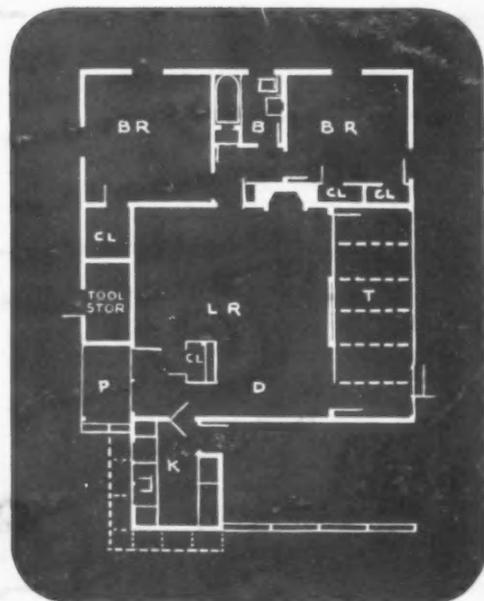
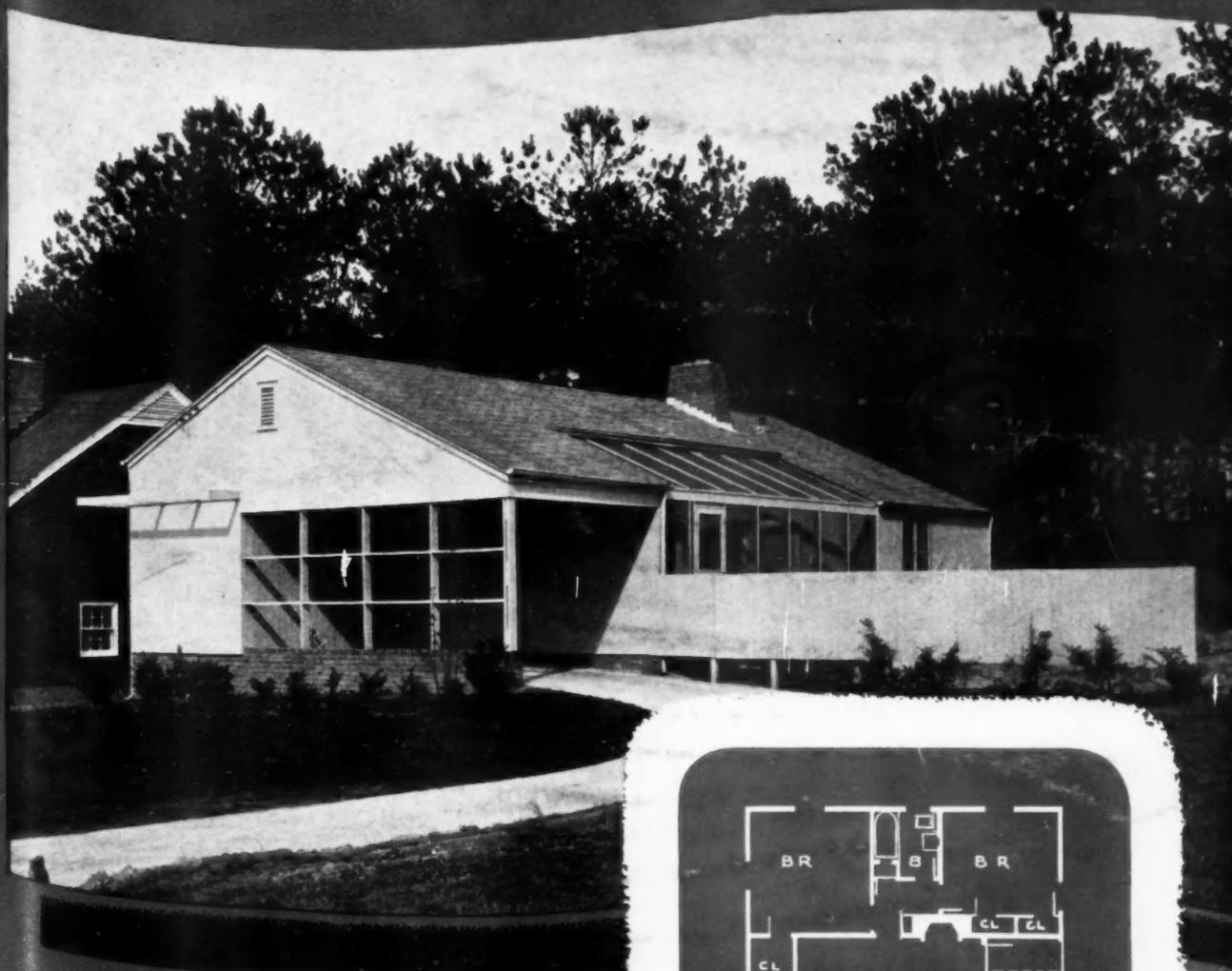


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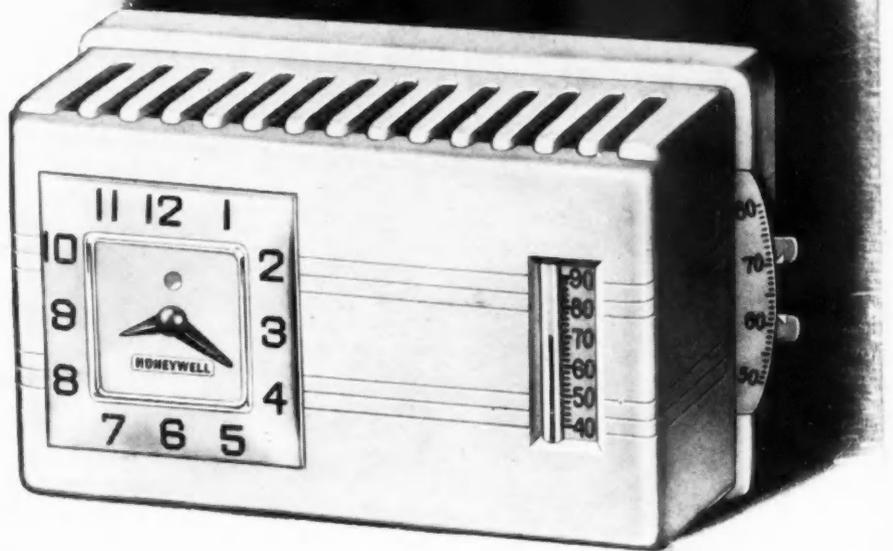
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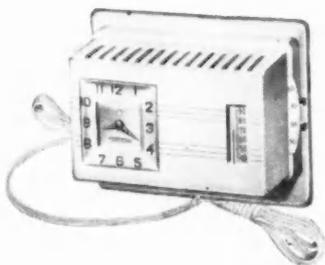
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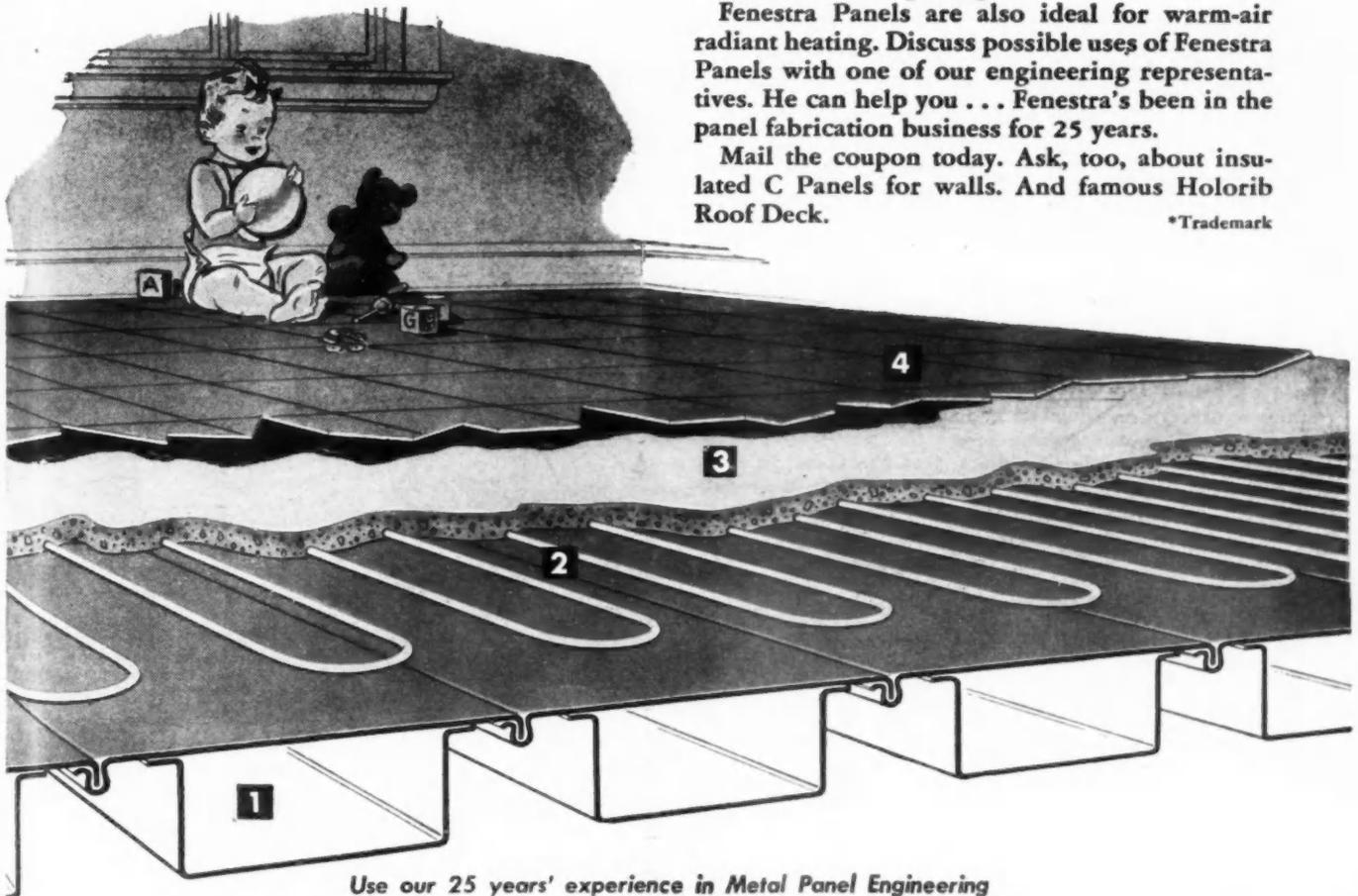
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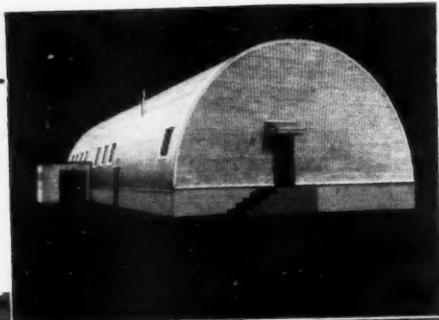
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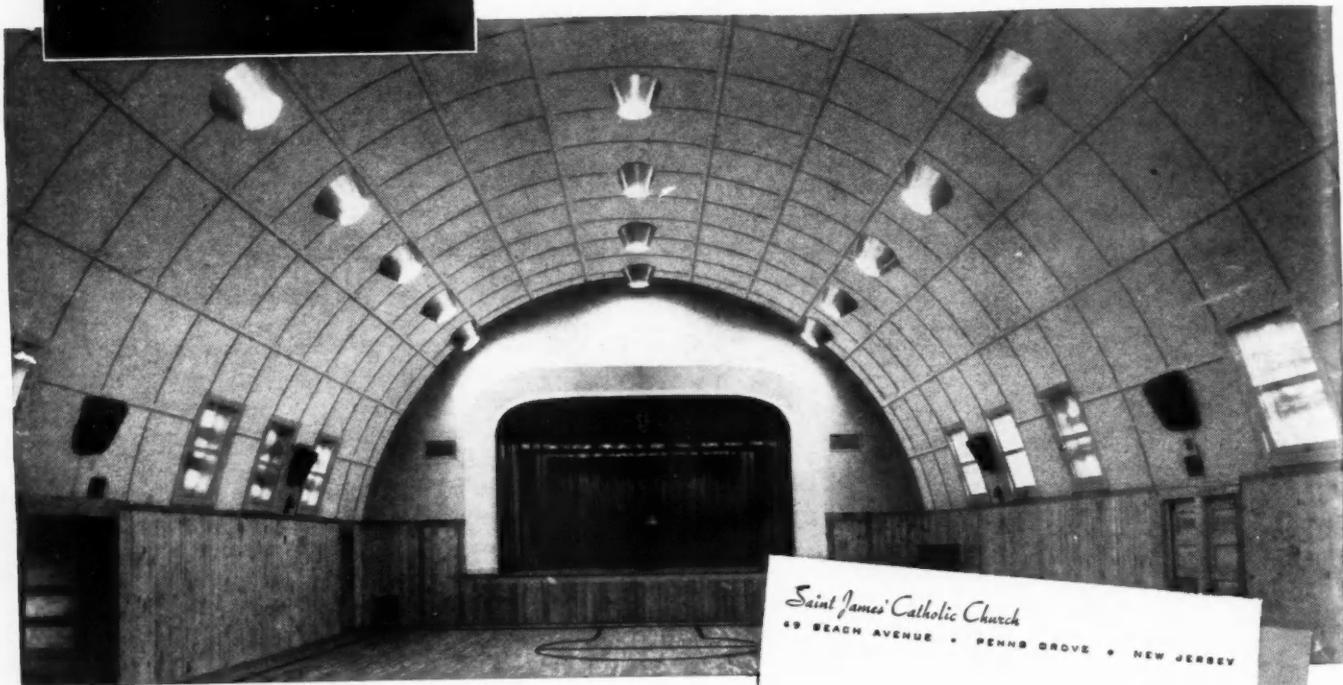
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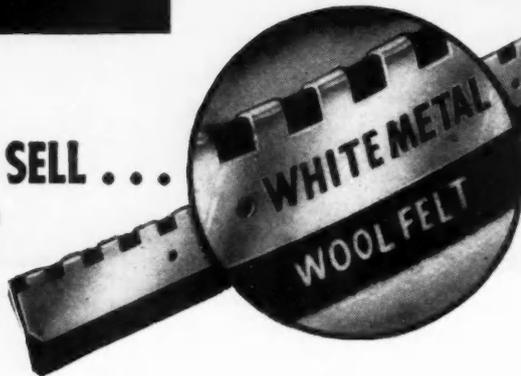
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Publisher's Page



Abolish Labor Union Monopolies

THE monopolies now possessed and abused by such leaders of labor unions as John L. Lewis are not only a menace to the nation, but their existence is entirely contrary to what has been one of the most important traditions and principles of the American system from its inception. As Felix Morley says in his recent book, "The Power in the People," "The form of the American Republic is directed against monopoly of any kind—social, religious, political or economic."

It was plainly intended by those who framed and adopted the Federal Constitution that it should prevent great concentrations of power anywhere and for any purpose. Lord Acton later expressed a view which influenced the makers of the Constitution more perhaps than any other consideration when he said, "Great power always corrupts; absolute power corrupts absolutely."

In view of the opposition to almost every form of monopoly that the American people always have shown, it is an amazing paradox that they regard apparently with good-natured tolerance or helplessness such possession and abuse of power by leaders of labor unions as are typified by Lewis' restriction of working time in the coal mines to three days a week. The purpose and effect of Lewis' action are plain and not denied. It is intended to restrict the production, transportation and storing of coal. This will increase the labor union's strength in bargaining with the mine operators regarding wages, working conditions, pensions and so on. It will also help maintain the prices that the mine operators can exact from

consumers, both industrial and domestic. To whatever extent it contributes toward maintaining the prices of coal paid by industry it will maintain costs of production in all industries and the prices that all industries will charge consumers for their products. Also, consumers will be bilked by the higher prices for the coal used for keeping their homes warm and cooking their food.

The operators of the mines, by making and carrying out an agreement, could cause the restriction of the production of coal and the increase in its price being caused by the miners' union under Lewis' dictation. But such action by the operators would be in criminal violation of the Federal anti-trust law and would be stopped or prevented by the first Federal court to which the Department of Justice applied for an injunction.

Formerly, the anti-trust laws forbade all combinations, conspiracies and acts in restraint of trade or commerce. The restriction of coal mining to three days a week probably is more plainly, openly, and defiantly in restraint of trade and commerce than any other action ever taken in the history of this country. Why, then, does not the government proceed under the anti-trust law to stop it? Because, beginning with passage of the Norris-LaGuardia Act in 1932, Congress has expressly exempted labor unions from the anti-trust act. This has enabled all the more important labor unions to acquire nation-wide monopolies in their fields and to become by far the most powerful private organizations that ever existed in the United States. And the

concentration of the power of these organizations in the hands of their leaders has made their leaders the most powerful men in the nation, inside or outside of government. Nobody inside or outside of government excepting John L. Lewis could restrict production in the coal mines to three days a week.

If this power of monopoly now possessed by labor union leaders is not soon destroyed by government it will be so used and abused as to destroy the American government and the American economy. For the labor union leaders do not use it merely for economic purposes. They use it also for political purposes—i.e., to control the votes of their members, and thereby to determine who shall be elected to public office and the policies of government that shall be adopted. Striking illustration is afforded by the way they are raising money and otherwise preparing to try to defeat Senator Taft for re-election in Ohio in 1950, because of his leadership in behalf of the Taft-Hartley Act and his opposition to most socialistic policies—but, unfortunately, not to socialistic housing legislation.

The monopoly power of the labor unions and their leaders could be destroyed by legislation making the anti-trust law as applicable to them as to business. And why not? Are the one-fourth of the people who work that belong to labor unions the only smart people in the country and the other three-fourths who work such ignoramuses, idiots and cowards that they don't know what is going on, don't know their own selfish interest, don't know how to protect themselves, or are afraid to try?

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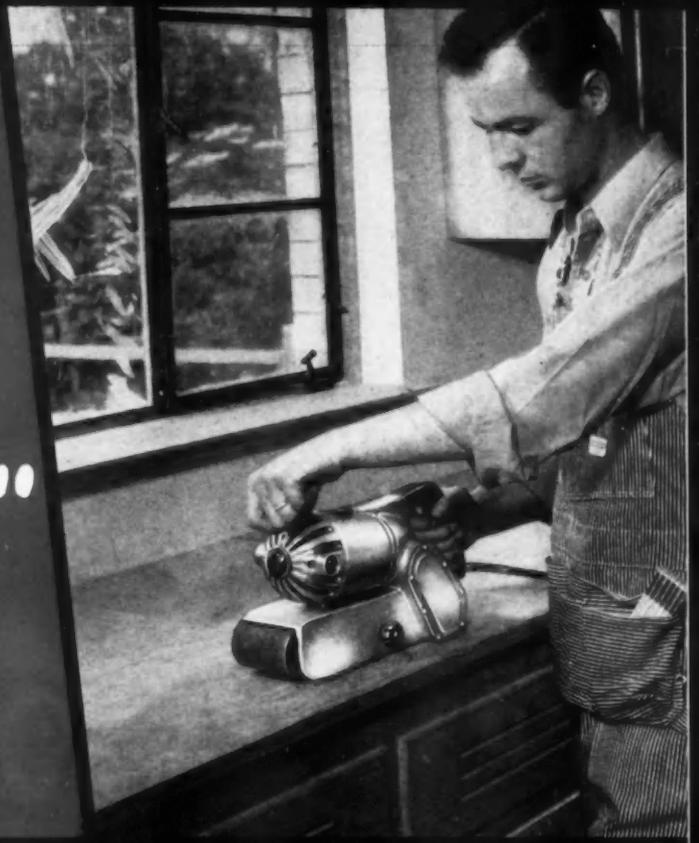


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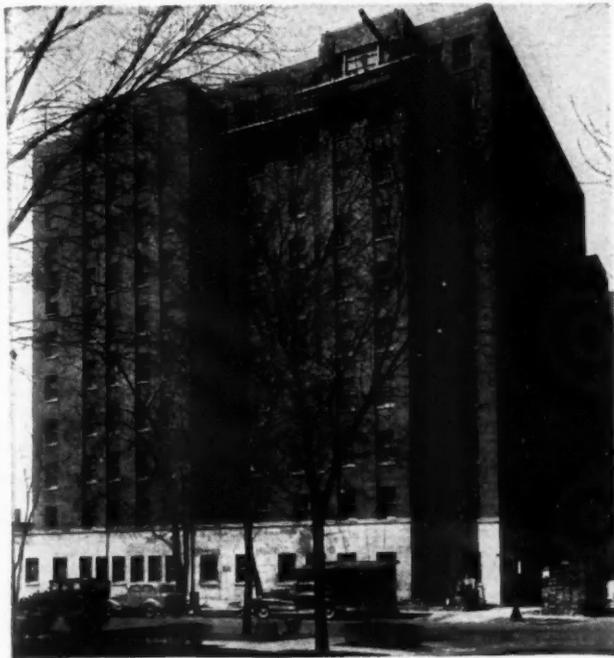
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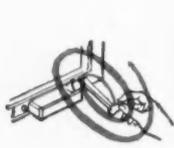
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2414 R/L



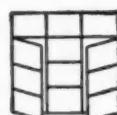
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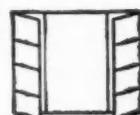
2423



3424



3423



4424

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THE NEW, LOW-COST



DeWALT GW
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PORTABLE SAW-SHOP

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Royal Barry Wills, Boston, Mass., Architect

TELEPHONE RACEWAYS BECOME A NEW ENGLAND TRADITION

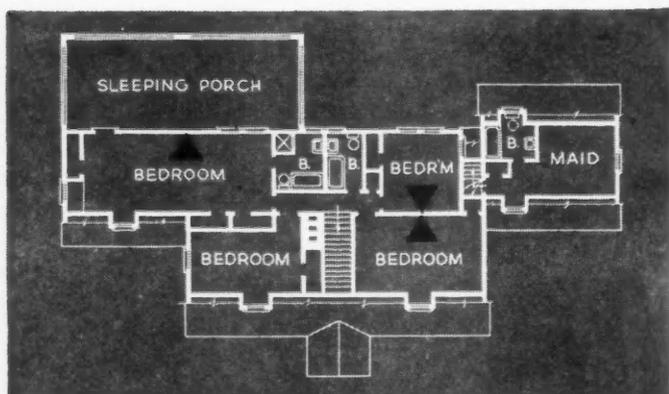
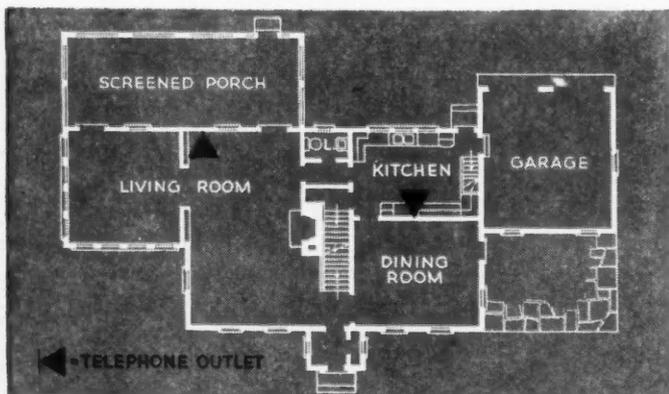
You wouldn't think of designing or building a house today with electric wires and water pipes exposed. It's just as important to conceal telephone wires.

Telephone raceways are easily installed during construction. A few lengths of pipe or tubing will carry telephone wires inside the walls to neat, convenient telephone outlets. They help to protect the interior beauty when telephones are installed, and assure the home owner of modern telephone facilities.

Your Bell Telephone Company will be glad to co-operate in planning telephone raceway systems. Just call your nearest Telephone Business Office and ask for "Architects and Builders Service."

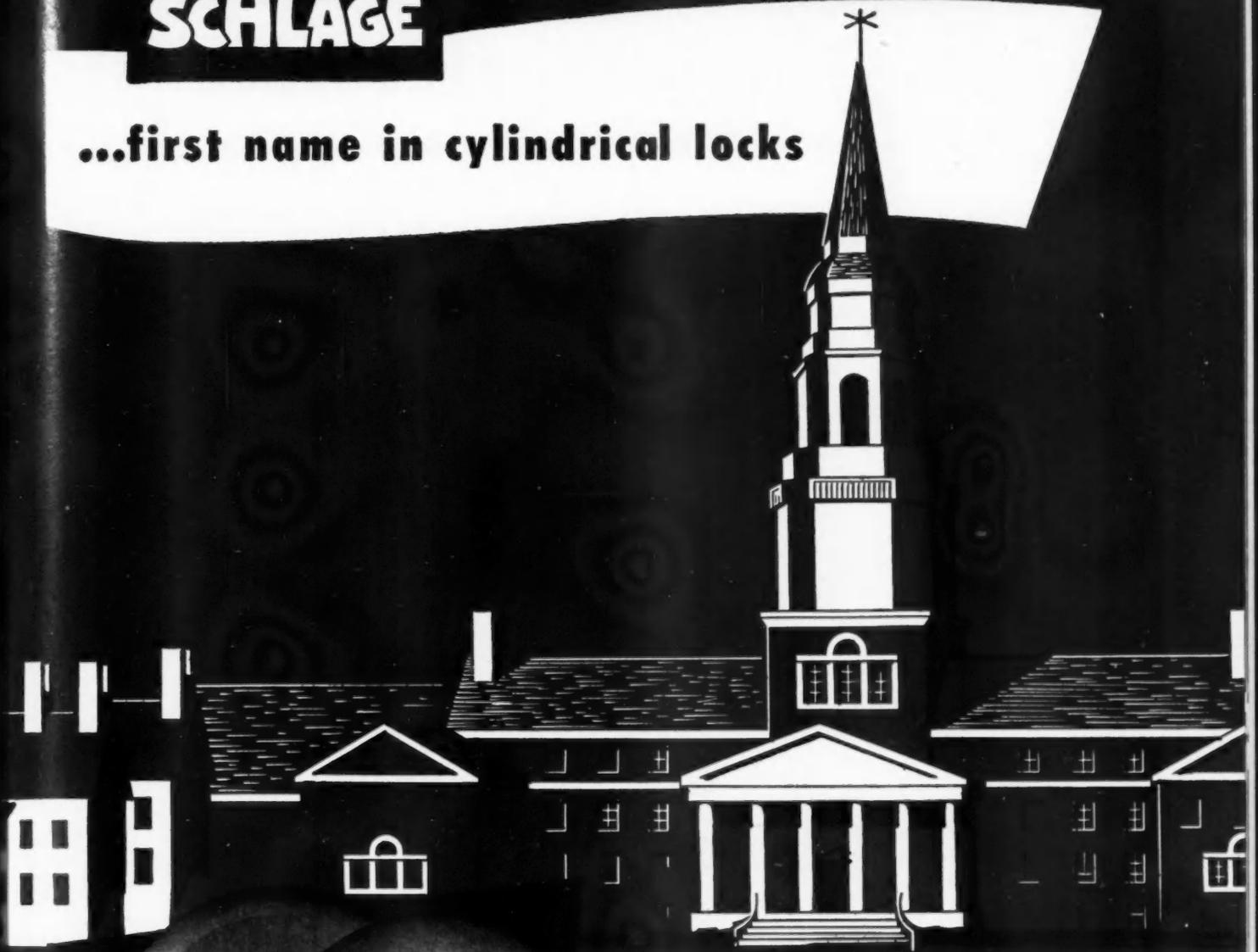


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...first name in cylindrical locks



Plymouth Design

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10,000 roofs in Levittown... and every one is **ASPHALT!**

There's simple logic in the fact that Levitt and Sons chose asphalt shingles, 100%, for their homes in Levittown, Long Island. "If asphalt shingles are the best buy for one house, why not for a thousand?"

The advantages of asphalt shingles are basic, one house or a thousand. Asphalt shingles are economical—low in first cost, low in cost per year. They're easy to apply, easy to maintain. They're colorful—available in a variety of tasteful colors that complement the colors of each individual house and contrast pleasingly with

its neighbors. Asphalt shingles are attractive—with clean lines and patterns, at home with any style, any size home. They're weather resistant—built to take the punishment of sun, wind, rain, and sleet. They're fire-resistant—coated with mineral granules that will resist sparks and flying embers.

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who designed all buildings in Levittown.

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When you use Bruce Hardwood Floors you give owners a definite plus value that makes your homes sell faster. You give them dependable, recognized quality that results from Bruce's 35 years of flooring experience. You give them style and variety . . . a floor to fit the architecture and construction of your homes. Surveys show that Bruce Hardwood Floors are preferred over all other brands by owners throughout the nation . . . a preference that's being backed by the most powerful advertising campaign ever run on hardwood floors. Write for colorful new literature on the three types of Bruce Floors pictured here.

E. L. BRUCE CO., MEMPHIS, TENN.
World's Largest Maker of Hardwood Floors



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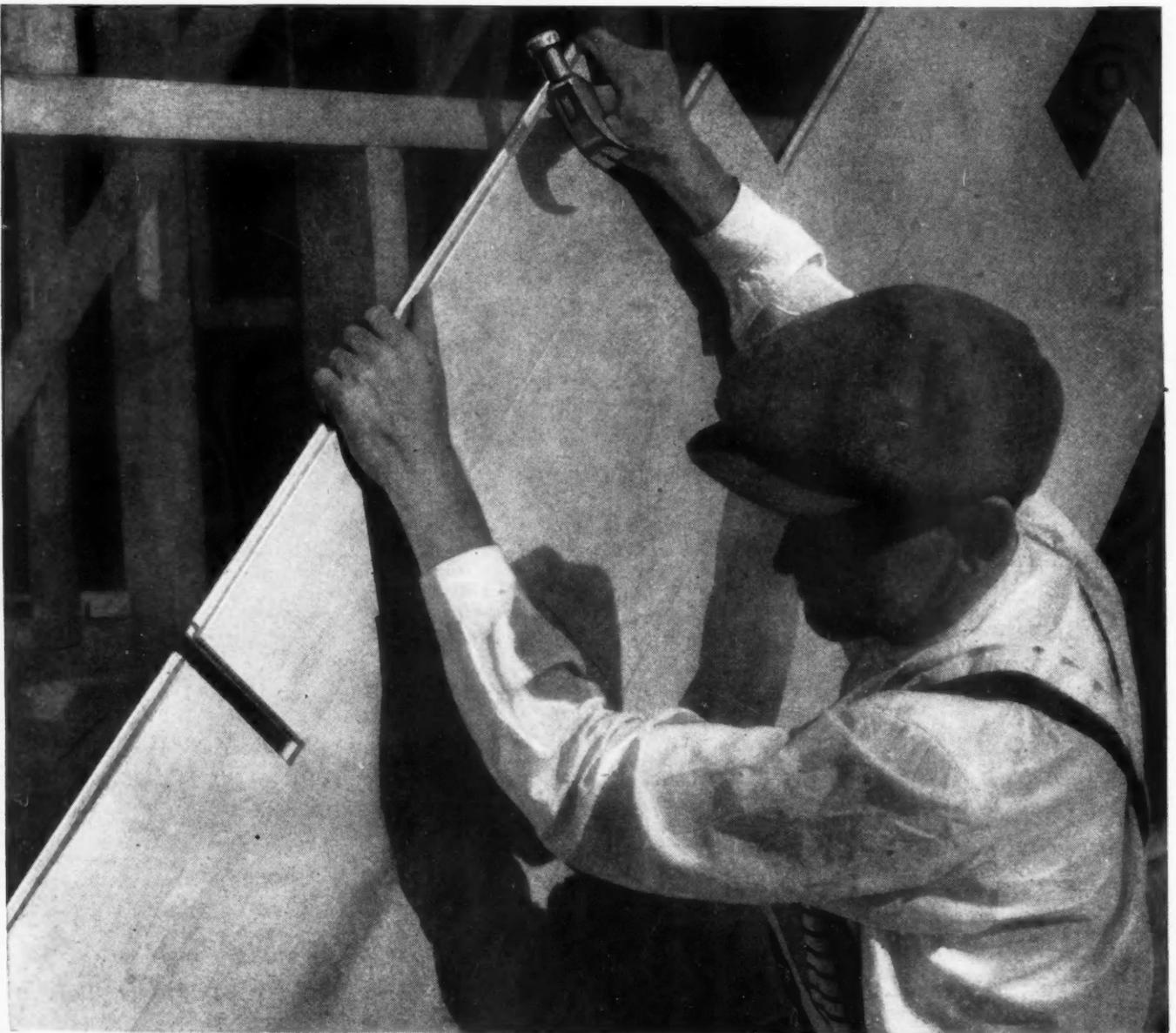


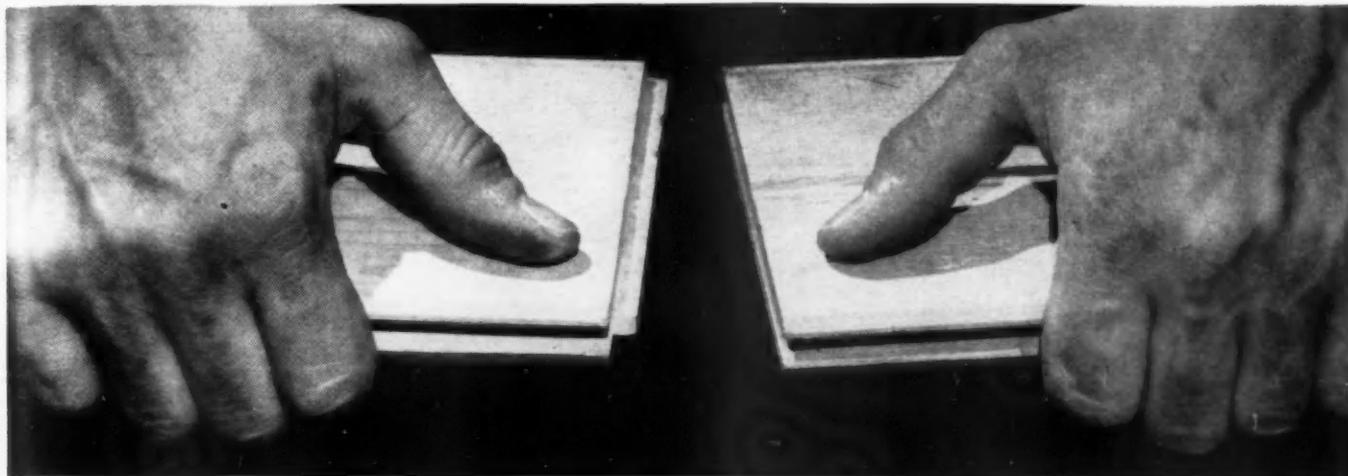
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E END-MATCHED LUMBER

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4-Square End-Matched Lumber is precision manufactured at the mill with the ends and edges tongued and grooved. Locking together at the ends and edges, End-Matched builds up into any width or length, to form smooth, tight, rigid panels of any desired size.

Trimming End-Matched lumber for length is unnecessary. Since the interlocking tongue and groove permits secure joining anywhere in the course it is not necessary to break joints over studs, joists or rafters.

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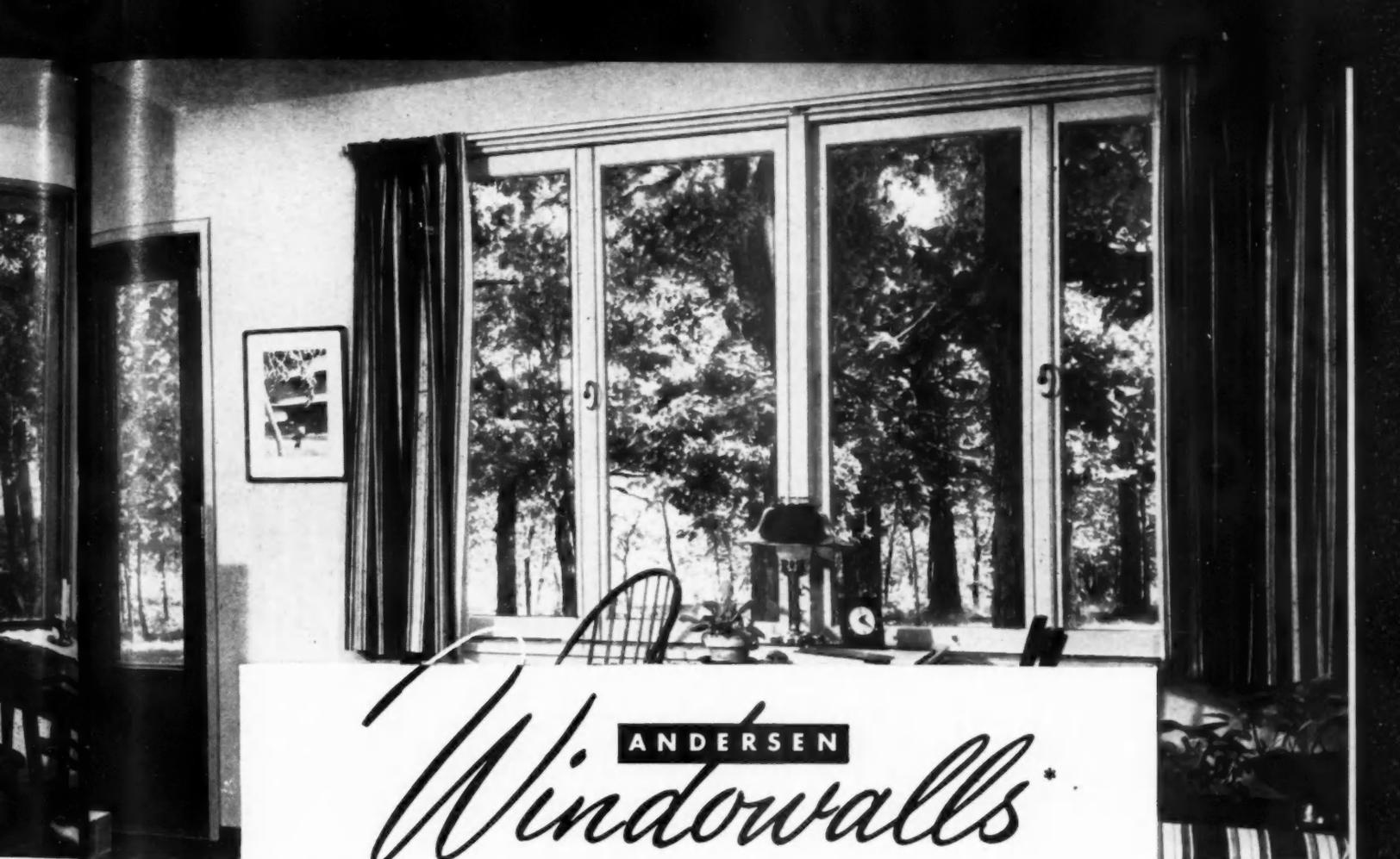
End-Matched is available in various grades and species to meet your requirements for sheathing, siding, flooring, sub-flooring, ceiling and form lumber. Ask your Weyerhaeuser 4-Square Dealer about this modern, improved lumber product which reduces building costs, saves lumber and assures sturdier, tighter construction.

WEYERHAEUSER 4-SQUARE
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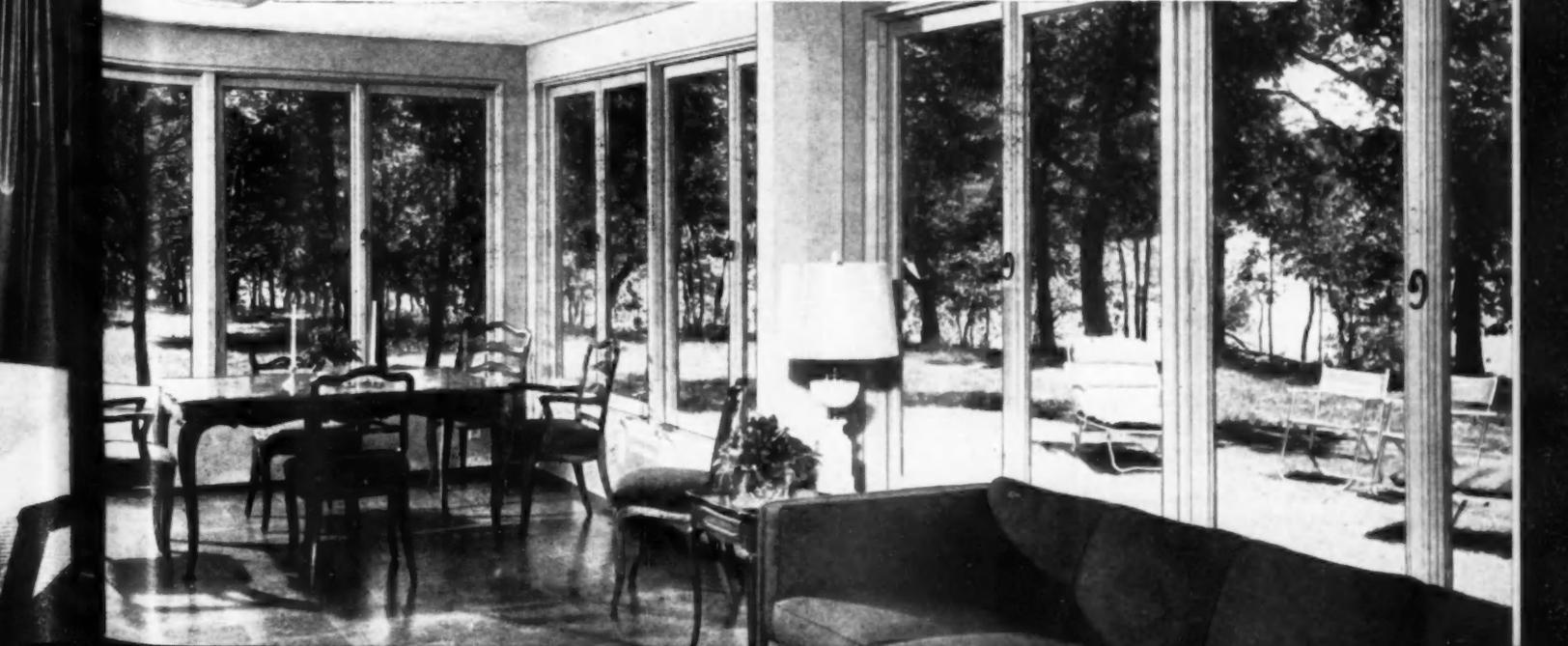
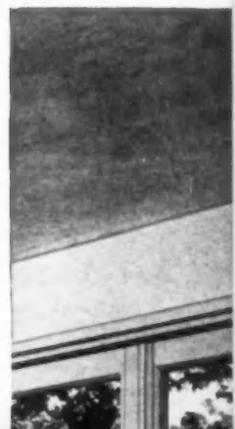
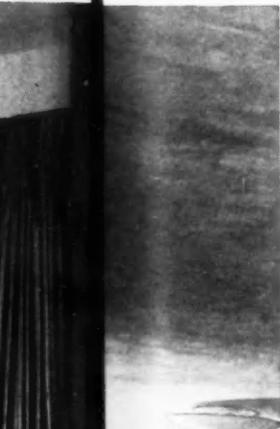
In each room, ANDERSEN WINDOWALLS do their two-fold job: acting as windows by admitting sunlight and fresh air, and framing a view; acting as walls by protecting the home from temperature and weather extremes.

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- Special Trade Contractors, contracting for only such parts of Building Construction as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical, painting, concreting and excavating.

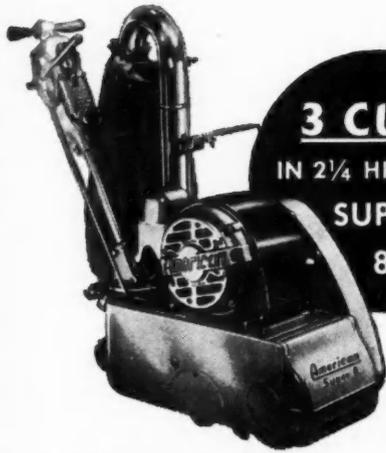
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IN 2¼ HRS. WITH
SUPER
8



Tested on TWIN Bungalows...



1 CUT
IN 2¼ HRS. WITH
STANDARD
8



AMERICAN'S NEW SUPER 8... sands floor MUCH FASTER than STANDARD 8

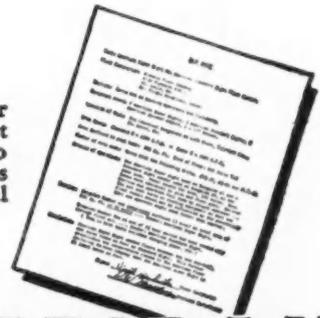
"Wow! That's some speed! That's some cutting!"—these are typical comments of builders and floormen who have seen American's great new Super 8 Floor Sander in action! Many have asked, "How much faster will the Super 8 do a job—compared with the Standard 8?"

To answer this question, a test was recently made in St. Louis, by Mr. Virgil Hendricks, Floor Contractor and owner of the Midwest Floor Company. This company employs 7 men as machine operators and finishers, and owns 2 American Super Eights, 3 American Standard Eights, 5 American Spinner Edgers, and one American 17" DeLuxe Maintenance Machine.

The test was made in two identical bungalows in St. Louis, each having 900 sq. ft. of oak strip T&G flooring. An American Standard 8 with drum speed 1600 RPM was used in one bungalow, and a Super 8 with drum speed 2400 RPM was used in the other. Three cuts were made, using #2½-30, #½-60 and #1/0-80 grits. Power source for both, 220 volts. Neither machine was operated full time by a single operator... the men took turns at running equipment so that the final result would not be influenced by the possibility that one operator might sand faster than another.

RESULTS: Bungalow sanded with Super 8—*completely* surfaced (3 cuts) on total area of 900 sq. ft. in 2¼ hours. Bungalow sanded with Standard 8—at end of 2¼ hour period had been sanded only through first cut. Time in both tests included changing paper. American Super 8 did the job *much faster* than the Standard 8—a real time-saver for you.

Send coupon for complete data sheet on this test... also for more details about the sensational Super 8!



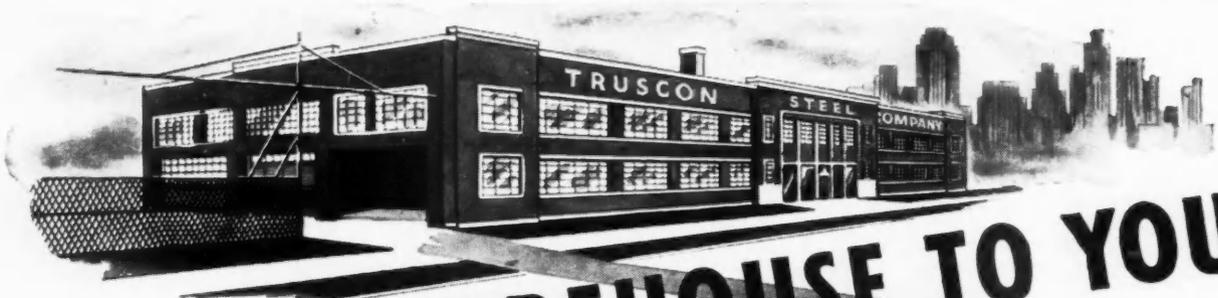
AMERICAN FLOOR MACHINES

The American Floor Surfacing Machine Co.
511 So. St. Clair St., Toledo 3, Ohio

- Please send free description and prices on the new American Super 8 Floor Sander. No obligation.
- Please send data sheet on "Twin Bungalow" test comparing the Super 8 and Standard 8 Floor Sanders.

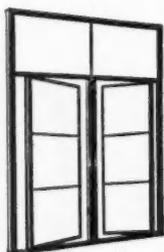
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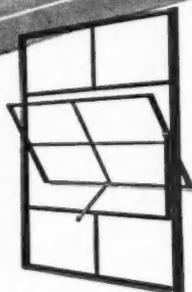
CASEMENT WINDOWS



DOUBLE-HUNG WINDOWS



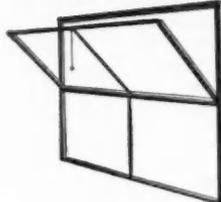
ARCHITECTURAL PROJECTED WINDOWS



PIVOTED WINDOWS



BASEMENT WINDOWS



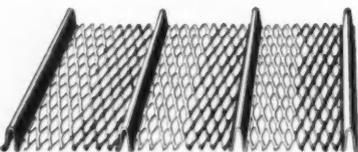
UTILITY WINDOWS



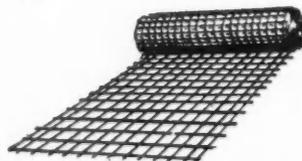
INDUSTRIAL STEEL DOORS



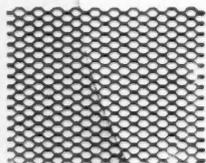
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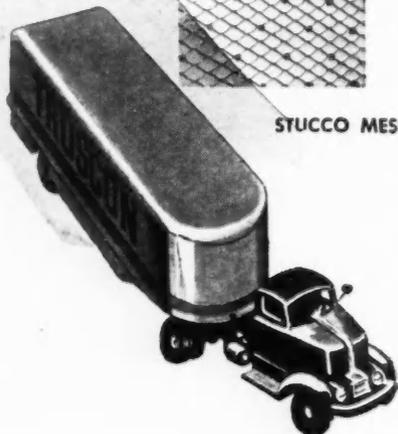
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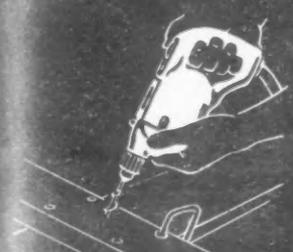
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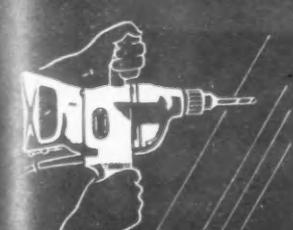
The 1/4" Junior Drill drives twist drills up to 1/4" diam. in steel; wood augers up to 1/2" diam. in hardwood; many abrasive attachments. The 1/2" Junior Drill gives you *double* the 1/4" Junior's capacity in metal and wood, and also drives Hole Saws up to 3 1/2" diam. Other Black & Decker Drills from 1/4" to 1 1/4" capacity in *Standard* and *Heavy-Duty* models. Ask your nearby Black & Decker Distributor for details. Write for free catalog to: THE BLACK & DECKER MFG. CO., 666 Pennsylvania Ave., Towson 4, Maryland.



