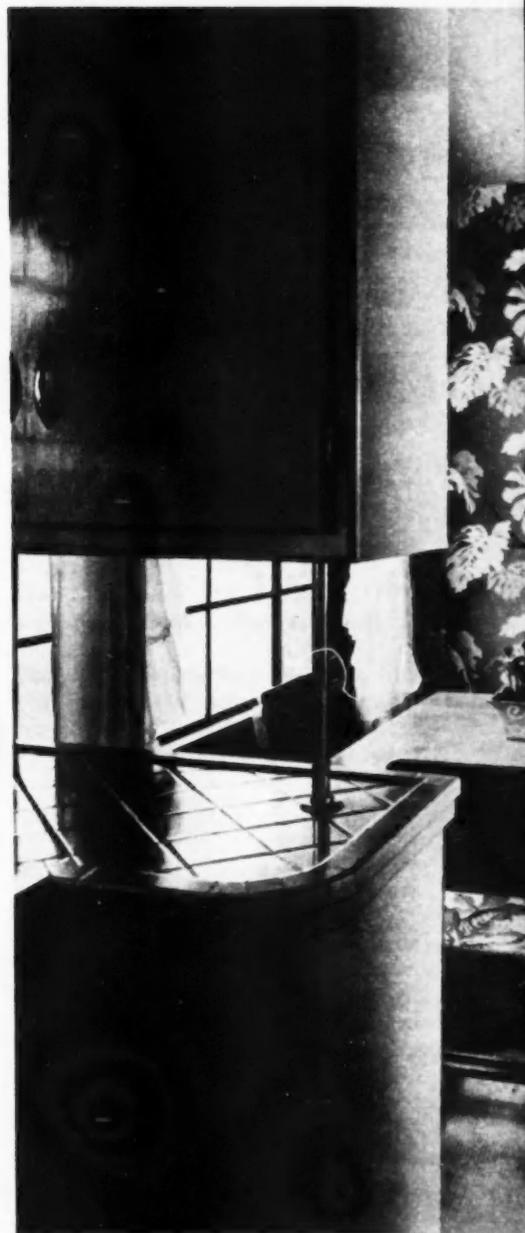
BUILT-IN storage units extending from floor to ceiling are becoming popular

manner by installing a track in the ceiling to carry room-height drapes.

People today are seeking houses that will require the minimum of upkeep. This applies to the interior as well as the exterior. They also want houses of good design. To reintroduce into a new house today many of the elements that prevailed during the last century, would be like trying to bring into vogue the old model T car to meet present day conditions. When reference is made to modern style, it is not with the thought that there should be a whole-

sale abandonment of everything that has been cherished through the years. It is rather an acceptance of the new principles of architecture that have proved their worth and are supplementary to basic conditions.

It has been encouraging in this review of homes to note the large number of houses where builders have collaborated with architects to obtain the best results commensurate with cost. It is hoped that there will be a closer union between these two groups in the future as modern principles are applied to home design.



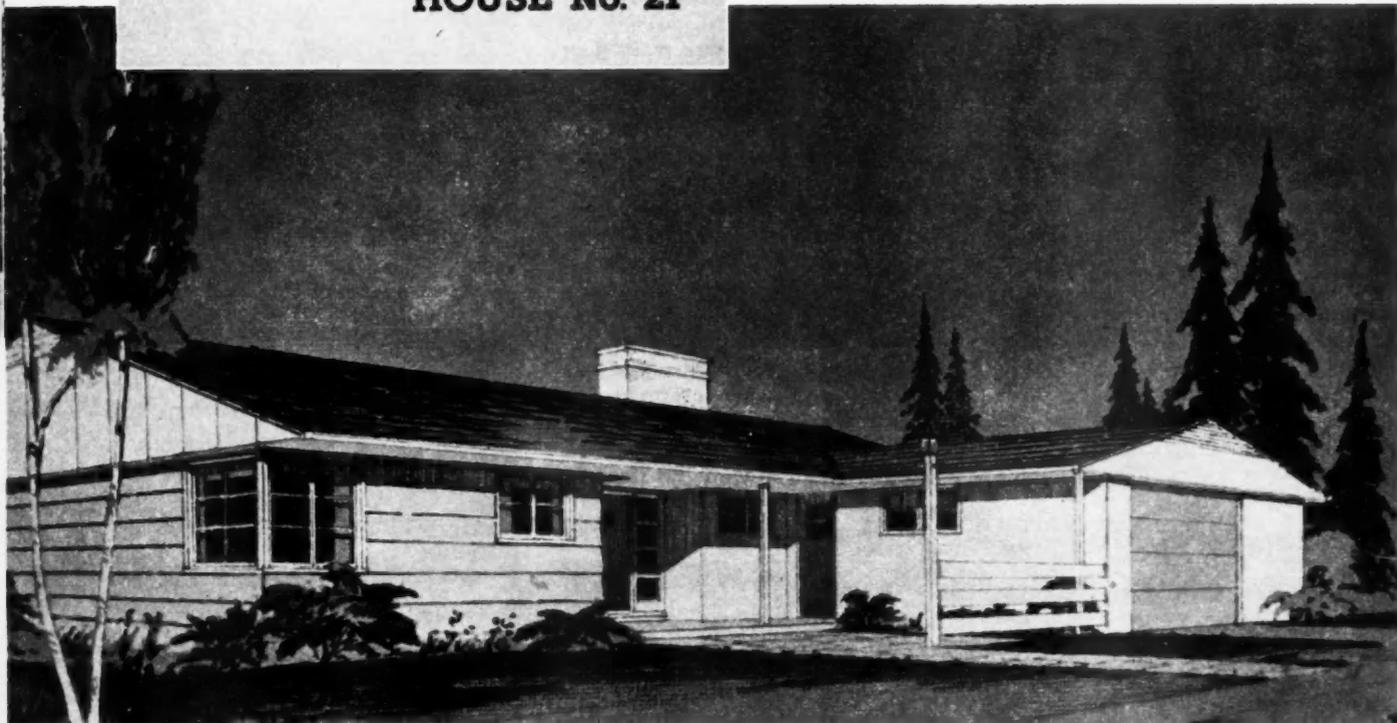
CABINETS are used as separators between kitchen and dining area

# Anicka

Blueprint

HOUSE No. 21

THE SMOOTH flowing lines of roof and wall surfaces together with careful fenestration, produce effective exterior design



## Good Exterior Result of Good Plan

**T**HIS MONTH'S blueprint house follows along the pattern of design that has proved to be very popular with the readers of *American Builder*. In this mid-western version of the ranch house, Walter T. Anicka, architect of Ann Arbor, Mich., has embodied a number of interesting characteristics, the chief one being the ease of circulation among the various rooms. This is a feature that is so often ignored in the small house.

Much has been said in the past about this matter of circulation which means movements of an individual, from one group of rooms to another in the daily process of keeping house. Common practice has often been guilty of applying this term to room layouts that were questionable as they relate to a central or focal point of the plan. However, in this case it can be stated unequivocally that the circulation in and from the respective rooms, with relation to the front

hall, is excellent. The respective zones of the house such as living, service and quiet, are easily accessible from the front hall.

A total of 1,650 square feet, exclusive of the porch and garage, comprise the area of this house. Six rooms, including three bedrooms, one-and-one-half baths and ample closet space is included in the livable area. This house makes a direct appeal to the discriminating home owner who is looking for a place that will meet his requirements in a practical way.

Bedroom closets are complete storage units extending from floor to ceiling with sliding doors exposing all of the closet to view when opened. A storage-wall unit serves as a separation between hall and living room as well as providing space for children's toys. A counter lavatory is provided in the bath and powder room with a combination mirror and cabinet on the wall above the counter.

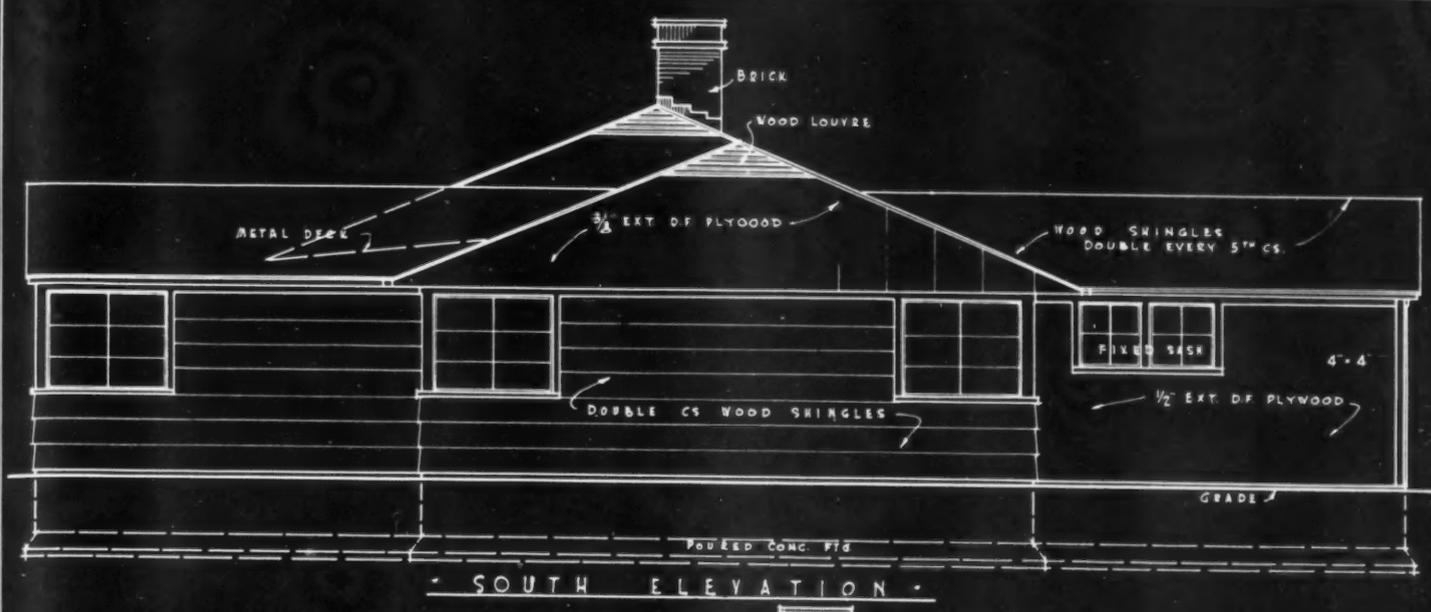
Glass blocks extending to the ceiling are placed at the end of the tub.

A partial basement is located under the center portion of the house. Heating equipment and a recreation room occupy this space. All facilities for laundering are available in the combination kitchen and laundry.

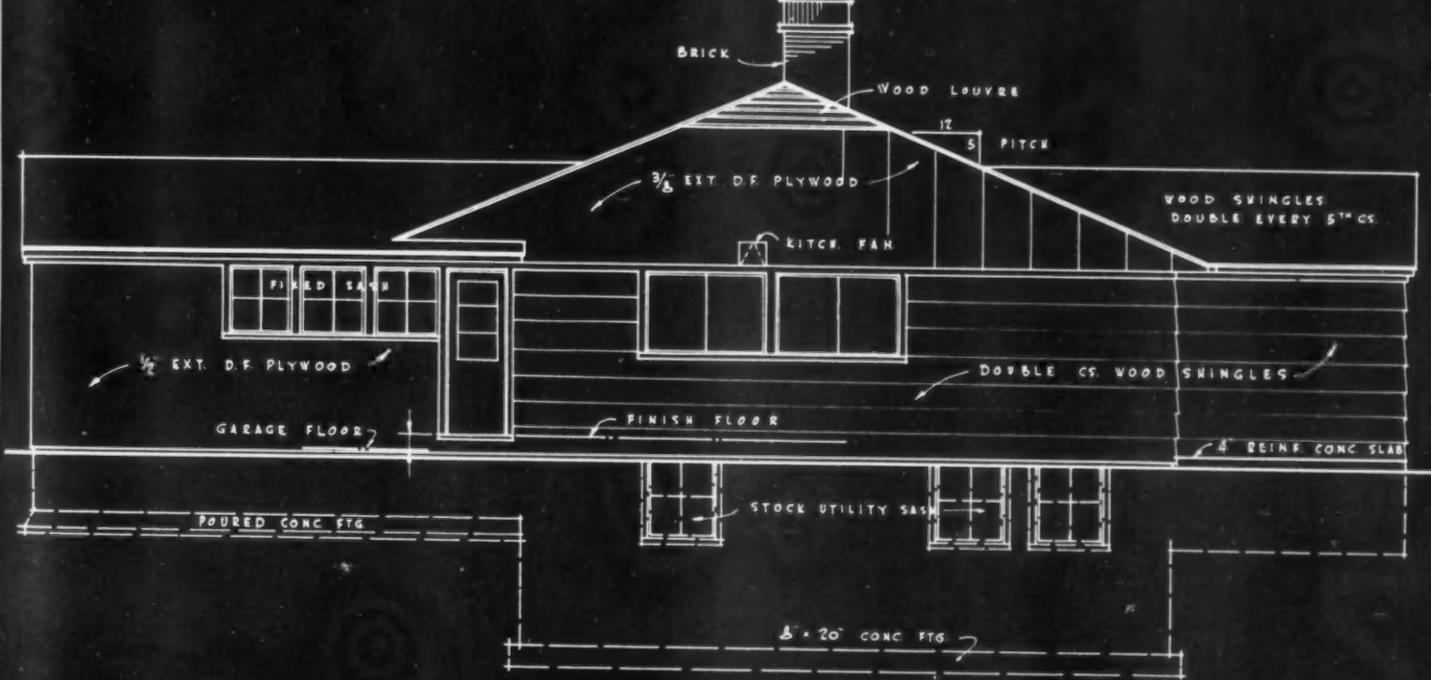
With the exception of the front bedroom and hall, this house actually turns its back to the street and places the emphasis on the rear yard exposure. The large terrace extends the full width of the living and dining room.

As in previous Anicka designs, the long, low, horizontal lines of the exterior predominate. Double-coursed wood shingles on walls further accent this effect. The use of plywood on the garage and porch produces a pleasing contrast to the shingles. Sliding sash are used throughout. Shingles on roof are of wood with every fifth course doubled.

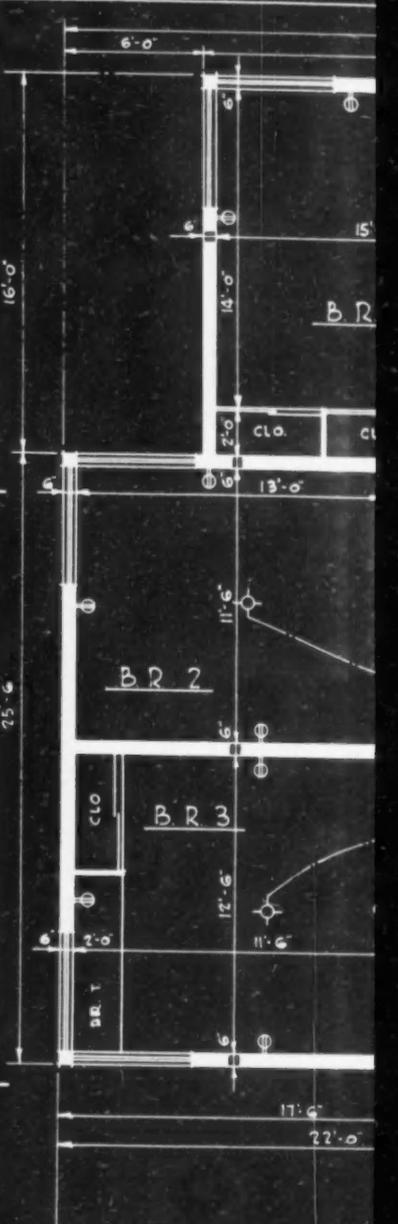




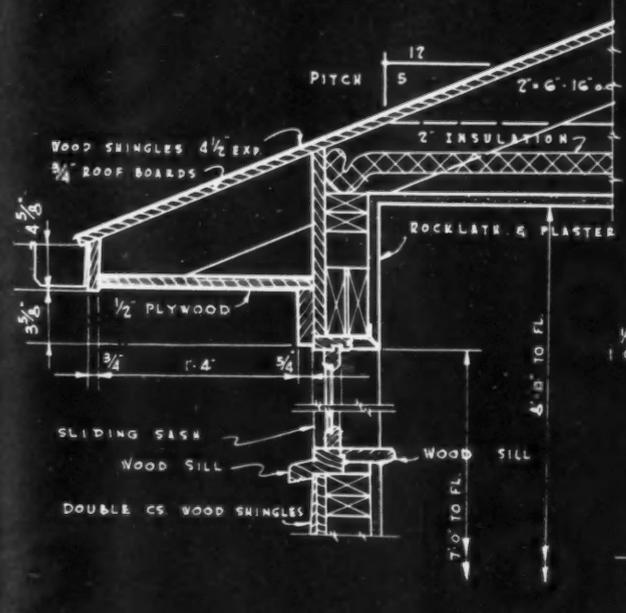
SOUTH ELEVATION



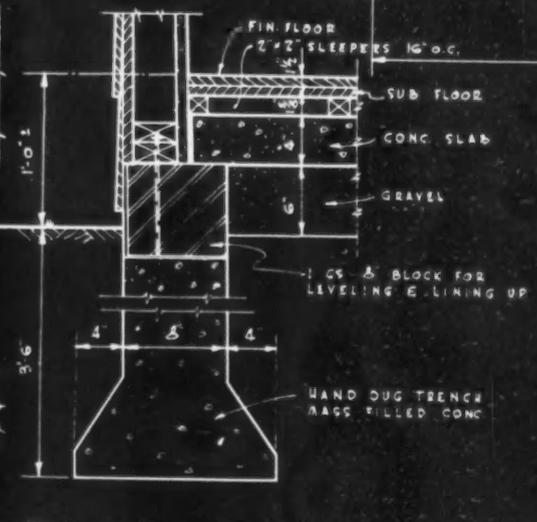
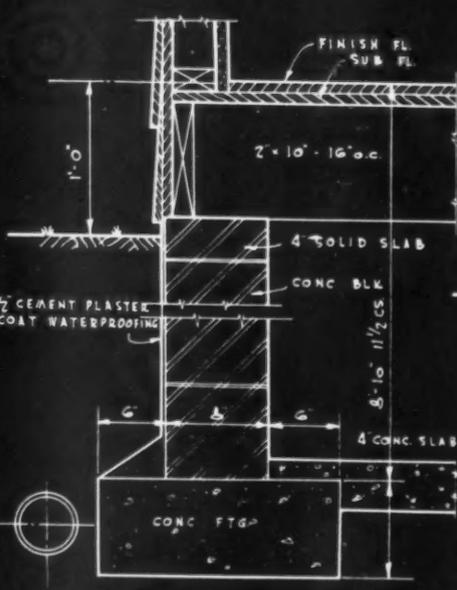
NORTH ELEVATION  
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FIRST FLO  
SCALE 1/8"

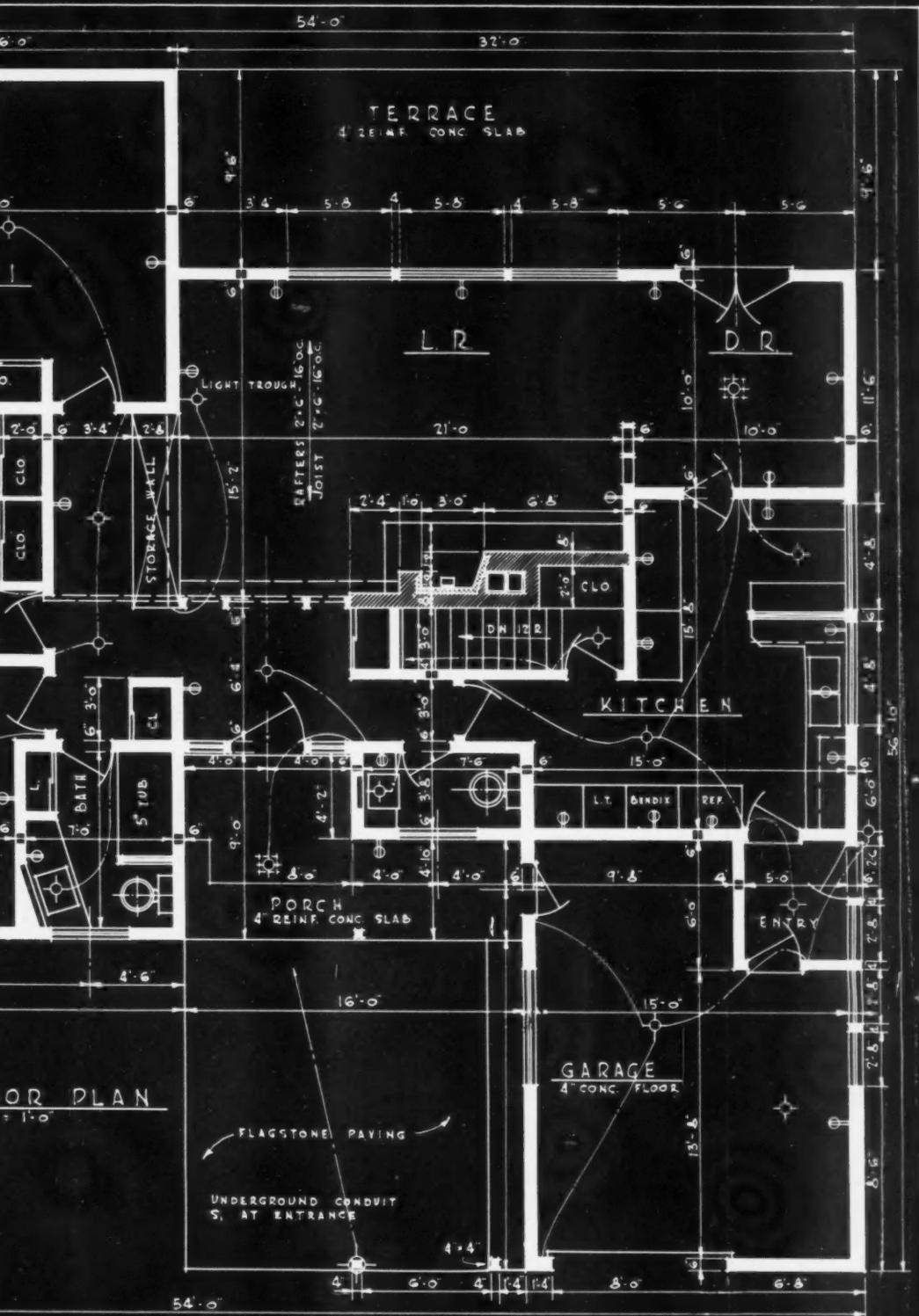


SECTION W-1  
SCALE 3/4" = 1'-0"



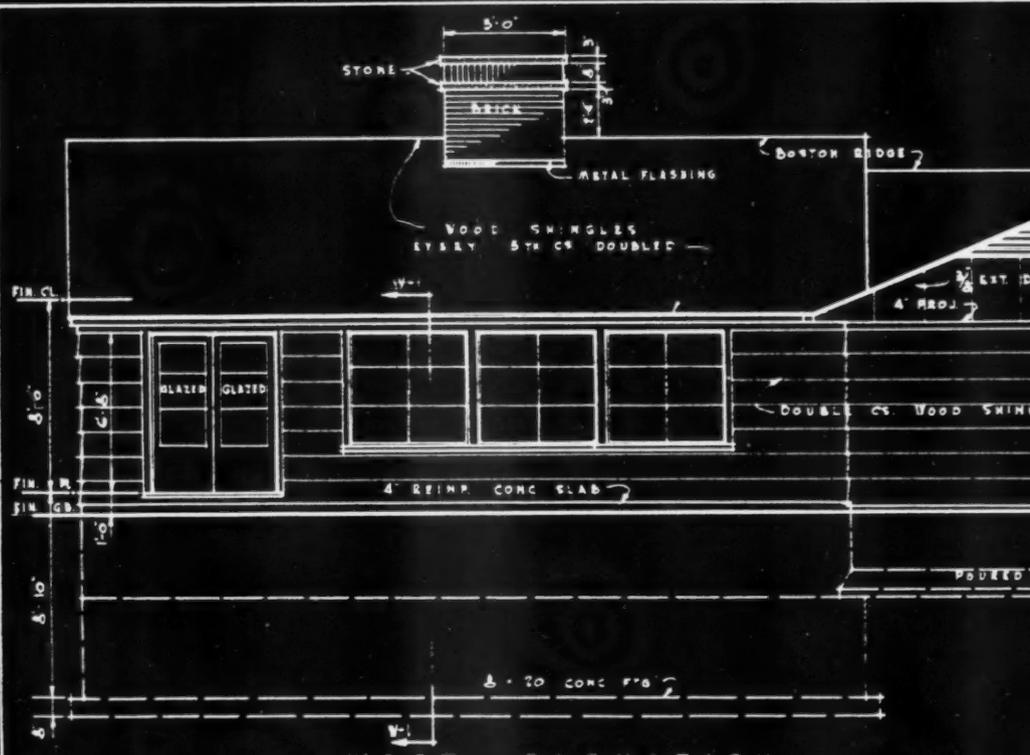
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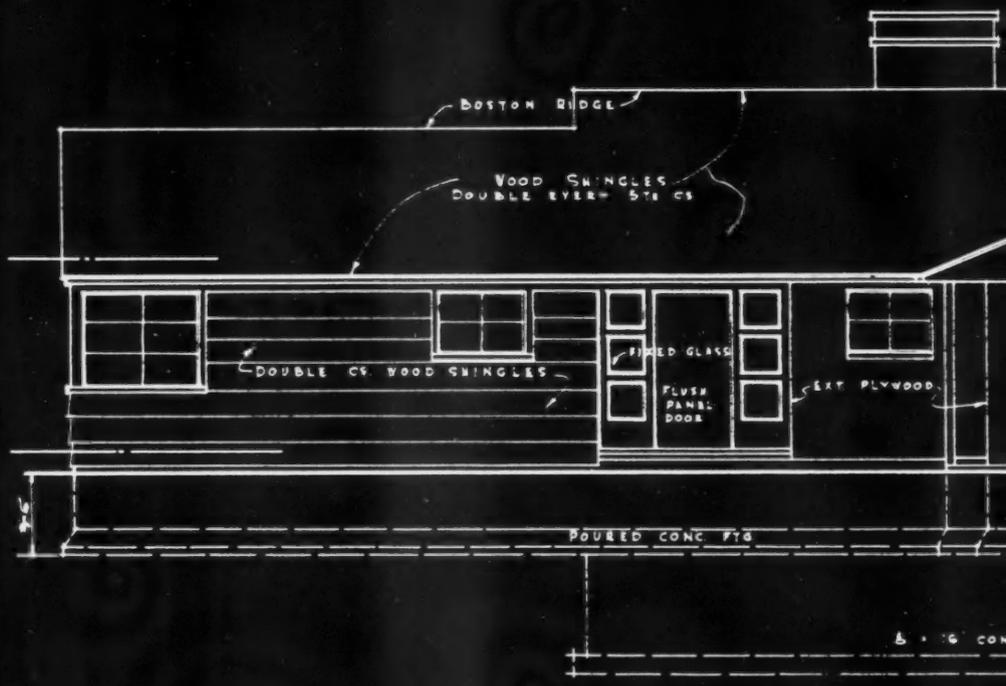


**DESIGN NO. AB 134**  
**AMERICAN BUILDER BLUE PRINT SERIES**  
 Designed By  
**WALTER T. ANICKA,**  
 Ann Arbor,  
**ARCHITECT,**  
 Michigan.

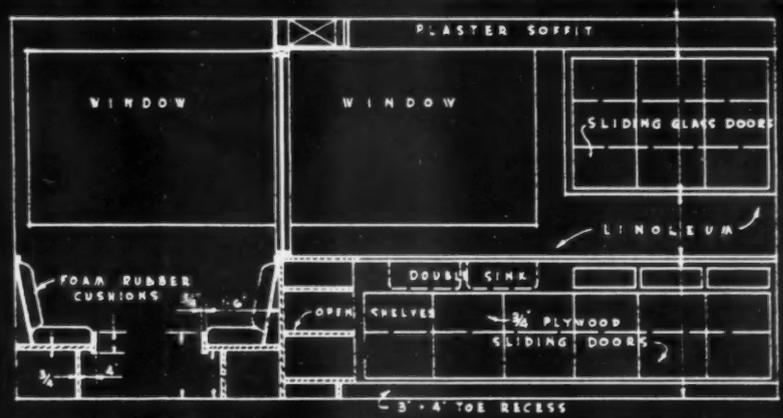
Simmons Boardman Pub. Corp. 105 W. Adams St. Chicago, Ill.



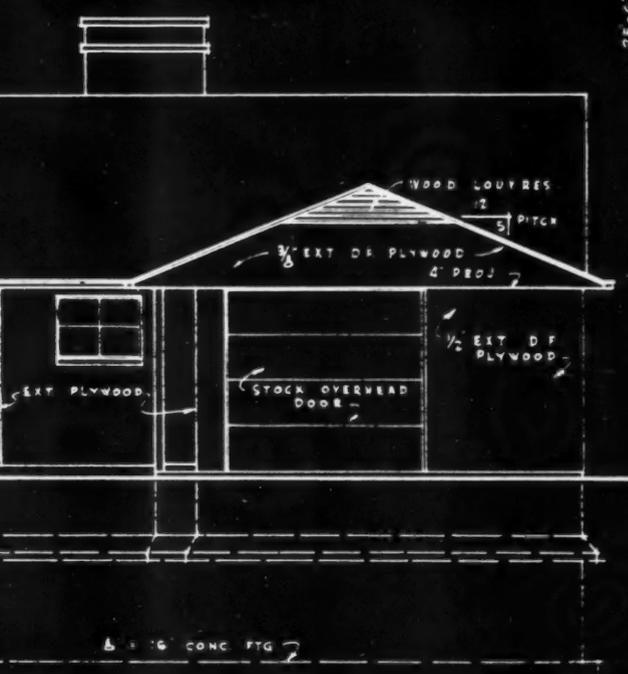
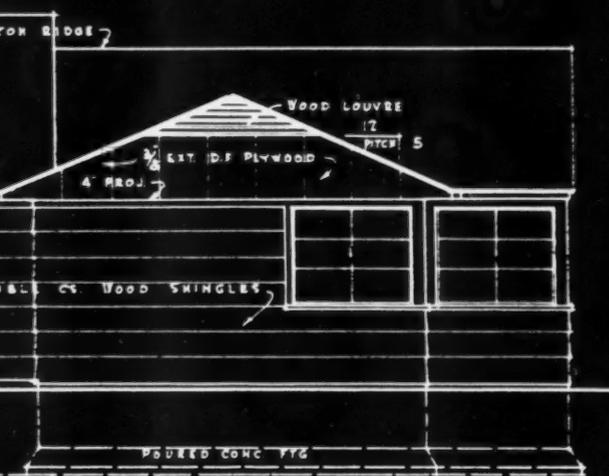
WEST ELEVATION  
SCALE 1/8" = 1'-0"



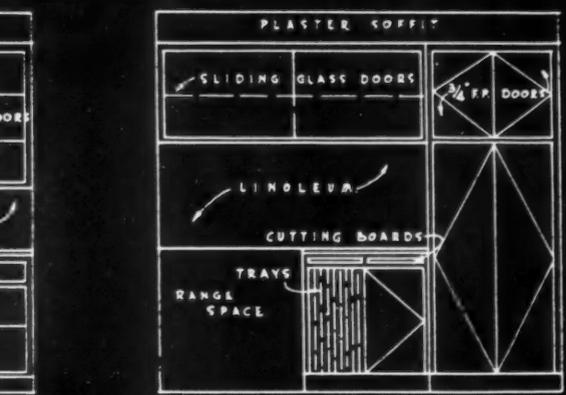
EAST ELEVATION



KITCHEN  
SCALE

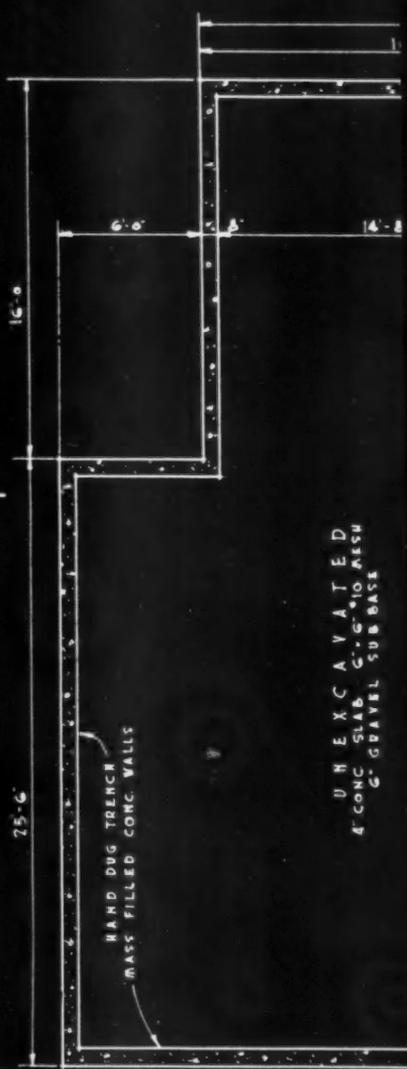


ELEVATION



KITCHEN DETAILS

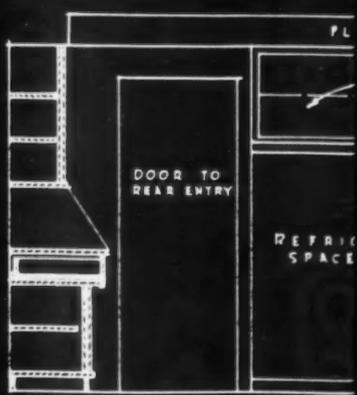
SCALE 1/2" = 1'-0"

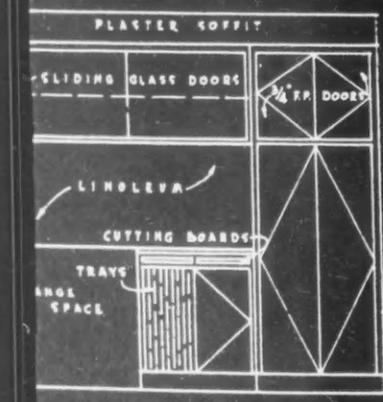
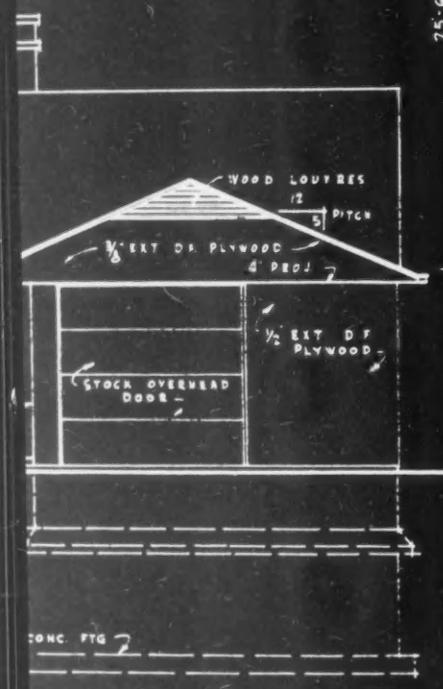
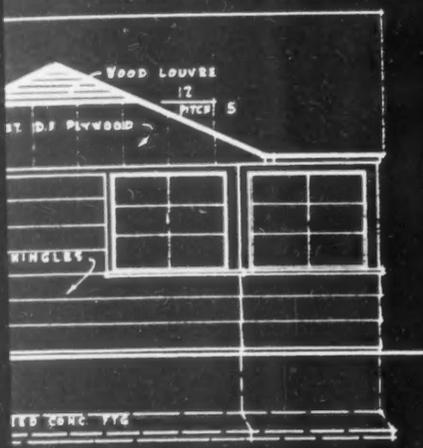


HAND DUG TRENCH  
MASS FILLED CONC. WALLS

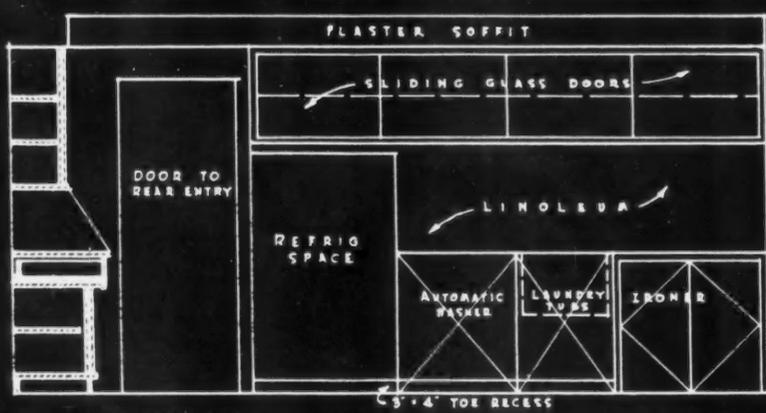
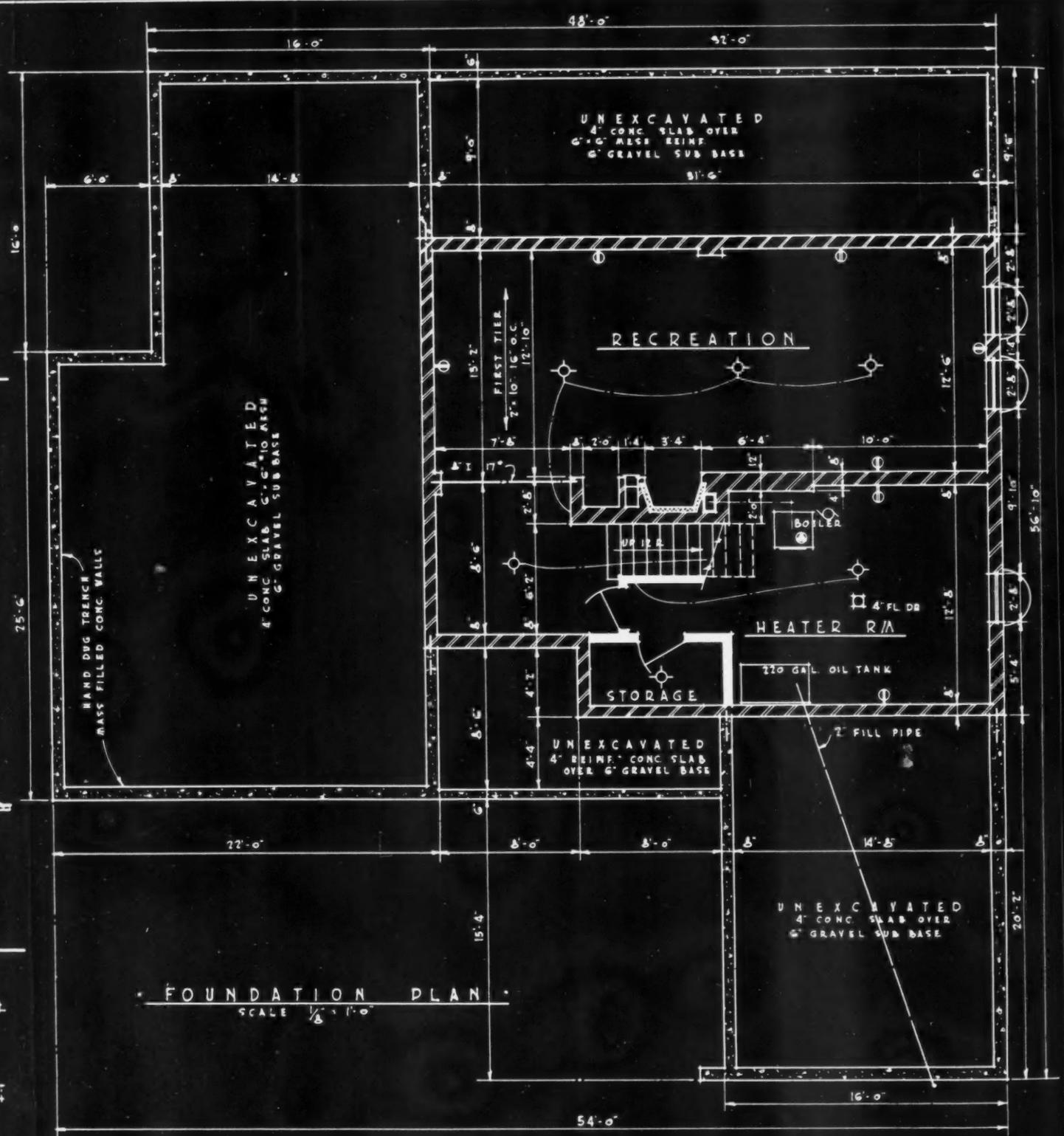
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FOUNDATION  
SCALE

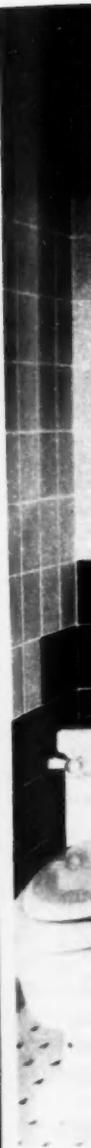




DETAILS  
SCALE 1/4" = 1'-0"

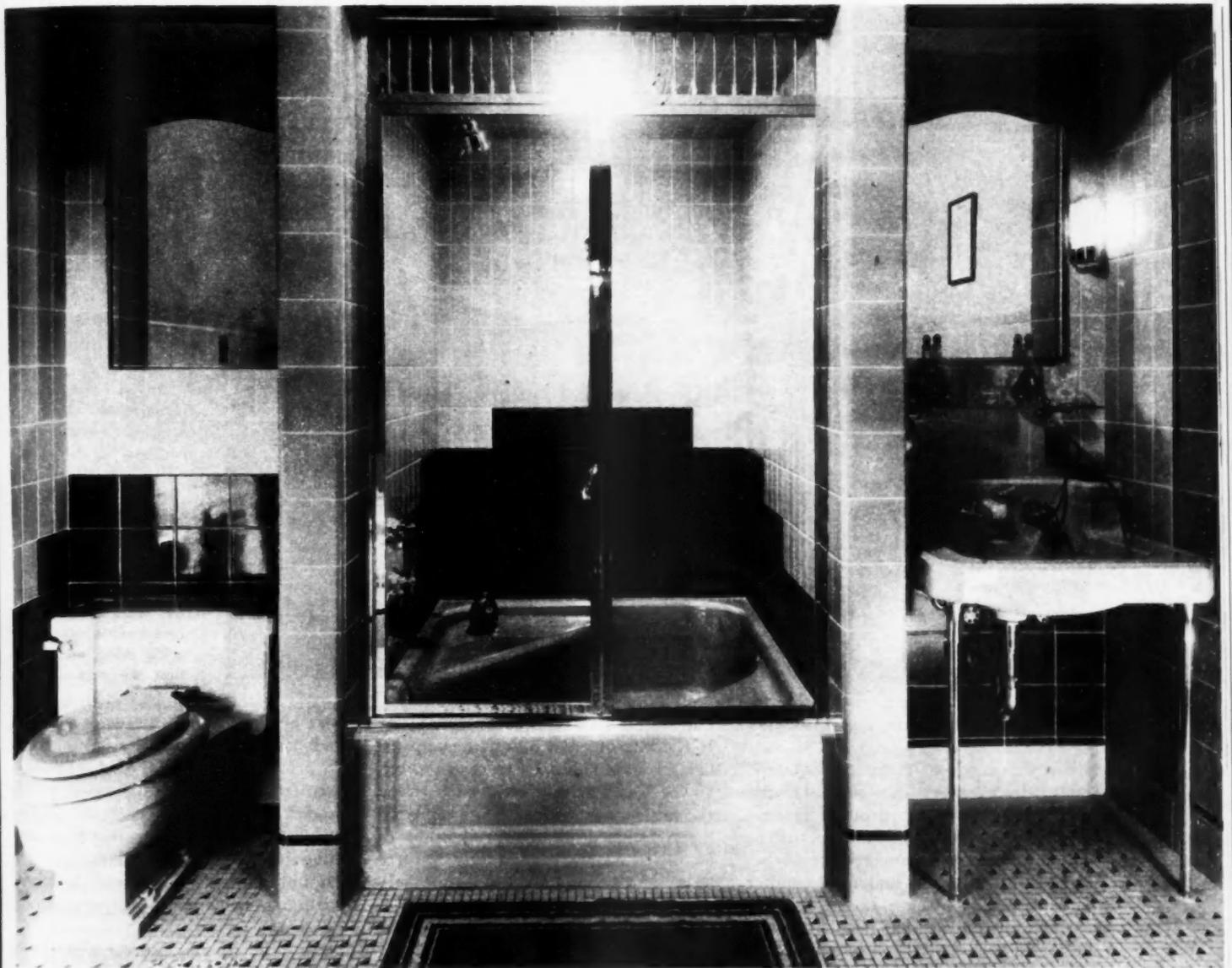


5'-4" TOE RECESS



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## Engineered House Construction —PART III—PLUMBING



EXAMPLE of three-compartment bathroom that conforms with one of the new trends in bathroom design

### Quality Fixtures for Today's Builders

**A**MERICA leads the world in the production of fine, high quality plumbing fixtures styled for beauty and made for durability.

How contractor-builders can use the style appeal in plumbing fixtures to increase their profits was told in the article "Bathrooms Help Sell The Houses" in the August issue of *American Builder*. Special attention to bathroom planning will pay off, builders have found.

The object of this article is to explain some of the characteristics of quality plumbing for the information of the contractor builder. Background information on what constitutes good

**The materials used and manufacturing processes in plumbing fixtures are described in this article in a series by recognized engineering authorities**

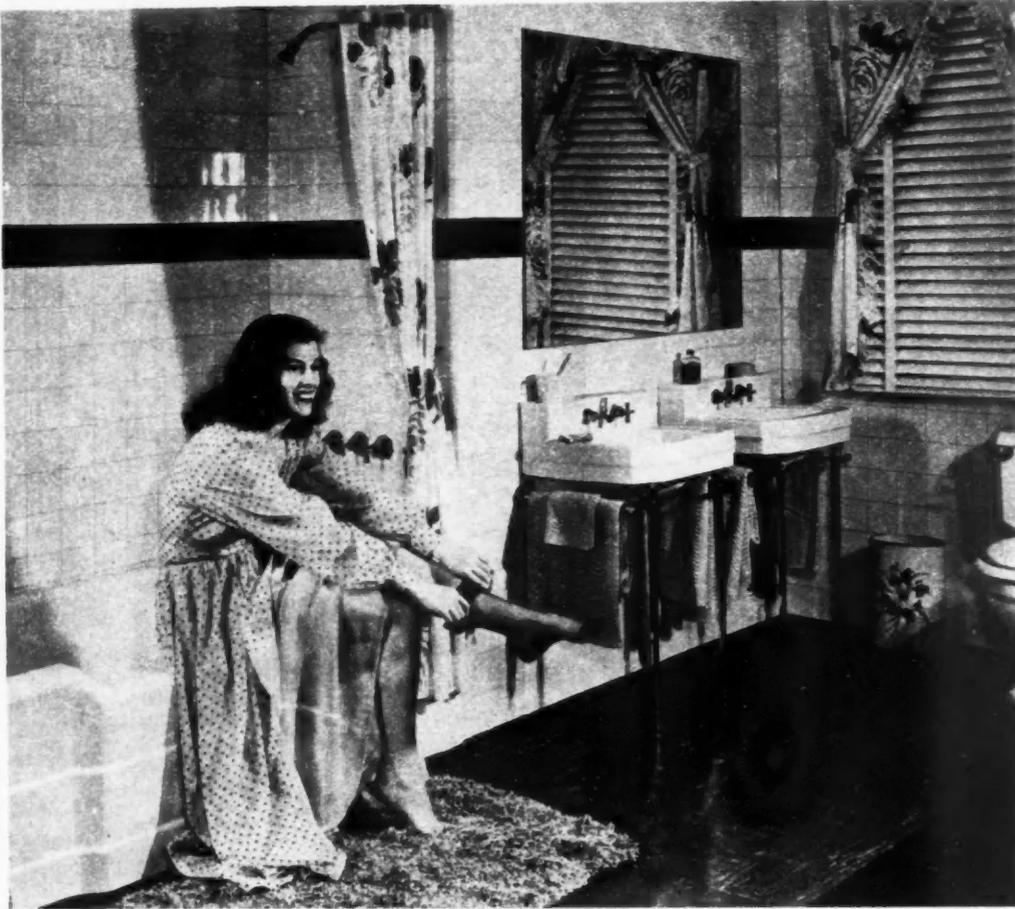
plumbing will be helpful to the builder in selling houses because the well-informed salesman carries conviction.

Plumbing fixtures are made of enameled cast iron, vitreous china, earthenware, and enameled formed metal. Certain fixtures such as sinks are made of stainless steel and monel metal. Some laundry trays are manu-

factured from composition materials.

In the manufacture of enameled cast iron plumbing fixtures are combined two of the oldest arts known to man. The art of enameling on cast iron began with the Egyptians, Chinese, and Assyrians who utilized enamel for ornamentation long before it was introduced to western civilization.

The art of cast iron founding, too, is one of the oldest. It is recorded that Tubal Cain (B. C. 3875) was known as a "master in every kind of bronze and iron work." Cast iron itself is a later achievement of the combination hearth and blast furnaces



**EXTRA** bathroom usage may be obtained here by double lavatories under wide mirror, and wide edge on bathtub that serves as seat

existing during the close of the dark ages.

In the modern American manufacturing process, the two ancient arts are combined to produce enameled cast iron plumbing fixtures which provide a high degree of durability and sanitation under all conditions of service.

After the casting has been made, it is heated to a cherry red in a furnace and the enamel in the form of a powder is sifted on the fixture. The ingredients for the enameling powder come from the far corners of the world—tin oxide from the Malay states, kryolith from Greenland, barium carbonate from France, and valendar clay from Germany are among the twenty elements which are combined to make the glass-like surface for plumbing fixtures.

A firm bond is formed between the cast iron and the enamel by means of a flax coat. The result is that the fixture has the rigidity of cast iron and the lustre and beauty of glass. In fact, the finish is very much like glass. Given reasonable care, enameled cast iron plumbing fixtures normally will not chip or crack and will retain their high lustre for many years. Enameled cast iron plumbing fixtures are available in regular and in acid-resisting enamel.

Just as it is a far cry from the bare

black iron sink of grandmother's day to the lustrous and beautiful enameled cast iron plumbing fixture of today, so there is a strong contrast between the highly mechanized manufacturing methods used in the production of enameled cast iron plumbing fixtures today and the methods in vogue only a few years ago.

The object of manufacturers is the 100 per cent mechanization of their processes with the purpose of reducing costs and increasing production. With this purpose, all processes are constantly studied and improved in order to reduce the amount of manual labor required. Not only are processes conveyerized and mechanized but every precaution is taken to protect the health of employees.

The manufacture of vitreous china plumbing fixtures is a branch of the art of ceramics. This, too, is one of the oldest crafts recorded in history. Almost before the dawn of civilization, the mud deposits of the rivers and the clays of still older formations were used to fashion vessels. Babylonians and Assyrians made tablets of clay which record events that took place nearly 3,500 years before the birth of Christ.

The application of the art of pottery to sanitation is quite recent. The first earthen sanitary ware was made in the United States in 1871. The proc-

ess of "vitrifying" the ware was first adopted in 1891. Vitrifying is the process of giving the clay body a structure of extreme density, as the word vitreous (glass-like) implies. Since 1891, constant research involving the expenditure of large sums by manufacturers has brought the vitrification process up to its present high standard.

In the manufacture of vitreous china plumbing fixtures, special high grade clays are blended, aged, and processed before molding. Upon completion of the molding process, the dry ware is fired slowly under controlled conditions in a continuous muffle kiln for approximately three days at a temperature reaching a maximum of about 2,400 degrees Fahrenheit.

The use of continuous tunnel kilns is an important factor in speeding up manufacturing processes. These long ovens are about 400 feet in length. A steady procession of cars loaded with fixtures goes through with no stopping, day after day, night after night. Each new car is introduced into the entrance of the tunnel on an exact schedule. As the new car is pushed ahead by a hydraulic pusher, it shoves the cars in the kiln before it.

The extremely high temperature at which china plumbing fixtures are fired imparts an impenetrable hardness to the glazed surface. Further-

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more, the surface glaze is so completely fused with the body of the piece, that it becomes virtually one dense, impenetrable, homogeneous structure.

As in the case of enameled cast iron plumbing fixtures, the manufacture of vitreous china plumbing fixtures has been mechanized as far as possible. Monorails carry the sprayed ware to the kilns. Storing and handling of clays is mechanized. New ideas in control, involving such advanced gadgets as the "electric ear" are being incorporated in the new potteries.

The effect of this mechanization of processes as well as the construction of additional potteries has been to boost production of vitreous china plumbing fixtures to new high levels every year since the war. Water closets will serve as an illustration. Approximately 2,500,000 water closets were shipped in 1947. This was 400,000 more than in 1946. If the current rate of production continues, the output for 1948 will be more than 500,000 above that for last year.

In contrast to cast iron plumbing fixtures, which are made by pouring molten metal into molds, formed metal plumbing fixtures are drawn into fixture shapes from heavy gauge sheets of special enameling steel. The bathtub, for instance, is drawn from a heavy sheet of special enameling steel having properties of ductility that permit deep draws.

The sheet for a five foot bathtub is approximately 63x82 inches in size before being drawn into the fixture shape. In addition to the properties of ductility this special steel is an excellent base metal for enamel.

The dies which form the interior of the bathtub weigh 45 tons, and a pressure of approximately 1,500 tons is exerted by the press. After this operation the fixture moves on a conveyor to another press for additional shaping and then continues to other presses on conveyors until the final fixture shape.

A total of 12,638 feet of conveyor lines are used in one porcelain enameling plant where porcelain enameled steel plumbing fixtures are produced. When producing bathtubs, a total of 1,600 units is suspended upon these conveyors when the system is full.

Porcelain, enameled steel plumbing fixtures are produced in one quality only. Instead of offering "regular" and "stainproof" quality both, steel plumbing fixtures are sold only in "stainproof." This quality is easy to clean and easy to keep clean.

Porcelain enameled steel plumbing fixtures now include bathtubs, kitchen sinks, lavatories, shower stalls, laundry trays, and service or wash sinks.

The production process for shower cabinets is necessarily somewhat different from other types of formed metal plumbing fixtures. Sheets of bonderized galvanized steel are formed, the back and sidewalls being made separately. The front stiles are also formed.

After the forming operation has been completed, the parts are sent to the paint shop where the enamel is baked on. Shower cabinets may have any type of valve or showerhead.

The process of making stainless steel sinks starts with a sheet of metal of the proper dimensions and thickness. The sheet is prepared with the proper notchings and punchings. The next step is the forming operation, to provide thickness of top (usually 1 1/2 inch) and providing backsplash.

After the sheet has been formed, the bowl (or bowls) is then inserted by either the solder sweat method or by the welded seamless method.

Following this operation, the welds are ground down so that no joints are visible at the point of insertion of the bowl, (except in the solder sweat method the joint is usually

visible). The next step is the insertion of the necessary re-inforcing material and proper wood stripping for fastening to cabinets. A final polishing operation to properly blend in the usual satin finish to eliminate die marks and minor scratches during preceding operations is then performed. After this the sinks are inspected, sound deadened, crated and shipped.

Some plumbing fixtures are made of a vitreous, glazed earthenware material. It has a hard and brilliant glass-like surface extremely resistant to all ordinary acids. This material is used for some types of baths, urinals, laundry trays, sinks, and hospital equipment.

Thus the builder today may choose from a wide variety of high grade plumbing fixtures made from various materials, in a broad price range, in different sizes and designs.

Because of the urgent need for maximum production, manufacturers have simplified their lines and are concentrating all their facilities on the fixtures in greatest demand. Nevertheless, the patterns available today are more than adequate to meet all



MODERN shower stall may be installed in small amount of space



**SHOWER-TUB** combination, double lavatories, and ample built-in shelf space add to utility of this bathroom. Example of modern tile application, below left

requirements and are constantly and rapidly being increased.

The demand for colored plumbing fixtures has shown a sharp increase since the war. Most manufacturers are in full production on color. Plumbing contractors report that buyers of plumbing fixtures want more color in their bathrooms now than ever before. This, however, is not true of the kitchen. Plumbing dealers as well as builders have found that the white kitchen sink is preferred.

Not only are colored plumbing fixtures more popular today than ever but there has been a decided change in color preference. Before the war, ivory was the most popular color. Today the tans, greens, and blues are at the head of the list of color preferences.

By and large the plumbing fixtures offered today do not differ radically in style and design from the better fixtures available before the war. The changes which have been made are largely in the nature of refinements



and better styling, improvements in health-protective features, easier operation of faucets and valves, and quieter flushing of water closets. Important, too, is the progress of standardization and interchangeability of wearing parts. Faucet and valve washers and seats have longer life.

The trend toward maximum flat surface on lavatories which began before the war has been accentuated. Most of the newer lavatories now offer a large amount of slab space for the convenience of the user.