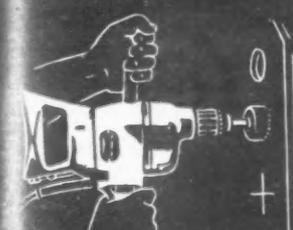
Drilling lead holes for screws



Driving auger bits up to 1/2"



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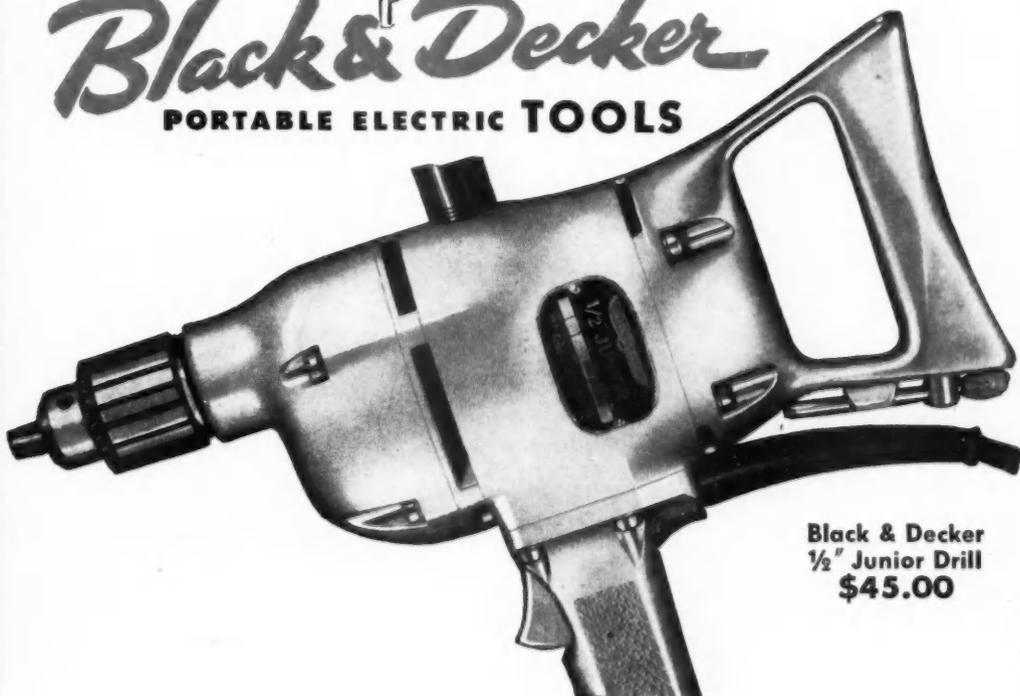


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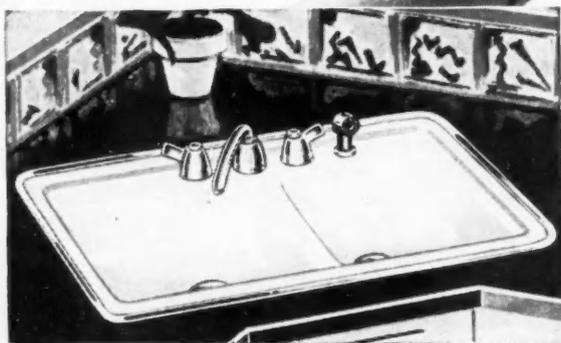


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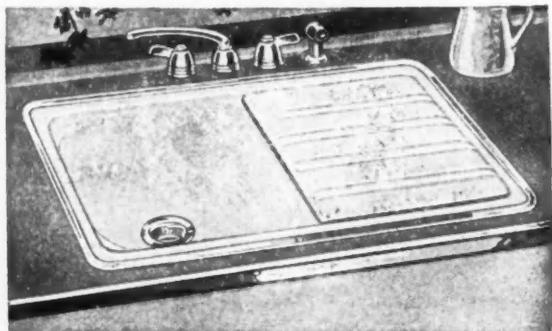
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WITH . . . BRIGGS**

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BOSTON — 32" x 21" Double Compartment Sink with Integral Ledge.
Model B-5304 SR Faucet (as illustrated), or Model B-5303 SR Faucet less Spray
Perm-O-Seal Moulding—Model B-6060



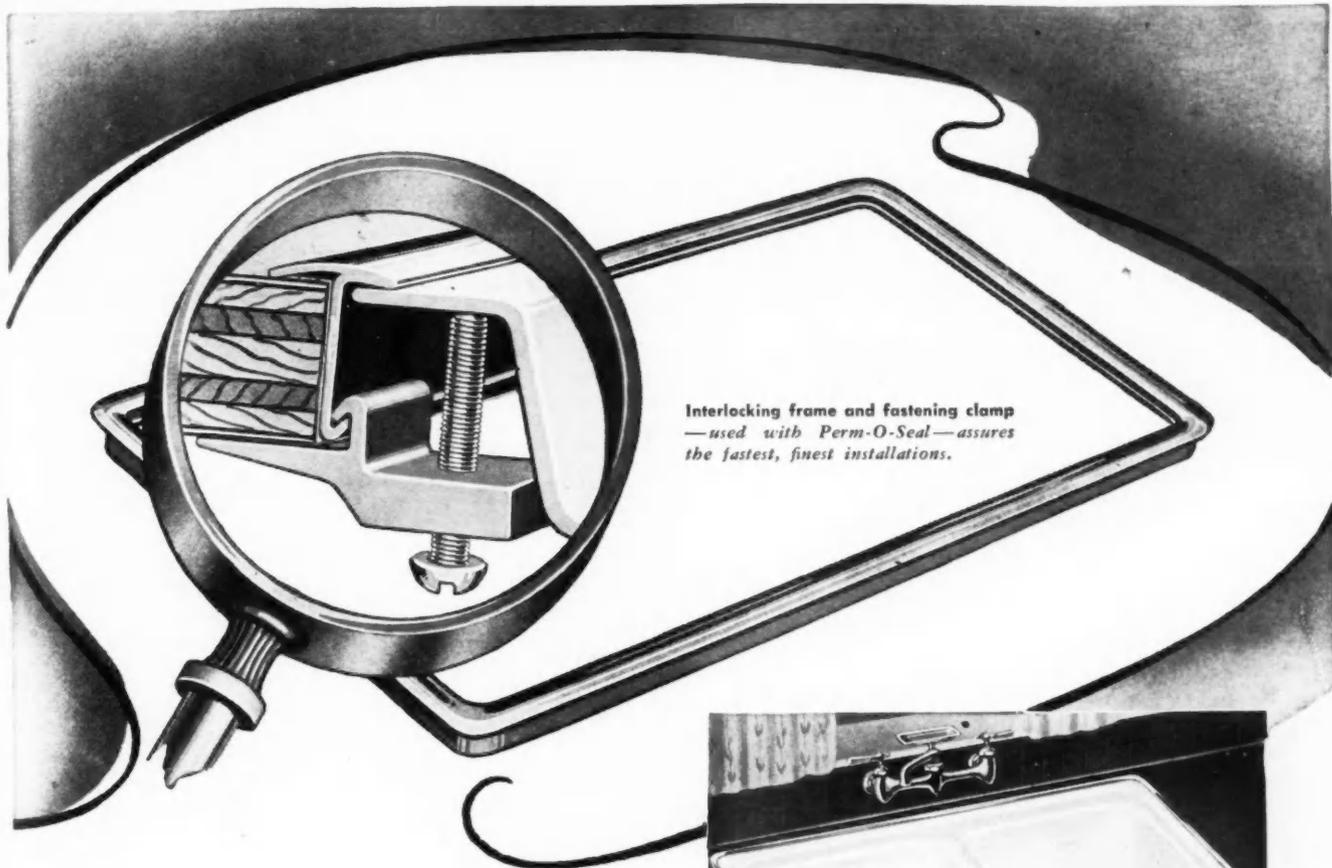
YORKER — 42" x 20½" Sink and Tray. Can be installed with sink at left or right. Model B-5200 S
Model B-6200 Sliding Drainboard (Optional)
Model T-9201 Polished Chromium Plated Ledge Faucet (as illustrated) or Model T-9206, less Spray
Perm-O-Seal Moulding—Model B-6050

There's a
Briggs Beautyware
flat rim sink to fit every
kitchen requirement



DENVER — Single Compartment Sink with Integral Ledge.
Size Faucet with Spray Less Spray Perm-O-Seal
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24x21 Model B-5434 SR Model B-5433 SR Model B-6085

BRIGGS



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OAKLAND—Double Compartment Flat Rim Sink.

Size	Model	Perm-O-Seal
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42x20½	B-5255 S	B-6050

Model B-6200 Sliding Drainboard (for Model B-5255 only)
Model T-9220 Polished Chromium Plated Wall Faucet (as illustrated)



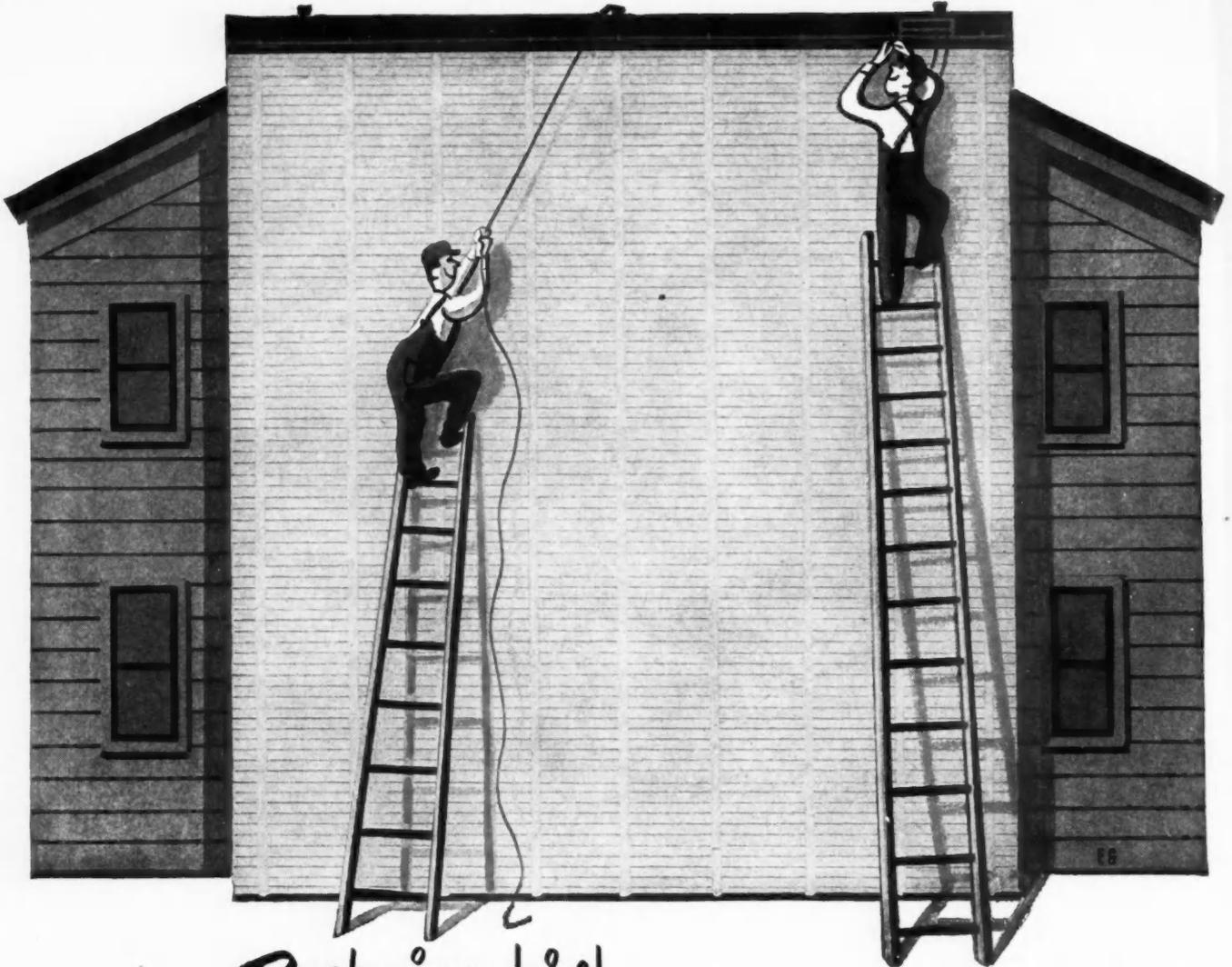
MIAMI—Single Compartment Flat Rim Sink.

Size	Model	Perm-O-Seal
20x16	B-5400 S	B-6065
30x18	B-5410 S	B-6075

Model T-9201 Polished Chromium Plated Ledge Faucet (as illustrated)

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2 stories high

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Here's the point to interest you: the company that can do such a Barnum job has the know-how to handle any kind of Venetian Blind you want! Look to Columbia for quality, for smooth,

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★ ★ ★

Columbia Venetian Blinds and Window Shades are sold only through Columbia Authorized Dealers: leading department, furniture stores and shade shops. Your nearest Columbia Authorized Dealer will be glad to consult with you on your special needs.

Columbia Authorized Dealers are now in position to quote very attractive prices on jobs involving a quantity of blinds. Be sure to get their estimates.

Columbia
VENETIAN BLINDS
AND WINDOW SHADES

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



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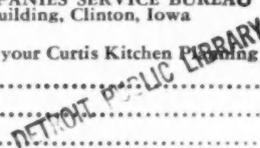
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- 2 Water absorption
- 3 Water that passes thru board
- 4 Air that passes thru board

THE WILSON INSULATING EFFICIENCY FACTOR SHOWS THE RELATIVE EFFICIENCY OF 12 FIBRE BUILDING BOARDS

COMPARE THE TENSILE STRENGTH

of HOMASOTE and other FIBRE INSULATING BOARDS

BASED ON BUREAU OF STANDARDS TESTS

A house should be built STRONG

RACKING TESTS PROVE
HOMASOTE SHEATHING . . . 33.6% STRONGER than diagonal wood sheathing
. . . 272% STRONGER than horizontal wood sheathing

BASED ON COLUMBIA UNIVERSITY TESTS

DRAFTS

COMPARE THE AMOUNT OF AIR THAT FLOWS THRU FIBRE BUILDING BOARDS

CHART SHOWS THE NUMBER OF CUBIC CENTIMETERS OF AIR PER SQUARE METER PER SECOND THAT FLOWS THRU THE BOARDS

HOMASOTE SAVES FUEL
No need to heat additional cold air!

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In BIG SHEETS up to 8' x 14'

... oldest and strongest
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APPLICATIONS

THE AVERAGE SMALL HOUSE REQUIRES
1200 SQ. FT. OF SHEATHING

LUMBER . . . 176 BOARDS - 14 ft. LONG
OTHER FIBRE BOARDS . . . 39 - 4 ft. SHEETS
HOMASOTE . . . 11 BIG SHEETS - 8 ft. x 14 ft.

NUMBER OF NAILS REQUIRED FOR	LUMBER	3872
	OTHER FIBRE BOARDS	2615
	HOMASOTE	1760

We invite architects and builders to send for illustrated booklet — giving physical characteristics, performance charts, specification data and application instructions.

A FAST-MOVING MIXER...



3½-5 Tilting Mixer. Capacity, 3½ cu. ft. plus 10% overload (A. G. C. rating).



Quickly spotted and towed, this half-bag mixer is a cost-cutting combination of strength, lightness and efficiency. Other Ransome Blue Brute Mixers in capacities up to 126 cu. ft.



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A light-weight, handy compressor that can get around fast! Powers light hand-held Rock Drill, Paving Breaker or equivalent air tools through its easy-breathing Feather* Valves — with unfailing dependability and economy.

*Reg. U. S. Pat. Off.



60' Contractor's Portable Compressor. Other Blue Brute Compressors up to 500' capacity.

PLENTY OF RESERVE POWER...



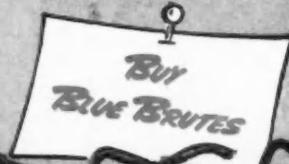
Blue Brute Self-Priming Centrifugal Pump. Built in A.G.C. sizes to A.G.C. standards.



Now! a Contractor's Pump by Worthington, the world's largest pump makers, with fast, dependable pickup that saves time and money. Rust- and abrasion-resistant, with built-in self-priming.

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Rock Drill, WJ-45

Clay Digger, W-19

Backfill Tamper, W-8

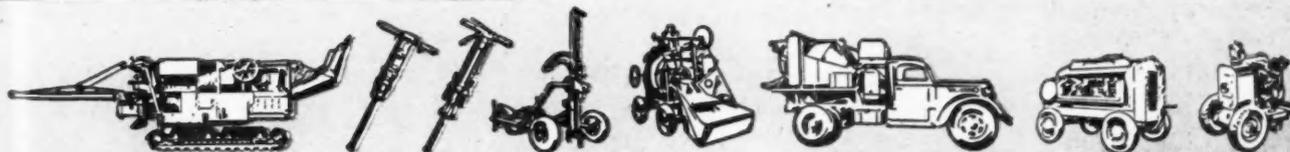
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When you build walls, ceilings, or partitions—when you need insulation, sound control, roofing, steel, or paint—you can fill your requirements by using one of the many United States Gypsum building systems.

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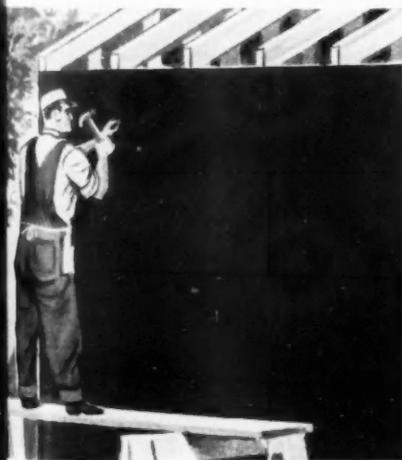
That's why the U.S.G. crest has been the symbol of quality in the building industry for nearly fifty years. That's why men who build America, build with confidence, when they use U.S.G. materials.

For technical information consult Sweet's Architectural Catalog or your A.I.A. files. If you require any further information, contact your local U.S.G. representative or district sales office, or write United States Gypsum, Chicago 6, Illinois.

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One of the many modern building systems produced by United States Gypsum is pictured below. Here is an assembly of U.S.G.

materials that provide everything needed for better residential construction—fire protection, handsome appearance and low cost.



Fireproof USG* Sheathing
withers all weather

The fireproof, wind-tight panels go up and can be stored outdoors at any season. They have great bracing strength. Cutting waste is 5% or less! It's an excellent base for brick veneer, stucco, wood siding, wood shingles, GLATEX Asbestos-Cement Siding.



GLATEX* Asbestos-Cement Siding
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Fireproof, never needs paint, washes like a china dish thanks to a patented process. Shingles are 27" long, reducing the number of joints which makes a tighter wall. Interesting and varying pattern eliminates monotonous repetition. Easy to apply.



Use both with SHADOW-LOCK
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No special tools or skill required . . . direct attachment of the GLATEX shingles to the USG Sheathing is quick and easy! SHADOW-LOCK System enhances appearance by creating beautiful, deep shadow lines and distinctive corner profiles.

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To you, a General Electric equipped home means—

Faster sales! America's home-hunting millions are learning that *all-electric living is better living!*

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Easier living! All thanks to wonderful G-E appliances, designed for truly *modern living.*

General Electric's *Complete Kitchen Package* wraps up both in one easy-to-sell, easy-to-pay-for package!

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No heavy short-term installment buying . . . the buyer pays over years instead of months! No future installation problems or inconveniences!

And the savings through ownership of General Electric appliances can often offset the slight extra monthly payments. **When equipment is included in a long-term mortgage.*

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Extra Costs? No! Extra profits? Yes!—you resell and make a profit on each appliance!

Your G-E distributor and the Home Bureau are at your service now—to help you sell your homes *faster* with General Electric *Complete Kitchen Packages* and selling aids. Call your G-E distributor or write to the Home Bureau, General Electric Company, Appliance and Merchandise Dept., Bridgeport 2, Connecticut.

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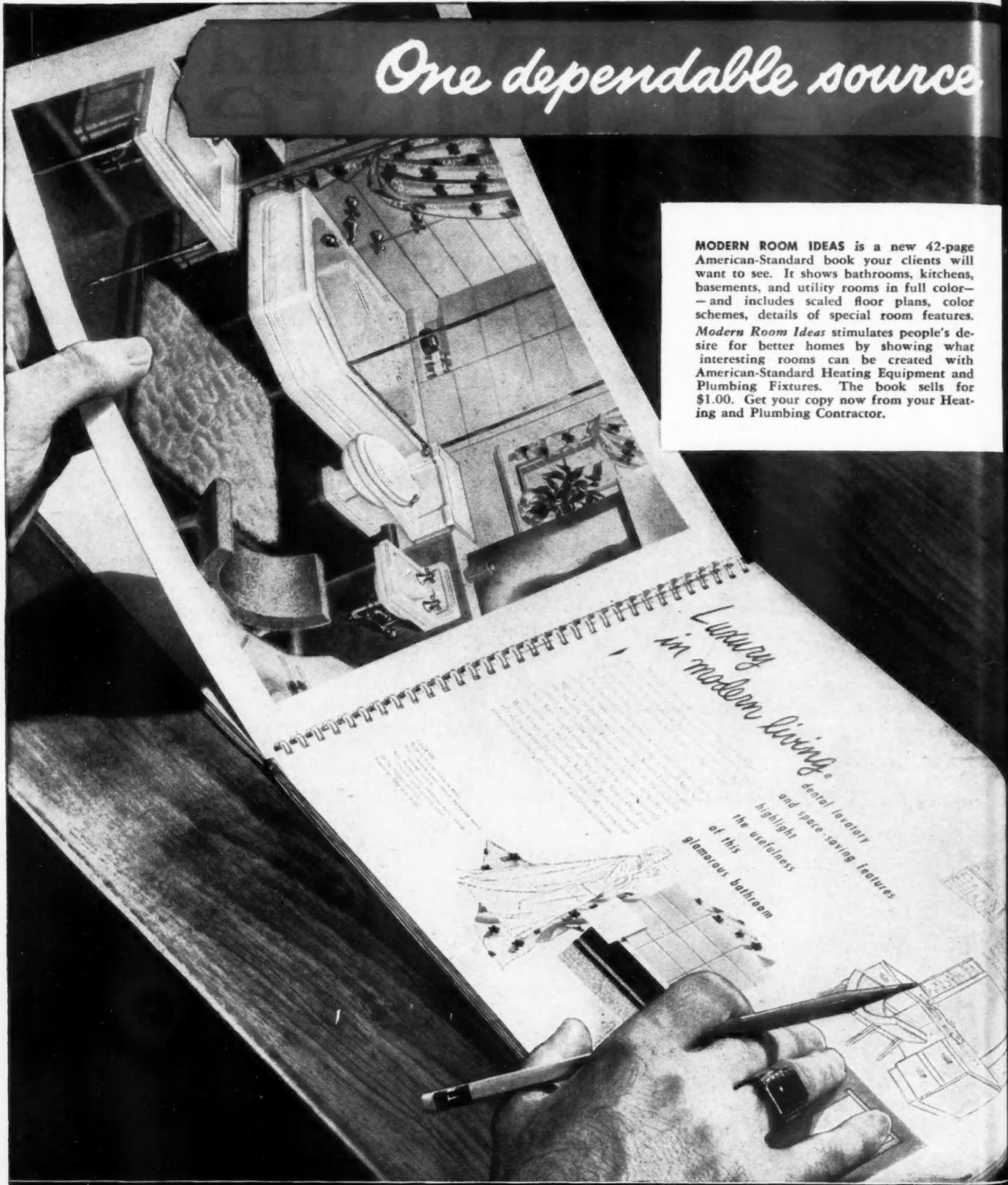


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One dependable source

MODERN ROOM IDEAS is a new 42-page American-Standard book your clients will want to see. It shows bathrooms, kitchens, basements, and utility rooms in full color—and includes scaled floor plans, color schemes, details of special room features. *Modern Room Ideas* stimulates people's desire for better homes by showing what interesting rooms can be created with American-Standard Heating Equipment and Plumbing Fixtures. The book sells for \$1.00. Get your copy now from your Heating and Plumbing Contractor.



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First in heating . . . first in plumbing

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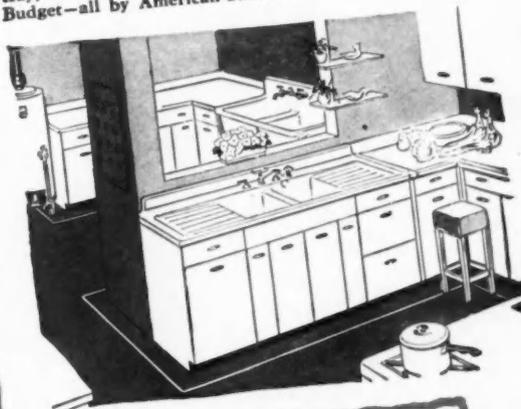
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■ Selecting the *right* heating equipment and plumbing fixtures for the homes you are building is simplified when you turn to American-Standard.

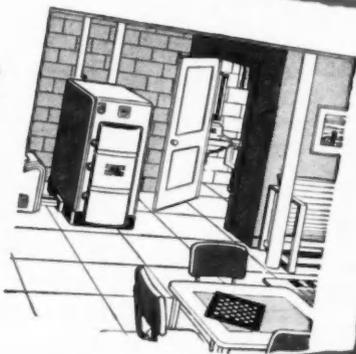
No line is more complete. From the wide range of products available, you can find just the style, size and color of plumbing fixtures to fit your particular architectural plan or decorative scheme. Your choice of heating equipment is equally as extensive, for American-Standard offers you the finest that money can buy in radiator heating, warm air heating, and winter air conditioning—and for every kind of fuel.

And, remember, when you specify or buy American-Standard *throughout*, you are saying that *only the best* is good enough for the homes you build. American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.

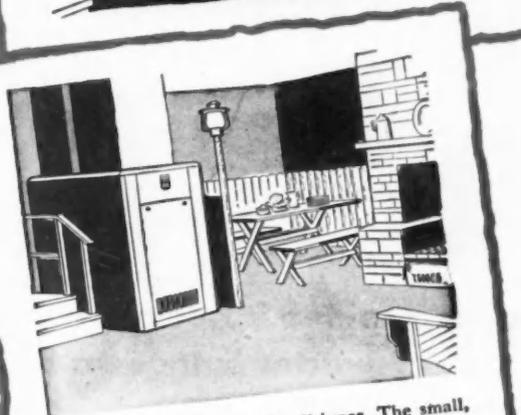
CONVENIENCE is the keynote of this first floor kitchen and laundry. The sink is the Royal Hostess; the laundry tray, the Aiden; and the gas fired water heater, the Budget—all by American-Standard.



SEVERN Boiler shown here is available for all fuels. It is just one of many expertly engineered and sturdily constructed American-Standard units for radiator heating.



SARATOGA Winter Air Conditioner. The small, steel unit provides all the advantages of automatic oil firing with the famous Arcoflame or other suitable burner. Other winter air conditioners by American-Standard are available for coal (hand fired or stoker) and gas firing.



The American-Standard "Installed Here" sign on your job tells everyone who passes that only the best is good enough for the homes you build or remodel. Be sure your Contractor puts up this sign when he begins the installation.



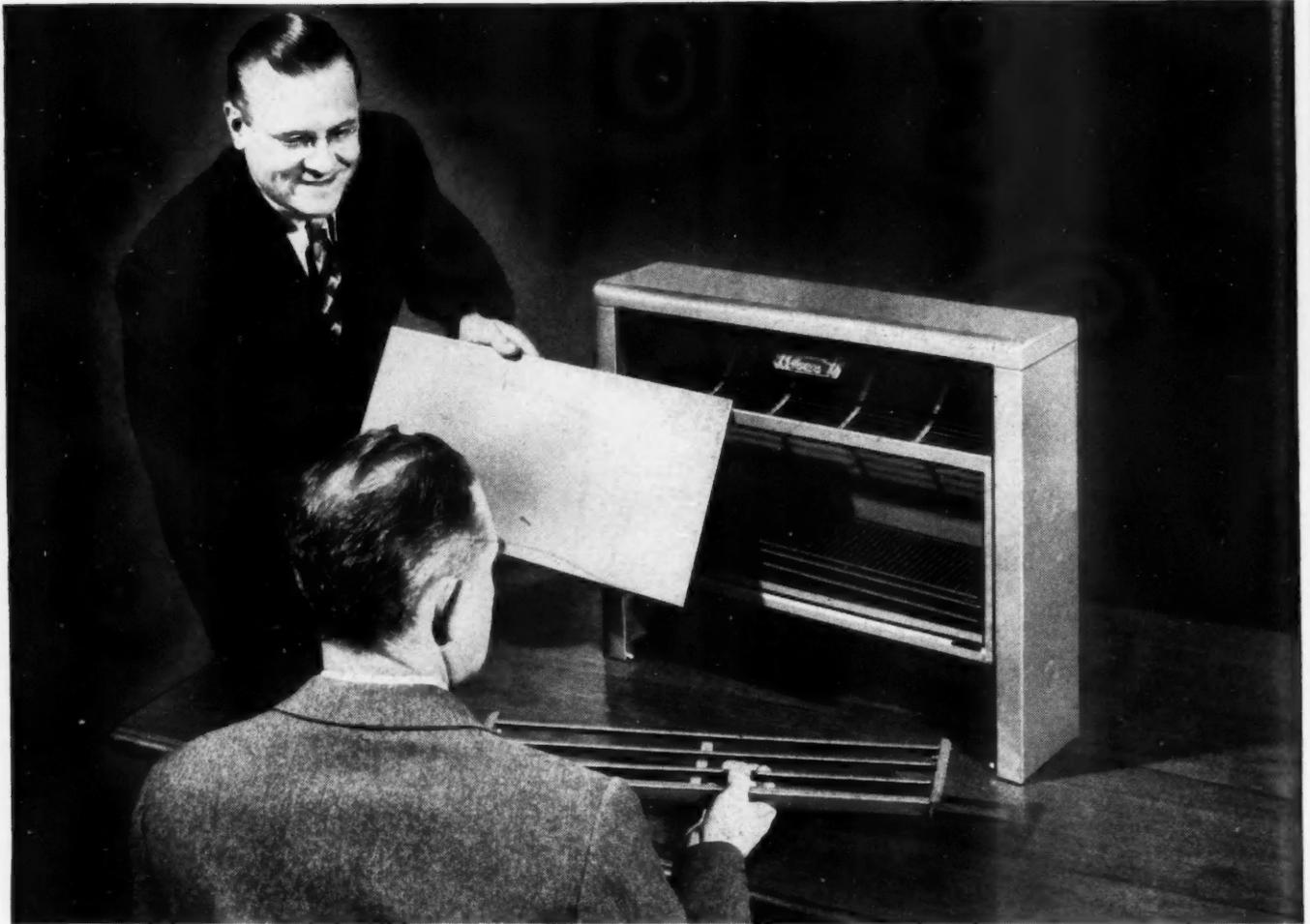
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Yes — I would like to see and examine a Modine Convector in my office. Please ask your representative in my territory to call soon.

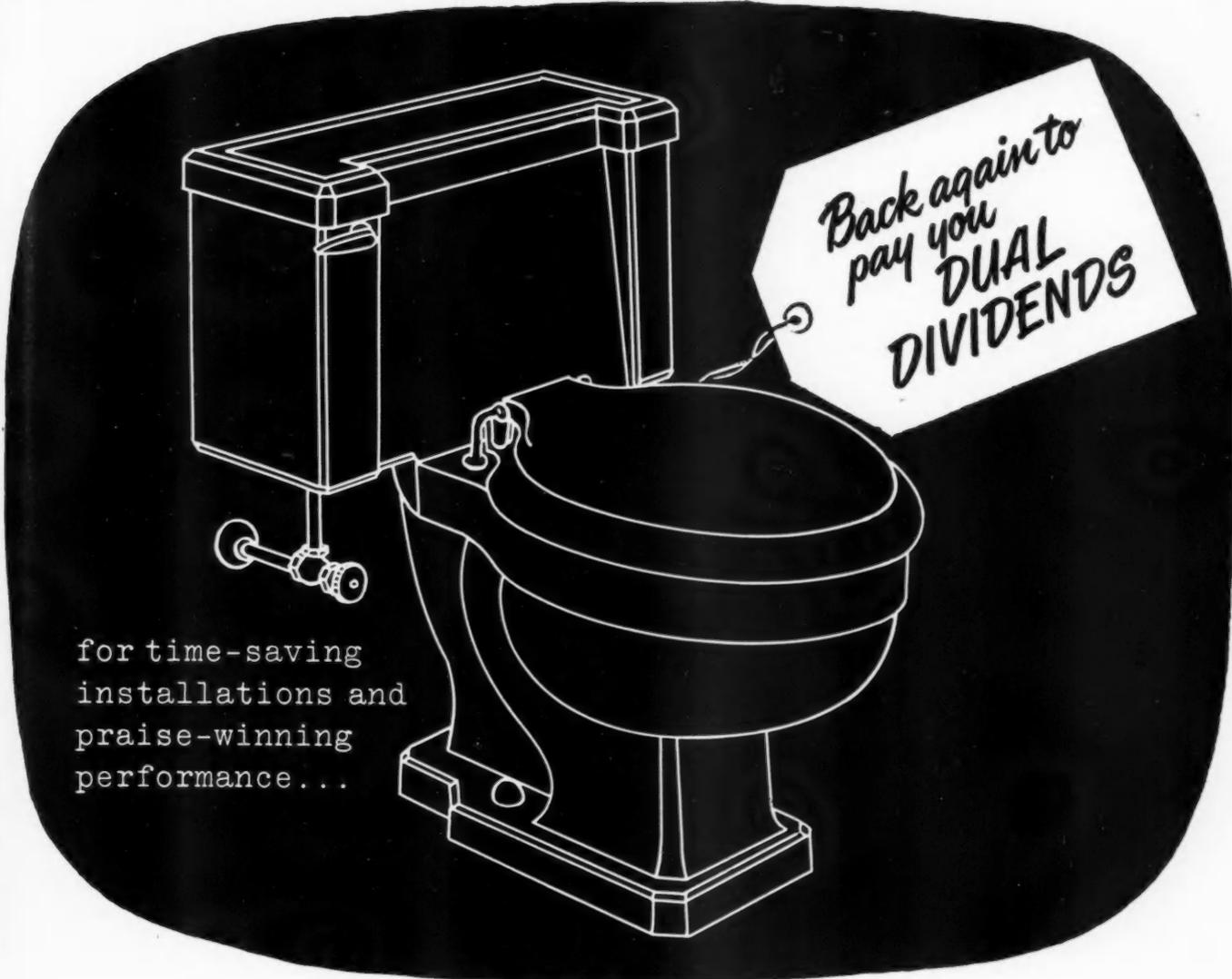
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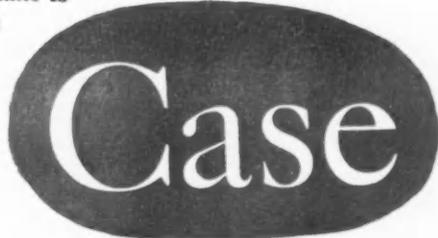
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for time-saving
installations and
praise-winning
performance...

specify the Case DeLuxe Water Saver

The Case *DeLuxe* is a two-piece free-standing water closet well suited for new or remodeled homes in the medium-priced and low-priced groups. Tank and bowl are of finest quality vitreous china, bolted together by a patented single connection. This Case feature is a time-saver and a money-saver. In the economical use of water, the *DeLuxe* is the most efficient unit of its type. The new No. 10 Case ballcock has a special volume control that assures maximum quietness of operation and is especially desirable in areas with high pressures. When a vacuum breaker is required, No. 9 Case ballcock should be used. Other equipment for long-lasting satisfaction includes a flush valve with simple and positive action, lever assembly, supply pipe with No. 190 controlling stop, and sheet covered 1 1/4" hardwood seat. The *DeLuxe* is offered in two styles: No. 1210 (elongated bowl) and No. 1200 (round front bowl). For installations that build good will, specify the *DeLuxe Water Saver*. Case distributors are listed in many Classified Telephone Directories; if not in yours, write W. A. Case & Son Mfg. Co., Buffalo 3, N. Y. Founded 1853.



Vitreous China Plumbing Fixtures

*WATER-SAVER** TRADE MARK REGISTERED



It's A Water Hog

Yes sir! It handles anything from seepage to 15,000 gallons per hour. And it won't clog while pumping solids. Self-priming, of course, and *fast*. Has automatic seepage control, guaranteed 28 ft. suction lift, plenty of discharge pressure, and a built-in gasoline-engine that has the *guts* to keep going without fussing or babying under the toughest working conditions.



But Never A Truck Hog

No sir! A Homelite Gasoline-Engine-Driven Pump is the last word in compactness. Fits in a corner of a truck or trunk of car. Requires no crew of men to unload it... no special planking to roll it on location. One man picks it up and carries it right to the spot you want it. Write, right now, for our new descriptive bulletin.



SPEED YOUR CONSTRUCTION WORK
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HOMELITE CORPORATION, 509 RIVERDALE AVE., PORT CHESTER, N. Y.
Manufacturers of Homelite Carryable Pumps • Generators • Blowers • Chain Saws



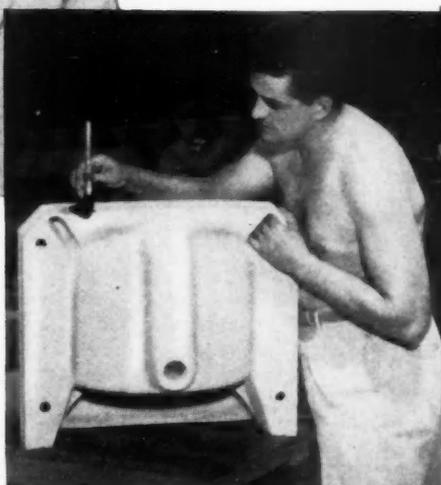
He looks for trouble in China!

CHECKING ON CHINA IS BERNIE GUSTENHOVEN'S SPECIALTY. As Chief Inspector for Richmond's Metuchen, N. J. vitreous china plant, quality control is Bernie's responsibility. Years of experience with vitreous china have given him an eagle eye for pinholes, crazing or dunts. His practiced eye, plus a craftsman's pride in his work, is your assurance of top-grade chinaware.

At every step during production, Richmond fixtures are meticulously inspected for imperfections. Because of this thorough inspection system, plus the high caliber of the craftsmen who do the inspecting, the Richmond guarantee is confidently placed on each fixture.



John Bandies is a veteran of the ceramics industry with 34 years' experience. As a caster, he checks each fixture as it is removed from the mold. He carefully sponges the unit, smoothing the edges and flat surfaces, and looking for defects. After inspection, his number, 102, is stamped into the fixture and it is ready for the drier.



Frank Mozolic, After Drier Inspector, has been on the job for more than 15 years. With brush and testing fluid, he thoroughly inspects the units as they emerge from the scientifically-controlled drier. He makes sure the fixture has not cracked or developed pinholes. When he is satisfied, the fixture is glazed and then sent to the final step—the kiln.



John Rosko, a Final Inspector, has been checking chinaware for over 10 years. Rosko carefully inspects each unit as it comes out of the automatic, continuous-fire kiln. When his detailed inspection is completed and the fixture passes, it is classed as 1st quality ware. His inspector's seal and the Richmond guarantee are attached. The unit is now ready for shipment.

AND NOW IT'S GUARANTEED

Typical steps in the inspection of Richmond Vitreous Chinaware



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RICHMOND RADIATOR CO.—AFFILIATE OF REYNOLDS METALS CO.



See your wholesaler or Mail Coupon Today.

Richmond Radiator Company
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Please send me the latest literature and information on the Richmond line of fine plumbing fixtures. No obligations, of course.

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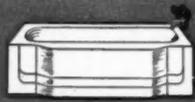
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Enameled Cast Iron Ware



Winter Air Conditioners
Gas—Cast Iron or steel
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is unlike other Asbestos-Cement Boards...



One man can handle the big sheets

Exclusive J-M manufacturing process makes this fireproof, rotproof building board so strong and tough that it can be lifted and handled by one man without cracking or breaking. You save on time and labor, and avoid waste.



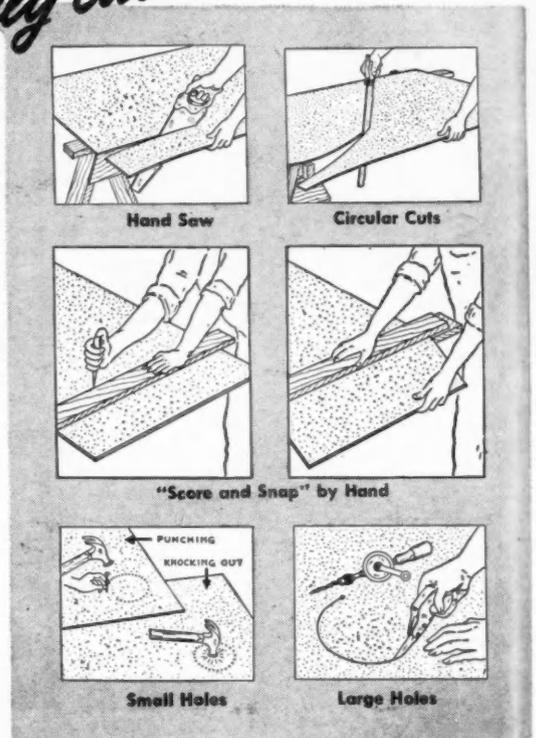
It can be nailed close to edge

Another advantage of Flexboard—you can drive a nail even close to edge of sheet without cracking or chipping... no drilling required! Moreover, Flexboard can be bent on either axis to a degree unmatched by any other product of its kind... a great advantage where curved surfaces are required.



Send for this FREE Handbook—Contains complete information about cutting and working Asbestos Flexboard. Drawings show how to apply it indoors or out... how to handle the joints, door and window openings, ceilings, and floors. Ask for the Flexboard Handbook. Johns-Manville, Box 290, New York 16, N. Y.

It's strong and tough, yet easily cut and worked



If a considerable amount of cutting is involved, we recommend that you use the J-M Shearing Jig which cuts 6 times faster than a hand saw. For further details send for the valuable Handbook described at left.

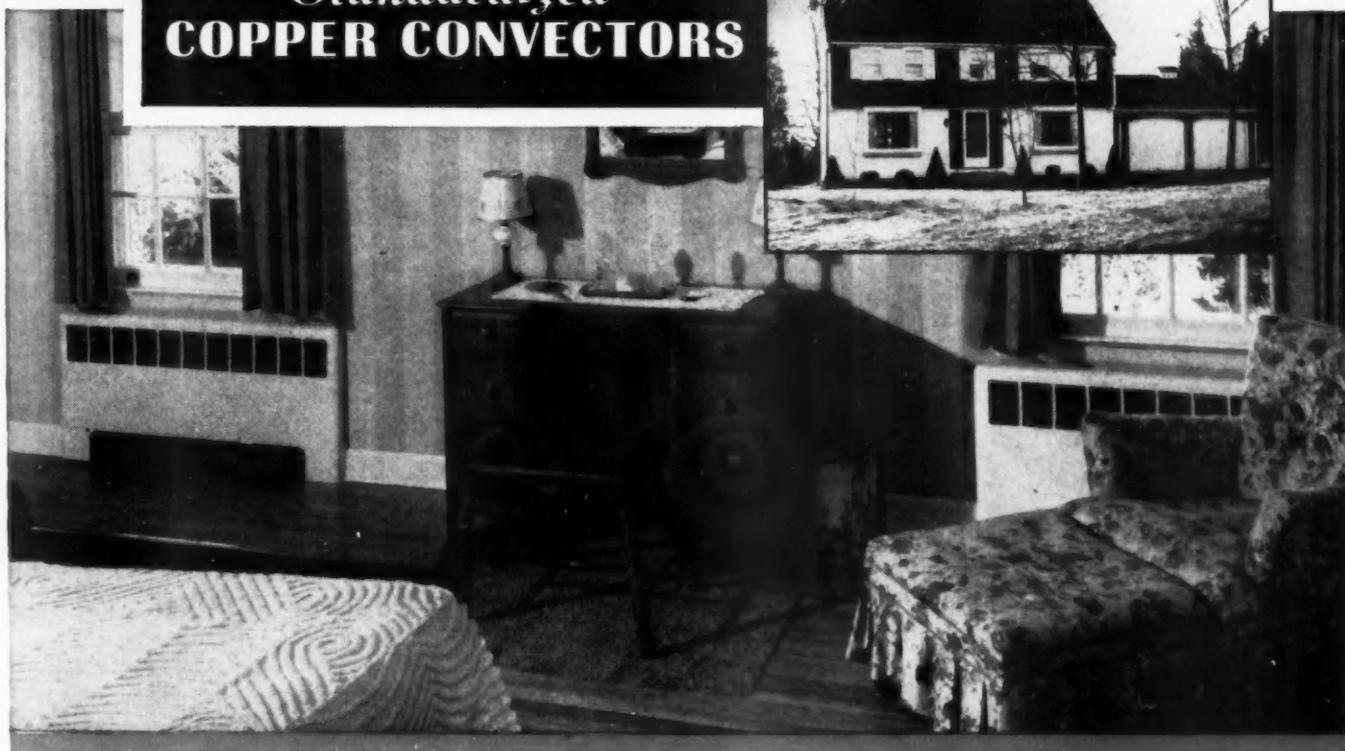
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CH* again the choice for Efficiency plus Economy

* Convection Heating with

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Standardized
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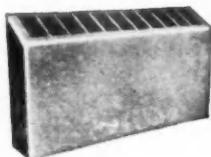


From the standpoint of Mr. Homeowner, the performance of a heating system is measured in terms of day-in, day-out efficiency that means comfort . . . *and* season-long economical operation.

When you recommend convection heating — and Tuttle & Bailey Convectors — you're sure of meeting both requirements. Constant, gentle circulation of room air, even temperatures, no stratification or drafts . . . Tuttle & Bailey all copper heating elements assure quick response to thermostatic control, quick transmission of heat from boiler to rooms, actual savings in fuel costs.

For outstanding performance . . . for smart, modern appearance . . . specify and install CH* with Tuttle & Bailey Standardized Copper Convectors.

**NEW T & B Type S Wall Hung
CONVECTORS**



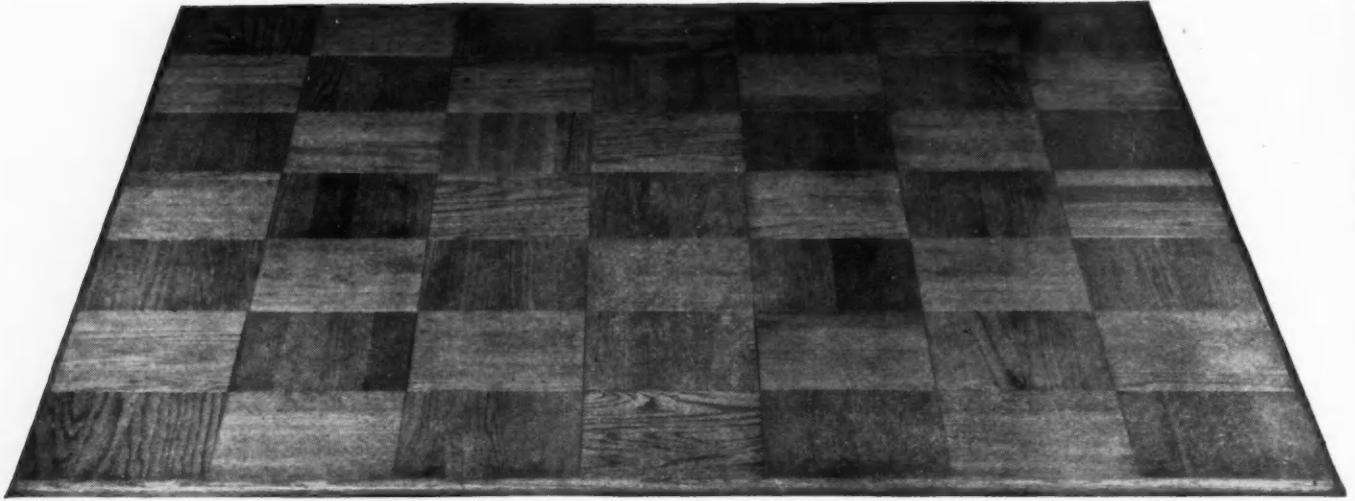
Designed for commercial, institutional and industrial installations. For the facts, write for Bulletin 500.

ASK YOUR JOBBER

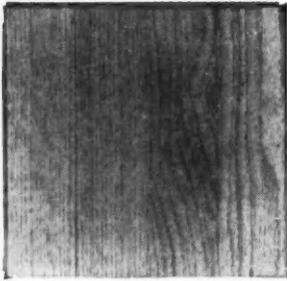
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NEW BRITAIN, CONNECTICUT

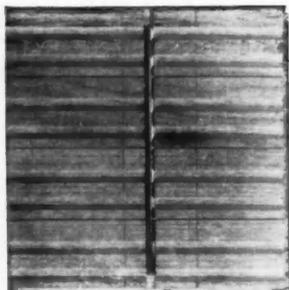
To duplicate this superb Block Floor . . .



Specify BRADLEY UNIT WOOD BLOCKS!



Bradley Blocks are square; come in three sizes (see right); edges are slightly eased on finished blocks; unfinished blocks have square edges.



Blocks consist of standard tongue and groove strips bound together by steel splines imbedded in the back.

You of the building and floor laying trades, who have relied so many years on the sustained high quality of Bradley Straight-line Hardwood Flooring, may now depend with equal confidence on the corresponding uniform excellence of Bradley's newest product . . . Unit Wood Blocks.

Produced in Oak, Beech and Pecan, in 6-3/4", 7-1/2" and 9" squares, for mastic or nailing installation. Finished blocks have slightly eased edges; unfinished blocks have square edges.

Bradley Unit Wood Blocks comprise an important broadening of Bradley's service of supply to the floor contracting business, which has responded promptly with orders in substantial volume.

*Available through local distributors
from coast to coast.*

BRADLEY LUMBER COMPANY of Arkansas

WARREN, ARKANSAS



Bradley Brand quality products include Straight-line Hardwood Strip Flooring, finished or unfinished; Oak Stair Treads and Risers; Hardwood and Pine Trim and Mouldings.

TRENDS

BUILDING MATERIAL — EQUIPMENT — APPLIANCES

Possible Effect of the Sparkman Housing Bill

In spite of the continued healthy state of the housing business, the President in July signed the Housing Act of 1949 authorizing the construction by local housing authorities of 810,000 new units of low-rent housing between now and 1956.

The Housing and Home Finance Agency reports that it is already receiving dozens of inquiries from contractors and equipment manufacturers asking how they can get some of this business. They answer that nothing can be done about it until one of the 670 odd local housing authorities set up under state statutes applies to them for participation in the new program. Then they can reserve a certain number of units out of the 810,000 total and consider a loan to help the community agency construct the units.

Of more importance to builders is the new Sparkman bill, introduced in the Senate, which provides for the government's entry into the mortgage lending field through direct Federal loans for home building to housing cooperatives and to veterans.

The mortgage bankers, understandably, are aroused. Builders will need to make their own appraisal of the legislation. It is almost impossible for a builder to visualize the effects of loans and grants by the Federal government of billions of dollars to construct hundreds of thousands of new homes, and to determine the effect on the community in which he lives and works.

Here is how it might work out in a community the size of Salem, Ohio. (Population 12,300.) Under the Housing Act of 1949, a total of about 80 low-rent public housing units would be built between now and 1956 and a total of \$150,000 would be made available for "slum clearance." No reflection on Salem, but small towns have slums too. This would remove 10 or 15 sub-standard homes.

Under the Sparkman bill the

Federal government would lend \$100,000 at 3 per cent for 60 years to cooperative or non-profit housing corporations. This would create about ten new homes. The bill would also set up a \$30,000 fund in the Veterans Administration to be used in making direct 4 per cent loans for home purchase. This would provide new homes for three of Salem's estimated 1,500 veterans.

Summed up over a period of six years the government bills passed and proposed would provide less than a hundred new homes in Salem. It would be expected that during the last three years from 60 to 90 new homes have been built in Salem each year. Thus government sponsored production during the six year period would amount to about one year's production by private builders.

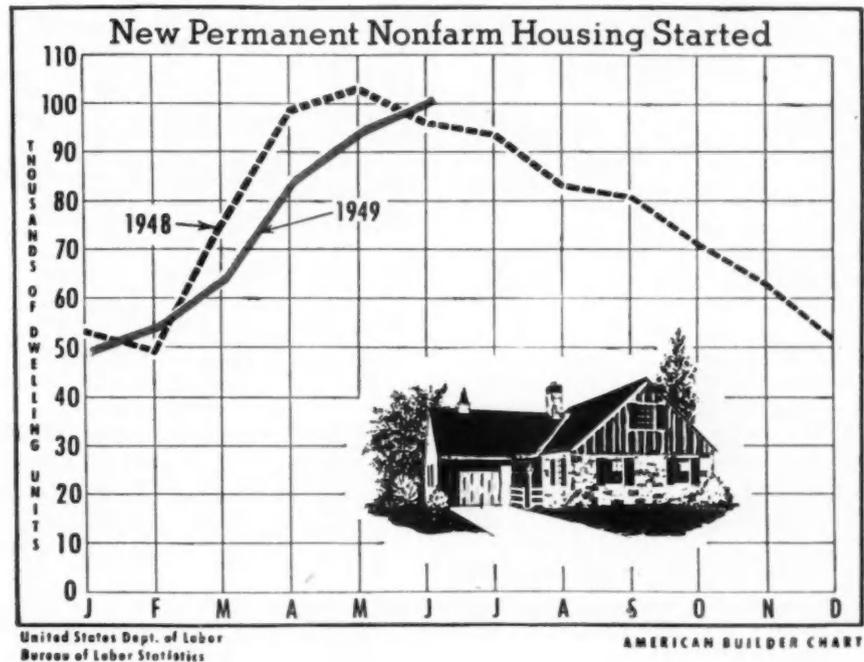
The Act and the proposed bill are not so much a threat to the market of private builders as might be supposed but the terms can always be expanded by Congressional action if housing starts of private builders begin to decline.

The combination of government sponsored building and rent con-

trol would seem to be an almost impossible situation for builders trying to build houses and apartments at prices that will meet this competition. It is good news that construction costs are declining after 17 years of almost uninterrupted climbing.

At the bottom of the depression in 1932, construction costs, as measured by the Department of Commerce's composite index stood at 81.1 (1939 = 100). Starting from that point they moved up almost continuously, uninterrupted only by slight declines in 1935 and 1938. In 1941 the index stood at 103 and reached a peak of 219. The average for the year 1948 was 209.3. In April, 1949, the index was 208.5. Although the decline from the peak is only 5 per cent, it may be of the greatest significance that a peak has been reached.

The index dropped suddenly in 1920 by 25 per cent and in the Twenties averaged 108 of the 1939 average. In the Thirties the average was 94. If history repeats itself the index should drop to about 160 and remain at about that level under normal conditions.



NEW CENTURY DOES IT!

BUILDERS CUT SANDING TIME

Weights Less Than 5 Pounds! Only 3¾" High!

FINISHING COSTS REDUCED



Chamfers and rounds must be thoroughly sanded when using plywood to give a smooth surface for the finish coat and to prevent strip-back of the outer veneer. For this operation a 120-grit aluminum oxide open coat cabinet paper is used. The Century should be held parallel with the edge to be sanded. Orbital motion of the pad will prevent chipping of the veneer.

The lightweight of the new Sterling Century—only 4¾ pounds—permits easy, one-hand operation for vertical or horizontal sanding. It can be used for long periods of time without fatigue. Only 4 inches high, the Century gets into hard-to-reach spots and narrow corners. Such features are very important to operators, particularly when the Century is used continuously, hour after hour.



The small, convenient size of the Century is a great advantage when sanding hard-to-get-at places as shown above.



Dry wall taped joints and rough plaster are sanded smoothly and uniformly with the new Century. Ordinarily this type of work runs high in cost because of the time required for the necessarily smooth finish, but the Century, loaded with a 150-grit open coat paper, does it with speed, precision and economy.

CENTURY SANDER USES STANDARD ABRASIVE PAPER

The Century's removable sanding pad quickly loads with ½ of a standard abrasive sheet. Several sheets of abrasive paper can be loaded at one time.



Interior doors are sanded free of all scratches and tool marks with the Century and the treated surfaces rubbed down between coats.

STERLING CENTURY PORTABLE ELECTRIC SANDER



New design, new construction, new power... at low cost! The new Century Sander provides the utmost in speed, quality and dependable service. Specifications: Series wound, Universal 115 or 230 volt, 0 to 60 cycles (AC-DC) type motor (which cannot be stalled). Die cast, aluminum alloy housing. Grease packed anti-friction bearings.

The new Century is used to sand cabinets, dry wall construction, window and door trim and all types of building work. The speed of the Century and its uniform sanding operation is due largely to its "orbital" or circular motion action. Each sand grain on the abrasive pad moves in a ⅙ inch orbit at 5000 r.p.m. which permits the sanding of parallel boards with opposing grain structures without risk of grit scars. The operator has complete control of the exact amount of surface material to be removed.

A complete description of the new Century Sander may be obtained, free of charge and at no obligation by sending the coupon below.

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News, Views
and Comments

On and Off the Record

WILLIAM LEVITT—Under his by-line as president of Levitt & Sons, Inc., nationally prominent Long Island (N.Y.) home builders, the New York World-Telegram recently presented an article in which Mr. Levitt said in part, "Government competition—and I use the word competition advisedly—is something that should be non-existent. The government should engage in a certain amount of public housing, but that housing need not be competitive with what private enterprise produces. It should supplement what we do and provide something that will only add to the nation's well being and not affect its economy."

NO ARGUMENT—The editors of *American Builder* have no quarrel with that view if it can be worked. Our quarrel with public housing is that where it has been tried no one has been able to keep it either non-competitive or non-political. If public housing can be worked in this country as Mr. Levitt wants it to work it can be a milestone in new achievement levels in a free economy. Now that public housing has become an established fact in this country it should be the fervent hope of everyone that it will reach the Levitt ideal.

MORE LEVITT—He goes on to say in the article, "I know I am being naive and unrealistic when I make the following specific recommendations: (1) A revision of the National Housing Act to bring carrying charges so low that they can cover a huge section of the people who, at the present time, are precluded under existing law. (2) Relax artificial prewar standards of credit requirements to permit a buyer to undertake a purchase at his own risk. If this should prove uneconomic in certain cases, the overwhelming number that prove successful will more than justify the cost taken. (3) The President to appoint a national advisory commission composed exclusively of people whose background and experience qualify them to act on housing. Study and night work by

Congressmen to be excluded from "training and background."

NOT NAIVE—The suggestions strike us as being neither naive nor unrealistic. Let us suppose, continues Mr. Levitt, that FHA were authorized to make 50-year mortgages, and let us agree that that is not conservative banking. Past experience, he says, all of which is a matter of record, tells us that a good percentage of those loans will remain in good standing. For every one that does remain, he concludes, the government has saved the taxpayer the equivalent outlay in public housing.

MAKES SENSE—That makes sense to us. Someone has to house those who cannot house themselves. The Levitt suggestions would increase not only the possibility of the low-income family acquiring its own home, but more importantly, increase the incentive.

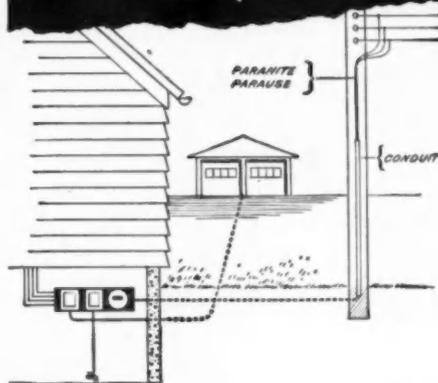
OUR PROPOSAL—Several months ago *American Builder* proposed that since the best risk in the United States today and in the future are the youths of America, the National Housing Act might be revised to authorize FHA to insure loans on mortgages running twice the present allowable limit and with no down payment. Practically that amounts to insuring the continuing value of the house rather than the ability of a purchaser to pay out. Experience indicates that the losses through default on properties that had suffered abuse would be of no importance compared to the benefits accruing from the increased ratio of home owners.

COMMUNISM—As Mr. Levitt also pointed out in his article, and as *American Builder* stated in its suggestion, any conceivable loss would be the cheapest kind of insurance against Communism.

PUBLIC HOUSING—If it does prove to be competitive with private enterprise, and if it brings about the social chaos predicted for it by many, it can have the distinct advantage of forcing advanced thinking on construction finance.

THERE'S LESS OVERHEAD
WHEN YOU USE THIS

UNDERGROUND



ParaUSE "Type RR" Cables are made with a high grade heat and moisture resisting insulation protected by a tough neoprene sheath over the conductor insulation. This jacket provides an armor for the conductors which is resistant to heat, (even to flame), oils, acids, alkalis, and moisture. Sunlight, air or exposure to weather has little or no effect on its life. ParaUSE Cables are designed for direct burial in the earth, or for installation in street ducts or on overhead pole lines.

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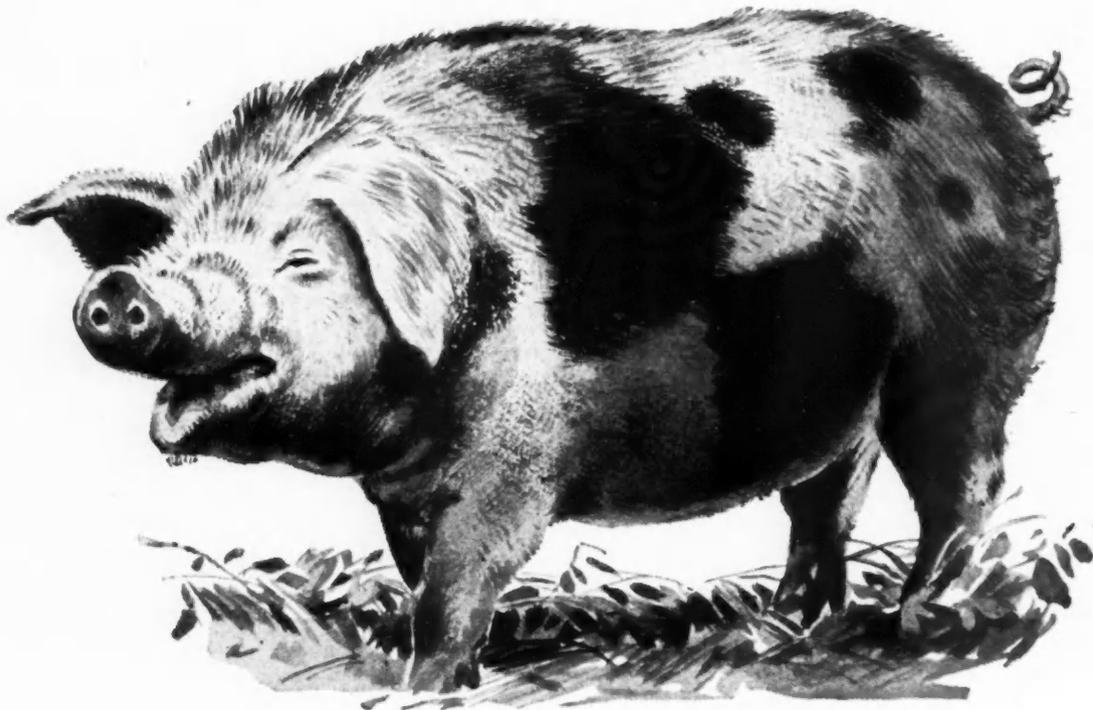
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FOR ELECTRIC RANGES

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



EDITORS' Round Table

THE SUMMER has been the hottest and most humid in the memory of most Chicagoans. It seems to have had its effect on the editorial staff, judging from the tenor of the mail in July and early August.

FOR INSTANCE, our very good and valued friend, Al Balch of Seattle, wrote to say that he was pleased to see that we had featured Parkwood on the cover of the June issue, but said he was sorry we did not mention anywhere in the issue that Parkwood is a Balch development. So are we, and we wrote Al and said so, adding that some peculiar caprice of fate always elects one of our best friends as the one against whom we commit a sin of omission.

THEN there was a letter from Brown Rolston, chief architectural consultant, FHA, Washington, D. C. Mr. Rolston mildly, but pointedly took us to task for listing Parkline Court (page 100, July issue) as an FHA project. Parkline Court, says Mr. Rolston, definitely is not an FHA plan, nor is it illustrative of a FHA plan. He asks us to say that it was not intended to be illustrative of an FHA plan. Glad to oblige, and sorry the error was made.

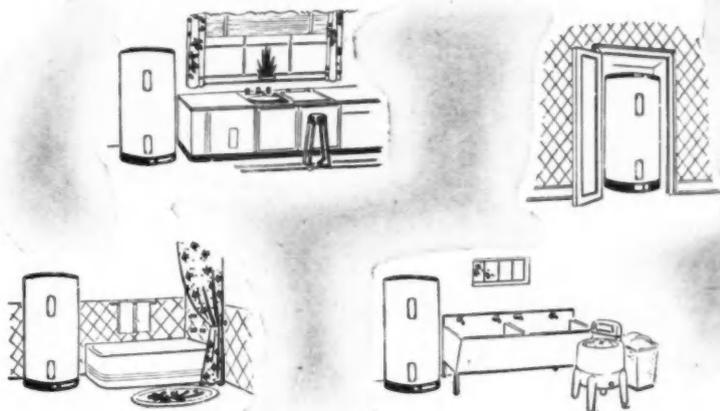
AND ANOTHER one came from T. E. Houglund, Better Homes and Gardens. He called attention to the house shown and described on pages 104-107 in the June issue. He says, "What did we ever do to *American Builder's* editorial staff to warrant not even so much as a one sentence squib to the effect that this home was Better Homes and Gardens' Five Star Home No. 1902?" Well, Mr. Houglund, you and your associates have never done anything to warrant such treatment, and even if you had we would not breach the ethics of our trade by taking it out on you in that manner. Lack of mention of the house as your Five Star Home No. 1902 was definitely an error of omission which we regret. Hope everybody that saw and admired the house in the June issue reads this.

JIM FUNERO, erstwhile secretary of the Cleveland Home Builders Assn., and now vice president and sales director of Bruscino-Built-Expan-Homes, Inc., Lakewood, Ohio, wrote an interesting letter, quotes from which follow. Says Jim, "Featured recently in many
(Continued on page 55)

THIS LITTLE PIG WENT TO MARKET!



Like the little pig, the Electric Water Heater has *really* gone to market. Sales and survey figures both show that more people want this modern type of water heater than ever before. The only way to satisfy them is to install in the homes you build the kind of water heater that will satisfy your customers both now and years from now, and—**OF COURSE, IT'S ELECTRIC!**



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

Electric Water Heaters can save you money on construction costs. Installation can be made anywhere—in the kitchen, in the bathroom, or the utility room—even in a closet. This keeps hot water lines short, cuts piping cost.

Customers like Electric Water Heaters because they are: (1) **AUTOMATIC** (continuous hot water, no

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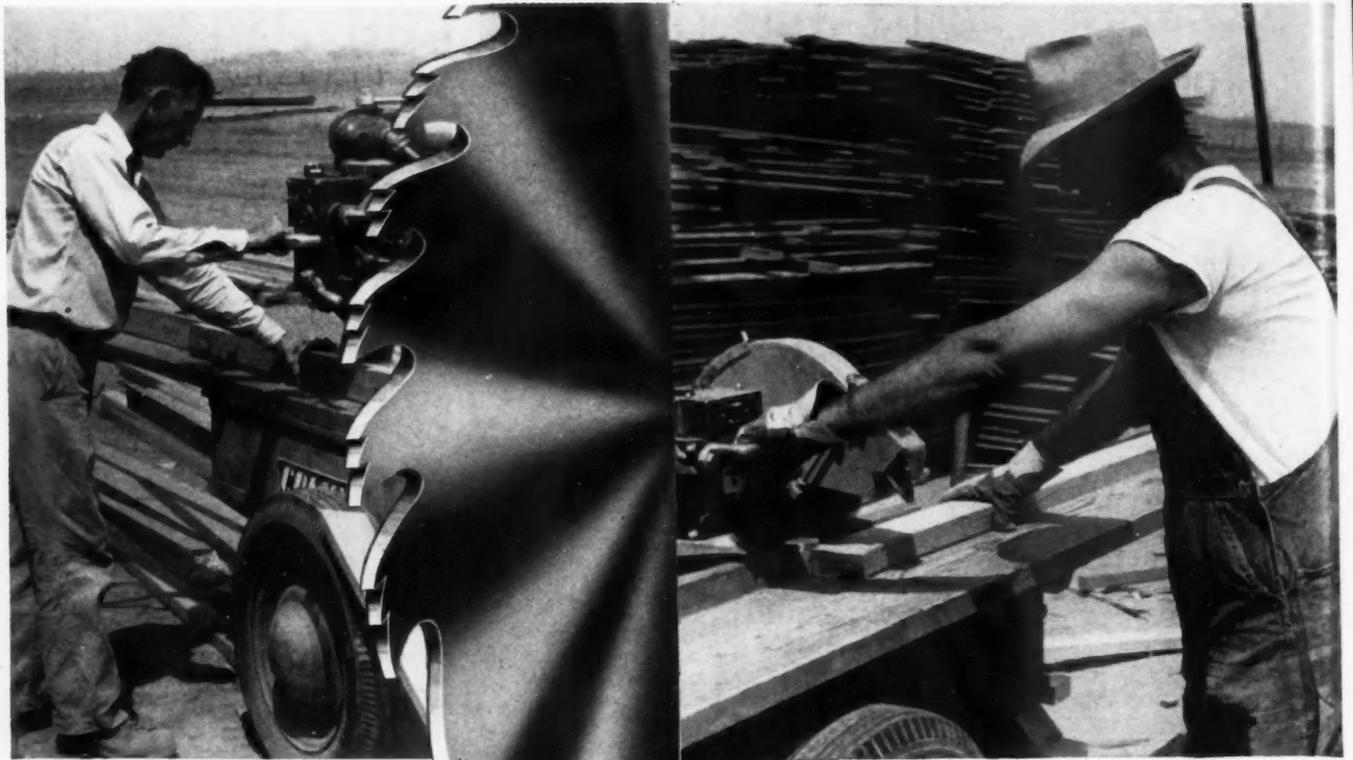
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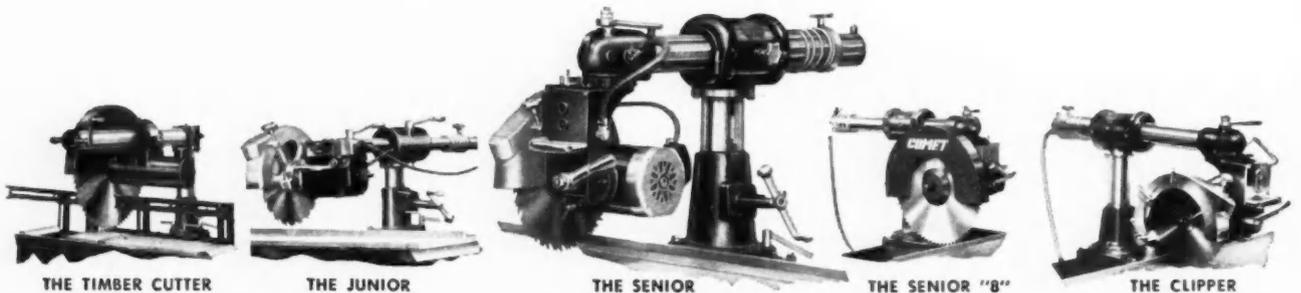
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ALL THE CUTS: A simple column swivel, angle tilt, or blade change makes many machines out of one Comet. **TROUBLE-FREE OPERATION:** Comets normally run years of days without breakdown or replacement costs. **HIGHLY PORTABLE:** It's easy to move Comets to the lumber pile. **FINGER-TIP CONTROL:** Design, balance insure instant response to finger-touch pressure. Raising and lowering, 4 times faster than on ordinary radial arm saws. **SAFETY FACTOR:** All standard guards, telescopic extension, anti-kick-back dogs, etc. **GUARANTEE:** Guaranteed against defective workmanship or material.

Standard motor manufacturers' guarantee. **OTHER FEATURES:** All motor totally enclosed Safety return spring and positive stops. Bearing assembly totally enclosed. Comets, first to introduce retractable arm, stand far above average radial arm saws. Field performance and builder preference are today's proof. Own the best saw for the least money. Watch them work. Ask any owner. See your Comet dealer or write direct about the saw that gives "more cuts per dollar."

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EDITORS' Round Table

(Continued from page 53)

publications was an article detailing the accomplishments of Housing Expediter Tighe Woods in producing a 15 foot x 38 foot house near Washington, D.C., for \$6,750. . . . Let us take a 'local look' at this accomplishment. In the first place, the Woods house has a square foot area of 550. Nowhere in this Greater Cleveland metropolitan area of 57 municipalities can such a house be built. In fact, one municipality recently rose up in arms over a home that contained at least 200 square feet more. Our three-bedroom homes, 964 square feet, sell for \$9,800. On the basis of unit costs the Woods house, including land, averages \$12.30 a square foot on a rural site. Our organization has been producing for the past several years, two- and three-bedroom houses on *city lots*, well designed, sound quality homes averaging slightly more than \$10 a square foot including land, improvements, etc. Our homes, entirely Cleveland products but being erected throughout the State and two adjoining States, use engineered truss rafters, pre-paneled walls and pre-cut interior partition studding."

THAT DOESN'T make the Woods feat appear unusual. In fact, the publicity accorded the house seems to be out of line with the value of the accomplishment.

W. S. ALLEN, extension agricultural engineer, buildings, College Station, Texas, sent a letter of appreciation for the farm building section of the July issue. Of particular interest to builders and dealers is Mr. Allen's statement that he is sure others in the farm buildings field agree with him that the policy of featuring farm buildings from time to time is a good one. He hopes that such issues will make dealers aware of their opportunities and responsibilities in this field. So do we. One of the greatest relatively untapped fields for building materials and building services is the farm.

EARLY SUMMER reports indicated that National Home Week this year will eclipse the initial exposition of last year in every way. Perhaps twice as many communities will participate as were able to on the relatively short notice given in 1948. What perhaps will prove

(Continued on page 57)

NOW!

Get a shingle
with a

HARDER FINISH . . .

MORE UNIFORM COATING

American
Dua-Laps

DOUBLE COURSE SHINGLES
CERTIGRADE STRAIGHT GRAIN RED CEDAR

Cut application costs with
New Infra-Red Dried Dua-Lap Shingles

Greater uniformity, more sparkling beauty have been made possible through the magic of Infra-Red Drying. All shingles are thoroughly dry, save time on application. Cuts maintenance costs 'way down, gives home owners real value.

When it comes to insulation, Dua-Laps Red Cedar Shingles

are unsurpassed. Every inch of Red Cedar contains millions of tiny air cells that seal out cold and heat, seal in room comfort. With double coursing (application of a rugged undercourse), your jobs withstand extreme temperatures for many years without loss of insulation value, beauty or structural strength. Use Dua-Laps on your next job.

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Crane makes it COMPLETE

... in more ways than one!



The Crane Oxford Bathroom Group

Complete as a room, of course. Crane supplies everything for the bathroom—fixtures, piping, even many accessories. But Crane bathrooms are complete in other ways, too: **Complete in Choice** . . . Crane offers bathroom groups in every cost range . . . a style for every taste, a price for every budget.

Complete in Quality...one high quality throughout . . . every part made for every other.

And, most important, *complete customer satisfaction* . . . customers themselves have named Crane the plumbing brand they prefer.

This completeness is typical of the whole Crane line. In kitchens, where Crane makes the right sink for every space requirement.

In home heating, where Crane supplies everything for any system, any fuel.

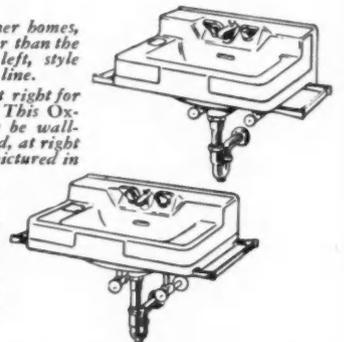
See representative selections in Sweet's Builders' File. And ask about the *complete Crane line* at your Crane Branch or Crane Wholesaler.



De Luxe! In your finer homes, nothing could be finer than the Diana Lavatory, left, style leader in the Crane line.

Happy Medium! Just right for most home owners. This Oxford Lavatory may be wall-mounted as indicated, at right above, or on legs as pictured in the room.

Dial-ese Here, Too! Designed for modest budgets, this Crane Neuday Lavatory has many features of the Diana and Oxford—including finger-tip Dial-ese controls.



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PLUMBING AND HEATING •
VALVES • FITTINGS • PIPE

EDITORS' Round Table

(Continued from page 55)

to be an uncountable number of builders and dealers in small communities will exhibit one or two houses during the week. In the metropolitan centers more houses and better showmanship will characterize observation of the week.

THE STAFF of *American Builder* feels a probably justifiable paternal pride in National Home Week, and views with satisfaction the added publicity the Week is getting in other magazines this year.

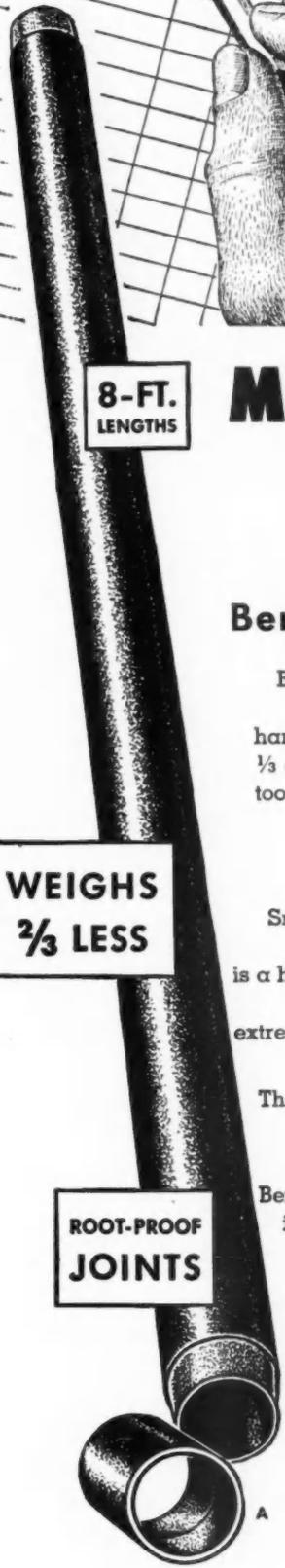
COVERAGE, as far as space will permit, of the outstanding features of National Home Week will be a feature of an *American Builder* issue before the end of the year.

TIE-INS with such widely variant institutions as furniture dealers and churches seem to be on the increase this year as builders prepare to demonstrate their finished products to the public in every quarter of the country.

OTTO HARTWIG, genial and extremely efficient executive secretary of the Long Island Home Builders Institute, recently wrote a letter to Senator Ives (N.Y.) calling his attention to the fact that in metropolitan New York the greatest bottleneck in home building is the inability of the local FHA office to process applications.

THE FAULT in New York, as in other cities, is not the operation of the FHA office, but the need to reduce personnel during the past year as a result of certain budget curtailments by Congress during the past fiscal year.

NET RESULT, says Mr. Hartwig, is that the local office is as much as seven weeks behind in approving the mortgage credit risks of individual purchasers, whereas the service used to be performed in ten days. The builder who is 50 or 100 house sales ahead of his construction is faced with the likelihood of credit rejections; veterans become skeptical because of the delay, and labor is affected adversely because of the uncertainty of continuous employment. Recently, concluded Mr. Hartwig, the N.Y. office attempted to streamline its operations by by-passing certain rules and practices. The plan was vetoed by the Washington office. The only answer, therefore, is increased personnel. That's what Mr. Hartwig wants, and asks the Senator to get.



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ROOT-PROOF JOINTS

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More Facts that Prove Bermico Cuts Building Costs

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That's why, today, millions of feet of Bermico are in use in house-to-sewer connections, septic tank disposal and drainage systems.

Bermico can cut your costs for time and labor and increase your profit as well. Drop us a line and get the whole story of why it pays to insist on Bermico Sewer Pipe.

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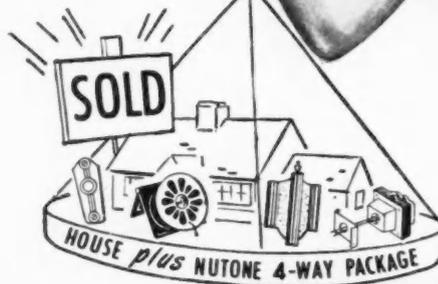
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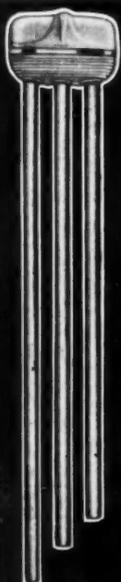
NuTone features that *make a new home complete* carry weight with a woman! You can sway her decision in favor of *your* new home, if you install the NuTone "4-Way Package." Ask your wiring contractor to install a NuTone Door Chime (with trouble-free NuTone Transformer), a NuTone Kitchen Ventilating Fan, and NuTone luminous pushbuttons! These are features every woman wants in her new home!

NuTone *presells* your prospects with a powerful national advertising campaign in 40 national and regional magazines, as well as Radio in major markets. For full information and free catalogs on the NuTone "4-Way Package," write NuTone, Inc., Dept. A-99, Cincinnati 27, Ohio.



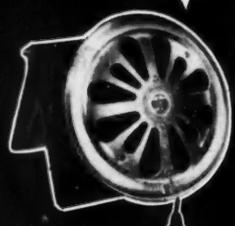
... the woman decides

which house to buy



THE CONTINENTAL, Style K-32
—A beautiful chime, with ivory-plastic cover and satin-brass tubes. List, \$12.95. One of 14 models—\$3.95 to \$69.95.

MODEL NV-18—An efficient kitchen ventilating fan, with chrome grille. List, \$26.95. Other models—\$24.95 to \$36.95.



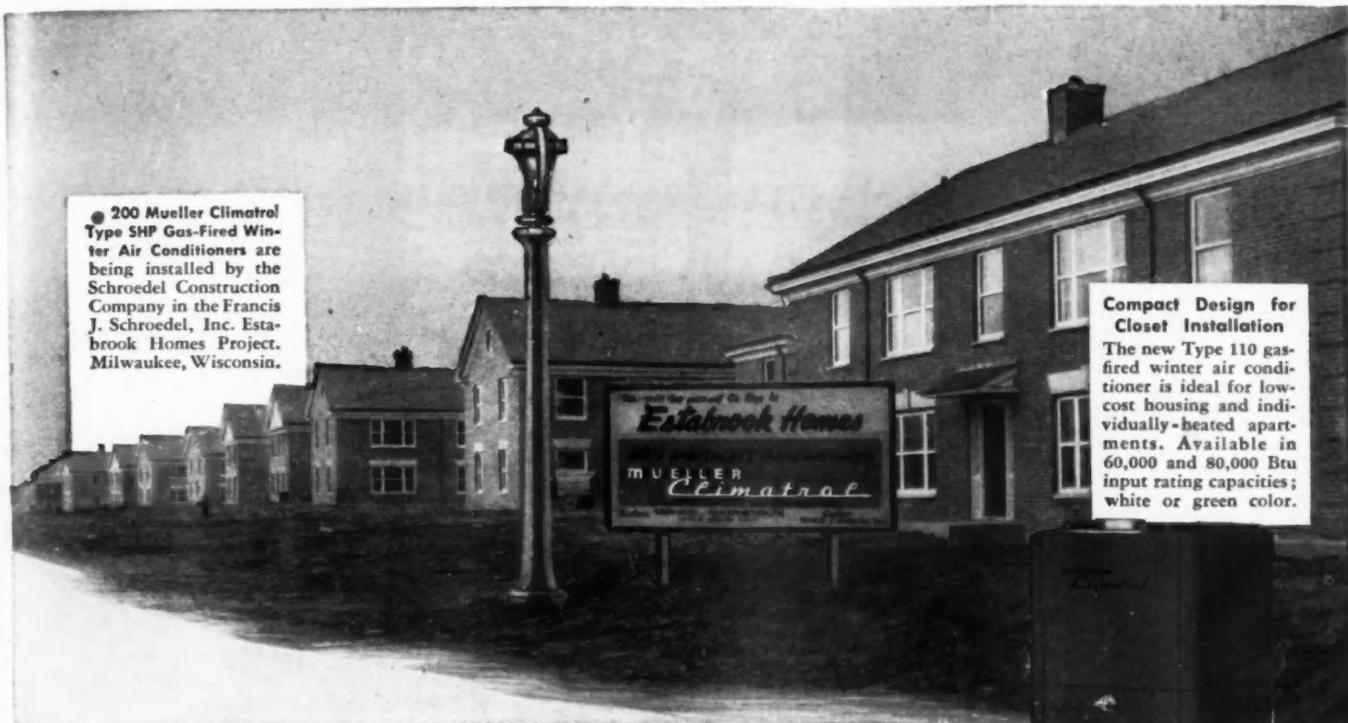
THE CONCORD, Style PB-5—Solid brass, luminous push button with personalized name-plate. List, \$2.50. One of 6 styles—35¢ to \$2.50.



THE MOUNT VERNON, Style K-20. Colonial elegance in hammered brass—three-tube effect door chime. A NuTone exclusive. List, \$8.95.



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● 200 Mueller Climatrol Type SHP Gas-Fired Winter Air Conditioners are being installed by the Schroedel Construction Company in the Francis J. Schroedel, Inc. Estabrook Homes Project, Milwaukee, Wisconsin.

Compact Design for Closet Installation
The new Type 110 gas-fired winter air conditioner is ideal for low-cost housing and individually-heated apartments. Available in 60,000 and 80,000 Btu input rating capacities; white or green color.

Mueller Climatrol

fuel-thrifty Furnaces

designed to meet your housing-project needs, for compact closet installations

● There's no need to make special space provisions for heating apartments or low-cost homes. Just specify a compact Mueller Climatrol system. Install it in a utility room, closet, kitchen, or basement — and count on it delivering top comfort with minimum fuel costs for years of dependable service.

That's the pattern followed so successfully in the Francis J. Schroedel, Inc. Estabrook Homes. The modern construction methods on this project called for closet installations of 200 individual heating

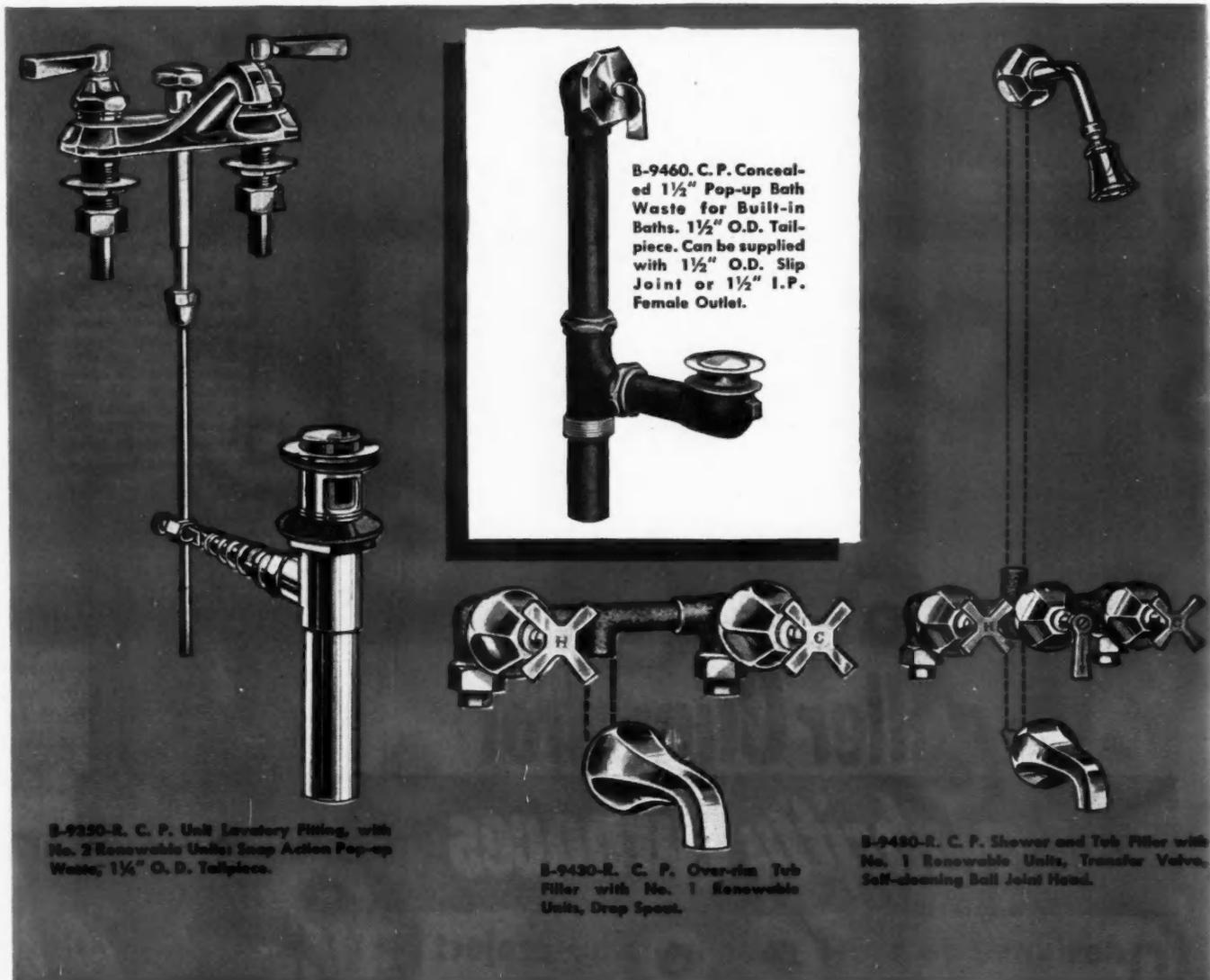
units. A Mueller Climatrol "high-boy" gas-fired winter air-conditioner filled the bill perfectly.

On your future jobs — whether it's a single low-cost Cape Cod bungalow, or a large multi-unit family project — simplify your heating problem and guarantee satisfactory results — simply specify Mueller Climatrol heating. The line is complete — for any need, with any fuel — and backed by Mueller's 92 years of specialized experience. Write for details. *L. J. Mueller Furnace Company, 2016 W. Oklahoma Ave., Milwaukee 7, Wis.*

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B-9460. C. P. Concealed 1 1/2" Pop-up Bath Waste for Built-in Baths. 1 1/2" O.D. Tailpiece. Can be supplied with 1 1/2" O.D. Slip Joint or 1 1/2" I.P. Female Outlet.

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Stop Profit Leaks . . . Sell Eljer Quality Brass



Here's the long and short of Eljer's Line of Renewable Brass Fittings: Just two working units . . . with a minimum number of precision-made, *interchangeable* parts. In years to come, repair units will still fit valves and faucets made today . . . and wearing parts can be replaced quickly and economically.

The first cost of Eljer Brass Goods is only a very few cents more than ordinary, cheap fittings . . . an in-

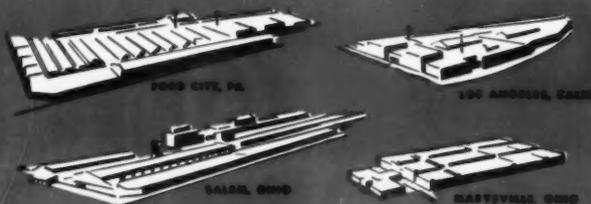
significant factor in the total cost of even the lowest-priced house. Not only do you save costly time, making an installation, but you can be *sure* that your customers will be satisfied and expensive call-backs to correct faulty fittings will be unnecessary.

It *will* pay you to sell Eljer Quality Brass . . . and when you install Eljer Plumbing Fixtures, remember, they deserve to be equipped with Eljer Brass Fittings. If you are not acquainted with Eljer's Line of Renewable Brass Fittings, see your Eljer Distributor or write Eljer Co., Ford City, Pa.

It pays you

because we specialize in Plumbing Fixtures and Brass

ELJER





MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Novel Stunts, Well-Planned Promotion To Mark National Home Week

Participation plans announced by NAHB member groups throughout the country indicate that the 1949 week will hit a new high in national interest and will achieve outstanding success in telling the story of private home building to the nation's prospective home owners

The home building industry is swinging into the 1949 National Home Week observance with a variety of promotional stunts and fanfare which cannot fail to make a lasting impression on the public. In many small towns as well as in the nation's major cities, proclamations, parades, home shows, special newspaper editions, mass and individual displays, speeches, radio programs, telecasts and contests built around home construction and home ownership will demand attention.

To create advance interest in National Home Week and in a Better Homes Exposition, the Pittsburgh home builders group obtained a number of carrier pigeons and sent them by Western Union messengers to exhibitors who were signing contracts for display space in the show. When the contract was signed, a note notifying the home builders' association office was fastened to the pigeon and the feathery messenger was turned loose to deliver the message to the officials of the exposition. The stunt resulted in a great amount of newspaper and radio publicity for National Home Week and for the show.

The Pittsburgh group's Better Homes Exposition will be conducted in West View Park, one of the city's largest amusement spots, which will be taken over entirely by home builders the day after its seasonal closing on Labor Day. Airplane rides will be transformed into theme centers, the penny arcade will become a flower wonderland, the merry-go-round will be an unusual mechanical display of the latest in building products and equipment. More than 100 firms will exhibit in over 200 booths for nine days. There will be three model homes for visitors to inspect. One of the most unusual exhibits will be the "Select-a-Home," a supermarket of home values offering the public an un-



"OPERATION Pigeon" proved very successful in reminding exhibitors at the 1949 Pittsburgh Better Homes Exposition to get their contracts in on time. Examining the birds are George G. Gyekis (left), show director, and A. L. Poeschl, secretary of the American Racing Pigeon Association. Local papers carried accounts of the stunt.

paralleled opportunity to select a home to buy or build from hundreds displayed under one large roof. Grand climax of the Pittsburgh exposition will be the selection of an owner of the "budget bungalow."

Select 'Miss Homebody'

The Home Builders Institute of Los Angeles is busy with a number of new and unusual features for the 1949 observance of National Home Week there. More than 40 model houses in all price ranges will be ready for public inspection. To stimulate interest in the press and among civic leaders a preview tour of the home week houses and new community developments will be conducted. A demonstration home will be erected in Pershing Square in the city. Along with these stunts the newspapers will publish special home week sections; there will be a televised story of the home, and speeches will be made before service clubs, women's groups and church organizations. In addition to this, plans call for the selection of a "Miss Homebody" and a contest for winners in an essay contest on "Home Ownership." Part of the observance will also include a Home Week luncheon at the Biltmore Bowl in Los Angeles.

In Columbus, Ohio, during National Home Week there will be a "Parade of Homes" with numerous exhibits, displays, demonstrations of on-site construction techniques and completed homes open for inspection. The Colum-

bus Dispatch will publish a special issue and is also sponsoring a model home to be open daily at the state fairgrounds during National Home Week.

Chicago home builders have teamed up again this year with the Home Furnishings Council to stage a "Home and Home Furnishings Festival" in cooperation with the Chicago Tribune. More than 70 new houses, most of them completely furnished, will be on display in addition to a number of apartment projects. Radio programs, telecasts and conducted tours to sites of model homes and developments are also part of the Chicago promotion. Uniform signs, directing visitors to National Home Week model homes on display is a feature of the Chicago home week promotion.

In addition to Los Angeles on the Pacific Coast, Seattle builders expect to have several score of model houses on display. In San Francisco, National Home Week will be combined with a local annual Garden Week observance.

In Boston the week will be inaugurated with a state-wide banquet with the governor reading his proclamation and the mayors of Massachusetts cities and towns as guests.

Miami will start the week off with a parade of contractor's equipment and allied industry materials and machines. Home builders of Northern New Jersey are sponsoring a Home Show at the Teaneck, N. J., Armory from September 10 to 17 as part of their promotion in observance of the Week.

Fort Worth will observe the week with a home show which, as a public interest feature, will present entertainment programs by well-known professional performers. Special emphasis this year is being placed on a promotional program for exhibitors. The Washington, D.C., Home Builders Association is planning to have a large number of homes on exhibition during the week.

High Manufacturer Interest

From national headquarters, NAHB reports that high interest in the event has been indicated by manufacturers in the home material, equipment and appliance fields. It was also pointed out by NAHB officials that interest has also increased among other branches of the industry—finance, distribution and service.

All the above examples are typical of plans for National Home Week observance in all sections of the nation. Reports indicate the 1949 Week will mark a new high in model homes placed on display, number of visitors, and accomplishments in telling the story of private home building to the prospective owners of homes.

400 Attend Northern Jersey Outing



GUESTS examining some of the prizes at the annual outing of the Home Builders Association of Northern New Jersey. Left to right: E. M. Spiegel, president, New Jersey State Home Builders Association; Robert M. Kerr, Jr.; Stephen Dudiak, vice president of HBA of Northern New Jersey; Ralph Carletta, past president, HBA of Northern New Jersey; Carl S. Carlson, president, HBA of Northern New Jersey; Louis London; and John Kempson, real estate editor, Newark Evening News

More than 400 guests were attracted to the Aldecross Country Club, Alpine, N. J., July 17, for the annual outing of the Home Builders Association of Northern New Jersey. Builders, subcontractors, brokers, mortgage men and union delegates forgot their differences for the day.

One of the features which drew an unusual amount of attention was arranged by Harold Kramer of the

Kramer Lumber Co., Clifton, N. J. Kramer painted a huge log and had it hauled to the Club where he invited the picnickers to show their skill by pounding 4-inch nails into it.

Committee members were: Louis London, chairman; Joseph J. Brunetti, Robert M. Kerr, Jr., Eugene Nicosia, Michael Petruska, Michael Magner, Stephen Dudiak, Harold Kramer, Joseph A. Goldman.

Long Island Home Builders Stage First Annual Outing

The first annual outing of the Long Island Home Builders Institute was conducted July 27 at Timber Point Club with 272 members and friends in attendance. The day of sports included golf, baseball, horseshoe pitching, tug-of-war, darts, barbershop quartets, plus refreshments and a social good time. The day's events were followed with a filet mignon dinner.

Activities started at 8 a. m. when the first of 82 golf contestants teed off in competition for the many handsome prizes offered. At noon the baseball and horseshoe pitching contests were staged, followed by dart throwing and nail driving contests. Final event of the afternoon was the tug-of-war.

After the dinner more than 60 prizes were distributed. Those included traveling bags, fishing rods and reels, savings bonds, portable radios, electric toasters, leather wallets, fruit-of-the-month membership, sports shirts, sweaters, golf bag, liquor and others.

Committee chairmen were as follows: Prizes—Peter Fallon; golf—L. R. Soderberg; entertainment—Anthony Villett; games—William J. McGowan. O.



CHARLES M. JAEGER, second from the left, one of the directors of the Long Island Home Builders Institute, poses with his three competitors in a game of golf at the group's first annual outing July 27

J. Hartwig is executive secretary of the Long Island group.

Name Home Week Committee

Russell R. Fling has been named chairman of the Columbus, Ohio Home Builders Association's National Home Week committee. Other members are Howard E. Day, associate chairman, J. Alfred Shuman, Walter J. Shapter and Fred Schwarz.

Plan Closer Exhibit-Panel Relation at NAHB Convention

With provision being made for the largest number of exhibits in NAHB convention history at the 1950 meeting, the convention committee is planning closer correlation than before between the discussion sessions and the exhibits of new products and services.

This is in recognition of the increased interest in time and labor saving methods which has resulted from the return of the buyers' market.

The 1950 convention and exposition will be held in Chicago from Feb. 19 to 23. E. M. Spiegel, NAHB regional vice president and president of the New Jersey Home Builders Association, is chairman of the committee.

Paul S. Van Auken, convention director, reported that a large number of inquiries had already been received, both from former exhibitors and from manufacturers seeking space for the first time at the 1950 exposition. He said that many firms make plans to launch sales and promotional campaigns at the meetings.

Exhibit space will be increased, with the Casino Room of the Congress Hotel being added to the facilities of the Stevens Hotel, convention headquarters. The same space occupied last year in the Stevens will again be used—the exhibition hall proper, exhibition hall lobby, Normandy lounge and writing room.

Exhibit prospectus will be mailed shortly after Labor Day. First assignment of space will be made Oct. 1. At that time it is expected to have applications for at least 90 per cent of space.

Convention inquiries should be directed to Paul S. Van Auken, Convention and Exposition Director, NAHB, 111 W. Jackson Blvd., Chicago 4, Ill.

Creden Heads Publicity For Chicago Festival

Philip Creden, advertising manager of the Edward Hines Lumber Co., has been named chairman of the publicity committee for the third annual Chicagoland Home and Home Furnishings Festival which will take place in the Chicago area Sept. 11.

The event is sponsored by the Chicagoland Home and Home Furnishings Council in cooperation with the Chicago Tribune. The Chicago Metropolitan Home Builders Association is a member of the Council.

Approximately 70 new homes in the area, many of them completely furnished, will be open for public inspection during the festival. A special Home and Home Furnishings supplement of the Sunday Tribune will mark the simultaneous opening of these exhibits on Sept. 11.

Observed during the month will be National Home Week, Sept. 11-17; Home Fashion Time, Sept. 26 to Oct. 1; and the Television and Electrical Living Show at the Chicago Coliseum, Sept. 30 to Oct. 9. The Home and Home Furnishings Council's slogan, "Enjoy Living . . . At Home," will be the theme of the entire program.

G.I., FHA Interest Rates Should Be Equal, Lockwood Tells House Committee

In recent testimony before the House Banking and Currency Committee in Washington, Rodney M. Lockwood, NAHB president, asserted that in order to assist more veterans in obtaining their own homes with government financing aid, the interest rates on G.I. home loans and FHA insured loans should be made equal. At the present time FHA financing carries at 4½ per cent rate, G.I. loans 4 per cent.

Lockwood, speaking for NAHB on the housing amendments act of 1949 (H. R. 5631), said that veterans are at a competitive disadvantage as long as a substantial volume of FHA loans is being offered at a higher interest rate.

He emphasized that he did not advocate a higher interest rate for veterans than the lowest at which a supply of money can be obtained. "But we do say," he added, "that either the FHA interest rate should be lowered or the VA rate raised, or some middle ground reached at which to set a standard interest rate."

Lockwood also testified that the \$6,650 ceiling on FHA mortgages for low cost houses, currently proposed in the bill, would not permit construction of homes for lower income families in northern metropolitan centers where building costs are higher. These are houses which can be purchased with a five per cent down payment.

Stating that unless this ceiling were amended, the bill would actually discriminate against these families, he urged that FHA be allowed to fix limits as high as \$7,750 when necessary in the high cost areas.

"Abolition of the 505 (a) provision of the G.I. home loan plan "and substitution of Federal direct lending would be an extremely serious mistake," Lockwood told the committee. "At least, it should not be abolished until a workable substitute has been used for a year or more and has had an opportunity to prove its feasibility."

Pointing out the lack of provision in the G.I. home loan system of a "firm commitment, which assists in obtaining construction loans," he said that issuance of such a commitment would enable many veterans who cannot now obtain homes to get them.

Complete Building Report Is Dallas Home Week Project

The most extensive report to the people ever attempted by home builders in this area will be made during National Home Week, according to H. J. Crosby, chairman of the central planning committee for the event.

Members of the committee, which has assumed responsibility for obtaining data for the report from all segments of the industry, are Angus Wynne, M. P. Crum, Roland Pelt, J. C. Dycus and Roy Hudson. A number of completed homes will be opened to the public.

Cortright's Column

By Frank W. Cortright

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



As you have read, Tighe Woods, the nation's Housing Expediter, who is charged with the administration of rent control and enforcing veterans preference, has started into the home building business on the side.

This, of itself, was news of national interest, but now of greater interest is the fact that he has become a vigorous lobbyist for housing legislation.

The Housing Expediter and a few associates purchased fifty-two acres of wooded land on a back road near Fort Belvoir, Va., for \$6400. On this site, 25 miles from the nation's capital, he has constructed two sample homes. The "Ramblerette" has 550 square feet with a living room, bedroom, bath and pullman kitchen at one end of the living room. Exterior walls are vertical redwood siding—the inside is finished with one-quarter inch plywood. Each house will be served with an individual well and septic tank.

Drew Pearson broke the news to his 16,000,000 readers by saying the house would sell for \$5900—that "ordinarily the same homes would sell at twice that price."

Radio networks, wire services, and national publications followed suit, giving the general impression that the Expediter had accomplished a startling and important thing. Little space was given to the fact that competent Washington builders could readily produce the house for about \$800 less than the sale price of \$6750, then set by Mr. Woods.

Like every other builder, the Expediter's problems really began when he endeavored to secure satisfactory financing. Since FHA could not possibly approve such a house as a sound mortgage investment, VA made possible the only method of financing. The lending institution will charge 3 per cent for the loans and 3 per cent for selling the houses at a price of \$6450.

As a result of all this the Expediter decided to openly lobby for direct Federal lending by the VA.

He started by writing a letter to the House and Senate Banking Committee members explaining that the house was not acceptable to FHA, that the VA financing and sales cost amounts to \$387. He then urged approval of Section 512 of H.R. 5631 calling for direct loans by VA to veterans. All of which raises the following questions:

First, should the nation's builders construct minimum one-bedroom houses without a full kitchen?

Second, should high government officials devote their time and that of members of their staff to engaging in large-scale personal business activities?

Third, should government officials use their prestige and position to nationally publicize such activity?

Fourth, should government officials devote their time to lobbying for legislation which makes their personal business ventures more profitable?

Granting that Expediter Woods' motives were well-intentioned, and we believe they were, it is undeniable that he has produced and publicized a house which is generally un-financable and unsalable in large numbers in most of the large metropolitan cities throughout the country.

Beyond this, the kind of publicity given his venture has harmed the building industry's market—a market which is being met by builders at the current rate of 100,000 units monthly.

Finally, Congress itself and the Executive branch of government must, and probably will, determine the propriety of the things the Expediter is doing as a home builder and a lobbyist.

Chicago Field Day Attendance High



MEMBERS of the 1949 Presidents' foursome at the recent Chicago golf tournament. Leaders of the groups comprising the Association compete annually for the winner's trophy. Left to right are Gunner J. Jensen, director chairman of the Home Builders Association of Fox River Valley,

Trophies and prizes valued at approximately \$3,500 were awarded at the sixth annual golf tournament and field day of the Chicago Metropolitan Home Builders Association. The event, attended by between 400 and 500 persons, was held July 19 at the Medinah Country Club.

Tournament winners included: Walter Jaeger, Blue Island, builder trophy; Charles Hardy, Nash-Kelvinator, supplier trophy; Robert Lorenz, Chicago Furnace Supply Co., guest trophy; and Gunner J. Jensen, Fox River Valley chapter, president trophy. Jaeger took the builder award in 1946 and 1948; and Jensen was also the presidential champion in 1948.

In a feature baseball game, the Suppliers overwhelmed the Builder nine 22 to 12. A. J. Del Bianco and Wes Byrns were Supplier captains, while Meyer Lipson and Bud Henson led the Builder team.

Another feature of the all-day outing was a water ballet which was staged by the Lake Shore Club.

The entertainment committee was led by Carl H. Bach, chairman, and Charles A. Mitchell, vice chairman.

Jensen Named Utah Chairman

Appointment of Melvin H. Jensen, Salt Lake City builder, as chairman of the National Home Week committee has been announced by B. Lue Bettilyon, president of the Utah Home Builders Association.

Last year more than 30 homes in the Salt Lake City area were open for inspection. It is anticipated that an equally large number will be open this year.

who won for the second straight year; Carl H. Bach, general chairman, Chicago Association entertainment committee; A. O. Aldrich, Chicago president; and William J. Duncan, director-chairman, Home Builders Association of Northern Indiana. More than 400 were present for the outing.



PORTION of trophies and prizes. There were more than 60 donors to the prize fund; 18 special gifts. Total value: \$3,500

Predict Washington Show Will Attract 100,000

The third annual Home Show-Exposition of the Home Builders Association of Metropolitan Washington is expected to attract more than 100,000 visitors, according to T. Girard Lee, chairman of the committee. The event will take place at the National Guard Armory October 8-16.

Highlights already planned include a "Television Town," daily fashion shows and amateur contests; \$15,000 in prizes will be awarded.

An outstanding feature will be a "Pavilion of Homes" sponsored by Association members.

Members of the show's executive committee are William S. Banks, J. Garrett Beitzell, Vernon Briggs, J. Wesley Buchanan, Edward R. Carr, Clarke Daniel, Clarence W. Gosnell, A. Milton Talbert and James W. Pearson.