Similarly the trend toward the integral shelf back on the lavatory has continued and is reflected in all the better fixtures. New baths are, in general, lower, safer, and have broader, flatter rims. Some models have integral seats for the convenience of the bather.

It is general practice today to install faucets and valves so that the spout opening is at a safe height above the overflow rim of the fixture. This will prevent any possibility of back-siphonage in case of a clogged overflow and negative pressure in the supply line.

Similarly all flushing devices now offer positive protection against back-siphonage. Ball cocks are made with anti-siphon devices and flush valves have vacuum breakers. Drinking fountains provide an angle stream and a high mound to prevent the spread of water-borne diseases.

Another innovation in the interest of safety which has been made in recent years is the elimination of china handles on the new fixtures. All new fixtures are now equipped with metal handles. China handles, it is recognized, are a hazard when broken or chipped.

Attention has been given not only to improvement in individual fixture design but also to the ability of the separate fixtures to blend as harmonizing equipment into any decorative scheme. Designs and lines of the fittings have been styled to harmonize with the lines of the fixtures. Tubs, lavatories, and water closets are grouped in "families" according to their distinctive designs. Furthermore, this harmonizing of designs has been stepped down to even the moderately priced fixtures available today.

**Next month's article will deal in detail with the various individual plumbing fixtures. The principal characteristics, styling, dimensions and operating principles will be illustrated and discussed in detail**

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LEFT: Workman installing mineral wool in block form; at right, installing mineral wool in felt form

## Techniques of Using Mineral Wool Insulation

Case history studies by Industrial Wool Institute reveal importance of achieving proper vapor barrier

SEVERAL techniques of using mineral wool insulation in low temperature applications have recently been recommended by the Industrial Mineral Wool Institute after case history studies of installation techniques employed in several different building structures.

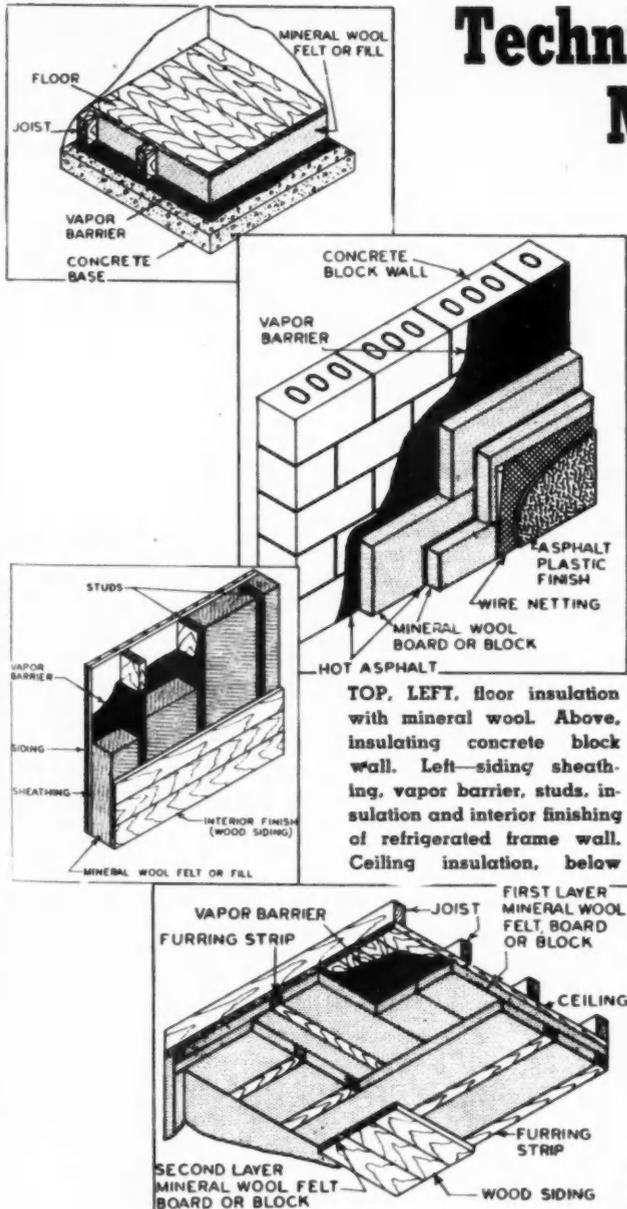
Data from the case history studies emphasized that the most important phase of any low-temperature insulation job is the vapor barrier (see installation provisions, left). The function of this barrier is to prevent moisture from the warm side of the insulation from permeating the insulation. If permeation occurs, the moisture may condense or freeze within the insulation, and thereby spoil its insulating qualities. The vapor barrier is, therefore, placed on the warm side of the insulation, and must be continuous and must completely surround the storage space.

Floors of a low temperature area should be insulated with three inches or more of insulation, since the ground temperature is usually 50 degrees Fahrenheit or more. Other installation recommendations of the institute are illustrated at left.

There are several different mineral wool products. Loosewool is the original mineral wool product, and is an efficient bulk-fill type of insulation adaptable to hand packing.

Mineral wool which is mechanically processed into granulated form is used as a fill-type insulation, and is commonly installed pneumatically.

Board or block forms possess more strength than the other forms of mineral wool, and are generally used where the structural strength of the insulation must support its own weight.

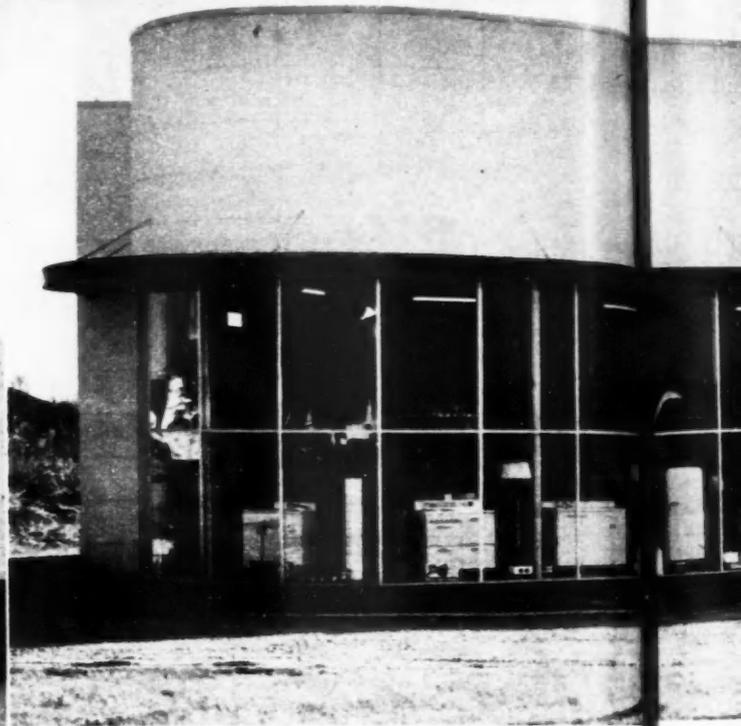


The carefully integrated service offered by this firm fills all the requirements for home building and other light construction, whether it be materials alone or planning, materials and complete erection or installation of products the firm sells. An increase of 1100 per cent in volume in 11 years is evidence of the plan's success. New offices and display facilities were important factors

"Make It Ea



CORBIN TURPIN (left) and Allen Turpin, who operate the Turpin Lumber and Supply Co. of Monroe, and the Bastrop Lumber and Supply Co. of Bastrop, La. They built 65 houses in 1947 and will complete about 60 this year



PLOT plan showing location of the modern retail store and office building, lumber sheds, driveways and access streets of the Turpin Lumber and Supply Co. in Monroe, La.

WHEN a building material dealer increases his gross sales 1100 per cent in 11 years, the reasons he gives for his success should be interesting. In this case, they are.

Our story has a twin setting: Bastrop and Monroe, La., sites of the Bastrop Lumber & Supply Co. and the Turpin Lumber & Supply Co. The principals who related the story are brothers, Corbin and Allen Turpin, Jr. Their mother, Mrs. Allen Turpin, Sr., a sister, Mrs. Dorothy Turpin Amman; and a younger brother, Carl, who is attending Louisiana State University, also are partners in the enterprise.

Our story begins in Bastrop in 1919. It was there that Allen Turpin, Sr., and two stockholders founded the Bastrop Supply Company, selling a line of building materials other than lumber. The early years are of minor interest except to point out that the business prospered until the depression thirties. In 1934, the Bastrop Supply Co. was forced into receivership. Bastrop is fundamentally dependent on the prosperity of the paper mills, and the mills were idle.

Early in 1936, Mr. Turpin, Sr., bought out his two partners, took over sole management, and started to rebuild the business that he had founded, taking his four children into

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# It's Easy for the Customer to Buy'



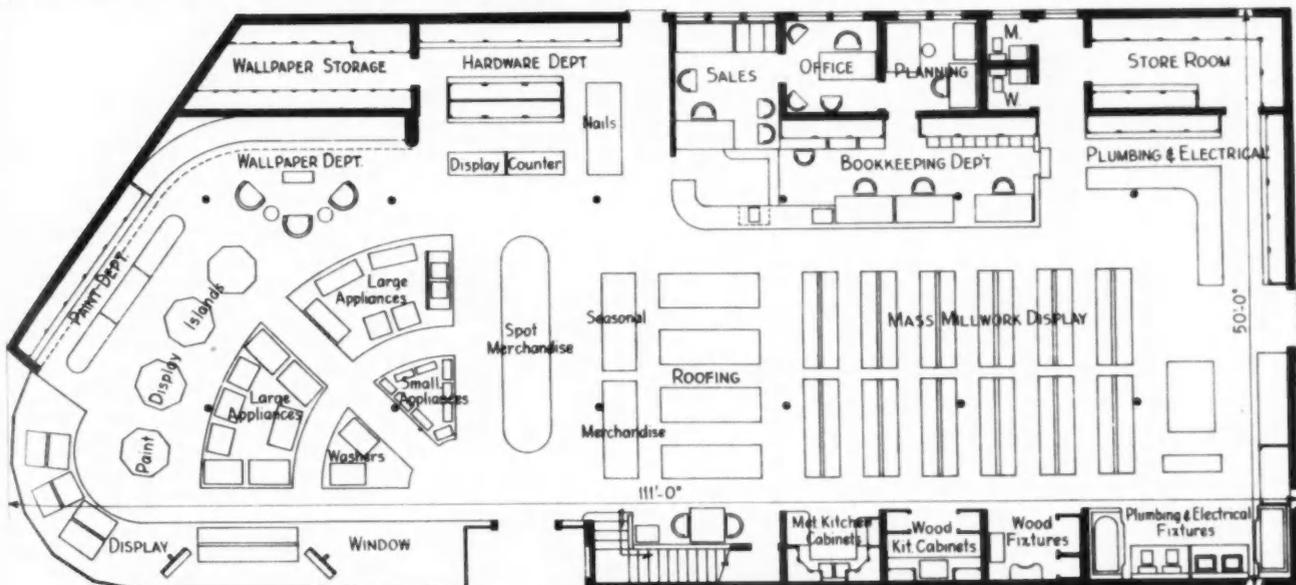
MODERN building at Monroe, La., designed by Allen Turpin, registered architect, who heads the architectural department

partnership at that time. His second son, Corbin, who had attended Tulane and who was graduated from Draughan's College, where he had studied business administration, became active in the business.

In 1936, building was at a standstill. It was not until an asphalt roofing salesman called to explain the

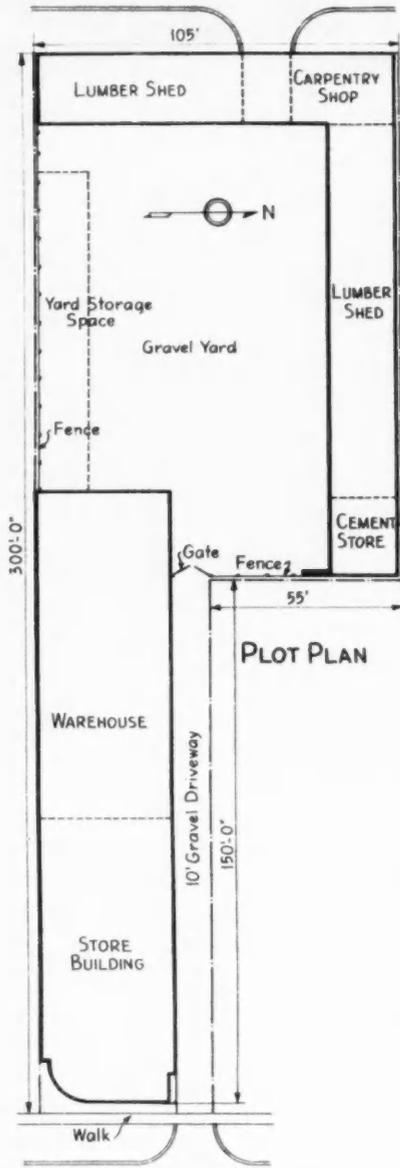
opportunity for a dealer in the newly created FHA repair and remodeling program that healthy growth was recorded. Intrigued with the opportunity, a construction department was established and C. M. Corbin, a grandfather, and an experienced and successful contractor, was put in charge.

By devoting most of their energies to repair and remodeling work, and particularly by concentrating their efforts on selling re-roofing with asphalt shingles, gross sales increased 20 per cent in 1937. But success merely whetted appetites for new residential construction, which in turn intensified the desire, long nour-



FIRST FLOOR PLAN

THIS floor plan of the building shown above illustrates careful departmentalization for display of building materials



**PLOT plan of the sales and warehouse facilities of the Bastrop Lumber and Supply Co. in Bastrop, La. This is the first yard which was operated by the Turpin family. It was here that the first construction department was established and operated**



**OVER-THE-COUNTER sales doubled after this new store was occupied at Bastrop, La.**

ished, to feature a complete line of building materials and building service. A start was made in new construction in 1938, and by 1939 the Bastrop Lumber & Supply Co. had doubled its 1936 sales volume.

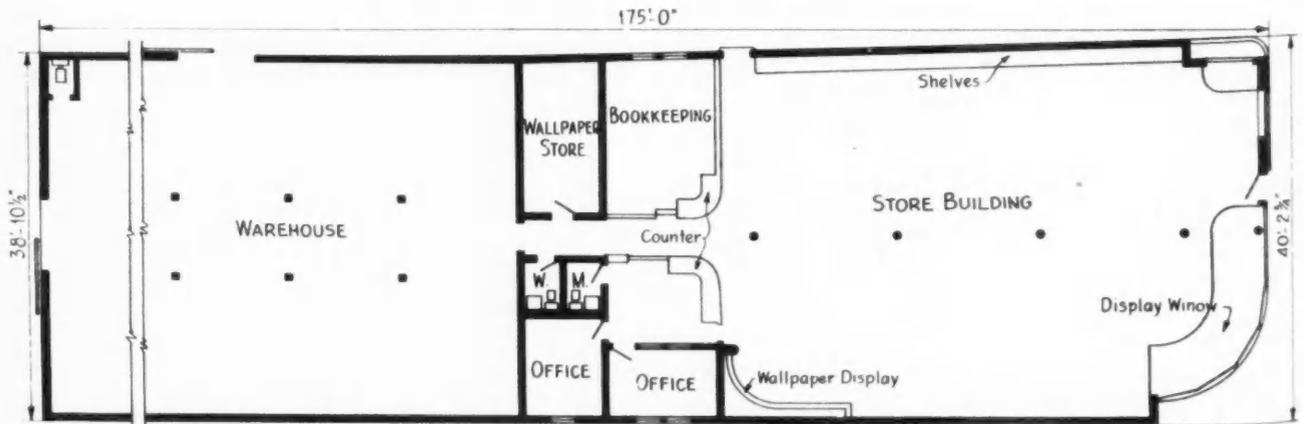
It was also in that year that Allen Turpin, Jr., graduated from the Tulane school of architecture, and opened his office in nearby Ruston. While engaging in private practice, he also began his active affiliation with the company, serving as the firm's residential architect. The upward surge in new construction reflected in the following figures, quickly made it necessary to establish a subsidiary organization and the Turpin Construction Company was founded:

Year	No. of Houses	Sale Price
1939	25	\$2,500- 3,500
1940	35	2,500- 5,500
1941	52	2,500-12,000

"By 1941, we felt the Bastrop Lumber & Supply Company was ready to extend its operations," says Corbin Turpin. Green fields, not far away, lured the Turpins to Monroe. Plans for a store and yard were drawn by Allen Turpin and a prospective site was selected, but the war applied an effective brake.

Expansion was held in abeyance, and the management of the company was left to Allen Turpin, Sr., and the grandfather, C. M. Corbin, while the brothers went to the West Coast to work for Henry Kaiser in his ship-building operations. There they remained until November, 1945. During their absence, new construction business was largely forgotten, but retail sales maintained volume at a rate approximately three times that of 1936.

With the return of the brothers from the coast, expansion plans were speeded. In 1946, the Bastrop Lum-



**MAIN FLOOR PLAN**

**FLOOR plan of the modern store building and warehouse at Bastrop. The front is shown at top of this page**



CAREFUL planning and an adequate advertising budget have contributed materially to the growth of the Turpin enterprise

ber & Supply Co. moved to a new site in a new store and yard, centrally located in the city. And in November, the Turpin Lumber & Supply Co. opened its doors for business in Monroe.

Shortly thereafter, Allen Turpin, Sr., the father, died. He had lived to realize the dreams he had for his business and his sons, but he failed to live long enough to see that under their able management the first year's business in Monroe almost equalled gross sales in Bastrop. In total, the company's sales reflected an increase of 1100 per cent in 11 years.

So much for the founding and the growth of the enterprise, but what makes the Turpins tick?

**A Complete Building Service**

Regardless of the building need, materials, or service, it is available at the Bastrop Lumber & Supply Co. and the Turpin Lumber & Supply Co. The Turpins offer a completely integrated setup. Anyone desiring to build a new home, or remodel or repair one, can fill his every need at one source.

**Materials:** Appliances, plumbing and lighting fixtures; linoleum, wall-paper, lumber and nails; roofing, furnaces or fans. You name it; the Turpins have it.

**Architectural Service:** A competent, thoroughly-trained architect and two draftsmen design and supervise all construction work, both new work and remodeling. Allen Turpin, who doubles in brass, managing the store in Monroe and serving as the architect, operates a business within a business. His architectural services are available whether or not the Turpins sell the materials for the building, or the Turpin Construction Co.

does the construction work. In brief, the architectural service is not operated as a gimmick to sell materials, but rather customers are charged the usual architect's fee by Allen Turpin.

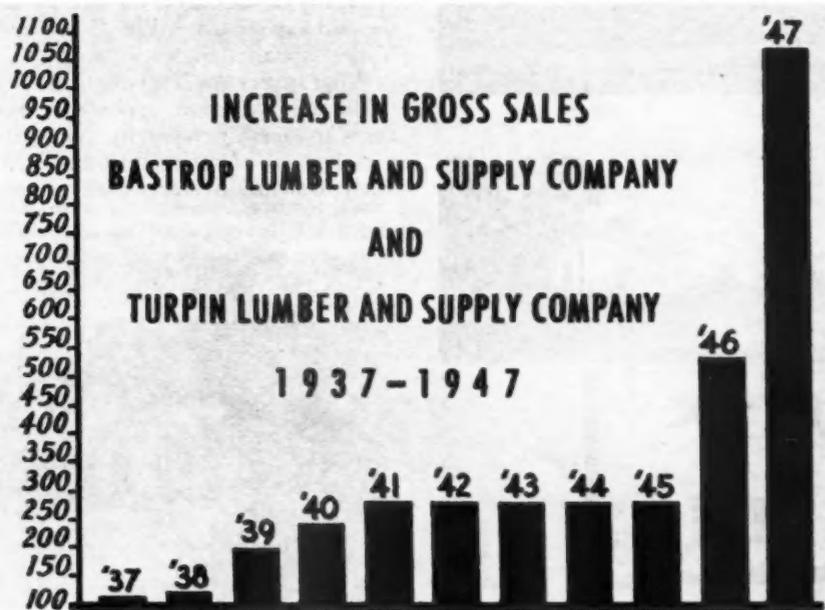
**Contracting Service:** The Turpin Construction Co. is currently employing 32 men to erect its houses. Some residential work is sub-contracted, but in all cases, the Turpins meet the payroll. Two experienced home builders serve as foremen. They are paid a weekly salary, and a bonus payable on completion of each house. The amount of the bonus depends on speed of completion and how much the builder can stay within the carefully estimated construction cost.

Following their return from the West Coast, the Turpin brothers found it was impossible to get back

into new construction work to any extent until 1947. During 1946, the new stores and yards had to be completed; but during 1947, the Turpin Construction Co. built 65 houses with the bulk ranging in price from \$4,500 to \$7,500, but with a few falling into the \$25,000 bracket. New construction represented almost 45 per cent of total sales and about 15 per cent of all the new houses built in Monroe.

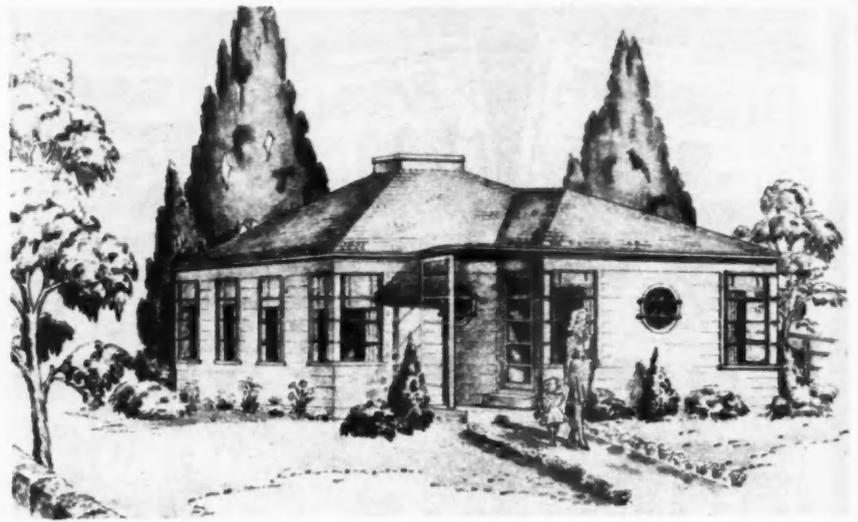
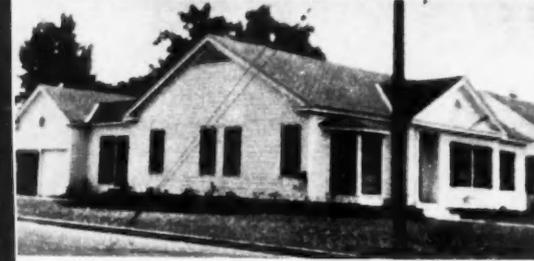
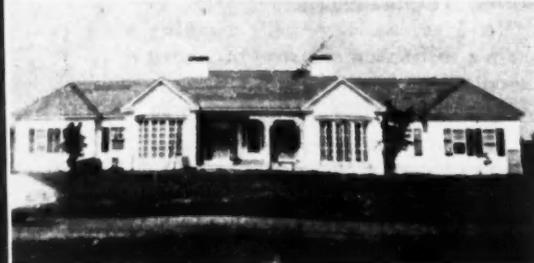
"During the first two months of this year, we were averaging three new house jobs a week, but the tightening of the money market hurt us," Corbin Turpin reports.

"In May, we were still awaiting lending institution approval of houses submitted in January, and if there is an easy way to lose business it is by





C. M. CORBIN, an experienced contractor and grandfather of the Turpins, heads the construction firm. BELOW: some of the houses the firm has erected



A VARIATION in elevation of one of the low-cost houses designed by A. T. Turpin

being forced to hold up construction. People naturally get restless, decide to buy a new car instead, or find something else to live in while waiting. Then they come in and ask for the return of their deposit.

"We have done some operative building, and will continue to do so, but at present we're kept busy to the limit of our capacity on contract jobs. The first few months of this year, it appeared we would build even more houses than in 1947, but as nearly as I can estimate, we will build about 60, or slightly less than last year, though dollar volume will be higher as we are progressively building a better class of house."

**Repair and Remodeling**

Illustrative of their success in repair and remodeling work, architect Allen Turpin says, "In 1947, we sold nearly \$40,000 worth of asphalt shingles, which represents about 50 per cent of our roofing business. While the material itself offers a nice profit, we also applied more than 25 per cent of the asphalt shingles we sold."

What makes the Turpins tick?

Do they feel that appearance reflects the quality, integrity, and progressiveness of an organization? A likely conclusion since their stores,

showrooms, and yards are modern, neat and carefully planned for attractive display of the complete line of materials they sell. (Incidentally, over-the-counter sales in Bastrop have doubled since the new store was built.)

Do the Turpins believe in advertising? Their advertising is equally noteworthy for its continuity, its content, and its appeal. It reflects imagination, careful thought and planning, and an ample budget. "Turpin Tips" appear at least weekly in all newspapers serving the trading area, and are distinctive in character and invite readership. Daily radio advertising always ties into current newspaper advertising.

What customer services do the Turpins offer? Full information on financing is available. The Turpins are ready to arrange mortgage loans or property improvement loans, just as they are ready to give advice and help in selecting the building site, or in landscaping it.

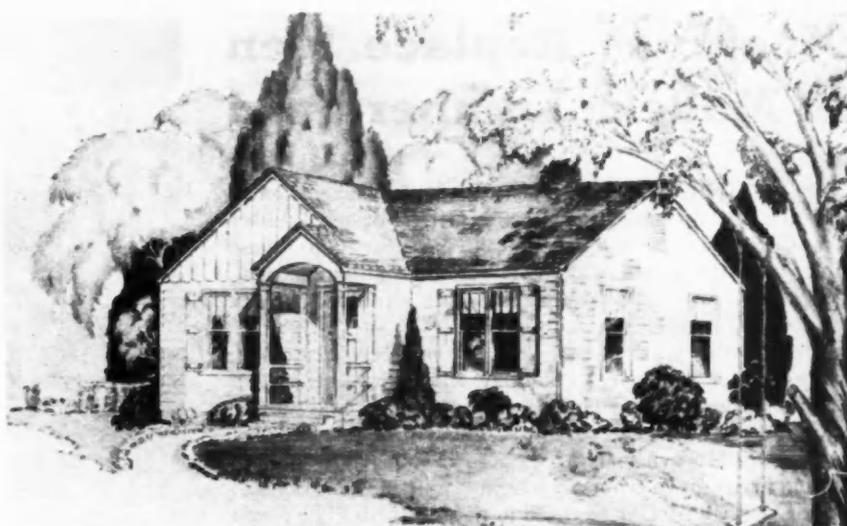
**Education and Experience**

Is it mere chance that Corbin Turpin graduated from a school of business administration, and is in charge of the financial, selling, and purchasing end of the business?



THE firm also constructs large homes of this type, all designed by A. T. Turpin, Jr.

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modern, attractive, and usually, a drop in price was

adversely affected. Equally, a drop in price was not always invited. The newspaper

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l. Jr.

Is it chance that Allen T. Turpin is a registered architect, and while handling his firm's architectural work, also engages in an extensive private practice?

Is it chance that when Carl Turpin joins the organization a year hence he will bring with him a degree in structural engineering?

Is it chance that the grandfather, in charge of the Turpin Construction Co., has had a long career as a successful contractor?

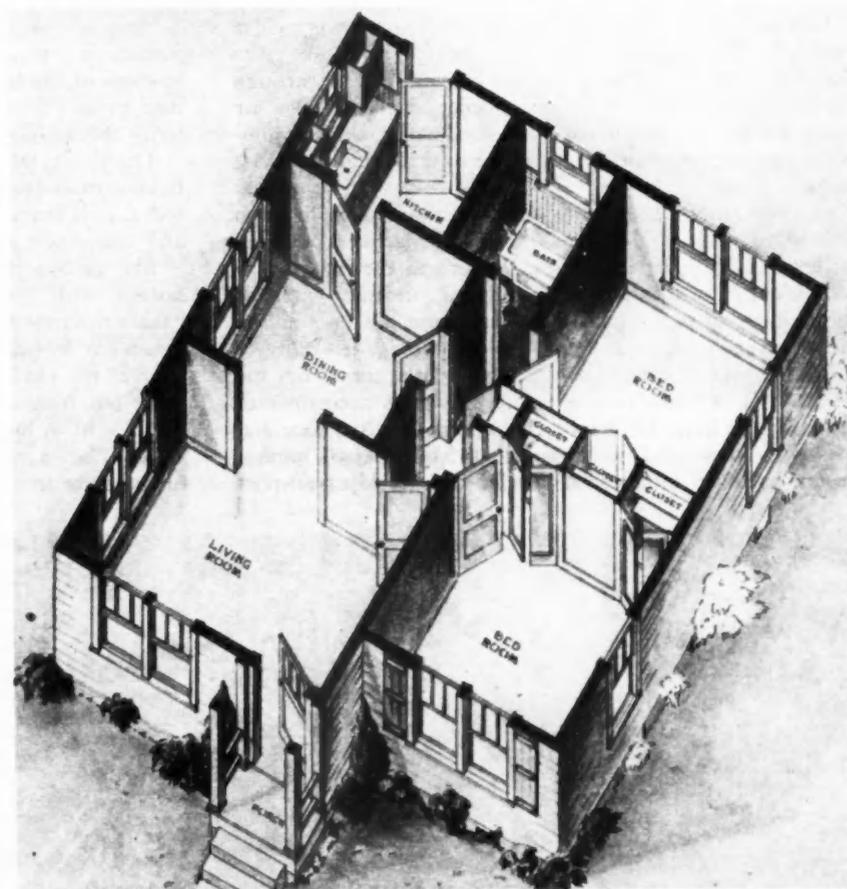
Is all this chance? Probably not in any way.

### How to Attract Customers

What makes the Turpins tick? Their business philosophy. What is their philosophy? Summed up in a phrase, it is this — "MAKE IT EASY FOR THE CUSTOMER TO BUY."

"We have tried to get together under one roof a central source for any building material need, whether that need is for material or services," explains Corbin Turpin. "Once a prospect makes his wishes known, whether it is a new home, a new asphalt roof, or a fresh coat of paint, we are ready to take over and assume complete responsibility until the completion of the job. As we see it, our function is to make it easy for a customer to buy. The more work and detail a prospect has to assume to get what he wants from the building industry, the less likelihood there is of a sale. As we see it, to the extent a dealer can integrate this dispersed industry under his own roof, the greater the profit to himself, and the greater the percentage the building industry will earn of the consumer's dollar."

That philosophy must pay. An increase in sales of 1100 per cent in 11 years says so.



THIS isometric drawing shows the basic floor plan used in most of the low-cost houses. Elevations, as illustrated on this page, are sufficiently varied to permit erection of a number of the houses in the same locality without danger of monotonous appearance



## Machines Replace Men In Modern Lumber Yard

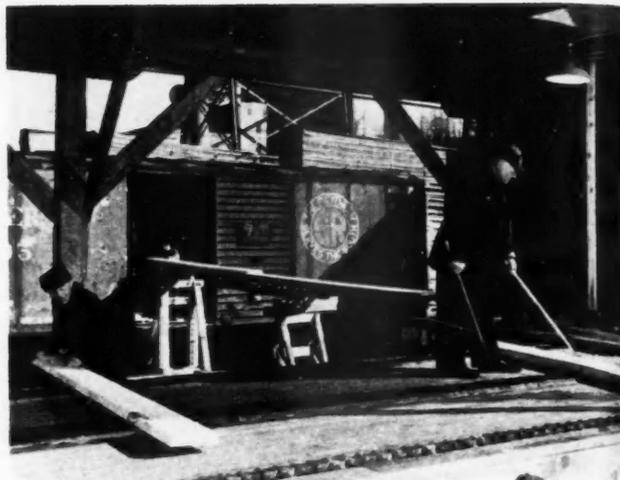
**A**N EFFICIENT, 11-acre layout with mechanization as the keynote characterizes the Hilty-Forster Lumber Co. yards, Milwaukee, Wis. Two years ago, these yards, plus the plants of the Hilty-Forster Manufacturing Co., were destroyed by fire that caused an estimated damage of more than \$300,000.

Though the yards were almost completely destroyed, Hilty-Forster employees, the day after the fire, began rebuilding on the same 11-acre area. Buildings and lumber piles are now arranged so that a similar disaster is almost impossible. Modern machines, operating on hard surfaced ground areas, have trimmed cost and time of operations to almost one half of that required in the old yards. The result is better service to builders throughout the Milwaukee area.

Lumber sheds in the old Hilty-Forster yards were close together. One-half the sheds were loaded from one side; the other half from the other, leaving an opening through the sheds for drafts. In the new sheds, all possibilities for cross drafts are eliminated since modern stacking equipment can operate quickly and efficiently through one side of each shed.

Lumber enters the yard by three railroad spurs direct to unloading dock, and is unloaded by conveyors powered with auxiliary electric motors. Where in the old yard it took from 18 to 19 hours to unload and grade one car, half the number of men can now do the same job in 9 hours. An average of eight cars are loaded or unloaded daily.

The lumber is graded and tallied as it comes from the boxcars. It is then stacked at the platforms according to grade. From here, the lumber is handled by Ross carriers, lifts, and stackers. One lift can load 5,000 feet of lumber on trucks in 10 minutes. A carrier can quickly transport

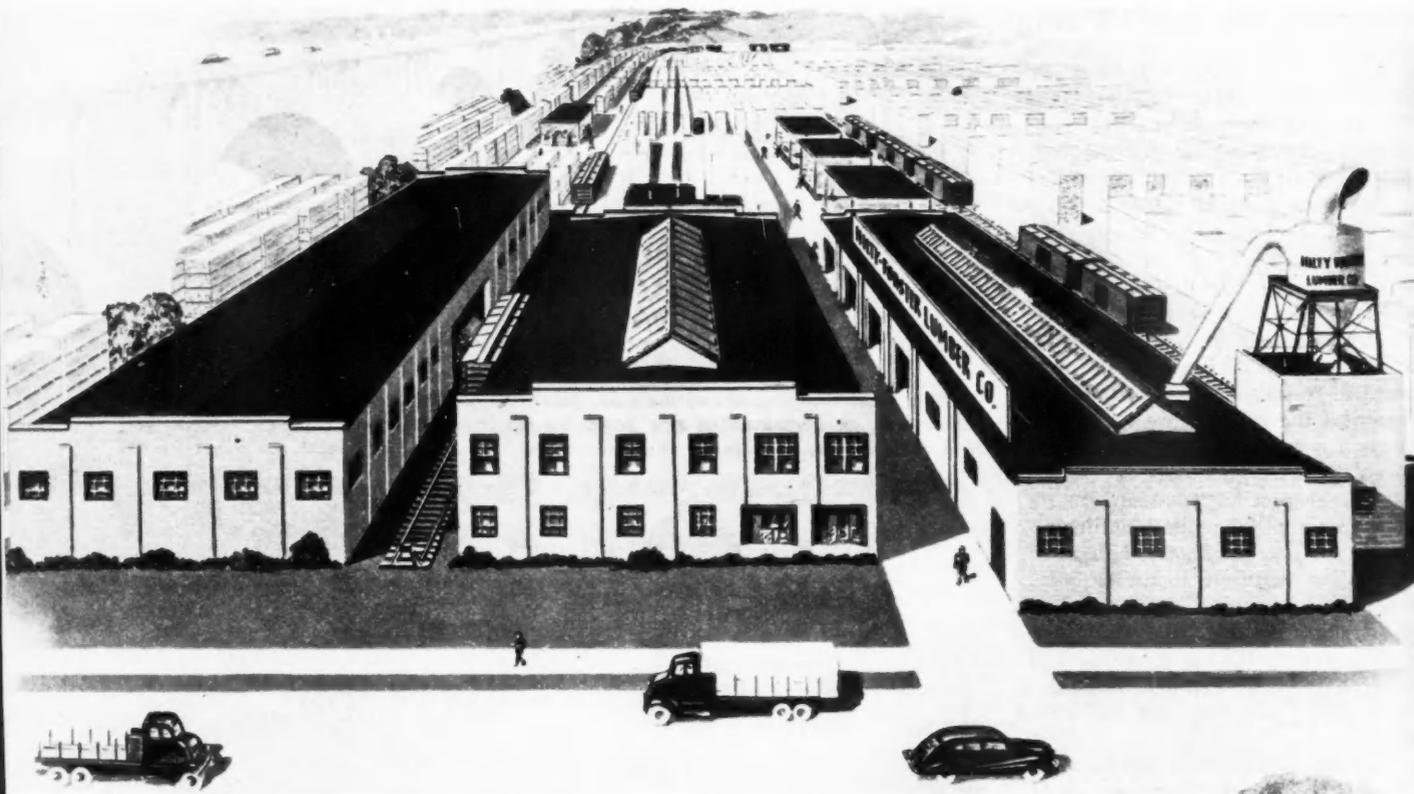


the lumber to any place in the yard, requiring only one man to operate it.

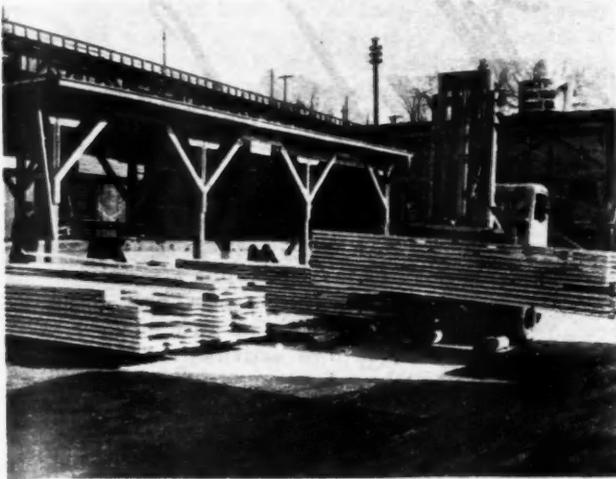
Original ideas developed by Hilty-Forster personnel include new type sheds covered with canvas for temporary storage of lumber, and a loading device that enables one man to load a car faster than two men could previously in twice the amount of time.

The sheds, 90 feet long, 20 feet high, and 10 feet wide, have canvas-over sides and permanent roofs supported on 6x6's, well braced. Canvas sides may be slid back or forth and telescoped similar to show-case doors.

The loading devices are constructed like oversized saw horses, with the exception of adjustable standards that enable the tops to be lowered or raised. Lumber is loaded into a car by placing one of the loading devices at the car door at the top level of lumber in the car; by placing another out from the door at a point where the lumber may be brought in by a stacker and placed on both loading devices. The standard is raised higher on the horse the furthest out from the door. After the lumber is stacked on



LUMBER sheds of new Hilty-Forster Lumber Co. are designed to minimize possibility of fire



LUMBER is graded and tallied as it is unloaded, left. Ross lift moves lumber to its place in yard

ROSS lift handles twice as much lumber with half the number of men required in old yard



LUMBER in old yard system was stacked by hand

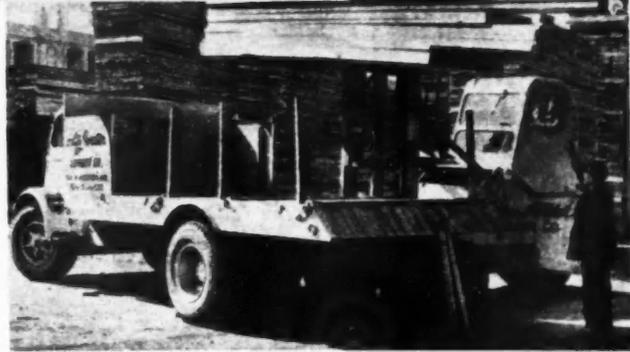


Pictures courtesy of Ross Carrier Corp.

the loading devices, it is at an angle, sloping toward the car door so that one man can easily load the car from the stack.

The yard is located about three miles from the downtown area of Milwaukee. New office buildings have also been constructed, along with warehouses, a modern lumber mill, cabinet shop and complete millwork plant. Display rooms are being constructed in the main office building.

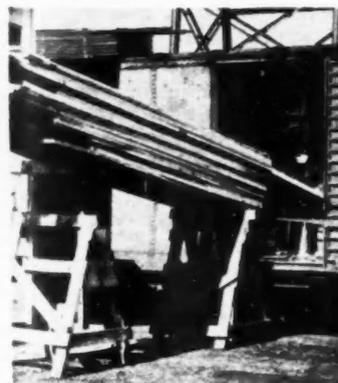
Joseph A. Mueller, enterprising vice president and general manager of Forster Lumber Co., as well as Hilty-Forster Lumber Co., was influential in the rebuilding and reorganization of the yards. Hilty-Forster Lumber Co. and Forster Lumber Co. are both divisions of Industrial Mills, Inc., which until December, 1947, was Industrial Investments, Inc. It is headed by Otto A. Boehm.



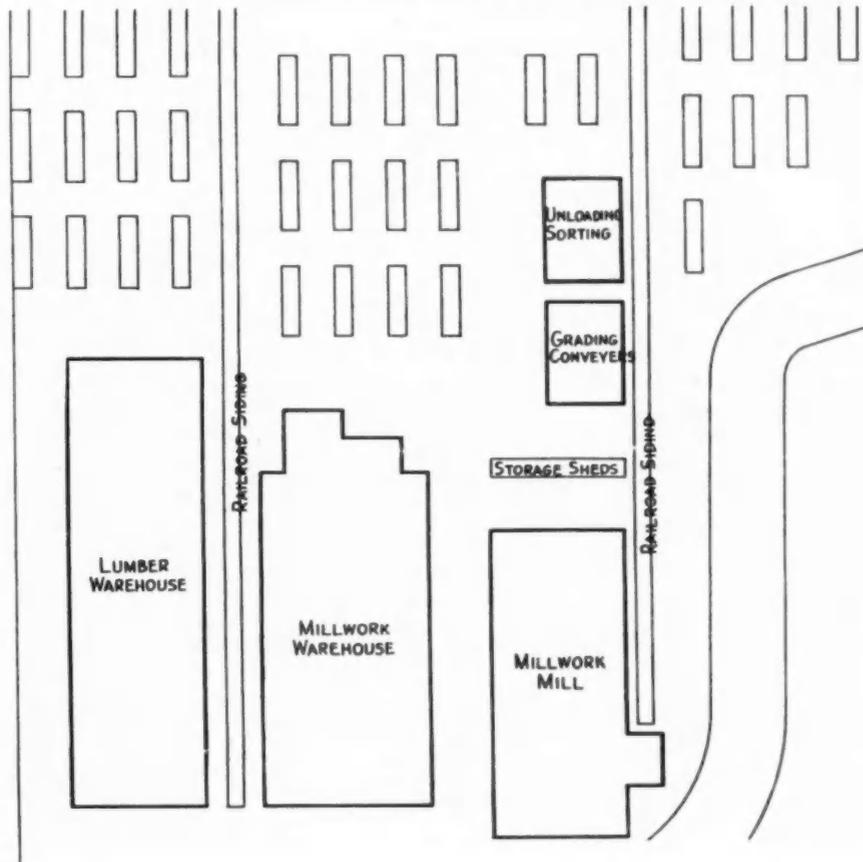
ROSS lift, which can load 5,000 feet of lumber in 10 minutes, helps speed yard operations and deliveries to builders. Ground area, below, will be surfaced for heavy machinery



TEMPORARY sheds protect lumber

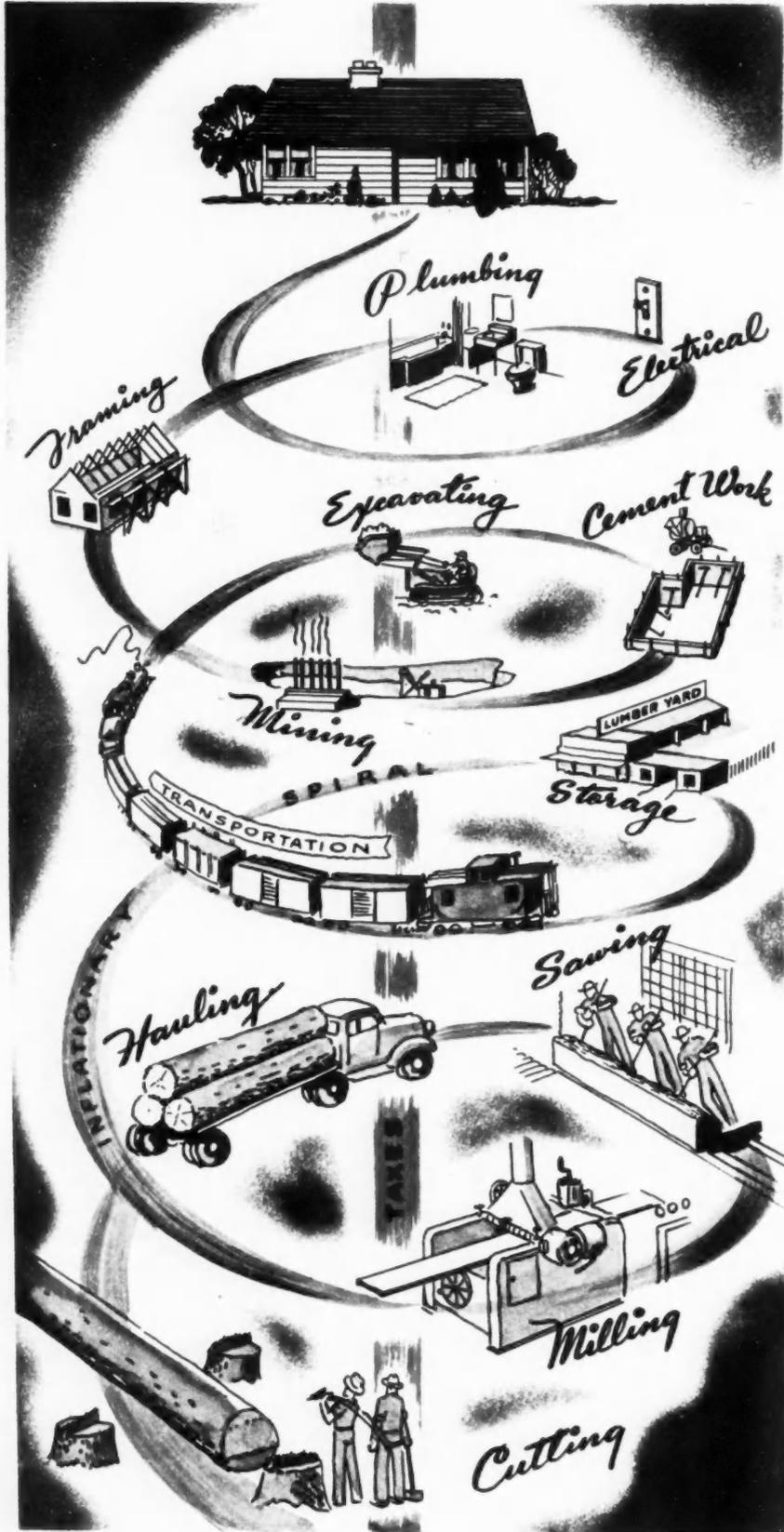


LOADING device speeds operations



# Less Homes for More or More for Less?

By R. E. Saberson



**H**OUSING TALK, and reading, reached a new high during the past month, at least in the scope of our own activities. That may not have been true with everybody but it is safe to say that, outside of politics, housing probably was a main topic of conversation with more people than any other single subject.

What interested us most was the wide variety of so-called facts and figures that were tossed about with careless abandon to "prove" the various points under discussion. Once again it demonstrates unmistakably that there are many men of many minds when it comes to housing.

At luncheon we listened to a lengthy dissertation by a critical businessman who told how building costs were being "loaded" to the point where everybody concerned in the transaction had figured his regular price, plus an abnormally high profit, and then doubled the entire amount in order to play safe on the transaction. Judging from what was said, this procedure began where the building materials first started to take form and continued until the completed house was turned over to the unfortunate purchaser.

The particular noonday discussion would have been extremely depressing for anyone who ever intended to buy or build a home, for it appeared to be the consensus that the home building industry is made up of a vast number of uncoordinated groups each of which is interested in but one thing . . . getting theirs while the getting is good. Judging from the comments, little thought is being given the question of how to deliver more home for less money . . . as is the case with many products in other industries.

Now it so happened that the direct cause of this particular discussion was a local home builder who had gone in for some plain and fancy plunging on a big scale. As is often the case in such instances, the several suppliers and subcontractors had no doubt attempted to protect themselves by hiking their bids. They were "playing safe." However, it turned out to be anything but safe. The houses had not sold, and the threat of substantial losses loomed large in the minds of the several participants. Because of its size the unfavorable publicity had extended far beyond

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those who were at fault, and it had been used by the uninformed as a bright and shining example of what was going on in the home building industry.

What was NOT discussed at the luncheon was the very large number of small homes which are being built all over the city and in the suburban areas . . . homes which are well constructed by competent workmen under the direction of reliable contractors. Sure, the selling prices were higher than prewar, but the same thing was true of everything on the menu as well as of all of the several new, and old, automobiles on the parking lot. When the inflationary spiral gets under way, it knows few exemptions.

And so the efforts of the unspectacular, small builders received scant attention and the criticism of the housing industry waxed fast and furious throughout the meal. The session broke up with the conclusion that the building industry had not lived up to its great responsibilities and wasn't capable of doing so, as evidenced by the continued shortage of homes.

That evening at dinner it was a horse of a different color. Most of those present had read the housing story in that week's issue of Life magazine . . . how a new home was being completed every few minutes by a single builder on Long Island and what was being done via mass production methods to provide more house for the money.

The animated conversation left no doubt as to the interest and whole-hearted approval of the guests and the conclusion was highly flattering to the building industry. There was no one on the group who believed that the job could be done better with bureaucratic assistance or with the full benefit of the best thinking of our most enthusiastic planners.

During the following week we spent considerable time visiting a hospital which was located in an area that had gone downhill rapidly as a residential district while the hospital itself had grown bigger and better.

We had lived in the vicinity when it was at its best. The apartments were then new, convenient to the downtown section and within walking distance of two attractive, small parks. Today the recreation facilities are still there and, of course, the business district has not moved except to edge up a little closer to the area. But the change that has taken place in the general appearance of the neighborhood is almost beyond belief.

Yet none of the buildings are old in terms of years. Actually the structures themselves are good for a long time to come. Nevertheless, the hundreds of residential units that once

housed so many proud, happy families are now occupied by those who are unable to find any better place to live and just as soon as more desirable quarters are available, the area will become less and less desirable as a residential district.

One of our friends concluded that this example of residential deterioration pointed to the need for government housing, but that didn't seem to make sense. Then, a few days later, we read the following pertinent paragraphs in an editorial in the Saturday Evening Post under the title of "Public Housing No Way To Solve Slum Problems":

"The Bureau of Census reports that in the last seven years we have made unparalleled progress in improving our housing situation. The 1947 housing survey showed 93.2 per cent of all urban homes to be in satisfactory repair, as compared to 88.6 per cent in 1940. Every year of prosperity will whittle the substandard housing count further. Both quantitatively and qualitatively American housing is at an all-time high and getting better every year, although this fact is somewhat obscured by population growth and migrations, as well as by artificial forces, such as income inflation and rent control.

"Furthermore, the city of Baltimore is proving that enforcement of the existing city housing laws can go a long way in eliminating slum conditions. Block by block, the city is compelling property owners to meet minimum housing standards. The elimination of junk, broken fences and odd buildings in the yards alone has brought surprising results. The advantage of rehabilitation is that it does not reduce the supply of housing at this time of excess demand.

"Where whole neighborhoods are too deteriorated for rehabilitation, the local government can buy up slum tracts, clear them and sell the land for private redevelopment on a closely regulated re-use plan. Many cities already have such legislation; Indianapolis and Chicago, to mention two, have put the programs in motion. In short, public housing is unnecessary because its major objectives can be accomplished without it, and at lower cost as well as without the corruption, inefficiency and waste which are bound to accompany bureaucratic encroachment into a basic economic function."

As we read the editorial we could not help but speculate on what would happen if a rehabilitation crew moved in on the area surrounding the hospital. Conceivably much of the blight could be removed quickly and economically. The location, within walking distance of the principal center

of employment, was all in its favor. Utilities, parks, trees, streets, basic structures were all in place. The job of removing the stains of deterioration did not seem to be too big or too costly.

The question then arises as to why it is not done. Part of the answer will be found in obsolete or stupid building codes which prevent the use of new, labor-saving materials, a rapidly-mounting tax burden and in rent ceilings which do not take either of these two factors into consideration. In other words the government agencies which claim to have the answer to the housing problem are, by their ineptness, actually making the situation worse.

Having pondered the editorial in the Saturday Evening Post, we next picked up a marked copy of McCall's magazine which had been directed to our attention. Here we found four pages in color which intrigued our interest no end. We have no way of knowing how many of the published claims for the factory-built house will come true. We merely point out that it was featured in McCall's, fully decorated by that magazine.

The specifications were sufficient to command the interest of almost anyone since the price included "forced hot air, radiant heating unit in the ceiling and a built-in combination clothes and dish-washer sink . . . eight generous closets with drawers, shelf and hanging storage . . . space-saving sliding doors for wardrobe closets, bedrooms and bathroom . . . fluorescent lighting fixtures, big windows and screens . . . washable inside and out, will never have to be painted . . . proof against fire, termites, decay and vermin . . . fibre-glass insulation, sound-proof, colors that won't fade . . . if dented or chipped the damaged panel can be replaced."

It made intensely interesting reading but sounded a bit too good to be true, so we wrote to two friends who are not given to going off the deep end on any subject and asked for their candid opinions after they had critically examined the house. One was highly enthusiastic and the other reported in effect that it was "not bad but still not a home."

What we are now witnessing is the beginning of a titanic struggle for the home market between materials, construction methods and groups of sellers . . . a battle the like of which has never existed in the past. The casualties will be terrific but out of it all will come homes that will measure up in quality and price with any industrial achievement that has ever been credited to free competitive enterprise.

# New Housing Legislation

## Summary of the Housing Act of 1948 applicable to FHA operations and other matters

TO MAKE new regulations under the 1948 housing act more immediately effective, the Federal Housing Administration last month arranged meetings with builder groups in all parts of the country to explain those regulations. A large number of the meetings were arranged by local chapters of the National Association of Home Builders, although where no such chapters existed, FHA attempted to get groups together independently.

The substance of information passed on to builders, as secured from the Washington office of FHA, is digested below for those sections of the law which are of particular interest to private builders. Section 207 under Title II, pertaining to financing of veterans and cooperative rental housing, is not covered, nor are the sections devoted to yield insurance and the secondary market which are of more direct interest to lending institutions.

### Amendments to Title I

1. An increase in the limitation of total insurance liability which may be outstanding at any time from \$165,000,000 to \$200,000,000.

2. Authorization for loans not in excess of \$10,000 having maturities not in excess of seven years and 32 days to finance the alteration, repair, improvement or conversion of existing structures used or to be used as apartment houses or dwellings for two or more families. It is no longer required that the structure be in a war housing area or that any occupancy priority be given. The proceeds of such loans must be used to alter, repair, improve or convert a structure so as to further its use as a dwelling for two or more families.

3. An increase in the maximum amount of Class 3 loans from \$3,000 to \$4,500 for the construction of new homes. It is anticipated that this will stimulate construction of low cost homes.

Eligibility requirements and limitations applicable to Title I, Class 3 loans to finance construction of single family dwellings are:

*Maximum loan:* \$4,500.

*Maximum maturity:* 20 years, 5 months (many borrowers prefer 10-12 year terms).

*Security:* First Mortgage or Deed of

Trust (FHA supplies the forms).

*Title:* Fee or 99-year renewable lease or 50-year lease from date of mortgage.

*Maximum interest rate:* 4½ per cent per annum.

*Maximum initial service charge:* 2 per cent of loan.

*Annual FHA insurance premium:* ½ per cent of loan.

*Recording and legal fees, fire and other hazard insurance premiums:* Actual.

*Proceeds of loan:* Must be used only to erect a new residential structure. (May not be used to purchase land)

*Structure—if owner occupied:* Must conform with local zoning and building regulations and certain basic FHA requirements such as minimum of 360 square feet, separate sleeping room, a water system, sewage disposal system, and electricity must be connected, if available.

*Structure—if for sale or rent:* Must meet FHA minimum property requirements as to structural soundness.

*Land:* 4,000 square feet minimum.

*Inspections:* Site, construction and completion inspections by the lending institution.

*Construction advances:* One loan takes care of both construction and permanent financing. FHA insures advances. Materials and labor on site must be at least 110 per cent of total advances. At least 20 per cent must be withheld pending final completion.

*Borrower's credit:* Approved by lending institution.

*Borrower's equity:* Borrower must show equity of 5 per cent of the value of the completed property.

*Payment of loss:* Lending institution must acquire property and may convey to Commissioner or may sell property with approval of Commissioner and file claim for deficiency, if any. Payment of loss is in cash.

*Title I reserves:* The reserves of Class 1-2-3 loans under the Amendment of 1947 are commingled and available for the payment of Class 1-2-3 claims.

### Amendments to Section 203 Of Title II

The maximum interest rate on all loans insured under Section 203 is 4½ per cent.