Los Angeles National Home Week Committee Plans to Promote Home Ownership

A committee to guide the chapter's participation in National Home Week has been selected by Arthur A. Beliveau, president of the Home Builders Institute of Los Angeles. Matt P. Flynn is chairman. Membership includes Fritz B. Burns, Walter Bollenbacher, Milton J. Brock, R. G. Burgbacher, Spiros G. Ponty, Lloyd S. Whaley, S. V. Hunsaker and Beliveau.

In announcing the committee, Clifford S. Rawson, Institute secretary-manager, said that two major purposes for observance of the week had been agreed on—to dramatize the progress of the home-building industry of Los Angeles and vicinity; and to widely publicize the advantages of home ownership.

Rawson reported that one of the goals of Institute members is the exhibition of at least 30 model homes during the week. Also proposed is a contest in which prizes will be awarded for the best essays on "Why Home Ownership is Good Security."

A slogan for the event will be selected by the committee, Rawson added, and builders will use the NAHB National Home Week emblem in their advertising.

Builder Group Defeats Proposed Tax on New Homes

As a result of the successful fight by the Chicago Metropolitan Home Builders Association and other organizations and individuals, against state taxes that were proposed on building construction, the prospective home owner in Illinois will be saved an additional 3 to 4 per cent on the purchase price of new homes now under construction.

The burden of these taxes, on all the labor, materials, and services which enter into home construction, would have necessarily been passed on to the home buyer.

However, the estimated 4 per cent rise in the price of homes, predicted in the association's mid-year survey, on the basis of increased costs of building materials and labor, continues to be a prospect for the fall and winter months.

Portland Golf Tournament Has 61 Participants

The second annual golf tournament of the Portland Home Builders Association was held July 16 at the Mt. Hood Golf Club, with 61 members and guests participating. Tournament chairman and co-chairman were San J. Langoe and Harry N. Hanson.

Daniel Gebhart was winner of the "Oregonian" trophy and the runner-up award was taken by Gene Burdick.

Other prize winners included: low gross, William H. Johnson; and second low gross, J. B. Lewis.

The non-member low net trophy was taken by Gale Zener, with the Oregon Journal's "blind bogey" award going to President H. A. Schmitt.



STAINED SHINGLES & SHAKES GIVE PROJECT HOMES VARIETY IN COLOR, STYLE, DESIGN...



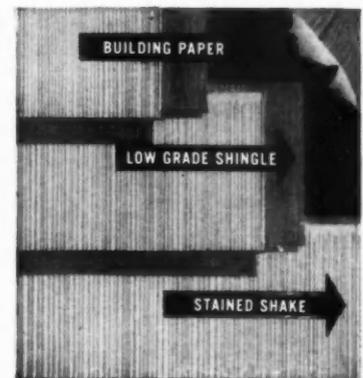
The application of Stained Shingles alternated with Stained Shake walls can be specified so that no two adjacent homes of a project are alike in color, weather exposure or surface texture. Variety of Stained Shingle roof colors adds further distinction to each home. The table below recommends a typical set of roof and wall modifications out of hundreds of practical combinations.

VARIATIONS are virtually limitless, as walls may be applied at any desired exposure between 6 1/2" and 16". Application details are available in Sweet's File 8b 7a.

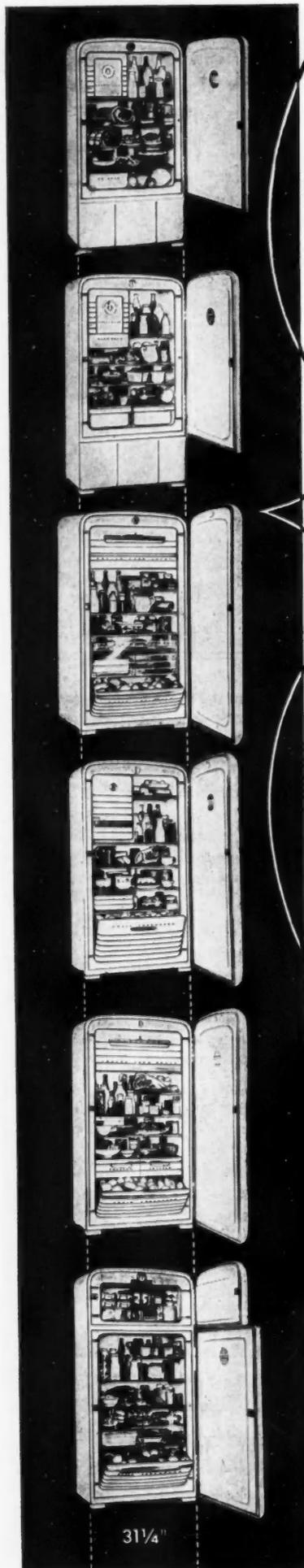
ECONOMICAL because both Shingles and Shakes are available in a wide variety of colors and pre-staining greatly reduces cost of color application after construction.

EASY APPLICATION is important in project construction. For exposures greater than 8", double-coursing application is simple and economical. Combines use of Stained Shakes over inexpensive grade of cedar shingles as shown below. Details in Sweet's File 8b 7a.

<p>1</p> <p>ROOF: Shingles [Green] WALLS: Shakes [16"] Exposure [12"] Color [Green]</p>	<p>2</p> <p>ROOF: Shingles [Red] WALLS: Shingles [16"] Exposure [8"] Color [White]</p>	<p>3</p> <p>ROOF: Shingles [Oiled] WALLS: Shakes [16"] Exposure [12"] Color [Brown]</p>
<p>4</p> <p>ROOF: Shingles [Brown] WALLS: Shingles [18"] Exposure [14"] Color [Tan]</p>	<p>5</p> <p>ROOF: Shingles [Red] WALLS: Shakes [24"] Exposure [18"] Color [White]</p>	<p>6</p> <p>ROOF: Shingles [Blue] WALLS: Shingles [24"] Exposure 18" Color [Grey]</p>



STAINED SHINGLE & SHAKE ASSOCIATION
835 CENTRAL BUILDING, SEATTLE 4, WASHINGTON



31 1/4"

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Model for Model...

Kelvinator's complete line of 6 new
"Space-Saver" refrigerators

ALL ONE WIDTH—31 1/4 in.

for easy kitchen planning



Now choose models by budget—no changes in floor plans needed.

It's the new complete line of 6 brilliant new Kelvinator Refrigerators. Model for model . . . all are 31 1/4" wide. Shown at the left is the ultimate in home refrigeration . . . Kelvinator's TM . . . 80-pound Home Freezer combined with cold-clear-to-the-floor refrigerator!

Only Kelvinator offers the flexibility of uniform widths for kitchen planning. Simplify and save—by specifying Kelvinator!

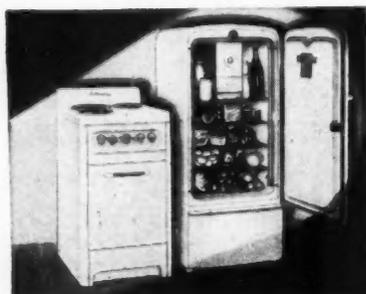


During National Home Week, September 11-17, 1949, Kelvinators can be seen in model homes throughout the country.

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ALL ONE WIDTH—39"!



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AMERICAN BUILDER

E D I T O R I A L

Wisconsin Kills Rent Control

IT is a well known fact that home building in most parts of the country lagged during the first three months of this year, then accelerated to near record levels during the late spring and early summer months. There were several reasons for the lag. The first of these is that small, low-price homes were built in such quantity during 1947 and 1948 that the critical shortage of such homes was relieved. The result was that the era of distress buying and premium payments ended last autumn, and many builders found themselves with relatively large inventories of unsold low-price homes at the year-end. These houses had to be sold before the builders with such inventories could afford to embark on new projects.

The public, seeing these houses unsold, concluded, and with reason, that new home prices were about to drop. They withheld purchases pending the expected drop. The drop came gradually, and by late spring it was obvious that a level had been reached. The public re-entered the market with a decreased but steady demand for low-price houses, and with the first postwar demand for more expensive, custom-built homes. The decline in demand for low-price houses was more than compensated by the demand for custom-built homes, with the result that mid-summer activity indicated the year 1949 would probably come close to equalling last year in new home building volume. The foregoing pertains to urban building.

Farm building suffered a set back due to the sharp cut in whole milk prices allowed farmers in the dairying sections. While most farmers will admit that they can make money on the new price for whole milk, it is characteristic of farmers that they freeze their buying in a falling price period. While no statistics are available, most observers agree that the decline in farm building in 1949 has been at least compensated by the first postwar wave of summer cottage building. Lakesides in the north country have been beehives of building activity since mid-June. What this wave of summer cottage and summer home building amounts to can be nothing more than a guess. A very conservative guess is 100,000 units.

Now, a new market has been opened for the last half of the year in some quarters. Wisconsin, for instance, recently took advantage of the new Federal ruling, leaving the matter of rent control to the individual States. In mid-summer the Governor of Wisconsin signed a bill abolishing rent control throughout the State. The result was an immediate resurgence of demand for houses in the \$8,000 bracket. The reason is, of course, that rents frozen at prewar levels were advanced to parity with the prices of other services and commodities, and thousands of renters promptly decided to build as an economy measure. Dealers and builders in many central Wisconsin cities and towns report that they are swamped with orders and inquiries for small homes. No doubt there will be some hardships as a result of the action taken in Wisconsin, but the overall benefits to the overwhelming majority of wage earners will be incalculable in increased earnings and better housing.

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Completely equipped kitchen can be a tremendous **STIMULANT**

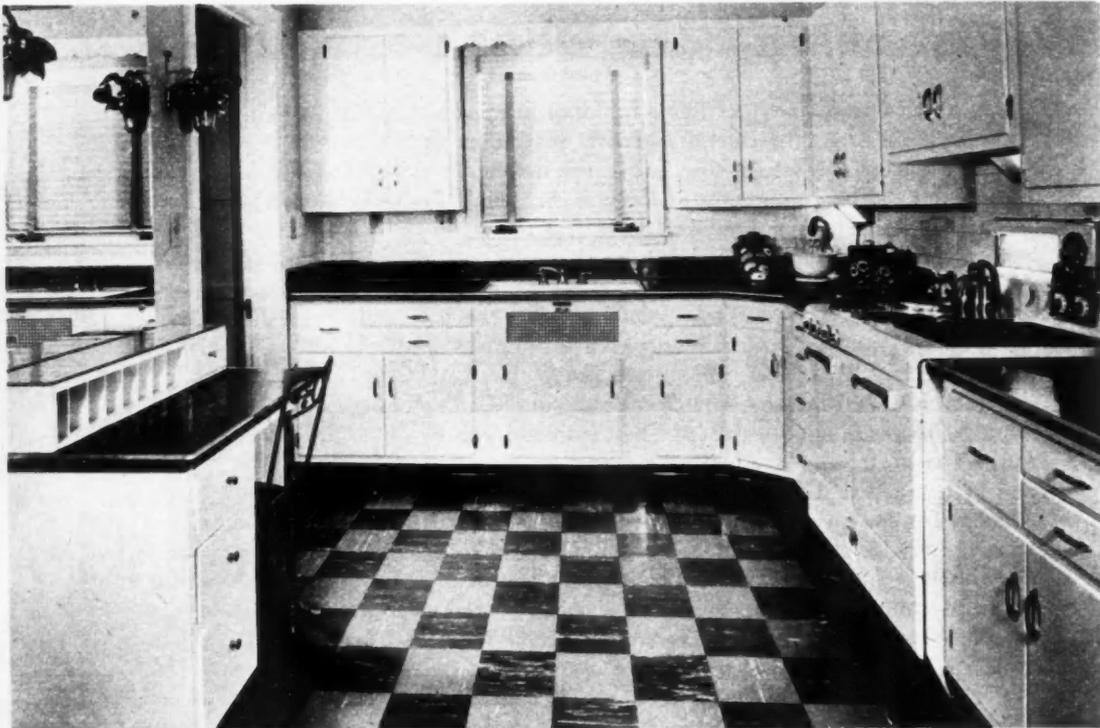


Photo courtesy of U. S. Stoneware Co.

HOME builders are facing an increasingly critical market for the sale of their houses. The situation is calling for more aggressive, constructive promotion and sales effort, plus more intensive attention to many details in design, construction and equipment. But the best home selling campaign ever devised cannot succeed unless there are first some attributes and characteristics in the houses concerned which provide adequate sales ammunition, plus satisfaction of claims made.

Leading manufacturers of major appliances for homes are making it easy for builders to add much to their houses to increase their attractiveness to prospects. In recent months a number of these manufacturers have worked out special plans whereby their products can go to builders who will include all major appliances as a component of the finished house and sell the entire package—house and equipment—at one price, financed in a single mortgage. This is permissible under laws and under FHA regulations in all but very few areas of the United States.

Many operative builders do not include equipment in houses they

erect for sale because it is not standard practice in their communities. In some areas prospective home buyers do not expect the builder to equip houses with kitchen and laundry appliances because of local custom. In these areas there are tremendous opportunities for development of the idea of selling houses completely equipped to give greater satisfaction to purchasers and to ease financial burdens immediately following pur-

chase of a new home. This thought is bolstered by the results of a survey recently made in a housing development where it is not the custom to equip homes with major appliances.

More than 100 home owners, who occupied their houses within the last 18 months, were asked if they owned a washing machine or a refrigerator before purchasing their new home. Sixty-seven per cent replied that they did not own a



Photo courtesy of Westinghouse Electric Corp.

IT is easier to demonstrate advantages of service areas when they are fully equipped



APPLIANCE manufacturers are making it easy for builders to add much to their homes to increase their attractiveness to prospects. This modern kitchen leaves nothing to the home buyer's imagination. Fully equipped, it is an important sales tool

IT FOR THE SALE OF NEW HOUSES

washer and 55 per cent that they did not own a refrigerator. They were then asked if they had purchased a washing machine or a refrigerator since they bought the house. Forty-seven per cent replied that they had purchased a washer and 95 per cent that they had purchased a refrigerator.

They were then asked this question: "If you could have had a refrigerator, range, dishwasher, waste disposal unit, automatic washer, water heater, and cabinets, all included in your mortgage at a cost of between \$3 and \$4 additional per month, would you have taken them?" Seventy-seven per cent answered "yes"; 17 per cent answered "no" and 6 per cent were undecided. The 17 per cent who answered "no" were largely middle-aged people with no children in the family.

The 100 interviewed were then asked: "If the automatic clothes washer could have been included under your mortgage for only a few cents more per month, would you have taken it?" Seventy-seven per cent answered "yes"; 19 per cent answered "no" and 4 per cent were undecided. Of the 19 per cent who answered "no" most of these were cases where there were only two in the family and clothes were sent out to a laundry. Representatives of the General Electric Company's Home Bureau made this survey, which shows that these home owners, except for a small minority, desired houses completely equipped with no "extras" to buy. The home owners interviewed are typical of hundreds of thousands in all sections of the nation.

The increased monthly mortgage payment, when a completely equipped kitchen is included in the price of the home, is a minor factor in even the lowest income budget. The accompanying table graphically illustrates this point. Prices quoted are approximate manufacturer's list on standard appliances named. They are on top quality merchandise and are high enough to give any builder an opportunity to figure on the situation in his community. The table also provides a formula for figuring the package kitchen cost idea, whether it includes all the equipment listed or only some of the items. Any builder, however, who launches a program of completely equipping his kitchen will have much more to

	Ordinary Bare Kitchen	Fully Equipped Kitchen
Refrigerator	None	\$245
Range	None	180
Dishwasher-sink	None	350
Waste disposal unit.....	None	125
Ordinary sink	\$100	
Cabinets and counter er top	150	300
		<u>\$250</u> <u>\$1,200</u>
Less: Value of items in ordinary kitchen		250
		<u>\$ 950</u>
Assume the average down payment on the house is 15 per cent.		
Deduct 15 per cent.....	143	
		<u>\$ 807</u>
Mortgages are usually written in multiples of \$100. At a rate of \$5.56 per \$1,000 (insured mortgage for 25 years) the increase in monthly payments would be at 56 cents per \$100 or.....	4.48	
		per month

talk about in sales and promotion if he really does a complete job of installing every unit any family in the price range to which he is appealing will desire.

When the builder installs the major home appliances as he plans and builds the house, there will be a system to the spacing and placement of the equipment which is apt not to prevail when it is left to the home owner to make the selections. The home owner tries to fit the appliances into spaces left by planners who "hoped" in many instances such pieces would go in the spots intended for them. By systematically planning and installing equipment as construction progresses, much in value and appearance can be added to the average house.

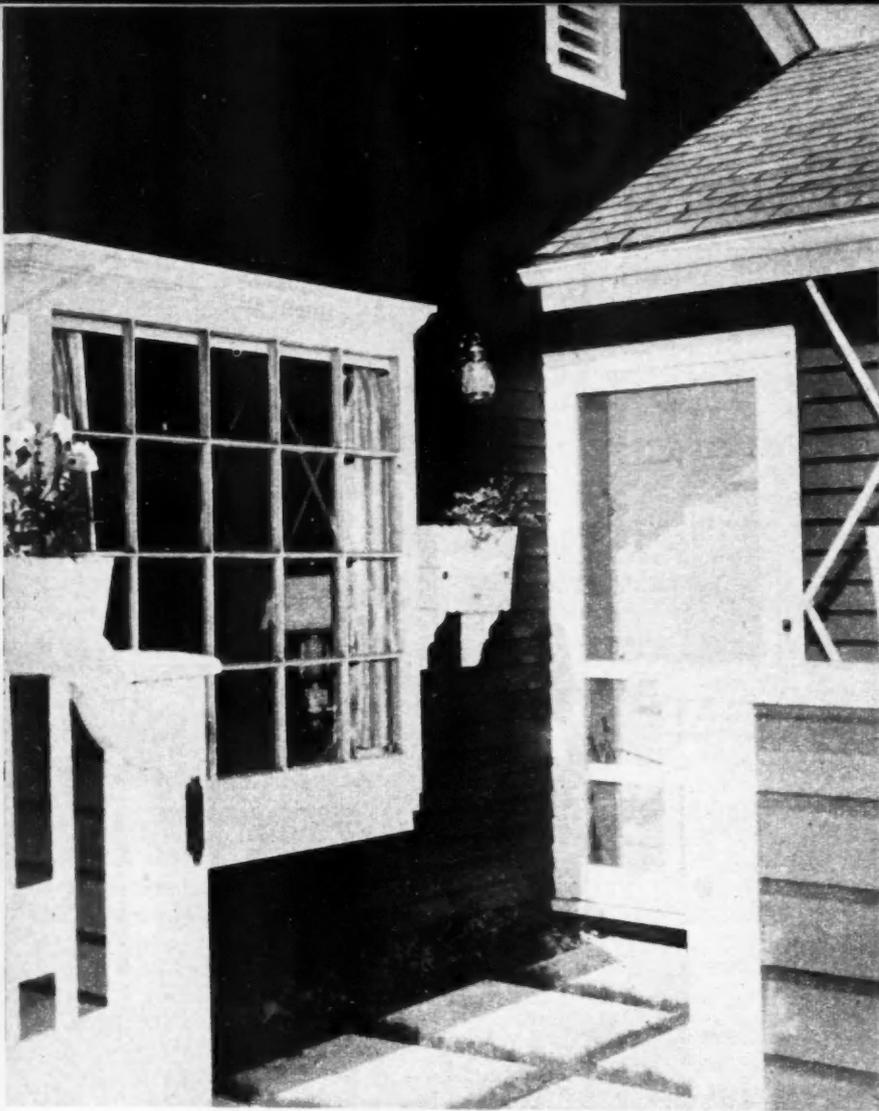
Manufacturers of both gas and electric home equipment, particularly kitchen equipment, are becoming increasingly active in assisting home builders to prepare and offer completely equipped homes for sale. In some areas builders are offering the packaged

kitchen with the house for about the cost of the equipment to them because of the added appeal and lessened sales cost which it creates. In other cases builders are adding the conventional 10 per cent to the price of the equipment and putting it in the price of the house at that figure. These setups vary from region to region. In some cases builders have been able to establish themselves as distributors and to obtain distributors' prices from the factory. This is not always satisfactory for either the builder or the manufacturer because a distributor is usually depended upon to service all such equipment and most builders are not equipped to do that type of work. As a result, troublesome appliances sometimes create serious problems for the manufacturers.

The trend nationally is definitely toward including major appliances with the cost of the house, not only to stimulate sales but also to make it easier financially for the family buying their first home to get set up in housekeeping. There are always a host of minor items to purchase when moving into a new home and frequently several major furniture items. If major appliances must also be purchased, the family's budget is very apt to be stretched beyond a sound point for the good and happiness of all concerned. The first years in a new home should be happy years, especially for a young family.



Photo courtesy of Kitchen-Maid Corp.
READY-MADE breakfast bars are easy to install and increase utility of kitchen



WALLED garden adds appeal to this Blomgren home in north Chicago suburb

AN inexpensive planting box, a small attractive walled garden, and interesting window treatments are comparatively small items in a completed home. But combined with a good basic house design and color scheme, these "small" items become outstanding selling points.

Such has been the experience of C. E. Blomgren, Inc., builders, of Northbrook, Ill., who add appealing character to their \$12,500 to \$18,000 homes by carefully applying a host of small architectural details. The extra cost involved, according to C. E. Blomgren, president of the firm, pay dividends in more clients and more sales. Blomgren has completed about 35 homes in the Northbrook area within the last year and a half, and reports enthusiastic acceptance and satisfaction on the part of home buyers.

Factors which determine what features are to be added to the houses are based upon what average occupants in the north Chicago suburb want in a home. The over-all design of the house is first considered, and any details added are for the purpose of supplementing this design and providing touches that appeal to clients.

Though only rough landscaping is provided in the Blomgren homes illustrated with this story, the firm likes to provide complete landscaping whenever possible. But even rough landscaping has its appeal, according to Blomgren's theory, since it helps

Small Details Sell Homes

Small architectural details give individuality to small homes and can be included without high construction costs according to builder



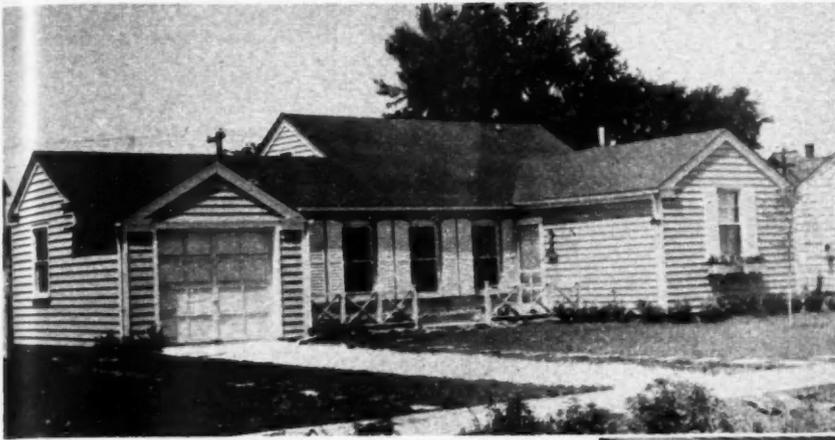
THOUGH home represents good over-all design, main elements of interest are small details such as treatment of window overlooking walled garden, trellis, planting boxes and ornate garden gate. Homes in development cost from \$12,500 to \$18,000



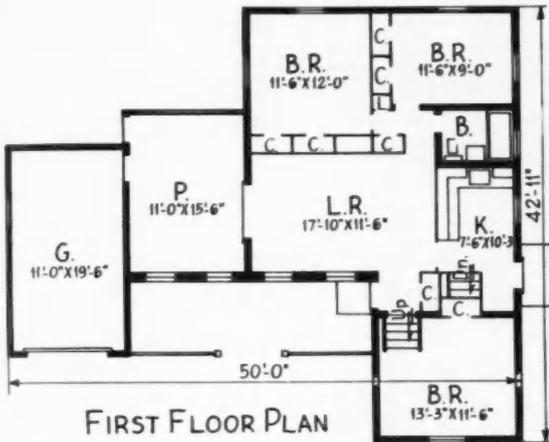
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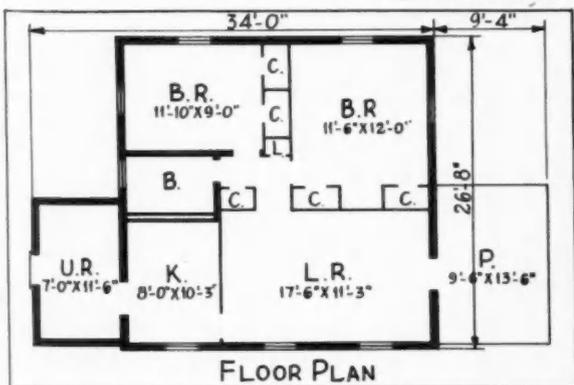
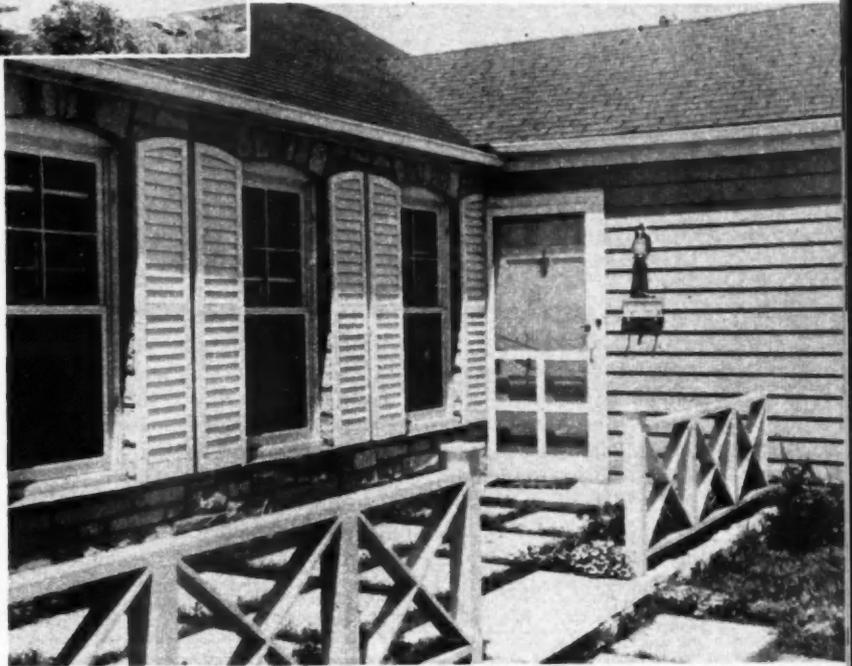
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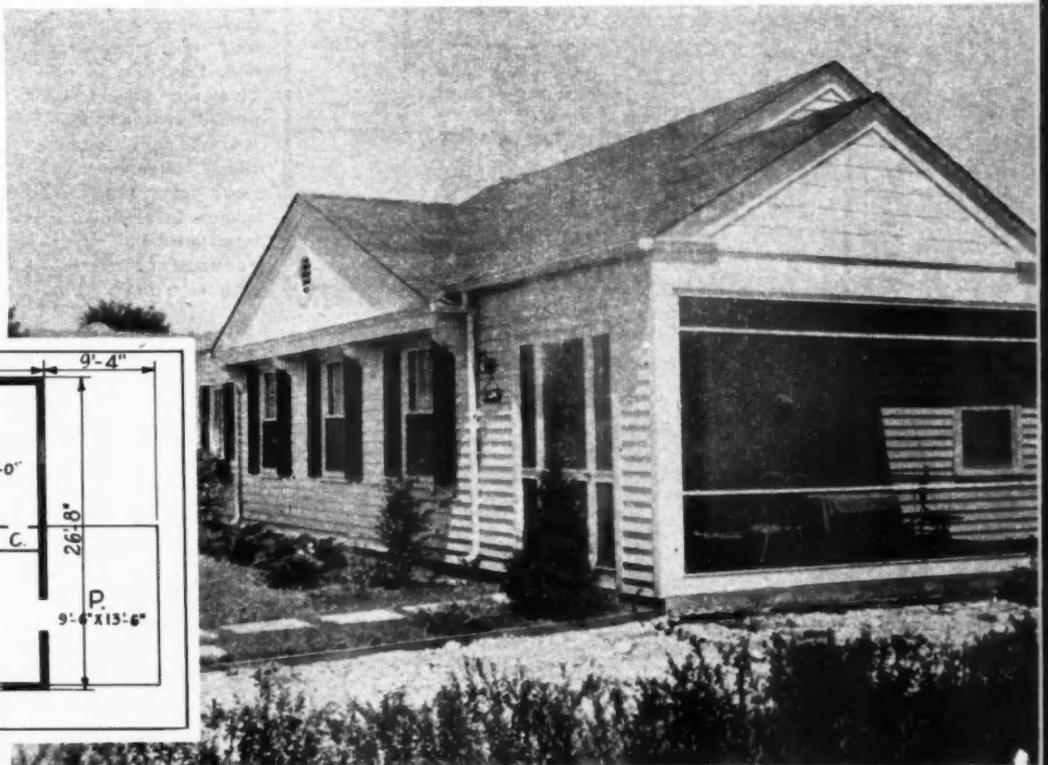
VARIATION of wood siding and stone, plus small garden fence, adds pleasing character to this home. Roof covering is 210-pound asphalt shingles. Heat is supplied by semi-radiant system which forces hot water around outer perimeter of house through copper pipes set in the concrete slab floor. Blomgren alters semi-radiant with full radiant heating in all his homes in Northbrook project



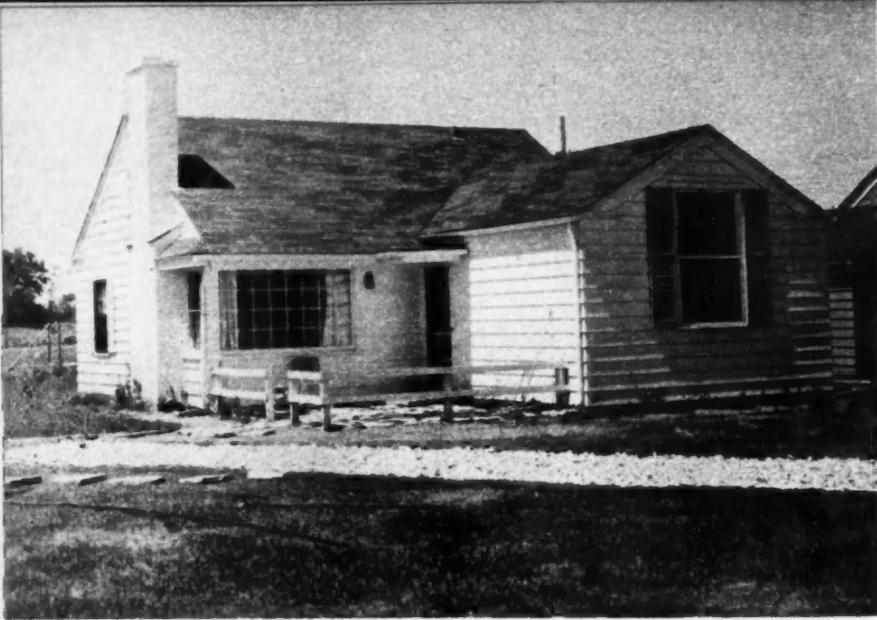
PLAN shows method of using storage closets as interior partitions between rooms. Since roof truss construction is used, these partitions are non-load bearing



Utility room adjoining kitchen and twin closets in bedrooms are features of this two-bedroom home



SCREENED porch may later be easily converted into full room at minimum expense



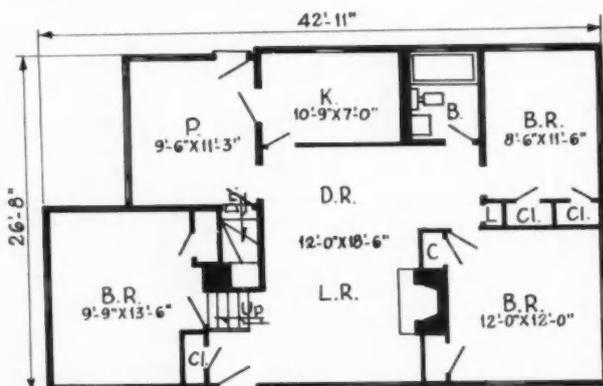
SMALL basement is provided under bedroom in this tri-level house

the client to more easily visualize future landscaping possibilities. Blomgren provides some homes with walled gardens. Precast concrete blocks, 25x30 inches, are placed in the garden, with the tops even with the grade level. The fence and gate accent the house design. In most homes, planting boxes are provided under one or two windows.

Much thought is given to the convenience of the housewife in planning the homes. Kitchens are functionally arranged. Fluorescent lights are

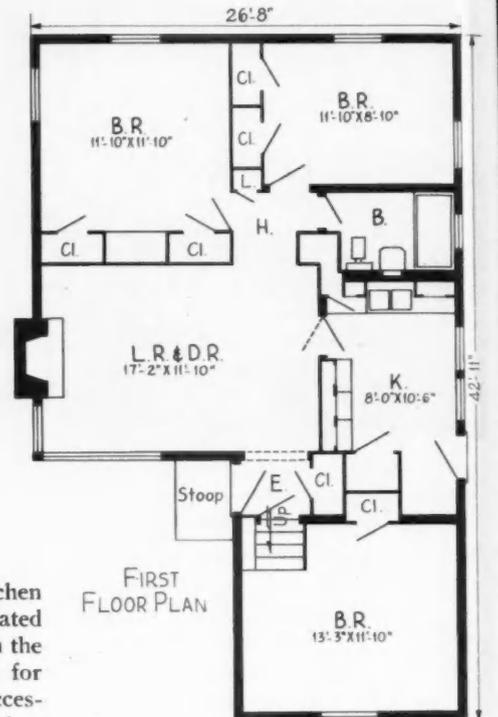
placed over the double bowl kitchen sinks, where sinks are not located under windows. Cabinets, made in the Blomgren shop, are designed for ample storage and convenient accessibility. Cabinet doors are either 24 or 16 inches wide, and wide variation is achieved by different width mullions. Drainboards and back splashes are covered with linoleum.

Most of the homes are tri-level, with a 12x14 foot basement built under a bedroom. Utilities, installed in the basements, are easily reached by a short stairway of seven risers.



FIRST FLOOR PLAN

UNIQUE treatment of bedroom window in this tri-level home adds pleasing personality to front elevation. Emphasis in all Blomgren houses is placed on meticulous workmanship and close attention to small detail. His carefulness is paying off in enthusiastic buyer acceptance and owner satisfaction



Besides offering many small details that provide greater livability in the home, Blomgren gives clients who purchase before construction much leeway in adding "their own personal touches" after work on the houses has begun, including permission to select their own color schemes.

With Miles E. Westbrook, Inc., heating contractors of Crystal Lake, Ill., Blomgren has worked out semi-radiant and radiant heating systems which he uses in all his homes. In the semi-radiant system, hot water is sent only around the outer perimeter of the concrete slab floor through copper pipes. An unusual feature of the full radiant heating system is that hot water is fed directly to the outer perimeter of the slab through two delivery pipes, and then fed back to the water heater through pipes under the entire floor. Semi-radiant heated homes are provided with supplementary hot water convectors, one unit placed in each room.

BRANDED PRODUCTS USED

- Bell & Gossett water controls
- Commander upward-acting garage door
- Edwards door chimes
- Kohler of Kohler plumbing fixtures
- Schlage hardware
- Square-D circuit breakers
- Triad boilers for radiant heat
- U. S. Gypsum sheathing
- Zonolite concrete

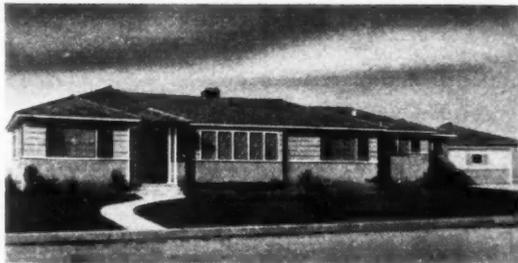


STREET of homes built by Cletus H. J. Jollie, Los Angeles, who has widely used packaged mortgages in sales promotion

APPLIANCES

Greatest Sales Aid

76 HOMES with
GENERAL ELECTRIC kitchens and All-Automatic Washers
 offered for sale in Loyola Village ...



These Jollie built homes are equipped with the following

GENERAL ELECTRIC
 APPLIANCES



G-E Disposal



G-E Electric Sink



G-E Metal Cabinets



G-E Home Freezer



G-E Automatic Washer

as low as
\$3,000
 DOWN

Buy a Complete Home

All of the General Electric Appliances in these Jollie built homes are included in the sale price and the small monthly payments cover everything. When buying a new home demand a complete modern "package deal."

Women want labor saving appliances and most realize that if they don't buy them with the house they may have to wait a long time

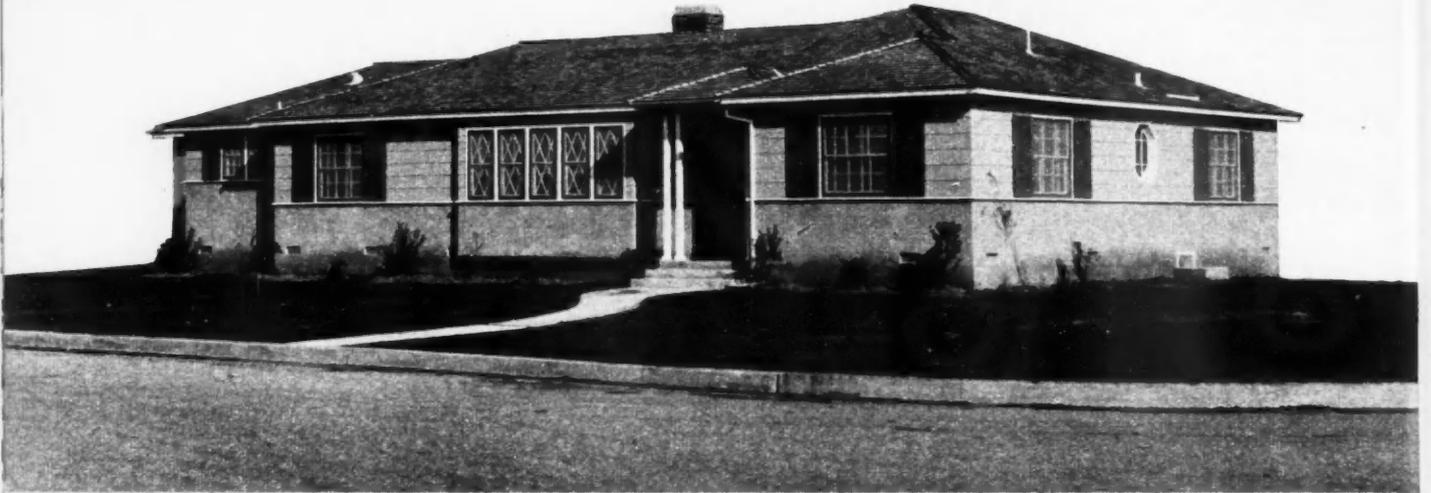
"**N**OTHING in the world will help more in selling homes than the installation of appliances," is the contention of Cletus H. J. Jollie, Los Angeles contractor who, since January 1, 1949, has used the packaged mortgage plan extensively in selling more than \$2,000,000 worth of houses in the \$14,500 to \$20,500 price range.

Jollie says that every woman wants labor saving appliances and that every man wants to see that she gets them; but most people realize that if they don't buy these devices along with the house it will probably be a long time before they get them. Where it is possible to buy the appliances with the house, with no increase in down payment and with only a slight increase in the monthly payments, the inducement to include them becomes very strong.

All of Jollie's houses are equipped

CLETUS H. J. JOLLIE & ASSOCIATES

GENERAL CONTRACTOR • 8521 LINCOLN BLVD. • LOS ANGELES • OREGON 8-2808



with sink, including dishwasher and waste disposer, washer, home freezer and metal cabinets. Also included is an electric clock. In the event a buyer does not want the washer or freezing unit, he may receive credit for them at wholesale price or may substitute a refrigerator or range.

According to Jollie, not only do most buyers want the specified equipment but many decide to purchase refrigerators and ranges in addition.

Jollie's current operation consists of 76 homes in the Loyola University section of Southwestern Los Angeles, about 1 1/4 miles from the ocean. The prices range from \$13,950 to \$19,000.

Terms are \$3,000 down with contractual arrangement for payment of the balance. The homes are California Ranch or Early American, with three bedrooms or two bedrooms and den. Included are two-car garages, front and rear lawns and sprinkler systems. Wide lots are utilized, all utilities are installed and paid for, and streets are paved.

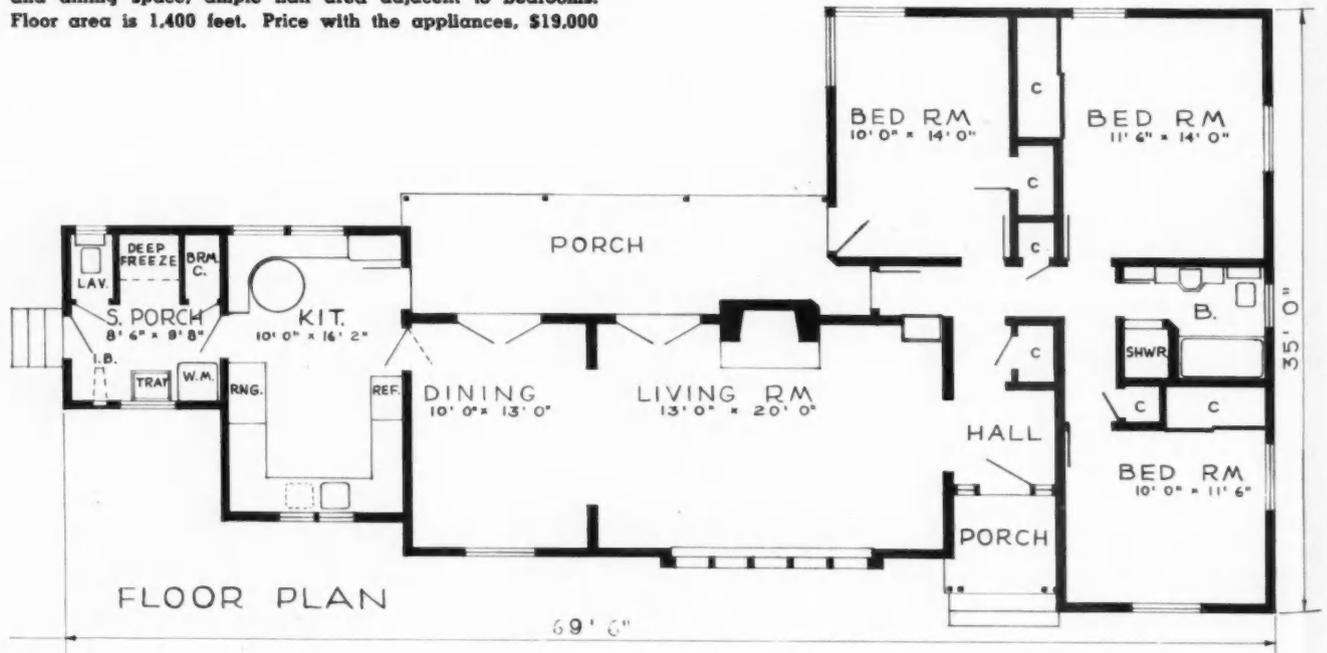
A typical house of this Los Angeles builder contains 1,400 feet of floor area and sells for \$19,000. It has a large fireplace, flanked with bookcases and cabinets; and the dining room is separated from the living room by cabinets with tops of corru-

gated obscure glass. Imperial washable wallpaper is used in the dining room and on the ceiling of the kitchen, where two coats of lacquer are applied to prevent scrubbing damage. A screened French door leads from the dining room to the back porch.

The house has all-steel venetian blinds, tinted to match the color scheme of each room. In the den there is a knotty pine dado, imported English wallpaper and an English den lamp. A Dutch door leads to the porch.

The master bedroom has wallpaper on three walls, with matching gray

FLOOR plan and details of Los Angeles builder's three bedroom California Ranch home. Eleven plans and 22 elevations are used in operation. This house is featured by wide living and dining space, ample hall area adjacent to bedrooms. Floor area is 1,400 feet. Price with the appliances, \$19,000



LIVING AT ITS BEST

is offered in these beautiful 2 bedroom and den or 3 bedroom California ranch and Early American homes.

CHECK THESE FEATURES...

- Real Fireplaces and Bookcases
- Corrugated glass partitions with full dining room
- General Electric Steel Kitchen cabinets
- General Electric sink with G.E. garbage disposal and G.E. automatic dishwasher
- Leatherette breakfast nook
- Service porch with General Electric 4-foot deep freezer and G.E. automatic washing machine
- Tile baths and tile showers
- All rooms are decorated with Imperial Washable or Lloyd English imported wallpaper or painted
- Steel Venetian blinds throughout
- Interlocking bronze weatherstripping
- Gutter and downspouts
- Full length screens throughout
- Side drives and 2-car garages
- Landscaping front and rear
- All utilities and paved street are in and paid for
- Sprinkler system

PRICED FROM \$13,950 to \$18,500

WITH F.I.A. FINANCING OR \$3,000 DOWN, BALANCE LIKE RENT
WHI consider trade

Cetus H. J. JOLLIE

and associates
GENERAL CONTRACTORS
8521 LINCOLN BLVD.
Corner Manchester Blvd.
Oregon 8-2808 Oregon 8-2978 Oregon 8-4579



ONE of Jollie's typical newspaper advertisements (left, above) stresses special features of house, finance arrangements. Above, Jollie (right) discusses plan with R. E. Highman of General Electric Corp.

paint on the bay window wall. Blinds are tinted gray. Eljer fixtures are used in the bathroom, and a Thermidor electric heater provided. All bathroom walls are tiled to a height of four feet from the floor. The medicine cabinet has fluorescent lights on both sides. The shower in the three-quarter bath has a Gerity grip. Tile extends six feet high around shower.

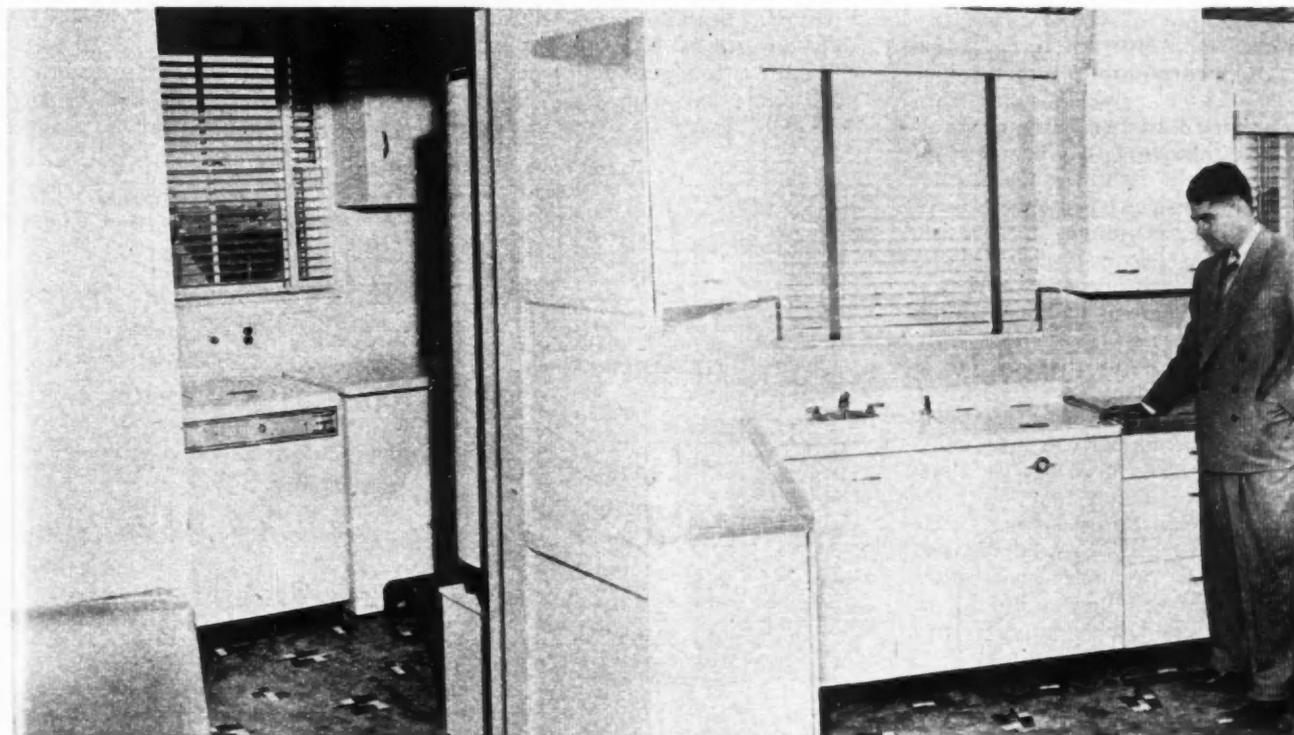
A full leatherette breakfast nook is provided in the kitchen; and the washer and home freezer are installed in the large service porch. Other features of the house are gutters and downspouts, full length screens, interlocking bronze weather stripping and

trunk rack and work bench in the garage.

Eleven plans and 22 elevations are used in Jollie's operation. He does only his own carpenter work, using sub-contractors for the remainder. The Jollie superintendent is John F. Hickey.

Although the Los Angeles area has been subject to a recent lull in the sale of homes within this price bracket, Jollie reports that the majority of his homes are sold. He feels that a major factor in the steadiness of his sales has been the inducement offered by installation of kitchen appliances.

SERVICE porch, off kitchen (left, below), contains washer, freezer, water heater and handy storage space. View of kitchen (right) shows location of sink work center, equipped with dishwasher and Disposall



35' 0"



COMPLETED kitchen in one of F. H. Schroedel's Estabrook Homes apartments. Hotpoint, Inc., furnished all appliances

MODERN KITCHENS - -

Attract Tenants to this High-Grade Rental Unit

ESTABROOK Homes, a new 200 unit apartment development in the Milwaukee suburb of Shorewood, is one of the first medium-priced rental projects in the country to incorporate automatic dishwashers and garbage disposal units as standard kitchen equipment.

F. J. Schroedel of Milwaukee, the builder, said that the 13 multiple dwelling project had been designed to include a number of features usually associated with higher bracket rental property and that automatic kitchens had been an important consideration.

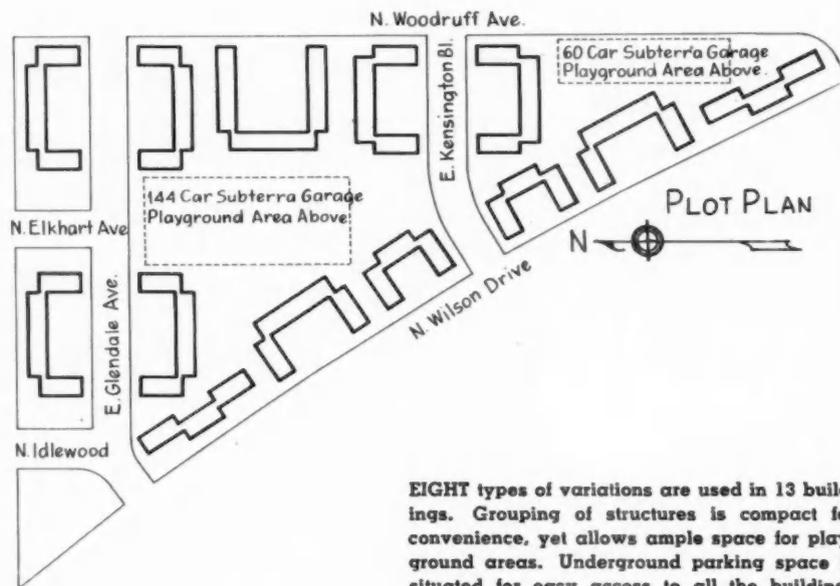
He pointed out that, as far as kitchen appliances were concerned, middle-income families—which will make up the majority of his tenants—actually have more use for them than higher income groups, since the latter can afford servants. He feels that such features in a project of this kind, by increasing public acceptance, will help a builder to realize a good long range return on his investment.

Also stressed by the builder were the use of construction methods and materials designed to keep

maintenance costs at a minimum.

The buildings are constructed of steel and concrete. They have Fiberglas insulation, concrete floor slabs and stairs. Flooring is select-ed oak, with blond oak trim and flush blond oak doors.

The development uses two basic kitchen plans, which contain a full-size electric range, an eight cubic foot refrigerator, steel base and wall storage cabinets and an electric sink which is equipped with a dishwasher and a disposal unit.



EIGHT types of variations are used in 13 buildings. Grouping of structures is compact for convenience, yet allows ample space for playground areas. Underground parking space is situated for easy access to all the buildings



EXTERIOR shows practical expression of modern garden apartment design

The matched appliances are arranged to make best use of kitchen space. The kitchen is designed to provide three basic work centers—range, refrigerator and clean-up. Schroedel pointed out that this arrangement resulted in an appreciable saving of time through enabling the housewife to store items nearest the point of use. The kitchens are equipped with ventilating fans. A special one-piece plastic sink top fits over the base cabinets, sink and dishwasher to provide a continuous, unbroken work surface.

The Schroedel project is located on a 13 acre site in the suburb, which adjoins Milwaukee to the north. Individual apartment buildings vary in size, containing from 12 to 24 separate rental units. There is a minimum of 35 feet between buildings.

The architecture is of the traditional Williamsburg type, with a nine-member cornice detail, gabled roof ends and salmon colored brick. Of modular construction, the project has different entrances and porch details for each building.

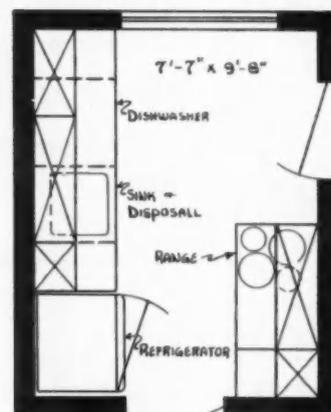
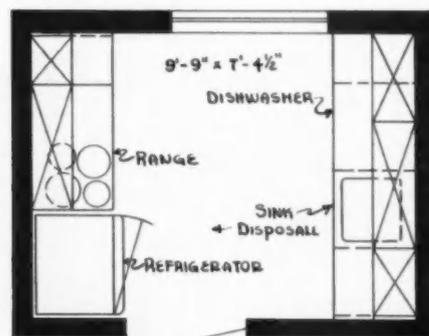
Although one basic plan is used throughout the project, Schroedel, by changing one interior partition, has achieved two basic units which change the front appearance of each wing.

Each apartment covers approximately 900 square feet and contains a large living room, a dining area, two bedrooms, bath and kitchen.

When the project is completed, it will have recreational facilities for the tenants' children and underground space for parking. Also included will be a small shopping center. The apartments have been wired for television sets.



KITCHEN appliances go in (top & below)



BRANDED PRODUCTS USED

- Bethlehem steel joists and studs
- Bryant water heater
- Hotpoint kitchen appliances
- Johns-Manville insulation board, asbestos shingle roofing
- Lincoln portable electric welders
- Nelson stud-welding gun and studs
- L. J. Mueller heating plant
- Owens-Corning Fiberglas insulation
- Safway Steel tubular scaffolding
- Timber Engineering truss connectors
- USG metal and gypsum lath
- Wisconsin Window Unit wood windows

THE HOUSE

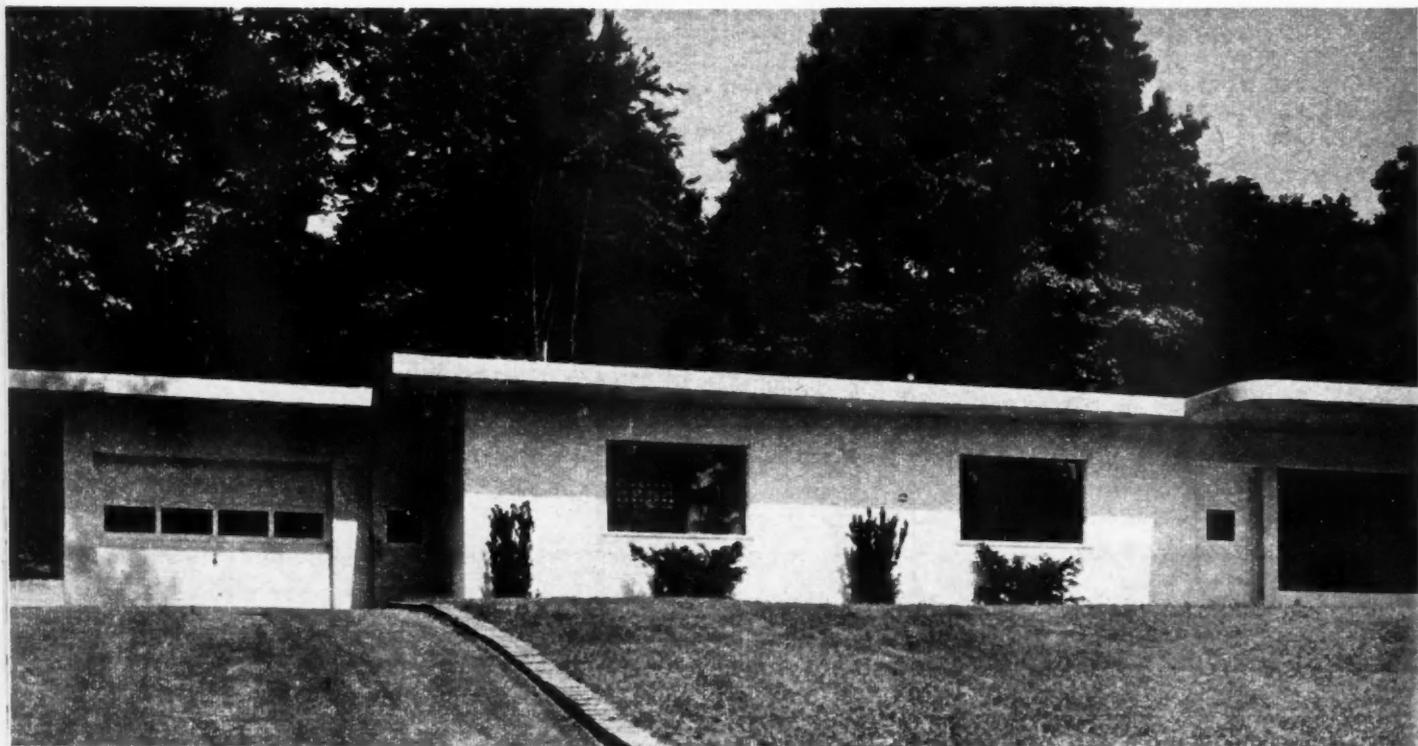


LINKS in decorative chain fence are of reinforced concrete. Process is patented by Charles Fontana, specialties manufacturer

A LOW, rambling all-masonry house of extremely modern design, completely equipped with appliances and automatic devices that not only have tremendous appeal to home owners but are many steps ahead of common practice, has been erected beyond sewer, gas, and water mains at Smithtown Branch, on Long Island, N. Y. Lawrence (Larry) Vita, the builder, a veteran of World War II and a general contractor with a prolific imagination, designed and recently patented a double-glazed window that opens and closes at the push of a button. He also developed a system of masonry roof construction for houses of this type, used for the first time here. This first house, erected as a model, also has radiant ceiling panel heat. There is no basement.

Unusual erection technique produces all-masonry house of modern design. Completely equipped with all major appliances and conveniences, it features picture windows that open and close electrically

The roof is flat with large overhangs on all sides. A slight roof pitch toward a single drain at the center of the house eliminates the need for gutters or downspouts. The roof, together with the overhang, is made up of 8x8x18-inch cinder blocks supported by reinforced concrete joists, poured in place. Blocks are laid on well-supported 2x4's with 1x2-inch strips nailed along each side, leaving 1 $\frac{5}{8}$ inches between each row of blocks as space for pouring the joists, each of which is reinforced with a $\frac{1}{2}$ -inch rod at the top and a $\frac{3}{8}$ -inch rod at the bottom. Nails driven into the top of each 2x4 also become part of the joists and hold the 2x4's on the ceiling as furring for attachment of the radiant heating system, insulation and ceiling finish after supports are removed. Accordion-type aluminum foil



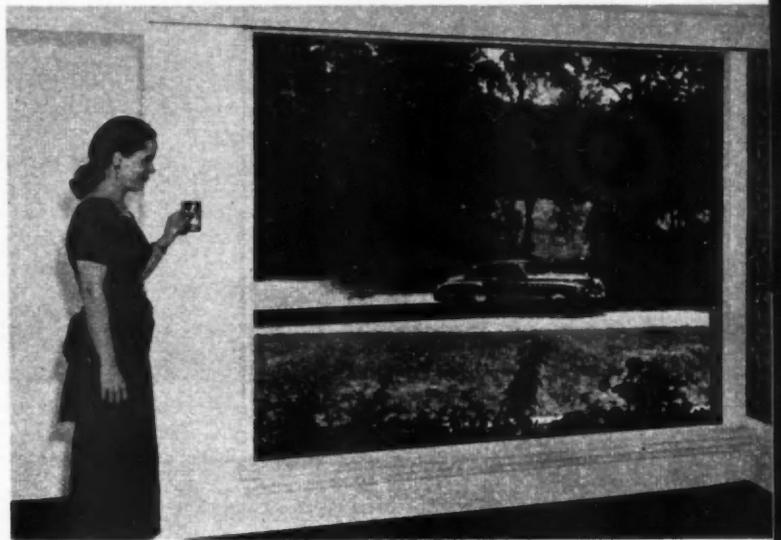
WITH A NEW LOOK and NEW IDEAS

insulation is installed between all the 2x4's above the radiant heating coils. The copper heating tubes are installed along the 2x4's thus leaving an additional air space between the finished ceiling and the insulation. A built-up roof covers the blocks exposed to the weather.

Walls of the house are built of a double course of cinder blocks with a 4-inch air space between the two. Exterior walls are finished with a special stucco containing marble dust aggregate in two colors—white on the sidewalls and gray on the overhang. This special stucco also serves as moisture seal.

The floor is a conventional concrete slab, poured over a bed of 10 inches of grit. The slab is insulated from the foundation with one inch of rigid insulating board.

The feature of this unusual house which draws the most interest from the thousands who are visiting it each week end is the type of windows installed. Known as Vita Automatic windows, these units combine electric power with the modern double-glazed hermetically sealed insulating windows, made by Pittsburgh Plate Glass Co., to produce windows that can be lowered or raised by merely pressing an electric switch. The units are designed primarily for use in modern homes with the large, double-glazed picture windows, which many home owners feel they would open during warm weather if it were possible to do so. The Vita development makes this possible. The windows are hung on a specially-treated screen, one end of which is fastened to a roller connected to a small electric motor through a gear reduction box. The other end of the screen is fastened to the double-glazed window and when the motor is switched on it lowers the window unit, automatically covering the opening created with the screen. The window may be stopped at any point going up or down. Operation is silent, with the motor built into a special recess in the wall, which, in this particular house, is covered with what appears to the casual observer to be a valance. When windows are large and drop below floor



As the large double-glazed picture window is lowered by electric switch at right, a specially-treated screen covers the opening

level, a recess is provided below floor level so the window can be completely lowered when desired. In most instances switch controls for each window are located near the units. For those, however, who wish remote control from the bedside or from other locations in the house, switches can be placed wherever it is most convenient.

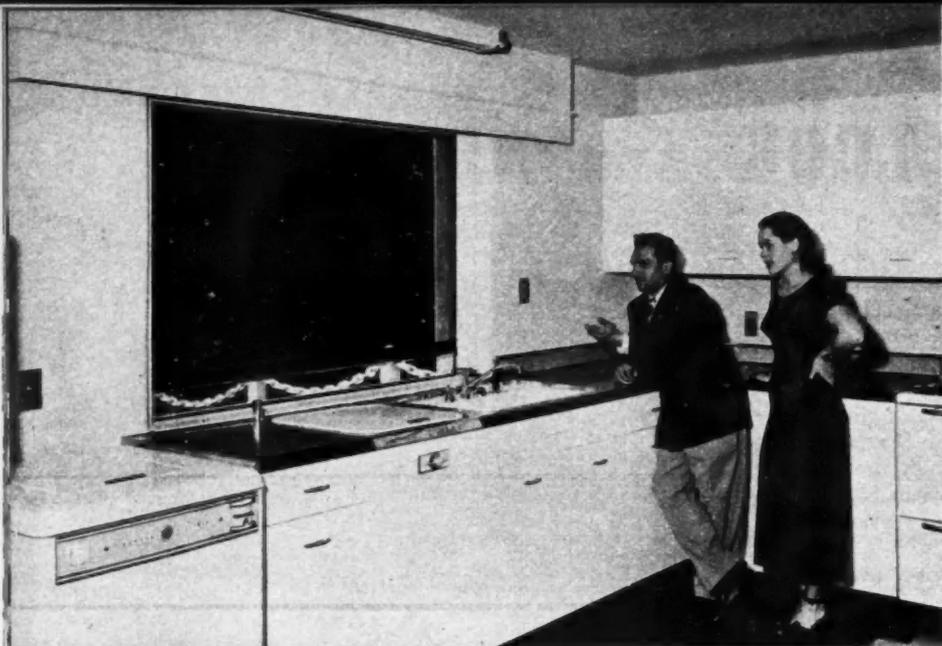
All doors to bedrooms, bathrooms and closets are sliding units. Floors throughout are cork except in the bathrooms, which are entirely tiled, and the utility room where asphalt tile was used. A large block of ceramic tile is laid outside under the overhang as a front entrance platform. Glass block was used judiciously in a number of places, particularly along the front next to the entrance to provide light and also privacy to the hallway between the service portion of the house and the living quarters. Interior walls are plastered directly to the interior course of the four-inch cinder blocks which form part of the exterior walls.

The kitchen-dining area is one large room 12x28 feet square, with a portion of the kitchen counter extending toward the center to form an apparent division between the kitchen and dining spaces. The kitchen is completely equipped with electrical appliances including a kitchen range, refrigerator, dishwasher, Disposall, automatic laundry and metal cabinets. The work counter top is Formica. One of the large Vita automatic windows operated electrically is placed directly in front of the kitchen sink and dishwasher providing an unobstructed view of a beautiful valley with a winding road which approaches the house, situated on a high point.

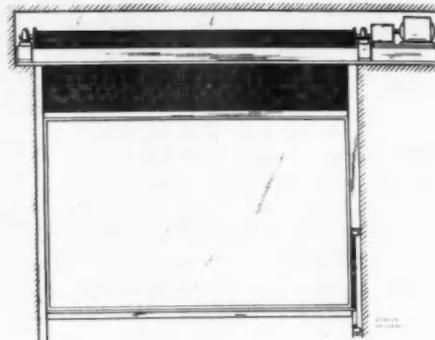
A Barber-Colman electrically operated and radio controlled garage door opening unit is operated from a push button in the home owner's automobile. Three large closets in the garage are designed to replace the conventional storage space required in the basement of a home of this size. For the husband who desires a work shop or hobby room, Vita placed a large completely enclosed area to the rear of the garage, equipped with a work bench, vise and wall

IN addition to completely equipped kitchen, this all-masonry house has windows that open and close at the push of a button

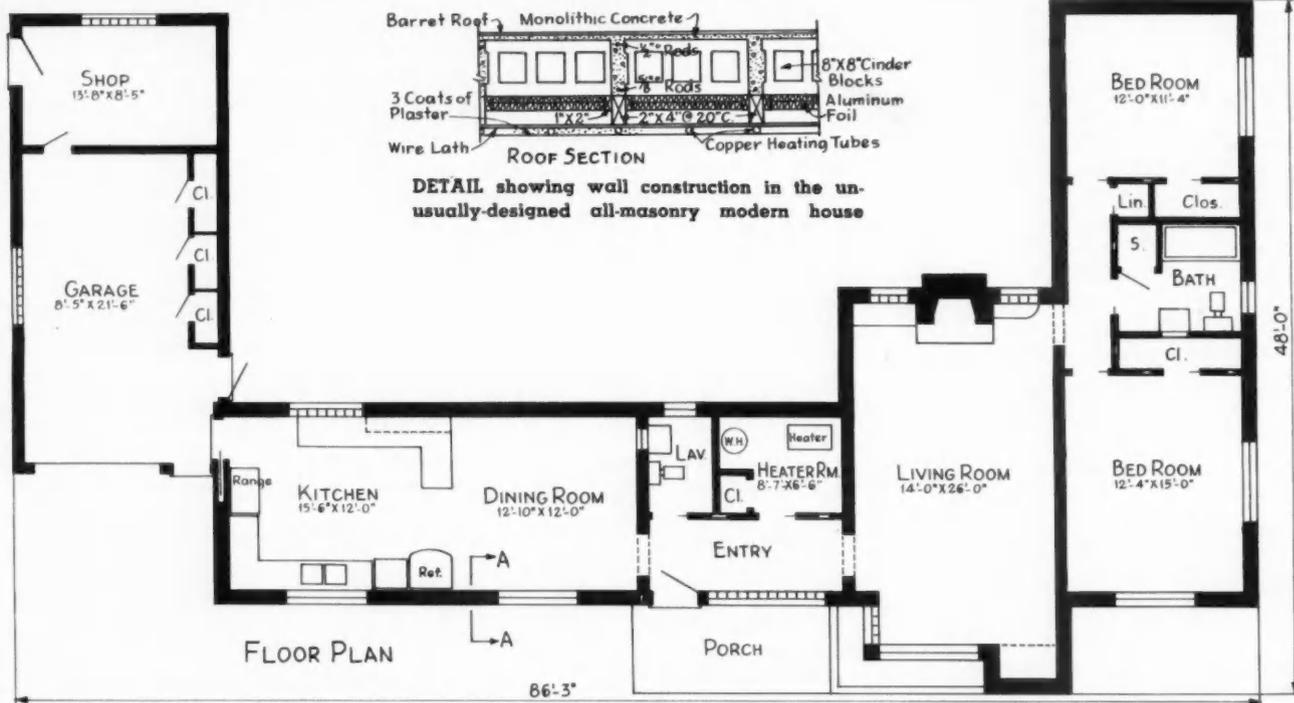




COMPLETELY equipped kitchen includes refrigerator, automatic laundry, dishwasher, Disposall, range and metal cabinets. A Vita automatic window is above the sink. The valance above the window encloses motor and mechanism to operate window



DETAIL of the Vita automatic window, showing the power unit at the end of the screen roller, which is supported by two bearings. Screen actually lifts the window. Sketch shows window one-quarter of the way down



DETAIL showing wall construction in the unusually-designed all-masonry modern house

BEDROOM can be added behind living room and adjacent to the hallway connecting the other bedrooms and bathrooms as shown

panel on which tools may be hung for convenient use.

Because there are no sewers adjacent to this house it was necessary to install a septic tank. A Long Island firm, that makes what is known as the Carlson Pre-Cast Cesspool, installed one of their 1200-gallon units. This unit is cast in three large sections in the firm's plant, then transported to the site and installed. Carlson developed a set of forms which result in the creation of a completely vented tank, reinforced so it can never break up, with the vents designed to keep all outside soil or sand from entering but yet to permit waste entering the tank to be drained off, leaving the solids. The top section of the tank is a solid concrete convex unit, coming to a narrow, man-hole-size opening which permits access to the tank at any time. Size of the cesspool desired with these units can be varied, because each principal unit will hold approximately 600 gallons.

Fuel for the furnace is provided from a 500-gallon liqui-

fied petroleum gas tank installed below ground in the rear yard. Water is drawn from a well with a modern jet-type pumping unit, because there are no water mains adjacent to the site.

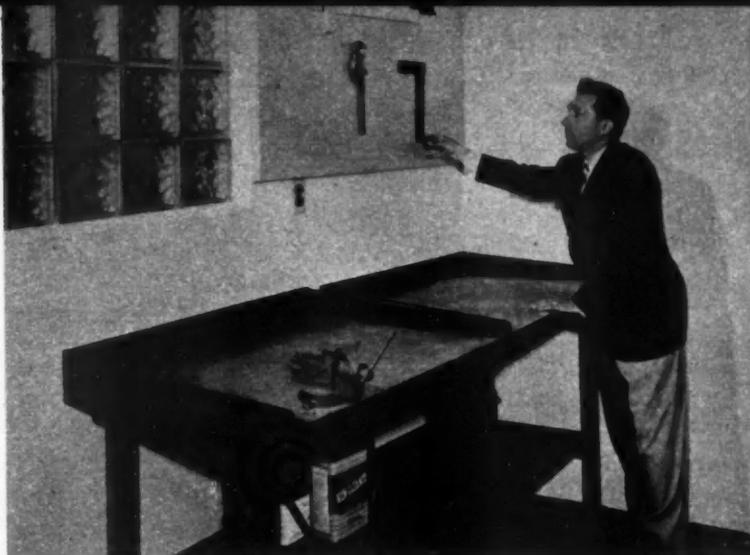
Vita plans to build a number of these houses speculatively on Long Island. Although this first pilot model cost several thousand more than other units will, he plans to complete similar houses and sell them completely equipped on large lots for \$26,000 to \$30,000. The basic design is arranged so an additional bedroom can be added at the rear of the living room, adjoining the hallway to the other bedrooms.

While supervising his men on construction jobs, Vita was particularly interested in finding some improved manner of spreading mortar for concrete block work to eliminate much of the waste and speed up the work. He has designed and patented a Vita mortar spreader which consists principally of a small cone-shaped container with a

one-inch hole in the small end. This cone-shaped container is equipped with a small motor from an electric drill, to which is fastened a long, one-inch screw which, when the motor is started, moves mortar through the one inch hole onto the blocks, spreading it in a neat, evenly distributed manner.

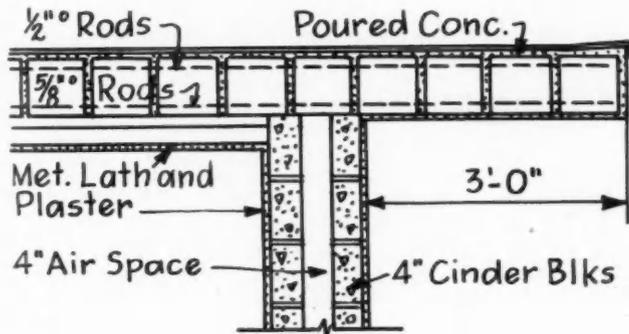
Vita feels that today's housing construction techniques can be improved and streamlined in on-site construction. He also believes that equipment within the houses should be complete and automatic, hence his development of the Vita Automatic window. The model house described here is equipped throughout with the windows and he has sold thousands of them to owners of existing homes as well as to those planning to build. His youth, enthusiasm, and ingenuity should result in further contributions to the betterment of the housing industry.

The house includes large workshop or hobby room (right, above) equipped with work bench, vise and panel for hanging tools

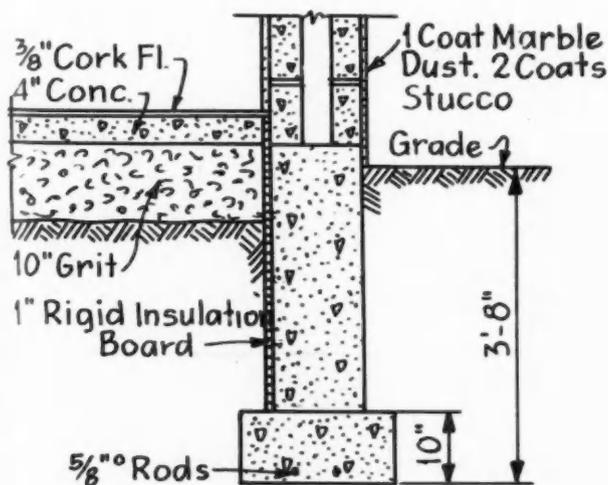


BRANDED PRODUCTS USED IN THE VITA HOUSE

- | | |
|---|---|
| Adams-Rite finish hardware on sliding doors | Fontana concrete chain fence (Marine Fence) |
| Alfol aluminum foil insulation | G. E. kitchen range |
| Arrow-Hart & Heggeman light switches | G. E. refrigerator |
| Barber-Colman 9-foot garage door | G. E. dishwasher |
| Barber-Colman automatic garage door operator, radio controlled from automobiles | G. E. Disposall |
| Boran kitchen ventilating fan | G. E. kitchen cabinets, Formica counter |
| Burkay hot water furnace | G. E. automatic laundry |
| Bell & Gossett circulating water pump | Heatilator circulating fireplace unit |
| Carlson pre-cast concrete cesspool | J-M transite flue |
| Chase copper tubing for water lines | Kentile cork floors |
| Columbia ceramic tile | Kentile floor in utility room |
| Curtis flush doors | Lightolier fixtures |
| Dexter hardware on outside doors | Long Island shower stall door |
| Dor-Flo sliding door hangers | Minneapolis-Honeywell furnace controls |
| Del Vante Mohawk stucco with marble bust aggregate | Nailable Cinder Block Corp. blocks |
| Edwards door chimes | Orangeburg drain pipe |
| Fairbanks-Morse water pump | Permaglas 80-gallon electric water heater |
| | Pittsburgh glass block |
| | Standard plumbing fixtures |
| | Triangle steel door jamb in garage store room |
| | U. S. Natural Gas Co. 500-gallon butane tank |
| | Vita automatic windows |

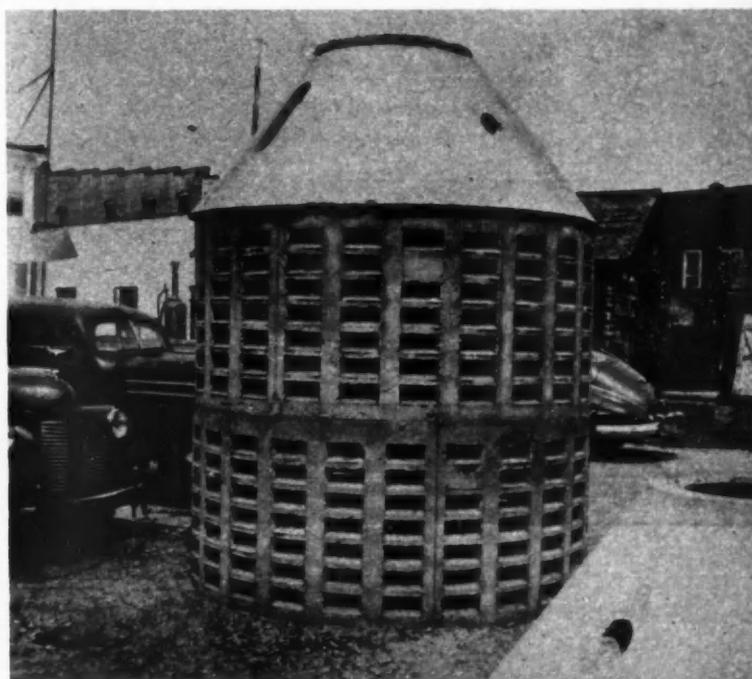


ROOF SECTION



SECTION A-A

DETAIL showing how the cinder block and poured concrete joist roof is constructed



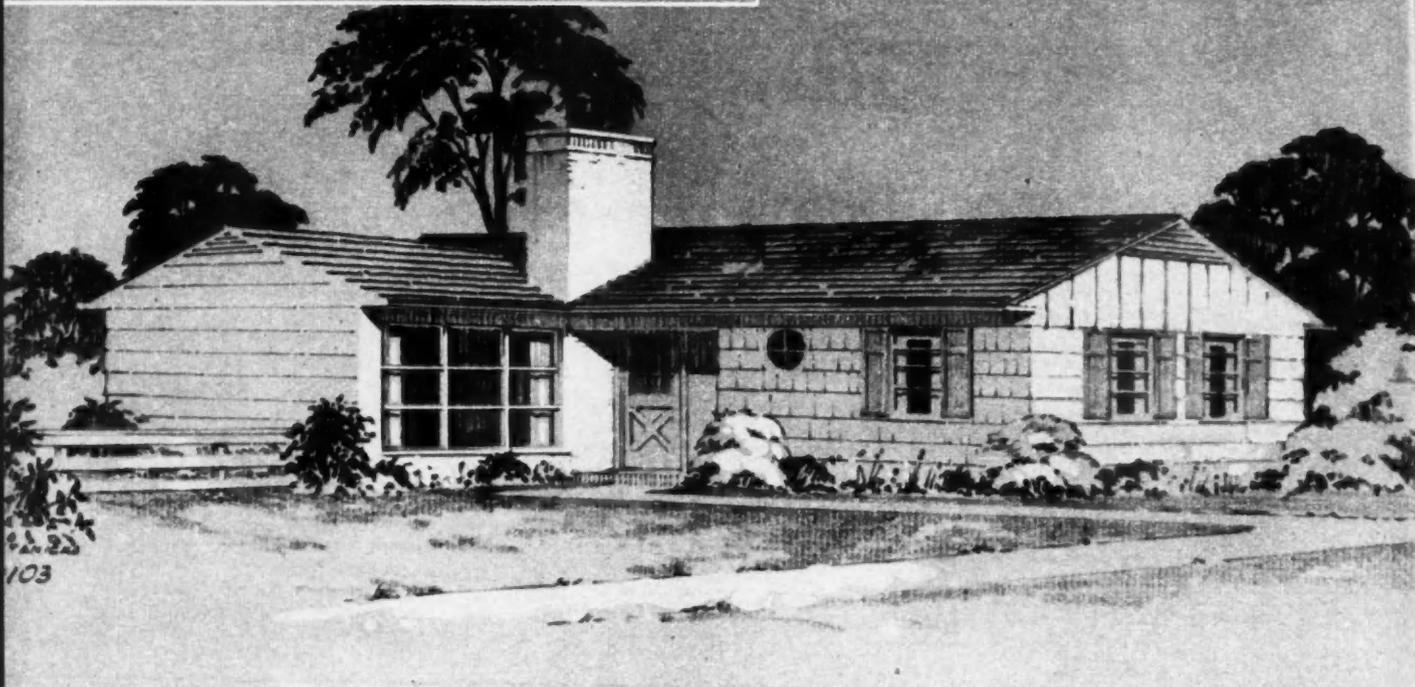
1200-gal. Carlson pre-cast concrete cesspool erected for display

AMERICAN BUILDER

Blueprint House

Number 33

Walter T. Anicka, Architect



LARGE window and entrance motif located on either side of chimney provide design accent for two-bedroom house

Designed with Economies in Mind



THE L-shaped perimeter plan has been successfully used by Walter T. Anicka, architect, Ann Arbor, Mich., in the design of this small house containing approximately 1028 square feet.

Following present day trends, the living and service rooms extend across rear of house, thus permitting use of back yard as an outdoor living room. The bedrooms extend across front of house, and are separated from living quarters by a wide entrance hall. In this manner the house is divided into zones of activities, with the living and service zones adjoining each other and the quiet or sleeping zone placed off by itself. This is a design feature employed by Anicka in all his houses.

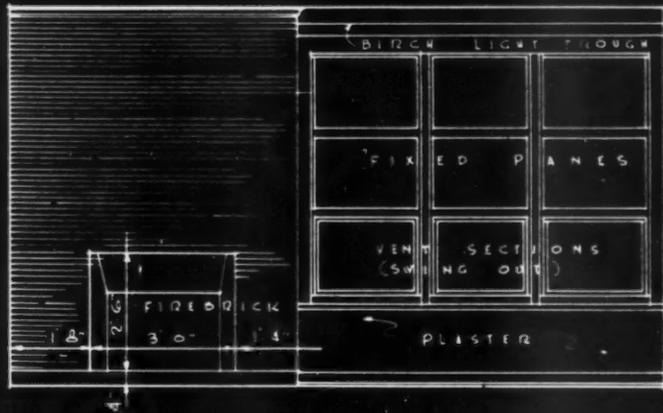
Roof lines are simple yet effective. Construction of roof can be carried on in the conventional manner with rafters and joists, or by installing trusses that are assembled on the site.

Exterior walls can be faced with either wood siding or shingles. For contrast, plywood with vertical joints are used in the gable ends. To enhance the exterior appearance, wood blinds are shown as optional on sides of standard type windows.

A basement is provided under rear portion of house. In this area wood joists and floors are used in the first floor construction. A concrete slab is placed over unexcavated area. Wood sleepers are imbedded in slab and finished wood floors placed over sleepers. Basement contains space for heating and laundry equipment as well as a recreation room.

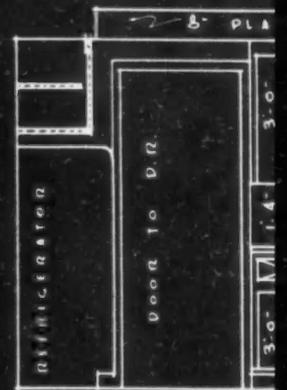
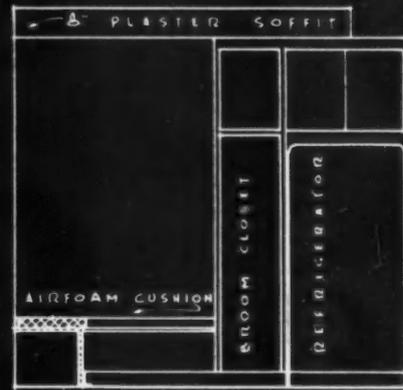
Conventional finishes are used on the inside including plaster walls and ceilings with painted and papered surfaces.

This house can be comfortably placed on a fifty-foot lot. Provision has been made for the addition of a one-car garage on the service end of house.



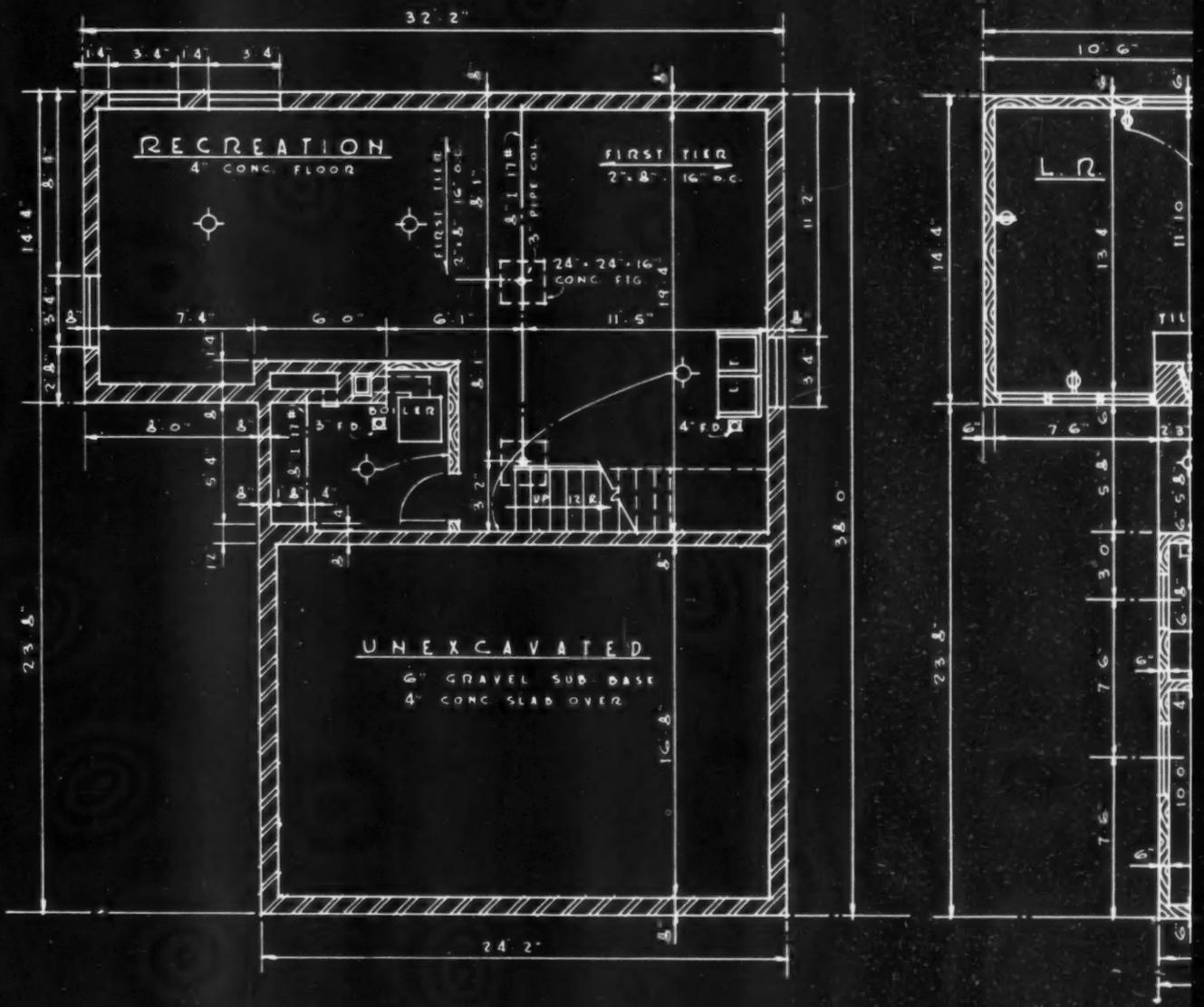
FIREPLACE DETAILS.

SCALE: 1/4" = 1'-0"



KITCHEN D

SCALE: 1/4" = 1'-0"



BASEMENT

SCALE: 1/8" = 1'-0"

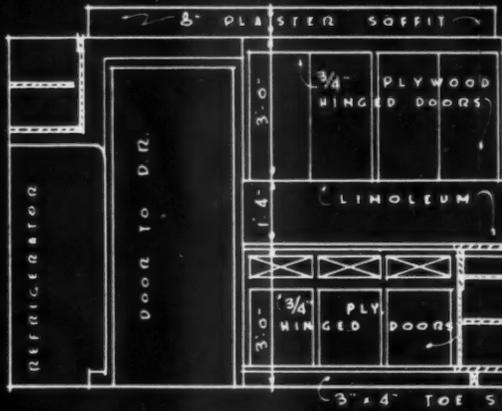
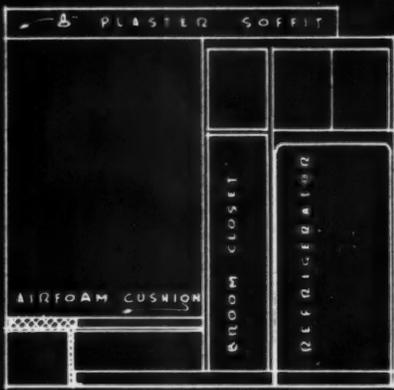
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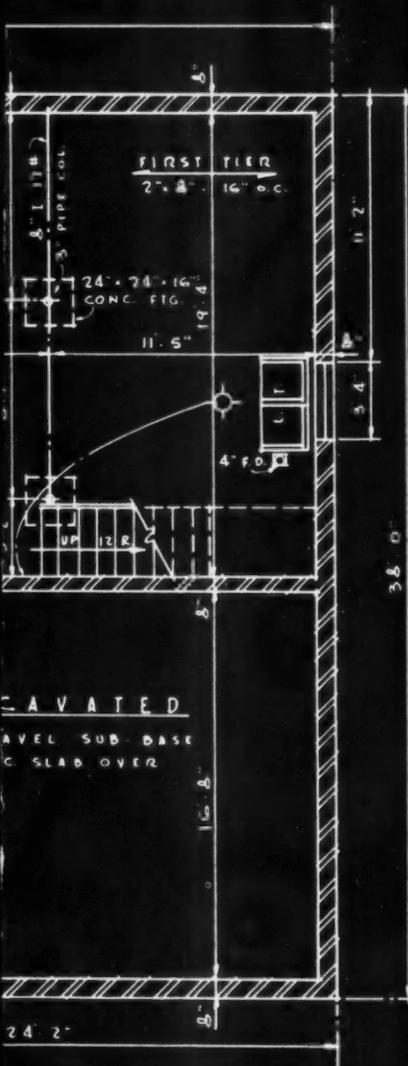
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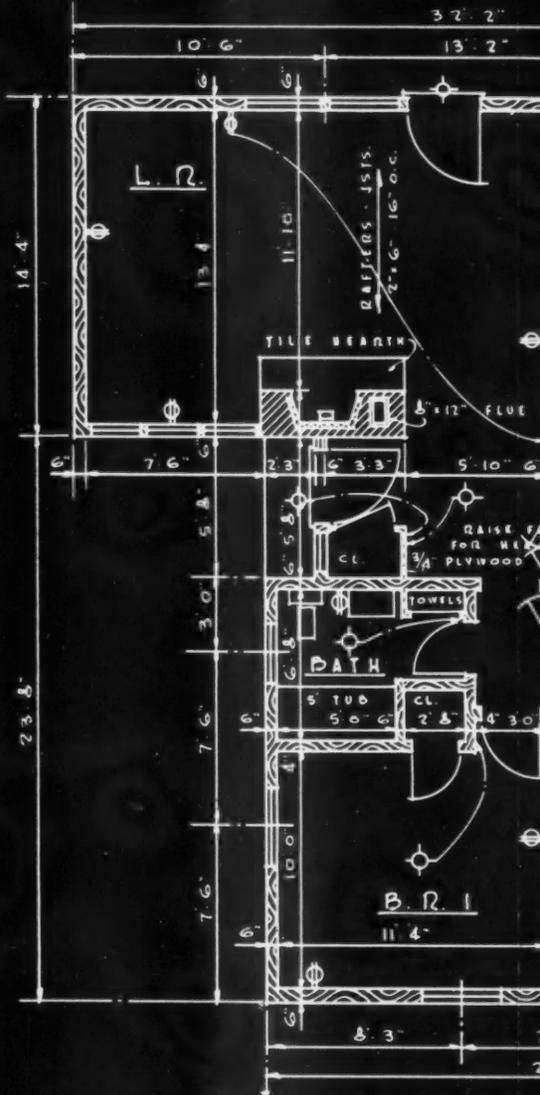




KITCHEN DETAILS
SCALE: 1/4" = 1'-0"

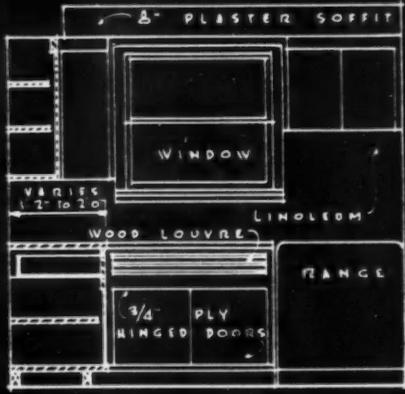


CAVATED
LEVEL SUB-BASE
CONC. SLAB OVER

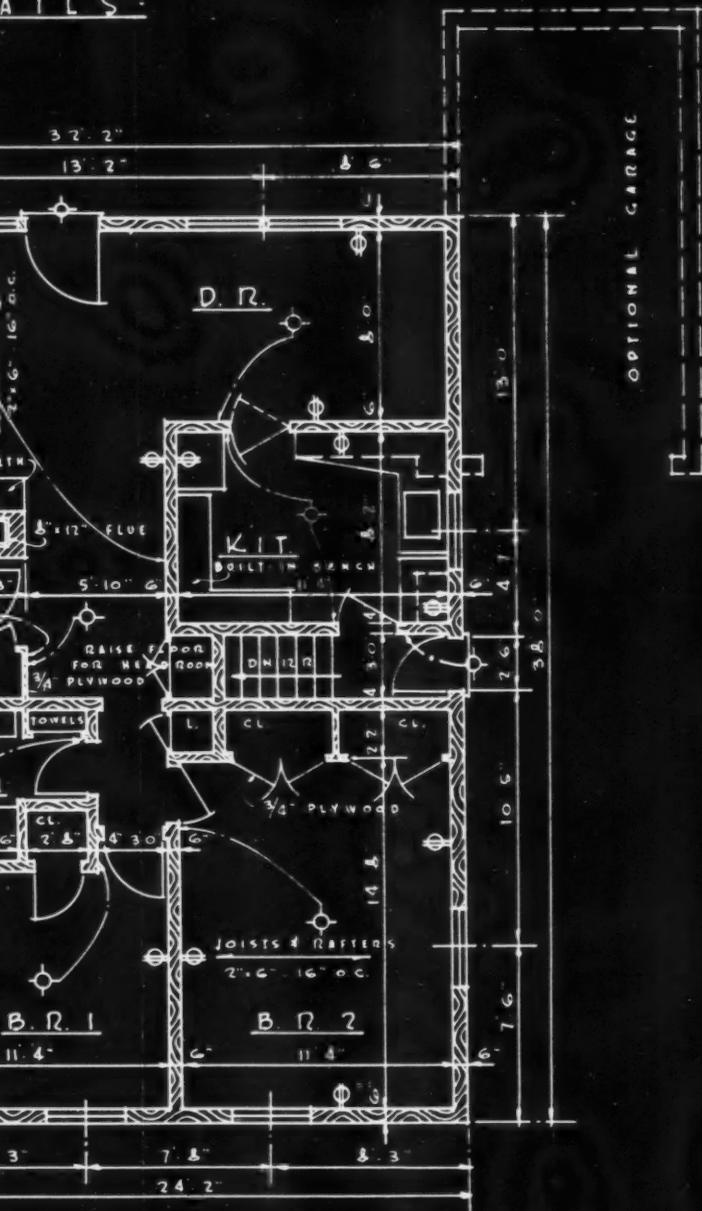


ENT.
SCALE: 1/4" = 1'-0"

FIRST FLOOR
SCALE: 1/4" = 1'-0"



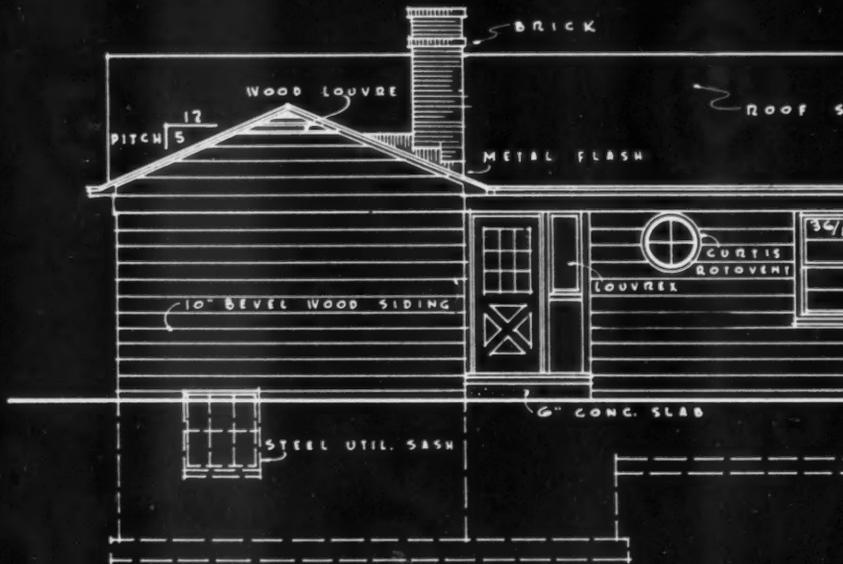
DETAILS



FIRST FLOOR

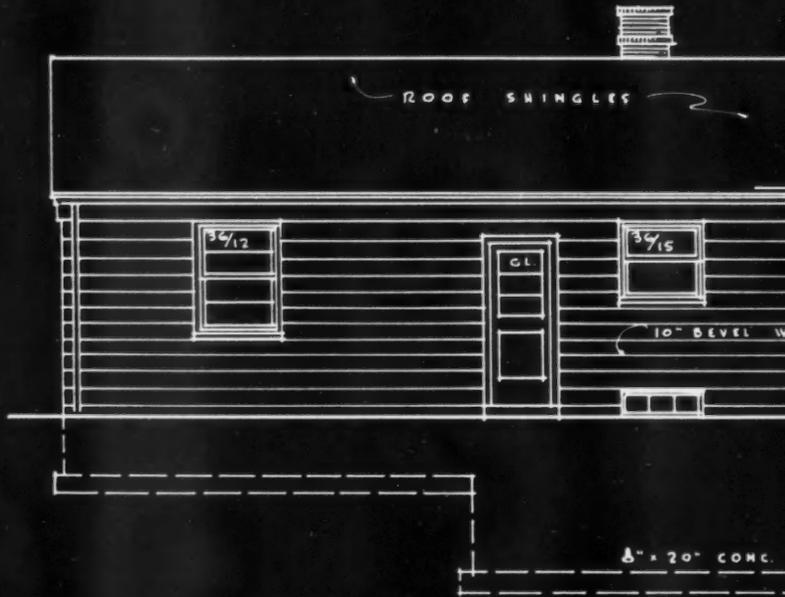
SCALE: 1/8" = 1'-0"

DESIGN No. AB 146	
AMERICAN BUILDER BLUE PRINT SERIES	
Designed By	
WALTER T. ANICKA	ARCHITECT
Ann Arbor	Michigan
Simmons Boardman Pub Corp. 79 W. Monroe St. Chicago, Ill.	