1. 203(b)(2)(A)—Maximum term

increased from 20 to 25 years, provided the property is approved for mortgage insurance prior to the beginning of construction. Maximum term for existing construction remains at 20 years. As heretofore, the maximum ratio of loan to value is 80 per cent, the maximum mortgage \$16,000, and the dwelling unit on the mortgaged property must be designed principally for residential use for not more than four families.

2. 203(b)(2)(B)—The previous \$5,400 maximum mortgage limitation has been increased to \$6,300. Unchanged are requirements that (1) the property must be approved for mortgage insurance prior to the beginning of construction, (2) the dwelling on the property must be designed for a single family residence, (3) the mortgagor must be the owner-occupant, (4) the maximum ratio of loan to value must not exceed 90 per cent, and (5) the maximum term must not exceed 25 years.

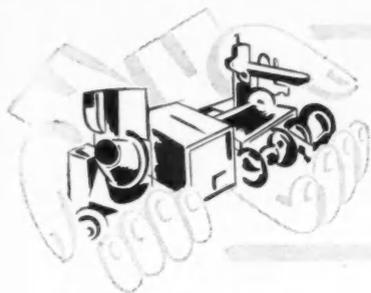
3. 203(b)(2)(C)—Maximum mortgage limitation is increased from \$8,600 to \$9,500. The ratio of loan to value shall not be in excess of 90 per cent of \$7,000 of appraised valuation and 80 per cent of such valuation in excess of \$7,000 except that, irrespective of the valuation in excess of \$11,000, the maximum mortgage amount may not be in excess of \$9,500. It is required that (1) the property must be approved for mortgage insurance prior to the beginning of construction, (2) the dwelling on the property must be designed for a single family residence, (3) the mortgagor must be the owner-occupant, and (4) the maximum term must not exceed 25 years.

4. 203(b)(2)(D)—This is a new subsection of the Act. Maximum mortgage is \$6,000 for a term not to exceed 30 years. The property must be approved for mortgage insurance prior to the beginning of construction, (2) the dwelling on the property must be designed for a single family residence, and (3) the ratio of loan to valuation for the owner-occupant shall not be in excess of 95 per cent; for operative builders 85 per cent.

### Firm commitments

Firm commitments may be issued under Section 203(b)(2)(A) naming operative builders as mortgagors where the operative builders are not able to obtain adequate and economic

(Continued to page 184)

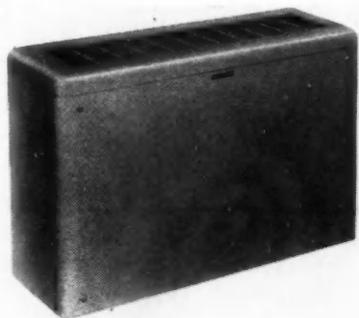


# NEW PRODUCTS

## Offered by Manufacturers

### CABINET UNIT HEATERS AB10829

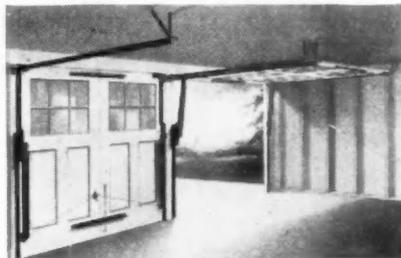
The new line of cabinet unit heaters being manufactured by the Young Radiator Co., Racine, Wis., are styled to blend with lobbies, vestibules, auditoriums, recreation halls, and commercial buildings. Built to deliver high capacity heat output without excessive blast, they offer good heater performance and a trim appearance. The heaters are equipped with a silent operating removable blower assembly and resiliently-mounted motor, and may be used with either steam or hot



water systems. The new line consists of three distinct models with three sizes in each style. Style "A," basic unit, can be shipped from stock. Style "B," universal unit, and Style "C," semi-recessed unit, are manufactured to order. The unit heaters are available in a number of arrangements and, with accessories, make possible many methods of installation. The cabinets are of sheet steel finished in prime gray. Tubes and fins are non-ferrous with tubes rolled into gray-iron castings.

### GARAGE DOOR HARDWARE KIT AB10827

A garage door hardware kit is offered by Richards-Wilcox Manufacturing Co., Aurora, Ill. The kit is designed to simplify the installation of overhead garage doors, using either a standard one-piece door or two doors fastened together to form a one-piece unit. It provides balanced, quiet, smooth overhead doors. The hardware can be used on any doors not more than 8 feet wide, 8 feet high, 1 3/4-inch thick and weighing up to 200 pounds. One-half inch head room is needed. Hardware parts attach in



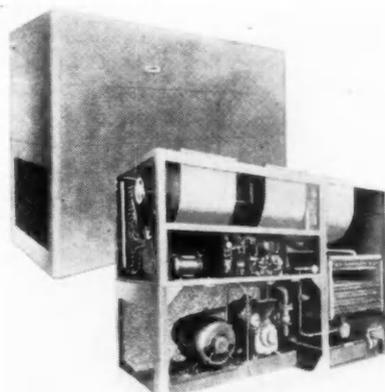
sequence by fitting one part to the other. Steel weather-strips are included, and latches are part of bottom arm bracket which fastens to door. Kit comes complete with everything necessary for installation and operation. Overall weight is 85 pounds.

### FOLDING STAIRWAY AB10828

Marschke Co., 1695 N. Cleveland Ave., Lucca, N. D., manufacturers of folding stairs, are now producing two new models of their "Marco Sto-A-Way" stairway. The models, 15 and 19, are readily usable in modular construction or prefabrication of homes.

### AIR CONDITIONING UNIT AB10823

A new over-all design has been added to the Refrigerated Cooler-air, central station "packaged" air conditioning unit, made by the United States Air Conditioning Corp., Como Ave. S. E. at 33rd St., Minneapolis, Minn. The unit cools, dehumidifies, filters,



circulates and ventilates air for ideal working and living conditions. Available in nine sizes, ranging in capacities from 3 to 40 tons, a single three-in-one unit houses the refrigeration compressor section; the air cooling,

dehumidifying and circulating section; and the evaporative condenser section.

### FLOOR MACHINES AB10824

Incorporated in the new "Tornado" floor machine is an adjustable control handle that may be removed for storage and transport. The control handle is placed in proper relation to the revolving brush to counter-balance starting and running torque, and is designed for easy operator control. Made by the Breuer Electric Manu-



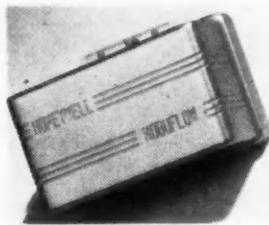
facturing Co., 5100 Ravenswood Ave., Chicago, Ill., the line consists of five models with brush spreads ranging from 12 to 20 inches.

### ROLL UP DOOR AB10835

A simple yet dependable roll up door for clothes and vestibule closets has been introduced by J. A. Seymour of the Sealed In Blind Co., 4359 Berkeley Ave., Chicago, Ill. The door, in six popular colors, is made of sturdy, washable, plastic leather. When open, it disappears overhead like a theater curtain by way of invisible channels. It may be easily installed in 30 minutes. No frame, casing, hardware, or floor track is needed.

### AIR CONDITIONING CONTROL AB10822

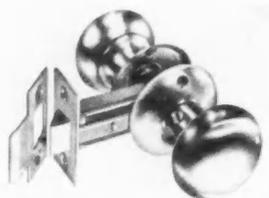
A new air conditioning control system that contains no moving parts in its thermostats has been developed by Minneapolis-Honeywell Regulator Co., Minneapolis, Minn. Now in production, the control system is based on electronic circuits used in other Honeywell controls including the C-1 and E-6 autopilot standard on Air Force four-engine bombers. Single thermostats can be used in the system



for both heating and cooling with automatic change-over from one to the other at any selected temperature level. Compensators may be added to change inside temperatures in accordance with outdoor temperatures.

**LOCKSETS AND LATCHSETS AB10820**

The Barrows Lock Works, North Chicago, Ill., are manufacturing locksets and latchsets designed for easy installation, smooth action, and the use of only basic metals in construction. A variety of correct trim designs are available for interior use, in all three types: Interior latches,



closet latchsets, and bathroom locksets. Installation for the Barrows mechanism requires the boring of two holes. Latch bolts and hubs are made of solid bronze. Cases and other working parts are of strong stamped-steel cadmium-plated. A press button locks the mechanism; it unlocks with a slight turn of the inside knob. If accidentally locked while the door is open, closing the door will cause it to unlock. Emergency key unlocks unit from the outside.

**PACKAGE UNIT FAN AB10808**

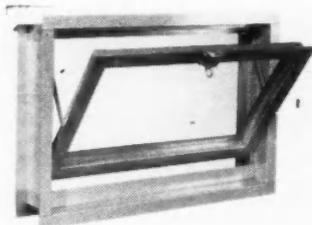
The "Rancher" (Model R-303) Fan is the newest addition to the fan line of the Lau Blower Co., Dayton, Ohio. It is a complete package unit for buildings or dwellings with low pitched roofs. Especially designed for "tough-to-cool" spots, the fan incor-



porates new features such as a fire-resistant sheet metal plenum, air-tight cushion seal, sealed bearings for all moving parts. The four-bladed fan is horizontally mounted with vertical air flow and belt drive. It is simple and easy to put in place in any ceiling. Only the clean lines of the automatic shutter are visible from below.

**VENTILATING WINDOW AB10809**

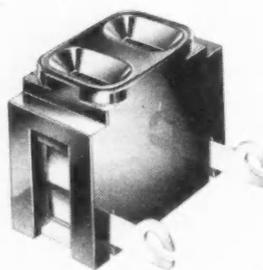
The Modern Electric Laboratory, 6131 South Wentworth Ave., Chicago, Ill., announces its new all-stainless steel ventilating window for use



with glass block openings. The window requires no painting, no replacements, and is designed to last as long as the glass block itself. Head, jambs and sill give adequate strength. The sash is of tubular construction, designed to eliminate the possibility of glass breakage. While the window is designed to render resistance to hard factory usage, beauty was not sacrificed. Consequently, it is suited for both the home and office. The windows are packed in individual cartons and can be furnished with a plastic screen which has a stainless steel frame. Only the most popular sizes are carried in stock.

**RECEPTACLES AB10817**

A new receptacle, easily adapted to all types of electrical appliances, has

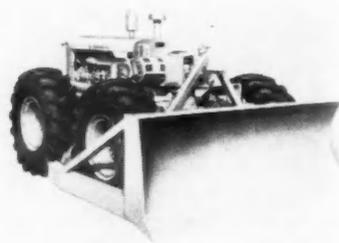


been developed by G-M Laboratories, Inc., 4300 North Knox Avenue., Chicago, Ill. The new receptacle is designed for permanent soldered connections, to insure low resistance circuit on heavy current loads. The receptacles retain all types of plugs firmly. Phosphor bronze contact springs of a new design are used. Each contact has two integral blades, one having a very stiff action, the

other very great flexibility. As the plug prong is inserted into the receptacle, contact is made first with the longer blade, which is sufficiently flexible to permit easy entry.

**TRACTOR DOZER AB10819**

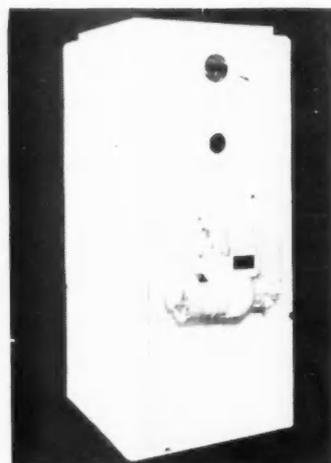
A 25-ton tractor dozer is now being manufactured by R. G. LeTourneau,



Inc., Longview, Texas. Mounted on heavy duty 24x29 ground grip tires featuring tapered bead construction, the 300 H.P. unit has a top speed of 13.6 m.p.h. both forward and reverse. The new machine is designed specifically for dozer and pusher loading. The Tournamatic transmission eliminates shifting of gears. Instantaneous speed selection of any of four forward or reverse speeds has been made possible by the constant mesh principle in the transmission design. Six multiple disc clutches select the desired ratio secured by one gear selection lever. Steering clutches, brakes and transmission clutches are all air actuated. This control system is designed to afford fast, easy operation with minimum operator movement.

**GAS-OIL FURNACE AB10818**

Automatic Firing Corp., 6504 Olive Blvd., St. Louis, Mo., is producing an all-white enamel, streamlined furnace that can be converted from oil-burning to gas-burning, or from gas-burning to oil. If oil-burning is desired, the furnace is shipped with pressure-gun type burner, with all



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controls, and is completely assembled. It has a B.T.U. capacity of 138,000 input, and by changing the oil burner nozzle, the furnace can be reduced to 110,000 B.T.U. input. The gas furnace is shipped with an AGA certified gas burner, and is of the same construction as the oil furnace. It has a 12-inch blower, one-fourth H.P. motor and cylinder combustion chamber.

**FLOOR MACHINE AB10811**

A new improved American deluxe floor maintenance machine, designed with a "safety grip" handle, and other mechanical improvements, is announced by the American Floor Surfacing Machine Co., Toledo, Ohio. Features of this new machine were incorporated in American polishers supplied for several years to United



States Naval hospitals, and are now released for general use. The Safety Grip handle incorporates a switch which provides positive off-on action when the operator grips it. This feature prevents the machine from starting accidentally when plugged in. The machine is neat and attractive in appearance, with highly polished aluminum castings throughout. It is available in sizes 13, 15 and 17-inch brush spread.

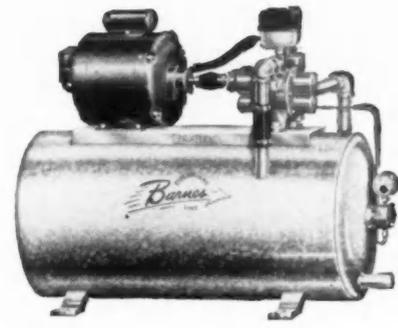
**TEMPERATURE CONTROL AB10830**

A new electronic automatic temperature control for homes and small buildings, which anticipates heating requirements of the house and "changes the size" of the heating system in accordance with outdoor temperature, has been announced by Johnson Service Co., Milwaukee, Wis. Called the Johnson Three-Point Controller, it is an adaptation of the Johnson Duo-Stat control. Designed for use with all hot water and warm air heating systems, the controller continuously measures outdoor, indoor and heating system temperatures. These three temperature-measuring elements are connected to an electronic amplifier which translates the temperature measurements into controlling action whenever a temperature change takes place at any one of the three control points. The

electronic amplifier "telegraphs" to the source of heat the proper relationship between the temperatures, so that heat input is constantly adjusted to compensate for heat loss from the house.

**WATER SYSTEM AB10812**

Introduction of a new shallow-well automatic water system is announced by the Barnes Manufacturing Co., Mansfield, Ohio. Called the "Mighty-Mite," the system is equipped either



with a 1/4 or 1/3 H.P. electric motor. It delivers up to 420 G.P.H. at 30 pounds discharge pressure, with suction lifts up to 22 feet. Maximum pumping pressure is 40 pounds for the 1/4 H.P. system, and 60 pounds for the 1/3 H.P. system. The water system requires no plunger, rods, packing glands or drive pulleys for operation. Two helical impellers, turning at motor speed (1750 r.p.h.), give an uninterrupted, non-pulsating flow of water.

**HEAT GENERATOR AB10831**

An electric hot water heat-generator unit, designed for radiant-panel, convactor, baseboard and radiator type heating systems, has been developed. Made of aluminum and copper, each unit is factory assembled and includes generating tubes, thermostats, water

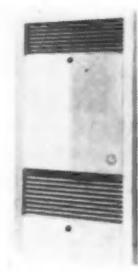
circulator, glow control, and safety valve. The unit is made in nine sizes, with B.T.U. per hour capacities of 34,000 to 102,600. Floor space required for a unit is 16x38x25 inches. It weighs 225 pounds. Called the



Precision Electric Hot Water Heat Generator, it is manufactured by Precision Parts Corp., Nashville, Tenn.

**VENTED WALL HEATER AB10802**

A new vented wall heater, designed to minimize installation expense, has been developed by Holly Manufacturing Co., Pasadena, Calif. The heater has a full 45,000 B.T.U. input, and fits into standard 2x4-inch stud construction. The new heater is named the Holly Clear Flo Wall Heater. Wall panels of the heater are smartly styled, hiding all working parts. Upper louvers give a downward direction to the warm air flow away from the wall, while lower louvers direct radiant heat waves to the floor.



The face of the wall panels remains safely cool. The heater is installed entirely above the floor and all working parts are housed in a single, easily removed unit for quick service.

(Continued to page 168)

**CHECK NUMBERS AND MAIL COUPON FOR INFORMATION**

American Builder, 105 West Adams Street, Chicago 3, Illinois

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AB10804	AB10812	AB10820	AB10828	AB10836
AB10805	AB10813	AB10821	AB10829	AB10837
AB10806	AB10814	AB10822	AB10830	AB10838
AB10807	AB10815	AB10823	AB10831	AB10839
AB10808	AB10816	AB10824	AB10832	AB10840

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder.

# "I Thought I Was Insured—"

**Unless the builder has taken necessary precautions, says this insurance expert, these words "I thought I was insured" can be the "saddest words of pen or tongue"**

*by Larry Holmes*

Insurance Manager, Chicago Metropolitan Home Builders Association



USUALLY the principal purpose in buying insurance is to provide for monetary reimbursement for a loss which would wreck or badly cripple the business or the individual. A home builder would not be seriously hurt by the loss of a \$25 wheelbarrow. But the loss of a \$50,000 damage suit might put him out of business. And such suits are not infrequent. But the saddest words of tongue or pen are: "I THOUGHT I was insured!"

Joe Zileh, home builder, learned that the hard way. His story has a final happy ending but for some months Joe was sweating dollars and fearing his financial pores would run dry. It happened like this.

Joe builds fine houses and is an all-round good operator. One day he was showing a prospect through a \$37,500 job, and she was pretty happy about it. She was interested especially in some tricky lighting Joe was having his electrical sub-contractor install. Indirect fixtures in the dining room with those long, soft-light fluorescent tubes. The electrician was working on them and Joe and Mrs. Prospect stopped to watch and discuss it.

You guessed it! One of the fixtures slipped out of the electrician's hand and fell on the upturned face of the prospect. Knocked her cold; cut a bloody gash across her forehead and right eye.

### What about insurance?

Joe called me the next day and told me about it.

"We took her to the hospital, of course," he reported, "but it doesn't

look good. She's going to be permanently scarred. Best I can hope for is that she doesn't have a brain injury or lose an eye.

"Only comfort is that I have insurance. I'm mailing the report to you right away, and you'll follow through, won't you?"

"Wait a minute, Joe." I wanted to sympathize, but "Do you remember that the last time I renewed your public liability policy I suggested you include the owners' and contractors' protective clause?"

"Ye-e-es. But I have public liability insurance on my operations, and my subs have each given me certificates showing that they have insurance."

"That's true," I agreed. "But your public liability insurance covers only accidents caused by your own employees. Now suppose Mrs. Prospect claims a big amount of damages and names you—as owner of the house—as a co-defendant with your electrical contractor. If she does that, and the jury agrees with her, you are hooked my friend."

And that is just what happened. Months later when the suit came to trial. Mrs. Prospect was awarded \$15,000 damages equally divided between Joe and his electrical sub-contractor.

The sub's insurance company paid his \$7,500 share. Joe had to dig up \$7,500 from his own pocket plus his share of the costs of the court proceedings.

Here's the more-or-less happy ending. Mrs. Prospect still liked Joe's house and went through with the

deal; she also influenced several of her friends to buy from Joe in the same area.

Also, Joe had learned that his insurance consultant's advice was worth listening to. So he asked me to analyze all of his insurance and recommend a complete program to him. When we got through, we not only had plugged several loopholes, like the public liability, but also we had cut Joe's NET costs by nearly \$1,000 a year.

### Building Operations Insured

Right promptly we added to his public liability policy the owners' and contractors' protective coverage for both bodily injury (for limits of \$25,000 and \$50,000) and property damage for the standard limits of \$1,000 and \$10,000.

On his workmen's compensation insurance, we found that he was paying a higher premium than necessary. His total premium was high enough, and his accident record good enough to entitle him to a preferential rate under the experience rating plan operative in his state.

Also the home builders association to which Joe belongs conducts a safety and insurance program which has been earning its members dividends of from 25 per cent to 50 per cent of total premiums paid. We put Joe into that program so he stands to get another cost reduction maybe as much as half of his total premiums on workmen's comp.

Joe owns two automobiles and four trucks. We put the legal title to all of them in the name of Joe's corpora-

tion and thus made him eligible for a fleet rating. Savings: almost 15 per cent net on the premiums he had been paying. Also we put the entire fleet with an insurance company which has an unbroken record of paying dividends, so Joe probably will get back another 10 per cent at the end of the year.

The concrete mixers, generator, compressors, and so on which Joe owns didn't have any insurance on them. We discovered that he had more than \$10,000 worth of equipment floating around his jobs and no protection against loss of any kind. So we put a "floater" policy on all the stuff including hand tools and miscellaneous items. This cost Joe about \$175 a year, but his equipment is now protected against almost anything that could happen to it causing a loss of more than \$25.

#### Corporation Head Insured

Joe operates as a corporation but he is really the mainspring of the entire operation. If he should die, it would cost a pretty penny to reorganize the business and replace him—if he could be replaced. Yet practically his whole life's work and estate are in the business. So we at once got \$25,000 worth of business life insurance payable to the corporation in the event of Joe's death. That will give his executor some immediate cash to keep the business going, maintain its credit, and finance the reorganization.

On his houses under construction Joe had pretty good protection—fire, windstorm and so on. He did not have protection against vandalism and malicious mischief so we added that. Then we worked out a different type of builders' risk protection which cut down the gross premiums to a little less than he had been paying before even without the vandalism and malicious mischief coverage.

Joe keeps some 15 to 20 employees on his permanent, full-time payroll. Some of them have been with him a number of years, and he wants to do everything possible to retain them. He raised the question, therefore, about group accident, health, hospitalization, and surgical insurance. In our state, unless you have 25 or more permanent employees, you can't get group insurance of that type. But Joe's home builders association does have a plan available for its members and their employees. Joe presented this plan to his people and offered to pay one-half the premiums if they wanted the plan. Of course they grabbed it, and so thankfully that they made Joe feel like Santa Claus.

We talked about a comprehensive policy covering dishonesty, destruction, and disappearance of money or

securities. Joe argued that he never has much money or valuable securities in the office so he didn't go for this. I did urge it; you never know when the oldest and most trusted employee may go wrong. Just a few days ago the story broke about that New Jersey big-shot banker and politician who had gotten away with more than a half-million. I expect Joe to be camping on my doorstep any morning now with a new decision on the comprehensive policy.

Some builders handle all the monthly payments on their houses and keep all the collection records in the office. If a fire should destroy those records there could be a costly job of duplicating and replacing them. I mentioned this to Joe, but found that his finance company is handling all this phase of Joe's business and does have insurance to cover accounts receivable losses.

Joe owns the building where his office and equipment are housed. I already was writing the insurance on the building and contents, so I thought it was pretty thorough. But I discovered that I hadn't put any plate glass protection on the two big windows at the front. I admitted this oversight to Joe as further proof that a periodic analysis of all insurance is a good idea.

While discussing the building insurance, I told Joe about a business interruption reimbursement policy. In event the building did burn down he'd have to rent other quarters and office equipment, and pay the extra cost out of his own pocket while his building was being repaired or rebuilt, unless this feature was in his insurance. He decided against this, however.

Of course his public liability insurance includes the office so that any damage suits arising from the operations there would be covered. We have the higher limits on this, too.

#### Household Protection

His first consideration was a good life insurance program, and Joe does have that. It had been carefully worked out on a long-range plan and graduated so that Joe's wife and children are protected. And if, as or when Joe gets old he'll have a little nest egg of income even if there is a depression.

When we were discussing the floater policy on his contracting equipment Joe had raised the question on a similar policy for his personal property and household goods. So we re-wrote his household goods fire and extended coverage policy to include all his personal property, scheduling certain valuables, fishing and hunting gear, and his new outboard motor. This assures him reimbursement for

losses from almost any known cause and any place the property might be. Joe is quite a traveler so this appealed to him especially.

Joe didn't have any personal accident and health insurance. "I'm included in the workmen's comp insurance, aren't I?" he asked. It so happens that in our state the officers of a corporation are included, although individual owners or co-partners can not be. "But," I pointed out to him, "your workmen's comp will only pay you \$22.50 a week if you're laid up and only if you are laid up because of an accident ON THE JOB." Joe thought it over a minute then, "Hey! Why don't I go into that group insurance plan we've been setting up for the people in my office?"

That certainly was sound, but the group plan provides benefit payments only for OFF THE JOB accidents or sickness. So we did this: We found that the company which writes Joe's workmen's compensation insurance has a "workman's compensation insurance supplement" for owners, executives and other key employees. This more than doubles the statutory amount of benefits under workmen's comp, so Joe bought this type of policy for himself.

#### Analysis Pays Dividends

Joe today has a better insurance program than he ever has had and it is costing him less. He should have had it all along. Part of the fault is mine as his friend and one of his insurance men. I should have insisted that he have a competent insurance specialist—myself or another—analyze his protection. Joe's principal interest is home building; it is natural that he is not familiar with all the quirks of insurance, all the possible protections, and all the possible combinations.

Like many business men, Joe bought his insurance piecemeal. Whenever he thought of it, he'd call an insurance man and buy some insurance. Any good insurance outfit would have been glad to analyze his whole program at any time, suggest improvements, point out the gaps, and show beneficial combinations. That's a service which practically every company I know offers its clients and prospective clients without cost. Often using that service can prevent a "shock loss" such as Joe had just experienced.

One of the companies I represent has a pamphlet "So You THINK You're Insured . . ." When Joe called me about his bad accident almost his first words were "I Thought I was insured!"

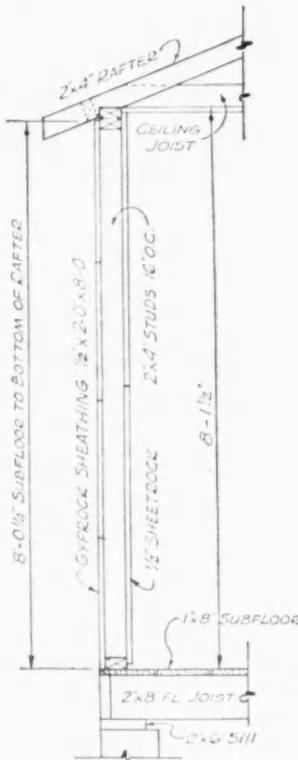
There's no need to be unsure about insurance.



# How-To-Do-It Pointers

## How to Save Time When Framing Wall

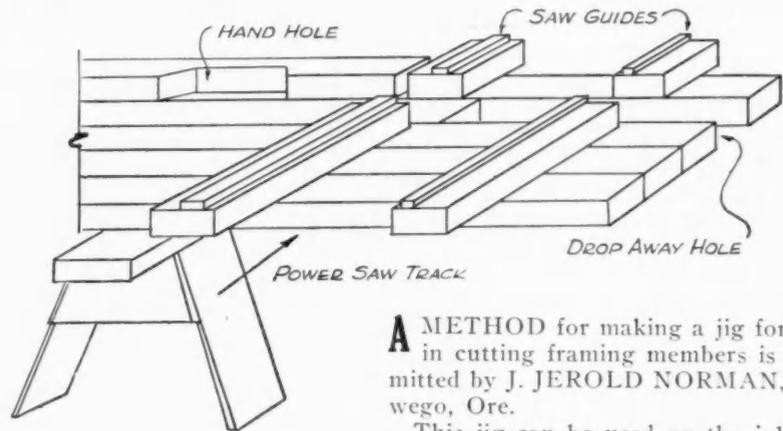
FROM J. G. CALDWELL, San Mateo, Calif., comes this suggestion for saving time and money in framing exterior walls, when using



Gyprock sheathing on the outside and Sheetrock on the inside of the wall.

Lay out stud length so that ceiling joists are 8 feet, 1 1/2 inches above sub floor. When sub floor is laid, snap a chalk-line 1/2-inch in to allow for Gyprock. This permits the floor joist to serve as sheathing below plate. The first course of 1/2 inch x 2 feet x 8 inch Gyprock is laid on subfloor. Four pieces come up to the bottom of rafters. One-half inch x 8 foot Sheetrock is applied vertically on the inside face of the wall. All unnecessary cutting is eliminated in the placing of sheathing on both exterior and interior. Use 2x4 block between rafters.

## How to Make a Jig



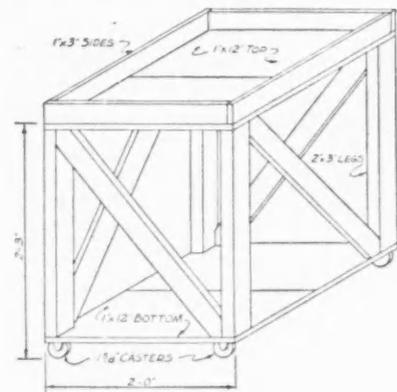
A METHOD for making a jig for use in cutting framing members is submitted by J. JEROLD NORMAN, Oswego, Ore.

This jig can be used on the job for cutting studs, blocks, and bridging, with a portable power saw. It is not as flexible as a radial arm saw, but more economical.

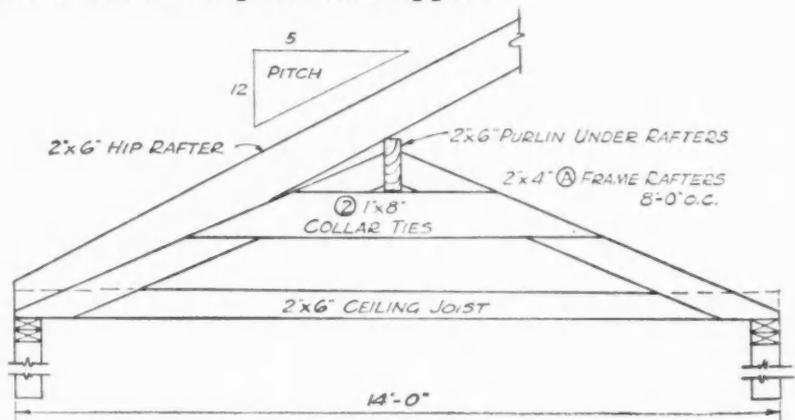
## How to Make a Portable Power Tool Stand

IN SUBMITTING this suggestion J. G. CALDWELL, San Mateo, Calif., says: "Here is a portable power tool stand that has proved its worth when using expensive electric tools such as drills, planes, and saws.

"When hanging doors the tools are always handy. They are kept off the floor and out of the dirt. When the work is completed in one room, simply place all the tools needed in the stand and wheel to the next room. Saves time, saves tools."



## How to Make a Hip Rafter Support



WHEN the living and dining room are combined, the carpenter has a framing problem on his hands.

The suggestion submitted by J. G. CALDWELL, San Mateo, Calif., indicates how one man solved it. He built a roof under the main rafters using the 2x6 ridge as a purlin.

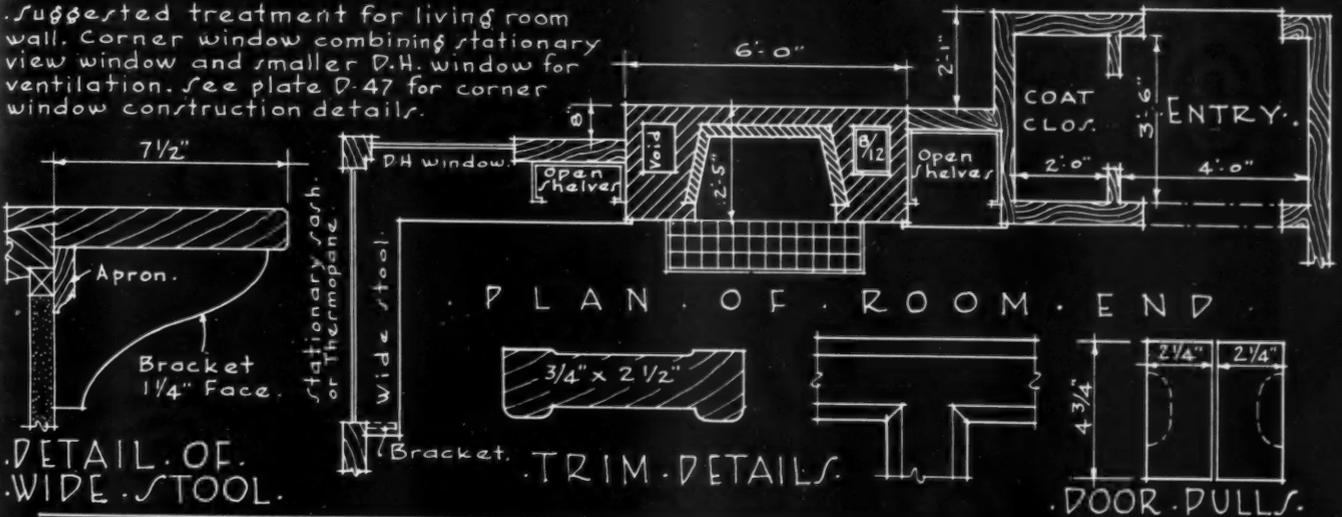
American Builder will pay \$5 for your favorite short cut or job pointer. Send rough draft to Architectural Editor, American Builder, 105 W. Adams St., Chicago 3, Ill.

# AMERICAN BUILDER'S BETTER DETAIL PLATE

American Builder, October 1948.

## NO. D-48. - CORNER WINDOW & FIREPLACE. R. J. A. 1948.

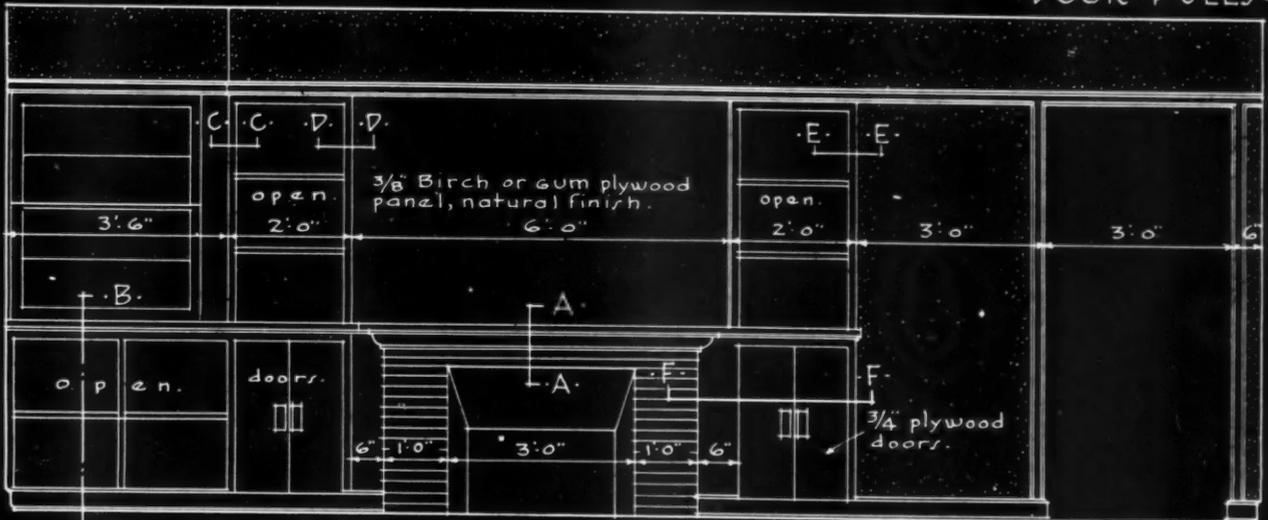
Suggested treatment for living room wall. Corner window combining stationary view window and smaller D.H. window for ventilation. See plate D-47 for corner window construction details.



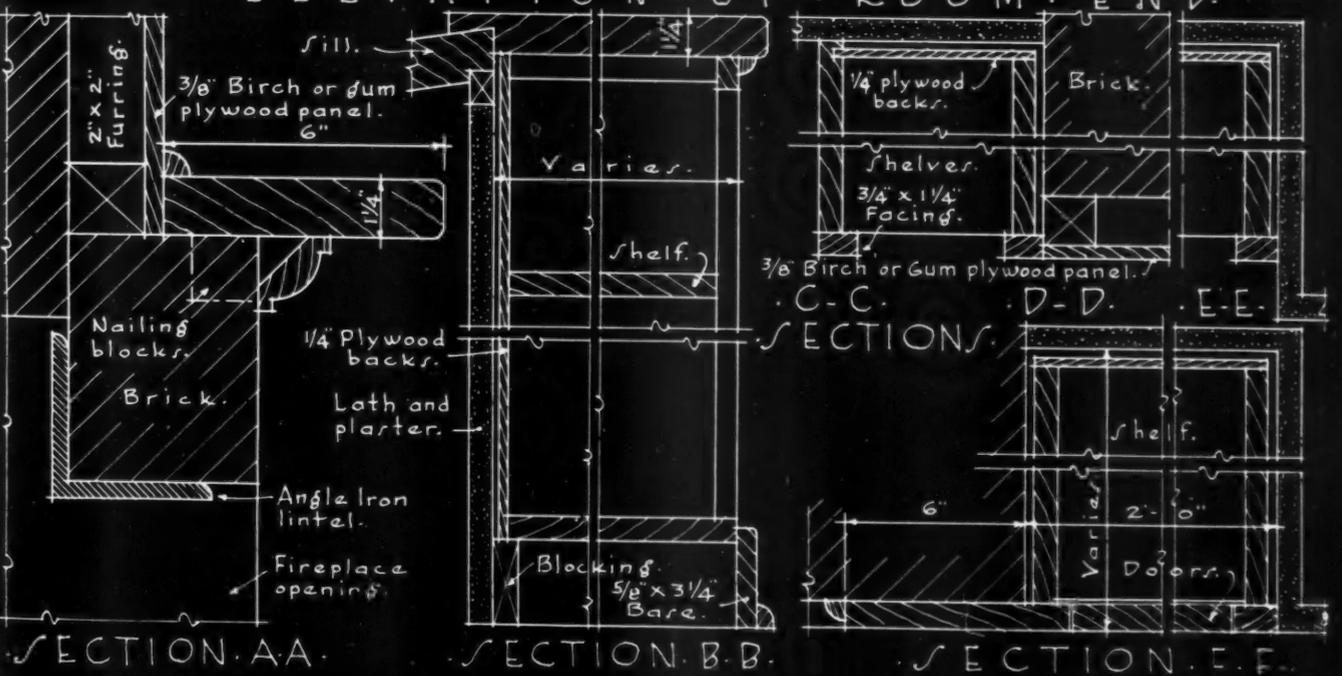
DETAIL OF WIDE STOOL

TRIM DETAILS

DOOR PULLS



ELEVATION OF ROOM END





## Catalogs and HOW-TO-DO-IT INFORMATION

**458—SYMONS SYSTEM OF WALL FORM CONSTRUCTION**—is the title of a new booklet prepared by the Symons Clamp & Manufacturing Co., 4249 Diversey Ave., Chicago 39, Ill. The 26-page booklet is well illustrated, and describes different systems with instructions for various wall form constructions.

**459—COLD CATHODE LIGHTING**—A new booklet, "Cold Cathode Fluorescent Lighting Guide," is available from the Fluorescent Lighting Association of New York City. It describes characteristics of cold cathode tubes and gives reasons for their use. Technical data on sizes and circuits, with tables listing standard lamps, light output, and brightness are included. The booklet is especially useful to engineers and architects.

**460—FORTY-FOUR IDEAS FOR YOUR BATHROOM**—are included in a new 22-page booklet by that title prepared by the Miami cabinet division of the Philip Carey Manufacturing Co., Middletown, Ohio. The ideas presented offer helpful and practical suggestions that have been applied by home owners throughout the country.

**461—INSULATING ROOF TILE**—An eight-page booklet describing the physical properties and construction specifications of the new Kaylo insulating roof tile is ready for distribution by American Structural Products Co., Toledo, Ohio. A general description of the product is given, along with specifications, design data, and details for the installation of Kaylo roof tile. Title of the booklet is "Kaylo Insulating Roof Tile."

**462—ANTHRACITE EQUIPMENT AVAILABLE FOR CONSUMERS**—and data on characteristics of different types is contained in a new equipment booklet issued by Anthracite Institute, 101 Park Ave., New York, N.Y. The booklet, entitled "Are You Planning to Build, Remodel, Improve?" is designed to acquaint current and prospective home owners with more facts about anthracite as a fuel.

**463—MASON'S TOOLS**—Goldblatt Tool Co., 1522 Walnut St., Kansas City 8, Mo., lists and illustrates their complete line of mason's tools in a 1948, 64-page catalog now available.

**464—INSTALLATION OF FAN UNITS**—"The New Bar-Brook Model H. Breezbuilder Fans" is the title of a new folder issued by the Bar-Brook Manufacturing Co., Inc., Shreveport, La. Expressly designed for horizontal mounting, the Model H. Fan units are described with detailed installation instructions and diagrams.

**465—ALUMINUM WINDOWS**—Description of hardware and screens, installation details, and full-size section assembly details for aluminum windows are presented in a six-page brochure recently issued by the Alcasco Products, Inc., Muskegon Heights, Mich. The title of the illustrated brochure is "Aluminum Windows For Moderately Priced Homes."

**466—TWENTY-SEVEN WAYS**—to finish Weldwood plywood panels are described in a new brochure just issued by United States Plywood Corp., 55 W. 44th Street, New York 18, N.Y.

**467—COMPRESSORS AND CEMENT MIXERS**—are described in three new catalogs released by Jaeger Machine Co., Columbus 16, Ohio. Catalog No. JC-8 covers the new standard "Air-Plus" compressors; Catalog TM-8 describes their line of Hi-Dump Truck Mixers; and Catalog

M-8 describes their Trailer Mixers. Each catalog includes illustrations and diagrams of these Jaeger products.

**468—FOR TOOL USERS**—the new catalog, Form No. 746, issued by Mall Portable Power Tool Co., Chicago, Ill., is designed to serve as a handy reference. The illustrated catalog contains construction and performance specifications, descriptions of Mall tools, and information on what type of jobs each tool is suited for.

**469—RESIDENCE STEEL CASEMENTS**—for homes, steel basement windows and utility windows are described in a new 12-page catalog issued by Detroit Steel Products Co., 3101 Griffin St., Detroit 11, Mich. Detail drawings of various installations and complete specifications are included.

**470—FOOD WASTE DISPOSERS**—Some commonly-asked questions about waste disposal units are answered, and a detailed description of the Mullinaider disposer unit is given in a new booklet entitled, "Goodbye Garbage Can," prepared by the Mullins Manufacturing Corp., Warren, Ohio. The eight-page, illustrated booklet is issued to Youngstown Kitchen dealers.

**471—"VENTILATION FOR MODERN HOUSING"**—a new 14-page booklet issued by the West Wind Corp., 1800 Airport Way, Seattle, Wash., contains illustrations, installation details and specifications of West Wind wall exhaust fans, louver sleeves, speed control assemblies, blowers and grills and wall fans. Detailed drawings are given.

**472—METAL BUILDING PRODUCTS**—Specifications, descriptions and illustrations of home incinerators, garbage receivers, coal chutes, outdoor parts, fireplace dampers, circulator fireplaces, fireplace accessories and furnaces manufactured by Majestic Building Necessities, The Majestic Co., Huntington, Ind., are presented in a new booklet. The 22-page booklet also gives construction tips for building fireplaces.

**473—WATER HEATER INSTALLATION**—a new 16-page booklet issued by the Bryant Heater Co., East 22nd Street & Prospect Ave., Cleveland, Ohio, describes important phases of water heater installation. Water consumption and sizing charts are shown. The booklet, "Water Heating with L. P. Gas," also includes information on how to select adequate size water heaters, ideal location, and proper tank water temperatures.

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### SERVICE COUPON—CLIP and MAIL to CHICAGO

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

(October, 1948)

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

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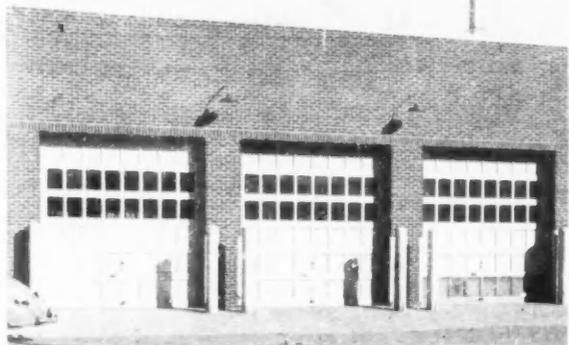
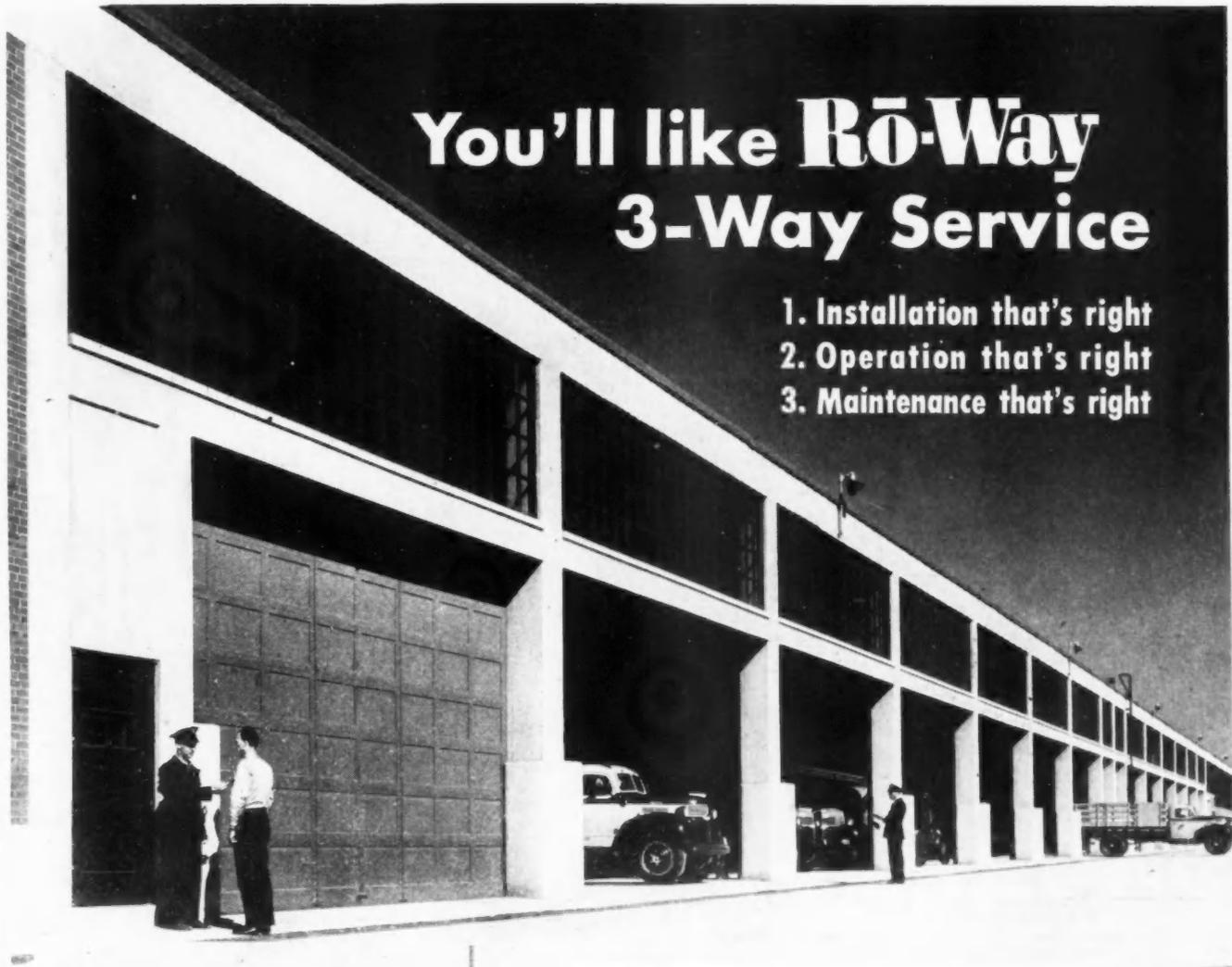
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\*Please note that occupation must be stated if full service is to be given.

# You'll like Rō-Way 3-Way Service

- 1. Installation that's right
- 2. Operation that's right
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*There's a Rollway for every Doorway!*

## Here's how Ro-Way makes sure!

**Installation.** Ro-Way distributors are located in all principal cities. Many of them had "the pick of the field", and their choice was Ro-Way. We, too, had a choice of distributors. We think we chose the best. They value the Ro-Way franchise. They operate crews of experts who have the same pride of installation that we have in Ro-Way Door construction.

**Operation.** Each Ro-Way Door, whether installed on an industrial, commercial or residential job, is designed to give long-time service. We build them complete in our own plant—even to the friction-reducing track and the power-metered springs. Here each part is quality tested and service tested for extra performance.

**Maintenance.** Ro-Way's national network of selected distributors is always on the job. They give the kind of service you appreciate—if service is ever needed.

Consult your classified telephone directory or write for distributor's name. See our catalog in Sweet's.

**ROWE MANUFACTURING COMPANY**  
742 Holton Street, Galesburg, Illinois, U. S. A.

*Amazing new Ro-Way Residential Door requires only 2½ inches of headroom! Ro-Way's latest achievement—the new Model 21 4-section overhead type door. Now in production. Write for details.*



# DEALER REVIEW



## NEWS OF NRLDA AND STATE AND REGIONAL ASSOCIATIONS

### Serious Industry Problems Will Be Studied at NRLDA Annual Meet Nov. 8-11

IN THE FACE of certain continued uncertainty, one thing becomes increasingly clear—and that is that this industry and every other industry must continue to function with an almost complete disregard of the cold war, or industry activity will come to a dead stop and the sinews of this nation will be withered, leaving us easy prey for all types of ill fortune. Because of the imperative need for continuing industry action and functions as a measure of self-preservation both within and without the industry, the coming National Retail Lumber Dealers Association Board of Directors meeting in Miami, Fla., starting November 8, is taking on a new significance and

increasing importance. Present indications are that about 800 dealers and association officials will attend the meeting.

At present, this nation is attempting to operate on a peacetime economy, while engaging in a situation of war. Under a republican form of government and a free enterprise system of economics, this puts us in a completely untenable position: If at war, we should be rapidly moving in the direction of increasing regimentation of industry and individual liberty; and if at peace, we should be moving in the direction of decentralization, relaxation of controls, and less government spending and

(Continued to page 156)

### The President's Column

By N. P. MASON,  
President NRLDA



**Washington was a busy place** this past summer, and it continues to be a hive of activity this fall as political leaders jockey for position and bureaucrats unostentatiously continue to expand their activities. Business men should be cautioned that more than one of us has found out that the quiet hint that we ask for some new extension of government statistical research usually ends up with business bearing added expense and onus.

**There is no rest** for the housing industry. We work at top speed and build housing at a rate breaking all records. Then just when it seems that we are overcoming the deficiency in housing which the war years left us with, President Truman says that married men are to be exempt from military service under the Selective Service system. At once marriage license bureaus from Brooklyn to the Pacific are swamped with an unprecedented rush of young couples—and the housing industry faces a new demand from these new families for new housing.

**The elimination** of the basing point system of pricing may have seemed a fine achievement to earnest and academically minded attorneys, but it has been a major blow to hundreds of American citizens who needed moderately priced housing. Reports coming to me from all around the U. S. A. indicate that prices have skyrocketed and cement has been in short supply as a result of this monkeying with the works. It is just another case of the

(Continued to page 154)

### 1949 Dealer Association Convention Dates

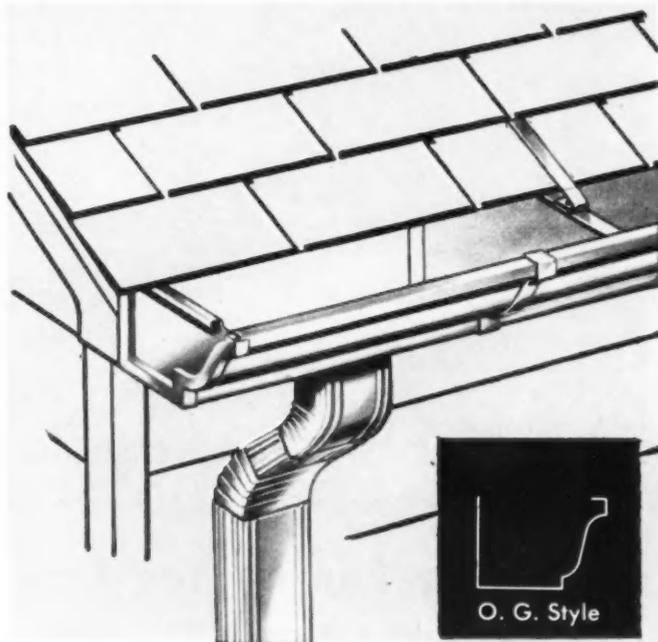
Date	Association	City	Location	Exhibits
<b>OCTOBER, 1948</b>				
5-6	Oklahoma Lumbermen's Association	Oklahoma City	Municipal Auditorium	Exhibits
<b>JANUARY</b>				
10-11-12	Northwestern Lumbermen's Association	Minneapolis	Minneapolis Auditorium	Exhibits
11-12-13	Kentucky Retail Lumber Dealers Association	Louisville	Brown Hotel	Exhibits
18-19-20	Ohio Association of Retail Lumber Dealers	Cleveland	Public Auditorium	Exhibits
24-25-26	Northeastern Retail Lumbermen's Association	New York	Pennsylvania Hotel	Exhibits
26-27-28	Southwestern Lumbermen's Association	Kansas City	Municipal Auditorium	Exhibits
<b>FEBRUARY</b>				
2-3-4	Michigan Retail Lumber Dealers Association	Grand Rapids	Civic Auditorium, Pantlind Hotel	Exhibits
2-3	Lumber Dealers Association of Western Pennsylvania	Pittsburgh	William Penn Hotel	Exhibits
8-9-10	Illinois Lumber & Material Dealers Association	Chicago	Hotel Sherman	Exhibits
9-10-11	Mountain States Lumber Dealers Association	Denver	Shirley-Savoy Hotel	Exhibits
14-15-16	Lumber Merchants' Association of Northern California	Santa Cruz	Santa Cruz Hotel	Exhibits
15-16-17	Wisconsin Retail Lumbermen's Association	Milwaukee	Milwaukee Auditorium	Exhibits
17-18	Virginia Building Material Association	Richmond	John Marshall Hotel	No Exhibits
22-23	Lumber & Supply Dealers' Council	Augusta	Sheraton Bon Air Hotel	No Exhibits
23-24-25	Nebraska Lumber Merchants' Association	Omaha	City Auditorium	Exhibits
25-26	West Virginia Lumber & Builders Supply Dealers' Association	Wheeling	McClure Hotel	No Exhibits
<b>MARCH</b>				
1-2-3	Indiana Lumber & Builders Supply Association	Indianapolis	Murat Temple	Exhibits
2-3-4	Carolina Lumber & Builders Supply Association	Asheville, N.C.	Civic Auditorium	Exhibits
10-11-12	Intermountain Lumber Dealers Association	Salt Lake City	Hotel Utah	Exhibits
14-15-16	Independent Retail Lumber Dealers Association	Minneapolis	Hotel Radisson	Exhibits
16-17	Louisiana Building Material Dealers Association	New Orleans	Jung Hotel	Exhibits
16-17-18	Iowa Retail Lumbermen's Association	Des Moines	Coliseum-Hotel Savery	Exhibits
24-25	Florida Lumber & Millwork Association	St. Petersburg	Soreno Hotel	No Exhibits
<b>APRIL</b>				
6-7-8-9	Tennessee Lumber, Millwork & Supply Dealers Association	Knoxville	Place unannounced	Exhibits
7-8	Mississippi Retail Lumber Dealers Association	Biloxi	Buena Vista Hotel	Exhibits
7-8	New Jersey Lumbermen's Association	Atlantic City	Traymore Hotel	No Exhibits
10-11-12	Montana Retail Lumbermen's Association	Missoula	Florence Hotel	No Exhibits
21-22-23	Southern California Retail Lumber Association	Los Angeles	Ambassador Hotel	Exhibits
22-23-24	Arizona Retail Lumber & Builders Supply Association	Douglas	Gadsden Hotel	Exhibits
24-25-26	Lumbermen's Association of Texas	Dallas	Fair Park Ag. Bldg.	Exhibits

NOTE: Dates for the following conventions were not available at publication date: Arkansas Association of Lumber Dealers; Middle Atlantic Lumbermen's Association; Western Retail Lumbermen's Association. This schedule of convention dates has been assembled by the Building Material Exhibitors Association.

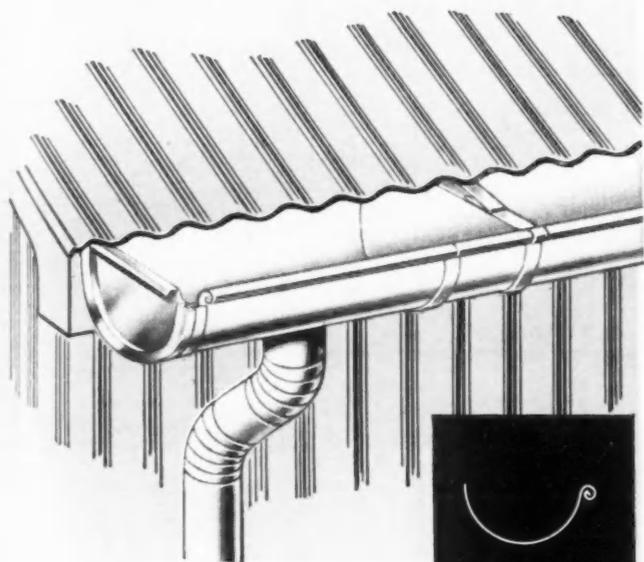
# REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

Visually, a non-staining white metal eave trim. Functionally, an efficient rain carrier of rustproof permanence at about half the cost of other rustproof materials. 5" gutters in the designs shown, each in either plain or stippled-embossed finish. Matching downspouts and complete fittings. Application by slip connectors. Write for literature.

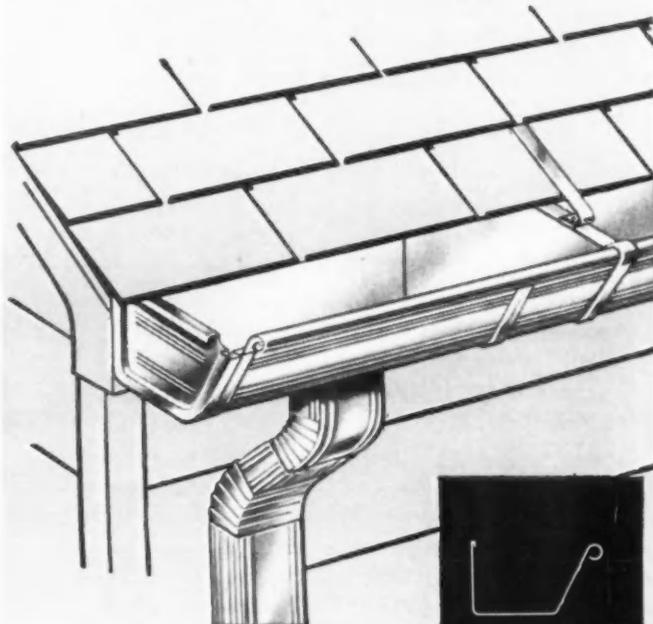
**REYNOLDS METALS COMPANY**  
Building Products Division, Louisville 1, Ky.  
Offices in 32 Principal Cities



O. G. Style



Half-round



Colonial Box

IF YOU SEE RUST  
YOU KNOW IT'S NOT  
ALUMINUM



**REYNOLDS**  
*Lifetime* ALUMINUM  
BUILDING PRODUCTS

Reynolds Pioneering made Aluminum  
Competitive . . . take advantage of it!

**WORLD'S LARGEST PRODUCER OF ALUMINUM BUILDING PRODUCTS:**

Shingles, Clapboard Siding, Corrugated and 5-V Crimp, Snap-Seal and Standing Seam Roofing, Weatherboard Siding, Built-up Roofing, Nails, Gutters, Wall Tile, Windows, Reflective Insulation, the "Alumi-Drome" (prefabricated utility building).



You'll see this modern home-floor of WRIGHTTEX — soft-surface Wright Rubber Tile — in actual colors in October HOUSE BEAUTIFUL. This floor is so popular because it is noiseless, and its resilience assures new walking comfort.

## For Every Reason You Can Think of ... It's Wright Rubber Tile for Floors

Put *durability* at the top of your list — wear-tests of Wright Rubber Tile reveal a potential life of 100 or more years.

*Fits any decorative plan!* Wright Rubber Tile gives you a choice of 16 rich and permanent colors, with ample variety of design. To the eye, every Wright floor is "custom-built."

*Costs less to clean!* These floors are easiest of all floors to keep clean. Their smooth non-porous surface resists dirt, grease, acids, burns or stains. Lukewarm water is Wright Rubber Tile's best cleaner!

*Prices are competitive!* Combine savings in maintenance with economical floor-cost . . . and you'll discover that no other floor matches Wright Rubber Tile in quality, low cost, or *durability*.

For installation in homes, hospitals, churches and other places where soft-surface Wright Rubber Tile is preferred, specify WRIGHTTEX.

For floors in restaurants, office buildings, stores and other large areas with excessively heavy traffic, specify WRIGHTFLOR, the hard-surface Wright Rubber Tile. See our nearest dealer or write Taylor Manufacturing Co., 3050 W. Meinecke Ave., Milwaukee 10, Wis. — America's oldest maker of Rubber Floor Tile.

## WRIGHT RUBBER TILE

*Floors of Distinction*

## Dealer Review

(Continued from page 152)

orists versus practical people. We in this industry should be sure that the home folks are told just how this affects them.

**This industry has** reason to be elated by the action of the special session of the congress in passing a practical housing bill. It accomplished two things rather effectively. It gives the home building industry an incentive to keep up its record breaking building program, and it will serve to draw on into the open the long haired enthusiasts who want to put the federal government into the housing business. From now on they will find it necessary to ask directly for their dear public housing instead of tacking it on to normal housing legislation. Now we will be able to see just who it is who really wants the federal government to control our nation's homes.

**I keep wondering** when the public's interest is going to get better recognition. Grading rules of almost every major species of lumber have been altered at the whim of the producers. It seems to me that it is time that the Central Committee on Lumber Standards was revived with public as well as industry representation to review such actions. The last time we prodded officialdom about this we were told that it took time for the red tape to be unraveled. Ho hum, I've been in Washington enough to know what that means.

**A personal survey** covering retailers in every major area in the U.S.A. shows conclusively that the upper grades of Western Pines and Douglas Fir are in even shorter supply than last spring, and that millwork and mouldings made from these species are not reaching the builders in the quantities and at the time needed. Certainly with our Marshall Plan commitments staring us in the face and the continued demand for housing, this is no time to free lumber for export as some producers are urging.

**It is time** to be making your plans for attending the sessions of the annual meeting of the National Retail Lumber Dealers Association at the Roney-Plaza Hotel at Miami Beach, Fla. The dates are November 9, 10, 11. You should be there to help plan your industry's future. Will you come?

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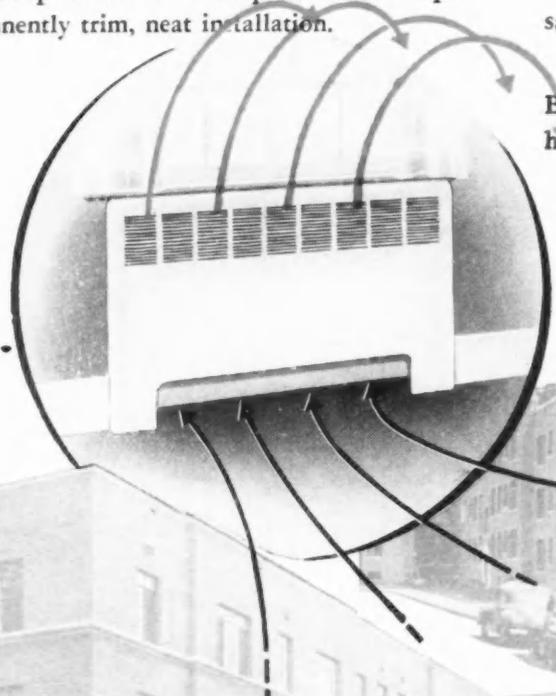
# CH\* on the job in the Boston Area

**YES, \*CONVECTION HEATING WITH TUTTLE & BAILEY STANDARDIZED COPPER CONVECTORS . . . the choice of heat distribution equipment for two Massachusetts apartments . . . Harvard Apartments, Cambridge . . . Edgewood Apartments, Brookline.**

Smartly-styled, T & B *Recessed* Convectors harmonize with the modern interior design . . . blend with any furnishings . . . save valuable floor space. Exclusive T & B plaster overlap feature of front panel assures a permanently trim, neat installation.

Then add efficient performance! Constant, gentle circulation of room air, even temperatures, no stratification or drafts . . . quick response to thermostat control, quick transmission of heat from boiler to rooms that saves on fuel costs.

Important reasons why \*CH with Tuttle & Bailey Convectors is your answer for *better* heating from *better-looking* equipment.



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Send today for a copy of Catalog C8R . . . complete details for specifying and installing . . . write Tuttle & Bailey, Inc., New Britain, Conn.

# TUTTLE & BAILEY



*Standardized* COPPER CONVECTORS

ASK YOUR JOBBER TODAY

# STANLEY SAFETY SAWS MAKE HARD JOBS EASY

**S**TANLEY SAFETY SAWS put the "know-how" of the skilled workman right on the job. The toughest jobs such as cutting compound angles, stair stringers, floor joists, flooring, etc. become simple, easy tasks.

Stanley Saws handle easily as a hand saw. Duplex handle for convenient holding in any position. Simple wing nut adjustment for depth of cut. Safety

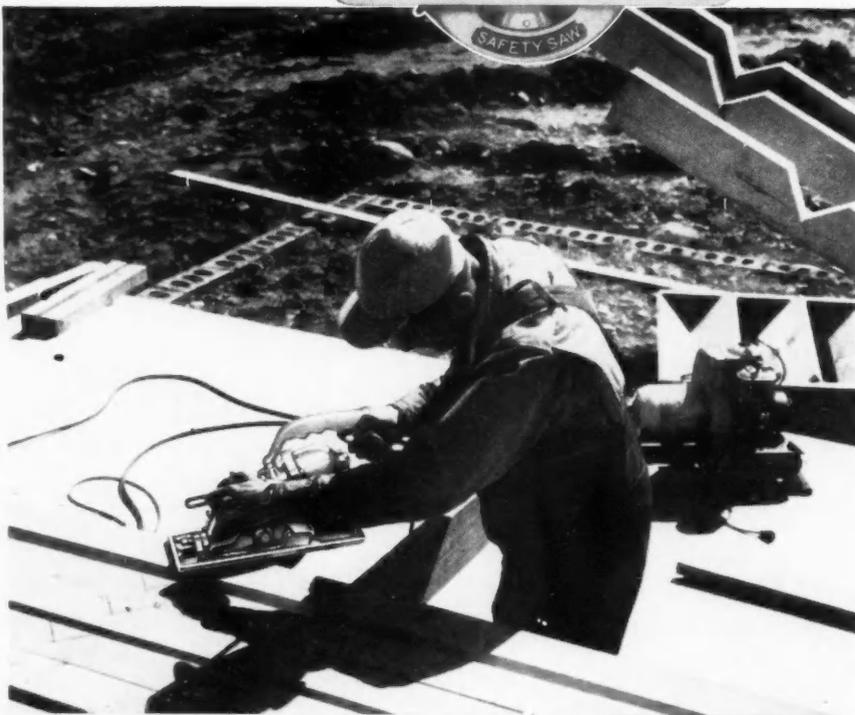
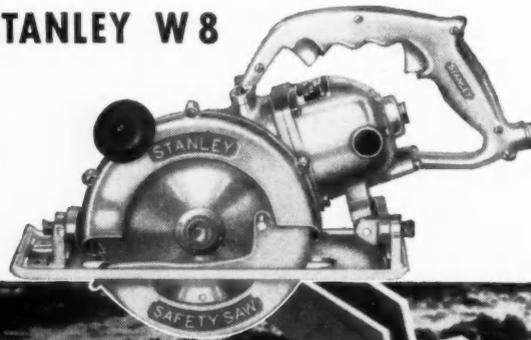
guard covers cutting edge at all times.

Motor and arbor mounted on sealed ball bearings. Independent trigger switches for each of duplex grips. Tilting base for bevel cuts.

Operate on AC or DC. Write for folder showing Stanley Saws and Adjustable Saw Track. Sold by industrial distributors. Stanley Electric Tools, 492 Myrtle St., New Britain, Conn.

## STANLEY W 8

Three popular sizes for builders — W7 cuts up to 2½"; W8 cuts up to 2¾"; W9 cuts up to 3¼".



*The greatest name in tools*

**STANLEY**

Reg. U.S. Pat. Off.

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

## Dealer Review

*(Continued from page 152)*

with less bureaucratic domination.

As we are trying to move simultaneously in both directions, it is not clear which way we are going: But if events indicate war, the processes of regimentation and the survival of this industry under war orders and restrictions will be of first consideration and prime importance during the Miami meeting. However, if the more likely course is followed—that war be delayed—then the problems of building material inventories, maintenance of export controls, and the European Recovery Program will be inextricably tied together. Also, the problem of maintaining the production of a million homes a year in the face of either continued price inflation or recession will be linked with the question of public housing and slum clearance, for should home construction rates drop rapidly in the face of either inflation or deflation, public housing and slum clearance will decline.

### Some Specific Problems

Continued maldistribution of building materials and the problems of cooperatives and taxation are symptoms of the general economic-international situation.

Probably of first importance because it will require an almost immediate solution is the ever-present problem of labor relations and wage and hour adjustments.

How will the new credit restrictions and other proposed credit changes affect this industry's housing construction record and the maintenance and repair field? What effect will the recent basing point rulings have on supply of building materials in local areas?

All of these major problems insofar as they affect this industry will be the subject of major discussions and consideration during the Miami meeting.

Naturally, only the symptoms of the problems originating in international difficulties can be treated by this organization's Board of Directors, but in the case of problems of a more domestic nature, a means for more direct corrective action can be formulated during the board sessions.

Obviously, such questions as public housing, slum clearance, labor relations, wages and hours, maldistribution of building materials, taxation of cooperatives—have become problems only be-

*(Continued to page 158)*



# With a MUELLER CLIMATROL Furnace— Fuel Dollars *Go Farther*

**Recommend Mueller Climatrol to your clients for "budget-size" fuel bills**

Yes, you can promise *low fuel bills* when you recommend Mueller Climatrol. That's what your clients look for when they buy a furnace. And with a Mueller Climatrol, they can count on full comfort value for every dollar they spend on fuel — for years to come.

You can suggest a Mueller Climatrol with complete confidence. You know your judgment is backed by Mueller's 91-year record. You know that each furnace is scientifically designed, and built with care. You know a Mueller Climatrol gives your clients top com-

fort, top convenience, top appearance, top service — and above all, *top fuel economy*.

Whether you design a home for gas, oil or coal heat — Mueller Climatrol belongs on the specifications. Recommend Mueller Climatrol to new home builders, to clients who are remodeling — to anyone who wants to avoid "waste-high" fuel bills. It pays off in years of economy for your clients—and years of appreciation for your service and good judgment. Write for bulletins. *L. J. Mueller Furnace Co., 2016 W. Oklahoma Ave., Milwaukee, Wis.*

M U E L L E R  
*Climatrol*  
REG. U. S. PAT. OFF.

B-40



FOR GAS

FOR OIL

FOR COAL

# One big saving leads to another.....



### Lower Cost In Hanging

Weighing only thirty pounds, the pre-fitted Paine Rezo is easy to handle, easy to hang in many minutes less time.



### Lower Cost In Finishing

The clean flush surface of Paine Rezo doors requires less than half the time needed to paint or stain common panel doors.

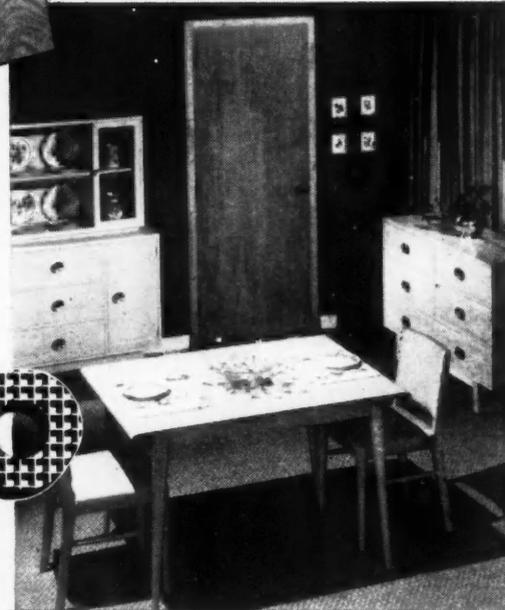


### Lower Cost In Maintenance

The air-cell construction features of Paine Rezo doors are exclusive and patented — minimize warping and shrinking, provide the greatest dimensional stability of any door.

and they all  
lead to

# PAINE REZO DOORS



• The positive values that Paine Rezo Doors have to offer builders were never more pronounced than now . . . good-looking, modern flush doors with patented construction features that make them structurally better, lighter, stronger than any other door. To these advantages add an installed cost that is no more than that of a common panel door. When a premium door like this packs an economy wallop like that, it's no wonder that more than 2,000,000 of them are in service today in every type of building, everywhere.

Rezo production is still limited, but steadily increased facilities are making them increasingly available. Ask for them at your dealer; write directly for an informative full-color bulletin.

Manufactured by the

## PAINE LUMBER CO., Ltd. *Oshkosh Wisconsin*

ESTABLISHED 1853

## Dealer Review

(Continued from page 156)

cause this industry as a whole has neglected and continues to neglect its public relations. Direct action can be taken during the Miami meeting to provide means for properly informing the public on the issues involved in these questions for a cure of these problems will be found more readily by correcting public opinion than through any other means.

### Awards for Public Relations

To stimulate activity in this direction and to focus attention upon some of the methods already in use by lumber dealers, the NRLDA Annual Awards in the field of public relations will be presented to dealers who have conducted outstanding publicity-public relations campaigns in their own communities during the year of 1948.

As a part of the industry's public relations, the further development of the Industry Engineered Homes Program and the National Retail Lumber Dealers Association Educational Program will be discussed both in committee and in Board meetings.

Above are a few of the better-known problems immediately facing retail lumber and building material dealers which will require major decisions and close watching during 1949.

On the lighter side, the following social activities are being contemplated and arranged for:

### Planned Entertainment

Tuesday, November 9—A Ladies Get-Together Luncheon. A buffet luncheon prepared by the Roney-Plaza will be served on boats to ladies in the course of a tour through the beautiful islands and waterways of Miami Beach. This will be most interesting and lovely, and there will be no charge to the lady guests.

Wednesday, November 10, 2 p.m.—A golf tournament is planned for those board members and dealers who are interested in showing their prowess on the golf course.

For any other afternoon that board members or dealers wish to play golf, the City of Miami will make available their courses with no greens fee charges to the dealers.

Thursday evening, November 11—A grand get-together is planned. A cocktail party, a buffet supper and dancing, all served in the beautiful palm-lined Patio Garden of the Roney-Plaza.

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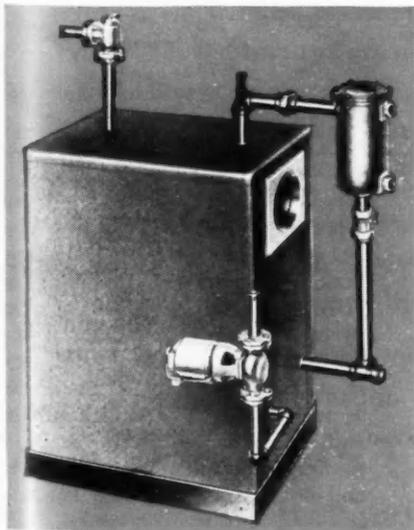
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# What makes this lovely room so comfortable?



## B & G *Hydro-Flo*<sup>\*</sup> Radiant Panel Heating, of course!



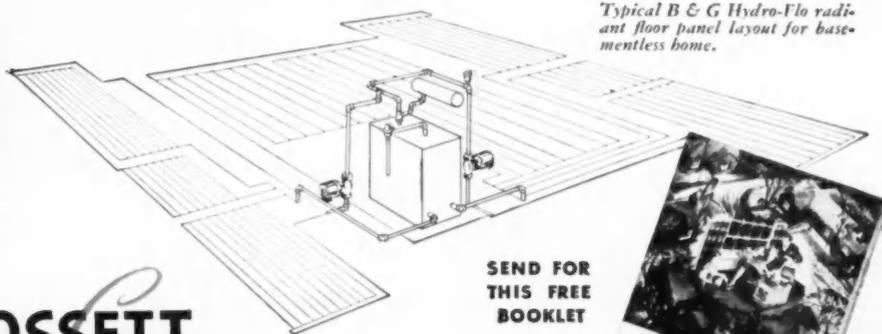
Any hot water boiler can be equipped with the simple, dependable units of a B & G Hydro-Flo System.

B & G *Hydro-Flo* Radiant Panel Heating is the sure way to add *outstanding sales appeal* to your homes. Everyone marvels at its utterly new kind of comfort—everyone's delighted with the decorative freedom and cleanliness assured by this ultra-modern heating method.

There's no visible means of heating, yet every room is bathed in warmth as soothing as spring sunshine. No uneven heating—floors always warm—no drafts. And the air feels fresher, more invigorating.

Surprisingly, it costs no more to have the luxurious comfort of B & G *Hydro-Flo* Heating—it is noted for fuel economy. The heat supply is automatically controlled to *match the weather*—fuel never burned needlessly.

You'll want the facts—send today for new free booklet, "Capture the Sun with B & G *Hydro-Flo* Heating."



Typical B & G *Hydro-Flo* radiant floor panel layout for basementless home.

SEND FOR THIS FREE BOOKLET



# BELL & GOSSETT

Dept. AS-11, Morton Grove, Ill.

*Company*

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**How-  
To-  
Do-It**

(Continued from page 148)

## How to Apply Asphalt Roll Roofing

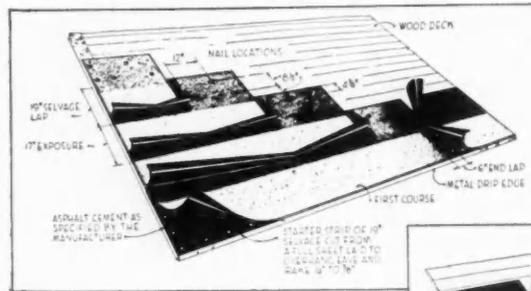


FIGURE 1

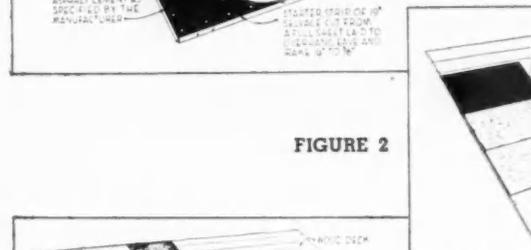


FIGURE 2

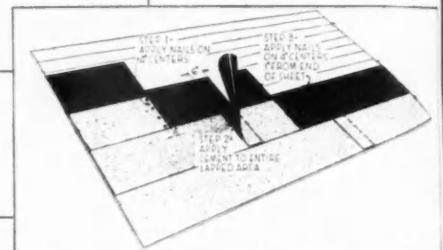


FIGURE 3

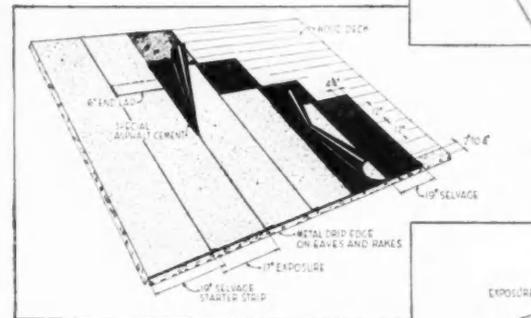


FIGURE 4

**N**INETEEN-INCH selvage, double-coverage asphalt roll-roofing is produced uniformly as a 36-inch wide sheet, 17 inches of which is mineral surfaced, and 19 inches unsurfaced. The 19-inch selvage, or unsurfaced, portion is finished in various ways by different manufacturers. Some manufacturers saturate the sheet and others modify it in other minor ways.

Some of these products may be applied with cold asphalt adhesives, some with hot asphalt and some with either. It is important to know the type of product being used in each instance and to follow explicitly the manufacturer's directions as to the type of cementing agent to use.

This material is suitable for roofs having a rise of 1 inch or more for each horizontal foot. Details of roof deck preparation and methods of handling the rolls of roofing and the

This article, sixth in a series, gives recommendations for application of 19-inch selvage double coverage roll roofing

cements are the same as for other types of asphalt roll roofing.

For application directly to a wood deck, use galvanized roofing nails  $\frac{7}{8}$  or 1 inch long with heads at least  $\frac{3}{8}$  inch in diameter. On top of old roofing, use nails long enough to penetrate the old roofing and at least  $\frac{3}{4}$  inch of the deck sheathing. Drive nails straight to avoid cutting the roofing with the edge of a nail head and do not sink the nail heads into the surface of the roofing.

A metal drip edge should be applied along the eaves and the rakes. It is fastened directly to the wood deck.

### Application Parallel to Eaves

A starter strip, consisting of the unsurfaced portion, or selvage edge, cut from a strip of roofing, is laid along the eaves. It is applied so that it

(Continued to page 162)

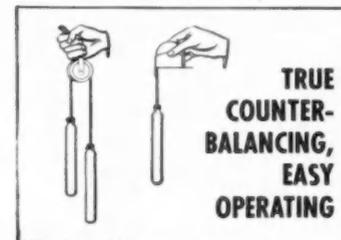
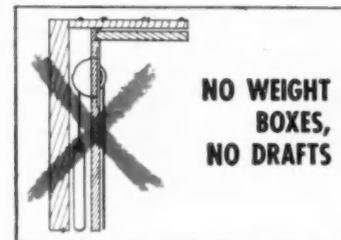
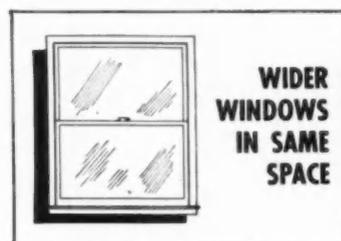


The average six room house has at least fifteen double hung windows. Every window is an important item of construction cost. One way to keep the cost down without sacrificing quality is to install pre-assembled window units. They save time, save labor because they come complete—ready to install.

Pre-assembled window units equipped with Pullman Sash Balances are even better. Windows open freely, easily, noiselessly. You aren't lifting the weight of the window against friction. Pullman Balances fit inconspicuously into the window frame and are trouble-free even when painting or varnishing. Pullman Balances require no weight boxes. That means you can use modern, narrow trim or no trim at all. To the home owner that means no drafts, for insulation can be butted up to the frame.

Windows equipped with Pullman Balances give you an extra sales feature in that they are guaranteed for the life of the building . . . come what may. No cords to break. No weights to drop. That alone is a plus for any home buyer.

Ask your dealer for Pullman-balanced pre-assembled window units. Or for information write Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.



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DOUBLE COURSE  
RED CEDAR  
STAINED SHINGLES

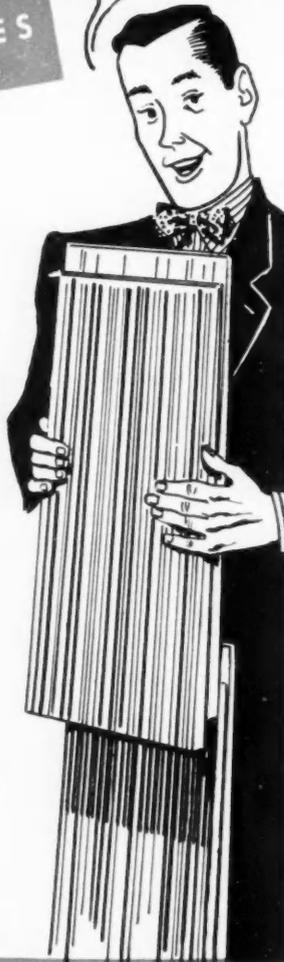
The demand's for broad siding. With Duo-Laps, you get the beauty of wide, expensive, Red Cedar siding with deeper horizontal shadows, at a fraction of usual cost. Build for beauty and instant sales with Duo-Laps double-course shingles, laid with full 12" or 14" exposure over solid or spaced sheathing.

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Duo-Laps are dipped and stained by hand, butted, squared and tapered and require no painting. The genuine Red Cedar of Duo-Laps is unexcelled as insulation — keeps homes warm in winter, cool in summer. Selection of eight colors. Get two shingles in one (Stained No. 1 Red Cedar top course and rugged, genuine Red Cedar undercourse) with cost-cutting Duo-Laps.

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GENERAL OFFICES COR. SPRUCE ST. AND DENNISON AVE.

COLUMBUS 8, OHIO



**How-  
To-  
Do-It**

(Continued from page 160)

projects  $\frac{1}{4}$  inch to  $\frac{3}{8}$  inch beyond the edge of the metal drip edge and is secured to the deck with two rows of nails, one row  $4\frac{3}{4}$  inches from the upper edge and the other about  $1\frac{1}{2}$  inches from the lower edge. Nails in the upper row should be 12 inches apart and nails in the lower row, 4 inches apart. Fasten along the rake edges with nails  $1\frac{1}{2}$  inches in from the end, 4 inches apart (Figure 1).

The first regular course is applied with its ends and lower edge flush with the rake and eaves' edges of the starter strip. It is fastened with two rows of nails, one row  $4\frac{3}{4}$  inches below the upper edge and the other row  $8\frac{1}{2}$  inches below the first. The nails are spaced 12 inches apart in the rows and are staggered. Spacing of nails over entire roof is uniform.

Succeeding courses are applied so that each one laps the preceding course by the full width of the selvage edge. Each course is nailed as specified for the first course, through the selvage portion only.

After all strips have been nailed, the mineral surfaced portion of each sheet is lifted and the special cement recommended by the manufacturer is spread evenly over the selvage part of the underlying sheet. Either a suitable cold asphalt cement, at the rate of approximately 20 pounds per square, or hot asphalt, at approximately 35 pounds per square, may be used. Cold cement is usually applied with a roofers' brush, a squeegee or a comb trowel. Hot asphalt is mopped on. To embed the top sheet firmly into the cement, pressure must be applied over the entire cemented area, using a broom or a light roller. Cement is spread close enough to the exposed edge of each sheet so that a small bead of cement will be extruded when the top sheet is pressed down; however, cement must not be spread close enough to the exposed edge so that it will trickle over roofing surface.

On low-pitched roofs some applicators prefer to roll the sheets in place after the cement has been applied, in a manner similar to the application of the plies of a built-up roof.

All end laps (Figure 2) are 6  
(Continued to page 164)

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# CHRYSLER AIRTEMP

## AUTOMATIC HEATING IS NOTED FOR DEPENDABILITY

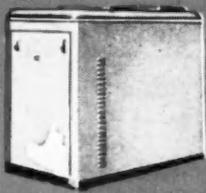
**say leading builders like George B. Emery, Jr., Inc.  
(TOPEKA, KANSAS)**

"We want you to know," writes Mr. Chas. M. Houseknecht, Secy. and Gen. Mgr. of Geo. B. Emery, Jr., Inc., "that we have chosen Chrysler Airtemp furnaces for the 114 rental units we now have under construction. Our choice was made in favor of Air Engineering, Inc.—Chrysler Airtemp dealer here—because of their excellent local reputation, and because Chrysler Airtemp equipment is noted for dependability and unquestioned quality." Week in, week out, reports like this are received from

leading builders who depend on Chrysler Airtemp heating units. Experience *proves* the Chrysler Airtemp name helps complete the sale . . . for buyers know and trust this famous name. So—add this "bonus" factor to *your* houses and projects; specify Chrysler Airtemp heating for easier sales today and lasting good will tomorrow. Check the yellow pages of your phone book and call your Airtemp dealer *today*—he'll be glad to put his specialized heating experience to work for you.



**MORE COMFORT FROM ANY TYPE OF FUEL . . . AUTOMATICALLY!**



Winter Air Conditioner.  
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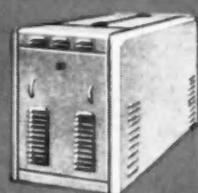
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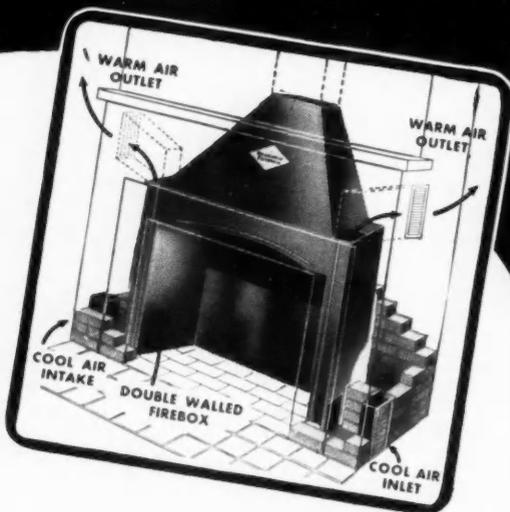
In Canada: Therm-O-Rite Products, Ltd., Toronto



*You always build  
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# HEATILATOR\*

*Saves*  
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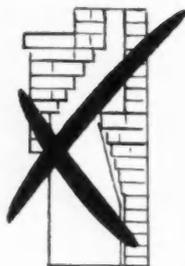
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Accept no imitation.

Look for the name Heatilator on the dome.

\*Heatilator is the registered trademark of Heatilator, Inc.

Heatilator  
Fireplace

# HEATILATOR FIREPLACE

TM REG U.S. PAT OFF



## How- To- Do-It

(Continued from page 162)

inches wide. The lapped sheet is fastened to the deck with nails in the mineral surfaced portion only, 1 inch in from the end and spaced 4 inches apart in the row. Special asphalt cement is spread evenly over the full width of the lap, and the top sheet is then fastened to the deck with nails 1 inch in from the end of the sheet and 4 inches apart and driven through only the selvage portion of the sheet. End laps are staggered.

### Application Parallel to Rake

The starter strip is applied as recommended for application parallel to the eaves but is laid parallel to the rake. It is placed so that it is even with the ridge and overhangs both the eaves and the rake by 1/4 to 3/8 inch (Figure 3).

The first course is applied with one end at the eaves and the other end, if the strip is long enough, even with the ridge. The mineral surfaced portion of the course should cover the starter strip completely. The roofing is nailed in the selvage portion only.

Succeeding courses are applied in a similar manner. Cement is applied as specified for horizontal application, except that hot asphalt cannot easily be applied parallel to the rake.

### Application at Hips and Ridges

Sheets of roofing are butted and nailed as they come up on the sides of a hip or ridge (Figure 4).

Ridge or hip roofing units are prepared by cutting strips of roofing 12 inches wide from the roll, across the sheet, and bending the strips lengthwise through their centers.

Application is started by setting the first section, which consists of the selvage portion cut from one of the prepared 12-inch wide units, at one end of the hip or ridge in a band of special cement applied over the entire area the section will cover. It is fastened with three or four nails on each side, 1 inch up from the edge and spaced evenly. Succeeding units are "shingled" to the hip or ridge by lapping each unit 19 inches over the preceding one. Each one is placed to cover the selvage portion of the preceding unit and is fastened with special asphalt cement.

(Continued to page 166)

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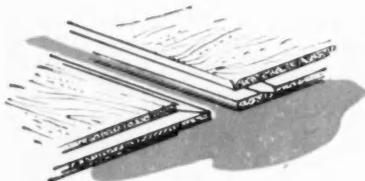
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(Continued from page 164)

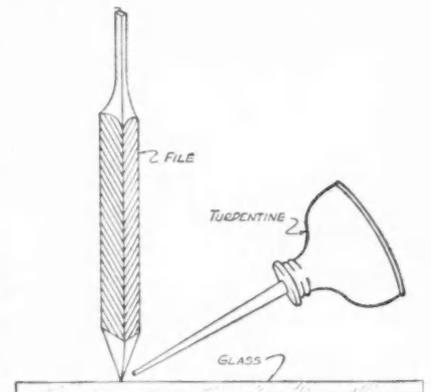
**How to Figure the Number Of Joist for Any Building**

**W**ALLACE R. TOLMAN, Logan, Utah, submits this shortcut method to find the number of joists that may be required regardless of the length of the building.

Take half the length of the building, then half of that number, and add one. Example: If the building is 32 feet long, then take one half of 32 which is 16. Half of 16 equals 8. Sixteen and 8 equal 24. Add one which makes a total of 25. This will be the total number of joists required for a 32 foot span.

By using the above method, any one can figure the number of joists or rafters required for a given span without using a pencil.

**How to Drill Screw Holes in Glass**



**F**ROM JOHN MENKVELD, Grand Rapids, Mich., comes this rather timely suggestion, at a period when glass is being used more extensively than ever before.

To drill screw holes in glass, take the tapered end of a saw file about three or four inches long and file it to a sharp point. Place the file in the chuck of a brace or hand drill. To start the hole use a glass cutter by turning the wheel on the spot where the hole is to be made. This roughens-up the surface so that drill will not slip. Do not put too much pressure on the drill. Keep wet with turpentine and have the glass supported evenly on a piece of beaverboard or masonite.

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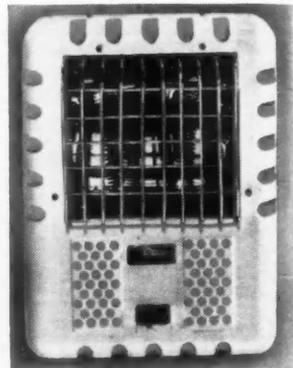
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 295 Fifth Avenue New York 16, N. Y. **Manufacturers of Chromtrim** In Canada: R. D. WERNER COMPANY LTD. PORT BALHOUSE, ONT.

**NEW PRODUCTS**

(Continued from page 145)

**INFRA-RED WALL HEATERS AB1080**

Production of new models 600 and 602 Infra-Red Wall Heaters is announced by the Titan Manufacturing Co., Inc., Buffalo, N. Y. The new heaters combine advantages of both infra-red and fan-forced heat in a moderately priced model. Finished in



white enamel with chrome grillwork the heater offers a clean-cut, modern design. With 1,600 watt capacity to assure ample heat even under low voltage conditions, the Titan Wall Heater is available in both 110-120 and 220-230 volt models. The heaters are easy to install. Dimensions are: Front panel, 10x14 inches; wall box, 3x9x12 7/8 inches.

**NEW TYPE GLASS BLOCKS AB10807**

Prismatic light-directing glass blocks, for exposure to direct sunlight, and soft-light edge blocks to control brightness contrast between edges and block faces have been developed by the Pittsburgh Corning Corp., 632 Duquesne Way, Pittsburgh, Pa. The prism block is for use on east, south and west elevations exposed to direct sunlight. Improved prism construction on the interior of the new blocks minimizes brightness contrast to give uniform diffusion.

**CEILING TILE AB10802**

A new ceiling tile, made of treated hardboard sprayed with paint heated to 200 degrees Fahrenheit, is now available in four colors—light blue, peach, ivory and white. The ceiling tile cannot chip or craze, and it may be cleaned with a damp cloth. The tile is designed to provide efficient insulation against heat and cold, and is backed with a quality insulating material. A tongue and groove design assures accurate and permanent interlocking of the tiles. No special tools or skill are needed to tile a ceiling with this new product. The tile, Roxdale, is manufactured by National Tileboard Corp., New York 61, N.Y.

(Continued to page 170)

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# "I've used *Supertreated Pol-mer-ik*

**for years... it always gives  
excellent results!"**

... says **EVERT A. STOUT** of Kansas City, Mo. Supertreated Pol-mer-ik has passed the test of time for him as well as for thousands of painters all over America. Years of use have proved Supertreated Pol-mer-ik to be the finest linseed oil science has produced for the painter.

Supertreated by a special process which strengthens its molecular structure, Pol-mer-ik gives the painter **EXTRA VALUES**—smoother brushing, better glossing, finer leveling —**AT NO EXTRA COST.**

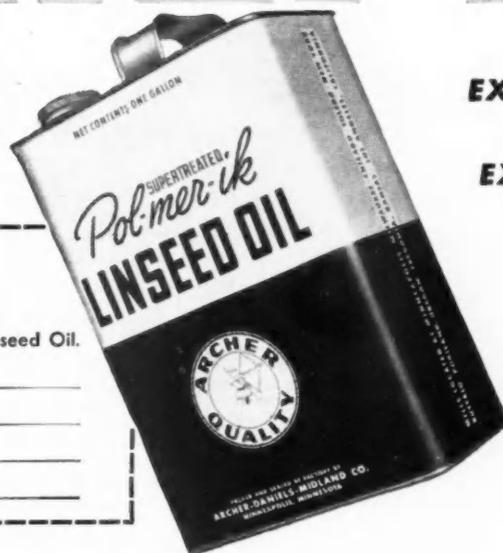
Your customers will recognize and appreciate the truly-fine, long-lasting paint job available with Supertreated Pol-mer-ik.

# *Supertreated* Pol-mer-ik

## **100% PURE LINSEED OIL**

Raw and Boiled Available in Factory-sealed Cans  
5-gallon, 1-gallon, quarts and pints

**EXTRA VALUE  
AT NO  
EXTRA COST**



Product of **ARCHER-DANIELS-MIDLAND CO.**  
680 Roanoke Building, Minneapolis, Minnesota

Send additional information on Supertreated Pol-mer-ik Linseed Oil.

Name \_\_\_\_\_

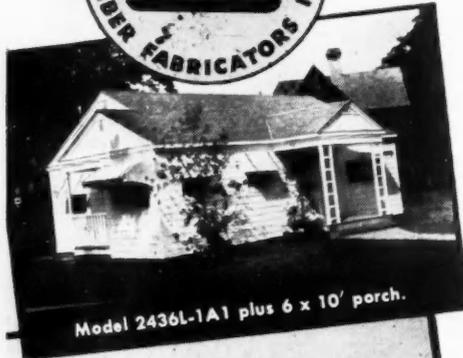
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Address \_\_\_\_\_

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

Production  
in 26 States  
and Canada

**NOW!** YOU CAN SELL  
**MORE HOUSE FOR LESS MONEY**  
 ...AND MAKE A *Larger Profit*



Model 2436L-1A1 plus 6 x 10' porch.



Model 2434-1U1 with custom breezeway plus UIG garage.



Model 2432-2A1, canopies, window boxes and shutters optional.

LFI Homes in a wide variety of types and sizes are factory produced in standard sections. You can erect a basic LFI Home in a small fraction of the time (and cost) required by old-fashioned site construction methods . . . then finish the interior as you wish. LFI Homes are quality constructed of dry, thoroughly seasoned lumber; spacing of joists, rafters and other framing lumber is on 16" centers. Every piece is identified and keyed to simple and easy-to-follow erection drawings . . . saving time and minimizing the amount of skilled labor required.

**Immediate Delivery**

Large stocks of standard panels and partitions are carried in stock at the factory for prompt shipment to dealers.

**Quick Occupancy**

Being precision-built and precision precut at the factory, LFI Homes can be erected in surprisingly short time. Fast turnover of your working capital means more profit per year.

**Easier to Finance**

Dealers tell us they can get higher appraisals for loan purposes because of the better value and superior construction of LFI Homes.

3669



**LUMBER FABRICATORS, INC.**  
**728 FISHER BLDG. • DETROIT 2, MICH.**  
 Northern Plant Elkton, Mich. Southern Plant—Sales & Service Office Fort Payne, Ala.

LUMBER FABRICATORS, INC., 728 Fisher Building, Detroit 2, Mich.  
 Please send me complete information on how I can use LFI to offer better homes at lower prices and at the same time make more money for myself.

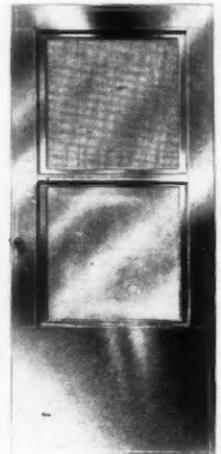
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 CITY AND ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**NEW PRODUCTS**

(Continued from page 168)

**COMBINATION DOOR AB10012**

A new aluminum combination screen and storm door that is adjustable four ways, for tight fitting, is being manufactured by Compo-Miracle Products Co., 15221 W. Eleven Mile Road, Berkley, Mich. The door is constructed of heavy gauge aluminum, nailed to a rot-proof core. All nails are concealed by adjustable edge



channel strips that provide smooth fitting. Glass and screen sections are easily removed and changed as desired. Sides of the sash sections are expandable for tight winter use. The door is insulated and soundproof. Doors are available in sizes 36x80 inches, 30x80 inches, 32x80 inches, and 36x84 inches.

**RADIANT HEATING PANEL AB10015**

The Continental Radiant Glass Heating Corp., 521 Fifth Ave., New York, N. Y., has announced that its new radiant glass heating panel for home heating is now available for builders, heating contractors, and home owners. The panel contains an aluminum element fused into tempered glass. The unit, tempered for strength and shock, emits warm and healthful infra-red rays for the home, office or store. The radiant glass heating units may be controlled for "Zone Heat," and the heat in each room is regulated by thermostatic controls.

**OVERHEAD GARAGE DOORS AB10033**

A new line of Wood Wedge Tight doors have been added to the regular line of garage doors made by Calder Manufacturing Co., 628 N. Prince St., Lancaster, Pa. The new doors all wedge tightly against the jamb when closed, but move away from the jamb when raised, for easy, smooth operation. The doors are offered in several stock sizes.

(Continued to page 172)

# Build better kitchens with **ELKAY**...

**THE QUALITY LINE proved in service for over a QUARTER CENTURY**

## FACTS YOU SHOULD KNOW

Millions now accept only Stainless Steel to provide permanence, sanitation and lasting beauty.

Exclusive ELKAY one-piece bonded construction eliminates all seams—no crevices to harbor dirt and germs.

Housewives know that greater resilience means safer dishwashing, less hazard of breaking fine china.

Hot utensils can't mar the lustrous surface. Never a crack or craze from waste food disposer or automatic dishwasher action.

Will not chip, peel, flake or wear off—never can discolor.

*ELKAY*  
*Lustertone*®

### SEVEN STANDARD SIZES

Now available from stock in 7 popular sizes. Single Bowl—54", 60", 72"; Double Bowl—66", 72", 84", 96".

### CUSTOM BUILT

Fits any plan—meets any specifications for continuous drainboards and work surfaces without seams or joints.

## UNMISTAKABLE MARK OF QUALITY

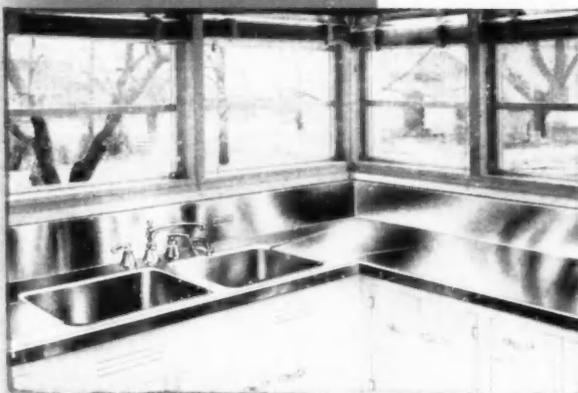
A *Lustertone* Stainless Steel Sink in the kitchen is a recognized mark of quality throughout the house. Install *ELKAY Lustertone* and you benefit two ways:

1. You gain clients' lasting satisfaction and gratitude because *Lustertone* Sinks are guaranteed to outlast the home.
2. You build prestige and recognition for installing the latest and best in kitchen equipment.

Beauty—sanitation—guaranteed permanence and utility combine to make *ELKAY Lustertone* the best sink buy today.



A new type **GUARANTEE** on *Lustertone* Sinks includes directions for proper use and care of stainless steel.



### JUST OFF THE PRESS

Latest information on available standard stainless steel units for the home, plus *ELKAY* products for hospitals, restaurants, and institutions contained in new catalog. Fully illustrated with photos and diagrams. Send for your copy today.

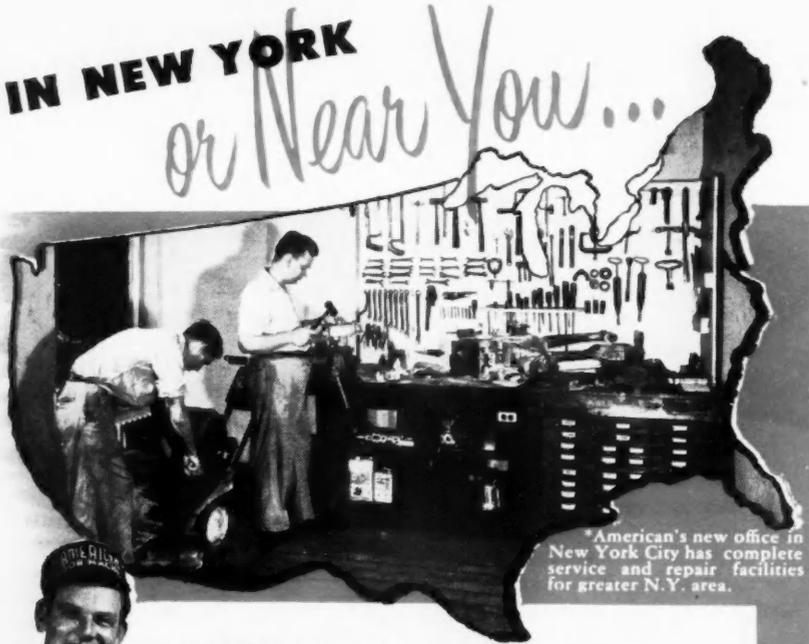
Consult Sweets File Architectural 23a/6



*ELKAY—first choice of America's Leading Sanitary Engineers*

**ELKAY MANUFACTURING CO., 1872-K S. 54th AVE., CHICAGO 50, ILLINOIS**

**\* IN NEW YORK**  
*or Near You...*



*\*American's new office in New York City has complete service and repair facilities for greater N.Y. area.*



**AMERICAN SERVICE**

*Guards your profit!*

Wherever you are—from coast to coast—there's a local American distributor near you ready to give you *quick service* when you need it! This is a big profit-saver for owners of American Floor Machines!

Your floor sander will make money for you only while it's working. If breakdowns occur and the machine is laid up for repairs, you lose *time and profits!* That's why American Service is so important to you. With over 35 offices and service points in the United States, you are always within overnight delivery of any materials or parts required.

Also, these service centers have factory-trained men to handle your service problems. When you buy American—you can be sure of *more profit hours!*

**A** **AMERICAN**  
**FLOOR MACHINES**  
American Floor Surfacing Machine Co.  
511 So. St. Clair St., Toledo 3, Ohio

Send literature on Floor Sanders and address of my nearest American Distributor.

Name.....

Street.....

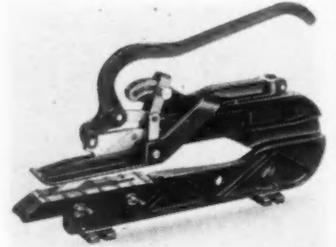
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**NEW PRODUCTS**

*(Continued from page 170)*

**SIDING CUTTER** **AB10806**

Resumed production of the "Grip-Cut" siding cutter is announced by the La Belle Industries, Inc., Oconomowoc, Wis., who are now manufacturing the tool for immediate delivery. The "Grip-Cut" siding cutter cuts through material up to one inch in thickness, while automatically moving the siding along as used. Self-feeding



in operation, the tool can be used by one man with ease and convenience. Only 37 pounds in weight, the unit is practical for use on scaffolds. Blades of the cutter will cut between 2,000 and 3,000 panels of material without need for changing. For safety, the blade is protected by a guard. With the cutter, siding can be cut in any length, at any angle, and the tool is useful for notching and trimming work.

**TILTING ARBOR SAW** **AB10821**

A new tilting arbor saw, manufactured by Heston & Anderson, 608 West Kirkwood St., Fairfield, Iowa, has an extra large table with extensions for handling ripping operations to 24 inches wide. The 8-inch saw, designed for all purpose utility, has a one-piece roller glide rip fence, self-locking hand wheel adjustments, and a unique trundle floor stand that tips for wheelbarrow portability. Streamlined in design, it is constructed of cast iron and cast aluminum.

**FLUORESCENT LAMPS** **AB10810**

General Electric engineers have developed a new lamp that will use about 14 per cent less electricity to supply the same amount of light as the old type. The savings are a result of the development of an 85-watt fluorescent lamp which produces the same light output, maintains the same life, and has the same overall dimensions as the 100-watt lamp. It is designed to replace the 100-watt size in present lighting installations. The efficiency of the new lamp is the result of the development of a successful method of employing krypton, a rare gas occurring in the air to the extent of about one part in a million.

*(Continued to page 174)*

6 common conditions  
 where **WOLMANIZED** PRESSURE TREATED **LUMBER**  
 protects against **DECAY** and **TERMITES**



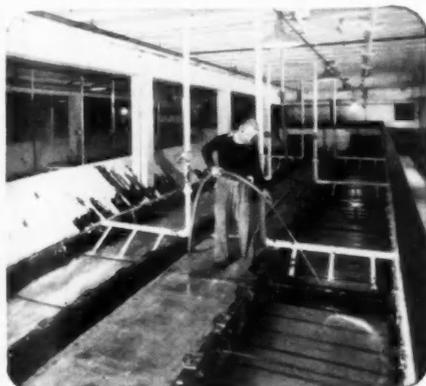
1. Wherever moisture is condensed because of concrete or masonry.



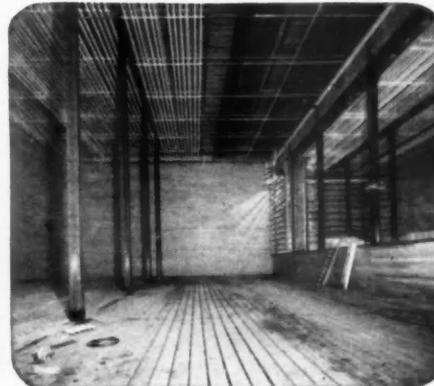
2. Ground moisture and rain held in joints, etc., of outdoor structures.



3. Wood used in or near the ground open to attack by termites.



4. Where steam and vapor from industrial processes are prevalent.



5. Walls, floors, ceilings subject to condensation from refrigeration.



6. Stock barns, silos and other farm structures subject to high humidity.

**ITS LONG LIFE MAKES LASTING CUSTOMERS**

Industrial work is steady and profitable. It is even more so when you are able to deliver a value in lumber, such as resistance to wood-decay and termites.

When you recommend "Wolmanized" pressure-treated lumber, you can point out that the extra cost of this lumber is less than the cost of replacement labor alone. And you can also point out—with actual service records to back you up—that Wolman-

ized lumber lasts 3 to 5 times as long as ordinary wood.

Customers are quick to see the advantage of economy like this.

The long life of the Wolmanized lumber you put into a job will make lasting friends.

For full information and service records on Wolmanized pressure-treated lumber, see your local dealers or write to American Lumber & Treating Company.

The latest information on **WOLMANIZED** Pressure-Treated Lumber

A new booklet which tells the complete story of Wolmanized Lumber is yours for the asking—write for your copy today.



\*Registered Trade Mark

**AMERICAN LUMBER & TREATING COMPANY**

General Offices: 332 South Michigan Ave., Chicago 4, Illinois

Boston 9, Mass. New York 17, N. Y. Philadelphia 9, Pa. Washington 5, D.C. Baltimore 3, Md. Jacksonville 2, Fla. Los Angeles 15, Calif. San Francisco 5, Calif. Portland 5, Oregon  
 141 Park Street 420 Lexington Ave. 123 South Broad St. 831 Southern Bldg. P. O. Box 1561 719 Graham Bldg. 112 West 9th Street 604 Mission Street 1220 S.W. Morrison St.



**MAKE YOUR KITCHENS...**  
*Warm and Friendly!*

In the homes you plan or build make the kitchens warm and friendly by specifying these new Kitchen Maid Cabinets of wood. Cozy, comfortable, convenient, they are in pleasant contrast to the cold, laboratory-like kitchens of recent years.

Moreover, these cabinets are smartly styled with gently sweeping contours. They harmonize with any modern appliance, and permit the purchaser to choose the range or refrigerator he prefers without regard to make.

In Kitchen Maid too, you have all the advantages of *Composite Construction*—the warmth and flexibility of hardwood—the stability and durability of new compositions—the quiet, easy action of sanitary aluminum drawers—the beauty and permanence of factory-applied finishes. Finest furniture construction throughout. Send coupon for new planning booklet.



New! Aluminum Drawers. Operate smoothly on oil impregnated hardwood guides, slides. No rust, no chipping, no noise.

**A FEW ARCHITECTS AND BUILDERS WHOSE PROJECTS HAVE INCLUDED KITCHEN MAID CABINERY:**

Vorhees, Walker, Foley & Smith, New York; Study, Farrar & Myers, St. Louis, Mo.; Finger & Rustay, Houston, Texas; Hugh M. Meriweather, Lexington, Kentucky; Robert Stevens, Huntington, Indiana; Murphy-Quigley Co., Philadelphia, Pa.; George A. Fuller, New York; Keyes & Treuhaff Company, Cleveland, Ohio; Starrett Bros. & Eken, New York.



**THE KITCHEN MAID CORPORATION**  
580 Snowden St., Andrews, Ind.

Please send free copy of colorful new booklet containing 10 practical kitchens with floor plans and working details. I am an  Architect  Builder  Dealer.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**NEW PRODUCTS**

(Continued from page 172)

**GARAGE VENTILATORS** AB10826

An underfloor ventilation system for garages, manufactured by the National System of Garage Ventilation, 330 North Church St., Decatur, Ill., is designed to last as long as the life of the building. A large capacity motor, designed by National's engineers, has Underwriter's approval. The ventila-



tion system, in a complete packaged kit, also includes a specially designed blower, and steel underground ducts; two double "Dial-O-Vent" floor assemblies, each capable of serving two cars at the same time; four flexible metal tubes to carry exhaust gas from tailpipe to floor vent; fabricated duct work necessary to carry exhaust gas to outside of building; roof flange and weather hood.