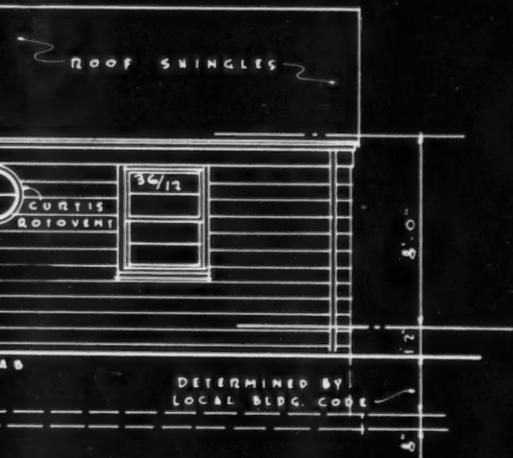


LEFT ELEVATION

NOTE - EXTERIOR ALTERNATE DOUBLE COURSED WOOD SHINGLES

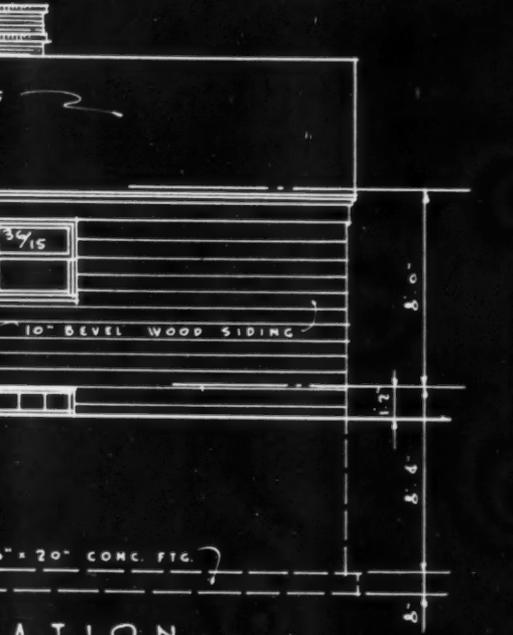


RIGHT ELEVATION

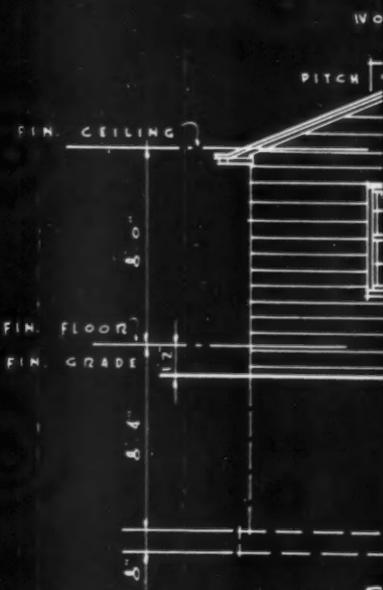
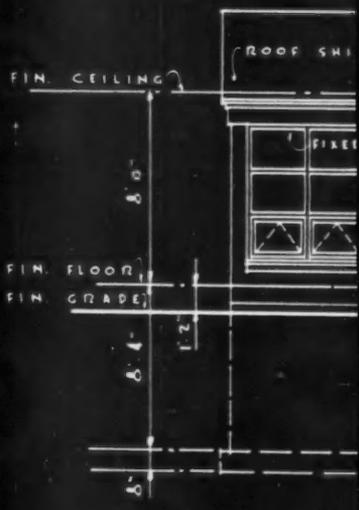


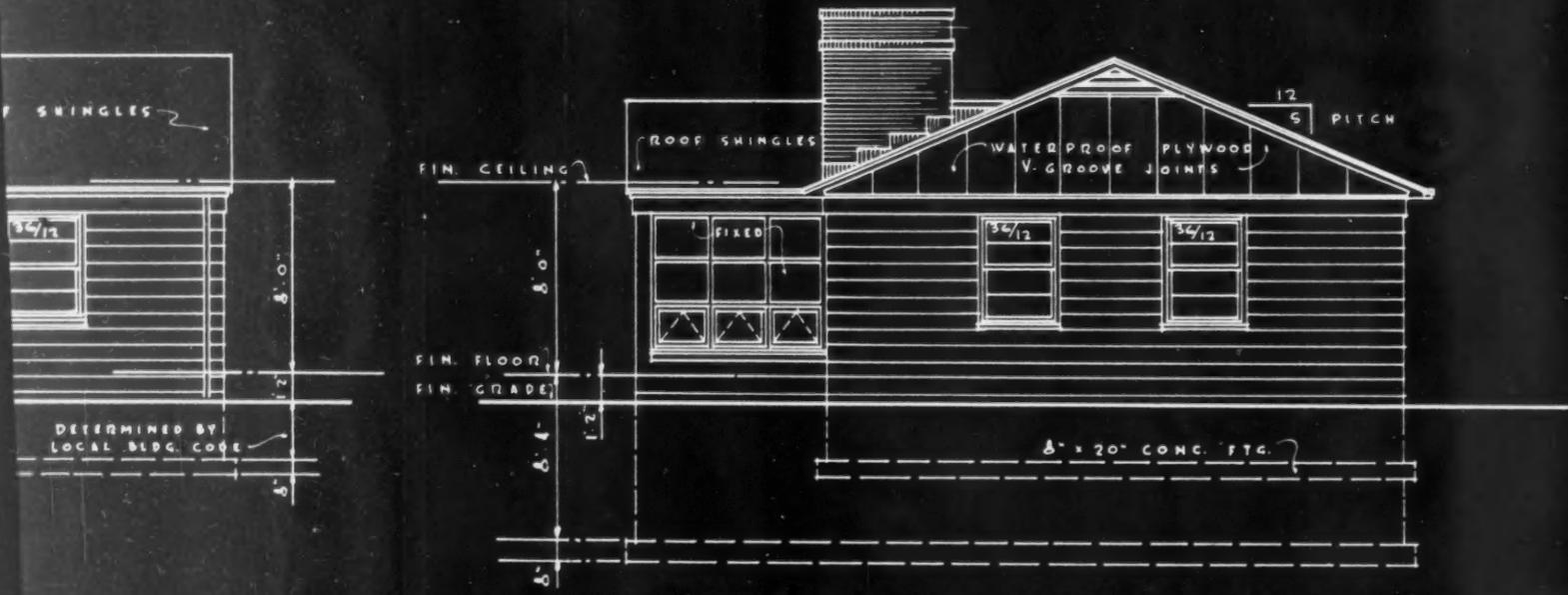
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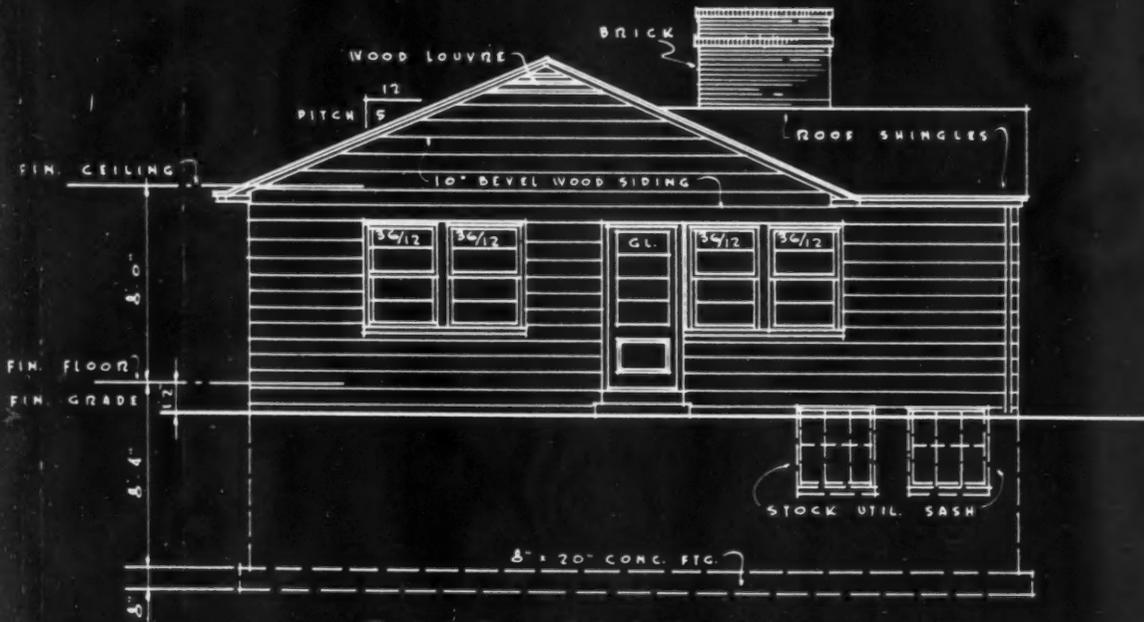


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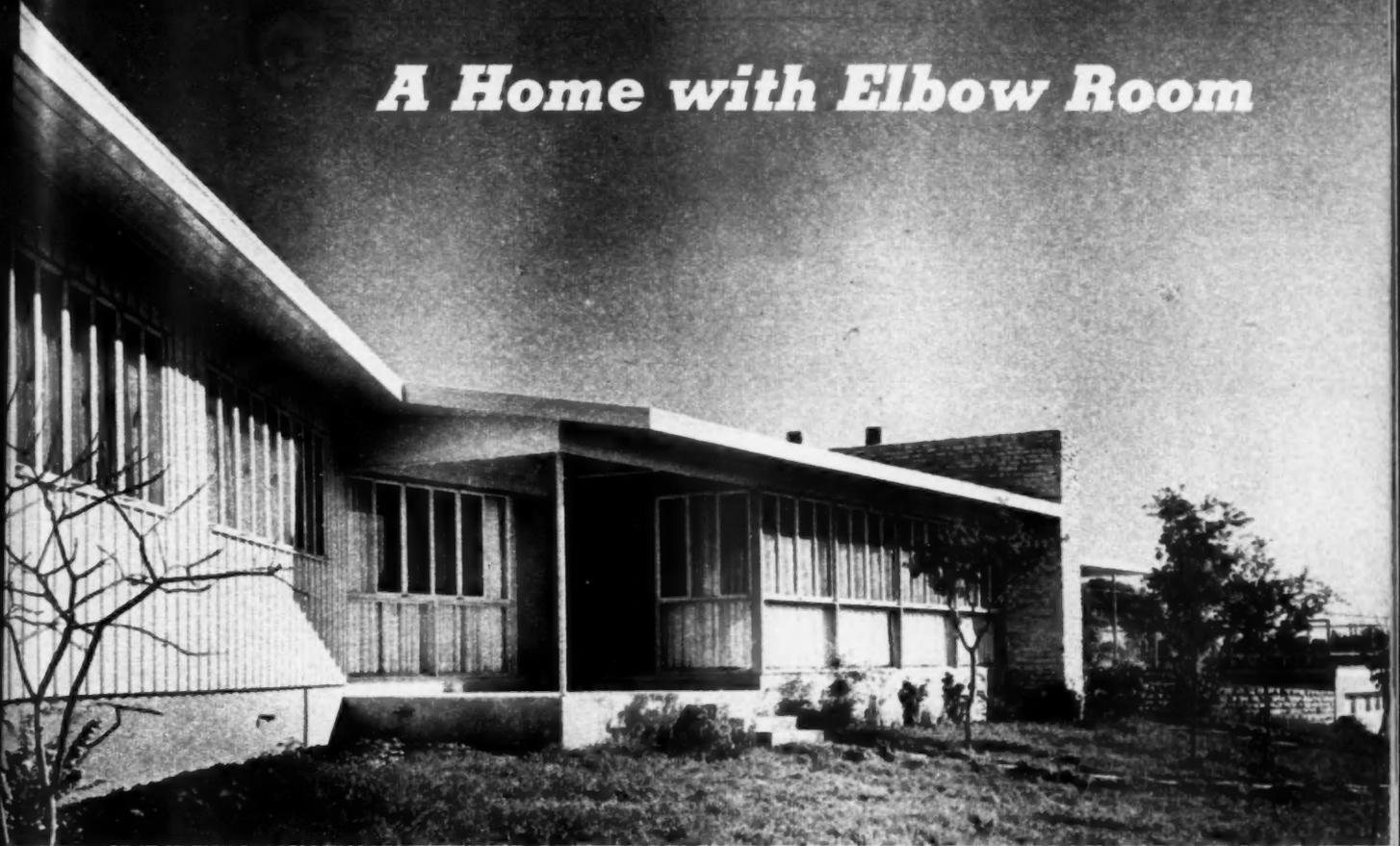


FRONT ELEVATION



REAR ELEVATION

A Home with Elbow Room

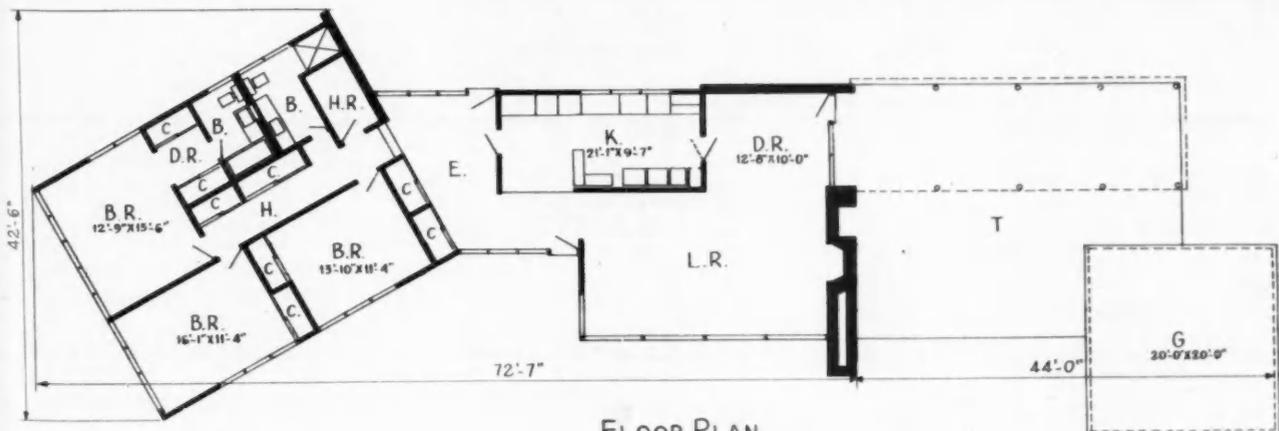
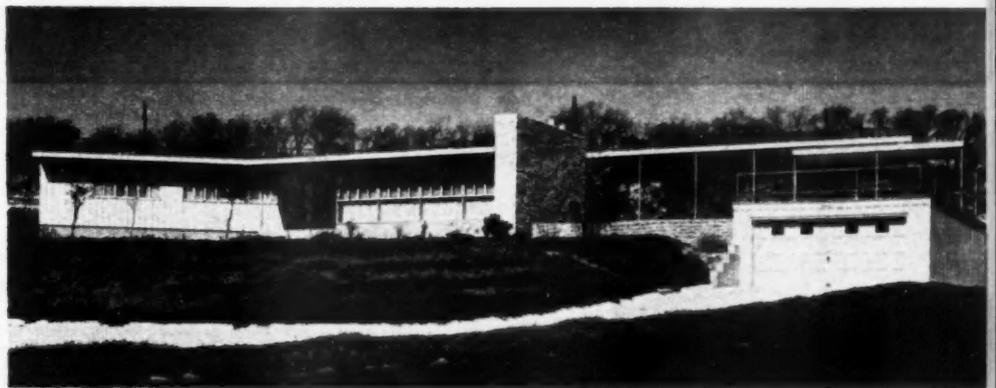


AMERICAN BUILDER Selected Homes

FUNCTIONALLY designed to offer plenty of well-utilized floor space and to make the most of outdoor living, this home is built on a reinforced 4-inch concrete slab over a sand and gravel fill. Two layers of building paper are between the fill and the slab. Both walls and the ceiling are insulated, and a central heating system is installed. Living room floor is oak, and other floors are rubber tile over plywood subflooring.

BOOMERANG shape of this home built by Barnes Hoff in Austin, Tex., is designed to take full advantage of prevailing winds. From its high location, an undisturbed vista is framed through large steel windows, and an expansive porch provides comfortable outdoor living.

Central interest point is the large fireplace-barbecue pit combination, which was made from local strip quarry stone. Architects were Arthur Fehr and Charles Granger, Austin.



FLOOR PLAN
87



THE conservative character of this ranch type house blends well with the background of sturdy pines



HOME—a proving ground

Young builder uses features and colors in own house to test quality before incorporating them in other homes

THE new home for William Hammond, a young builder who became active in the home building field after his discharge from the army, is located near Cedar Mills, a heavily wooded area on the outskirts of Portland, Ore.

Hammond had definite ideas about house construction and design, and wanted to prove to himself that they were practical. Thus his own house became a proving ground for his subsequent building operations.

The design is carried out in a ranch style manner typical of Southwestern areas, except for the close cropped cornice around most of the roof. This cropping was done because of the abundance of shade rather than sun at the site of the home. Exterior walls and roof are of frame construction, faced with wood siding and shingles. Roman brick veneer up to the window sills on front provides a contrasting color note.

Plan provides for two bedrooms and a guest room in addition to a living room, dining room, bath, kitchen, garage and ample closets.





RESTRAINT in design is clearly indicated in living room at left. Detailing of fireplace and adjoining bookcases are subdued in appearance in order to form a proper background for furniture. Below: The conveniently planned kitchen with dining space beyond counter extension is finished in red, white and blue. The color is introduced in floor, counters, draperies and the furniture



REAR view of house shown below. Double glass doors from dining room lead directly to flagstone terrace. This portion of house is in process of development. Permanent bar is built into one corner of the study-guest room, right



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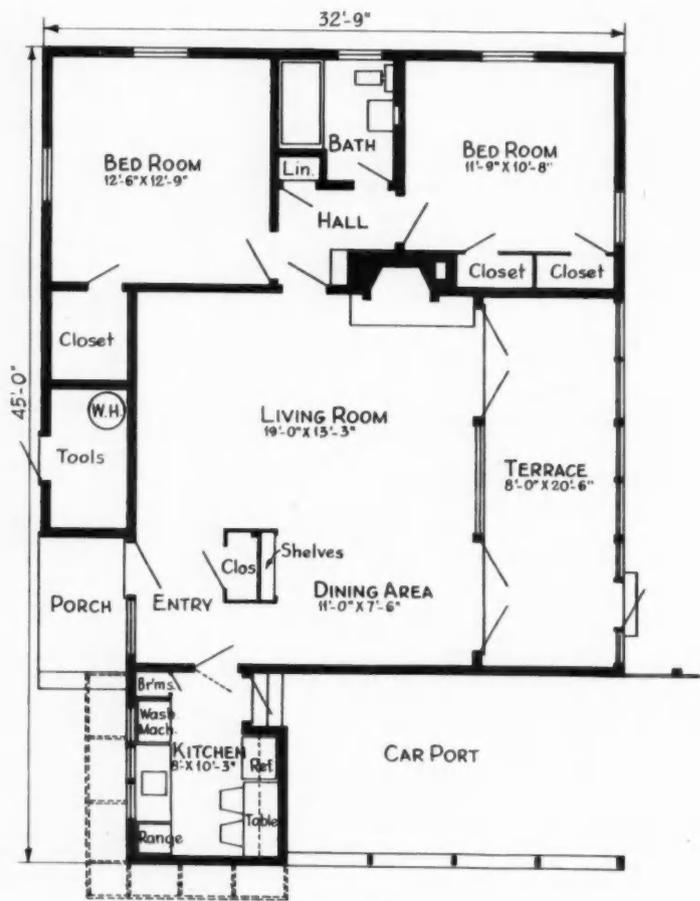
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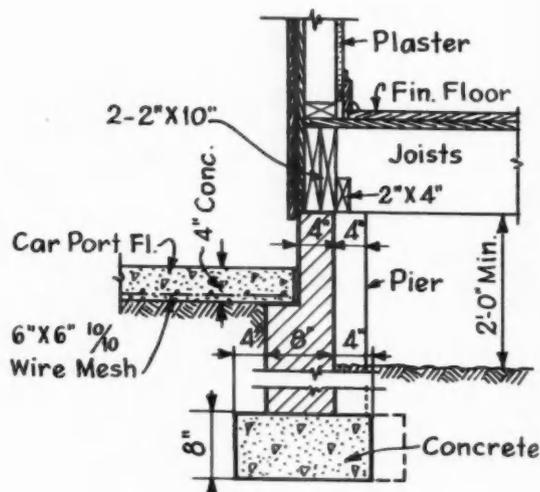
HOUSE presents a well balanced exterior appearance. Plan outline and roof lines are simple. Handling of details is well done. Wood grille adjoining carport, and fence which is an extension of wall, thus creating a broad expanse to the front of house, are extremely effective. Plan below (left) indicates an unusual arrangement of rooms. Entrance to house is placed at side opposite carport, with fence separating service and outdoor living areas

A Three Feature House

This home situated in an Atlanta, Ga., project of medium-priced houses was designed to meet the needs of its owner. Features that add interest are the carport, fence and terrace



FIRST FLOOR PLAN



WALL SECTION

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SCREENED terrace adjoining living room shown at left. The open roof effect permits an abundance of light to flood living room. The work area in kitchen, shown below, is adjacent to window wall, to take advantage of sun

DURING the past two years a subdivision of an unusual nature has been in the process of being built in Atlanta, Ga. The builder is B. A. Martin of this city who has succeeded in developing a large scale project where literally every house is a custom-made job.

The method used is very simple. The prospective purchaser making inquiry is given a choice of lots. He is then introduced to Architect John Cherry, who in turn designs a house to meet the individual needs of the purchaser; in line, of course, with the agreed purchase price. In this manner all the houses are different in appearance and the purchasers are well pleased with their investment.

The house featured here was so designed for a Mr. Litson. The plan is straightforward and simple with an unusual room arrangement within an over-all rectangular perimeter. Service units are placed directly in front of the house with living and sleeping quarters toward rear. Main entrance is on the side opposite the carport. This opens into an entry which is separated from the living-dining room by a free standing closet. A storage room for tools, which also has space for the heating unit, is accessible from the outside only. One wall of the living room is entirely of windows with glass doors leading to a screened terrace. Two bedrooms and bath are placed along rear wall of house; these are accessible from the living room.

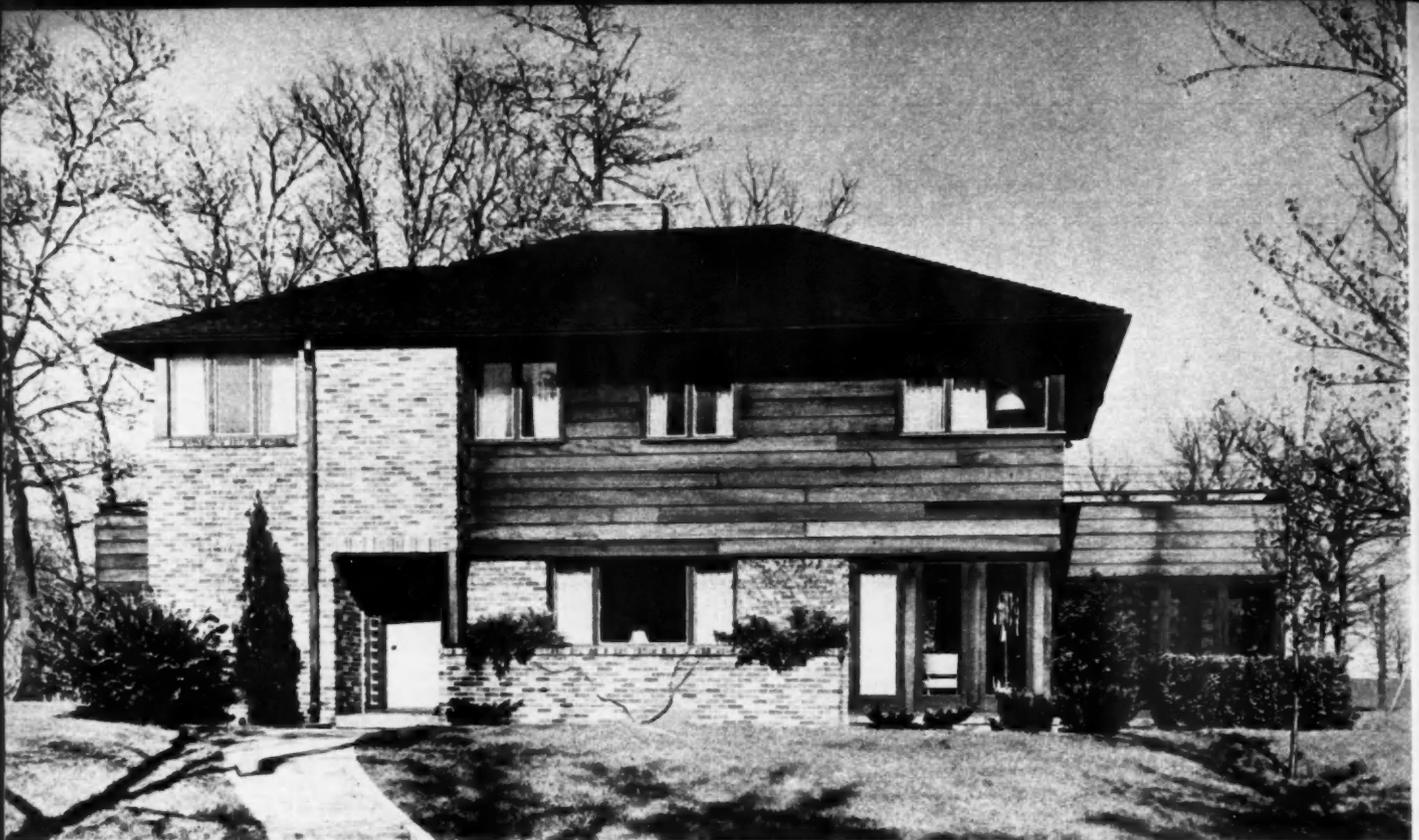
The exterior treatment is a clear-cut expression of the simple elements of the plan. Its interest lies in the excellent proportions of the walls and roof. Such detail features as the lattice wall of the carport, the extension of one wall to form a solid wood fence separating the front from the living portion of yard, and the screened terrace cut into the house proper all add up to a successful house.

This house was finished in 1949. The sale price, not including landscaping, was \$11,050. House is of frame super-structure placed upon an eight inch thick concrete wall and footings. First floor construction is of wood framing with crawl space under. Exterior facing is of vertical boards painted a French grey. Roof is covered with asphalt shingles. Forced warm air furnace provides heat to all rooms.



VIEW in living room, below, looking toward entrance. Note free standing closet separating entry from room





BRICK veneer, stained cedar siding, and wood shingles are used to achieve this pleasing design. Casement windows have fixed sashes

Conservative Modern for Any Climate

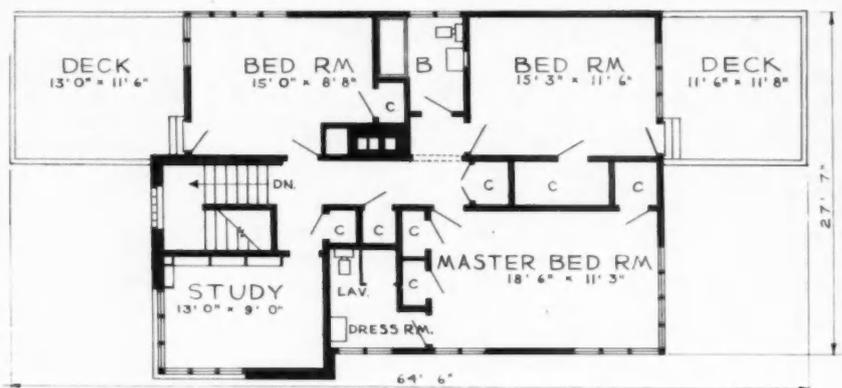


DIGNITY—without austerity—describes this St. Paul, Minn. dwelling owned by Carl L. Nordly and designed by Jones and Cerny, associate architects.

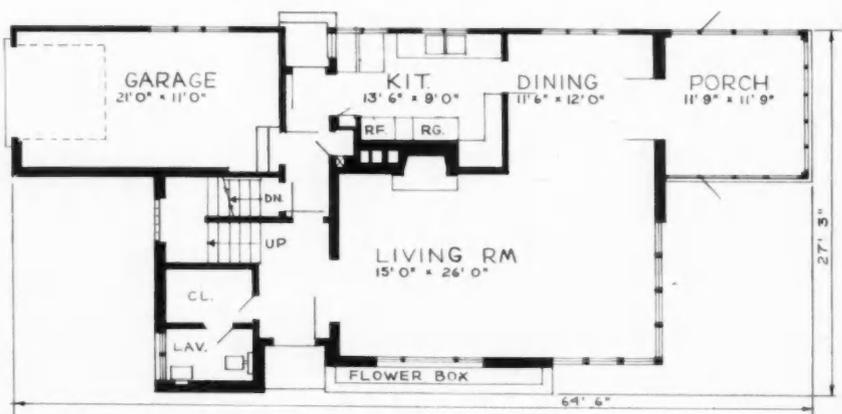
Dignity is achieved through bold treatment of the entrance motif. A steel column encased in wood supports a large expanse of brick veneer. The combination of stained cedar siding with brick veneer, plus the proximity of top floor windows to the roof overhang, tends to lower the appearance of height. Wide-spreading eaves are pleasantly balanced in relation to the wood and brick of the side walls.

Open planning provides additional expanse to the interior. Other features of the home include a full basement and a convenient screened porch.

Completed four years ago, the house is time-tested in both design and construction. Its design conforms to a style that is growing steadily in popularity, in both warm and cold climates.



SECOND FLOOR PLAN



FIRST FLOOR PLAN

Selling Homes With Extras

Modern kitchen appliances and home equipment are good silent salesmen for these \$25,000 to \$40,000 homes near Dallas, Texas

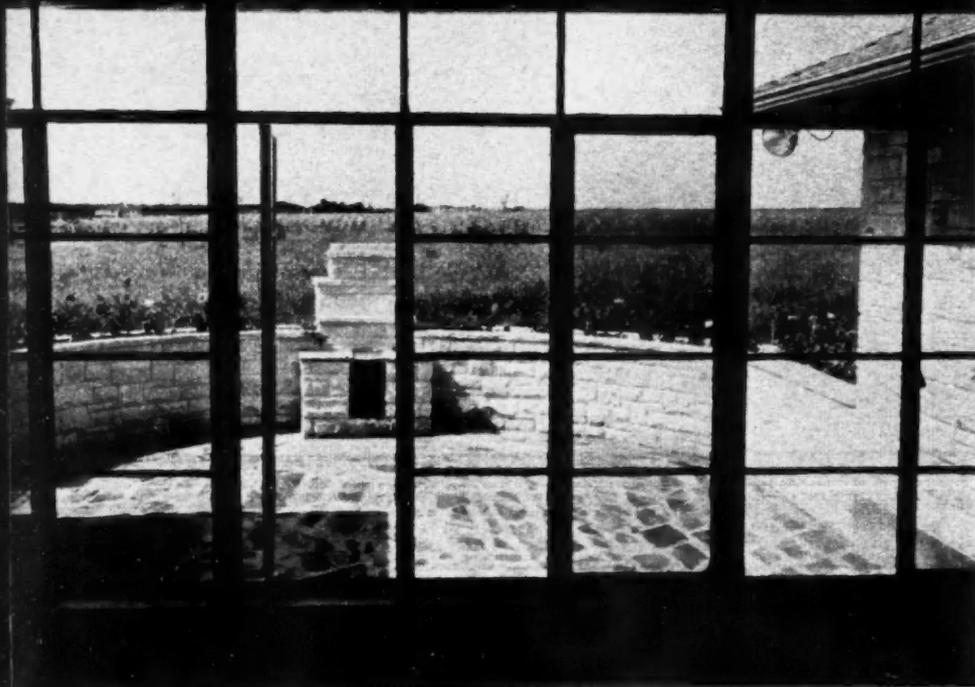
BUILDERS are finding a ready market for \$25,000 to \$40,000 homes in the 112-acre Waggoner Place addition, twenty minutes drive from downtown Dallas, Tex. And their success revolves around an insight into wants of clients who buy homes in this price range.

Six building firms completing homes in the addition have found that "extras" appeal to clients—even to the more exacting home-buyer. Combined with a host of plus items, their dwellings follow a basic formula for attractiveness encouraged by L. B. Holaday, C. A. Mohrle and John B. Mills, owners and developers of the land.

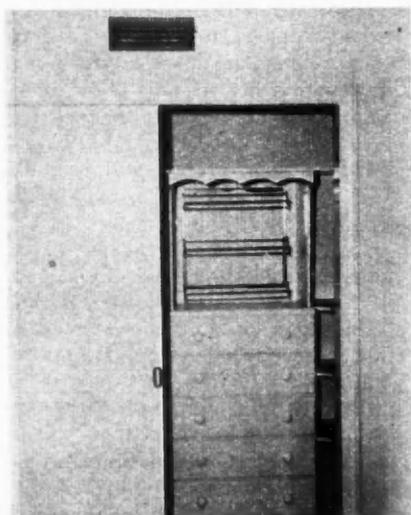
Holaday bought the land for the Waggoner addition and divided it into 224 building sites. To start things off, he began building homes on scattered lots along one street. He put in a half million dollars worth of streets in the area, plus sewage, water, and gas. In his homes he set high standards of quality workmanship, offering attractive extras. The homes sold immediately, and other builders be-

ORNAMENTAL iron, manufactured in Dallas, is an attractive feature to local clients. On this E. E. Klumpp home, it is generously used around windows and on porches





BARBECUE pit in stone patio is spotlighted at night, and visible through wide window area. Patio wall is of Austin stone. Tie racks, shelves and storage drawers are built into the closet accessible through sliding doors



came interested in the Waggoner addition. Holaday sold lots to them. In the last 18 months, more than 65 homes have been sold at prices above \$25,000. One sold from a blueprint. All the homes incorporate extras that are their major selling features.

"You've got to put better material and workmanship into a house today—and be satisfied with a reasonable profit," says Holaday. His restrictions for residences in the addition, with few exceptions, call for not less than 1,800 square feet of actual living space exclusive of porches, garages and breezeways. All buildings must be either of brick or stone construction.

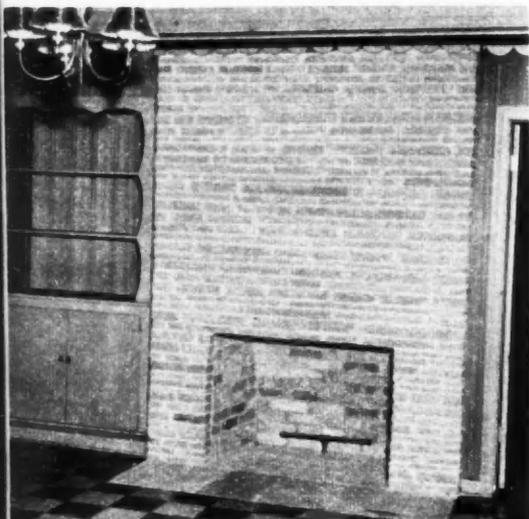
Combined with good conventional construction, Holaday is careful to specify available materials that will have wide appeal to local clients. In one \$39,500 home he recently completed, extras include a completely packaged kitchen with range, dish-

washer, clotheswasher, refrigerator, garbage disposer, steel cabinets, ventilating system over range, kitchen clock—plus clock and chimes in hallway—52-inch attic fan with aluminum automatic fan grill, a 180,000 B.T.U. capacity forced warm air central heating system, electric heater in bath, copper screens, and an accordion type door to a large den.

This home is basementless, built on floor joists made up of two 2x6's bolted together, resting on round concrete piers placed under the entire house. Reinforced concrete beams resting on round piers support the outside walls. The piers go down to solid rock, or approved soil.

Besides this extra in construction, all door jambs are metal; doors are clear red birch. Sheet rubber is used for kitchen floor covering; ceramic tile is generously applied in bathrooms. Copper water pipes are used throughout. Upward acting garage doors are hand made on the site from redwood; beam supports for the back porch are redwood, as is the wood siding used.

Homes constructed by E. E. Klumpp of the Klumpp Construction Co. represent top quality workmanship, design, and adherence to the type of home desirable in the Waggoner addition. They include extras that add further sales impetus. These plus items include kitchen equipment, a special type of venetian blinds with



FIREPLACE is feature of dining room



FLOOR plan of Klumpp home is representative of deluxe type dwelling in addition

removable slats, automatic ventilation, barbecue pit, sliding closet doors, silent type electric light switches, ornamental iron work around windows and on porches, and floodlights on a stone patio.

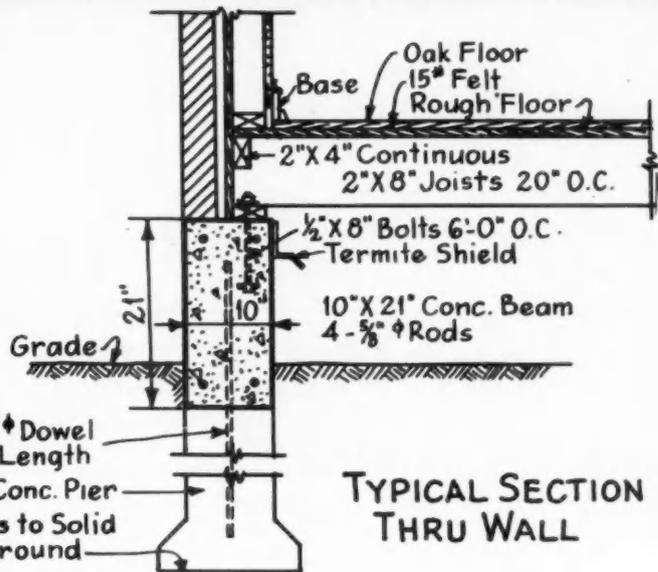
The Klumpp home shown here is basementless, built on 2x8 floor joists 16 inches on center supported by 10-inch concrete piers. Walls are conventional 10-inch masonry. Side walls and ceilings are insulated with four inches of mineral wool. A manufacturer's plaster moulding and cove moulding done by Klumpp craftsmen add attractiveness to the deluxe interior. All major rooms are wired so that a telephone may be plugged in when desired.

Builders in the addition other than Holaday and Klumpp include the J. R. Rodgers Construction Co., P. O. Bozeman Construction Co., Howard Simmons Construction Co., Joe Mayberry, and Terry Rhodes Construction Co.

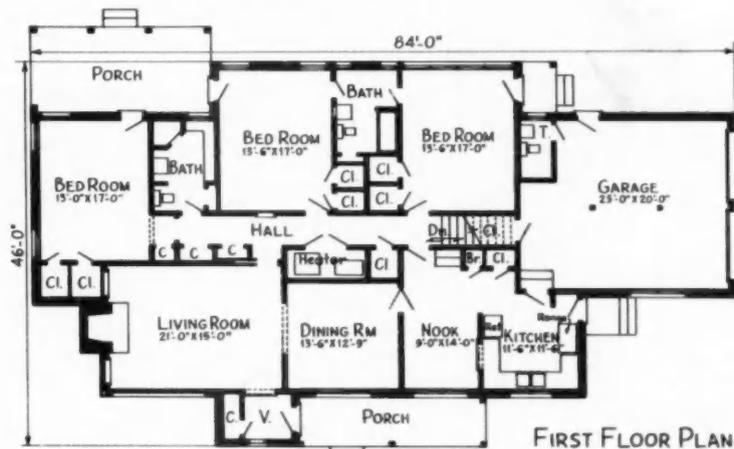


UPWARD acting garage doors, of redwood, were made on the site by Holaday workmen. Attic ventilation louvers are metal

DETAILS show pier construction in Holaday home. Under the house, these piers support floor joists made up of two 2x8's bolted together. All piers have termite shields



STONE, brick and redwood siding add pleasing variation to this \$39,500 Holaday home. Architects and designers were Milam & Roper of Dallas. Floor plans show provisions for extra bathroom in end of garage



BRANDED PRODUCTS USED IN KLUMPP AND HOLADAY HOMES

- Armstrong linoleum
- Austin stone
- Blue Bonnett venetian blinds
- Crane bathroom fixtures
- General Electric kitchen equipment
- Gold Bond insulation
- Goodyear rubber floor covering
- Janitrol heating units
- Perfection roof shingles
- Plasto-Kraft plaster moulding
- Rollaway garage doors
- Schlage hardware
- A. O. Smith Permaglas water heater
- Soule windows
- Square-D circuit breakers
- Vermont Marble Co. Italian marble
- Yale & Towne hardware





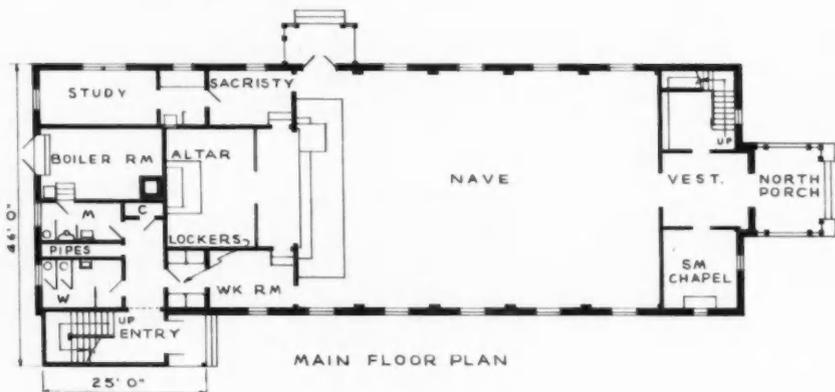
PARKLAND Lutheran Church after complete conversion of chapel at cost of \$32,000



MEL PEDERSEN

WHEN Mel Pedersen, a small town builder in Parkland, Wash., isn't busying his 11-man crew with remodeling and other contract jobs, he applies them to the construction for sale of sound quality low-cost houses.

Lately, the houses have had to wait because of an expansion of contract business which has included an attractive church building remodeled



MAIN FLOOR PLAN



ORIGINAL Army chapel being moved to new site for remodeling. Cost of trip: \$7,000

Keeping an 11

Builder Pedersen solves the problem of keeping his crew constantly employed by returning to home building at times when lulls occur in his contract work

from a surplus Army chapel; and the conversion of a 60 year old frame store structure into an ultra-modern florist shop.

When the congregation of Parkland Lutheran Church, of which Pedersen is a member, felt the need of a new building but were not equipped at the time to finance it, the contractor knew of a solution to the problem—an old chapel at a nearby Army camp.

The building, without heating or plumbing, was bought for only \$780, but the moving bill was high—\$6,000 for the 17 mile trip. Important factors in the high cost of moving were the chapel's height, 31 feet, and the fact that considerable wire cutting was necessary. The other dimensions of the building were 36x81 feet.

Framing members of the structure were 2x6 studs, covered on the outside with drop siding. It had an asphalt shingle roof and an interior lined with Celotex boards and pine paneling. Wiring and electrical fix-

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VIEWS of florist shop, before and after Pedersen's remodeling job. Building, which is located on trunk highway entering city, attracts motorists' attention with unusual lighting. Ample parking space is provided. Architects were Sutton, Whitney and Dugan, Tacoma

11-Man Crew Busy the Year Around

tures were included.

In remodeling, a new roof was applied and brick veneer laid on the outside. A rear addition was built to house the pastor's study, boiler room and rest rooms. Also added was a Colonial entrance. The chancel was deepened 14 feet and an arch was made. Completing the job, an illuminated cross and a large circular window were added to the front.

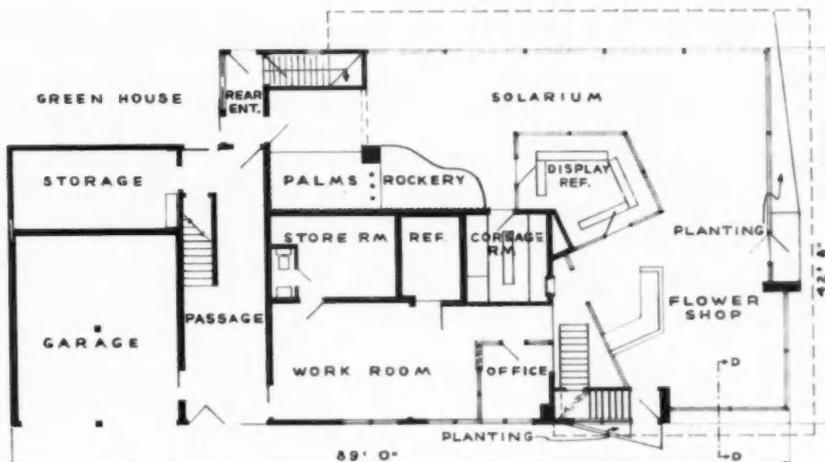
Total cost for alteration job, including the \$6,780 paid for the building and moving was \$32,000. All labor was paid for at standard rates, but Pedersen did not charge for his time as general contractor. Part of the lumber used for the addition was obtained from a 14x20 foot boiler room and toilet section of the original building. After detaching the plumbing, the Army gave the rest of the section to the church.

Lighting, floors and pine panel wainscot required no attention. Celotex was applied in the enlarged chancel, and stained throughout the interior to obtain the same shade. New pews were installed.

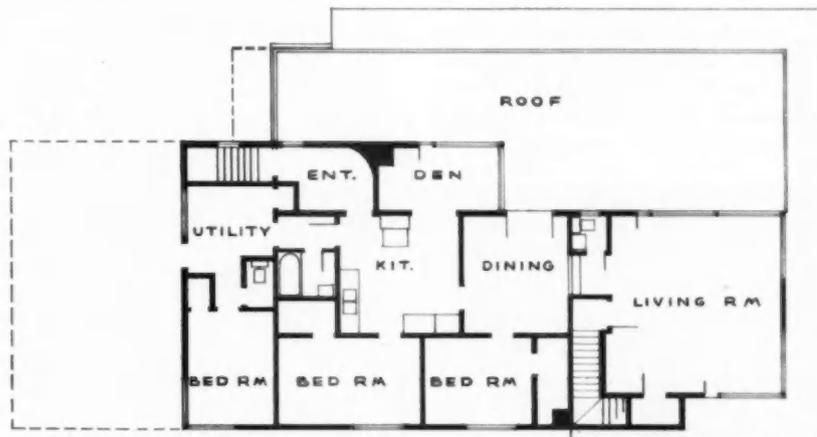
Florist Shop Renovation

The remodeling job on Wilfred Brown's florist shop in Tacoma which completely modernized the building's appearance was characterized by a number of additions but did not require major structural changes.

The new shop is enclosed on three sides with plate glass which extends 12 feet from floor to ceiling, with glass to left of the entrance sloping outward. Trim is of stainless steel. A five foot overhang is stuccoed; and

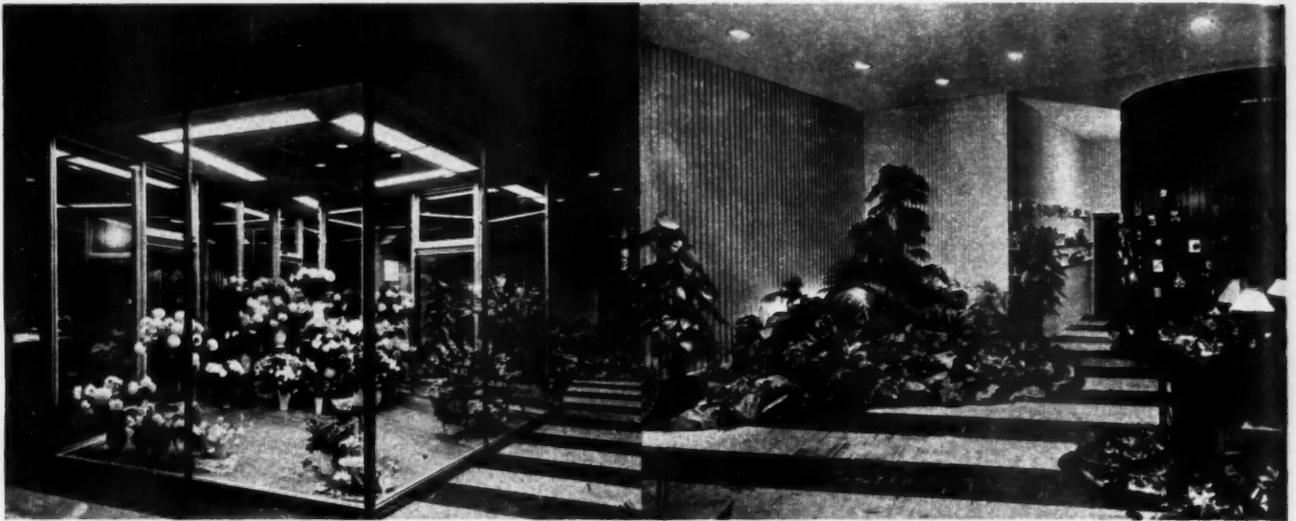


FIRST FLOOR PLAN



SECOND FLOOR PLAN

PLAN of flower shop (top) shows provision of ample display and storage space. Store-room, office and workroom are conveniently grouped together. Detail below is of second floor apartment, occupied by owner



ROOM for storing cut flowers (left), built entirely of one inch Twindow glass, is kept at 42 degrees by refrigerated air from ceiling blower. Rock garden and waterfall at right has corrugated iron background; curved partition is of combed plywood, painted green

the entrance door is of Merculite glass. The plastered ceiling contains numerous inset flush lights; flooring is mottled, dark brown Kentile.

A separate room inside the shop is maintained at a 42 degree temperature for storage of cut flowers. The room is constructed entirely of one inch Twindow glass, for visibility and economical maintenance of temperature; refrigerated air is supplied through a blower in the ceiling. Owner Brown said that the contract for glass and mouldings alone was more than \$9,000.

Other attractive displays are a rock garden and waterfall, with a corrugated iron background, and a curved partition of combed plywood, painted green, on which flower containers are exhibited. The reception desk is faced with green leather and has a Formica top. There is liberal counter space and another room for preparing corsages.

Located on a main highway into Tacoma, the shop particularly attracts motorists' attention when it is illuminated at night. On the upper floor the owner has a nine room apartment.

Good Low-Cost Houses

In the fall of 1948 Pedersen built several house in Parkland, a suburb about 10 miles from downtown Tacoma. Located on 75x100 foot lots and including a 14x20 foot garage, they sold for \$7,850. The houses contain 910 feet of floor area with space provided upstairs for later addition of rooms. A staircase is built for the future addition; subflooring is laid and wiring located in tops of partitions.

Walls and ceilings of the homes are insulated with one inch Balsam wool; exteriors are machine-grooved shakes over Gyplap sheathing; and interiors are of Sheetrock, textured and tinted.

FLOOR plan of low-cost house. Bath, utility room and kitchen are well grouped for economical plumbing installation. Staircase, subflooring and wiring have been installed for later addition of rooms on house's upper floor

Floors are hardwood. The kitchen, utility room and bath receive three coats of oil paint.

Equipment includes a wood-burning fireplace, shower over tub, 40 gallon water heater, Crawford Overhead Garage doors and septic tanks. Heating is supplied by a floor furnace.

Although his home building has been temporarily discontinued, Pedersen plans to return to it whenever there is a lull in his contract work.



PEDERSEN'S houses sold for \$7,850, with a 14x20 foot garage. Located on 75x100 foot lots, they contain 910 feet of floor space

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VIEW featuring picture windows and terrace. Entrance is through screened carport at right, which can also serve as summer porch

Building Convenience into A Low-Cost House

A maximum of cabinet space and other aids to comfortable living are worked into a small floor area by L.S.U. research group

A LOW-COST house into which has been incorporated good planning and design and a number of conveniences normally expected only in homes where construction costs average much more has been developed as a research project by the Engineering Experiment Station of Louisiana State University.

Estimated cost of the experimental home, including actual retail prices of materials, current labor costs and sub-contractors' profits, was \$5,041.84. Most of the materials and some of the labor were contributed by manufacturers and contractors.

The house has a four inch concrete slab floor and concrete footings, with the floor finished in lasting color cement. Walls are of six inch lightweight concrete blocks, painted outside with two coats of water repellent paint and inside with one coat of water repellent primer and one coat of oil paint. The sink and cabinets over the sink are metal; other cabinets are of one inch V-joint vertical siding, painted (plywood may also be used).

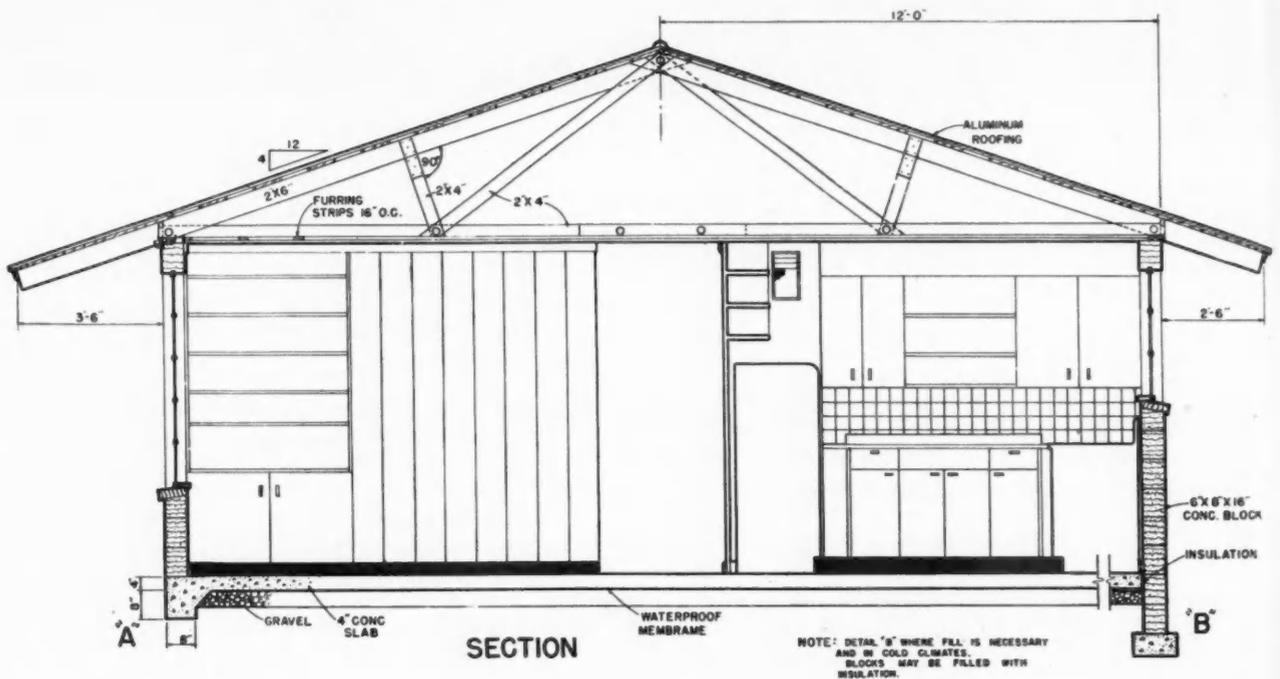
Trussed rafters are used in roof construction. Eight inch sheathing is spaced 16 inches o.c. and covered with 5 V-crimp embossed aluminum roofing. The ceiling has double-



THREE-foot overhanging eaves are protection against sun and rain



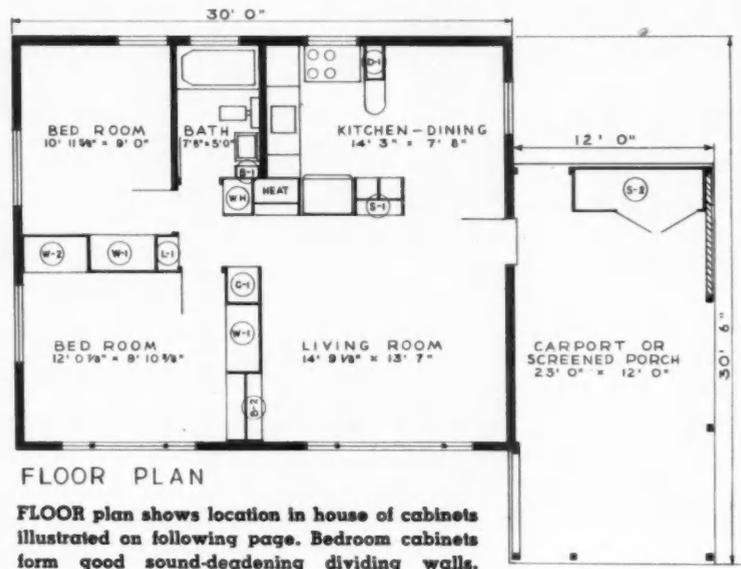
CORRUGATED asbestos-board fence (left) makes convoluted wall around back yard. Material is lightweight, easily installed and fireproof. Fence is not included in house cost. Section below shows construction details of roof trusses, walls and foundation. Placement of cabinets in relation to over-all planning of house is also indicated



thick insulation. There are aluminum louvers at gable ends and screened vents between rafter at wall. Windows are aluminum, with tile sills.

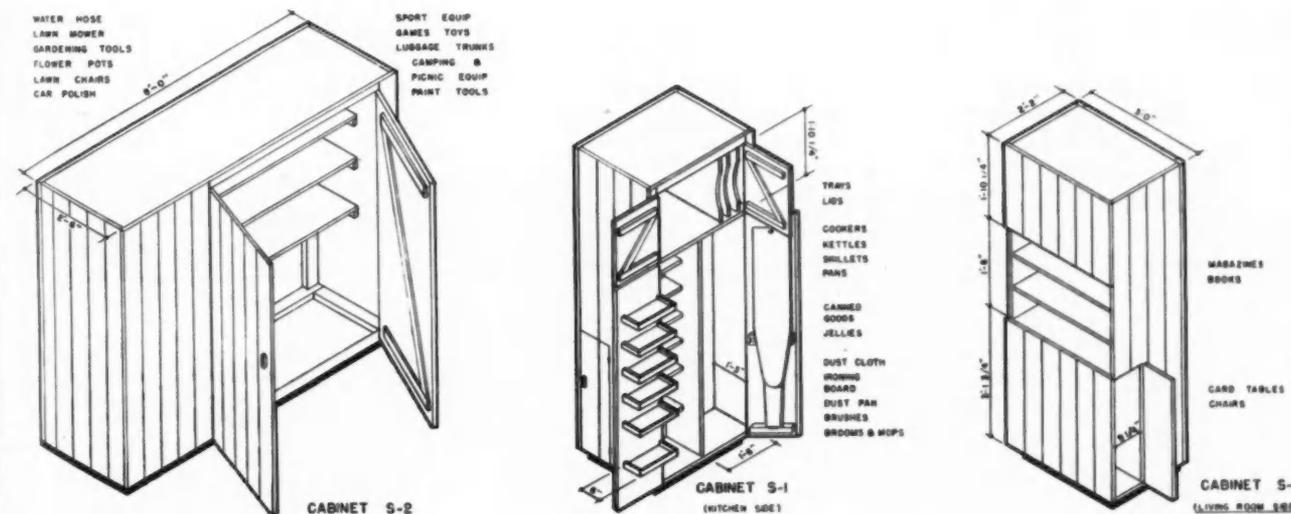
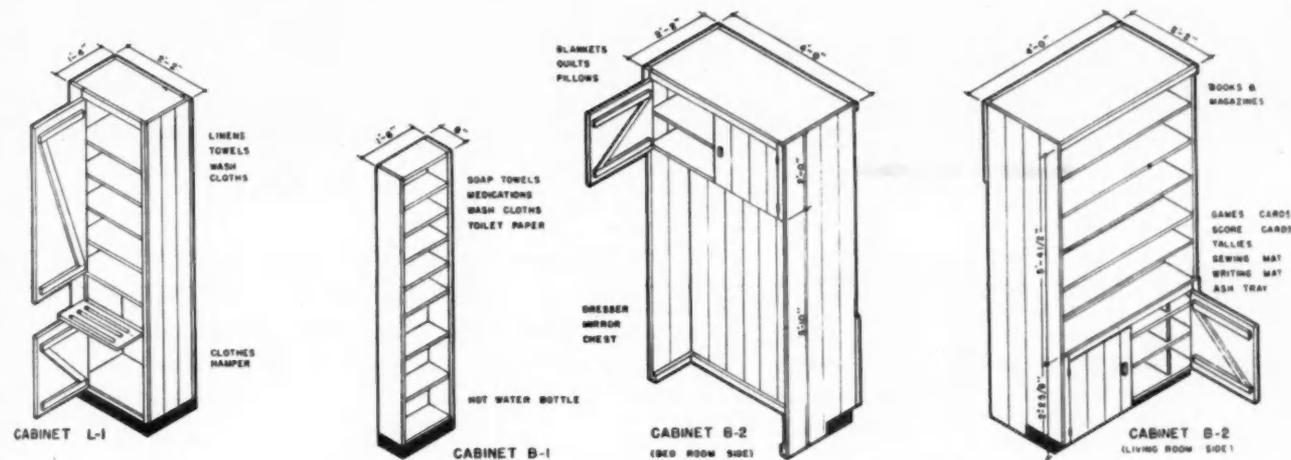
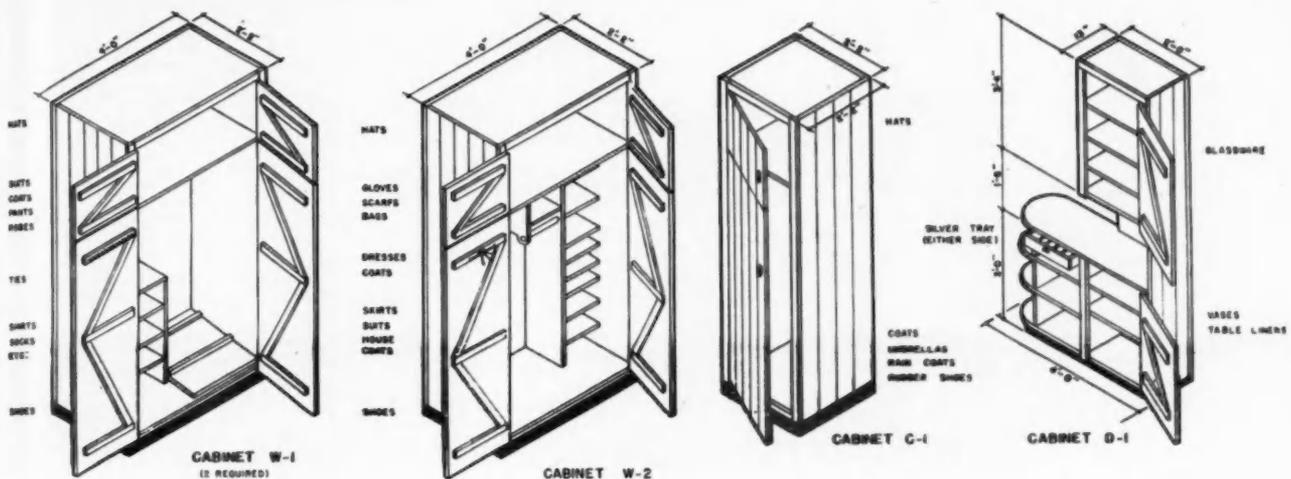
Heating is furnished by a vented gas warm air heater. Also included in the cost are a 30-gallon gas water heater and a 30-inch horizontal attic fan with automatic louvers.

O. J. Baker, director of the University's low-cost housing research, said that the aim of the project had been to design a house that could be built at a minimum price with materials now available. He pointed out that the plan had not called for a minimum house in square feet of floor space nor one differing radically in exterior appearance from the average house; but rather for the adaptation in a



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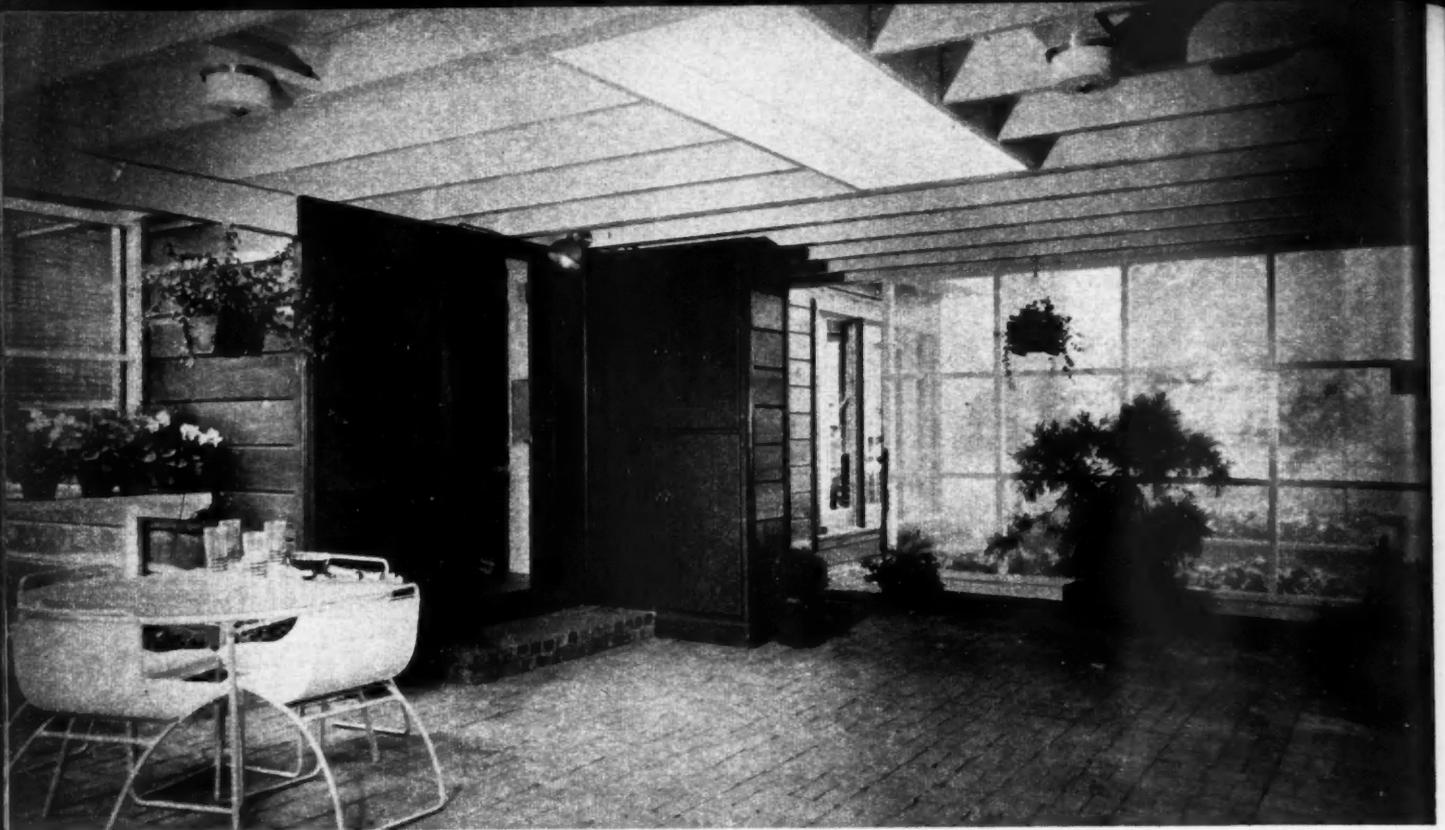


small floor area of adequate living, sleeping, eating and entertaining facilities for a small family.

Without the screened carport, picture windows and two-thirds of the storage space, he added, the same house could be built for approximately \$1,000 less. On the

other hand, owners desiring to invest a little more could choose frame construction rather than concrete block; asphalt tile or hardwood flooring could be added, and the whole house increased in size by adding to its length in multiples of two feet.

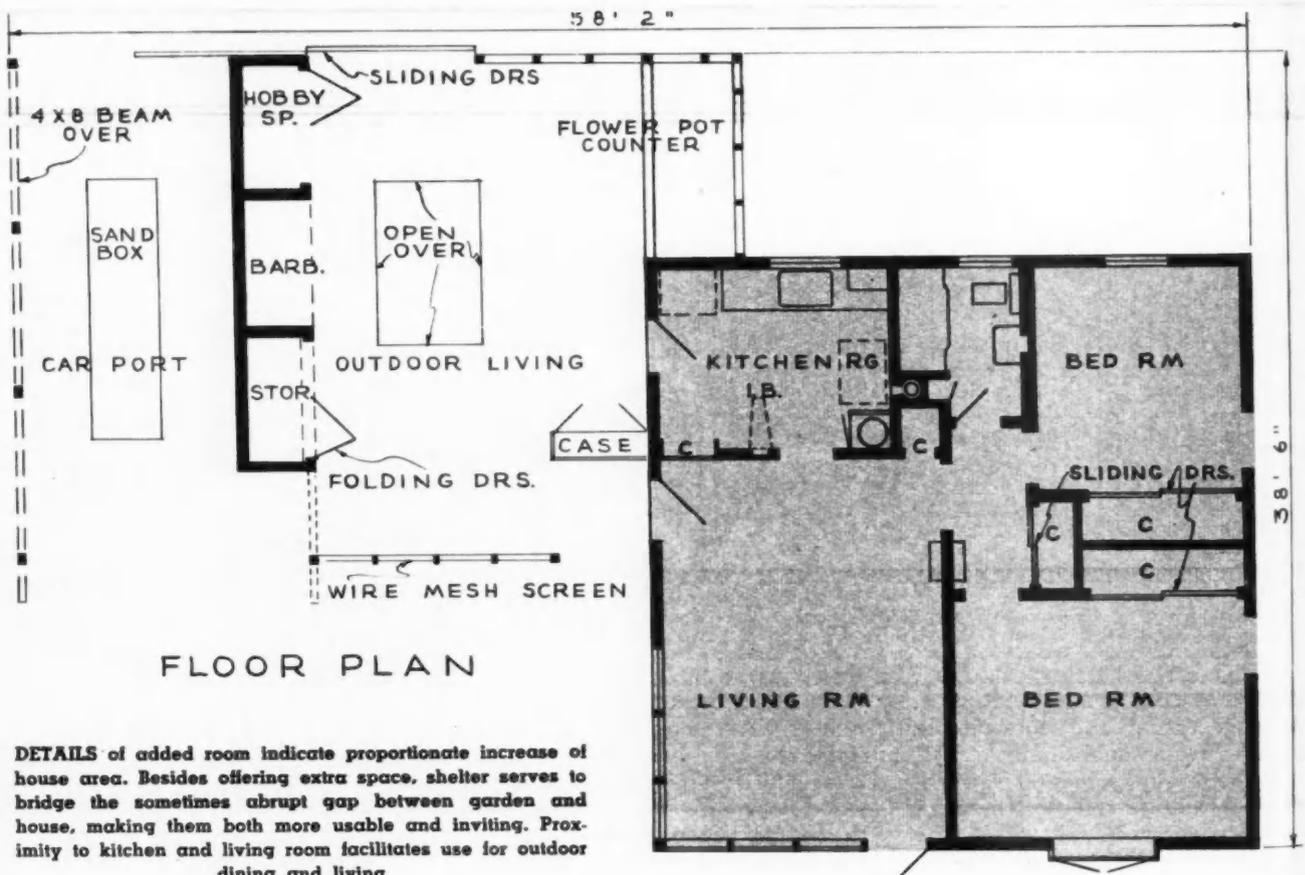
TWELVE cabinets of various sizes and shapes, some of them providing space in two rooms, are built-in feature of low-cost house. Liberality of space is indicated by variety of articles for which storage provision has been made. Large "catch-all" cabinet (S-2), ideal for heavy equipment, serves as a partial rear wall for carport



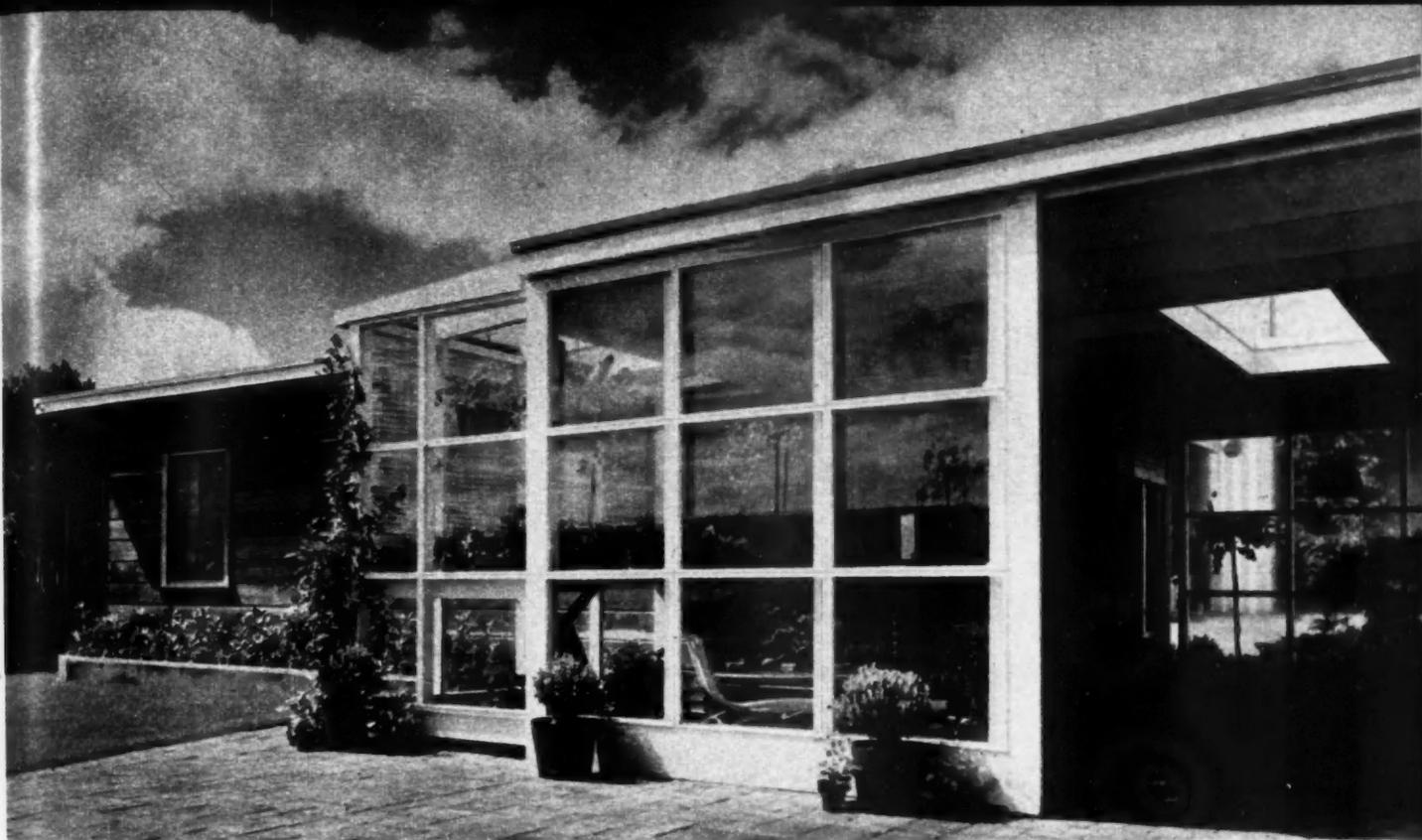
VIEW of addition shows obscure plastic screen, right. Deep cabinet separates kitchen door, left, from garage entry

ADD A ROOM For Better Living—

A California project demonstrates how existing secondary structures can be converted into desirable extra living and storage areas at a moderate cost



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AT garden side of room, glass door slides on garage overhead track. Greenhouse corner is seen through door

LIVING space in homes can be increased at a relatively low cost by addition of modified secondary structures, such as garages, summer houses or barbecue shelters.

The practicability of this type of addition was demonstrated at the recent Oakland (Calif.) Post-Enquirer Home Show by a project which converted an ordinary garage into a complete new unit of the house. While the type is most suitable for warm climates, it can be used to advantage in other areas.

The garage, formerly attached to the house, was moved a short distance away to provide additional space for the new unit. It was then redesigned and attached to the house, a storage vault in the garage serving as a separation and as the support for framing roof members.

The addition was equal in area to the house itself. In all but the coldest weather, it was capable of doubling the living capacity of the house.

In order that the room might be used as a substitute for a greenhouse, a glass corner was designed. It was found that, in its final phase of development, the addition served as a combination hobby room, laundry, storeroom, outdoor dining area, barbecue room, greenhouse and general play area.

In the preliminary planning it was suggested that the added structure might be developed as a step-by-step project. Possible steps could be: Installation of the brick paving and a

screen for wind protection; addition of a roof; and, finally, installation of the glass and the sliding glass walls, which make it useful in all seasons.

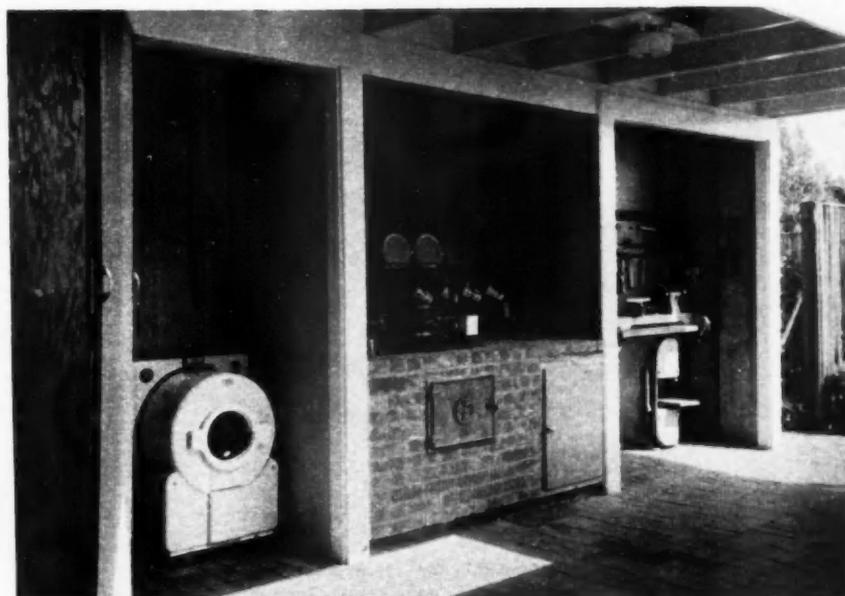
Extensions of this type are not limited to houses on large lots. In older homes they could be added directly to the back of the house, serving advantageously as either a new living room, or as an extension of the kitchen, to provide additional storage and working space.

A fireplace-barbecue unit could be added without too great expense. Obviously, the completeness of weather-

proofing and provision for heating would depend on the particular climate. Because of the use of lower-priced construction materials and lack of finish, the addition, even when completely enclosed, could be of much cheaper construction than the house itself.

Working jointly on the Oakland project were John Matthias, who designed the addition; Claude T. Lindsay, Inc., builders, and their architect, Paul Hammerburg; Landscape Artist Ned Rucker; and Nurseryman John McDonnell.

Based on article in January, 1949 issue of Sunset Magazine



STORAGE wall houses laundry, barbecue, workshop

One Story Apartments and Duplexes for Small Lots

These units are profitable investments. They appeal to tenants who seek a home-like atmosphere in rentals



FOUR-apartment unit is designed for a 60x100-foot corner lot. Rents are \$85 for 2-bedroom units, \$75 for 1-bedroom

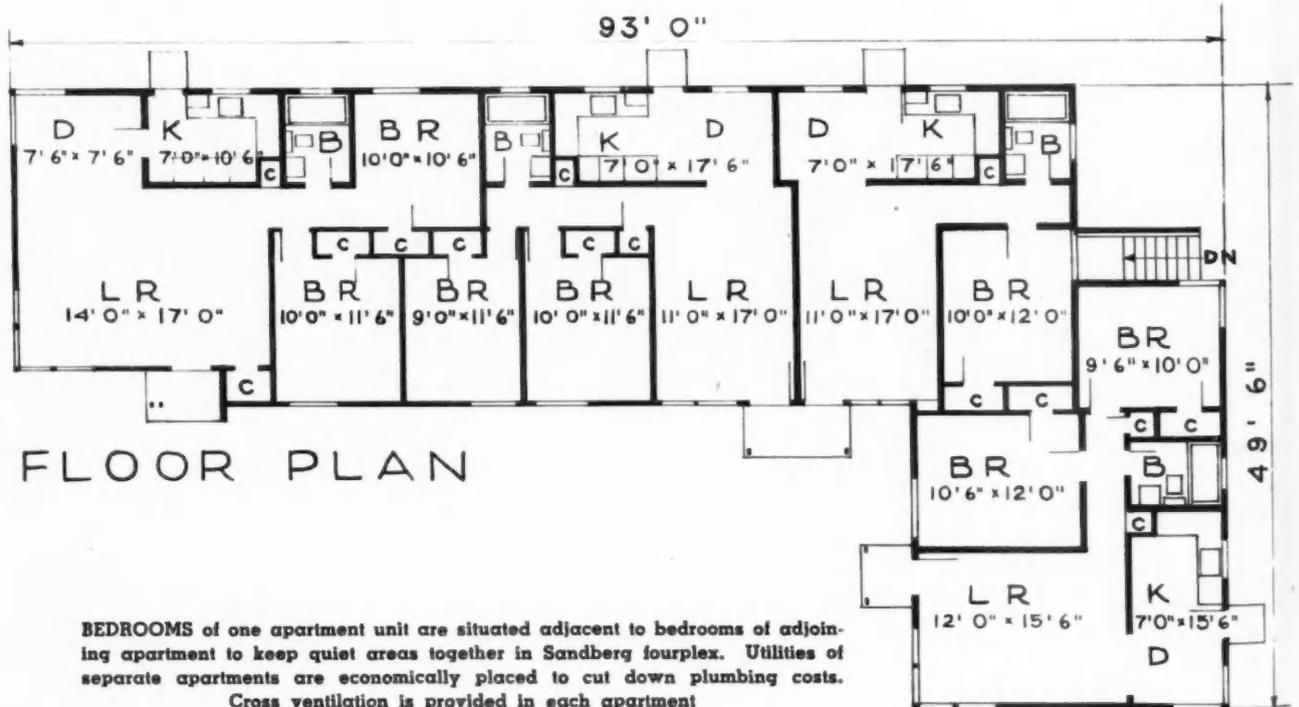
ONE of Edwin Sandberg's outstanding accomplishments in Portland, Ore., is the way in which he utilizes small lots. In Portland, as in most other large cities, vacant land zoned for apartments is high in price, sometimes prohibitively so. But Sandberg has developed plans suitable for small, individual lots, which enable

him to use property that would normally be considered too small by many builders.

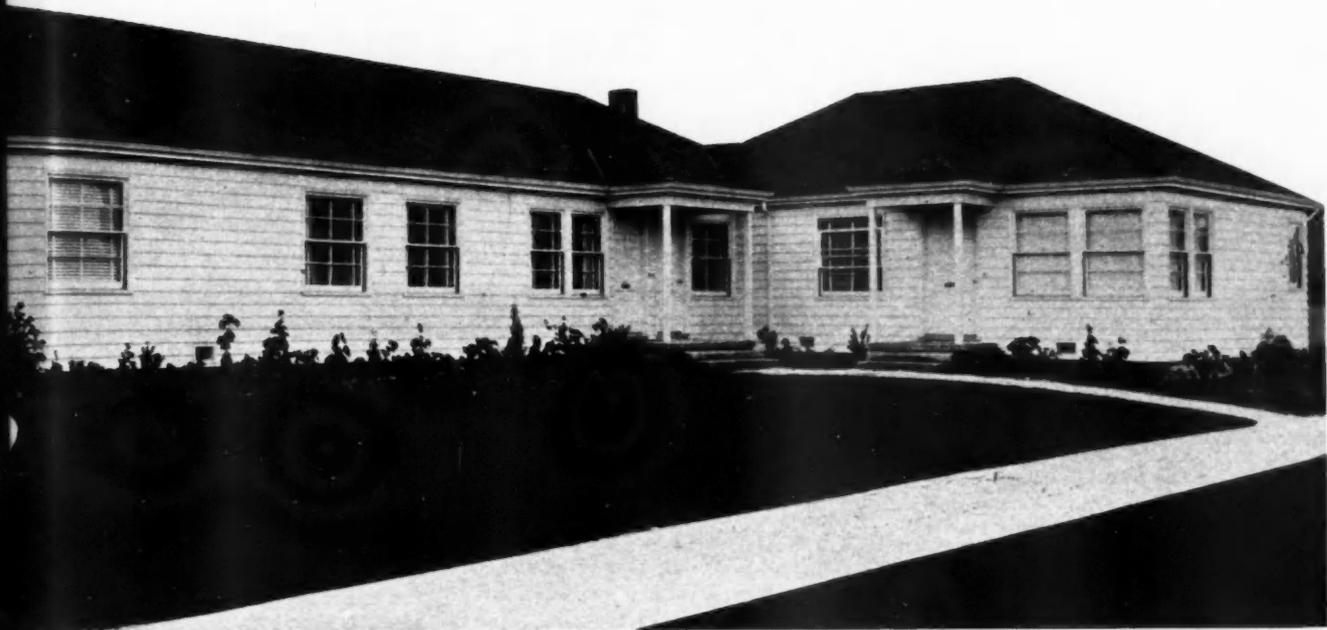
The fourplex shown with this story, for example, comprises three two-bedroom apartments and one one-bedroom apartment—and is situated on a 60x100-foot lot! Yet the living rooms are of good size—one apart-

ment has a separate dining room—and in the other three the kitchens are large enough to provide dining space. The central heating plant, laundry trays and storage space are in the basement which runs under only half of the building.

Exterior siding is painted white. Roof is cedar shingles. Interior walls



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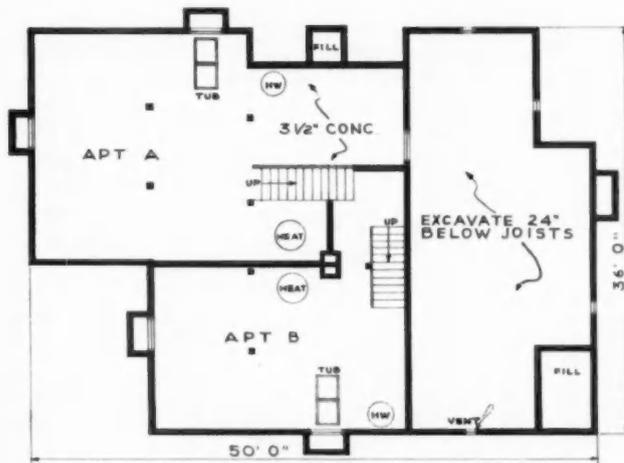
are plastered and painted or papered; sink has tile drain-board and bath has tile floor and tile around tub. Venetian blinds are provided, as are underground garbage receptacles. Doors are weather stripped.

Rents of \$85 for the two-bedroom units and \$75 for the one-bedroom apartment include ranges, refrigerators and heat, but no utilities. Since he is continuing to build similar apartments, Sandberg will sell any of them or is willing to keep them if favorable sales cannot be arranged.

A good example of lot utilization is also found in five duplexes which Sandberg is building on 50x100-foot inside lots. Each unit has two bedrooms and again the rooms are all of ample size. Every apartment has an individual basement with its own heating plant and laundry trays.



FIRST FLOOR PLAN



BASEMENT PLAN

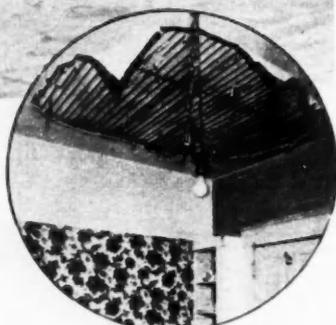


DUPLEX for 50x100-foot lot was built under FHA Title II loan, and Sandberg will sell several of them for \$18,000. Apartments rent for \$80 and \$85

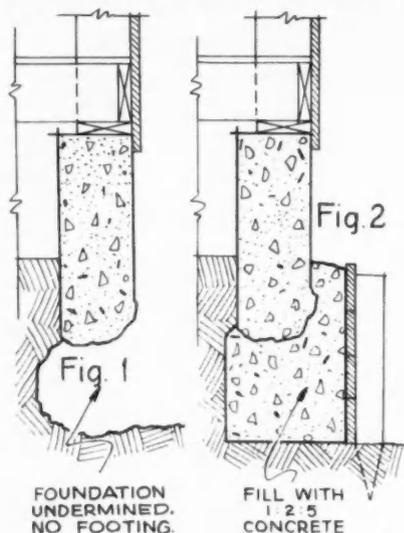
EACH unit in duplex apartments has individual basement with its own heating plant and laundry trays. Ranges and refrigerators are included in rentals

Winter Takes a High Toll of Farm Buildings

As a result of last winter's record-breaking snow storms, thousands of farm buildings are in dire need of repair and remodeling. Salesmanship is all dealers and contractors need to get a good volume of this business



CLOGGED gutters and downspouts cause moisture to back up under shingles and seep into interior; cracked plaster results



WHEN foundation footings wash away, walls settle. To repair, jack up sill, excavate under foundation, fill with concrete

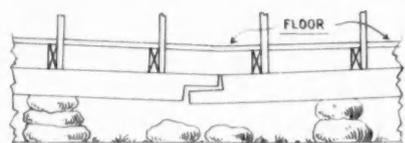


Fig 3

STONE pier has collapsed and sill breaking result of wrong kind of foundation

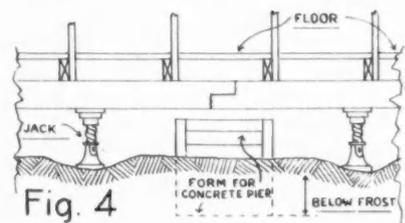


Fig. 4

TO repair, jack up sill on both sides of break, remove old stone pier and build a wood form for a new concrete pier

THOUSANDS of farm buildings in the area roughly bounded by the Mississippi, the Rockies, the Canadian border, and the northern tier of counties in Texas need extensive repairs, and need them promptly. While winter always takes a high toll of farm buildings, it was in this area, where mountainous snows and driving ice storms set new records for severity this past winter, that damage to farm buildings was most extensive.

Dealers and contractors will find a ready market if they go after this business. Farm incomes are at a high level, and the farmers are too busy to repair the buildings themselves. Salesmanship is all that is needed for dealers and contractors to get a good volume of this repair business.

Foundations and roofs of the farm buildings suffered the greatest damage, according to J. L. Strahan, member of the American Society of Agricultural Engineers and an authority on farm structures.

Foundations

Farmers realize that any building large enough to strain out of shape if the foundation moves ought to be carried on a foundation that

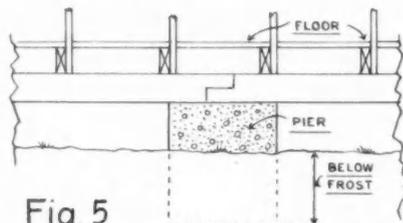


Fig. 5

POUR concrete. After it has hardened remove form and take away the jacks. Pier must extend below the frost line

extends below the frost line; yet, it is not unusual to find farm buildings resting on shallow foundations, or with sills precariously balanced atop boulders. Similarly, farmers know that run-off water can quickly pull soil away from and undermine foundations; yet, they fail to provide an adequate yard drainage system.

As a result, heavy snows followed by sudden spring thaws cause farm buildings to settle. They stand today in a strained and wracked condition. Unless these buildings are squared up quickly and placed on adequate foundations, farmers will find it costly and almost impossible to straighten walls, floors, windows, and doors.

Figures 1 to 5 show some of the common troubles farmers are having with foundations and how to repair them, but these measures will not be effective permanently unless the following steps are taken to protect the foundation from erosion:

1. Grade and terrace the yard around the buildings to deflect surface water from the foundation.
2. Check the roof's drainage system. Many gutters and downspouts were damaged beyond repair by ice and snow and need to be replaced. Make sure the system is ample in size and that it delivers the water to a point far enough from the building to assure natural drainage away from the foundation.
3. When the eaves of a hay barn, dairy barn, or a similar structure are not more than eight and ten feet above the ground, an inexpensive but effective method to

protect the foundation is to build a concrete trough on the ground under the caves parallel to the foundation.

Roofs

Heavy snows and driving ice storms expose latent weak spots in old roofing. The past winter proved this point. Thousands of old roofs, which in the fall appeared to have several years of useful life, now need to be replaced. Few can be repaired.

In the rush of spring and summer work, it is easy for farmers to forget that water is the chief enemy of frame buildings. They need to be reminded that water seeping down through a roof will warp the roof deck and disturb the lay of the shingles. Making its way down through the walls of the farm home, moisture cracks plaster and stains wallpaper. Left unchecked, moisture causes rot and decay.

In re-roofing, there are several facts to stress to farmers:

First, it will pay to use a roofing material like asphalt shingles which may be applied right over the old roof. This saves time and dollars as it is unnecessary to tear off the old roofing. In addition, farmers will generally appreciate that almost any roof, regardless of its condition, still has useful life which is preserved by the new, weather-tight surface.

Further, when re-roofing a building in which hay or grain is stored, care must be taken to avoid littering the stored food with nails and debris. Nails do not mix well with animal rations, so when a new roof is applied, it is better to place it atop the old one, rather than run the risk of losing livestock.

Second, stress the importance of using an eaves flashing strip of roll roofing extending up the roof from the eaves the full width of the 36-inch roll. The strip should extend at least 12 inches inside the inside wall line of the building. Farmers will readily appreciate that an eaves flashing strip will help to prevent the widespread damage which occurred when the roof drainage system was clogged with ice and snow, and water backed up under the first few courses of shingles, and thence into the interior of the building.

Third, blasting winter winds sweeping across the prairie country ripped old or improperly applied roofing from the deck. Tell farmers that a properly applied asphalt roof will stay on the roof deck as long as the deck stays on the building.

When applying asphalt shingles, recommend any one of three types for application in windy areas:

1. Three-tab, square-butt, strip shingles applied to a sound deck with six nails in each strip shingle, and with the first few courses of shingles near the ridge, rakes, and eaves cemented down with asphalt cement.
2. Individual shingles which interlock one with another to form a wind-tight surface.
3. Individual hexagonal shingles with staples fastened in the lower corner of the shingle to keep the wind from getting under the tabs.

When applying roll roofing in windy areas, be sure to apply it in 18-inch widths, not in the full width of the roll, and use the concealed nail method of nailing, or use 19-inch selvage edge roofing.

Inconsistent as it may seem, a farm building not damaged on the exterior may be in need of repairs on the interior. In an open winter, livestock may be turned out to pasture much of the time; but in a winter as severe as the last, animals are kept near or inside the barn. Constant use of the barn, particularly if it is overcrowded, may result in broken pens, sidewalls or other damage.

Home Incinerators Appeal to Housewives



MODERN living is making an incinerator as important a part of home equipment as the present automatic hot water heater

BUILDERS are finding they can add a great amount of sales appeal and livability to a house economically by installing one of the new small home incinerators as part of the equipment of the structure.

The problem of garbage and rubbish disposal in homes and apartments is becoming increasingly complex for the modern housewife. More rigid sanitation regulations plus the trend toward automatic oil or gas-fired heating units in new dwellings further complicates the situation. Another factor is the increasing number of cities and villages with ordinances prohibiting burning of rubbish and garbage in open outside burners.

As a result, one of the first questions confronting the housewife when she begins operations in her new home is how to dispose of garbage and rubbish. It is true that waste disposal units installed as part of the kitchen sink do a satisfactory job on garbage when these can be made available. But even when these units are installed there still remains the problem of disposing of other household rubbish, particularly accumulations in waste baskets.

It has been only since the late 1930's that manufacturers developed economical, simple small indoor incinerators. There are now on the market a number of different types and makes that can be easily installed during construction or after the house is completed. These units are attached to any flue of six inches or larger in size. Where city codes will permit they can be tapped into the flue to which the furnace is attached. They also may be tapped directly into the smoke pipe leading from the furnace into the flue, without in either case hampering operation of the furnace.

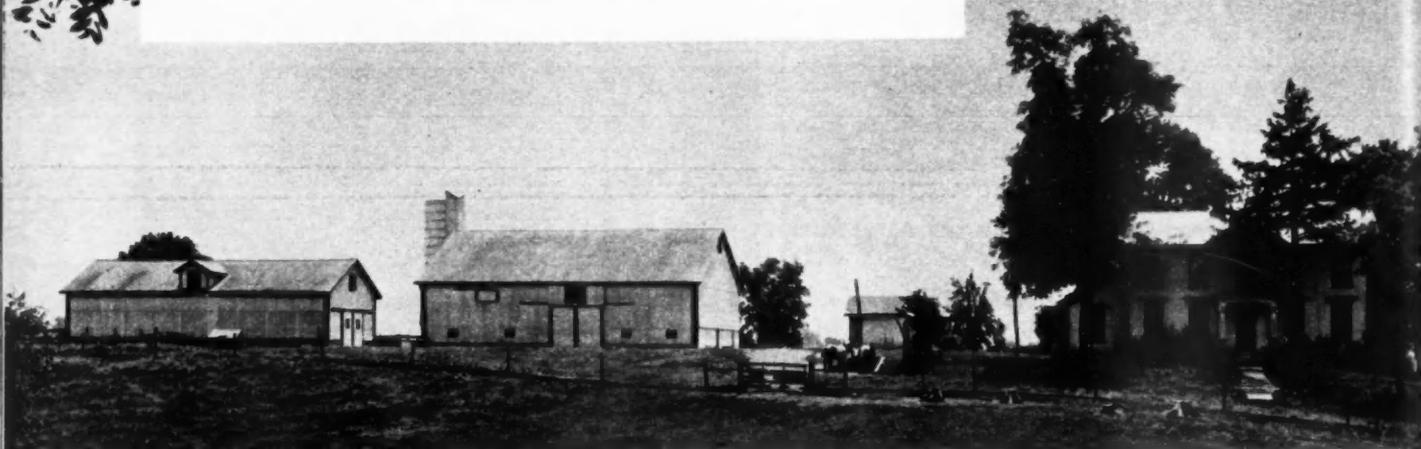
The two principal types of incinerators include the fuelless, which depends on the charge of rubbish and garbage with a scientifically designed draft system to burn all of it to fine ash; and those with extra fueling facilities.

BRAND NAMES AND MANUFACTURERS OF HOME INCINERATORS

- Calcinator—Calcinator Division, Valley Welding & Boiler Co., Bay City, Mich.
- Cinator—Renown Stove Co., Owosso, Mich.
- Gar-Disposal—Electrocap Mold Co., 115 E. Carson St., Pittsburgh, Pa.
- Hygeator—Hygeator Corp., 820-822 Rand Bldg., Buffalo 2, N.Y.
- Incinerette—American Incinerator Corp., 6444 Hastings St., Detroit 11, Mich.
- Kernerator—Kerner Incinerator Division of Morse Boulger Destructor Co., 205 E. 42nd St., New York 17, N.Y.
- Majestic—The Majestic Co., Huntington, Ind.
- Sanotype—Buffalo Cooperative Stove Co., Buffalo, N.Y.

First Come, First Served

By R. E. Saberson



GONE are the horses and buggies—but the old house is still there. Average age of U.S. farm home will be 40 in 1950

PPULL up a chair. Tilt back and put your feet on the porch rail. Let's do a bit of pro-ing and con-ing on a highly important subject—America's biggest market for building materials. We started it in July. Let's follow through with a few authoritative facts and figures.

"Biggest market," of course, means the farm. Following our comments in the previous issue, several readers took us to task somewhat mildly because we made the statement that everything had changed—transportation, highways, communication and even the method of doing the farm work—everything but Grandma's house and many of the service buildings which surround it. Basically, they are pretty much the same as they were some forty or more years ago, we said.

Our friendly critics did not agree and urged us to take a day off, visit a few farms almost anywhere in the country and see what really had happened to Grandma's house and all that pertains thereto during the past three or four decades.

While it is true that vast changes have taken place, structurally speaking, on the farms of America, the fact remains that they have not kept pace with the revolutionary advances that occurred during the period when horses were giving way to tractors, trucks and pleasure cars, if you can now correctly call the latter by that name. The

With most of the nation's farm homes needing to be brought up to date, and with most farmers having the money to do it, America's biggest market is ready to pay off best to those who get there first

internal combustion engine and electricity were to work wonders on the farm but the invisible power that comes ceaselessly over the wire has not yet been given full sway to do its mighty stuff. The best is yet to come.

Buildings of various sorts have been dinged up to meet the changed conditions brought about by these new forces but the point is that the vast majority of structures were built before gasoline engines arrived and before anyone dreamed that electricity would ever come to the farm to do the multiplicity of jobs it is now doing at the flip of a switch.

It seems to be the consensus that farm structures, in order to yield maximum efficiency, should conform to the power that is employed to do the work. Once it was men, women, children and horses. Today, the human element supplies little of the power and the horses are gone. But the buildings of today look much like the buildings of our childhood days as far as the

structures themselves are concerned. Many of them are now there simply because the owners have not had the time or the inclination to tear them down and convert them into something more useful. This is especially true of the farm home.

We will remember how patiently Grandma went about her work . . . an inflexible routine for each day in the week. She knew to a certainty exactly what she would be doing at 10 a.m. on any given Thursday weeks hence or at any time on any day for months on end.

This schedule had been born of necessity since there was much to do and it is doubtful whether anyone worked harder or more steadily than the farm wives of America. And that, of course, is almost as true today as it was forty years ago—strange as it may seem.

Why?

The answer will be found in the U. S. Census and the U. S. Department of Agriculture wherein it is revealed that in 1950 the average age of U. S. farm houses will be more than 40!

In order to more fully appreciate just what this means to the housewives of the greatest agricultural nation on earth it is merely necessary to turn back the clock in your mind's eye and attempt to find anything in use that is the same as it was forty years ago.

Gone are the horses, buggies,

lumber wagons, muddy roads, derby hats, the single Sunday (black) dress, chopping block, wood pile and the countless other pieces of equipment that were familiar on every farm in the early 1900s. But the old house is still there.

Specifically, the census shows that approximately one-fourth of today's farmhouses were built before 1900, which puts them definitely in the "Gay Nineties" class. More than one-third (nearly 40 per cent) were erected between 1900 and 1920, while another one-third came into existence from 1920 to 1940. The remainder (less than 5 per cent) have been built during the past nine years.

Now, of course, there were plenty of good reasons why new farm homes were few and far between during most of these years. During the farm boom of the Twenties, for example, most farmers were too busy speculating in land to do much building. They didn't have to build a new house or any other kind of a farm structure in order to sell the farm, which often changed hands several times during a single year, until the collapse finally came. When that time arrived, the old house looked mighty good to the owners of the farm . . . provided they could hang on to it and keep up the interest on the mortgage.

Then came the depression of the Thirties which assuredly was no respecter of persons. Farmers took a licking along with everyone else. Not many new farmhouses were built until the tail end of the Thirties, but it wasn't long until war put an end to that reviving activity. The story from that point on is too well known to need repeating.

But in the meantime—especially during the war years—something very important happened to Mr. and Mrs. Farmer. Prosperity at long last came out from around the corner and perched on their front doorstep where it still remains.

The current affluence of the farmer is the direct result of two unusual situations—inflated prices due to wartime demand and post-war shortages, and the determination of our politicians to keep farm prices high enough to command the active support of voters.

Regardless of what anyone may think of such a political situation, the fact remains that farm prices are high and the chances are they will continue to be high as long as it is possible for politicians to think up various methods for keeping them from going down.

By this time it may seem that we have gone far afield from Grandma's house. Such is the case. But the reason for our getting off into the South Forty is due to the fact that we wish to get a bird's eye view of the whole picture—farmhouse and all the service buildings that go with it.

Grandma, or those who survive her, now has the money to buy a new house or to fix up the old one in the event it has what it takes to make it into a really modern home. Several years of unprecedented prosperity have seen the mortgage paid off, new farm machinery purchased, and the bank account grow to such proportions that the banker no longer is willing to pay interest.

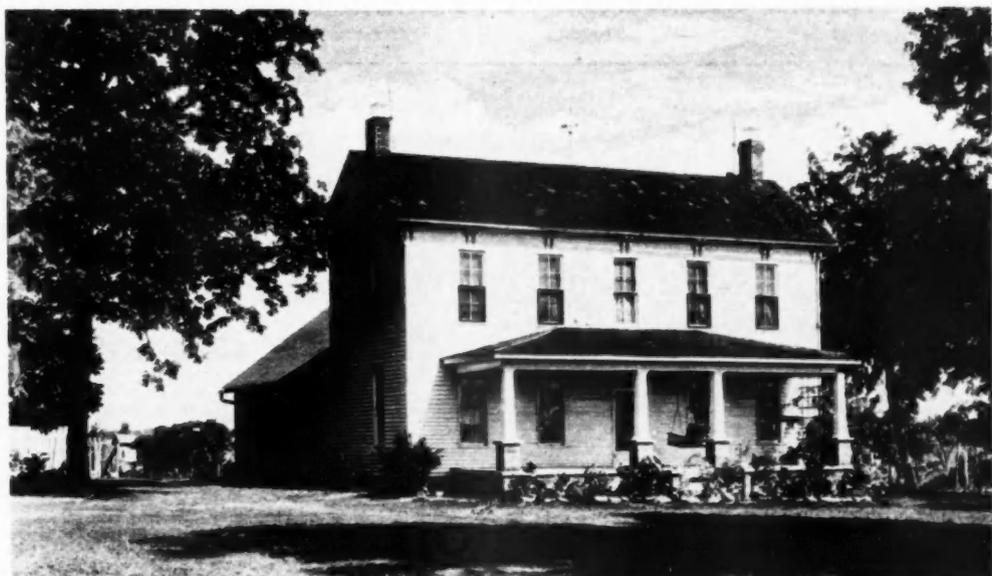
Not only that. Mr. Farmer currently enjoys a new sense of security. Once upon a time he was buffeted badly by economic storms which forced him to sell his crops

for less than the cost of production and hope for better luck next year. Support prices now remove much of the farmer's gamble. It is not within our ken to debate the rightness or wrongness of such a setup or to predict what it will lead to eventually. We wish merely to refer to its existence and point to it as a great and unusual selling opportunity—a chance for the building material industry to build a bulwark (through intelligent, intensive salesmanship) against disastrous declines in sales volume and all its attendant evils.

Here is an illustration of what we are driving at. A short time ago we read an interesting story about a California couple who built themselves a functional house that was the result of long years of painstaking care and attention. We've forgotten most of the story, but we thought of Grandma down on the farm as we read about the step-saving kitchen in the California house that comes as close to being workless, dirtless and automatic as any kitchen we have ever seen.

It seems that the California family could well afford just about anything they wanted, including servants. However, they designed their house so they could get along without them, so fed up are they with the ever-present problem of obtaining competent help. And it was in the kitchen where they got in their best licks.

Before proceeding with their plans, Mr. and Mrs. Home Builder made a careful examination of the kitchen of one of the new dining cars on the Twentieth Century Limited. If it is possible to prepare from 150 to 200 meals during the
(Continued on page 162)



OF our farm homes today, approximately 25 per cent were built before 1900, 40 percent between 1900 and 1920, and about 33 per cent between 1920 and 1940. Less than 5 per cent have been built since 1940

DEALER REVIEW



NEWS OF NRLDA AND STATE AND REGIONAL ASSOCIATIONS

National Meeting at San Francisco To Stress Better Business Ideas



NRLDA officers who will take an active part in convention are (left to right) Clyde Fulton, vice president; H. R. Northup, executive vice president; W. A. Barksdale, treasurer; and E. H. Libbey, secretary.

THE tentative schedule has been arranged for the annual NRLDA meeting in San Francisco Nov. 8-11. In addition to official sessions stressing the stimulation of ideas for better business, a number of social events and sightseeing trips have been planned.

Among the major subjects to be discussed at the meeting are the effect on the industry of the new public housing law, particularly the possibility of the law's paving the way for additional legislation of the same type; and how the current wage-hour proposals would affect the individual dealer.

Other important matters on which ideas will be exchanged are the Department of Agriculture's grain storage program, dealer-manufacturer relations as they affect customer service and improvement of public relations programs.

Detailed information on the contribution made by the distributor to the comfort and convenience of modern home life will be outlined at the business sessions. Points brought out will include:

- (1) How the distribution industry serves to make possible increased production and the orderly flow of materials—which make lower costs possible.
- (2) How the industry makes it possible for the American people to enjoy the use of a large number of products not usually enjoyed by people of other countries.
- (3) How the industry makes it

possible for people to obtain the things they want at the time they want them—rather than to accept whatever happens to be available or handy.

(4) How the industry solves a major problem in construction by making available locally at all times the thousands of unrelated parts used in building all types and sizes of structures.

(5) How the specialized knowledge of the distributor is essential to the preservation of materials and how the delivery of these materials on a time schedule eliminates loss.

Tentative schedule of the meetings follows: Nov. 6, 7 and 8—committee meetings; Nov. 8—meeting of secretaries of federated associations; Nov. 9—full day of meeting of board of directors and dealers; ladies luncheon; Nov. 10—board meeting; buffet supper and dancing; Nov. 11—board meeting.

Convention headquarters will be at the Fairmont Hotel.

Name New Orleans Officers

Herbert J. Bremermann, National Sash and Door Co., was elected president of the New Orleans Lumbermen's Club in a meeting at the New Orleans Athletic Club June 28. Completing the new officer slate are Charles McKee, Gulf States Plywood Co., vice president; Sam Cohen, Liberty Lumber Yard, treasurer; and John Schermann, Madison Lumber Co., secretary.

The President's Column

By C. B. SWEET
President, NRLDA



Creeping paralysis is an insidious ailment. Often the first symptoms are not recognized. Webster defines creeping as "moving secretly or stealthily," and paralysis as the "loss of power of sensation." There are many other diseases which are more sudden, but none more surely fatal. The present case with which America is finding itself affected really began back in 1932. The country was sick, but with an ailment which only time could cure, as it had in the past.

Instead of staying with that known and tried remedy, an entirely new prescription was given; one which would give no lasting relief but further aggravate the illness. It was labeled, "The New Deal" and the ingredients had impressive sounding initials. Actually, however, this proposed remedy was known and had been tried with disastrous results in other parts of the world.

This medicine was supposed to cure by taking from the haves and giving to the have-nots; by pitting the masses against the classes; by giving something for nothing.

As time went on, new ingredients were added and, to many, the patient appeared to be recovering and getting fatter. Unfortunately, it was only an unhealthy flush and obesity. Then in April, 1945, a new physician was brought in on the case. At first most people, I believe, were generally hopeful that a change for the better would be noted. However, this did not prove true, and new

(Continued on next page)

Oklahoma Convention to Be Held Oct. 18-19

The Oklahoma Lumbermen's Association will hold its third annual convention Oct. 18-19 at the Oklahoma City municipal auditorium.

Albert Mason, Oklahoma City lumberman, director of this year's



ALBERT MASON

convention, reported that more than 1,700 persons registered for the 1948 meeting and that attendance this year is expected to jump to 2,000. He said that 100 exhibitors had already reserved space.

The 1949 convention program will have a theme of merchandising, as it is approached by both the manufacturer and the retailer.

Walter R. Kelly is president of the Oklahoma association.

President's Column, Cont'd

and stronger concoctions were prescribed. This time the prescription was given the name of "Fair Deal", but it included all of the old ingredients, plus new ones.