**COMBINATION WINDOW** AB10805

A new aluminum combination window, made by Kaufmann Corp, Detroit, Mich., is installed on the face of the blind stop. It makes possible the fitting of storm windows on many types of frames and sills. Drop sills and fadeaway mouldings require no stripping or extras. The storm windows are invisible from the inside be-



cause they mount close to the basic window. Because narrow-rolled 52S aluminum is used in the frames, they are thin enough to allow for screen or sash storage when not in use. A flat screw-type lock makes draft-free ventilation possible by holding the lower sash in any desired position.

(Continued on page 176)

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**MORE SALES  
MORE PROFITS**

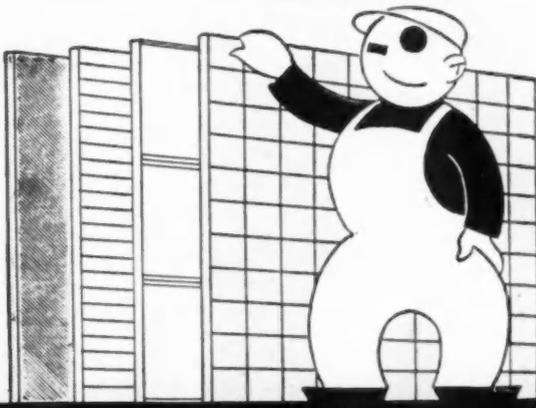


**INTERIORS OF PERMANENT BEAUTY**  
*with the New*  
**Miracle Walls by TYLAC**

Our jobbers and dealers everywhere are stepping up sales and realizing greater profits with the new Hi-Baked Plastic Enamel Surface Miracle Walls by TYLAC. A favorite for more than 20 years, this new and greatly improved TYLAC, the greatest postwar development in the industry, comes in 18 beautiful colors and four modern patterns, offering endless varieties of modern design and color schemes. Now your customers can realize the utmost in beauty, permanence and economy—and you can build added profits with volume sales. Miracle Walls by TYLAC are easy to install with regular carpenter's tools. They're easy to cut and fit and each sheet affords generous coverage. Wherever wall coverings are used, sell them Miracle Walls by TYLAC for lasting satisfaction. It's beautiful, it's practical, it's permanent, and—it's economical.

Write us today for full information, including our merchandising and advertising helps.

*The Greatest Post-War Development in the Industry*



**TYLAC COMPANY** MONTICELLO, ILLINOIS  
PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY

## Specify this amazing new plastic screening



# LUMITE *will never,* *never, never* RUST!

Yes, LUMITE is GUARANTEED FOR LIFE against rust—in any climate, anywhere. And because it can't rust or corrode, it can't stain paint under windows. It's woven of saran, the miracle plastic, so tough it actually has greater impact strength than any other screen material . . . when properly framed will never sag or bulge. Original cost is little more than the cheapest screening—yearly cost is less than any.

Sold through Hardware, Lumber and Building Supply Dealers and Screen Manufacturers. Widths to fit all doors, windows and porches. For more complete information, consult SWEET'S FILE, or write LUMITE DIVISION, Chicopee Manufacturing Corporation, 47 Worth Street, New York 13, N. Y.

#### SPECIFICATIONS:

**EFFECTS OF ACIDS, ALKALIS AND SOLVENTS**—Essentially none.  
**BURNING RATE**—None.  
**EFFECT OF AGE**—None.  
**SOFTENING POINT**—240°-280°F.  
**WATER ABSORPTION**—Immersion 24 hours, less than 0.1%.  
**TENSILE STRENGTH, ULTIMATE (of filament)**—Up to 50,000 lbs. per sq. in.  
**IMPACT STRENGTH**—Greater than ordinary screening.

**SPECIFY BY NAME**

# LUMITE

Woven of saran

®



American Builder, October 1948.

### NEW PRODUCTS

(Continued from page 174)

**ONE-MAN TRUCK LOADER** AB10801  
 One man, the truck driver, may operate a new type of truck loader manufactured by the Shoveller Corp., 36 Warren Ave., Portland, Me. The loader will fill a 3-cubic yard truck body in three minutes. Power is furnished by the traction of the truck's



rear wheels on the loader's pads. No power take-off is required, and the truck driver may control the loading operation without getting out of the cab. It requires 10 seconds to fill one bucket and dump it in the truck. The loading device is called the "S-C Truck-Loader."

#### HEATING LINE

AB10825

The Oilux Co., 2200 Dwenger Ave., Ft. Wayne, Ind., announces that production and deliveries are being made on a complete line of oil, gas and coal heating equipment. Oil burning units include two "high boy" models of 65,000 and 80,000 B.T.U. capacity with Breese and pressure-type burners. Both are forced, filtered air types with humidifiers. Larger models with 100, 140, 200, 300 and 400 thousand B.T.U. ratings are equipped with Oilux pressure burners, or are available separately. Three oil burners provide capacities from 8/10 to 15-gallon hourly consumption, and burn "cat" cracked oils efficiently. Oil heating boilers are built in eight sizes for hot water or steam. Condensate return systems for boilers are manufactured by Oilux for 2,000 to 12,000 square foot radiation.

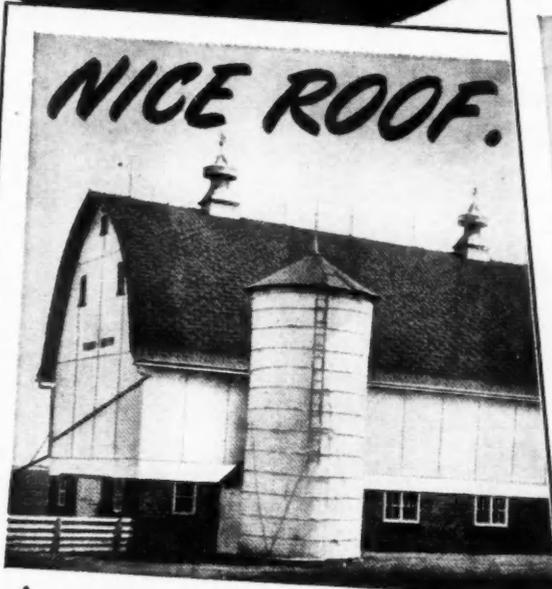
#### PLASTER MIXER

AB10803

A new plaster mixer that will go indoors, the "Thru-A-Door," has been placed on the market by the Essick Manufacturing Co., Los Angeles, Calif. The mixer is small enough to go through a 30-inch door, yet, by means of a special axle, it trails on the road with a full 50 inches between wheels. Cut gears in the mixer, running in oil, are enclosed. It is equipped with sealed ball bearings. A choice of Wisconsin air-cooled engine or water-cooled engine is offered.

(Continued to page 178)

# GOOD NEWS FOR EVERYONE!



**NICE ROOF.**

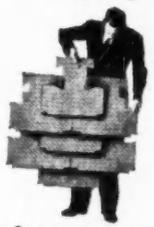
*but what if a tornado hit it?*

● Farmers in every section of the country can give you the answer to that question. They know from actual experience that even tornadoes and hurricanes haven't been able to tear loose these windproof Ruberoid *Dubl-Coverage Tite-On* shingles!

Unusual roof designs, larger roof areas, and exposed locations, make farm buildings particularly vulnerable to storm damage. In *Dubl-Coverage Tite-On* you have shingles that have been specifically designed to give just the extra protection that's needed.

These new, completely different shingles interweave and interlock . . . make a double-thick, windproof roof that protects against every storm hazard. They lie snug, stay firmly anchored, even on the sharply curved surfaces of the Gothic roof pictured here.

With Ruberoid *Dubl-Coverage Tite-On* shingles you get freedom from roof worries . . . utmost protection for your crops, livestock and equipment. Write for free illustrated booklet.



**The Secret is in the Design**  
Concealed interlocking firmly links these shingles into a "one-piece" roof having two thicknesses throughout. In addition, hidden nails securely hold each shingle in four places. There are no metal strips, holding . . .



**Everything you want in a roof!**

**Distinctive Beauty . . . Windproof Protection . . . Longer Life and Sensible Cost!**

● Built to an entirely new design, Ruberoid *Dubl-Coverage Tite-On* Shingles are today's outstanding roofing value.

The name tells the story. They're called *Dubl-Coverage Tite-Ons* because they interweave to give two complete thicknesses over the entire roof area (at certain vital points there are three thicknesses). They're called *Tite-Ons* because they interlock to make a roof that's virtually "one-piece," and so firmly anchored that even hurricanes have failed to tear them loose and they are fire-resistant too!

*Dubl-Coverage Tite-Ons* will give you years of extra protection from roof . . . See these new shingles demon-

**The Secret is in the Design**



Here's how *Tite-Ons* look from the underside. Notice how every shingle interlocks, interweaves so the underlapped edges make a complete second roof! Each shingle . . .

**AS ADVERTISED IN:**

- |                        |                       |
|------------------------|-----------------------|
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| American Home          | Progressive Farmer    |
| Small Homes Guide      | Southern Planter      |
| Country Gentleman      | Poultry Tribune       |
| Successful Farming     | Hoard's Dairyman      |
| Farm Journal           | New England Homestead |

**REACHING 16,000,000 HOME & FARM FAMILIES**

**The RUBEROID Co.**

**Manufacturers of Building Materials for Home, Farm and Industry**

**Executive Offices: 500 Fifth Ave., N. Y. 18, N. Y.**



Check ✓  
the double  
advantages of:



Eagle RTU is *pure white lead*. It has all the famed durability, beauty and economy of this most famous of painting materials.

**And**, Eagle RTU comes factory-mixed for perfect brushing. It goes to the job in the original container, all set to open, stir and apply.



Eagle RTU spreads smoothly and easily. It covers completely, leaving no brush-marks, has real white lead hiding and staying power.

**And**, Eagle RTU makes a smooth, gleaming elastic coat that won't crack or scale . . . defies time and weather, ages evenly by gradual chalking.



Eagle RTU is favored by builders for time and labor saving convenience . . . because it enables them to do a *better* job more efficiently.

**And**, Eagle RTU is preferred by homeowners because of its beauty and durability . . . because of its *whiter* white that stays white *longer*.



Eagle RTU is white lead paint in a *modern* form.

**And**, Eagle RTU is backed by Eagle-Picher's 104-year-old reputation as well as by the 2,000-year-old reputation of white lead.

**EAGLE PURE  
WHITE LEAD**  
*Paint*



Since 1845

**THE EAGLE-PICHER COMPANY**

CINCINNATI (1), OHIO

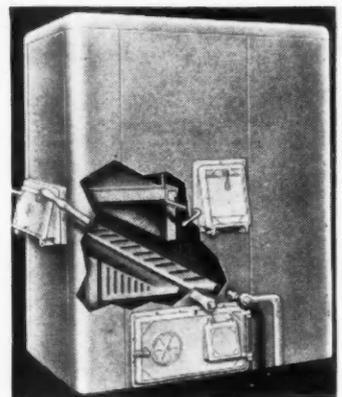
Member of the Lead Industries Association

## NEW PRODUCTS

(Continued from page 176)

### COAL FURNACES AB10839

Developed primarily to meet requirements of anti-smoke ordinances, a new type of semi-automatic furnaces and stoves, manufactured by Worsham Company, Inc., St. Louis, Mo., do not require frequent furnace tending. Shaking of grates, pulling clinkers, scooping up ashes, and a smoky atmosphere are eliminated. A full day's or night's supply of oil-treated dustless coal is placed directly in the furnace by hand. No further atten-



tion to the furnace is necessary that day or night, since it is regulated through draft dampers automatically operated by a thermostat. Three operations are required when tending the furnace, and these may be completed in about two or three minutes. In this heating plant, soft high volatile coal is turned into coke by transforming coal into gas and burning it as it comes from the coal.

### ELECTRIC WATER HEATER AB10814

A new 40-gallon table-top electric water heater has been announced by the General Electric Co.'s range and water heater divisions, Bridgeport, Conn. The heater is designed primarily for use in the kitchens of small houses without basements. Enclosed in a rectangular steel shell with a white porcelain-enamel top that is resistant to acid and heat, the new water heater is only 24 inches wide, 25 1/8 inches deep, and 36 inches high. It has a 3 1/2-inch backsplash corresponding to that on standard kitchen counter tops. Water is heated by improved Calrod units which encircle the galvanized steel tank. Standard equipment for the new 40-gallon heater is either one or two heating units, permitting the use of any desired wattages. The units are held tight to the tank by steel channels under pressure. Each unit has its own thermostat.

(Continued to page 180)

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This new counter card is yours for free. It plugs those extra uses of Gerity Towel Bars. It brings in those extra sales and that extra which you can expect with Gerity bathroom accessories and medicine cabinets.

This card works along with your eye-catching Gerity display board. Builders can display the card in model homes, too. Write today for a free counter card so you'll be sure of getting your share!

**Gerity-Michigan Corporation**

ADRIAN, MICHIGAN

# CABOT'S COLLOPAKES

## ...for satisfied customers

Your customers will like Cabot's Collopakas . . . the non-fading house paint whose colors stay fresh and bright for years. Cabot's patented Collopacking process breaks pure pigments into particles 100-1000 times as fine as in ordinary paints . . . inseparably unites them with wear-resistant oils . . . produces a porcelain-smooth surface with tremendous hiding power. Because no fillers or adulterants are used, the fresh lively colors remain true, even after long, severe exposure.

Cabot's Collopakas come in a wide variety of colors . . . many unique shades obtainable from no other source.

You know that success for your customers means years of repeat business and more profits for you.

WRITE now for free sample, Complete Information, and Gloss Collopakas Card.

### Samuel Cabot, Inc.

2228 Oliver Building  
Boston 9, Mass.

Architects Henry Otis Chapman, Jr.  
and Harold W. Beder

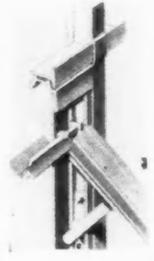


## NEW PRODUCTS

(Continued from page 178)

### SASH WITH VENTILATORS AB10840

Sash, now manufactured by Hope's Windows, Inc., Jamestown, N.Y., are made with ventilators commercially projected for use with standard interior screening on windows in industrial plants. The factory sash, "Lok'd Bar," are finished with baked-on coat of rust-inhibiting primer.



Projected ventilators are complete frame and casement units with Lok'd Bar intersecting joints, strengthening the sash where the void is left to receive them. They are solid welded at corners, and their weatherings are an integral part of the section, closing on wide double contact surfaces without the use of extra attached strips. Hope's can also furnish inward-opening, projected ventilators for use with standard outside screening.

### ALUMINUM TILE AB10834

A new aluminum tile now on the market can be successfully applied to plaster, plasterboard, Celotex, masonite, plywood, metal or glass. The product, Muralux Jewel-Tone colored aluminum tile, is a patented truncated pyramid design made of .025 aluminum, with pastel fabric shades impregnated into the metal to a depth of .005 to .007 by a patented electrochemical process. It is also produced in five dark colors. Intense heat or cold does not affect it, and the light weight of the tile and mastic-adhesive permits its application on any kind of light weight construction without extra support or additional strengthening of walls. The aluminum tile is manufactured by Guild Products, 211-13 W. Market St., Sandusky, Ohio.

### COMPACT HEATING UNIT AB10836

Special features of the new "Jet-Flow" wall-type heating unit, manufactured by Royal Heaters, Inc., 1024 Westminster Ave., Alhambra, Calif., are ease and low cost of installation. The warm air, gas-fired unit has a velocity of 250 feet per minute achieved through use of the venturi principle—in effect, forced warm air without blower or fan. Since it may be installed above the floor, it simplifies heating problems in concrete slab construction. The fire-box is constructed of low alloy, high tensile steel for greater resistance to deterioration. The corrugated fire-box is of even thickness, designed to eliminate noise from expansion and contraction.

(Continued to page 182)

## AUTOMATIC Tacking Team

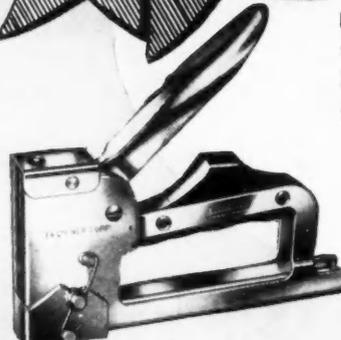
**TOP HONORS FOR DUO FAST**

**THE BEST WAY TO TACK**

- INSULATION
- BUILDING PAPERS
- SCREEN WIRE
- BUILDING FELT

The Duo-Fast gun and hammer tacker team takes top honors in the field of tacking proficiency for speed - accuracy - dependability. It is a team that will save time and money on every tacking job. One hand does the complete job easily. Both tackers feed and drive staples automatically. Both use the same size Duo-Fast staples. It's the perfect combination for a job well done.

Write today for information on the Duo-Fast top honors tacking team and other Duo-Fast automatic tackers.






888 FLETCHER STREET

CHICAGO 14, ILLINOIS

# Only **THRUSH** FLOW CONTROL VALVES



Hundreds of thousands of these valves now in use are giving trouble-free service.

## Eliminates Leakage

THE PATENTED vent which relieves pressure below the seat in a Thrush Flow Control Valve is only one of the features which make this valve outstanding. It has no tight fitting guides. There is nothing to bind or stick. Shut-off is positive. It is easy to install . . . and eliminates the need for a union. The convenient manual adjustment does not interfere with normal operation. With all its important advantages, the Thrush Flow Control Valve costs less than competitive valves. It is used with a Thrush Water Circulator to control circulation and prevents wasteful overheating in automatic Forced Circulating Hot Water Heating Systems. See our catalog in Sweet's or write Department G- 10.

**H. A. THRUSH & COMPANY • PERU, INDIANA**



THRUSH  
WATER  
CIRCULATOR

FORCED  
CIRCULATING

# Summer-Winter Hot Water Heat

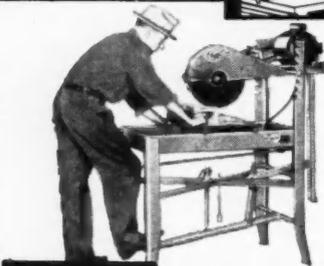
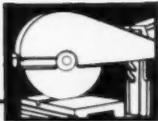
**SAVE TIME  
On Every Job  
WITH A  
CLIPPER  
MASONRY SAW**

**Cuts**  
● FIRE BRICK  
● BUILDING TILE  
● CONCRETE BLOCKS  
*with*  
**AMAZING Speed AND Accuracy**

● You'll be amazed how quickly and easily you can cut virtually any special length or shape from the hardest masonry materials. Clippers save time — save material, assure better workmanship on every job.

**Cuts DRY**

Clipper's exclusive design is guaranteed to provide the highest economy with most rapid cutting speed. With or without foot pedal control.



**Cuts WET**

No dust. With foot pedal control or without. You can set the cutting head in locked position. The hardest materials cut with ease.

**FAST and FLEXIBLE**

The New Model HD-48 Clipper cuts dry just exactly the same as regular Clipper Masonry Saws... and for Dustless masonry cutting just turn on the circulating system and slice thru the hardest materials. Proven by ten years use throughout the world. Guaranteed to provide the fastest cuts with lowest cost.

**TAILOR MAKE SPECIAL SIZES**

Yes... with a Clipper it's easy to slice thru Brick, Tile, Concrete, Glass, Marble, Porcelain or any kind of Refractories... Straight cuts, Angles or Mitres. **CLIPPERS FOR EVERY JOB** — Priced as low as \$195. Write for Catalog Today!



**THE CLIPPER MFG. CO.**  
2808 WARWICK • KANSAS CITY 8, MO.  
PHILADELPHIA CLEVELAND ST. LOUIS AUSTIN, TEX.

**NEW PRODUCTS**

(Continued from page 180)

**TILTING ARBOR SAW AB10837**  
Because of its light weight—135 pounds—a new tilting arbor saw, made by Foster Manufacturing Co., Buffalo, N.Y., can be easily transported for on-the-job requirements. The saw has a cutting capacity of 8-inches, 10-inches, or 12-inches. With accessories, the unit can handle 24-foot boards. A "floating" motor mount removes strain and weight from the tilting arbor. The table size is 20 inches wide and 26 inches long; extensions of 26 inches by 56 inches are available. The unit is made of heavily ribbed, ground cast iron and a base, if required, is of one-piece cast aluminum alloy, 11½x19½x20½ inches.

**SHALLOW MODEL FURNACES AB10838**

New furnaces now in production by Frazer & Johnston Co., 725 Potero Ave., San Francisco, Calif., are available in both dual-wall and floor models. Designed especially for those homes, schools, stores, churches and other buildings without basement facilities, their "Lo-Boy" is 14 inches wide in model No.'s 25, 30, and 35FF, permitting installation without cutting joists. It is 26½-inches deep. Dual-wall models feature the new Frazer & Johnston "Bi-Flo" register head which eliminates floor grilles. This unit is compact, and guards against dirt and dust entering the furnace. The Bi-Flo register head in the dual-wall models is installed in the wall between two areas so that either one or both can be heated.

**FLOOR EDGER AB10816**

An electric floor edger, designed to provide good visibility to the user, is announced by Red Devil Tools, 130 Coit St., Irvington, N. J. The edger, the Red Devil FE1 Electric Floor Edger, is equipped with an electric headlight which automatically lights up the area to be sanded by hooking



in to outlet. The edger weighs less than 35 pounds and is equipped with ball casters which will not mar the floor. The casters are adjustable.

**Automatic  
REZNOR  
GAS FIRED  
UNIT HEATERS**



**QUICKLY  
EASILY  
INSTALLED**

● The "Automatic" Reznor unit is a complete, dynamic package of heat production that can be installed with a minimum of time, expense and inconvenience... its saleability is tremendous. Obstacles to modernization are removed—no interruption to work schedules, no extensive contractor muss and cost.

**REZNOR UNITS PREFERRED**

● Reznor leads in gas fired unit heater sales because dependability has been established, efficiency of the heat exchanger has been proven, and because of the more effective distribution of heat by the BIG, QUIET FAN. The construction is durable. Hanger rods of the suspended model carry the load—the cabinet doesn't support the weight. You can sell Reznor units with confidence in quality and performance. Write for details.

**REZNOR**  
Gas fired unit heaters

**SUSPENDED OR  
FLOOR MODEL**

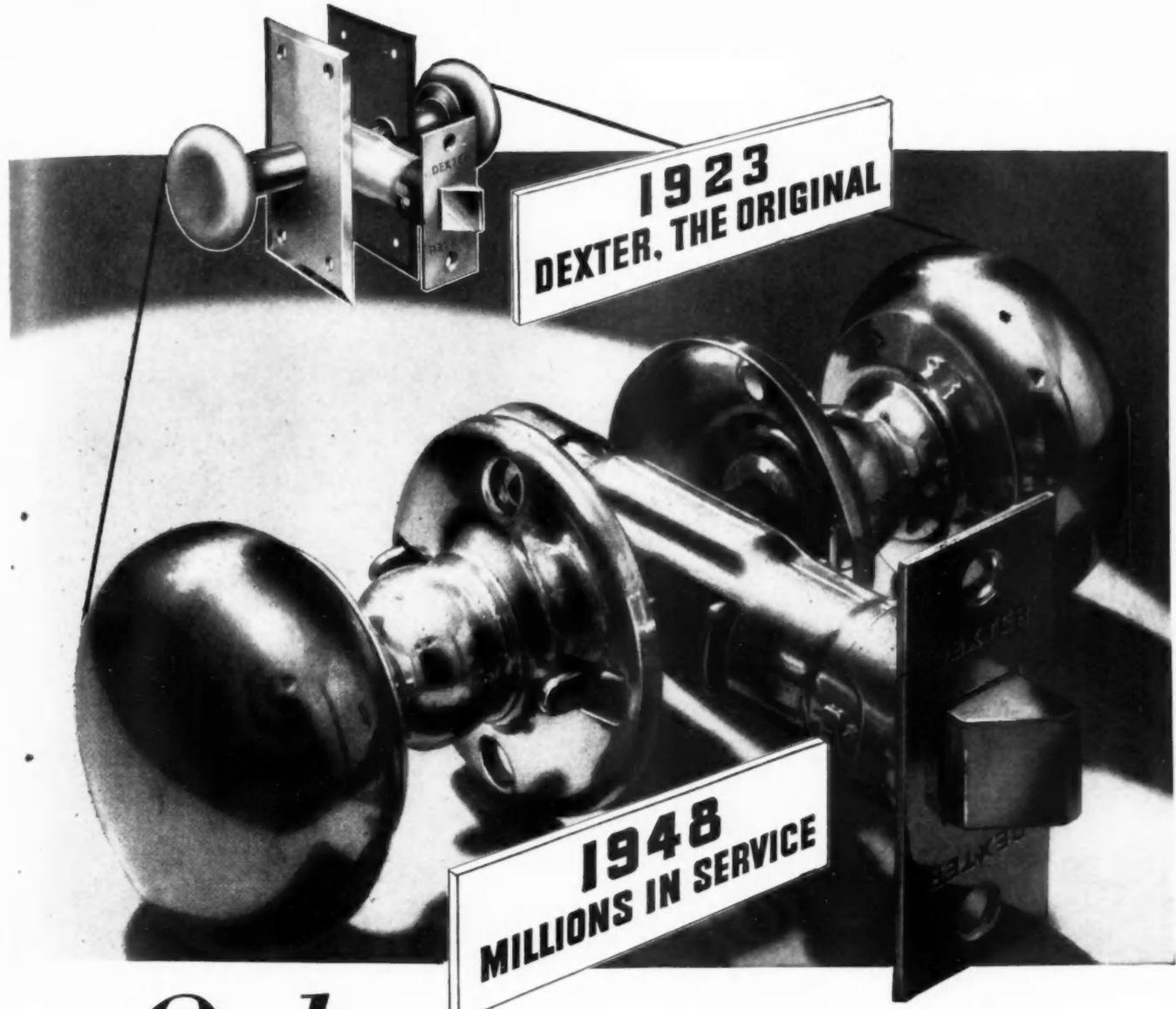
A SIZE FOR  
EVERY NEED

**REZNOR CO.**  
MERCER 17, PENNA.

Gas Heaters Since 1888



**NO BOILERS . NO STEAM LINES  
NO FUEL STORAGE . NO FIRE TENDING**



*Only* DEXTER TUBULARS  
 have all these 9 features of superiority

Dexter is the *original* tubular lock — “the Grand Dad of them all!” Others have come and gone over the 25 years, but Dexter keeps going ahead. Today, millions are in use.

This is the Dexter background, the kind of staying power that keeps the product first — in features and in value . . . first choice with builders and contractors.

- 1 Stay-tite Set Screw
- 2 Two Big Coil Springs
- 3 All Steel Interior
- 4 Solid Brass Trim
- 5 Uniform Boring for Locks and Latches
- 6 Self-Adjusting Alignment
- 7 25 Years Specialized Experience
- 8 Shallow Face Plate Mortise
- 9 Lifetime Guarantee

**NATIONAL BRASS COMPANY**  
 Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR  
 AND SHELF HARDWARE



## "We are Building 20 Fireplaces a month"

WE SAVE TIME  
WITH FYRO-PLACE  
FORMS



YES, JOHN, YOUR GOOD  
WORK IS BEING SPREAD  
OVER MORE JOBS BECAUSE  
YOUR HELPERS CAN HANDLE  
MORE OF THE WORK



AND BOY! HOW EASY IT  
IS TO SELL HOUSES WITH  
CIRCULATING FIREPLACES,  
WITH GAS AND OIL  
SUPPLIES UNCERTAIN

## Fyro-Place

● The New Scientific Steel Form costs as little as \$33, but saves as much as 16 hours of labor, as well as cost of firebrick and damper.

Avoid errors and costly repairs or rebuilding. Fireplaces built around the Fyro-Place are bound to function perfectly.

1. Perfected by pioneers in the field.
2. Thousands in successful use.
3. Nationally advertised.

Write for all the Facts and the large edition of our FREE BOOK, "100 Fireplace Ideas."

**PRICE** FIREPLACE HEATER  
& TANK CORPORATION

53 Austin Street,

Buffalo 7, New York

## FHA Regulations

(Continued from page 142)

construction financing of single-family or two-family dwellings on the basis of conditional commitments. The maximum term is 20 years.

In cases processed under the provisions of Section 203(b)(2)(D) the amount shall not exceed \$6,000 or 85 per cent of the valuation, whichever is the lesser.

### Amendments to Title VI

Insurance authorization under Title VI has been increased by \$800 million, but only \$400 million of this amount may be employed immediately without the President's approval.

Section 608, which previously expired April 30, 1948, has been reinstated through March 31, 1949, and insurance is authorized pursuant to commitments to insure issued on or before said date. The amendments provide as an additional condition of eligibility that the mortgagor must certify under oath that: (1) in the selection of tenants there will be no discrimination by reason of the fact that there are children in the family, and (2) the property will not be sold while the mortgage insurance is in effect unless the purchaser files with the Administration a certification under oath that there will be no discrimination in the selection of tenants by reason of the fact that there are children in the family. A violation of the foregoing is a misdemeanor punishable by a fine not in excess of \$500.

Under the amendments, insured mortgages are limited to an amount not in excess of 90 per cent of the estimate of replacement cost of the property on the basis of costs prevailing on December 31, 1947, or present costs, whichever is lesser. The \$1,500 to \$1,800 per room maximum mortgage limitation has been changed to a limitation of \$8,100 times the number of dwelling units. Maximum interest rate remains at 4 per cent per annum.

Section 609—Insurance of working capital loans to finance the cost of manufacturing homes: This section has been amended to authorize insurance of loans for the manufacture of housing on the basis of purchase contracts which provide for payment of the purchase price within 30 days after delivery of the houses, or payment of 20 per cent of the purchase price on or prior to delivery if the lender accepts and discounts a promissory note of the purchaser for the unpaid balance which is payable within 180 days from the date of delivery.

In addition to the insurance of the principal loan to finance the manufacture of housing authorized under

(Continued to page 186)

## BE INDEPENDENT OF THE MILL!

Save **BIG** money and unnecessary trips to the mill by owning a



### BOICE-CRANE NO. 2120 SPINDLE SHAPER

You can turn out commercial grade sash, fine mouldings, coped joints, stair treads, drawer and cupboard fronts and do other millwork yourself.

Boice-Crane offers a complete line of cutters for this large capacity shaper for producing most commercially used shapes. You can run wide mouldings and raised panels in one-cut with our Ogee Sash Cutter sets.

The Boice-Crane is the only shaper having "down-draught" exhaust for chips from the cutters and  $\frac{1}{2}$ " and  $\frac{3}{4}$ " cutter-arbors formed on a solid one-piece vanadium steel spindle—stronger, more accurate and safer than any 2-piece type. Merely invert the quill to change from  $\frac{3}{4}$ " to  $\frac{1}{2}$ " arbor without special tools.

Large 1" diameter precision ground spindle, carried on two high quality dust and grease sealed ball bearings, stays true even after years of running wide, deep cuts. The bearing-seats in the quill casting, as well as the entire body of quill are all finely ground to precision dimensions.

The 20" x 27 $\frac{1}{2}$ " table features a large opening with provision for nested table rings, with these advantages: (1) All cutters, up to 6 $\frac{1}{4}$ " diameter lower below table to undercut for greater safety. (2) Undercutting lessens danger of springing spindle. (3) Undercutting brings cutters closer to spindle bearings to reduce strain and wear.

### SPECIFICATIONS:

Table (has 1 miter-gauge groove): 20" x 27 $\frac{1}{2}$ "  
Table with Front Wing: 28" x 27 $\frac{1}{2}$ "  
Table-Opening Diameters: 6 $\frac{1}{2}$ ", 3 $\frac{1}{2}$ ", and 2"  
Widest Bevel Edge Knife Capacity: 2 $\frac{1}{2}$ "  
Widest Wing-Type Cutter Capacity: 3"  
Largest Diameter Cutter Capacity: 6 $\frac{1}{4}$ "  
Vertical Spindle Travel: 1 $\frac{3}{4}$ "  
Spindle Diameter at Ball Bearings: 1"  
Height from Floor to Table: 35"  
Power:  $\frac{1}{2}$  h.p. for Cutters 3 $\frac{1}{2}$ " and less. 1 h.p. for Cutters over 3 $\frac{1}{2}$ "  
Two Models: 7,200 or 10,000 r.p.m.

Boice-Crane, with its complete line of power tools, can, at minimum cost, completely equip a contractor's shop that will make you practically independent of the mill.

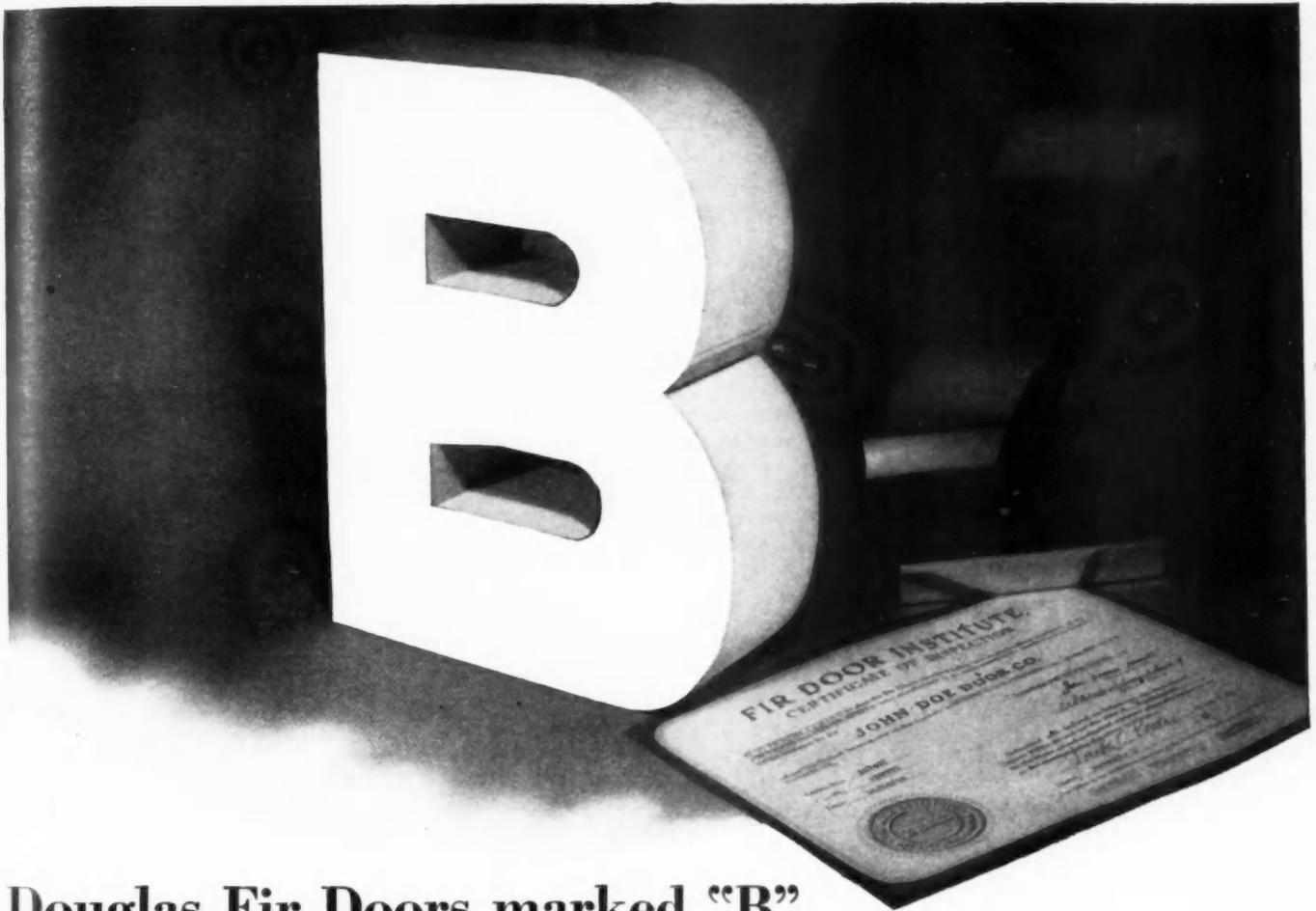
For a guarantee of satisfactory service specify only the products of established manufacturers who SPECIALIZE in producing power tools, rather than making them a sideline.

Write for free literature

### BOICE-CRANE COMPANY

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BAND SAWS • JIG SAWS • SAW JOINTERS • BELT SANDERS  
SPINDLE SANDERS • LATRES • THICKNESS PLANERS  
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## Douglas Fir Doors marked "B" Meet these Industry-Approved Standards

**GRADE B—Recommended Primarily for Paint Finish  
To be Factory Resin-Sealed**

**GRADE B F.D.I. DO**

When the letters FDI appear as part of the grade trade-mark they certify that the doors so marked not only meet industry standards but have also been officially inspected by the Fir Door Institute and, at the buyer's request, will be covered by the official, notarized Certificate of Inspection.

(Douglas Fir Doors are also made in Grades A, C and MR. Stock doors in every grade are precision pre-fit to a size 1/8-inch less than previous net catalog height, 3/16-inch less than catalog width—for ease and speed of installation.)

**FIR DOOR INSTITUTE**  
*Tacoma 2, Washington*

**STILES, RAILS, AND MULLIONS**—This stock shall be of vertical grain faces with some coarse grain permitted. It shall be sound in all respects, and may contain sap, light stains, streaks, burls, and neatly repaired pitch seams. Glued-up members are permissible. A moisture-resistant glue shall be used. Mixing of woods is permissible provided both stiles are of a single specie.

**PANELS—FLAT VENEERED**—The standard thickness of 3-ply flat veneered panels shall be 1/4 inch after sanding. Each face shall be of one or more pieces of firm smoothly cut veneer. When of more than one piece, it shall be well joined and reasonably matched for grain and color at the joints. It shall be free from knots, splits, checks, pitch pockets, and other open defects. Streaks, discolorations, sapwood, shims, and neatly made patches shall be admitted.

**PANELS—RAISED**—The standard thickness of raised panels shall be not more than 9/16 inch before sanding and not less than 7/16 inch after sanding. They may be either slash or mixed grain, or mixed woods and shall conform to the grade of the stiles and rails. Glued-up, solid panels are permissible.



**Cut Building Costs**  
with **VENTO**  
**Quality STEEL CASEMENT**  
**WINDOWS**

**Buy Steel Casement Windows**  
**For less than Wood Frames**  
**... save Installation Time.**

When you install steel casement windows you save on the initial cost compared with wood frames, and you save on installation time and labor cost, as well.

With VENTO Steel Casement Windows you get these cost-saving features plus the long, satisfactory wear that Vento Quality Windows provide. Made of heavy-section steel and carefully fitted, Vento Quality Steel Windows stand firm and swing true — a winning combination of sturdy wearing quality and trouble-free operation.

You get prompt delivery when you order Vento Quality windows. Your order will be delivered within a week, if necessary, preventing possible costly delay at the job site.

Don't forget — the finest houses contain Vento Quality steel casement windows.

*Builders,  
wholesale  
distributors,  
dealers — write  
for catalog —  
today!*



**VENTO STEEL PRODUCTS**  
**COMPANY, INC.**  
247 Colorado Avenue  
Buffalo 15 N. Y.

(Continued from page 184)

this section and in order to provide short-term financing in the sale of the houses to be delivered, the Commissioner may also insure lenders against losses sustained in accepting and discounting promissory notes of purchasers representing the unpaid purchase price of such houses, but no such promissory note may involve a principal obligation in excess of 80 per cent of the purchase price of the house, have a maturity in excess of 180 days, or bear interest in excess of 4 per cent. As to such insurance, a premium charge of 1/2 per cent in addition to that authorized with regard to the principal loan has been fixed.

Applications under this Section of the Act are filed with and processed by the Washington Office. Authorization to insure under Section 609 carries no time limit other than that which may be controlled by amount of Title VI dollar authorization.

Section 611 is a new section of Title VI. It authorizes the insurance of blanket mortgages on groups of not less than 25 single family dwellings built for sale, for insurance of advances during construction, and for the release from the lien of the mortgage of the individual properties and of any plant erected on the mortgaged property for the fabrication or storage of the dwellings or parts thereof. The amount of the blanket mortgage shall not "exceed a sum computed on the individual dwellings comprising the total project as follows: \$6,000 or 80 per cent of the valuation, whichever is less, with respect to each single-family dwelling."

To be eligible under this section, the project shall: (1) be approved for mortgage insurance prior to the beginning of construction, (2) consist of properties each of which is a readily marketable real estate entity, and (3) provide for preference in occupancy of the mortgaged property for veterans of World War II and their immediate families and for hardship cases. The maximum interest rate shall not exceed 4 per cent per annum. This section of Title VI has no expiration date, but is limited by the maximum insurance authorization under Title VI, including recaptures through expirations and terminations of commitments.

Administrative regulations under Sections 203, 207, 603, 608, 610 and 611 of the Act have been amended to provide, with respect to mortgages prepaid in full on or after August 10, 1948, for a refund of the pro rata portion of the current mortgage insurance premium which is applicable to the portion of the premium year subsequent to the date of prepayment.

**IN • SINK • ERATOR**  
**Garbage Disposer**

*Model "900"!*

**WITH SIMPLIFIED**  
**ELECTRICAL HOOK-UP**  
**FOR EASIER**  
**INSTALLATION**



The IN-SINK-ERATOR Model "900," built on the integral design principle employed by IN-SINK-ERATOR for ten years (longer than any other in the disposer field) comes complete with a positive acting, reversing control switch and a simplified electrical hook-up for easy installation in custom dwellings or project housing. IN-SINK-ERATOR's automatic reversing action, complete self cleansing streamlined design and two-directional shredding have set the pace for ten years. It's the disposer the plumber likes, too . . . because it's distributed **EXCLUSIVELY THROUGH PLUMBING CHANNELS**

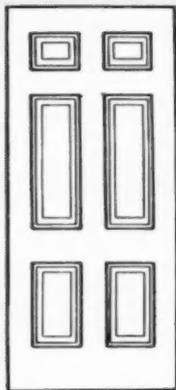


The IN-SINK-ERATOR story will be repeated to consumers 23,000,000 times in five of the leading household magazines in the country during 1948.

**IN • SINK • ERATOR**  
**MANUFACTURING CO. RACINE, WIS.**

*Exclusive Manufacturers of Automatic Food Waste Disposers Since 1938*

TOR  
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This traditional six-panel colonial door, appropriate to homes of a variety of architectural styles, is one of many Ponderosa Pine designs. The line includes glazed doors, Dutch doors, lower doors, French doors, flush doors and mirror doors. Use the booklet "Today's Idea House" to choose exactly the right Ponderosa Pine door for your purpose.

# Doors FOR A Dream House

Look into the dreams of most prospective home owners and you'll find that the traditional style is a favorite. Panel doors of Ponderosa Pine fit into that dream—because they express an authentic charm that comes from clean lines, correct proportions and careful workmanship.

Ponderosa Pine doors, too, easily fit into the building budget—thanks to modern mass production methods. They are available in many styles including pre-fit sizes. And because Ponderosa Pine, as a wood, is so lasting—because it takes paint and other finishes so easily and holds them so firmly—doors of Ponderosa Pine keep their beauty through the years.

To show you the many possibilities in the use of Ponderosa Pine doors and windows, we have prepared a 32-page fully illustrated booklet—"Today's Idea House." You'll want this booklet as a source of inspiration and ideas—and a copy is yours for the asking. Just mail the coupon!



*For Friendly Living..*

**Ponderosa Pine**  
WOODWORK



Ponderosa Pine Woodwork  
Dept. RAB-10, 38 South Dearborn Street  
Chicago 3, Illinois

Please send me a copy of "Today's Idea House." (Please print.)

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Address .....

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Food

This cutaway view shows why the **IMPROVED ACME TWIN** is the most efficient sash balance ever designed



1. Oil-impregnated Fibre Washer between Cable Drum and Face Plate insures friction-free operation.

2. Cable Drum fits snugly into Protective "Cup"

3. Tension Governor maintains uniform spring action and balancing.

4. Spring Hubs riveted at both ends assure TWO solid bearing points.

5. Powerful Coil Springs provide positive, effortless window opening.



Left: Acme Overhead Type Sash Balance



Right: Acme Side Type Sash Balance

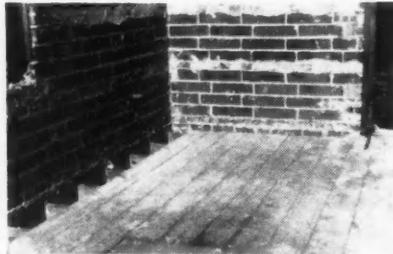
See your dealer or write for literature

**ACME**  
SASH BALANCE COMPANY  
1626 Long Beach Ave.  
Los Angeles 21, Calif.

**New Resurfacing Material Suitable For Any Type Floor Surface**

A RESURFACING material developed by Camp Co., Chicago, Ill., may be applied as thin as 1/4-inch to receive floor coverings or for surface wear. The product, "Mag-O-Crete," can be applied over any solid surface without special preparation other than priming the floor.

Mag-O-Crete is a hydraulic cement. Mixed with sand, or sand and stone, it may then be mixed with cold water, regardless of



FLOOR before application of resurfacer



APPLICATION of Mag-O-Crete resurfacer. Material sets in approximately 3 hours

whether the water is soft or hard. It is easy to apply, does not crack or check, and sets in approximately three hours. If a mastic composition is desired, asphalt emulsion can be added.

Since the resurfacing material can be mixed with water only, and asphalt emulsion can be added for a mastic composition, it is a combination material.

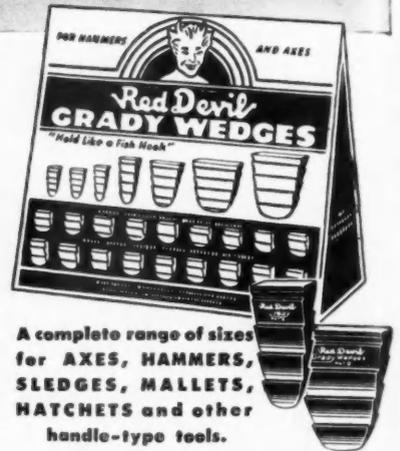
When the material is applied over wood, chicken wire or metal lath are required. When a mastic composition is desired, the asphalt emulsion is added by using from one to five gallons for each 100 pound bag. Mag-O-Crete will meet most requirements where a fill is needed before the floor covering can be applied.

**United States Radiator Appoints Advisory Board**

APPOINTMENT of a five-man advisory board, whose function is consideration of all matters of

(Continued to page 190)

**Red Devil GRADY WEDGES**



A complete range of sizes for AXES, HAMMERS, SLEDGES, MALLETs, HATCHETS and other handle-type tools.

**Red Devil GRADY WEDGES** "hold like a fish hook".

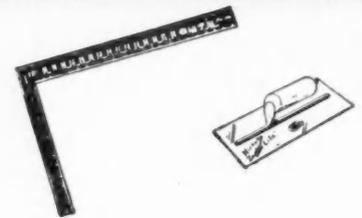
New counter-salesman holds 36 No. 5 and 24 No. 10 Wedges for quick sales. Complete line illustrated in actual size.

Can't chip—rust resistant—barbs withstand vibration and force—they won't work loose.



A Product of **RED DEVIL TOOLS**  
IRVINGTON, N. J., U. S. A.

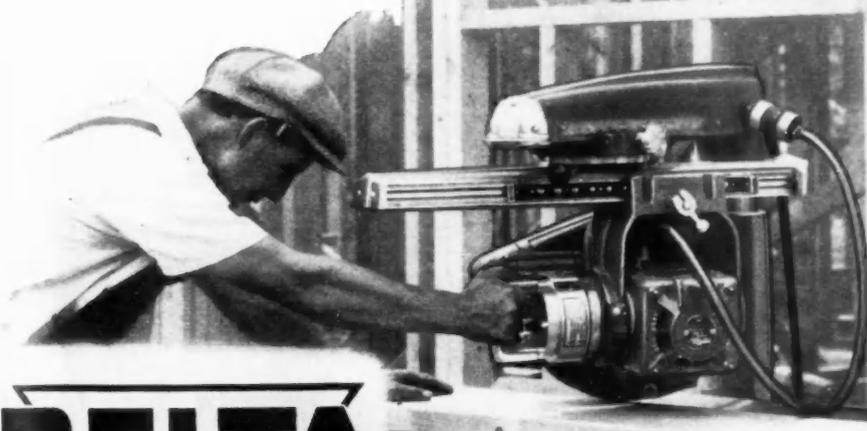
**NICHOLLS TOOLS**



**NICHOLLS** carpenter squares, plastering trowels, cement finishing trowels and plasterer's hawks are well known by the building trades all over the world. They are known to be the highest quality produced. For sale by your local hardware or in quantities by your hardware jobber. The best costs no more—insist on **NICHOLLS**—in the familiar **ORANGE** carton.

**NICHOLLS**  
MANUFACTURING COMPANY  
OTTUMWA ★ ★ ★ IOWA

Fine Tools Since 1896

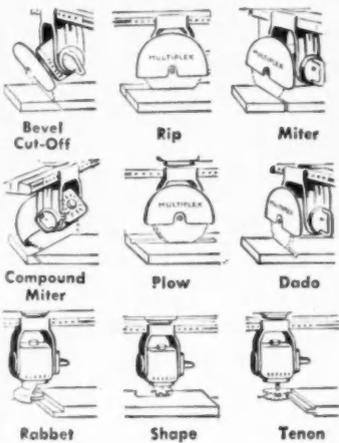


Delta Multiplex Model 40A with cabinet-base, shown, is the choice of many builders. It has a 1½ HP motor — and a rip capacity up to 3¼". (For light duty, Delta Multiplex Model 30A with cabinet-base — ¾ HP — is widely used.)

**DELTA  
MILWAUKEE**

You have *a whole*  
*shopful of tools* — right at the job

One Multiplex does  
all this — and more!



with a **DELTA**<sup>®</sup>  
Multiplex Radial-Arm Saw

Two men can easily carry a cabinet-model Delta Multiplex. It's simple to load on your truck and take where you want it.

That's just like bringing a whole shop to the job-site. You can get almost any saw position with a Multiplex. And—it's quick and easy to switch from one position to another. The patented "Versatile Elbow" sees to that. It's a center-pivoted track that travels forward and backward on a rigid overarm.

Only with a Multiplex can you easily cut the full capacity of the sliding arm on both right-hand — and left hand — miters from 0° to 90°! The saw blade moves practically through the center of the table. Thus, your work rests firmly on the full table and you get full capacity cuts.

Your nearby Delta distributor has

Multiplex models on his sales-floor now. Inspect them there. See for yourself the Delta Multiplex features that assure you of speed, safety, convenience, and economy.

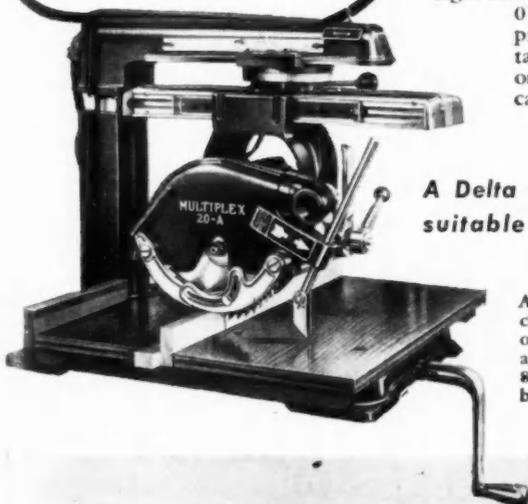
Send coupon for descriptive literature on Delta Multiplex Radial-Arm Saws with motors of ½, ¾, 1½, 3, 5, 7½, and 10 HP, and a range of rip capacities.



**DELTA MANUFACTURING DIVISION**  
ROCKWELL MANUFACTURING COMPANY  
MILWAUKEE 1, WISCONSIN

General Sales Office:  
6 NORTH MICHIGAN AVENUE, CHICAGO 2, ILLINOIS

Look for the name of your Delta distributor under "Tools" in the classified section of your telephone directory.



A Delta Multiplex that's especially  
suitable for cutting interior trim:  
Model 20A

An exceptionally low-cost, portable machine. Can be carried easily in the back of your car. Has a ½ HP motor — and a rip capacity up to 2". Uses an 8" blade as standard, although a 9" blade can be used.

**TEAR OUT COUPON AND MAIL TODAY!**

DELTA MANUFACTURING DIVISION  
3803L N. Pierce St., Milwaukee 1, Wis.

Send me descriptive literature on the complete line of Delta Multiplex Radial-Arm Saws.

Name.....Title.....

Company.....

Address.....

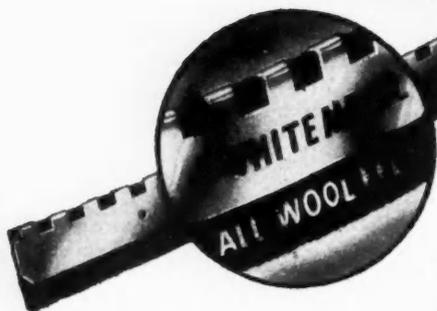
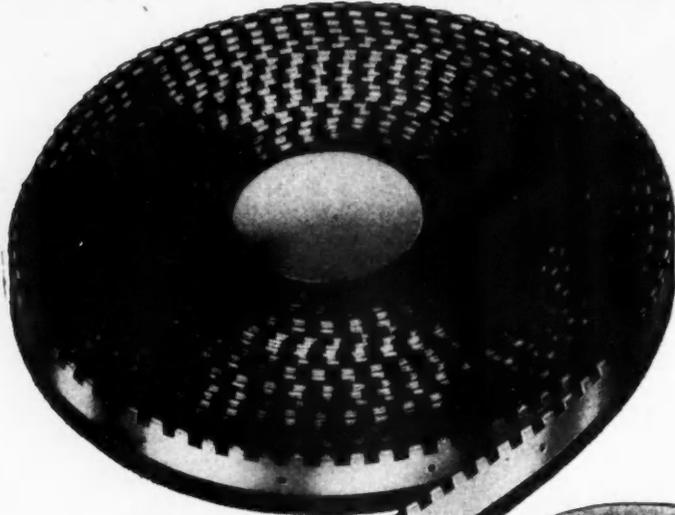
City.....

(.....) State.....

MS-2

THE EASIEST STRIP IN THE WORLD  
TO SELL and PUT ON...

# Nu-WAY WEATHER STRIP



Handy  
DISPLAY  
CARTON

*Takes Little Space*

Anyone can sell Nu-Way Weather Strip. Anyone can install it. It's *one* strip that serves every purpose on any type of door or window, either double hung or swinging. Packed in attractive carton containing twelve individual 20-foot rolls, each with nails and instructions for installing.



NATIONALLY  
*Advertised*

HOW IS YOUR STOCK OF *NuMetal*  
DOOR BOTTOM STRIPS?



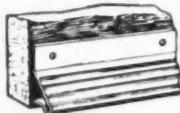
Standard lengths of  
30", 32", 36", 42",  
48"

This is the biggest door bottom strip value you can offer your customers. Made of extra heavy metal, and pure, pre-shrunk, all-wool felt 3/16" thick. Shipped prepaid on orders of three dozen or more.



• DRIP CAPS FOR DOORS AND  
• CASEMENT WINDOWS

• Here are two very effective rain drips. (RIGHT) No. DCB, brass. Easy to install, no special rabbeting. (BELOW) No. AFB, brass. 20-gauge, 1 1/4" wide.



Both caps come with holes punched, nails furnished. Available any length.

**MACKLANBURG • DUNCAN CO.**  
OKLAHOMA CITY 1, OKLAHOMA

SOLD ONLY THROUGH HARDWARE STORES, BUILDING SUPPLY DEALERS AND LUMBER YARDS

(Continued from page 188)

product selection and major policies of merchandising and distribution on a company-wide level, has been announced by the United States Radiator Corp.

The advisory board will make definite recommendations on prospective new products, methods of selling, improvement in product, marketability and the best ways and means of expanding markets both for established and new products.

Members of the board, all of whom are United States Radiator Corp. branch managers, include A. F. Westerfield, southern branch, chairman; T. R. Flanagan, New York branch, secretary; G. R. Hickman, Boston branch; R. K. Milward, Detroit branch, and D. E. Welsh, Philadelphia branch.

### John Stolarz Heads De Walt Sales Force

JOHN STOLARZ has been appointed general sales manager of De Walt, Inc., manufacturers of electric power saws. Stolarz has



JOHN STOLARZ

been associated with DeWalt since 1936. In his new post, he will head both the international and domestic sales divisions, and will be in charge of the advertising and sales promotion departments.

### P. L. Berquist Dies In Plane Crash

PHILIP L. BERQUIST, manager, Industrial Product Sales, Wood Conversion Co., St. Paul, Minn., was killed in the crash of a Chicago-Twin-Cities flight of Northwest Airlines, August 29. The accident, near Winona, Minn., took the lives of all 37 persons aboard. Berquist, who resided in Glen Ellyn, Ill., and had offices in Chicago, was flying to St. Paul to attend a sales conference.

# ONLY *Numetal* WEATHER STRIP *has all these* EXCLUSIVE FEATURES

No weatherstrip on the market offers as many exclusive features as NUMETAL. It's efficient . . . permanent . . . inexpensive. What's more, it is conveniently packaged in individual sets that make it a perfect over-the-counter sales item. Shipped prepaid on orders totalling two dozen sets or more.

Has a patented turned edge and embossed nailing zone that make a weather-tight "dead air" space between the strip and the frame. Dirt, soot and cold air cannot pass UNDER this strip.

The "tension" in NUMETAL is "built-in" and forces the free edge of strip to make a firm, positive contact with sash at two points.

Patented design gives NUMETAL greater longitudinal strength, prevents strip from buckling.

Hemmed edge makes NUMETAL practically humproof.

Easily installed without removing windows or doors.

Small hammer and household scissors only tools needed

For  
DOORS  
and  
WINDOWS

*Complete*  
in a handy package  
ready to hand  
your customer

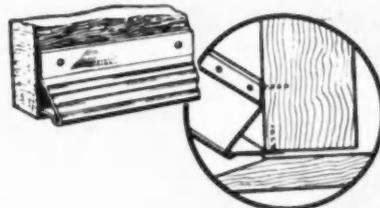
Window sets packaged for 28", 30", 32", or 36" size double hung windows. Door sets packaged for 32"x80" and 36"x84" sizes, or for any special size required. Each set complete with weatherstrip, accessories and instructions.

THESE PRODUCTS SOLD ONLY TO LEGITIMATE RETAIL HARDWARE, BUILDING MATERIAL AND LUMBER DEALERS

**DRIP CAPS for doors and casement windows**

At right, No. AFB, Brass. Furnished in any length. Holes punched, nails furnished. 20-gauge, 1 1/4" wide.

At right, No. DCB, Brass. A very effective rain drip. Very easy to install, no special rabbeting required. Furnished in any length.



**MACKLANBURG • DUNCAN CO.**  
OKLAHOMA CITY 1, OKLAHOMA



The **EAGLE**  
Universal Hydraulic  
**DOOR CLOSER**

**PROVIDES RIGHT-HAND,  
LEFT-HAND, HOLD-OPEN OR  
NON-HOLD-OPEN OPERATION  
IN ONE STANDARDIZED  
UNIT . . . Without  
Mechanical Change**

When you install the new EAGLE Door Closer, you don't have to worry about the correct hand for any installation. It automatically adjusts itself to the proper hand when installed. Here's why:

Unlike other closers, this advanced-type EAGLE unit uses all available space for mechanical performance. Two pistons work in two cylinders with two springs to give twice the efficiency of liquid displacement, through simple one-screw regulation. The field control is automatically regulated by "V" slots correctly machined in the cylinder walls. Thus, the regulating screw controls only the latch speed. Furthermore, with the EAGLE closer it's easy to obtain the hold-open or non-hold-open feature through proper installation.

You'll do better and install more closers with less effort, using EAGLE'S standardized 4-in-1 door control.



**The EAGLE LOCK Company**  
Eagle Industries, Inc.  
National Sales Representative  
110 North Franklin St., Chicago 6, Illinois

**Sargent Appoints  
Division Sales Manager**

**L**LOYD R. ANDERSON has been promoted to the office of manager of stock sales by Sargent and Co., New Haven, Conn. He joined



LLOYD R. ANDERSON

the company in March, 1939, as a contract salesman in the Chicago office.

**VA Expresses  
Appreciation**

**T**HE Veterans Administration has expressed appreciation to the building industry for cooperation in helping to reduce overpayments of subsistence allowance to veterans in training under Public Law 346. Continued cooperation is asked by the VA to eliminate overpayments entirely.

As soon as the veteran discontinues his training, the VA Regional Office should be notified immediately. This should preferably be done on VA Form 7-1908, if available. If not, the employer's own form or letterhead should be used, making sure that the veteran's name, claim number, and date of interruption are shown.

**Hager To Mark  
100th Year**

**T**HE C. HAGER & SONS Hinge Manufacturing Co., St. Louis, Mo., are preparing to observe their 100th year in business in 1949. Recently completed units and facilities, now in use, are enabling Hager to more than double pre-war production.

**Our Error**

The photographs used in the article on page 79 of the July issue should have been credited to "American Home" magazine. Through an error, the credit was omitted.

**ORNAMENTAL IRON  
PORCH POSTS ADD  
Instant Beauty  
to Small Homes**

Coffman ornamental iron porch posts are hand wrought by master craftsmen, yet are amazingly inexpensive. Thoroughly practical, Coffman porch posts do the job better than wood or masonry, are faster to install, save labor, are more beautiful, give permanent satisfaction. Coffman ornamental iron products are manufactured in stock sizes and designs, and are engineered for easy installation by anyone. Complete builders' line includes: canopy brackets; screen door grilles; silhouette house numbers; foundation access doors; porch, balcony posts; stoop, porch, and balcony rails.

**BEST BUY IS No. 150**

**Coffman Universal Porch Post**

One stock post meets any height requirement from 6'-10 1/4" to 8'-0". Simply cut off legs as needed. An outstanding design with traditional Coffman "forge drawn tips" at inner ends of scrolls—the mark of true quality.

Write for Free  
Catalog of Designs,  
Sizes, and Prices  
Address Dept. AB,  
P.O. Box 259



SINCE 1925

*The R. J. Coffman Co. Inc.*  
ORLANDO, FLORIDA  
ESTABLISHED 1925



**NEW!**  
*Atlas 10" SAW*

Your work moves along faster and more profitably with a new Atlas 10" Tilt/Arbor Bench Saw on the job. It is ruggedly designed to handle heavy sawing . . . precision built for the finest cabinet work. 10" dia. blade cuts 3 1/4" deep, tilts 45° for angle work. Three models, with 25" deep work table in widths of 22", 33 3/4", and 45 1/2". 12 3/4" table surface ahead of blade. Dado capacity 13/16". Fast positioning rip fence. Send for complete details.

**ATLAS PRESS CO.**

1039 NO. PITCHER ST.,  
KALAMAZOO 13, MICH.



**MATCHED PRECISION TOOLS FOR  
WOODWORKING AND METALWORKING**



DON TOBIN  
FAMOUS SATURDAY EVENING POST  
AND COLLIER'S CARTOONIST

"But dear, do you think you can get it out  
of the living room, now that it's finished?"

"SURE,

*Everything Hinges on Hager!*"

© 1948



**C. HAGER & SONS HINGE MFG. CO. • St. Louis, Mo.**

FOUNDED 1849 — EVERY HAGER HINGE SWINGS ON 100 YEARS OF EXPERIENCE

October 1948

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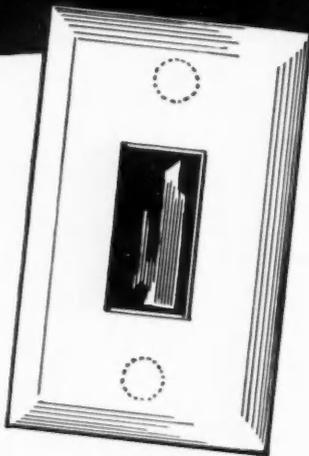
Power King

ORKING



**A BETTER,  
MORE EFFICIENT  
JOB FOR YOUR  
CUSTOMER**

**TOUCH-PLATE  
LOW VOLTAGE  
LIGHT CONTROL SYSTEM**



Now you can give your customers the greatest thing in residential lighting controls at virtually no increase in cost. Feather-touch on and off control...all the multiple switches desired installed *without conduits*... new, streamlined beauty and added safety... this is the new Touch-Plate System. Let us tell you the whole story; just drop us a card.

Approved by the  
*Underwriters' Laboratories*



THE RELAY DOES  
THE WORK!

**TOUCH-PLATE  
DISTRIBUTORS, INC.**

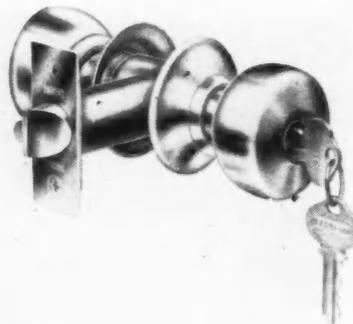
2038-42 Bay St., Los Angeles 21, Calif.

**New Lock Marketed  
By Sargent and Company  
Is Universally Adaptable**

IN THE "DuaLock," a dual purpose lock equally suitable for wood or metal doors, Sargent and Co., New Haven, Conn., offer beauty and universal adaptability in a bored-in lock.

A self-aligning feature of the lock makes it entirely independent of the door for proper functioning. A simplified lock mechanism requires only a small cross bore. The application of a new design principle makes the projection of the knobs always symmetrical, regardless of the thickness of the door through equal adjustment. Another feature is the universal application of one lock case to doors of any swing or handing.

The lock is equipped with an aligning tube of high-pressure cast aluminum which furnishes the necessary support to hold the lock in place. Once the lock is assem-



SARGENT'S DuaLock easily installed

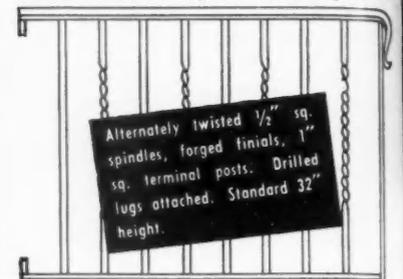
bled, good alignment is insured. The necessity of door supports in metal doors is eliminated. Roses are applied without screws, making for a pleasing appearance and easy application to wooden doors. This also simplifies application to metal doors.

The Sargent DuaLock requires a 1 3/8-inch hole drilled in the face of the door with a standard size bit. The hole in the edge of the door is 1-inch in diameter. Since the boring and mortising for the lock face are standard for all functions of the lock, a door manufacturer, prefabricator, woodworking shop or carpenter can pre-drill all holes on a volume production basis at greatly reduced costs.

Any lock or latch can be installed on a regular bevel door, a reverse bevel door, either right or left hand, without changing any parts. Such versatility permits the use of one lock that can be easily applied regardless of how the door opens.

**Art in Iron**

**NEW stock designs — lower prices!**



Artcraft stock rails No. 395 in 4 lengths. Priced per pair.  
2'6" — \$12.00 3'6" — \$14.00  
3'0" — 13.00 4'0" — 15.00

**STOCK PORCH COLUMNS**  
Corner & Single-panel  
Height corners 12" panels  
7' 0" \$25.00 ea. \$14.50 ea.  
7' 6" 27.00 ea. 15.50 ea.  
8' 0" 29.00 ea. 16.50 ea.

**IMMEDIATE DELIVERY on all Artcraft stock items. Prices net F.O.B. Columbus, Ohio. Terms: Payment with order or C.O.D. Have ARTCRAFT do your most exacting custom iron work too. ORDER DIRECT! SATISFACTION GUARANTEED!**

No. 20 Ohioans add 3% Sales Tax No. 14

Write for our new 40 page catalogue  
**ARTCRAFT Ornamental Iron Co.**  
724 E. Hudson St. Columbus 11, Ohio



**THE CLIPPER BLOWER** mounts in the ceiling—above the stove—instantly trapping heat, grease and odors as they rise and expels them outdoors. Extra efficient—extra quiet—extra long life. Guaranteed 5 years because an exclusive, patented partition isolates the motor from the greasy air stream—it runs clean and cool indefinitely.

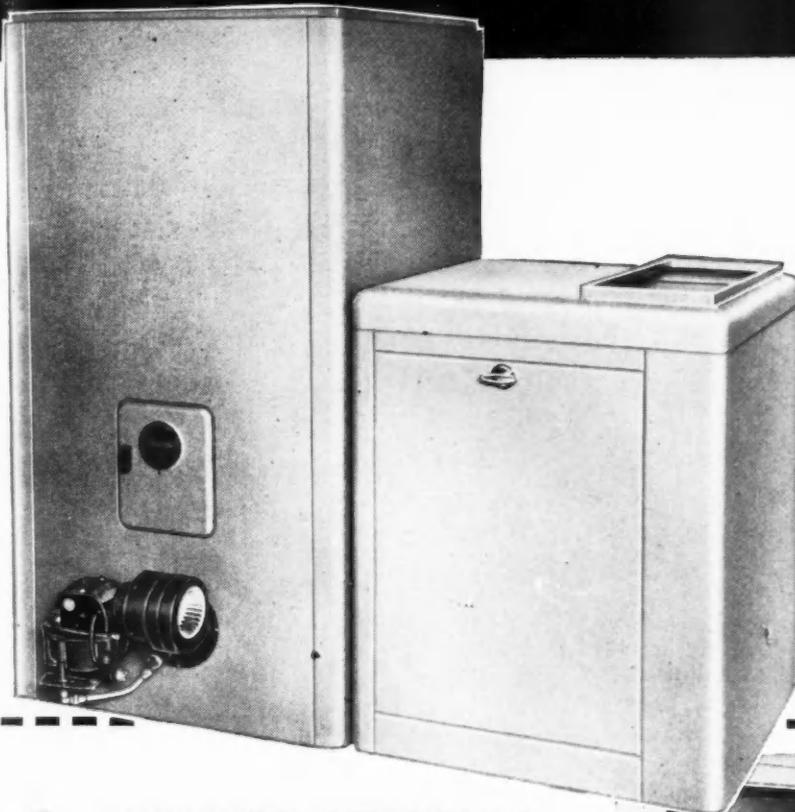
Ask your Electrical Dealer or mail coupon

Trade-Wind Motorfans, Inc.  
5705 S. Main St., Los Angeles 37, Calif.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

# Low-cost Heating for Popular Priced Homes INTERNATIONAL oil burning WARM AIR FURNACE



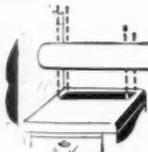
**SAVES ON LABOR and COST.** A low cost package heating unit—with high quality features! Easily and quickly installed. Sheet metal work is held to a minimum in duct installation because of short connections from plenum to baseboard registers. No conduit necessary for thermostat—operates on low voltage with simple wire connection.

Perfect heating comfort for small homes. The compact new International brings full scale luxurious automatic heating to homes of 4 to 6 rooms—and at installation and operating costs well within the budget. Rating: 100,000 BTU (output at bonnet).

## The INTERNATIONAL *Spring Suspension* BLOWER . . . . .

### LOW-COST INSTALLATION

Only 3 simple parts to install: removable cabinet top, blower housing, and cabinet. Assures less labor, greater profit.



### FLEXIBLE and ADAPTABLE

One unit fits all warm-air furnaces. Cabinet top can be placed in any of

3 positions, allowing installation against any side wall or corner with a simple flue connection.



Especially designed for easy installation and long, dependable service.

... Fits the  
INTERNATIONAL  
and any warm air  
furnace

This new blower increases the capacity as well as the efficiency of warm air furnaces tremendously!

### NO HUM— NO VIBRATION

the International blower floats on springs for complete silence, more satisfactory operation.



Send for literature, specifications and prices on this outstanding warm air furnace...and blower.

*International Oil Burner Co.* 3800 PARK AVE.  
ST. LOUIS 10, MO.

**SOUTHERN**  
BRAND  
LUMBER PRODUCTS



Pre-Finished  
Hardwood Flooring



OAK  
BEECH, GUM and PINE  
Flooring in Standard Strip



Wrapped Trim  
Mouldings  
Casing and Base  
in  
ARKANSAS SOFT PINE  
WHITE & RED OAK  
RED & SAP GUM



ARKANSAS SOFT PINE  
Satin-like Interior Trim  
Soft Textured Lumber

Our pine production is  
backed by a forest manage-  
ment program providing a  
perpetual timber supply.



Available at  
Your Lumber Dealer's



**SOUTHERN LUMBER CO.**  
WARREN, ARKANSAS

**"Norm" Aimer Retires  
From Flintkote Company**

**N**ORM AIMER, midwestern district sales manager of the Flintkote Co., retired August 1 after 27 years' service with that company.



"NORM" AIMER



GORDON WORLEY

Widely-known in building material circles throughout the middle west, Aimer pioneered in the introduction of many asphalt roofing products now in general use, and as a constant participant in hundreds of building materials and lumber dealer conventions made many contributions to the industry.

Gordon Worley, formerly Flintkote sales representative in the northern Mississippi and Knoxville-Chattanooga territories, and later assistant to Aimer, succeeds him as midwestern district sales manager for Flintkote, with headquarters in Chicago Height, Ill.

**New Chicago Manager For  
Shevlin-McCloud Lumber**

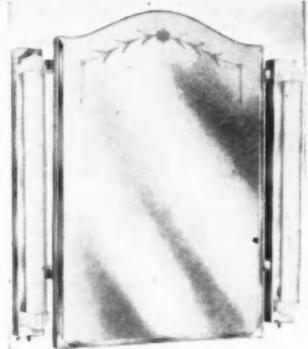
**R**AY C. MONROE has been appointed Chicago district sales manager of the Shevlin-McCloud Lumber Co. Main offices are in Minneapolis, Minn. He has taken the position vacated by Arthur F. Boyd who retired after serving the Shevlin companies for 31 years. Monroe has been associated with the Shevlin organization for 41 years.

**"USE YOUR ATTIC"**



For free information, see your building material dealer or write—

MARCO  
STAIRWAYS  
1697 N. CLEVELAND AVE.  
ST. PAUL 8, MINNESOTA



**Attention DEALERS,  
BUILDERS, AND CONTRACTORS**

The most beautiful all chrome finish fluorescent medicine cabinet with plate engraved Everlast mirror, all General Electric equipment, plastic caps, Underwriter's approved, **retails at \$43.75.** This medicine cabinet unit is built for the purpose of saving all wiring and fixtures necessary for the bathroom as it contains all the wiring and switches necessary and also a convenience outlet for electric razor or any other use. Each fixture has a separate switch so that you may light one or two lights as you desire and will provide sufficient light for any bathroom without any extra fixtures. The only thing necessary is to connect the cabinet with the main line. The price of this cabinet is very reasonable and at the same time it covers all the cost of wiring and fixtures for the bathroom.

Manufacturers representatives and distributors invited.

Manufactured by

**FLUORESCENT LIGHTING CO.**  
MONTICELLO, N. Y.

American Bu  
**NEW**  
**HOL**  
THE R  
special  
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# NEW COPPER FLASHING SYSTEM HOLDS COSTS AMAZINGLY LOW! IDEAL FOR LOW-COST HOUSES



THE Revere Home Flashing System is based on a special gauge, special temper and special size of sheet copper developed exclusively for flashing low-cost houses. It is packaged, complete, ready for economical installation.

Each package of Revere Home Flashing contains: (1) 10 sheets of this special sheet copper pre-cut to 38" x 48", the right size for easy handling; (2) a 16-page instruction book that clearly shows—in words and pictures—the best way to install flashing around doors, windows, chimneys, valleys and adjacent wall and roof joints; (3) 200 hardware bronze nails—enough to do the job right.

Two thrifty packages of Revere Home Flashing are enough to seal all the vital joints on the average small house.

With the Revere Home Flashing System, builders are now able to give low-cost homes all the advantages of durable, non-rusting copper. It adds an important sales point to the house; it enhances the reputation of the

builder as a user of quality material; it assures complete satisfaction for the owner.

### AT YOUR BUILDING SUPPLY DEALER

Your building supply dealer has Revere Home Flashing in stock . . . or can get it for you promptly. Ask him today—and start now to give your customers the protective advantages of the Revere Home Flashing System.

# REVERE

## COPPER AND BRASS INCORPORATED

*Founded by Paul Revere in 1801*

230 Park Avenue, New York 17, New York

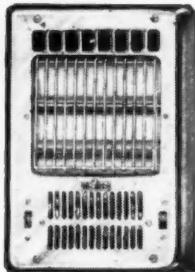
• • •

*Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.; New Bedford, Mass.; Rome, N. Y.—Sales Offices in Principal Cities, Distributors Everywhere.*

OF COURSE GOOD CONSTRUCTION CALLS FOR COPPER DOWNSPOUTS, GUTTERS AND PLUMBING LINES, TOO!



**NEW  
FEATURES**  
*mean*  
**NEW  
PROFITS**  
*for you!*



FAN-GLO HEETAIRES give you NEW potent selling features . . . THERMOSTATIC CONTROLS plus your customer's choice of ivory, brown or nuchrome finishes!

**—THERMOSTATIC CONTROL—**

Every FAN-GLO HEETAIRE available with Thermostatic Control. Automatic range from 56° to 84° F. Ivory enamel case—equipped with thermometer (Underwriters' Approved).

New recessed Heetaires (series 230 and 240) are available in special electrically baked ivory and brown enamels—in addition to Nuchrome—for living rooms, dining rooms, bedrooms, etc. That means more sales—more profits for you!

MORE PROFITS for you . . . because it's backed by powerful selling ammunition—sales literature, catalog and specification sheets and charts, national magazine and newspaper ads telling millions of prospective customers that FAN-GLO HEETAIRE is the only heater that gives BOTH kinds of heat—Warm Comfort Quickly.

Call your jobber—he's all set to help you make more sales—more profits.



 Tested and Listed Under Reexamination Service by Underwriters Laboratories, Inc.

**MARKEL** ELECTRIC PRODUCTS, INC.

**LA SALLE** LIGHTING PRODUCTS, INC.

151 SENECA ST. ● BUFFALO 3, N. Y.

**Two Promotions  
Announced By  
E. L. Bruce Company**

F. R. BRUCE has been promoted to assistant to the president, and W. H. Garner has been appointed



F. R. BRUCE



W. H. GARNER

manager of the E. L. Bruce Co., Memphis, Tenn.

F. R. Bruce started with the company in 1926. He is the son of the late Frank E. Bruce, former vice president. W. H. Garner, the new Memphis plant manager, joined the company in 1930. He was made production superintendent in 1945.

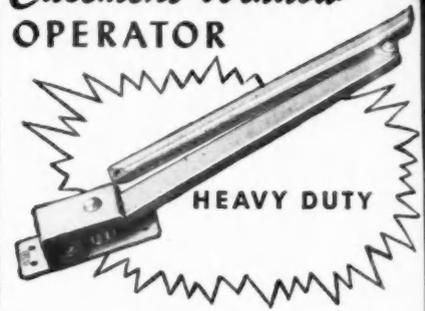
**Facilities Enlarged at  
Wood Research Laboratory**

GROWING recognition of the value of research in lumber has resulted in an expansion of plant and facilities of the Timber Engineering Co. wood research laboratory.

Recent completion of a 60x60-foot one-story addition to the laboratory makes possible additional services for the manufacturers and users of lumber and wood products. The laboratory, established in 1943, is engaged in product development and research on the chemical, physical and mechanical properties of wood.

A far-reaching study just started is aimed at developing an economical means of decreasing the shrinking and swelling of construction lumber.

**I W I E S**  
*Casement Window*  
**OPERATOR**



Time proven operator for heavy duty . . . smooth, trouble-free operation. For right or left hand. Sturdy flanges . . . deep drawn and hardened housing . . . self-lubricating worm . . . full length bearing surfaces . . . sash track slide assembled with phosphor bronze, non-rusting spring, takes up wear and eliminates rattle.

See Your Jobber

**THE H. B. IVES CO.**

NEW HAVEN, CONN.

*Quality Hardware*

SINCE 1876

**Take  
Our  
Tip**

If you want to keep abreast of new developments in building you should have a reference shelf of standard handbooks and new books to consult. No one can keep all this information in his head or in private note books. The information on current developments in the trade press is fragmentary. It is brought together in books after being tested on the job and found worthy of permanent record. The information is stripped down to basic facts and in many instances clearly illustrated or compared with other data in tabular form.

To build up a small reference shelf of building books you need to know what books are available on subjects of particular interest, what they contain, the year of publication or last revision, and their current prices. You will need some good plan books, a few estimating books and forms, and some carpentry and building details books, among others. We have three Recommended Lists of books on these subjects which are free on request. Take our tip and send for them today.

Book Service Department

**AMERICAN BUILDER**

30 Church Street

New York 7, N. Y.

# \$2,000 DOOR PRIZE

## Name the New Roddiscraft Door

1st Prize \$1,000 — 2nd and 3rd Prizes \$500 each

**All you have to do** is name the new Roddiscraft Door with the accordion type veneer core and follow the directions listed below.

**About the Door** Here are some facts about the door to guide you in selecting a winning name.

The new Roddiscraft door has a core made up of selected strips of veneer. These strips are spot-glued at intervals and stretched within the rails to form an accordion core design. This is a radical departure from the conventional core. The accordion core creates the strength and rigidity of a solid core with 50% less wood content.

Veneer strips are spaced 2" apart at points of greatest core-strip bending. This provides maximum support to the face panels and protects against puncture from abuse.

Face panels and rails are hardwood throughout. The whole assembly is pressure bonded with the finest glues obtainable and seasoned in specially constructed kilns for permanent straightness.

**THERE YOU HAVE ALL THE FACTS YOU NEED TO THINK UP A PRIZE-WINNING NAME. PUT ON YOUR THINKING CAPS AND FOLLOW THESE SIMPLE DIRECTIONS:**

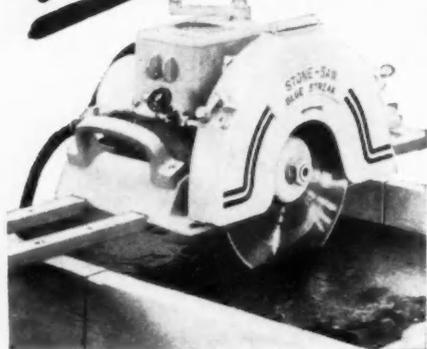
1. Select the name you believe most appropriate and fitting. Then, in 25 additional words or less, complete the following statement: "I believe the new Roddiscraft Door with the accordion type veneer core is a superior door because . . . ." Each name submitted must be accompanied by a statement.
2. Send all entries to the Roddis Lumber and Veneer Company, Marshfield, Wisconsin. All entries must be mailed before midnight, November 20, 1948. Send as many entries as you please.
3. Entries will be judged on the basis of originality and aptness of thought by a panel of expert judges. All entries become the property of the Roddis Lumber and Veneer Company. The judges' decision will be final. In the event of a tie, duplicate prizes will be awarded.
4. The first prize winner will receive \$1000; the next two winners will receive \$500 each. All winners will be notified by registered mail.
5. This contest is open only to dealers and their employees and the employees of architectural firms, and millwork houses.

# Roddiscraft

*Roddis Lumber and Veneer Co.*  
MARSHFIELD, WISCONSIN



*On the job*



**Cut Your Building Materials with the...**

**STONE**  
**Blue Streak**

**MOST POWERFUL PORTABLE ELECTRIC GUIDED SAW**

**CUT WET or DRY**  
using Diamond or Abrasive Wheels

✓ **Check These Times for Cutting**

- 8 inch Building Brick — 12 to 18 seconds per cut
- 1 inch Marble — 3 feet per minute
- Granite — 3 to 4 seconds per square inch
- 3 inch Hard Concrete flooring — 1 foot per minute
- 4 inch Steel Channel — 30 seconds per cut
- 3 inch I Beam — 40 seconds per cut
- 3 inch Cast Iron Pipe — 20 seconds per cut
- Also cuts concrete blocks, tile, terrazzo, marble, slate, asbestos products, refractories, 7 to 10 times faster.

WEIGHING ONLY 78 LBS., The Stone Blue Streak is rated 2½ H.P.—110 universal or 220-single phase. Will cut 5-inch depth of cut and up to 10 feet in length using a 14-inch wheel.

*Write us today for further information*

**STONE MACHINERY CO., INC.**  
Dept. A10 Box 1363 Syracuse, N.Y.



**HIGH SPEED CUTTING MACHINERY**

**Promotions Announced By American-Standard**

TEN PROMOTIONS have been announced by the American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.

Among those promoted are Daniel J. Quinn, to assistant general manager of sales; Harry F. Beglen, district sales manager of the central division; Edward J. Duke, district sales manager of the western division; H. M. Anderson, manager of Los Angeles, Calif., office; L. A. Kelly, district sales manager of the northeastern division; Daniel J. Keefe, manager of the New York sales office; Harry H. Steck, district sales manager of the southeastern division, and Ross H. Porter to assistant manager of the Pittsburgh sales office.

**S & W Moulding Appoints General Sales Manager**

HAROLD MIRVIS has been appointed general sales manager of the S & W Moulding Co., Columbus, Ohio. Mirvis takes over his new duties after three years as the



**HAROLD MIRVIS**

company's sales promotion manager. He joined S & W in November, 1945, going to Columbus from Chicago where he had been general manager of Walter E. Selck & Co. Prior to that, he was associated with Montgomery Ward as operating manager in the floor-covering buying office.

**Sonneborn Announces Moving Of Products Division**

L. SONNEBORN SONS, Inc., New York, N. Y., petroleum refiners and manufacturing chemists, announce the moving of their building products division to new quarters at 80 Eighth Ave., New York.

Headquarters of the other divisions of the Sonneborn Co. will remain at 88 Lexington Ave., New York 16.

**COMPLETE ROUGHING-IN ASSEMBLY**

**Packaged!**



Let advanced sanitary engineering design save you up to \$125.00 in labor and material on each house.

Only two joints to caulk. Can be installed in 3 hours. Cast iron drainage elbows and all fittings tapped for ¼" pitch per foot.

Prompt delivery. Meets all requirements of Federal Emergency Code.

Nipples cut and threaded at small additional cost for 25 identical floor plans.

Order now and avoid costly delays in construction—single assembly, \$51.75. Ten or more \$48.75, F.O.B. our warehouse. Supply limited. Weight, crated, 155 lbs.

**Write or wire today**

**THE PIONEER COMPANY**  
1051-54 Century Bldg.  
Pittsburgh 22, Pa.

# can you justify the price?

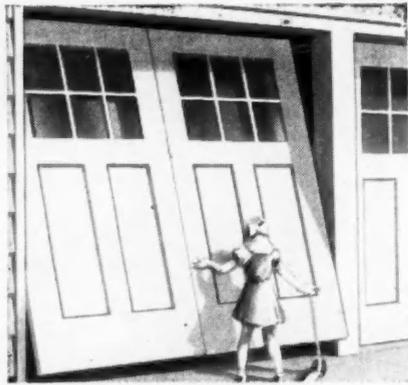


**YES,** if you make your houses look the price, with Pratt & Lambert Paint and Varnish. That doesn't mean you have to put more money into your paint jobs. On the contrary, it means that P&L paint, varnish and enamel flow smoothly off the brush, spread far and cover with fewer coats. Your painters will do more work in less time. Above all, you will have fault-free, top-quality paint jobs. Home buyers are getting choosier and are looking for greater value for their shrunken dollars. Why not meet them half-way with houses that will surely look worth the price you must ask for them? Pratt & Lambert-Inc., 80 Tonawanda St., Buffalo 7, N.Y. In Canada, 6 Courtwright St., Fort Erie North, Ontario.



**PRATT & LAMBERT**  
paint and varnish

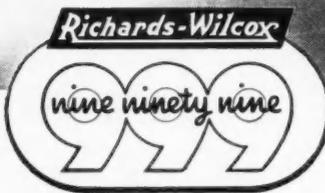
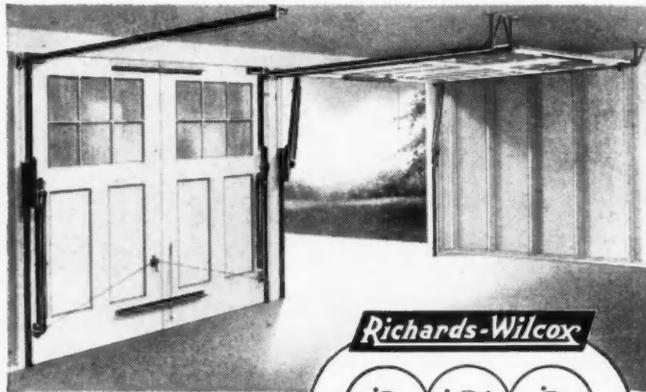




**EASY...**

**EVEN FOR A CHILD!**

To Provide the Newest, Most Modern Overhead Door Convenience Specify



**GARAGE DOOR HARDWARE**

Ordinary obstacles, and seasonal "headaches" such as slush, snow, and freezing temperatures are nothing to worry about when garage doors have been converted to the overhead door convenience made possible by Richards-Wilcox Garage Door Hardware. And with the new R-W 999 line conversion is swift, easy, economical. Everything needed for installation and operation, all hardware including tracks, comes complete in one carton. Requires only 1/2" headroom.

For modernization, or in planning new structures, specify overhead garage doors with R-W 999 Hardware, and be sure of doors that will function smoothly, quietly, effortlessly — so easy even a child can operate them. For further information, call the nearest Richards-Wilcox office, or write for free folder.



1880 LEADERS IN DOOR HARDWARE OVER 68 YEARS 1948

**Richards-Wilcox Mfg. Co.**  
 "A HANGAR FOR ANY DOOR THAT SLIDES"  
 AURORA, ILLINOIS, U.S.A.  
 Branches: New York, Chicago, Boston, Philadelphia, Cleveland, Cincinnati, Washington, D. C., Indianapolis, St. Louis, New Orleans, Des Moines, Minneapolis, Kansas City, Los Angeles, San Francisco, Denver, Seattle, Detroit, Atlanta, Pittsburgh.



**A Great New H&A Tilting Arbor Saw...**



H & A Model 2800 8" Tilting Arbor Saw

**WITH**

- **LARGER TABLE**
- **FASTER ADJUSTMENTS**
- **GREATER PRECISION**
- **BETTER PERFORMANCE**

Here's a streamlined beauty with all the practical features carpenters and woodworkers have been asking for. ● An extra large table with extensions for handling ripping operations up to 24 inch width. ● One piece, full length, roller-glide rip fence. ● Self-locking handwheel adjustments. ● Trundle floor stand for wheelbarrow-like portability.

Precision built to give precision performance it leads the field in style, all-purpose utility, and simple mechanical efficiency. Use it right on the job or in your shop—you'll do more sawing at lower cost in less time.

Ask your dealer for this new H & A 8" Tilting Arbor Saw or write for complete details.

*Heston & Anderson*

Established 1921



608 W. Kirkwood St. Fairfield, Iowa

Up Your Home-Building Profits With

# HOTPOINT

Automatic Electric Dishwashers and Disposalls



Every day more builders are discovering they can command larger profits on homes equipped with Hotpoint's new Electric Sink, combining Automatic Electric Dishwasher and Electric Garbage Disposall\*.

●● Today the kitchen is the measure of value, and in many cases the Hotpoint Electric Sink becomes the Number One sales clincher." Made by America's foremost kitchen planners and home appliance builders, Hotpoint products lead in quality, efficient operation and consumer acceptance.

●● Remember too, that your best prospects are families with income of \$5,000 and over—a market now representing 21% of the population, compared with 1.6% in 1939. In other words, the market has expanded over 13 times its size 9 years ago.

●● Learn today how *little extra* it costs to equip your new homes with modern Hotpoint Electric Sinks—how *much more* it means to you in sales-appeal and extra profits. Consult your nearest Hotpoint distributor for complete information or write Hotpoint Inc. (A General Electric Affiliate), 5600 W. Taylor St., Chicago 44, Ill.

Everybody's Pointing To

# Hotpoint

Electric Sinks

# SPEED Home Construction WITH ONAN Portable ELECTRIC PLANTS



Model shown with carrying frame. Also available dolly-mounted

Model 5CK-115M  
5,000 watts D.C.  
Only 315 pounds!



• ELECTRIC SAW



• ELECTRIC SANDER



• ELECTRIC PLANER



• ELECTRIC PIPE-THREADER

Speed work, cut costs by using electrical tools on every job from start to finish. Onan Portable Electric Plants on the construction site, supply "plug-in" power for electric drills, saws, sanders, planers, pipe-threaders, concrete vibrators, other tools and lights. Convenient outlet box with receptacles for direct plug-in of electrical equipment. A.C. or D.C. models available. Portable, lightweight, air-cooled types from 350 to 5,000 watts. Water-cooled models to 35,000 watts suitable for trailer or skid-mounting. Manual, electric push-button or automatic starting. Shipped complete, ready to run.



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for FREE Catalog



## D. W. ONAN & SONS INC.

5471 Royalston Ave., Minneapolis 5, Minn.

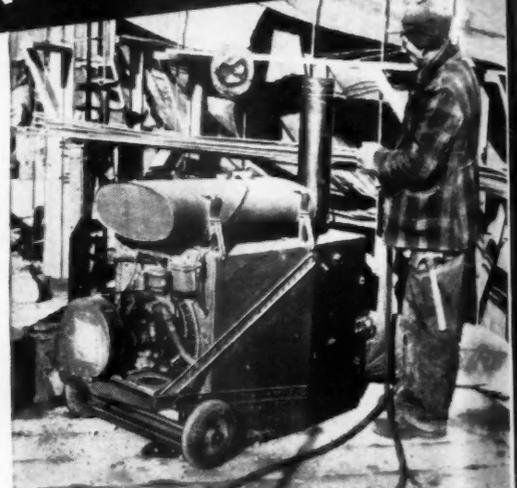
Please send your folder on portable electric plants.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# HEAT WHERE YOU WANT IT-- WHEN YOU WANT IT-- without waste

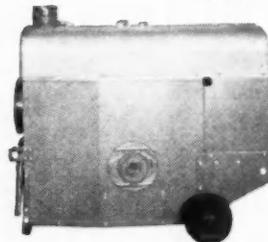


## THE ORIGINAL HERMAN NELSON Gasoline-Burning Portable Heater

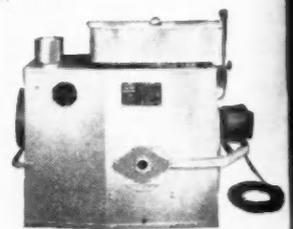
- Provides Quick, Clean, Safe Heat—without soot, fumes or open flame!
- Abundant fresh, heated air—forced to areas where most needed!

These time-tested, job-proved Portable Heaters step up winter production by eliminating delays caused by cold weather. Can be used for countless applications requiring temporary or emergency heat. Especially suited to jobs requiring a self-contained, self-powered heating unit. Full 250,000 BTU per hour capacity—enough to heat three ordinary five room houses—yet no bigger than a kitchen stove!

Also Available



New Herman Nelson De Luxe Model Portable Heater — Oil Burning—Electric Motor Powered —Automatic Ignition — 250,000 BTU per hour.



New Herman Nelson Economy Model Portable Heater — Oil Burning — Electric Motor Powered — Low First Cost — 125,000 BTU per hour.

Write for Interesting Free Booklet on "COST CONTROL"



## THE HERMAN NELSON CORPORATION

MOLINE ILLINOIS

Since 1906 Manufacturers of Quality Heating and Ventilating Products



UNION HOUSE DESIGNERS, WILMETTE, ILLINOIS

## Profitable plan for a lighter dining room

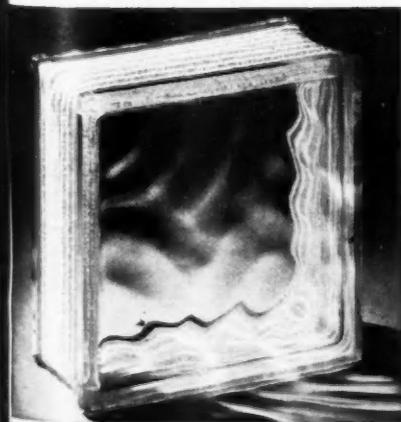
**H**OME applications for Insulux Glass Block such as this dining room panel are becoming

more popular each day. The versatility of Insulux makes it adaptable for a wide variety of uses in dwellings.

It is especially suited for daylighting bathrooms, kitchens and entrance halls.

Insulux Glass Block is a functional building material, designed to transmit daylight, provide good insulation, and replace conventional fenestration where visibility is not desirable.

For suggestions and information, cut coupon and mail today for your copy of our illustrated booklet, "Ideas for Brighter Homes," showing many attractive and functional applications for Insulux Glass Block.



# INSULUX GLASS BLOCK

AMERICAN STRUCTURAL PRODUCTS COMPANY

Subsidiary of  
OWENS-ILLINOIS GLASS COMPANY

*You'll find it pays to be familiar with Insulux Glass Block and its applications. It is profitable to install and highly dependable in service. Insulux is durable and permanent, not subject to rot, rust or corrosion.*

**AMERICAN STRUCTURAL PRODUCTS COMPANY**  
P.O. Box 1035, Dept. E-59  
Toledo 1, Ohio

Gentlemen:

Please send me your booklet, "Ideas for Brighter Homes," showing Insulux Glass Block home applications.

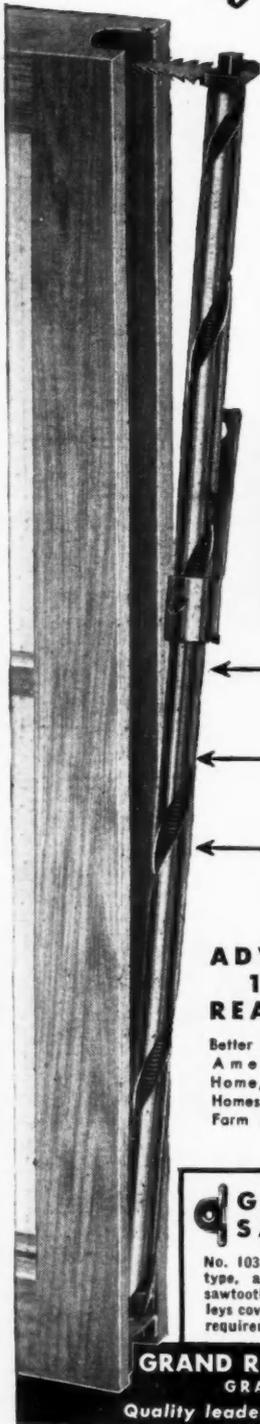
Name \_\_\_\_\_ Address \_\_\_\_\_

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

**Invizie says:**  
*"I'll show you  
 how to make  
 Quick, Easy  
 Profits!"*



For dealers, builders and architects alike, the new, modern Grand Rapids "Invizible" Sash Balances are real money makers! Most widely advertised and publicized of all sash balances, they are recognized everywhere as the most practical sash balance for double-hung windows of every type. Their exceptionally low complete installation cost makes them ideal for both new and remodeled buildings.



- ← **BALANCE 100%**  
concealed in the sash . . . no tapes . . . no cables.
- ← **EASY TO INSTALL**  
. . . just drive in two fasteners . . . screw in one screw.
- ← **10 SIZES FIT 95%**  
of all new and old windows . . . completely interchangeable.

**ADVERTISED TO  
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 READERSHIP IN**

Better Homes and Gardens,  
 American Home, Small  
 Homes Guide,  
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**GRAND RAPIDS  
 SASH PULLEYS**

No. 103 face plate, cone bearing type, and Nos. 175, 109, 110 sawtooth drive type sash pulleys cover 95% of all sash pulley requirements.

SEE OUR CATALOG IN SWEET'S

**WRITE**  
 for Illustrated Specifications and Instructions

**GRAND RAPIDS HARDWARE COMPANY**  
 GRAND RAPIDS 2, MICHIGAN

Quality leaders in Sash Hardware for over 50 Years

**You'll Never  
 go Back to  
 Hand Sawing**

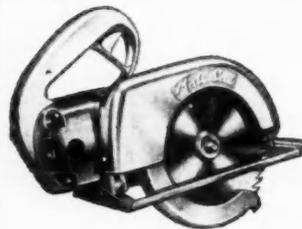


**Once You've  
 Used a**

**MallSaw**  
REG. U.S. PAT. OFF.

After you experience the ease and speed with which a MallSaw cross-cuts, rips or bevel cuts rough or dressed lumber you will never be satisfied with any other way of sawing. The MallSaw's quick, accurate cuts assure square board ends, better fitting members and a better building.

Your MallSaw will also cut metal and composition materials with a friction blade, hardened steel, glass, tile, porcelain and concrete with an abrasive blade. All three models operate from any regulator 115-volt AC:DC or 130-volt AC:DC outlet, are quickly adjusted for depth, and bevel cut to 45 degrees. Available with metal carrying case, lubricant, cord and plug.

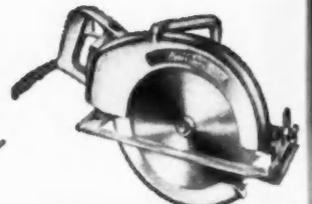
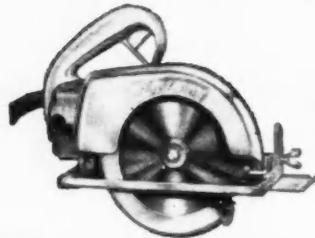


Model 70—2 1/4" capacity  
 7 1/4" blade

Model 86—2 7/8" capacity  
 8 1/2" blade

Model 128—4 1/2" capacity  
 12" blade

Write for FREE Booklet  
 "Mall Portable Power Tools"  
 and name of nearest dealer.



**MALL TOOL COMPANY**

7737 South Chicago Avenue, Chicago 19, Ill.

Preferred by Master Craftsmen

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 close

L-O-F  
 colorfu  
 glass a  
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 ing wi

# SUNSHINE

*closes the deal!*



● You've a real sales clincher for those homes you're selling, Mr. Builder, when you include large window areas. Extra sunshine and light are perfect toppers for all your other sales arguments . . . win the feminine nod of approval every time . . . and make the man of the family reach for his checkbook.

It's practical for you to include plenty of glass in the homes you build because you create a feeling of extra spaciousness without adding any cubic feet. Be sure the glass you use is L·O·F Quality Window Glass, too. The L·O·F label is much more than a means of product identification. It's a recognized seal of quality that is well known to prospective buyers and stamps you as a builder who uses only top-notch materials.

For ideas on how to use glass to best selling advantage in the homes you build, write for our informative booklet "Planning Ahead with Glass". Libbey-Owens-Ford Glass Company, 61108 Nicholas Building, Toledo, 3, Ohio.

Architect: Robert Cerney, Minneapolis, Minnesota



L·O·F also makes polished plate glass, safety glass, colorful Vitrolite\* glass facing, Tuf-flex\* tempered plate glass and other flat glasses. Only Libbey-Owens-Ford makes Thermopane\*—the first mass-produced insulating windowpane.

\*®



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



**ANDERSEN**  
*Windowalls*\*

TWO RIB  
of this  
Brunel  
are for  
Windo  
sash p  
Loca  
sub-ze  
again



**TWO RIBBONS OF GLASS** band the facade of this modern home designed by Wessel, Brunet and Kline, architects. These ribbons are formed by one-light Andersen Casement Window Units in conjunction with fixed sash picture windows on both floors.

Located in a climate that sees many a sub-zero day, these WINDOWALLS are proof against cold air, yet provide superb venti-

lation in the summer . . . performing simultaneously the functions both of a wall and a window.

Specification data on ANDERSEN WINDOWALLS is in Sweet's Architectural and Builders' Catalogs, or will be sent by us upon request. See your local lumber or millwork dealer for further information.

\*TRADEMARK OF ANDERSEN CORPORATION

*Andersen Corporation* BAYPORT • MINNESOTA

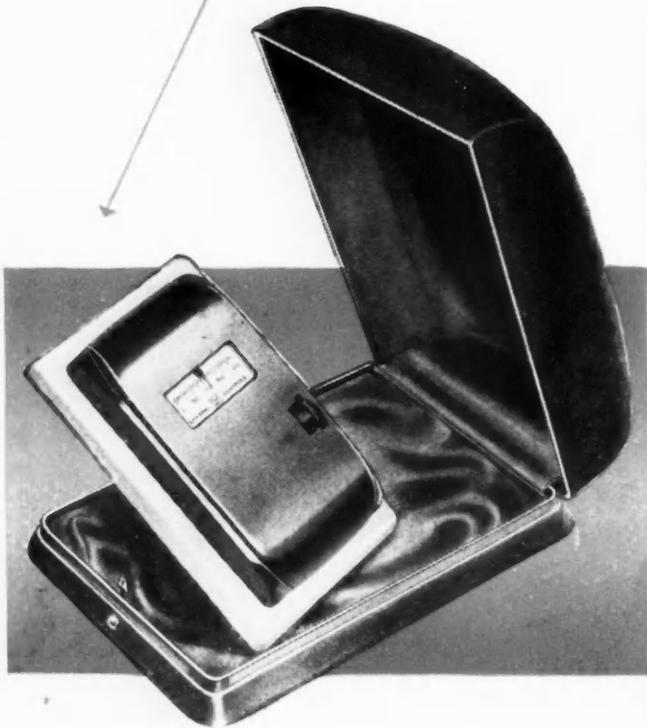
Andersen Basement-Utility Wood Window Units are completely prefabricated ready for quick installation.

## ONE UNYIELDING STANDARD OF

### Modern Functional Design for the Most Discriminating Taste in Interior Decoration

General Controls new, compact, snap-action, T-70 Metrotherm Thermostat sets a new standard of functional beauty and accuracy in room temperature control. The harmonizing, lustrous stainless steel cover is connected directly to the thermally responsive element so that the entire cover, sensitive to air temperature and radiant heat, immediately transmits temperature changes to the control mechanism. Its remarkable sensitivity insures constant heating comfort. It is truly a thermostat that *lives thermally* in the room.

The T-70 Metrotherm Thermostat extends only  $\frac{7}{8}$ " from the wall. Its ivory plastic base acts as a blanket to thermally isolate the thermostat from the wall. From every point of view—both appearance and performance—this thermostat typifies the ultimate in modern engineering design.



**THE T-70 SERIES** Metrotherm Thermostats are available individually or in General Controls broad line of heating control packaged sets. For complete specifications covering the T-70 Metrotherm Thermostat and General Controls Automatic Pressure, Temperature and Flow Controls for Domestic, Commercial and Industrial applications, request new Catalog

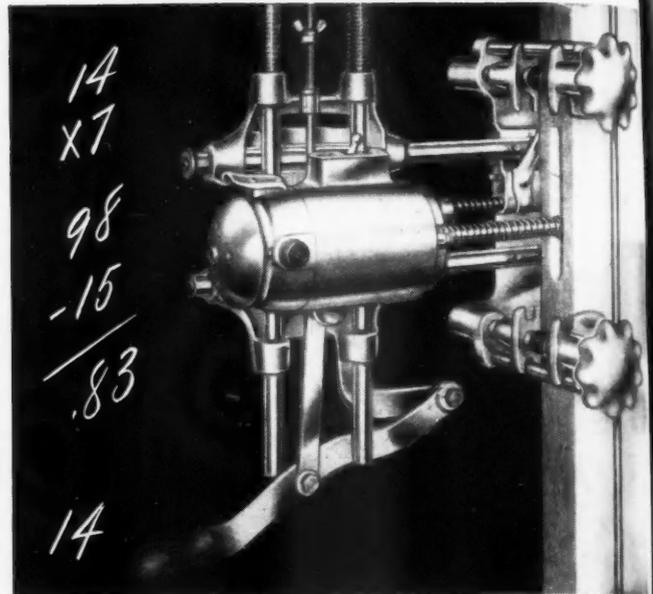


*Automatically yours for Better Heating*

## GENERAL CONTROLS

*Manufacturers of Automatic Pressure, Temperature and Flow Controls*

**FACTORY BRANCHES:** Birmingham (3), Boston (16), Chicago (5), Cleveland (15), Dallas (2), Denver (10), Detroit (8), Glendale (1), Houston (2), Kansas City (2), New York (17), Philadelphia (40), Pittsburgh (22), San Francisco (7), Seattle (1), Oklahoma City (1) • **DISTRIBUTORS IN PRINCIPAL CITIES**



## Can you afford NOT to have a STANLEY-CARTER LOCK MORTISER?

● If you mortised 75 doors last year, a Stanley-Carter Lock Mortiser would have paid for itself and from now on, for years to come, would put money in your pocket everytime it cuts another mortise.

**EASY TO USE** — Weighs just 26½ lbs. — sets up on the job and operates from any light socket. After 10 minutes instruction, any carpenter can turn out neat, clean mortises in 30 seconds flat. Depth and length of the mortise are controlled by two simple adjustments while width of the cut is governed by the size of the cutter used. Two self-centering clamps insure that every mortise will be in the center of the door regardless of thickness. After the first mortise is cut, height rods can be inserted to insure that all succeeding doors have the mortise properly located.

**WRITE TODAY** for full information about Carter Door Sets. Perhaps you'd like to have a Stanley-Carter power tool expert call on you and examine your whole setup with you. Maybe you'll see ways to cut costs right down the line. Stanley Electric Tools, Stanley-Carter Sales Dept., 534 Myrtle St., New Britain, Conn.

# STANLEY

Reg. U. S. Pat. Off.

**HARDWARE · HAND TOOLS · ELECTRIC TOOLS**

# Only Dodge Builds "Job-Rated" Trucks



VISIT THE BIG DODGE "JOB-RATED"  
TRUCK AND EQUIPMENT SHOW  
Madison Square Garden, New York City  
November 18-21, 1948

## "Job-Rated" TO SAVE MONEY . . .

You'll save money with a truck that's built to fit your job. Any truck that's too big for its job, will waste gas and oil. Or, if it's too small it won't stand up . . . maintenance costs will be excessive. There's no need to drive expensive "misfits." Just see your Dodge dealer. Tell him what you haul . . . the weight of your loads . . . and your hauling conditions. He will recommend the right "Job-Rated" truck for your job.

## "Job-Rated" TO SAVE TIME . . .

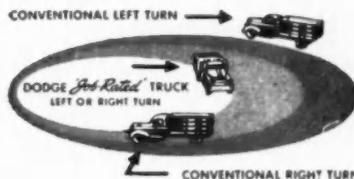
Dodge "Job-Rated" trucks save valuable time, too, simply by keeping out of the repair shop. They save time, because each truck is engineered with exactly the right one of 7 different truck engines. Each one has exactly the right clutch, transmission, rear axle and gear ratio to haul a specific load, over specific roads, with time- and money-saving efficiency.

## "Job-Rated" TO LAST LONGER . . .

Naturally, a truck that fits the job . . . a truck "Job-Rated" with exactly the right units, from engine to rear axle . . . will last longer! This means lower upkeep costs. It also means on-the-job dependability and satisfaction. Ask your Dodge dealer to show you why the right "Job-Rated" truck can save money, save time, and last longer . . . on your hauling job!

## You'll profit from these NEW features, too!

New "cross-steering," with shorter wheelbases that accommodate full-size bodies, enable you to turn in much smaller circles. You can park, back into alleys or up to loading platforms with much greater ease.

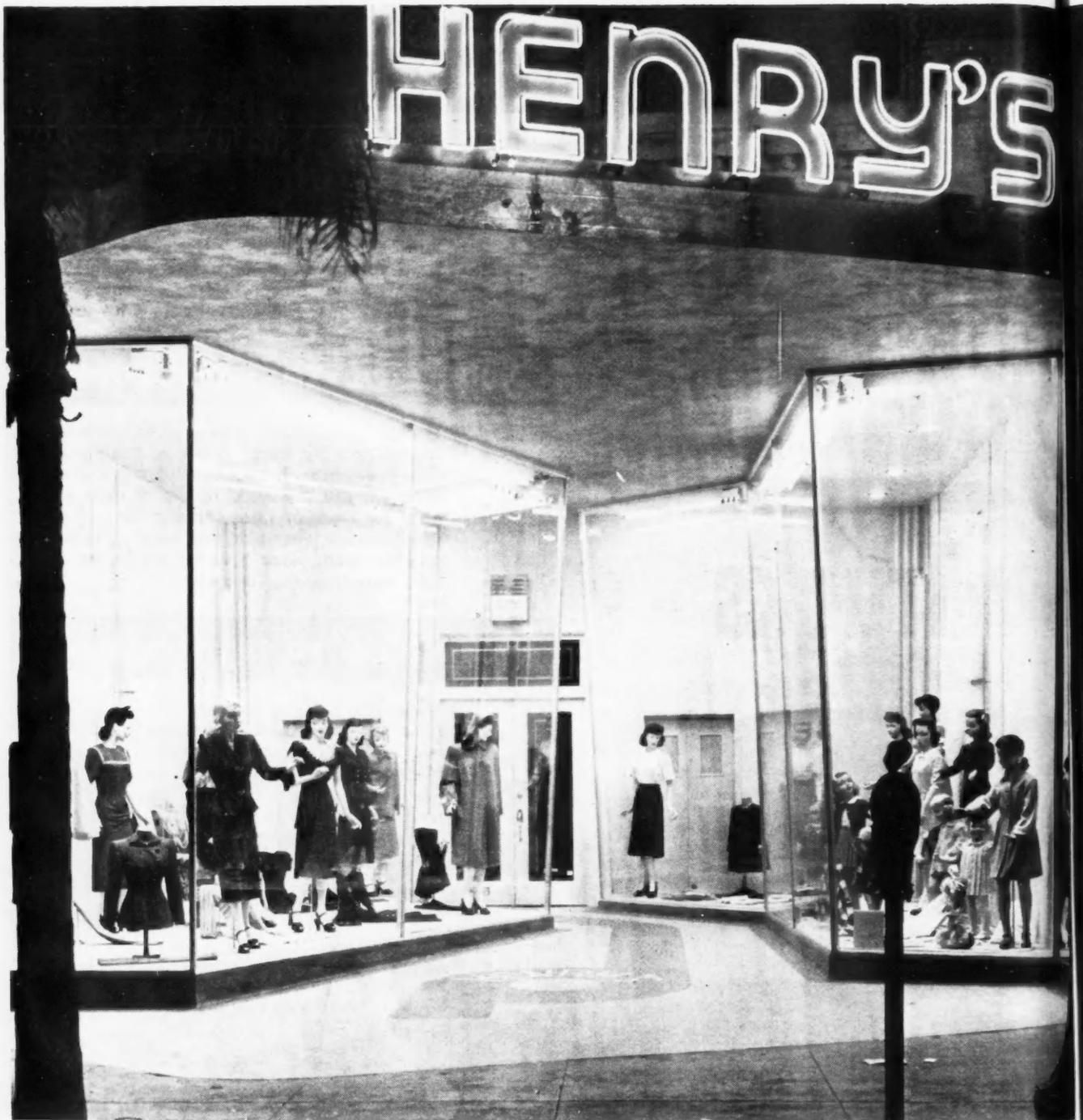


Front axles have been moved back, engines forward. More load is on the front axle . . . giving much better weight distribution. With wider tread axles, longer springs, and "Air-O-Ride" seats you get a marvelous new "cushioned ride."

New "Pilot-House" cabs, with nearly 200 square inches more windshield glass area, give tremendously increased vision . . . and safety!

For the location of the Dodge dealer in your community, consult the yellow pages of your local telephone directory

# DODGE "Job-Rated" TRUCKS



**"No other cooling and heating system** has given us the comfort, the efficiency, and the perfect performance we are now enjoying from our Servel All-Year Air Conditioner," reports Henry Korufel, Ontario, California.



**"With Servel All-Year Air Conditioning,** we had mountain coolness, even temperatures and comfortable humidity all summer long," reports George J. Wetzel, Monroe, Louisiana.



**"The Servel units** installed for air conditioning our banking quarters have proved very satisfactory and economical," says J. H. McElroy, Citizens National Bank, Okmulgee, Oklahoma.

"We o  
ment  
writes  
vard,

**owners report:**

"mountain coolness in summer!"

"economical to operate!"

"perfect performance!"

"plenty of warmth in winter!"

**Your clients, too, will welcome the year-round comfort of Servel All-Year Air Conditioning**

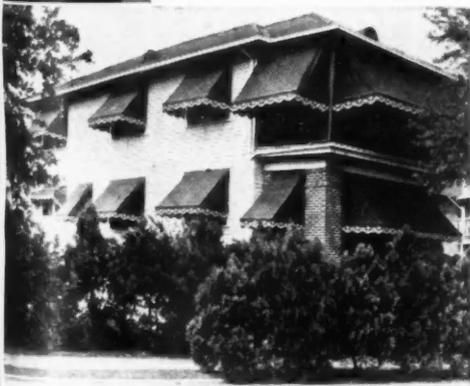
You've got plenty to back up your recommendations when you talk Servel All-Year Air Conditioning to your clients. Hundreds of installations are already operating successfully from coast to coast. And, as the representative testimonials on these pages indicate, owners everywhere are delighted with the comfortable temperatures and humidity, the dust- and pollen-free air, that Servel All-Year Air Conditioning provides every day in the year.

Servel is completely different from any other air conditioning system. One single unit—operating through scientifically designed ducts and registers—offers complete, six-phase, year-round air conditioning. In summer, Servel (1) cools the air to refreshing temperatures,

(2) removes sticky, wilting humidity. In winter, the same unit (3) supplies plenty of clean, even warmth in every room, (4) adds just the right amount of moisture to the air for comfort. Throughout every season, Servel (5) filters out dust, dirt, and irritating pollen, and it (6) provides even, draft-free circulation of the conditioned air.

Planning your clients' buildings around Servel permits you greater freedom in design and also materially reduces construction costs. Once installed, Servel is economical to operate. Every unit is backed by a five-year factory warranty against defective parts.

Whatever the job on your desk right now—a home, store, office, bank, clinic, radio station—chances are that we have case histories on parallel applications in our files. We'll be glad to furnish such information and any other data you may need. Just write to your local Gas Company or to Servel, Inc., 1810 Morton Avenue, Evansville 20, Indiana.



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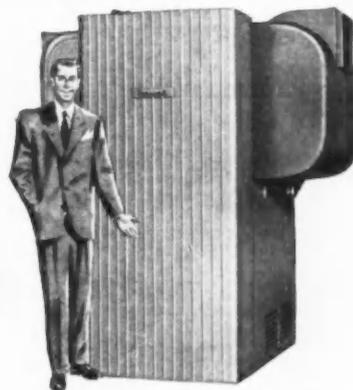
"We are very much satisfied with our investment in a Servel All-Year Air Conditioner," writes Clay W. Beckner, 5 Newcomb Boulevard, New Orleans, Louisiana.

# Servel

## All-Year

### AIR

### CONDITIONER



# HERE'S WHY America's Leaders in the Building Industry are Cashing in on...

**CELLULITE**  
America's Finest  
COTTON INSULATION



CELLULITE is permanently flame-proof! Won't flame or melt under the concentrated fire of a blow-torch! And CELLULITE sheds water like a duck; shows no mildew attraction. What's more, it's odorless, vermin-proof, non-irritating!



CELLULITE is easy as pie to install; light as a feather; won't pack or settle! Compress it for storage, transportation or easy handling; it springs right back, soft and fluffy, to its original shape, form and thickness!



CELLULITE comes in three types: the sensational new SILVERCOTE, up to 70% more efficient; Type E ENVELOPE with asphalt-backed vapor barrier on one side, strong kraft covering on the other; and Type 2 BLANKET.



THE CELLULITE PROFIT PLAN is turning prospects into customers for builders and dealers everywhere; putting more profits per job into their pockets! We'd like you to know more about this plan. Why not write us today!



## AND HERE'S HOW YOU CAN CASH IN TOO!

\* SEND THIS COUPON IN TODAY \*

THE GILMAN BROTHERS COMPANY - Gilman, Connecticut

We'd like to know more about the CELLULITE PROFIT PLAN. Please send us complete information

Name \_\_\_\_\_

Street and Number \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

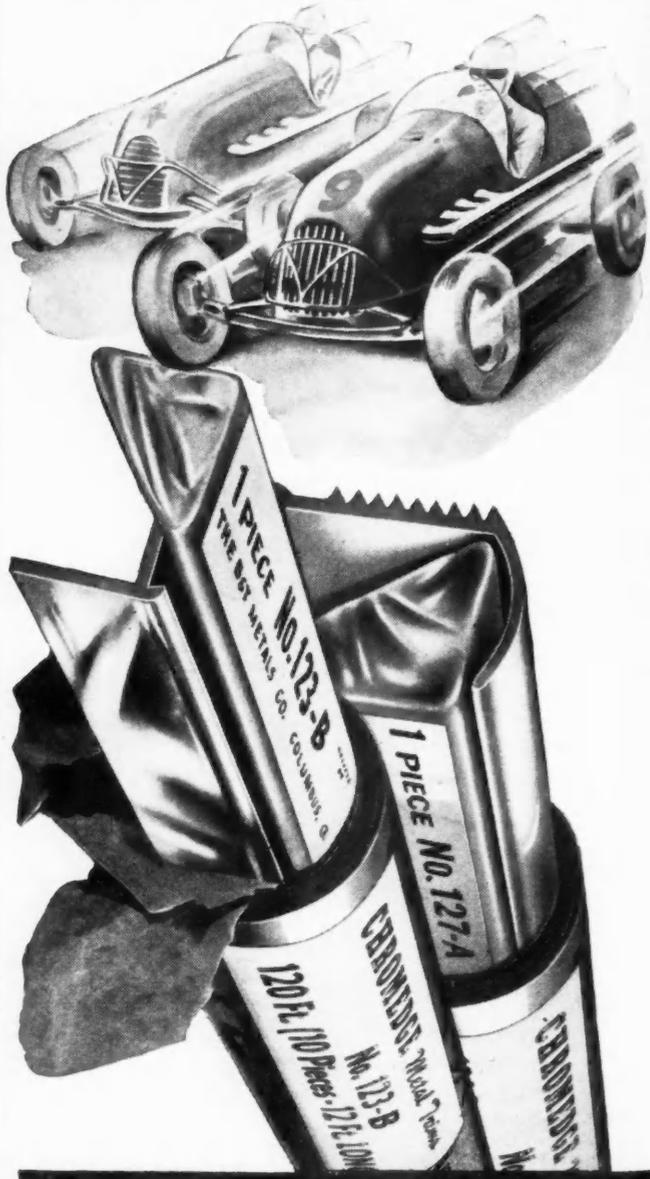
State \_\_\_\_\_

( ) Builder ( ) Dealer ( ) Architect



A PRODUCT OF THE GILMAN BROTHERS COMPANY  
GILMAN, CONNECTICUT • ESTABLISHED 1903

# The leader always has something extra!



When you're watching the race from the stands, all cars may look pretty much alike. But something extra under the hood—or a difference in the men behind the wheel—makes *one* a winner. Extra, hidden values mark the leader in any competition.

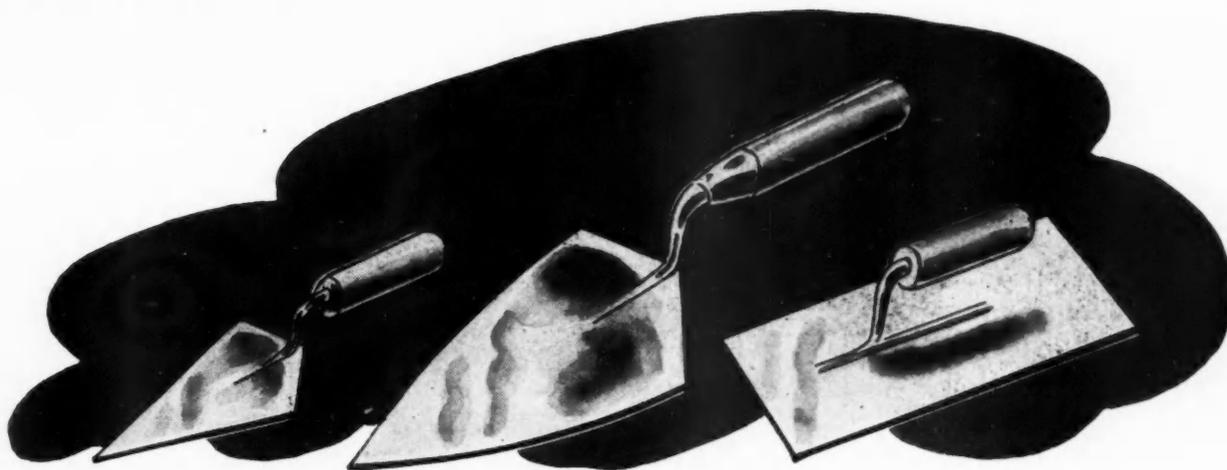
## CHROMEDGE\* Metal Trims

set the pace in decorative mouldings for similar reasons. Their face values are backed by hidden values—the controlled quality assured by the fact that every foot of these famous extruded aluminum alloy trims is produced in B & T's own plant, from rough metal ingot to polished mouldings. With Chromedge, you're also sure of a wider choice of shapes that do the best job . . . you know the trims are distributed *only* through authorized wholesalers and their dealers . . . you handle a product backed by a recognized, established manufacturer. Play safe; place your bets on a *proved* leader. Insist on genuine Chromedge!

\* REG. U. S. PAT. OFF.

The B & T Metals Company  
Columbus 16, Ohio

NEW  
with po  
ing qu  
water,  
paintin  
surface  
black c  
MEDU  
stucco,  
attract  
perman



## WHICH TROWEL *is most important?*



They're ALL important, of course. But the most important tool at the moment depends on which tool fits the job.

It's the same with cement. You could use any cement for almost any cement job . . . and get questionable results. Instead you use a cement to fit the job. You save time and money and do a better job by using a Medusa Special Cement.

Your dealer will recommend Medusa Stone-set or Brikset, depending on whether you're

laying up ornamental stone or brick, or a brick wall. For a stucco home you'll want Medusa Waterproofed Gray Portland Cement in the mortar coats. In the finish coat you'll use plain or waterproofed Medusa White Portland Cement. And . . . man! . . . how Medusa "Medco" High Early Strength Cement helps to speed along a rush job!

Try Medusa Special Cements on your next job. Prove to yourself how a Medusa Special Cement fits the job, saves you time and money and gives the best results. Meanwhile, fill out the coupon and let us send you literature about the cement you are interested in to do the job you have in mind. Send today!



- |                             |                           |
|-----------------------------|---------------------------|
| MEDUSA WHITE                | MEDUSA WHITE WATERPROOFED |
| MEDUSA BRIKSET              | MEDUSA AIR-ENTRAINING     |
| MEDUSA STONESET             | MEDUSA GRAY WATERPROOFED  |
| "MEDCO" HIGH EARLY STRENGTH |                           |

"FIFTY-SIX YEARS OF CONCRETE PROGRESS"

**NEW—MEDUSA RUBBER BASE COATING**—Made with post-war thermo-plastic rubber resin. Exceptional wearing qualities. Bounces off wear and tear. Not affected by water, alkalis or lime. Prevents concrete from dusting. For painting inside or outside concrete, masonry and other surfaces. Ideal for high-traffic floors. Six beautiful colors black or white.

**MEDUSA CEMENT PAINT**—Decorates and seals concrete, stucco, and masonry surfaces,—exterior or interior. Eight attractive colors, same price as black or white. Provides permanent, colorful, washable finish.

### MEDUSA PORTLAND CEMENT COMPANY

1002-5 MIDLAND BUILDING • CLEVELAND 15, OHIO

Gentlemen: Please send me literature on the following cements: .....

Name .....

Address .....

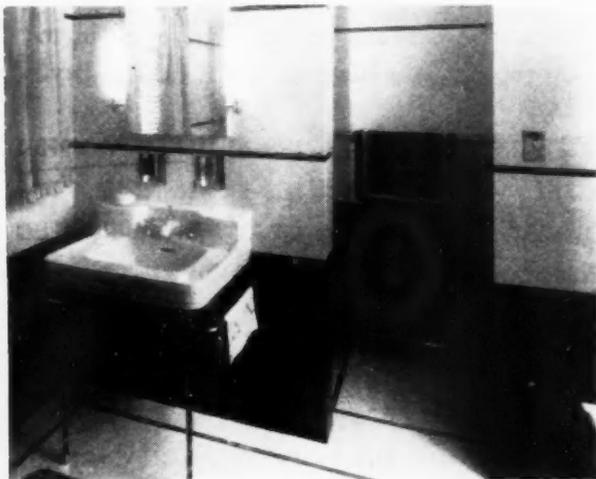
City ..... State .....

Also made by Medusa Products Company of Canada, Ltd., Paris, Ontario

# Use PITTSBURGH GLASS for



**MODERN HOMEMAKERS**, in ever increasing numbers, are expressing their preference for more large window areas, more picture windows in their homes. Pittsburgh Polished Plate Glass with its perfect transparency and brilliant, flawless surfaces makes the perfect picture window under normal circumstances. Where insulated windows are required, suggest Twindow, Pittsburgh's new window with built-in insulation. Twindow reduces fogging and downdrafts, helps in maintaining an even room temperature.



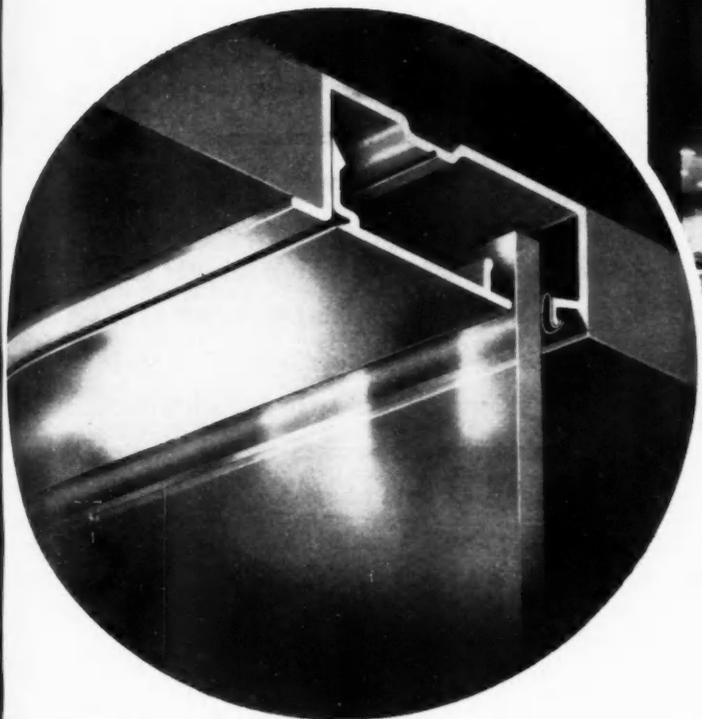
**A MODERN BATHROOM** with walls or wainscots of Carrara Structural Glass is easy to clean, retains its distinguished good looks indefinitely. Ten attractive Carrara colors afford a wide range of color scheme possibilities. Carrara can be used to brighten up the kitchen, too, as well as for fireplace surrounds, splash panels, window sills and shelves.



**WALL AND MANTEL MIRRORS** of Pittsburgh Polished Plate Glass add a touch of glamor wherever they are used. They reflect color and movement, make a room seem brighter and larger. "Spruce up" mirrors in kitchen and entrance hall are popular, too. And every home should have at least one full-length Plate Glass door mirror for the convenience of head-to-toe check-ups.

# "the modern look"

AN "OPEN VISION" FRONT backed up by a tasteful arrangement of merchandise and an attractive store interior is the desire of almost every progressive merchant. Such a method of display has proved its effectiveness in creating interest, drawing customers and boosting sales. The merchant interested in modernizing knows that "Pittsburgh" is the leader in the store modernization field. He is an ideal prospect for "Pittsburgh" service . . . the complete line of Pittsburgh Glass Products, the wide range of designs possible with Pittco Store Front Metal, and the installation efficiency of "Pittsburgh's" experienced workmen. "Pittsburgh" service is best for your customers . . . profitable for you.



**INSTALLATION IS QUICK AND EASY** with either of the 2 lines of Pittco Store Front Metal. Setting operations are carried on from outside and procedures are so simple that setting time and costs are reduced to a minimum. Pittco De Luxe is extruded metal . . . perfect for top quality jobs where quality is the first consideration. Pittco Premier is lighter in weight and more moderately priced than Pittco De Luxe . . . the ideal choice where quality and economy are equally important.

**FREE!** We will gladly send you free our special "Builders Kit" which includes illustrated literature showing how you can use glass effectively on all types of jobs in which you are interested.

\*Build it better with

# Pittsburgh Glass



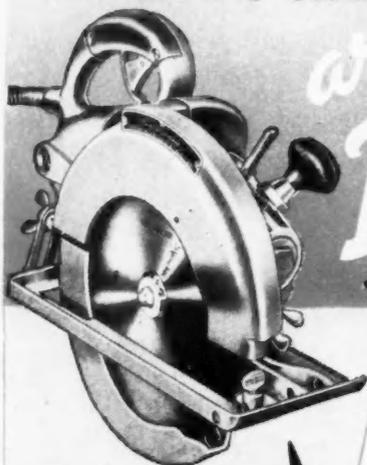
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

Pittsburgh Plate Glass Company  
2295-8 Grant Building, Pittsburgh 19, Pa.  
Please send me without obligation your "Builders Kit" of illustrated literature.

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

PITTSBURGH PLATE GLASS COMPANY

# Fred W. Wappat ELECTRIC HAND SAWS



*are  
Best!*

**FIRST — built to last!**

Special Fred W. Wappat-designed and correctly cut gears, deep-groove sealed ball bearings, one-point lubrication, air-cooled motors, keep saws running smoothly hour after hour, in any climate. Mechanical parts easily accessible for checking, cleaning, etc.

**EASY on the operator!  
SAFE for the operator!**

**It Doesn't Cost You  
A Penny To Try A  
Fred W. Wappat  
Electric Hand Saw!**

Ask your dealer to order one for you, without any obligation. If you don't agree that it's the best electric hand saw you can buy, return it, and it hasn't cost you one cent! If your dealer can't supply you, write direct to Fred W. Wappat, Inc., Mayville, New York.

Many Fred W. Wappat Saws are still in everyday use after 20 years' service—still showing a profit for their owners. Proven design and construction make them dependable—make Fred W. Wappat Saws their own best salesmen! Ask any Fred W. Wappat user!

**MAINTENANCE problems  
MINIMIZED!**

Fred W. Wappat Saws are carefully balanced for fatigue-free operation—even with one hand! Operate perfectly in any position! Instantaneous cut-off switches, fool-proof telescoping blade guards protect even the most inexperienced operators at all times!

**MODEL A-9**  
3-7/16" Capacity

**\$135.00**

**MODEL A-8**  
2-5/8" Capacity

**\$115.00**

**BOTH  
SAWS  
ADJUST  
FOR  
DEPTH  
AND  
BEVEL  
CUTS**

TALK TO A USER OF FRED W. WAPPAT ELECTRIC HAND SAWS

*Fred W. Wappat, Inc.*

135 Valley St., Mayville, N.Y.

on Chautauqua Lake



*You CAN  
afford tile!*

When you can have all the smartness, practicality and durability of tile, plus additional advantages, at a *substantial saving*—why pay more?

Vikon Metal Tiles are individual tiles made of steel or aluminum, with a durable baked-on face of synthetic enamel. They come in a choice of 27 fade-resistant decorator colors and stainless steel. They are simple to apply over any fairly smooth surface, and so light in weight that walls need no reinforcing.

Vikon Metal Tiles are ideal for walls and ceiling of bath, shower, kitchen, utility and game rooms, halls, laundry and so on. They will not chip, crack or craze... are highly resistant to heat and ordinary household chemicals... fire-resistant, waterproof, a seal against insects. Write today for complete information.

See our catalog in Sweet's Files

**VIKON TILE**  
BEAUTY · ECONOMY **COLOR CUSTOM METAL** DURABILITY

VIKON TILE CORPORATION, WASHINGTON, N. J.

**NEW SURVEY SHOWS . . .**

**BUILDERS AND CONTRACTORS LIKE**

# Keymesh

**REINFORCING FOR STUCCO  
AND OVERCOATING**

**For these GOOD CONSTRUCTION reasons—**

● Builders and Contractors interviewed from coast to coast agree that Keymesh reinforcing for stucco and overcoating insures better stucco construction—stronger, more durable walls. They like the open mesh design of Keymesh, a design that permits deep embedment of each steel wire in the "scratch" coat of stucco. They place a high value on the fact that Keymesh is galvanized for lasting rust-resistance, and believe that Keymesh gives a better "key", a better bond and stronger reinforcement.

**The same survey also shows a strong trend toward the use of more stucco**

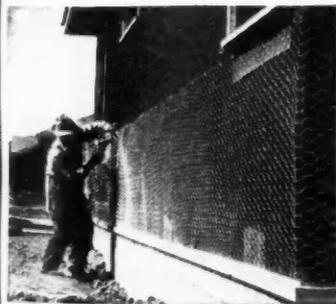
Builders appreciate modern methods of construction, using steel-reinforced Portland Cement, to insure permanent crack-resistance. They report that more of their customers ask for stucco; that architects are specifying it more often. And, home owners are favorable toward stucco, particularly

*those now living in stucco homes and planning to build. They like stucco's beauty and low maintenance cost.*

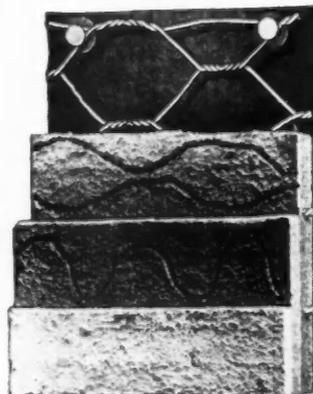
### Try KEYMESH Reinforcing On Your Next Stucco Job

For new homes or remodeling, stucco offers the practical answer to beauty, strength, economy and ease of maintenance. Reinforce your next stucco job with Keymesh—your lathers and plasterers will like Keymesh—and you will find that it speeds construction, helps to reduce your costs. *Keymesh is available for immediate delivery through your dealer.*

● Keymesh is shipped in rolls 150' long by 3' wide. For stucco and overcoating, use Keymesh 1 1/2" hexagon mesh, 17-gauge steel wire, or 1" hexagon mesh, 18-gauge steel wire. Both are galvanized.



Lathers like Keymesh because it's easy to handle, unrolls flat and remains flat—no bumps or bulges. Keymesh forms well around corners and its smooth surface doesn't cut hands.



Actual wall sample shows why Keymesh insures stronger stucco. The open mesh design is the right size for easy troweling and the right size for good holding power. Keymesh furring nails firmly position each steel wire deep in the scratch coat. Note how Keymesh is deeply embedded.



Plasterers like Keymesh because the surface is smooth to the trowel in any direction. Keeps its proper distance from the backing, insuring a "true" wall of even thickness.

**KEYMESH  
HAS BEEN USED  
ON THOUSANDS OF  
HOMES SO FAR  
THIS YEAR**



**KEYSTONE STEEL & WIRE COMPANY**  
PEORIA 7, ILLINOIS

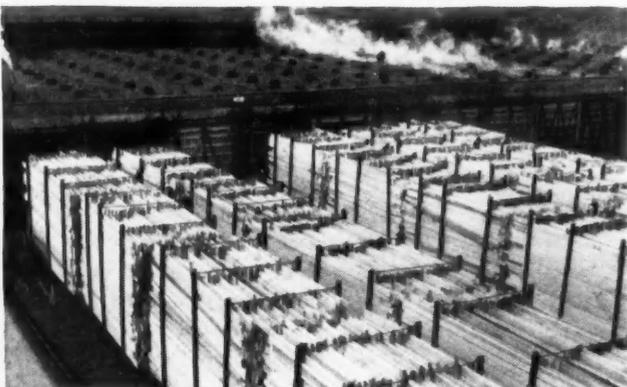
# Greater efficiency in forest and mill...



**TOMORROW'S BUSINESS** for the lumber merchant is represented in such projects as Weyerhaeuser's 130,000-acre Mt. Clemons Tree Farm in Washington. Here a patrolman scans the forest, alert for fire or any other threat to the priceless growing timber crop.



**ELECTRICAL CONTROL** for the spacing of edger saws is a typical Weyerhaeuser mill development toward greater efficiency.



**"MANUFACTURED WEATHER"** in these huge, modern Weyerhaeuser dry kilns cuts drying and seasoning time from months to days or hours. Both temperature and humidity are tailor-made, as needed.



**IT TAKES SKILL** to drop a big tree in exactly the right spot, without needlessly breaking or wasting timber. The power saw being used by these Weyerhaeuser fallers adds ease and certainty in this ticklish job.



**PAINT SQUIRT GUNS** are one of the newer tools used by Weyerhaeuser foresters. To make certain that only the right trees are cut, they squirt a big "C" high on the trunk, to guide the fallers.



**IT WASN'T POSSIBLE**, thirty years ago, to bring logs out of certain inaccessible parts of the forest. But modern power tools, including this jumbo truck, make it possible . . . and "lost" lumber is now harvested!

# Greater consumer value in 4-Square Lumber!

**T**HE LUMBER INDUSTRY faces two challenging objectives: First, to balance timber supply and lumber consumption. Second, to deliver to the ultimate consumer the greatest possible values in the use of lumber.

Through modern forestry, progressive engineering, and better merchandising, Weyerhaeuser is contributing toward the meeting of those challenges. As a result, encouraging progress has been made in forestry practice, in the manufacture of lumber and in its improved utilization.

In the forests and mills, Weyerhaeuser is concerned with careful harvesting, efficient processing, and assured regrowth of timber crops. The pictures on the opposite page illustrate how timber is now cut at its "optimum" age... how waste and damage in the forests are reduced by modern machines and methods... how timber regrowth is encouraged and safeguarded... and how modern mill equipment produces the maximum of good lumber and related products from every log.

To help make 4-Square Lumber more valuable in use, Weyerhaeuser maintains two practical, authoritative building services—the Weyerhaeuser 4-Square Home Building

Service and the Weyerhaeuser 4-Square Farm Building Service.

In the Home Building Service, America's leading architects work closely with our engineers in illustrating the best in home values through correct design and the proper use of good lumber and related building materials. Scores of ideal designs complete with blueprints are now in this Service and

a new home plan is added every month. Accordingly, contractors are able to offer modern homes that are architect-designed and Weyerhaeuser-engineered.

In the Farm Building Service, structures for many types and sizes of farm operations have been developed by Weyerhaeuser

engineers working closely with practical farm authorities — to help farmers obtain the kind of buildings that increases farm income.

Thus, Weyerhaeuser is helping to meet a dual challenge—to produce the best in lumber products from our forests on a timber crop basis—and to search continuously for ways and means to help lumber serve its users more efficiently and economically.

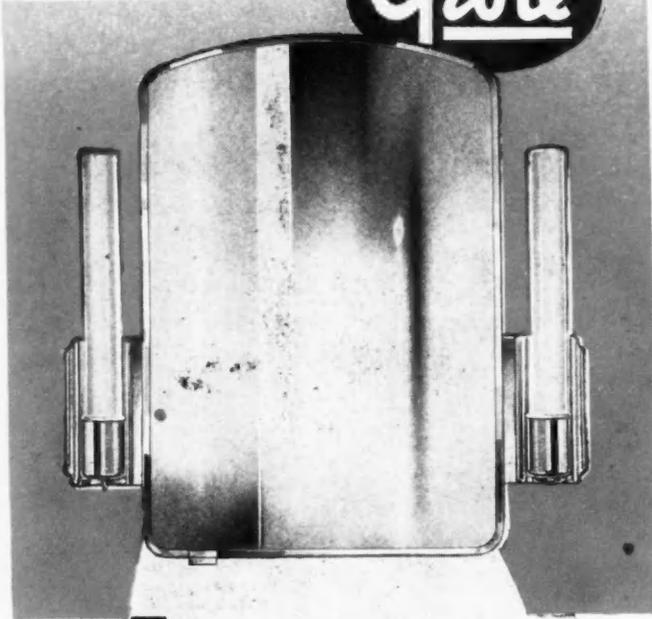
Our business is that of making lumber a better product for everyone.

**THESE ARE  
THE GOALS  
OF WEYERHAEUSER  
MANAGEMENT AND  
THE WEYERHAEUSER  
4-SQUARE  
BUILDING SERVICES**

**WEYERHAEUSER 4-SQUARE  
LUMBER AND SERVICES**

## NEW LIGHT FIXTURES ADD PLUS VALUES TO CABINETS BY

# Grote



**T**HIS finest quality line of cabinets — already fast sellers and good profit makers for dealers — has now been made even better with this new light fixture. Heavily die cast in one piece, chrome plated for beauty, rigidly attached to the cabinet, fully wired with switch and convenience outlet, ready to install. Here is a big plus selling feature of Grote 100 and 200 series cabinets that takes them out of your stock fast to multiply your profits.

### distinctive features make sales

- ★ Beautiful, heavily chrome plated, die cast fixture on 100 and 200 series.
- ★ Seamless cabinets — deep drawn in one piece.
- ★ Plastic brush holder and blade disposal box.
- ★ Recessed, adjustable shelf supports.

Only Grote can give all these — and a score more — distinctive features that lift these cabinets out of a competitive class. Lighted and unlighted — with arched or rectangular mirrors — recessed and wall types — competitively priced for every sale bracket — and every model in the line designed for fast sale.

Send for the Grote cabinet catalog and name of nearest distributor.

THE  
**Grote**

MANUFACTURING CO., Inc.  
BELLEVUE, KENTUCKY

## Q. — What caulking compound for Bullock's Pasadena?



Bullock's new store in Pasadena, Calif.  
Wurdeman & Becket, Architects.  
(Photo by "Dick" Whittington)

## A. — KAUKIT...

*the caulking compound you specify and use when you want TOP PERFORMANCE*

Yes, wherever caulking was necessary to assure weather-tight window frames, door jambs and steel sash, KAUKIT was the answer for Bullock's great new store building in Pasadena, Calif.

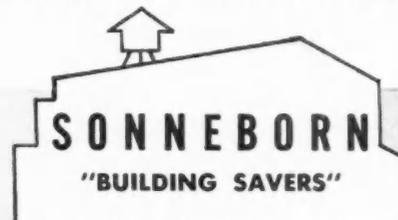
Why? Because KAUKIT cures to a tough, airproof, weatherproof film on top, yet remains elastic and pliable underneath. It expands and contracts with changing temperatures, yet doesn't crack, chip or crumble. KAUKIT gives long-lasting adhesion to wood, metal, glass, masonry, other building materials . . . won't sag, slump or run out of joints.

Ready to use — easily workable — color-fast. Available in gun and knife grades — cartridges, too.

### P. S. — Are You "Weatherizing" Exterior Walls?

Another Sonneborn product used in "weatherizing" buildings is HYDROCIDE Colorless — invisible water-repellent treatment for exterior concrete and masonry walls above grade. Two types: "G" for relatively dense surfaces; "D" for porous, light colored surfaces.

See SWEETS's for further information, or write Dept. B10 for free folder on KAUKIT or HYDROCIDE Colorless.



If It's Worth  
Building It's  
Worth Saving

Floor Treatments • Waxes • Paints and Protective Coatings  
Concrete and Mortar Admixtures • Waterproofing and Dampproofing  
Caulking Compound • Roof Coatings

Building Products Division **L. SONNEBORN SONS, INC.** New York 16, N. Y.

In the Southwest: Sonneborn Bros., Dallas 1, Texas



## When is a modern kitchen REALLY modern?

WHEN it's equipped with refrigeration, automatic dishwasher, garbage disposal, automatic range, cabinets from here to there—and *one thing more:*

*Complete, quiet, efficient ventilation!* And THAT means a G-E kitchen ventilating fan!

Such a fan makes your homes *far more* attractive to women prospects! They know the kitchen will be *cool*. No steam. No smoke. No grease. No cooking odors.

They know paint, woodwork, and wallpaper will stay fresh longer. They realize *instantly* that such a fan makes a kitchen a pleasant, *modern* place to

work. BUT—

Be sure that the kitchen fans you install in your houses are *General Electric Ventilating Fans!* Common sense dictates it.

### Years of experience!

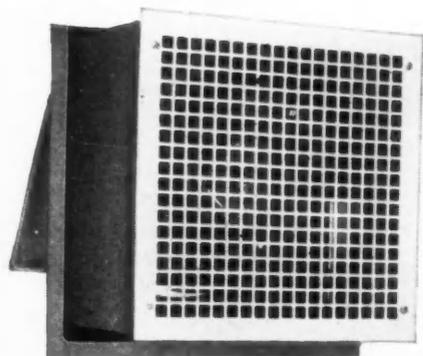
General Electric pioneered the electric fan. We've been making them for 58 years... and many G-E Fans have been in operation over 20 years.

*We believe we make a better-quality fan!* (For one thing, the heart of our ventilating fans is the famous General Electric motor.)

### A BIG PLUS

G-E Fans are *automatic* in operation. Flip a switch—outside cabinet door opens—blades begin their quiet spinning. Flip a switch again—fan stops—outside door shuts. And they're *easy* to install. (One more reason why they're tops with builders.)

**NOTE**—G-E Ventilating Fans completely and quietly renew the air in an average-size kitchen several times an hour! What a "selling plus" for you! Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Conn.

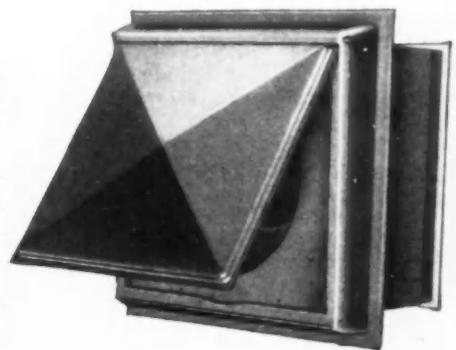


INSIDE

### G-E Ventilating Fan:

Provides fresh air—*quietly without drafts*—in kitchens and other rooms where heat, smoke, grease, and odors are likely to accumulate... ideal for laundries.

Wall switch controls fan. Outside door opens *automatically* when fan is ON; shuts when fan is OFF! *Easily installed*—adjustable wall box fits walls from 5½ to 11 inches thick. Needs only 12¾ inches square opening in wall. 110/120 volts, 60 cycles, Model FM10C1.



OUTSIDE

GENERAL  ELECTRIC



*Guarded...*

**BY THE UNSLEEPING  
EYE OF SCIENCE**

● That home owners may obtain even greater value in wood products such as doors, frames, screens and windows, N.D.M.A. exercises unceasing vigilance. Periodical tests are made of toxic preservative solutions used by N.D.M.A. licensed manufacturers. Mill practices and equipment are inspected. N.D.M.A. minimum standards are rigidly maintained.

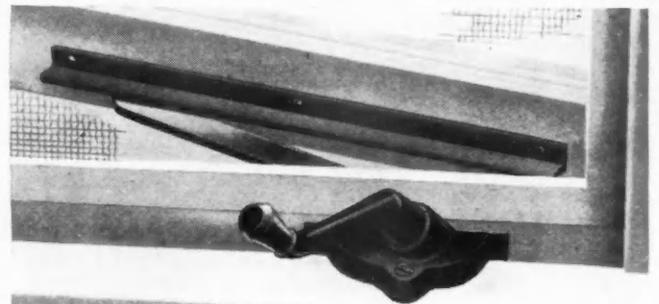
It is no wonder, then, that the N.D.M.A. seal of approval, stamped on millwork, has gained such increasing public confidence. And it is no wonder that so many architects and builders appreciate and value the public service which this non-profit organization performs.

**Six Steps in the Public Interest**

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 N. D. M. A. Toxic Preservative Standards.
4. Mill inspection of treating equipment and practices.
5. Laboratory check tests of preservative solutions.
6. Educational effort in the public interest.



**NATIONAL DOOR  
MANUFACTURERS ASSOCIATION**  
McCORMICK BUILDING • CHICAGO, ILLINOIS



Yes, that's just what the Getty No. 4703-W Casement Window Operator is... a very smooth operator. It gives smooth operation year after year. Why? First, because of the Getty exclusive Internal Worm-and-Gear construction—strongest known in gearing. And here are 8 more good reasons:

- Arm, 3/4" wide, of 3/8" thick cold rolled steel, cadmium plated.
- Shaft bearing made of bronze, threaded and pinned in housing.
- Arm pivots on 3/8" solid bronze bearing-stud.
- Heavy brass channel guide has 3-point anchorage on window... cannot bend or bind.
- 5/8" diameter worm, of cold-rolled steel, machine cut and case-hardened, will give long, efficient service. Full length of the worm is engaged at all times with the *Internal Gear*.
- *Internal Gear* is integral with operating arm. Teeth are heavy, strong and accurately machined at exact operating angle.
- Revolving swivel (turn-knob) gives easy fingertip control; cannot be removed.
- Arm button of solid brass is locked in channel... cannot come out accidentally; prevents rattling. Button cannot freeze in channel.

*They're dependable...*

*Built to last for years...*

*Install 'em and forget 'em.*

You'll agree that Getty casement window operators are, indeed,

*Very Smooth Operators!*

**GETTY**

**H. S. GETTY & CO., INC.**

3348 North 10th Street, Philadelphia 40, Pa.

*Dependable Casement Control—with a flip of the finger.*



**Sweetest Insulation Story  
Ever SOLD!**

# Cotton INSULATION

- ♪ FLAMEPROOF
- ♪ CUTS FUEL BILLS 1/3
- ♪ NON-IRRITATING TO SKIN
- ♪ MOISTURE & INSECT REPELLENT
- ♪ LASTS A LIFETIME

Get the *Inside* Track

**With These Sales Points**

- Cuts fuel costs as much as one-third.
- Flameproof.
- EXCEEDS Government specifications.
- Is **LIGHTEST** insulation made.
- Stays fluffy after installation—Never settles or packs.
- Is effective soundproofing.
- Is moisture- and insect-repellent.
- Is non-irritating to skin.
- Available in standard widths and thicknesses.
- Can be easily installed at low cost.

WRITE for  
your copy now—  
**IT'S FREE!**



It's easy to sell lightweight, flameproof, cotton insulation when you show how it cuts fuel bills one-third... pays for itself over and over... lasts a lifetime.

It's easy for you to *install*, too, because it comes in rolls of standard widths... simply unrolls like a rug and goes down quickly, without costly labor, expensive equipment, or time-killing clean-ups.

GOVERNMENT TESTS prove that cotton insulation is more efficient than any of ten leading commercial insulating materials. Get ready now for rising cotton insulation profits when the thermometer drops.

Sell rings around the competition! Turn prospects into strong booster customers! Get your FREE copy of "The INSIDE Story of Cotton Insulation" now!

## NATIONAL COTTON COUNCIL OF AMERICA COTTON INSULATION ASSOCIATION



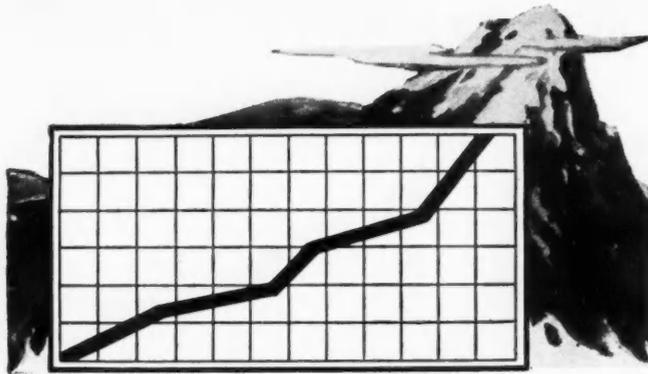
National Cotton Council, Dept. B  
Box 76, Memphis 1, Tennessee

Please send "The INSIDE Story of Cotton Insulation."

Name .....

Address .....

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



## Point for Peak Sales with **Lo-K** INSULATION

Lo-"K" flameproofed Cotton Insulation gives you every advantage you could possibly have for doing a record insulation business in the current and oncoming building and repairing boom. Note these special features that few, if any other insulations can give to an equal degree.

**Lightest weight type of insulation on the market. Requires only one third the normal trucking and warehouse space. Installs at a saving in time and labor up to 40 per cent. Easier and more economical to stock, handle and install. Does not sag or settle.**

**Lowest "k" factor (.242 per inch) or thermal conductivity of any recognized insulation material. Provides from four to 36 per cent greater insulation efficiency.**

**Saves up to 30 per cent in fuel bills when used in both ceilings and side walls—more than ordinary insulation.**

**Special vapor paper barrier prevents all risk of internal or external damage from moisture condensation.**

**Flameproofed. Resistant to rot and vermin. Non-irritating to the skin.**

**Sized for standard construction in convenient, easy-to-handle blanket type rolls.**

**Nationally advertised. Profitably priced. Liberal terms. Backed by Lockport's 78 year old reputation.**

Lo-"K" flameproofed Cotton can automatically make you the top insulation dealer in your town. Write for full details.

**LOCKPORT COTTON BATTING CO.**

Dept. AB-10

**LOCKPORT, NEW YORK**

(Established 1870)



**INSULATION**

## Universal LEVEL-TRANSIT



**MOST PRACTICAL  
ALL-AROUND BUILDER'S  
INSTRUMENT  
EVER DESIGNED!**

Highly accurate, amazingly rugged, the Universal Level-Transit does all survey and check-up operations in building and road construction!

Quickly convertible from level to transit, its novel type of design protects parts which were formerly exposed to damage and inaccuracies. Other features include: a patented ball-bearing race, lock and release lever system, and perfect alignment adjustments.

12" Telescope, 25 power, horizontal guarded circle, Verniers to 5 minutes, Vertical arc, 3".

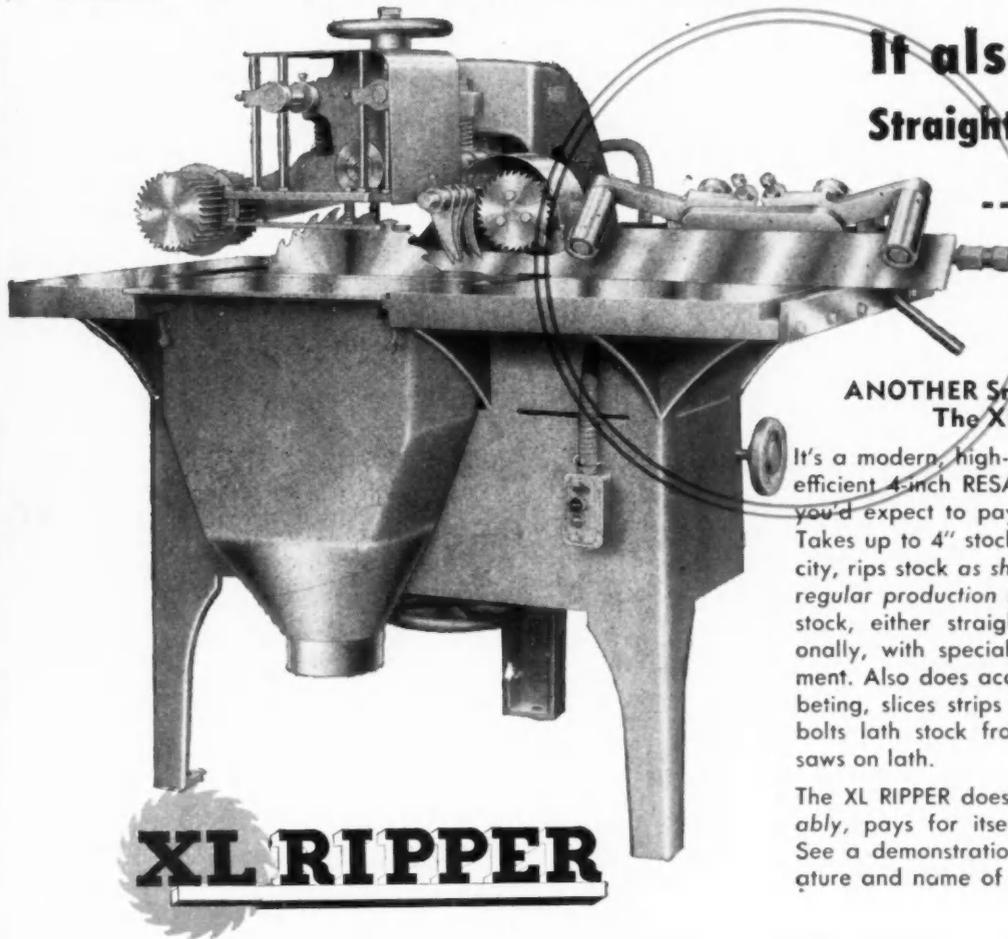
Write today for full details and free booklet "How to lay out building lots."

*We repair all makes of instruments*



**MANUFACTURERS OF  
INSTRUMENTS FOR ENGINEERS,  
SURVEYORS AND BUILDERS.**  
311 West Court St., Milwaukee 12, Wis.

# HERE'S ONE RIP SAW With an Important EXTRA\*



**It also RESAWS\***  
**Straight or Diagonal**  
**--Up to 4" Stock!**

\* AVAILABLE AS AN EXTRA

**ANOTHER Smithway winner—  
The XL RIPPER!**

It's a modern, high-speed rip saw—PLUS an efficient 4-inch RESAW—yet costs LESS than you'd expect to pay for the rip saw alone! Takes up to 4" stock with 15" ripping capacity, rips stock as short as 4" in length on a regular production basis. RESAWS up to 4" stock, either straight or up to 45° diagonally, with special fence and roll attachment. Also does accurate dadoing and rabbeting, slices strips for blinds and awnings, bolts lath stock from slabs, takes up to 5 saws on lath.

The XL RIPPER does more jobs, more profitably, pays for itself faster! Get the facts! See a demonstration! Write today for literature and name of nearest dealer!

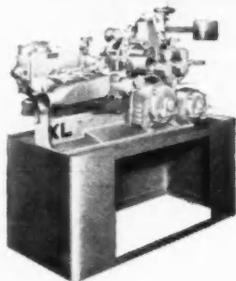
## XL RIPPER

## SMITHWAY MACHINE COMPANY

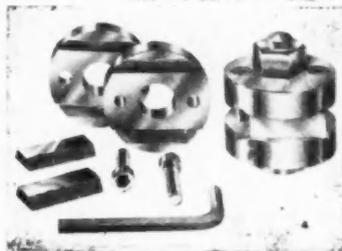
Manufacturers of the XL Line of Woodworking Equipment

4617 Airport Way

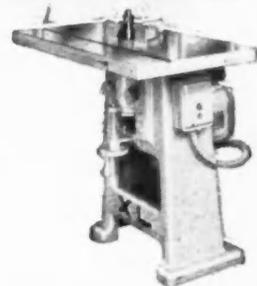
Seattle 8, Washington



New XL MOLDMATCHER



New XL LOK-SAFE  
SHAPER COLLAR



New XL SPINDLE SHAPER

lines to a  
smart builder



**1**  
The modern homemaker  
Is right on her toes.  
She wants a gas kitchen  
Wherever she goes.



**2**  
Gas is so easy,  
Dependable, too.  
And here, Mr. Builder,  
Are good tips for you:



**3**  
Her husband's the buyer  
But humors her whim.  
By appealing to her  
You help to sell him.



**4**  
When putting up houses  
Beyond the mains' end  
PYROFAX gas is  
The builder's best friend.



**5**  
For cooking, hot water,  
And refrigeration,  
PYROFAX gas meets  
The whole situation



**6**  
Pick PYROFAX gas  
For quick selling action;  
It gives your home buyer  
Complete satisfaction.

**Pyrofax**  
TRADE MARK



SUPERIOR BOTTLED GAS SERVICE

For complete information please write to PYROFAX Gas Division  
Carbide and Carbon Chemicals Corporation  
30 East 42nd Street, New York 17, N. Y.



Don't take chances



USE THE  
**PERF-A-TAPE**  
JOINT SYSTEM

TIME TESTED • JOB PROVED

Contractors and builders prefer the PERF-A-TAPE Joint System from past experience. It's the method developed and perfected by the makers of famous SHEETROCK\* Gypsum Wallboard, thus is backed by years of dry-wall know-how. So, play safe—use PERF-A-TAPE\* reinforcement and cement. You'll be sure of products already time-tested, job-proved—products that build customer satisfaction, broaden your reputation, increase profits from today's big dry-wall construction market.

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



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint



Remember... there is only one

# Unique

## SASH BALANCE

Windows equipped with Unique Sash Balances operate with utmost satisfaction because of the perfect spring control.

This exclusive patented feature controls the increase and decrease of the spring power and results in a perfectly balanced window at all points.

This is only one of the many features of Unique Sash Balances. Write today for further information.

**UNIQUE BALANCE COMPANY, INC.**  
25 Bruckner Boulevard, New York 54, N. Y.



Unique Sash Balance plants are located in the United States, Canada, Australia, and in England to fill a worldwide demand.

# Unique

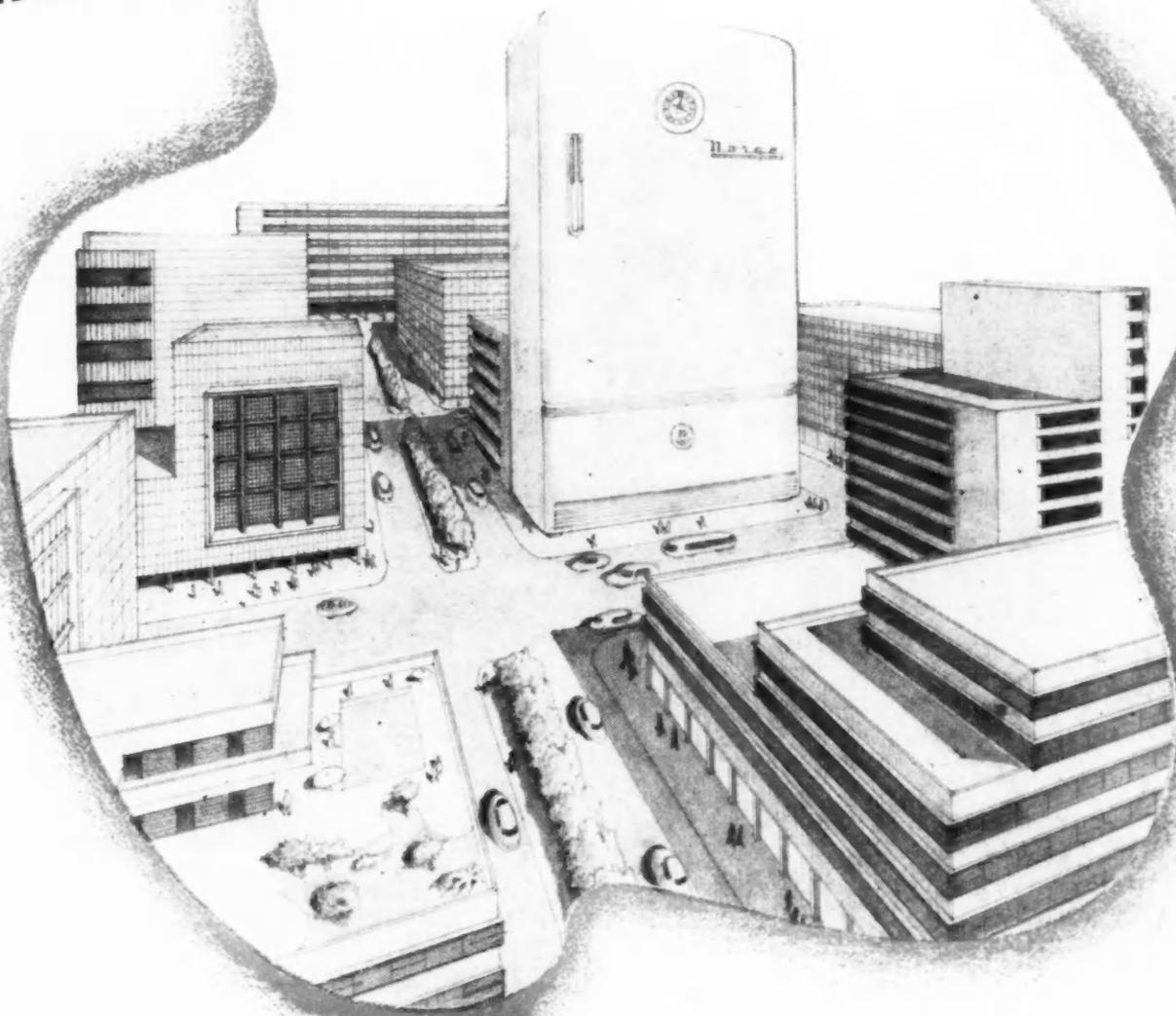
The Sash Balance with an accelerated spiral rod, that insures perfect counter-balancing.

Perfect spring control. As the spring turns its tension changes. This change is accurately and automatically compensated for by the variable pitch of the spiral rod sliding through the slotted bushing fastened to the end of the spring.



# NORGE

has a place in this picture!



Integrity of design means the same to the engineers who manufacture Norge appliances and to the architects who build America's most modern apartments . . . Utilizing all available space efficiently, designing a unit having all the beauty that symmetry demands, compactly arranging all functional parts for greatest conven-

ience—these attributes are shared in common. NORGE DIVISION, Borg-Warner Corporation, Detroit 26, Mich. In Canada: Addison Industries, Ltd., Toronto, Ontario.

#### A BORG-WARNER INDUSTRY

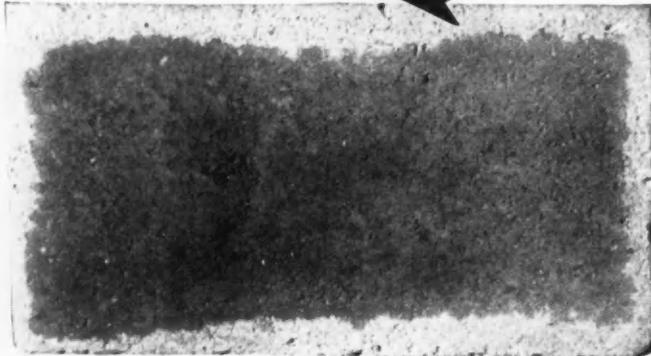
- Refrigerators • Electric Ranges • Water Coolers
- Washers • Electric Water Heaters • Home Heaters
- Gas Ranges • Home Freezers

**SEE**  
**NORGE**  
**BEFORE YOU BUY**

Here's why  
**CRYSTAL**  
 waterproofs in  
 one coat!

Actual unretouched photo (7/8 size) of brick sawed through after Crystal-treatment, and dipped in water. Outside dry portion shows Crystal penetration of 1/8" to more than 1/4".

**PROOF OF PENETRATION**  
 waterproofs to full depth of its penetration



Crystal the **ONLY** silicone masonry waterproofer is not to be confused as just another waterproofer. One coat is easily-quickly brushed or sprayed on brick, stucco, concrete, cinder blocks or precast stone, for lasting effectiveness.

It's transparent and invisible after application; does not change color or texture of surfaces.



**AND PROVE IT TO YOURSELF AT OUR RISK**

Try a gallon of Crystal yourself — covers 100 to 200 square feet — One coat only is needed. Pay for it only if you're satisfied... We want you to prove it before you pay... or there's no cost or obligation to you.

Send this convenient coupon for **PROMPT ACTION**

WURDACK CHEMICAL CO., 4956 Fyler Ave., St. Louis, Mo.

- Ship to me, one gallon can of CRYSTAL — for which I will pay \$5.25 if I am satisfied... otherwise there will be no charge or obligation on my part.
- Send me literature and prices on CRYSTAL.

Name .....

Firm .....

Address .....

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

My suppliers name is:

**TROUBLE-SAVERS**

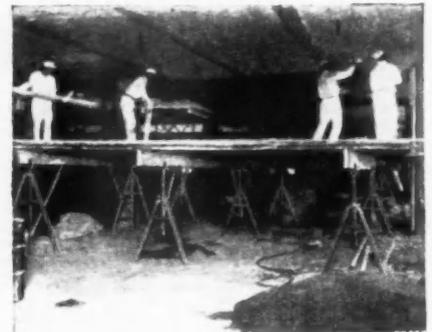
*Adjustable*  
**STEEL SCAFFOLDING**  
 for Every Purpose



**ADJUSTABLE STEEL TRESTLES**



Details of the quickly-adjustable "Trouble-Saver" Steel Trestle.



Trouble-Savers, easily adjustable for length as well as height, give lasting service.

Builders, contractors, maintenance men and others save time, labor and material with "Trouble-Saver" Adjustable Steel Trestles. They provide a safe, sure, low-cost method of handling all overhead work in a wide variety of conditions.

**SCAFFOLD BRACKETS**



Nail-Attached Brackets



Studding Brackets

Made of rail steel, Scaffold Brackets simplify the installation of safe working platforms for various types of side wall work. Light, easy to handle — they are real time and money savers. You profit on every job.



Write for new catalog and complete information on all types of "TROUBLE-SAVERS" equipment.

**THE STEEL SCAFFOLDING CO., INC.**

856 Humboldt St., Brooklyn 22, N. Y.

Telephone: Evergreen 9-2802

# INSULATED

## with OUTSIDE STORM SASH!

Here at last... the *insulated* metal casement. No more cold drafts, condensation, frosting. Mesker outside *metal* storm sash blankets the entire *American Home* Casement with two inches of insulating dead air, yet opens and closes at a touch... from the inside. Practical, slick-appearing, inexpensive. Combines casement style and beauty with the most effective window insulation known. Exclusive with the...



**MESKER**  
*"American Home"*  
**COMPLETELY PRE-FABRICATED  
METAL RESIDENTIAL CASEMENT**

### Easy, Quick Installation Cuts Building Costs

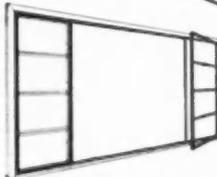
Specially designed factory-fitted wood-surrounds make *American Home* Casements easiest, quickest of all to install. Minimum on-job labor. Adapted to any type residential construction. Steel or aluminum. See the Mesker Catalog in Sweet's File for Builders, or write for descriptive folder. Stocked and sold by leading dealers and lumberyards.

### INDIVIDUALLY PACKAGED • PRE-FABRICATED PICTURE WINDOWS

Each *A. H.* Casement packed in sturdy shipping carton. Protects window from factory to job.



Distinctive, popular picture windows are formed of stock size *A. H.* Windows. Factory made to order and shipped with wood surrounds for easy installation.



FIRST WITH BUILDERS SINCE 1879

# Mesker Metal Windows

**RESIDENTIAL • COMMERCIAL • INDUSTRIAL**

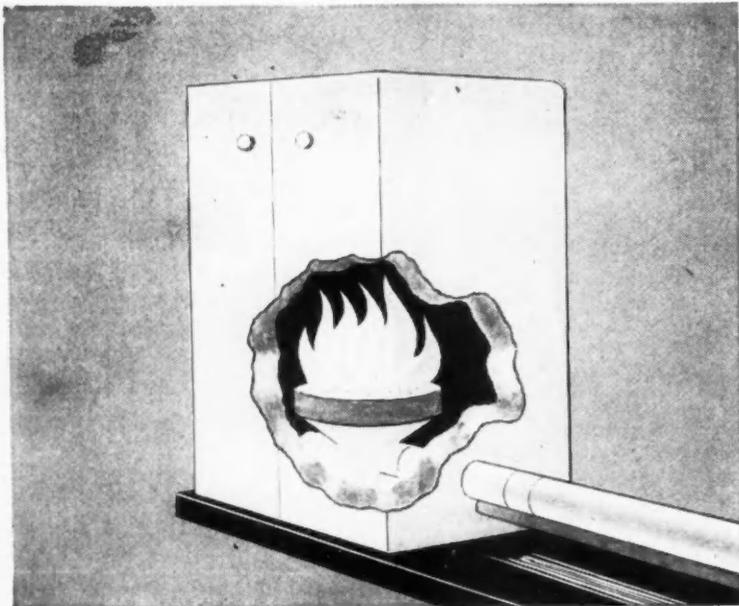
MESKER BROTHERS, SALES DIVISION, 4342 GERALDINE AVE., ST. LOUIS 15, MO.

**There are no**

**IFS,  
ANDS,  
OR  
BUTS**

**about keeping warm this winter  
when you specify**

*Automatic Anthracite Equipment...*



#### **AUTOMATIC ANTHRACITE STOKERS**

When installed in an existing boiler or furnace and in new houses, reliable automatic hard coal stokers quickly deliver *plenty* of steady, comfortable heat . . . save up to 50% on fuel bills . . . eliminate fuel worries.

Home owners won't have to keep thermostats turned down to the uncomfortable 60's and 70's to conserve fuel. They can have *all* the heat they want, *when they want it!*

*Approved  
Automatic  
Anthracite Stokers*

ALLEN STOKER  
ANCHOR STOKER  
CATSKILL STOKER  
COOPER STOKER  
ELECTRIC FURNACE-MAN

FAIRBANKS-MORSE STOKER  
FUEL SAVERS STOKER  
IRON FIREMAN  
MOTORSTOKOR  
STEWART-ROGERS STOKER

VAN WERT STOKER

## Here's the best answer to shortages of other fuels and soaring costs!

**Regardless of the heating requirements of your houses, there's an anthracite heating unit to fill your needs.**

Automatic anthracite heating equipment cuts fuel bills! This is an important fact these days of soaring costs. Important to you, the architect . . . important to the home owner.

Anthracite is in no danger of short supply. There will be plenty of hard coal to keep owners of your houses warm and comfortable this winter and for years to come.

A whole winter's supply of hard coal can be stored easily. This eliminates all worry about fuel for the entire cold season.

Home owners want clean, comfortable, economical, worry-free heat—and plenty of it! They have *just that* when you specify automatic anthracite heating equipment.

✓ ✓ ✓

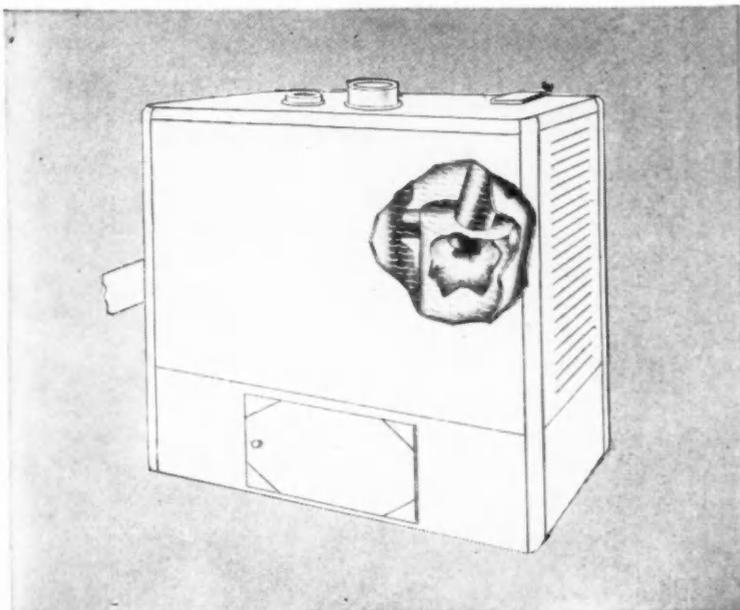
Look over the two main types of automatic heating equipment shown here then get more detailed information from us.



# ANTHRACITE INSTITUTE

101 Park Avenue

New York 17, N.Y.



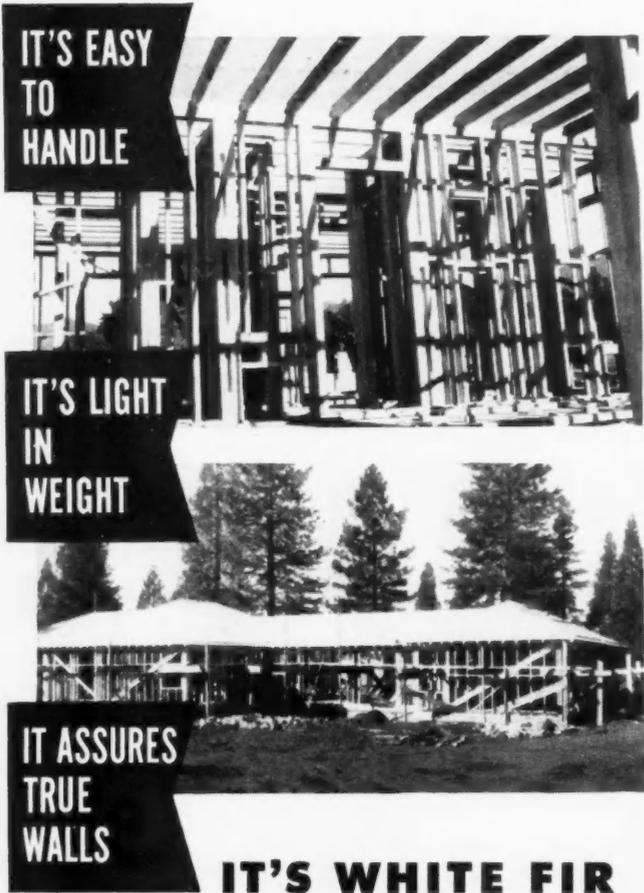
### THE REVOLUTIONARY ANTHRATUBE

The Anthratube saves up to 38% on fuel bills. Its proven efficiency is over 80%. This compact design with "Whirling Heat" and other revolutionary features, produces quicker response and superior performance compared with heating units using other types of fuel.

This unit burns an economical size of plentiful anthracite. It's completely automatic from bin feed to ash removal. It delivers up to 130,000 B.T.U's.

*Approved  
Manufacturers  
of the Anthratube*

AMERICAN BOILER WORKS  
AXEMAN-ANDERSON COMPANY  
BETHLEHEM FOUNDRY & MACHINE CO.



**IT'S EASY TO HANDLE**

**IT'S LIGHT IN WEIGHT**

**IT ASSURES TRUE WALLS**

**IT'S WHITE FIR DIMENSION!**

Wide-awake builders, architects and dealers are today taking advantage of the superior characteristics of White Fir dimension for framing purposes. Because of its straight grain, White Fir studding provides a true wall for plaster base and White Fir floor or ceiling joists assure a level surface for floors.

Whether it is utilized for residential, farm or general construction, White Fir dimension provides the builder with an excellent wood. Not only is it light in weight and easy to handle on the job, but it is easy to cut, saw and nail. Construction time and costs are therefore reduced.

Just recently published is the book "White Fir of the Western Pine Region" which gives a detailed description of the properties, grades and uses for this fine wood. Send for your free copy. Address—Western Pine Association, Dept. 150 B, Yeon Building, Portland 4, Oregon.



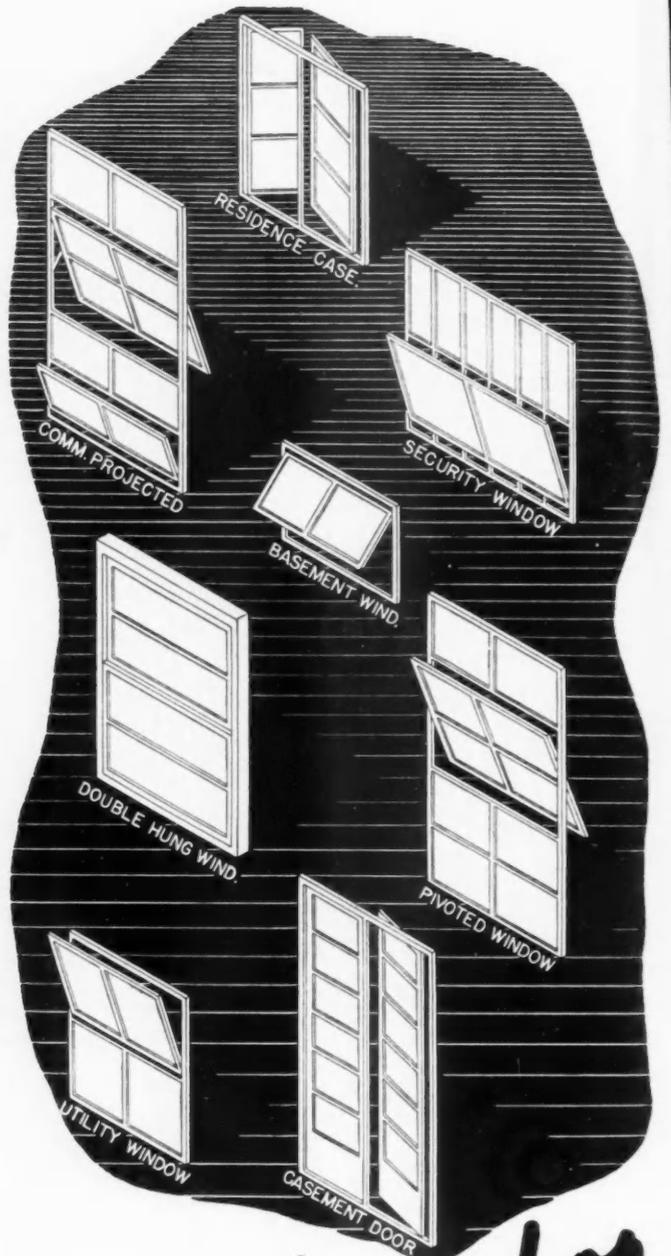
*\*These are the Western Pines*

*\*Idaho White Pine \*Ponderosa Pine  
\*Sugar Pine*

*These are Associated Woods*

*Larch • Douglas Fir • White Fir  
Spruce • Cedar • Lodgepole Pine*

*Well manufactured—thoroughly seasoned—carefully graded—by all Association member mills*



*windows for all purposes*

When you carry the Thorn line of windows, you need no other supplier. Our line is complete in both Steel and Aluminum.

**THORN WINDOWS**  
**ALUMINUM AND STEEL**  
J. S. THORN COMPANY 20TH & ALLEGHENY AVE, PHILA 32, PA.



Nature at its best—an attractive setting, showing the natural beauty of #57 "Century" Siding and #30 "Century" Black Roofing Shingles.

## K & M "Century" Asbestos-Cement Siding

Natural  
beauty...  
economical  
to apply

"Century" Asbestos-Cement Siding not only assures lasting protection to your buildings, but offers a trim, attractive appearance... an exterior that will strengthen with age.

"Century" Asbestos-Cement Siding has a deep-grained, weathered cypress finish that effectively duplicates wood... yet resists fire, weather, rot, termites, rodents. And it never needs protective painting.

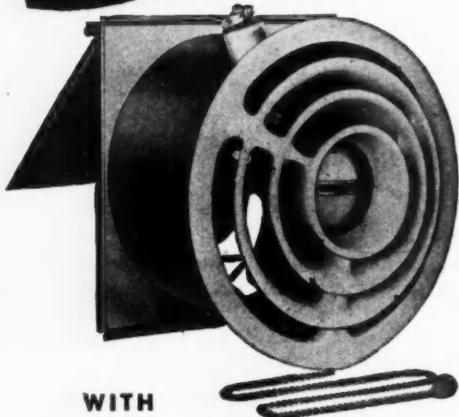
"Century" Siding comes in large unit sizes... 12" x 24" ... which makes for speedy, accurate application. Any good carpenter can install them easily and quickly. Write for further details... we'll answer promptly.

*Original manufacturers  
of Asbestos-Cement  
Shingles in this country.*



**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA

**SELL CLEAN  
KITCHENS**



WITH  
**Westinghouse**  
NEW, IMPROVED  
**\*Poweraire**  
HOME VENTILATOR

Prospects look for convenience features which mark the home as *modern* in essential details. For instance, *ventilation* which keeps the home sweet and clean is an impressive selling point . . . especially when it's a Westinghouse *Poweraire* Home Ventilator. This is so easily installed and moderately priced that you can include it in any building or remodeling plans.

With the new *Air-Injector* Grille, this Home Ventilator can completely change the air in an average kitchen every TWO MINUTES. It is easily installed in practically any type wall from 4 3/8" to 30 1/4" thick.

**LOOK AT THESE ADDITIONAL FEATURES!**

- Modern, streamlined design
- Insulated outside door
- Easy to install in practically any wall thickness
- White, snap-on, Air-Injector grille
- Easy to clean
- Single pull-chain control
- Economical to operate

**For Additional Information**

CLIP AND MAIL THIS COUPON

---REQUEST FOR HOME VENTILATOR INFORMATION---

Name \_\_\_\_\_

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WESTINGHOUSE ELECTRIC CORPORATION  
Appliance Div., Dept. A, Springfield 2, Mass.

**Westinghouse Fans**  
\*T. M. Reg. U. S. Pat. Off.

WESTINGHOUSE ELECTRIC CORPORATION  
Electric Appliance Division, Dept. A • Springfield 2, Mass.

**Structural  
Reinforcing or  
other Blding Steel  
Shipped from Stock**

Write for Stock List—your guide to over 10,000 different kinds, shapes and sizes of steel for quick shipment from ten plants.

Joseph T. Ryerson & Son, Inc., Plants at: New York, Boston, Philadelphia, Detroit, Cincinnati, Cleveland, Pittsburgh, Buffalo, Chicago, Milwaukee, St. Louis, Los Angeles.

**RYERSON**



**"IMAGINE . . . more space . . .  
Without Increasing Room Dimensions!"**

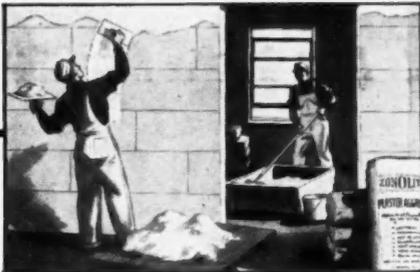
Yes, your clients will be delightfully surprised at the space-saving advantages of Modernfold Doors. Folding like an accordion in opening and closing . . . they eliminate entirely the area that ordinary doors require for their swing. Every inch of floor and wall space is put to use.

Beauty recommends Modernfold, too. Colorful fabric coverings—easily cleaned with soap and water—can be selected to match any decorative theme. The sturdy metal frame provides years of trouble-free use. Write for full details.

**NEW CASTLE PRODUCTS**  
New Castle Indiana  
In Canada: Raymond Mfg. Co., Ltd., Montreal  
Consult your local telephone book for the names of our installing Distributors.

**modernfold  
DOORS**

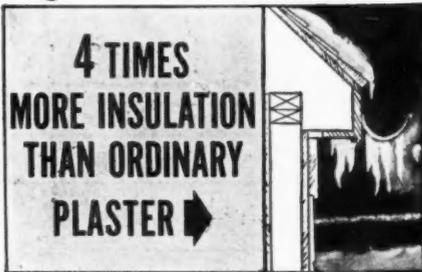
# Let Me Give You Free Proof That <sup>\*</sup>ZONOLITE Insulating Plaster IS 4 WAYS BETTER!



**1** Lighter and Spreads Better.



**2** Easier to Mix... Can't Freeze.



**4 TIMES**  
MORE INSULATION  
THAN ORDINARY  
PLASTER ➔

**3** Insulates Against Cold, Heat and Fire.



**4** Customer Better Satisfied—Resists Cracking and Chipping.

## PLASTERERS AMAZED WHEN SEEING ZONOLITE IN ACTUAL DEMONSTRATION

Even old-line plasterers are amazed by the ease of plastering... and the marvelous results obtained... with Zonolite Insulating Plaster! It's so light-weight (only 1/10th as heavy as sand), spreads so smoothly and easily, that it's no problem at all to keep men on the job *all* the time. Plasterers find that—with Zonolite brand Vermiculite

Plaster Aggregate instead of sand—men are less tired at the *end* of a day's work.

Learn *all* the facts about Zonolite Plaster Aggregate by asking your lumber and building material dealer for a demonstration now! See for yourself how this sensational plaster aggregate saves and better satisfies customers by resisting cracks and chips.



**ZONOLITE  
COMPANY**

Dept. AB-108  
135 S. LA SALLE ST.  
CHICAGO 3, ILL.

Zonolite Company  
Dept. AB-108, 135 S. La Salle Street  
Chicago 3, Illinois  
Please send me free *all* the facts about Zonolite Plaster Aggregate.

Name .....

Address .....

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

\* Zonolite is the registered trademark of Zonolite Company.

**OVER-THE-TOP**  
(TAKES UP HALF THE SPACE)

**COMPLETE DOOR UNITS  
LIFT AUTOMATICALLY!**

**AVAILABLE IN 4 SIZES  
with  
WOOD OR ALUMINUM DOORS**

● No tugging or lifting is necessary to raise "Over-the-Top"-equipped doors. They're designed to open automatically with a simple turn of the key in the lock. Such convenience of operation — at a surprisingly low cost — is a real selling point with customers. "Over-the-Top" Complete Units are convenient to order, too. They are available from stock in 4 standard size openings in either wood or aluminum door models. (See specifications below). "Over-the-Top" Equipment is available also for mill or custom built doors of any size and weight. Write today for full information.

**SPECIFICATIONS**

WOOD DOORS			ALUMINUM DOORS		
No. 10	8' Wide	7' High	No. 17	8' Wide	7' High
No. 7	8' Wide	6'6" High	No. 870	8' Wide	7'6" High
No. 19	9' Wide	7' High	No. 880	8' Wide	8' High
No. 21	16' Wide	7' High	No. 890	16' Wide	7' High

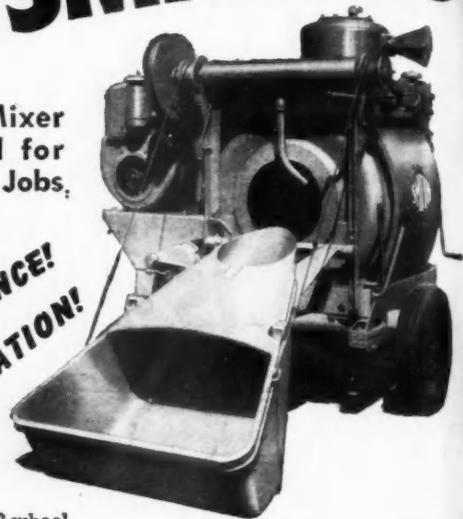
**FRANTZ**  
GUARANTEED BUILDERS HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

*New* **SMITH 6-S**

Just the Mixer  
You Need for  
Your Small Jobs.

- SPEED!
- BALANCE!
- EASY OPERATION!



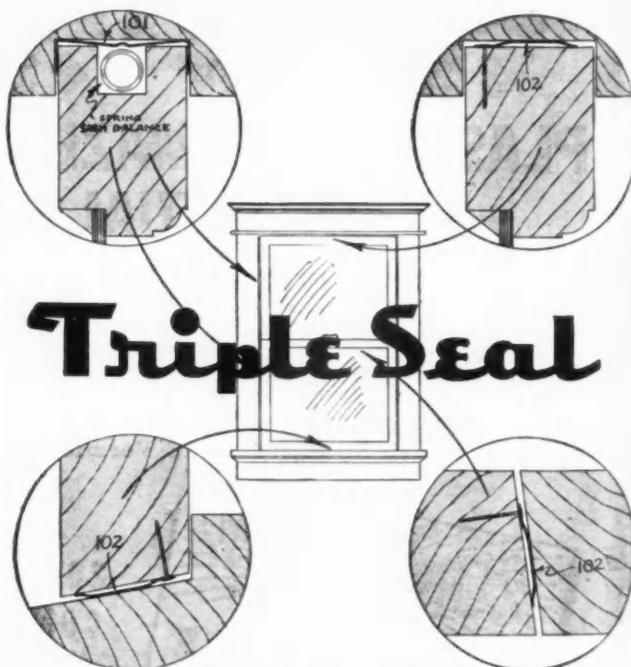
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# THE UNIVERSAL 'JEEP' SPEEDS UP CONSTRUCTION



"I don't know how we'd get along without our 'Jeep,'" says Lee Shrewsbury, of Schneider & Shrewsbury, Toledo construction firm. Here their "Jeep" is, taking cement blocks in from the street, across a muddy, churned-up building site.

## It's the all-purpose vehicle for builders and contractors

You can't beat the "Jeep" for real help on construction jobs. It negotiates muddy, churned-up building sites—saves time in scouting around the project, takes tools and materials right where they are needed. It has 4-wheel drive for heavy going or off-the-road travel; uses 2-wheel drive on street or highway. With three power-take-off points that operate many types of equipment, the "Jeep" serves as a mobile power unit that always gets to the job. This versatile, all-purpose vehicle is doing a hundred different kinds of work for builders and contractors everywhere. See it today.



Howard Schneider, Shrewsbury's partner, says, "Our 'Jeep' is never idle. We use it for digging, grading and cleaning up after jobs, as well as a pick-up and tow truck. We often carry loads of 1200 lbs. or pull trailers of 2 1/2 tons."

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# YOUNG Presents... a New CABINET UNIT HEATER



Young Cabinet Unit Heater, Style "A," available from stock.

## UNIT HEATER PERFORMANCE Plus ATTRACTIVE CABINET STYLES

Get the efficiency of forced air circulation and the beauty of modern, floor-level cabinet designs . . . specify the new Young Cabinet Unit Heaters. Large heating capacity and trim appearance make these Units particularly adapted for installations in foyers, hallways, recreation halls, auditoriums and commercial buildings. Here are a few Young features: (1) Streamlined sheet steel cabinets, reinforced for extra stiffness and durability; (2) knockouts for piping from the ends where desired; (3) accessories for floor, wall or ceiling mounting; (4) non-ferrous tubes and fins . . . tubes rolled into gray-iron header castings, assure low pressure drop; (5) coil may be pitched in either direction; (6) air chamber and vent for hot water systems; (7) silent operating, removable blower assembly; (8) three cabinet styles for any application. Write for free Catalog No. 6548.

## YOUNG Offers a Complete Line of UNIT HEATERS



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For factories, warehouses, storerooms, garages, basement areas, etc. Fourteen models in wide range of capacities. Non-ferrous cores; heavy sheet metal casings.

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For extremely large areas. Capacities from 109,000 to 1,047,000 Btu per hr at standard conditions. For horizontal ceiling, floor or vertical wall mounting.

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# HOPE'S Lok'd Bar FACTORY SASH

1818 The Name Guarantees 1948



Jaegar Machine Plant, Columbus, Ohio A. F. Tynan, Arch't

HOPE'S LOK'D BAR FACTORY SASH are distinguished from ordinary light weight sash by the exclusive Lok'd Bar Joint.

Vertical sash bars are bulb tee sections, heavier and more rigid, with greater strength in proportion to the weight of their metal.

The horizontal muntins are threaded thru the vertical bars in a firm mechanical union, giving Lok'd Bar Sash double the strength of conventional factory sash, and assuring longer life and freedom from upkeep trouble and expense.

Ventilators, either pivoted or projected, are complete units solid welded at the corners with weathering flanges rolled in one piece with the section. There are no applied strips to rust or work loose.

Write for the Lok'd Bar Catalog;  
details are shown by full-scale drawings

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Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE  
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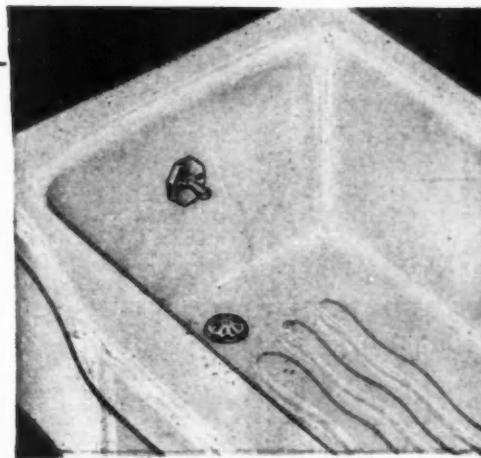
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*Don't have a fit... have a perfect fit with BRIGGS!*

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This crisis could never come about on a Briggs Beautyware installation. All goes smoothly when you're handling this modern die-formed steel bathtub for, when you specify a 5' Briggs tub, you can be sure it is exactly 60" long. Briggs is the bathtub that eliminates the problem of leaks at tub-wall line (integral lip flange makes it leakproof) . . . and banishes the labor of lifting (weighs only 110 pounds). It's the tub that's furnished in luxurious stainproof (acid resistant) porcelain enamel at no *extra cost!* That tells you why Briggs Beautyware—with its top quality, moderate price, and revolutionary features—is today's best buy in plumbing fixtures. Write now for new catalog featuring Briggs plumbing fixtures and Briggs brass. Briggs Manufacturing Co., 3025J Miller Ave., Detroit 11, Michigan.



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Briggs Beautyware bathtub is exact in dimensions—die-formed and engineered to permit easy installation. If it's Briggs, it fits! Notice the patented Safety-Bottom, another great Briggs exclusive.



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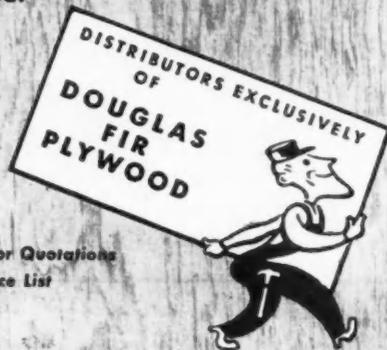
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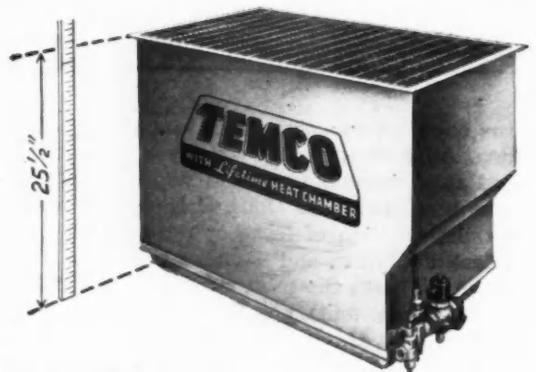
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**12-INCH**  
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*—a rugged, efficient, shop-tested development of the famous DARRA-JAMES '95'.*

Can Be Converted for Use With  
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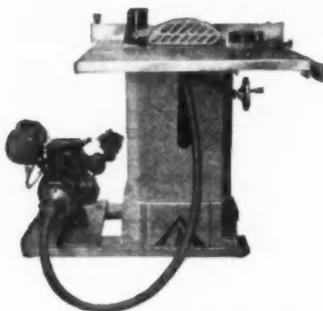
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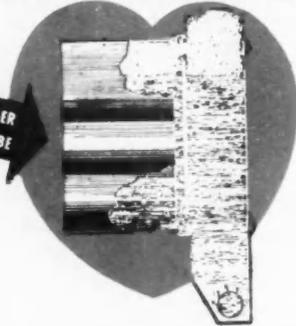
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*A Complete Shop in Itself!*

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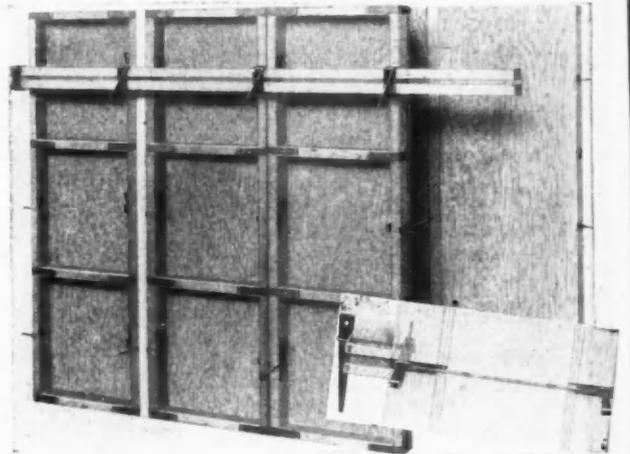
The BEAVER will make every cut necessary in building a house

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● Right with traditional, right with ultra-modern—the broad Crane line has a style for every taste.

Right for price, too—Crane offers a choice for every building budget.

And right with *your customers and prospects*—that's been proved time and again in nation-wide surveys.

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**NO SPACE LOST...** *in this kitchen every detail works to conserve space, from the double-basin Kitchen Pride Sink to the novel telescoping table.*

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PLUMBING AND HEATING  
VALVES • FITTINGS • PIPE

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# HOMASOTE gets a letter

Long Branch, New Jersey  
October 22, 1947.

President  
Homasote Company  
Fernwood Road  
Trenton, New Jersey  
Dear Sir: —

I am one of 56 men who constructed and then lived in the Byrd Expedition buildings (at Little America, Antarctica for over a year in 1934-35) which were assembled from Homasote lined sections left over from the establishment of the first Little America in 1929. These sections were already the veterans of five years' storage in damp New Zealand warehouses, but were still so strong and easy to saw, fit, and assemble that we were considerably surprised. But when we had dug down to the old camp and found also that the Homasote in the original buildings was in perfect condition after one year of soaking in melted snow (1929-30) and five years under the terrific pressure of 20 feet of ice, we were completely sold. When other wallboards would have pulped, cracked or dissolved, Homasote remained firm and trustworthy insulation against blizzards and temperatures to minus 75!

I am not in the habit of using my few leisure hours to throw bouquets, I have too much to do, but I feel that merit deserves reward, so here goes — believe it or not, the above remarks are paled into obscurity by my present opinion of your fine product. When, as a technical observer, on the recently concluded Navy "Operation Highjump", I was one of the few who were privileged to dig down 12 feet to our old home 10 miles from the newest camp-site. I found the 18 year old Homasote in the walls and ceilings of the "Messhall" and "Science Lab" (the only buildings we could reach) absolutely unharmed by time, water, or cold. Hundreds of tons of ice had forced up the wood floors and pushed down the ceilings until they met in the center of the rooms, and puddles of ice everywhere evidenced the repeated freezing and thawing of the many seasons, but the walls were straight, unbuckled and scarcely stained.

Later, when our Expedition was leaving for its return to the States (February, 1947) and I had occasion to make one last run to the old camp to mark the entrances against the future, I hacked out a piece of the messhall wall to send to you for analysis. I am mailing it to you for whatever purpose you may wish to use it, and if you ever want me to convince some doubting customer of yours, just lead me to him. At least I can assure you that when at last I build the home I've been planning throughout several years of roaming the world, the insulation will emphatically be Homasote.

Yours sincerely,

*Amory H. Waite, Jr.*

Amory H. Waite, Jr.  
Radio Engineer  
BAE II 1934-35 and 1946-47

P.S. I forgot one item. When I was carrying your specimen up the rope ladder from the whaleboat to the ship, it fell out of my pack and drifted away to sea. To my amazement its generation-old waterproofing qualities were still intact for it kept floating! Another boat speared it with a boat hook an hour later and returned it to me, punctured, but still definitely useable wallboard. The hole, therefore, is a badge of honor rather than a defect.

AHW



in BIG SHEETS up to 8' x 14'

HOMASOTE COMPANY, Trenton 3, N. J.

Easy to Install  
Economical to use  
Profitable to handle



**CALDWELL**  
Clock-Spring  
Adjustable  
**SASH**  
**BALANCES**

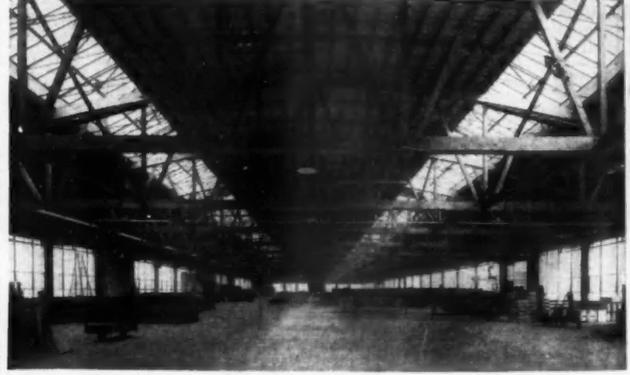
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There is a Caldwell Sash Balance for every type of window, for all sash weighing from 4 to 105 pounds. Write today for catalogue and information that will help your building equipment sales.

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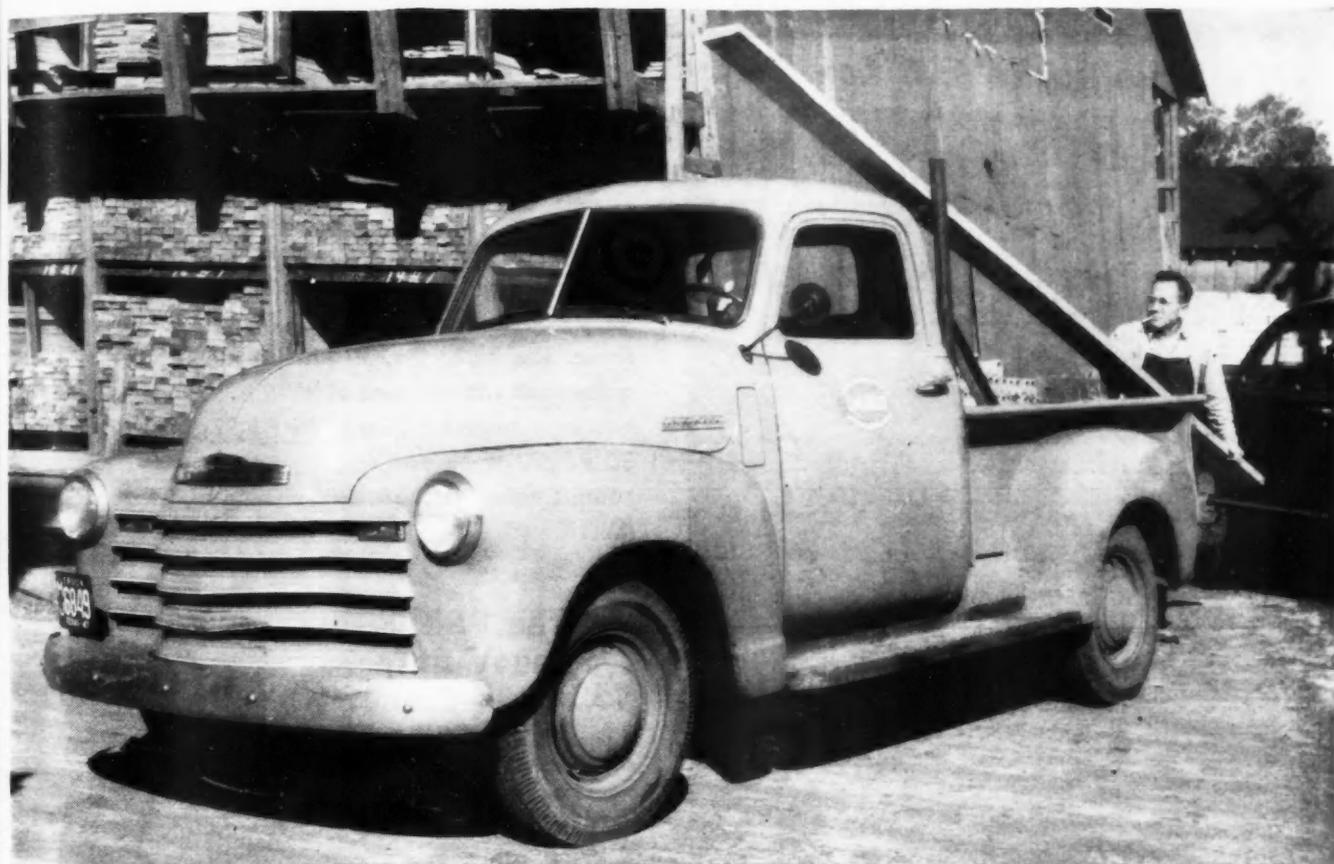
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## 3-WAY WINNERS When It Comes To Value... ADVANCE-DESIGN CHEVROLET TRUCKS

When it comes to value you're leading the way when you're at the wheel of a new Chevrolet truck. And why? Because in these trucks there are all of the finer, future-type features that Advance-Design brings you *plus* the pace-setting premiums of Chevrolet's 3-way thrift—the *triple* economy of low operating costs, low up-keep costs and the *lowest list prices in the volume field!* See your Chevrolet dealer.

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A steering column gearshift in models with 3-speed transmissions provides greater driving ease and convenience.

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A feature that offers new clear floor area, safety and efficiency in models with 3-speed transmissions.

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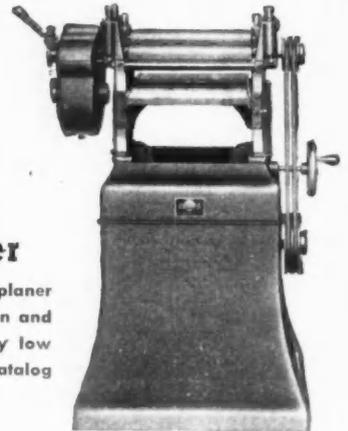


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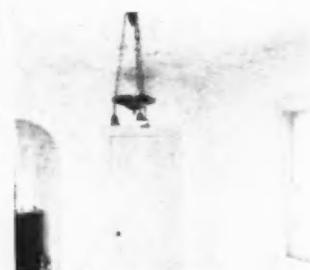
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If you build to order, these same extras will protect your reputation as a builder... mean satisfied customers for years to come. Your clients will get added enjoyment during their occupancy and be assured of higher resale value, if they choose to sell.

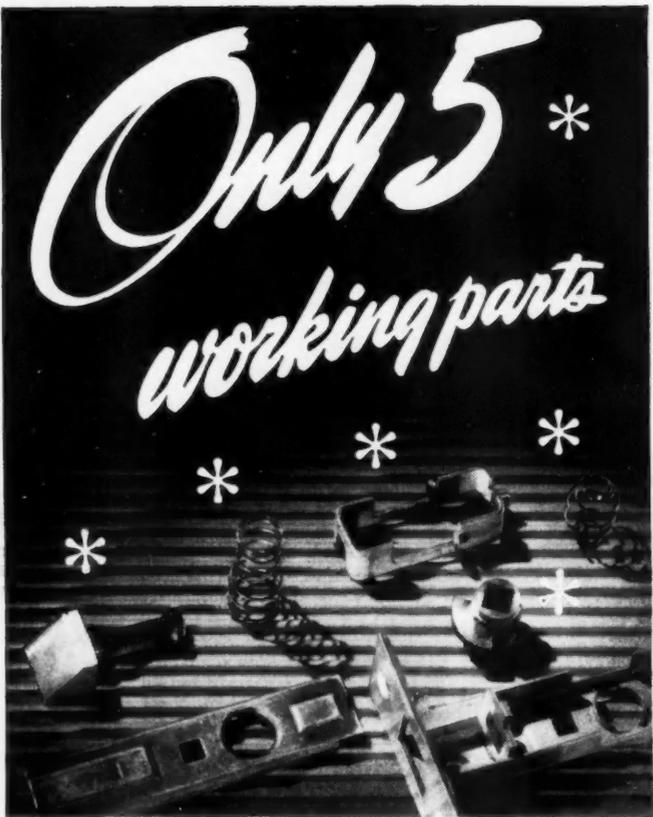
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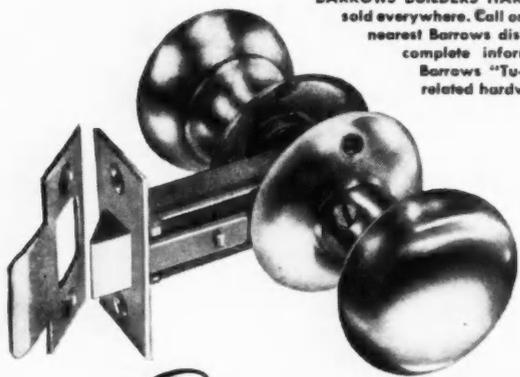


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\* Fewer parts in Tubulars mean better performance and longer life. Barrows' new "Tu-Bors" use only five working parts in the standard latch, yet have double compression spring action for smoother, more precise operation. All parts are made of basic materials—latch bolts and hubs of solid bronze, cases and other parts of tough, long-lasting cadmium plated steel. "Tu-Bors" are unbeatable for fast installation, and are available in simplified push-button locksets as well as in interior and closet latchsets. All of this *plus* BARROWS' beautiful trim designs which are the sales clinchers that move merchandise and pile up profits for Barrows Dealers!

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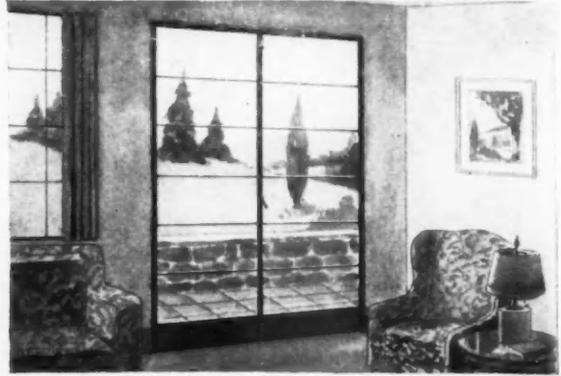
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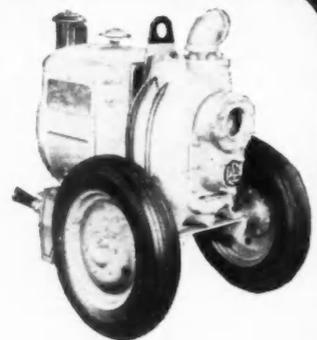
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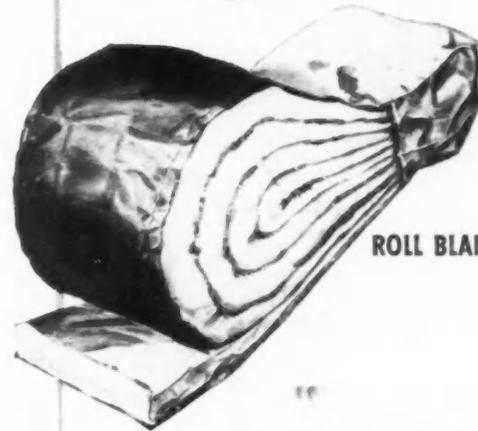
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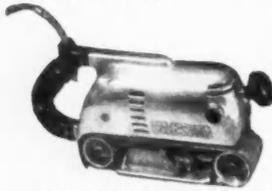
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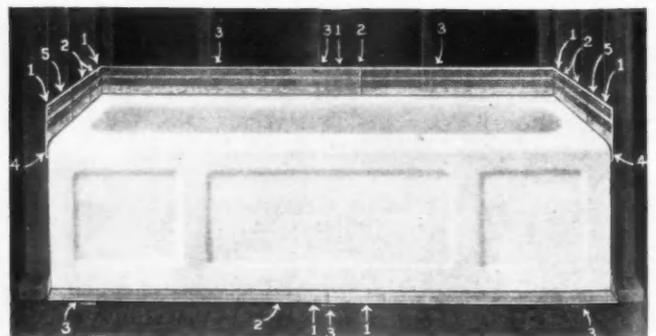
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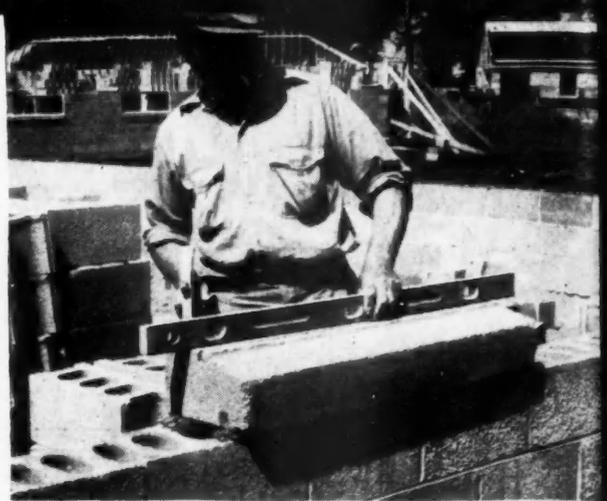
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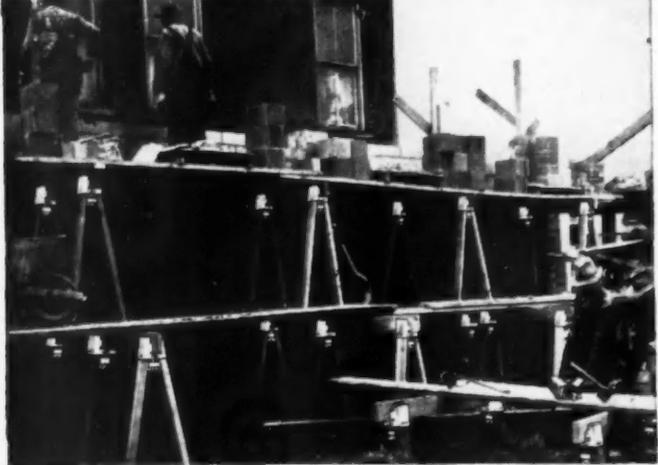
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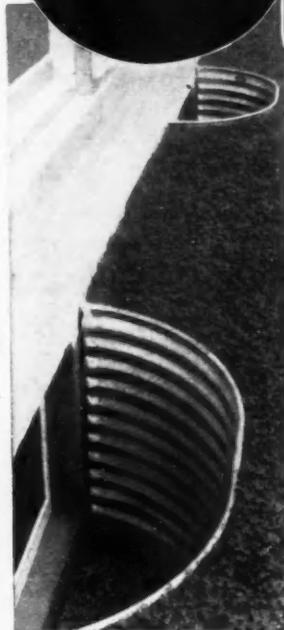
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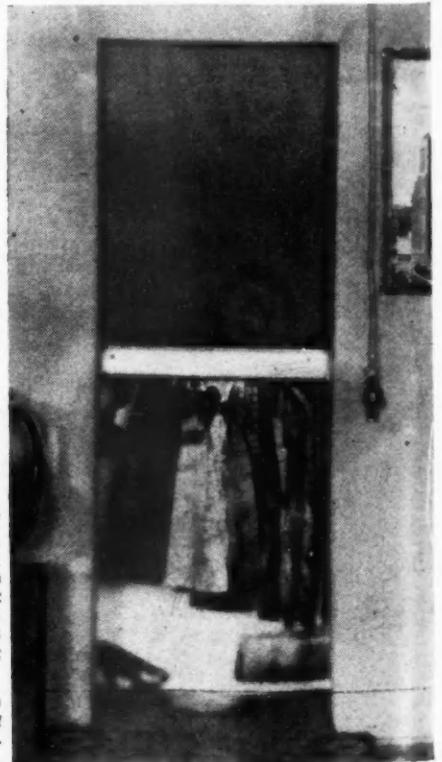
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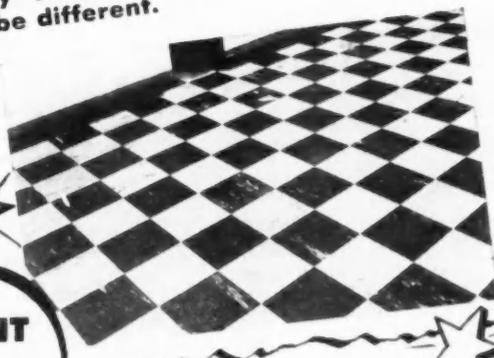


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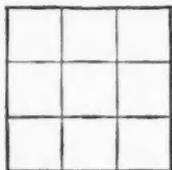
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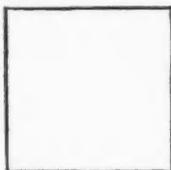


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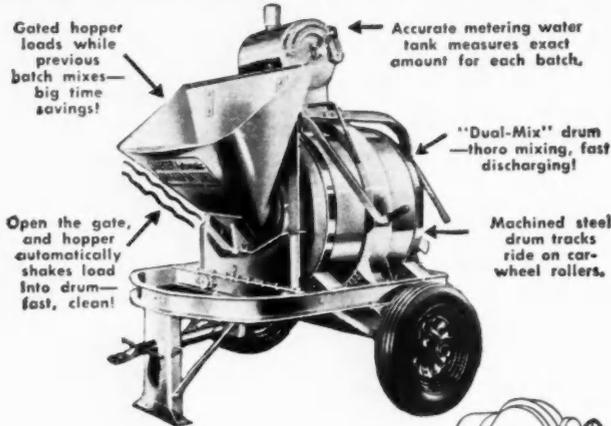
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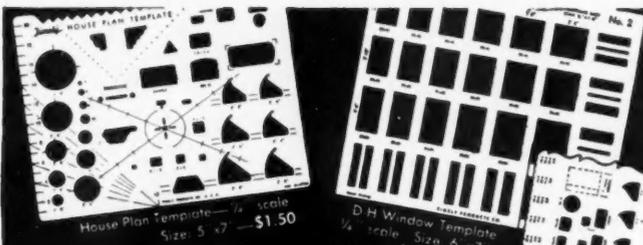


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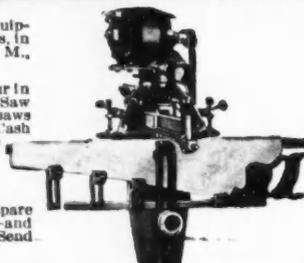
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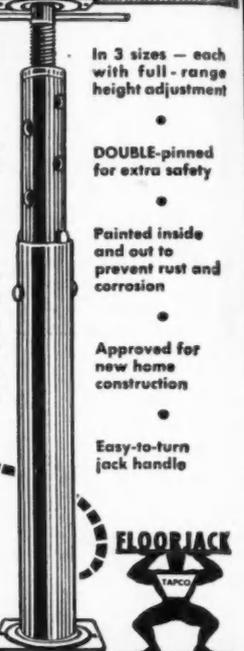
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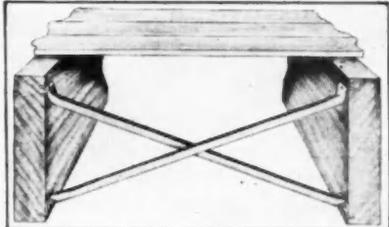


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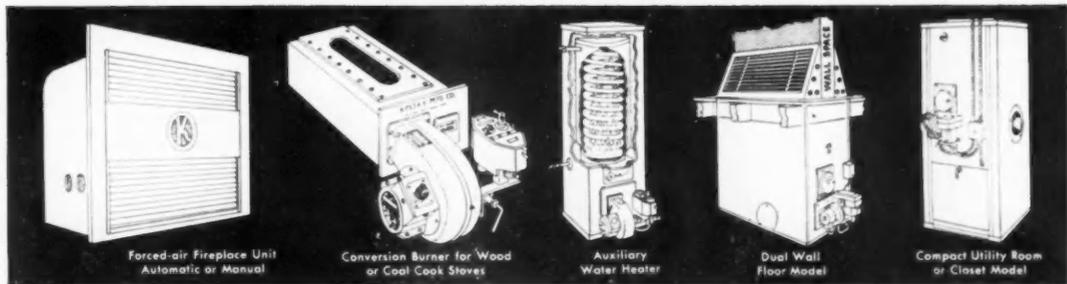
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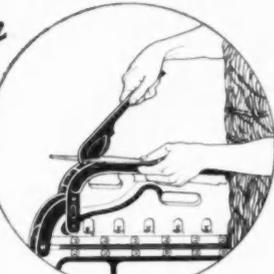
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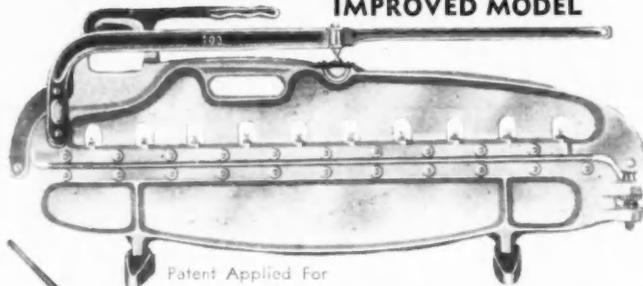


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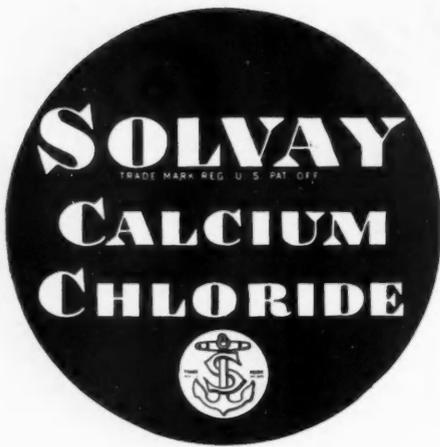
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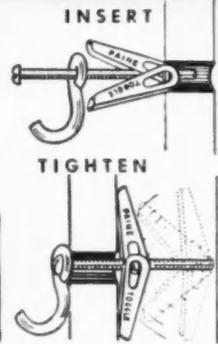
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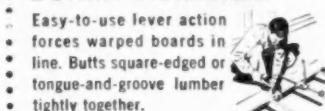
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