The omnipotent physician then told the people that all they had to do was give up their initiative and let the government decide who should be their doctor; what their children should be taught; and how they should be housed. In this way the cure would be effective and the country would be saved.

Many of us did not like this medicine, and we refused to take it without protest. Unfortunately, there was not a sufficient number of us who objected and we had the first dose—Public Housing—forced down our throats. We lost the first round against this newest "cure" by just three votes; a little more work on our part would have prevented this.

The time has come to decide whether YOU want servitude under a regime doctored with a socialistic panacea, or free enterprise

McDermott Named Secretary of Two Wisconsin Lumber Groups

H. P. "Mac" McDermott has been appointed secretary of two state lumbermen's organizations, the Wisconsin Retail Lumbermen's Association and the Retail Lumbermen's Mutual Insurance Company of Wisconsin, succeeding the late Donald S. Montgomery who had held the offices for 32 years. A joint announcement of the appointment was made recently by R. E. Nuzum, Viroqua, association president, and H. D. Snyder, Wisconsin Dells, president of the insurance company.

McDermott has been manager of the mortgage department of the Lumbermen's Insurance company since the department was established in July, 1938. During the war he worked closely with Don Montgomery on OPA, WPB and ODT matters as they related to the retail lumber business.

Having traveled widely in Wisconsin and upper Michigan, McDermott is well known throughout the section. He has visited many of the 900 member firms and has made talks before retailer district groups and clubs.

Before his affiliation with the lumbermen's organizations, he was associate state director of the Federal Housing Administration for four years. Prior to that he was an executive for several Wisconsin



H. P. McDERMOTT

canneries.

A native of Beaver Dam, Wis., McDermott was elected to the city council when he was just past 21 and was known as the "boy alderman." He is also a prominent Hoo-Hoo member.

Plan Dealer Public Relations Awards

NRLDA awards to dealers for outstanding public relations work will be made again this year, national headquarters has announced.

National officers said that the awards program, an outstanding success when initiated last year, serves a two-fold purpose—publicizing on a national scale the public relations work being done by individual dealers and at the same time making local news through awards to home town dealers.

Brochures covering regulations of the competition were mailed early this year and additional copies are available from the Washington office. Another reminder of the contest has just been mailed.

Bronze plaques, mounted on walnut, 14 inches high, are being awarded in the following seven classes: Yards in towns with populations under 1,000; 1,000 to 5,000;

under the sound old American democratic system, that lets time and hard work cure a nation's ills. BE SURE that you are not already a victim of the creeping paralysis and have not recognized the symptoms.



1948 NRLDA public relations award, won by Edward Hines Lumber Co. of Chicago

5,000 to 50,000; 50,000 to 100,000; 100,000 to 500,000; over 500,000; and dealer group public relations programs. A special plaque will be awarded to the outstanding entry among those which include industry engineered home programs.

Any part of a public relations program developed between Sept. 10, 1948, and Sept. 10, 1949, may be submitted for an award. All entries must be in the NRLDA office, 302 Ring Building, Washington 6, D.C., before Sept. 15, 1949, contest officials said.

Remodeling Increases Motel Services



ROCK Village Court, has advantageous location—at intersection of two busy highways

IN its modern conception, a motel is a unit which combines the comfort of a first-rate downtown hotel with the convenience of location in an outlying area. Completely remodeled recently in accordance with this conception was Rock Village Court, situated about 2½ miles from the main business district of Springfield, Mo., at the intersection of U.S. highways 65 and 66.

The motel originally consisted of 19 rental cottages and a central building which housed the office and living quarters for the manager. Remodeling of the central building has provided 22 additional rental units, a roomy lobby and a coffee shop.

Native Ozark stone was used for the enlarged structure, carrying out the theme of the original unit.

Glass brick was applied generously around the corners. The building was designed by Elmer Boillot, Kansas City, Mo., architect and built by Charles D. Edwards, Springfield builder.

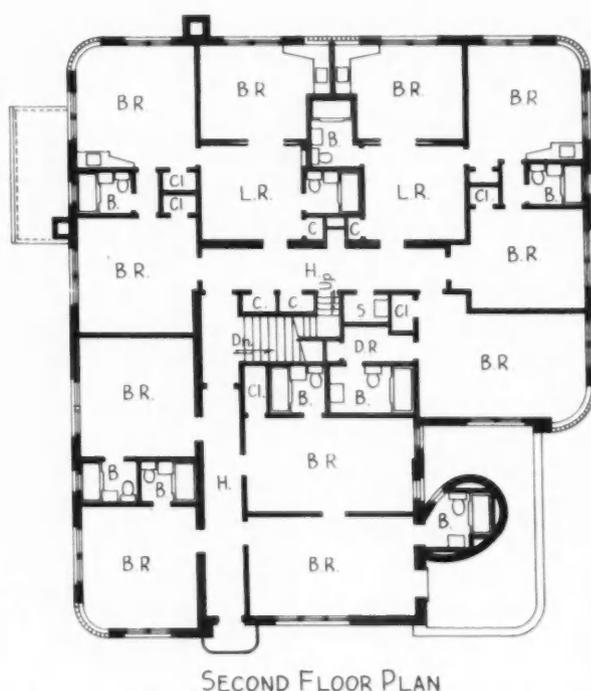
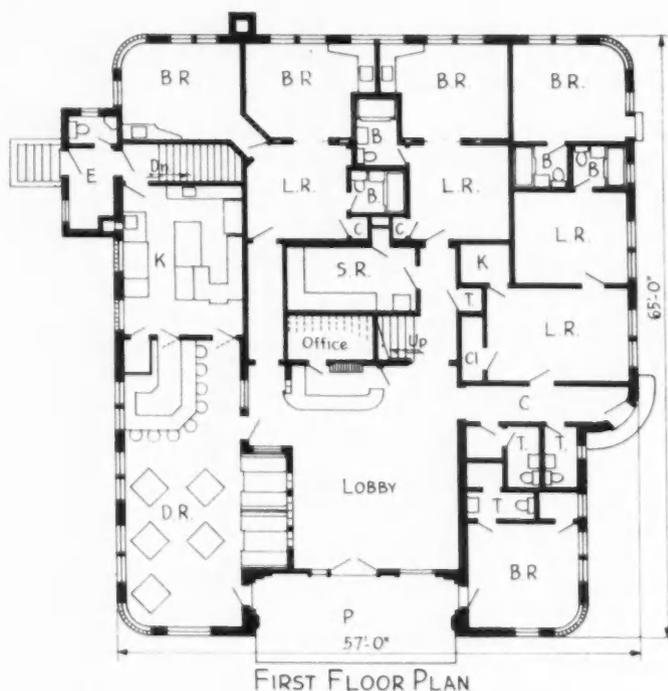
The lobby of the new unit is attractively furnished and fully carpeted. Rooms and stairways also have wall-to-wall carpeting. Rooms are tastefully decorated; baths have tile walls and tile wainscoting. In addition to baths, rooms have wash basins. All cottages and rooms have telephones.

A sprinkler system, with sprinkler heads at regular intervals in each room, renders the unit virtually fireproof. Air cooling is effected by a large roof fan, connected to each room by ceiling ducts. Located within the Springfield limits, the motel uses city utilities.

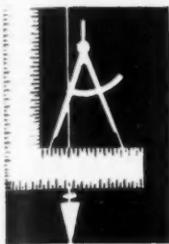
In the operation of the coffee shop, strong emphasis is placed on the building of a reputation for good food. Two veterans and their wives are the operators. Provision was made in the building plans for expansion of the shop.

At night the court is floodlighted on four sides. A canopy, 16 feet wide and extending about 23 feet over the entrance drive, was recently completed.

The motel is owned by Rock Village Court, Inc., of which H. V. McCall, former Sweet Hotel chain owner, is president. Perry A. Ennis, Springfield attorney, is vice president and his wife, secretary-treasurer. Mrs. Ennis also serves as resident manager. The furnishings were supplied by Sam Davis, well-known hotel decorator, of the L. B. Herbst Corp., Chicago.



FLOOR plans for remodeling, which added 22 rental units to motel. Before the job, only guest cottages had been available



TECHNICAL GUIDE for Builders and Craftsmen

How to Build an Outdoor Fireplace

THE first essential of an outdoor fireplace is a solid foundation. A concrete or masonry type is preferable, although in warm climates where frost is not a factor, the unit may be set on a firm bed of tamped ground, cinders or gravel. This will suffice for lightweight structures and on well-drained sites.

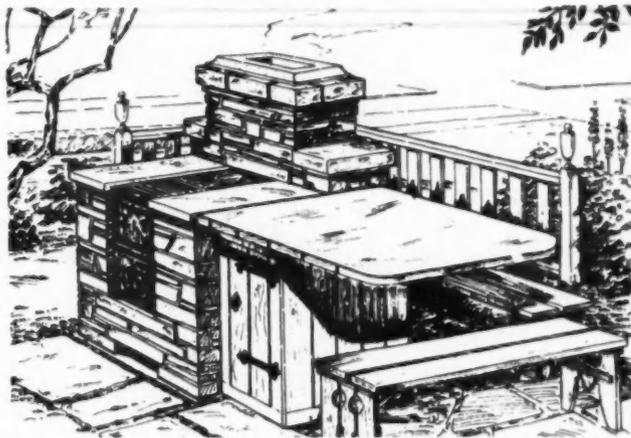
Where deep frost occurs, the fireplace should be built on a "floating" slab of reinforced concrete that extends slightly below the ground; or on a solid foundation of concrete or of brick or stones set in mortar and reaching at least four or five inches below frost line. The "Floating" slab should be six to eight inches thick, with two-thirds of it below ground surface.

Inner walls of the fireplace, adjoining the all-metal fire-place unit which forms a framework for the masonry, should be of firebrick, laid on edge to conserve space and brick. These should be lightly buttered with 1/16 inch joints of fire-clay mortar. This also applies to the space between firebrick and exterior masonry.

It is advisable that the portion of the fireplace above the grates be lined with firebrick; but the walls below the grate or surrounding the ashpit may be of common brick laid on edge. Common brick should be thoroughly wetted before laying up. These mortar joints should not exceed one-half inch; stone facing on exterior may be set with mortar joints one-half to three-fourths inch thick, either raked or flush, according to choice.

A coping, or cap of flat stone, tile or other material should be placed on top of the fireplace walls to prevent entry of water between firebrick and exterior walls where it may freeze and cause masonry to crack. The cover will serve also as a cooking shelf.

Ample space should be allowed for expanding and contracting of metal parts. When using a metal inner unit, space may be allowed by placing sheets of corrugated paper



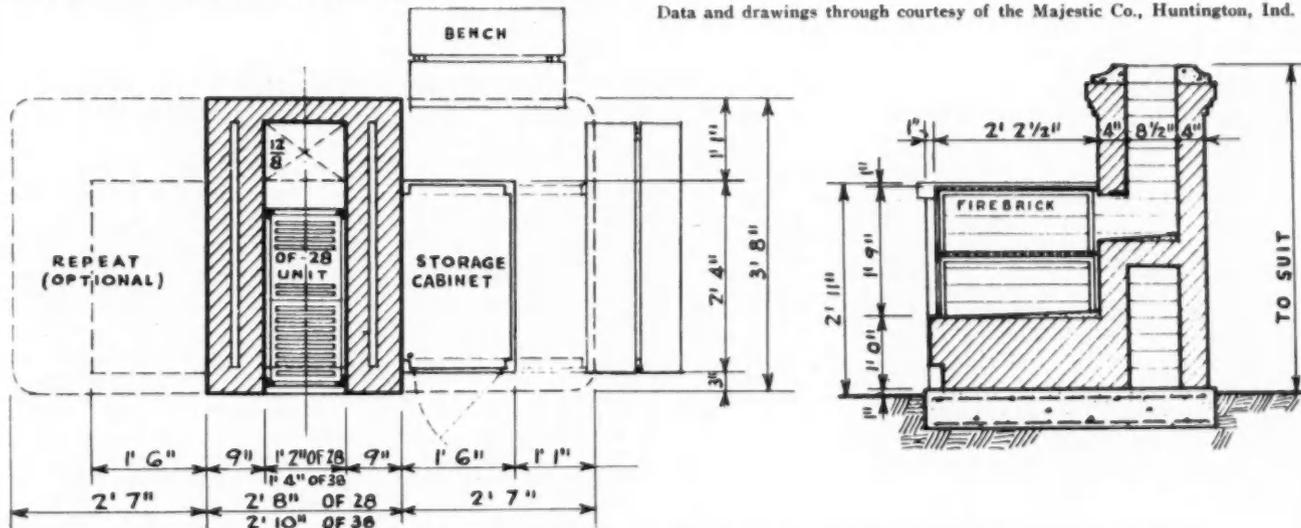
UNIT is structurally simple, especially suited for small space

prior to applying brick work around unit. The paper will burn when the first fire is built.

A chimney is required only if it is planned to burn wood or coal in the fireplace; it may be omitted where fuel is restricted to charcoal. When a chimney is built, it should be as high as practicable, for smoke clearance and a better draft. Outlet from fireplace unit to chimney is made at rear and better draft will prevail if connection is smooth, with all square corners eliminated. Chimney should have a flue liner of firebrick. A damper, while not necessary in most cases, will provide better cooking control.

To connect unit to flue, provide opening from the fire-box which is at least equal to half of the height of firebox, measuring from top down. Opening should be at least equal to area of the section of chimney flue and formed of firebrick.

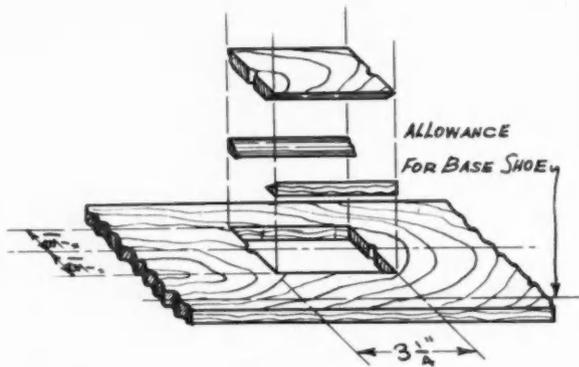
Data and drawings through courtesy of the Majestic Co., Huntington, Ind.



PLAN and section of fireplace above. Ready-made, metal cooking grill unit is fitted into masonry

TECHNICAL GUIDE
for Builders and Craftsmen

How to Cut Base for Outlet Box

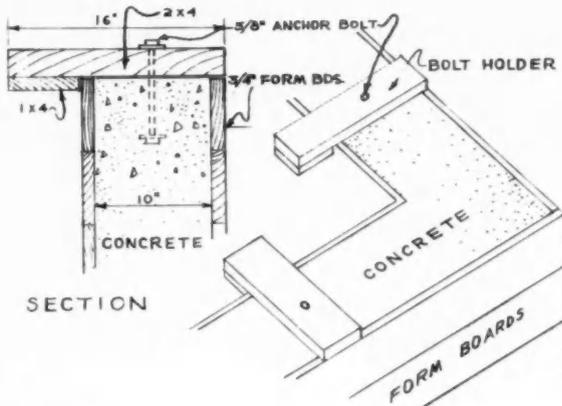


THIS is a simple method of cutting a hole in baseboard for an electric receptacle box.

Place center line on baseboard after allowing for base shoe. Bore two 3/8-inch holes 3 1/4 inches apart. With key-hole saw make cuts as illustrated, from center of holes perpendicular to center line. Next remove center material with chisel by cutting wood on an angle to prevent splitting of board. Then remove remainder of wood from hole.

The half circles left on each side of hole take care of the small machine screws on the ends of the receptacle box.—Myron G. Miller, Williamsport, Pa.

How to Make Foundation Bolt Holders



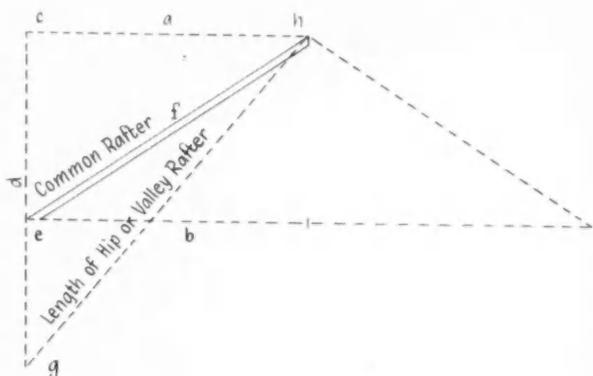
ANCHOR bolts can be held in position in foundation wall until concrete sets by means of short blocks with stop secured on one end.

The 2x4 inch blocks are made 16 inches long to accommodate a stop block nailed on the bottom of 2x4 at one end. Locate the center of wall on bolt holder and bore a hole slightly larger than the bolt. Place bolt in position on the holder after putting washers on each end. Screw the nut flush with top end of bolt.

This assembly may be placed in position rapidly. The bolts are held firmly in position and provide sufficient shank for securing mud sill to concrete.—Oscar West, Bryan, Ohio.

HOW TO DO IT • HOW TO DO IT

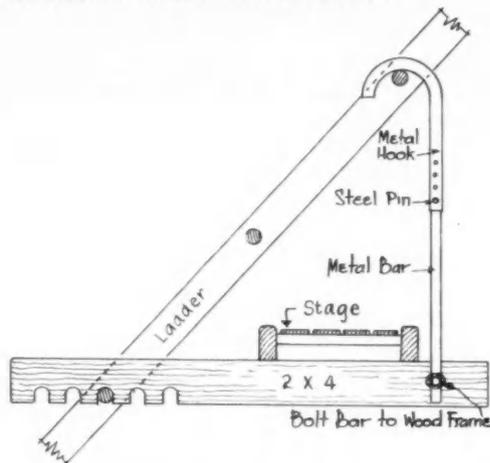
How to Quickly Determine Length of Valley or Hip Rafter



THE above diagram indicates a rapid method of determining the length of valley or hip rafters after the width of building and roof pitch have been established.

Project line (A) from point (H) to point (C) parallel to line (B). This forms triangle (H-C), (C-E) and (E-H). The hypotenuse thus formed equals the length of the common rafter. From point (C) extend line (D) to equal line (F) to point (G). The distance from point (G) to point (H) equals the length of the hip or valley rafter.—George N. Ullom, Pittsburgh, Pa.

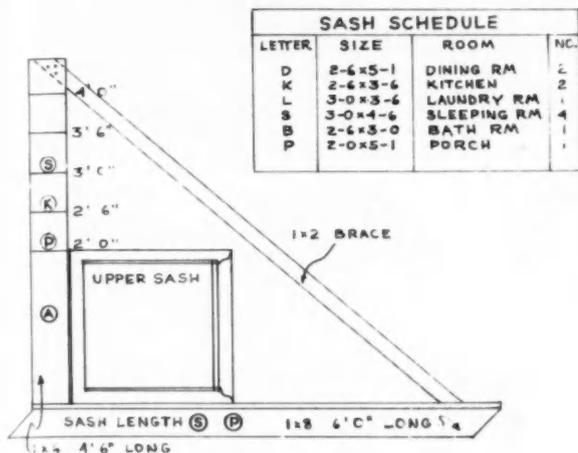
How to Make a Ladder Bracket



LADDER brackets may be homemade. A 2x4 and iron bracket are all that are necessary to make one. A 2x4 four feet long is sufficient to take care of most any pitch at which the ladder may be placed. Bolt two iron cross-arm braces on each side of one end of the 2x4 horizontal member. The other end is notched to fit over the rungs of ladder. Flatten out the lower end of hook and drill three holes in same and equal distance apart. Bolt cross-arm brace to hook and the bracket is complete.

A pair of brackets are necessary to hold staging. Hoist the staging in position and place the 2x4 under the staging and over a rung of ladder and then lower the staging on to the 2x4. Adjustments may be made if necessary.—Oscar West, Bryan, Ohio.

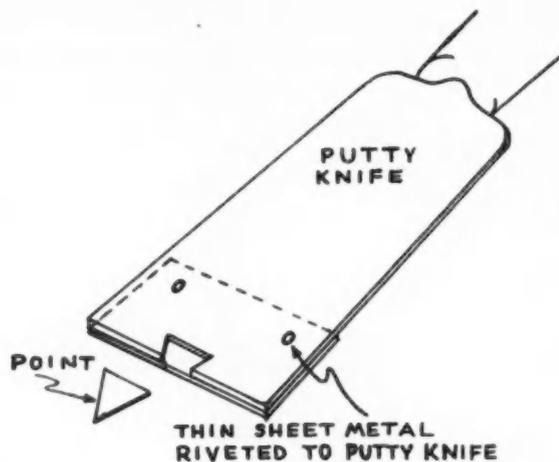
How to Make a Sash Scale and Sash Measuring Rack



WHEN sorting sash for a number of jobs this builder found that it helped to make out a schedule of sizes, using the first letter of the room to designate where they occur. This letter is placed on the sash.

The sash measuring rack is used in a similar manner. The sizes and letters marked on the vertical member of rack indicate the width of sash. The figures shown on the horizontal member refer to the sash height. To use rack pick up sash from group and place on scale as shown. It touches board (A) at point (P), and bottom board (B) at point (P). By referring to the sash schedule it can be seen that it is made for a 2 foot by 5 foot 1 inch opening.—J. G. Caldwell, San Mateo, Calif.

How to Set Glazier Points with Altered Putty Knife

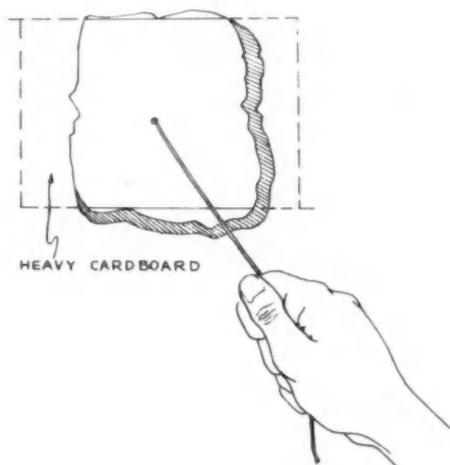


BY altering the putty knife as indicated in the drawing a lot of time is saved in placing glazier points which are otherwise hard to handle.

To alter, lay a glazier point on the end of the knife and place it in a manner that only half of point rests on the blade. After scribing around point, remove this portion of blade with a triangular file. Cut a piece of tin one inch by the width of blade and rivet to the underside of blade. In use, the glazier point is held in place by the metal piece on opposite side of blade. The point can be quickly started or set in place by pushing down on the knife handle.—Herbert E Fey, New Braunfels, Texas.

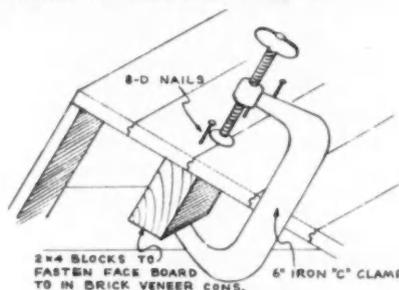
HOW TO DO IT • HOW TO DO IT

How to Close Holes in Plaster Walls



WHEN outlet boxes are removed from plastered walls there is the problem of closing the opening when lath has been removed. To overcome this condition cut a piece of cardboard of a size a trifle larger than the hole to be patched. Slip a knotted string through the center of cardboard. Next slip the cardboard sideways through the hole and at the same time catch hold of the free end of the string. Hold cardboard firmly in place while pulling the string taut with left hand, applying the plaster to patch with other hand at same time. When plaster has set cut off string flush with wall and smooth out the spot with sandpaper.—Herbert E. Fey, New Braunfels, Texas.

How to Nail Lookouts to Roof

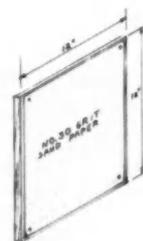


WHEN framing for eave projection on roof, 2x4 lookouts can be securely nailed to sheathing by using 6 inch C clamps. In this manner lookouts are held rigidly against ends of roof boards so they can be nailed direct.—George Gluck, Sheboygan, Wis.

How to Make a Tile Sander

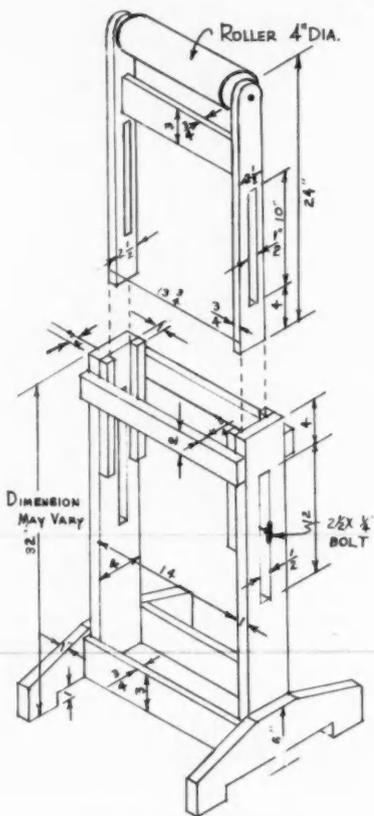
A DISCARDED piece of No. 30 grit floor sanding paper tacked to a 12 inch by 12 inch board provides a sanding surface for smoothing off rough edges of wall and floor tile.

To use—simply cut the tile in machine and smooth off rough edge by rubbing on sanding board.—J. G. Caldwell, San Mateo, Calif.



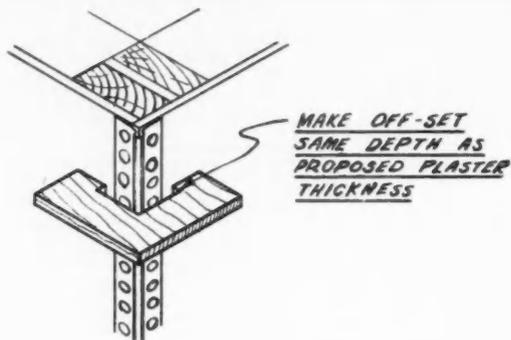
TECHNICAL GUIDE
for Builders and Craftsmen

How to Make Adjustable Roller Supports



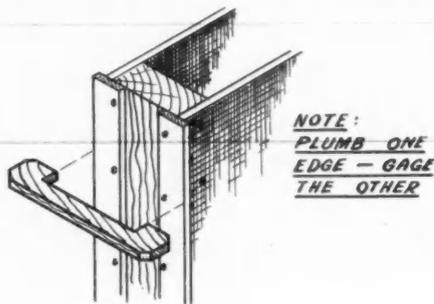
THE adjustable roller support is useful for handling long lengths of material after being run through a circular saw or joiner. The roller support is made up of various widths of three quarter inch and one inch stock as indicated in drawing. The roll is turned to a specific size; the 3/4 inch tension at either end can be made a part of roll or doweled in place.—Elti J. Chiandussi, Youngstown, Ohio.

How to Set Metal Corner Beads



A SIMPLE method of installing metal corner beads is accomplished with the aid of a wood gauge. This gauge is made of a board 5 inches square and 3/4 inches thick. Cut out board in manner shown on drawing with offset same depth as plaster. The inside corner of gauge is pressed against the bead of corner bead with inside face of gauge placed against Sheetrock.—Myron G. Miller, Williamsport, Pa.

How to Make a Jamb Setting Gauge



WITH the aid of plumb board, level the grounds on one side of opening and nail. Use the gauge to set grounds on other side. This will insure even spacing and eliminate plaster scraping when applying casings. Gauge can also be used in setting metal corner beads in arched openings. Any scrap piece of lumber can be used in making gauge.—Myron G. Miller, Williamsport, Pa.

HOW TO DO IT • HOW TO DO IT

Living Room Features

By R. J. Alexander

OWNERS, builders and designers of homes are constantly on the lookout for features that will add originality and a note of distinction to an otherwise commonplace home.

Builders especially want a design feature that will make their house stand out from other houses listed for sale; something with eye-appeal to attract buyers.

The fireplace and bookcase detailed on the opposite page is just such a feature. The photograph is proof of the beauty that can be built into a living room by combining a mirror with the wood of a fireplace mantel and bookcases. The design is particularly appropriate for city or suburban homes where living habits follow today's trends, or for apartment use.

Wood has been specified for the mantel face fluting because it can be made up more readily in small cabinet or millwork shops. Corrugated steel in four inch corrugation is available, and the details can be adapted in this manner to its use.

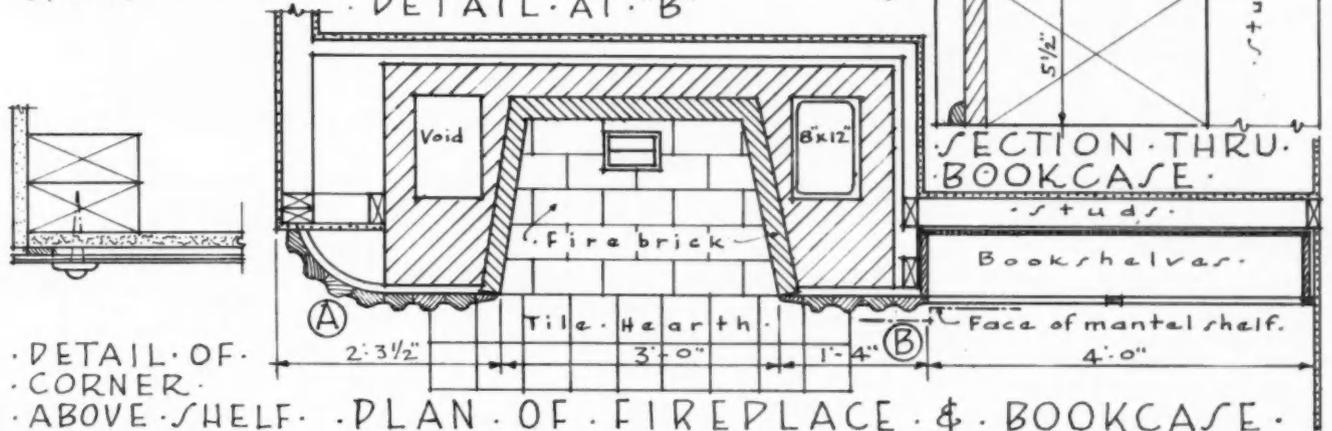
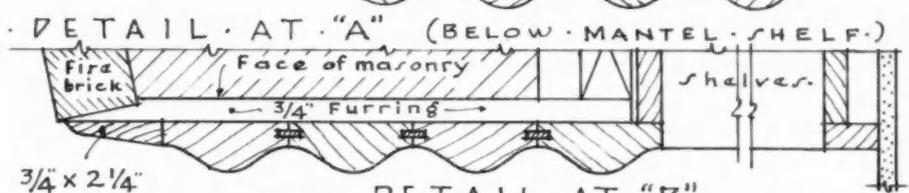
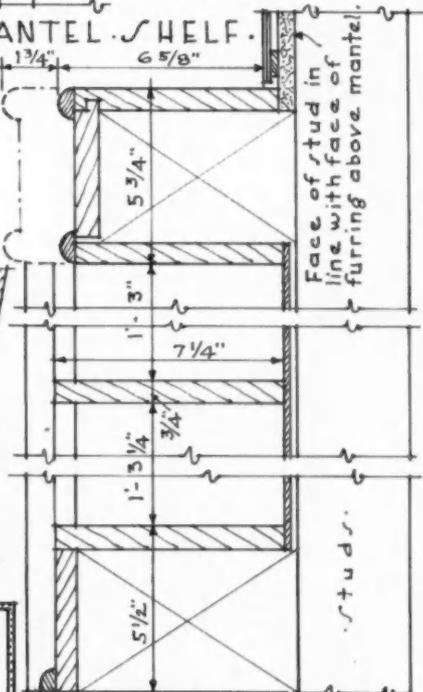
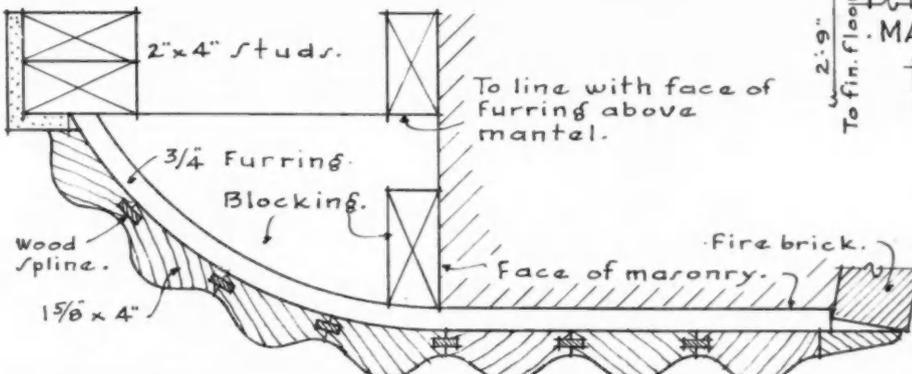
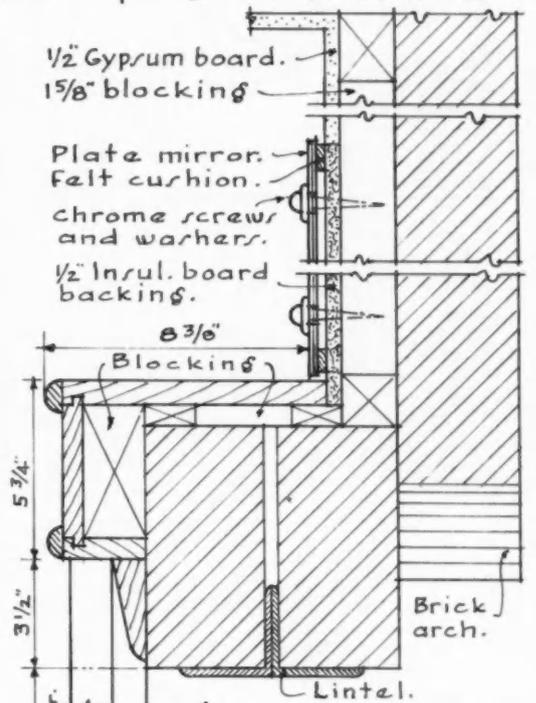
Local building codes should be consulted as they sometimes require that wood facings on mantels be set back from four to six inches from the fireplace openings. The use of steel corrugations would meet this requirement.

Strips of felt cushion the mirror from the backing of insulation board. The mirror is held in place by chrome screws and decorative washers. Standard construction practice may be employed in building the fireplace and bookcase.

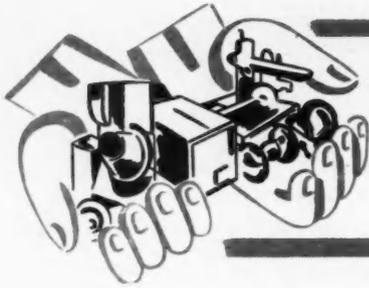


AMERICAN BUILDER'S BETTER DETAIL PLATE

NO. D-58. DETAILS OF MANTEL & BOOKCASE.



DETAIL OF CORNER ABOVE SHELF. PLAN OF FIREPLACE & BOOKCASE.



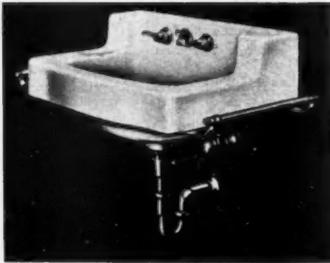
NEW PRODUCTS

Offered by Manufacturers

VITREOUS CHINA LAVATORIES

AB9934

Five different sizes are available in firm's new line of vitreous china lavatories. Thirteen models comprise series. Each



lavatory has dual front overflow with smooth under bowl front. Extra room provided in back of unit for connecting hot and cold water supply. Extra wide anti-splash rim. No-slip, hexagonal towel bars attached to front and back. Briggs Manufacturing Co., Detroit 11, Mich.

NYLON PAINT BRUSHES

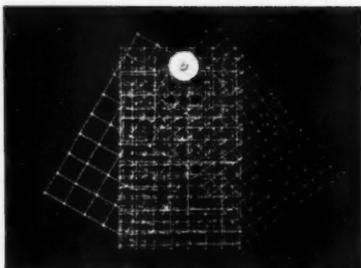
AB9925

Superklean Levelor Nylon paint brushes have tapered nylon bristles with fine points. Qualities include surface hugging, natural bristle feel, smooth laying on and leveling, facilities for getting into corners and coves easily, and capillarity or free-flowing characteristics which work the material out through the end of the brush onto the surface in the manner of natural bristle brushes. Devoe & Reynolds Co., Inc., 44th and 1st Ave., New York 17, N.Y.

WELDED WIRE CLOTHS

AB9929

Square mesh, all-welded industrial wire cloths possess great strength. Electric welded, lateral and transverse wires are joined together at crossing points. Heavily galvanized after fabricating. Also available



in plain steel finish. Roll out flat for easy handling. Wires are all uniformly level and have no uneven knuckles to create wear. Eight different kinds are available, marketed in 100 linear foot rolls. Wickwire Brothers, Inc., Cortland, N.Y.

COMPRESSED WOOD

AB9946

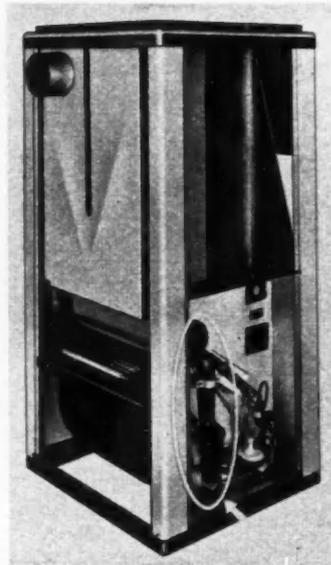
Cigarette-proof, alcohol-proof and with its natural wood grain intact, Staypak is made of softwoods. Made by compression of a whole board down to approximately one-third of its original thickness, natural wood grain is retained and the board comes

from the press with a natural high gloss. Water will remove the gloss but it can be maintained by clear-coating the board either before or after pressing. Specific gravity is 1.35. Flame and moisture resistant, it is ideal for flooring, paneling, bar and table tops, tool and knife handles, bearings, shuttles, signs and other uses. Developed by Western Pine Association research laboratory in Portland, Ore., it is now ready for commercial manufacture.

WINTER AIR CONDITIONER

AB9906

New 85,000 B.T.U. input winter air conditioner features "Mono-Jet" burner. Uses natural, manufactured, mixed or L-P gas. Vent in combustion chamber eliminates

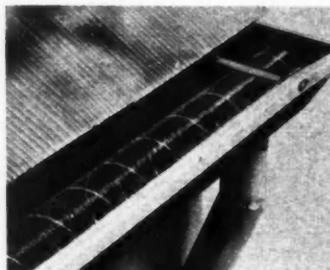


trapping of unburned gas. Incorporates snap-action thermal control automatic pilot and shutoff, Minneapolis-Honeywell thermostat, and combination fan and limit control. "Mono-Jet" single orifice burner is outside combustion chamber to prevent fouling from dirt or oxidation and is guaranteed for life. System measures 27x30x62 inches. Bard Manufacturing Co., Bryan, Ohio.

TUBULAR GUTTER SCREEN

AB9921

Practical solution to problem of keeping leaves, seeds, pine needles and twigs from



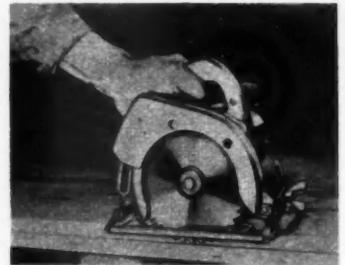
clogging gutters and leaders. Flexible 5-foot sections of bronze mesh, internally

supported by spiral brass spring, are laid full length of troughs, insuring free drainage and repelling foreign material. Leaves blow off or are kept dry until they disintegrate. Standard 3-inch diameter tube fits any gutter up to six inches. Gutter Screen Manufacturing Co., Box 447, Newark, N.J.

PORTABLE ELECTRIC SAW

AB9905

Model 520 SKIL home shop saw both bevel cuts and adjusts for depth of cut. These features are integral part of tool, and no attachments need be purchased. Recommended types of uses include home re-

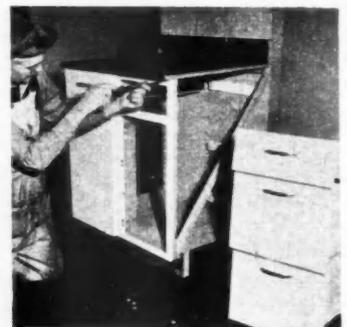


modeling, garage construction, farm maintenance, boat building, tile and metal pipe cutting plus other similar work. Wide variety of steel blades and abrasive wheels available, as well as special wood cutting blades. Light and well-balanced, with blade speed of 5,800 r.p.m. Skilsaw, Inc., Home Shop Div., 5033 Elston Ave., Chicago 30, Ill.

STEEL CABINET FRONTS

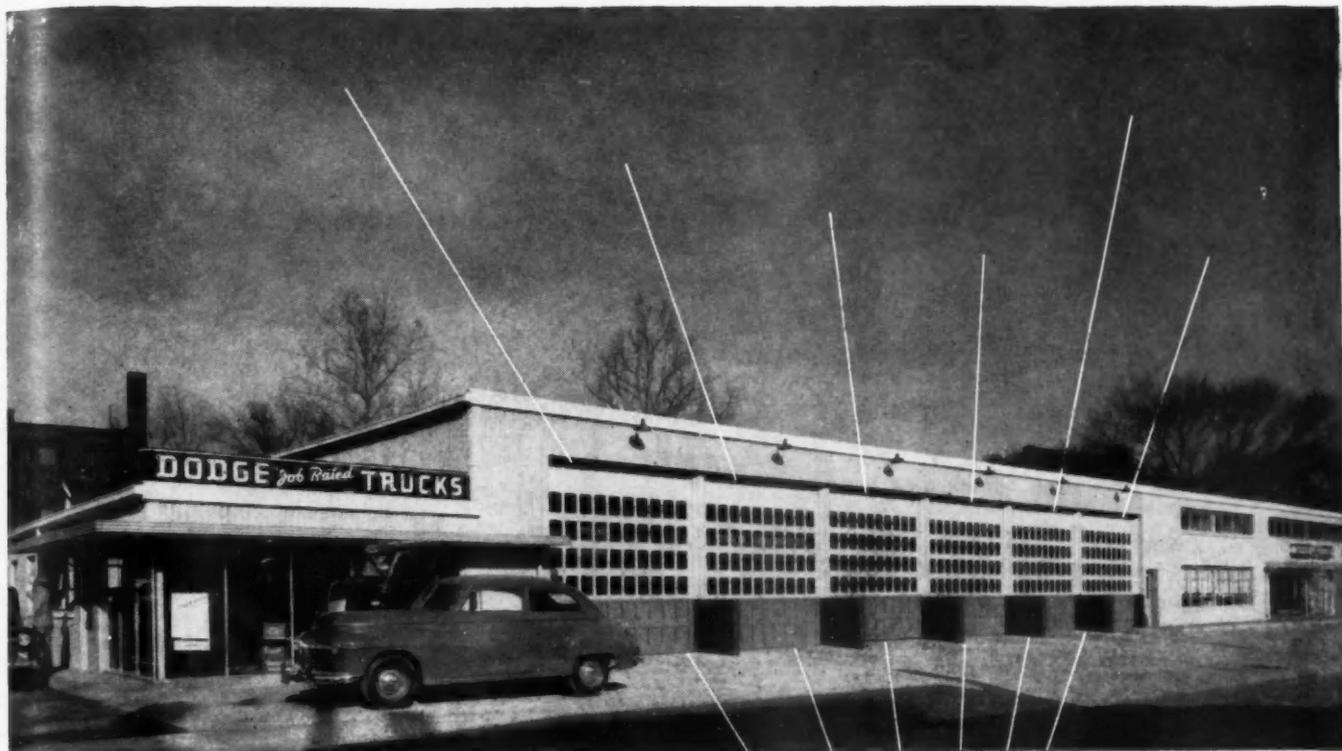
AB9901

"Olympia Fronteer" steel cabinet fronts permit variety in cabinet construction. Shelves may be deep or shallow, as situation requires. Chrome-plated semi-concealed hinges; insulated doors; and two-coat baked enamel finish. Base cabinets



have deluxe all metal drawers suspended on ball-bearing rollers. Tracks, upon which drawers slide, can be sawed off with hack saw to fit any depth of base cabinet. Fronts may be used on kitchen, medicine, or under-sink cabinets; on storage cabinets in garages and utility rooms, or for many other storage installations. Are useful for remodeling old kitchen cabinets. Western Metalcraft, Inc., Olympia, Wash.

(Continued on page 120)



When it's a heavy duty job—

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A long life of smooth, easy, trouble-free operation. That's what you want in overhead type doors for Commercial or Industrial applications.

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Complete fabrication in Ro-Way's own plant means Ro-Way uniformity, Ro-Way quality, Ro-Way dependability *through and through*.

That's why you're always *Right with Ro-Way*. For Commercial, Industrial or Residential applications, specify Ro-Way Overhead Type Doors—and get what you want, every time.



There's a RoWay for every Doorway!

ROWE MANUFACTURING COMPANY • 748 Holton Street, Galesburg, Illinois, U. S. A.

(Continued from page 118)

BLOCKS FOR PATIOS AB9902

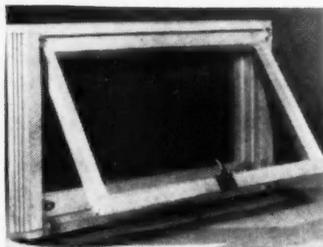
Made of redwood, 6 inches thick and in various diameters, these round paving blocks are ideal for patios, walled gardens,



or other effective landscaping. If set in bed of sand at least three inches deep under the blocks to provide drainage, they will last indefinitely. Rustic Redwood Co., 330 S. Del Mar St., San Gabriel, Calif.

BASEMENT-UTILITY WINDOW AB9912

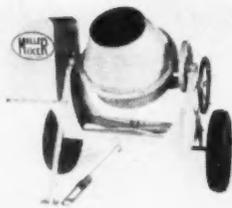
Anderson Basement-Utility window unit, made of wood, consists of frame, glazed sash, hardware, chemical treated wood parts, weather stripping, screen and storm



sash (optional). Modular sizing. Easy installation in standard 8x16-inch concrete block walls. Height is two blocks. Width, 2, 2½ and 3 blocks. Designed for sash reversibility, sash can be swung at top or bottom, providing either indirect hopper-type ventilation or direct ventilation. Available to any established millwork dealer. Anderson Corp., Bayport, Minn.

TILTING CONCRETE MIXER AB9922

End-discharge type mixer, 3½ cubic foot capacity, provides for discharging directly into forms and for easy spotting on the job.



Powered by Model 9R6 Briggs and Stratton air cooled gasoline engine with easy starting features, it is driven by heavy roller chain on accurate cut tooth sprockets. Disc wheels equipped with Timken bearings and 5.50x16 tires. Muller Machinery Co., Inc., Metuchen, N.J.

SURFACE PROTECTOR AB9920

Phenoplast, applied like varnish, is a liquid finish which coats surface with a hard, durable finish that becomes practically an integral part of material to which it is applied. Tough and transparent, recom-

mended uses are on woods, metals, tile, masonite and composition materials. Protects wallpaper from marrings of small children, or protects floors so that roller skating will not damage them. Unaffected by water, gasoline, oils, alkalis, salt spray or strong brines, or by practically every acid and chemical solvent. Penetrates and hardens as physical part of a porous surface. L. Sonneborn Sons, Inc., 80 Eighth Ave., New York 11, N.Y.

HOLLOW STEEL DOORS AB9937

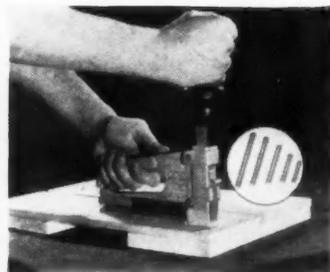
For both swing and sliding closet doors and frames, "Amweld" hollow steel doors follow architectural design trend toward flush surfaces which are easy to clean and pleasing in appearance. Interviewers, vision panels, or ventilating louvers can



be built into doors during manufacturing procedure. Packed with blanket type fire and vermin-resistant material which effectively retards transmission of sound. Braced so that they will not sag. Constructed to accommodate standard hardware. Interior doors in both 1⅜ and 1¾-inch thicknesses and all standard widths and heights to accommodate any type of wall construction and flooring. American Welding and Manufacturing Co., Warren, Ohio.

PORTABLE NAILER AB9942

Heller nailer, with automatic feed, drives through light metal, Prestwood and into hardwood as readily as softwood. Shock-proof, lightweight and well balanced for



easy driving, this machine loads over a hundred lock-nails at a time that come adhered in one long strip for fast loading. Lock-nails are made in galvanized, copper, bronze or are electro-plated, in sizes from 7/16 to 1⅛-inch long. The Heller Co., 2149 Superior Ave., Cleveland 14, Ohio.

SIDING UNDERLINER AB9907

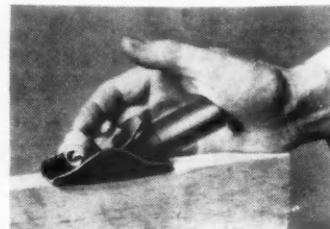
Tufflex siding underliner is an efficient wood fiber insulation blanket composed of clean, new wood fibers strongly felted to a kraft backing. A modern, economical way to



insulate old sidewalls when applying asbestos shingles or other siding, new underliner has conductivity (k) factor of .25. Reduces wall heat loss up to 24 per cent. Cushions new exterior, reducing possibility of breaking siding during application. Permits tight application of shingles, with little chance for siding to rattle in wind when job is completed. Wood Conversion Co., St. Paul, Minn.

POCKET-SIZED PLANE AB9948

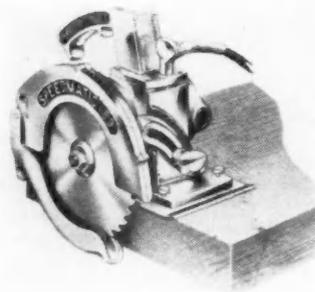
Handy, pocket-sized plane is as easy to grip as large plane. Small face and positive grip. An easy-to-use production tool for all around fitting and finishing work. Pat-



ented extension handle fits perfectly into palm of hand to give user a powerful grip with maximum leverage. Precision made from high quality materials. Size, 3¼x1¼ inches. Speed Corp., 512 N.E. 73rd Ave., Portland 16, Ore.

PORTABLE ELECTRIC SAW AB9916

Model K-89, featuring Protecto-Wall between saw and motor that seals out dust and grit, has 8-inch saw blade. Medium weight, high powered, one-handed portable

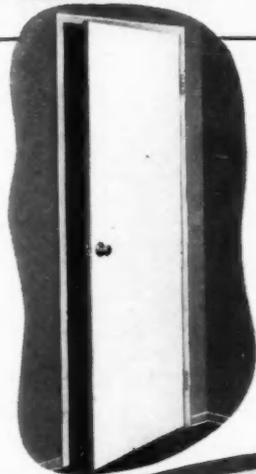


saw for general work. Strong fan draws air through motor and discharges it at front, keeping line of work clear of sawdust and fully visible at all times. Sawdust discharged through large opening in rear of unit. Saw is adjustable for any depth up to 2¾ inches and is graduated for any angle up to 45 degrees. The Porter-Cable Machine Co., Syracuse 8, N. Y.

(Continued on page 122)

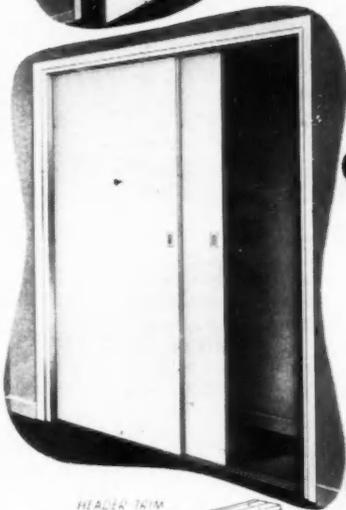
AMWELD

INTERIOR STEEL DOORS AND FRAMES, SLIDING CLOSET DOOR UNITS *will cut building costs and provide lasting beauty with trouble-free service*



Behind every AMWELD steel door, frame and sliding closet unit stands 32 years of quality manufacturing and pioneering in the fabrication of products by welding. The complete line of AMWELD flush door and frame units meets every interior requirement. They provide permanent beauty to any interior and blend with all types of architecture. These units are competitive in price and lend themselves to installation at rates up to five times as great as those where "assembled-on-the-job" units are used.

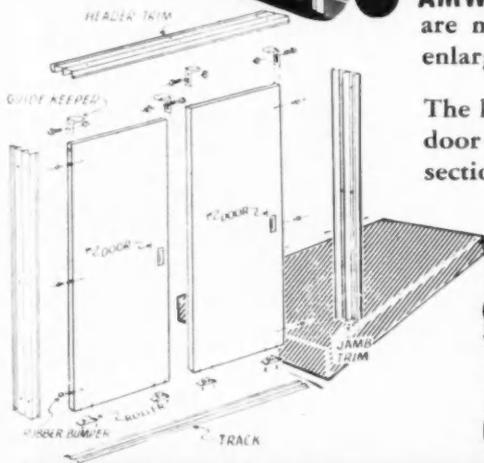
● **AMWELD STEEL DOOR & FRAME UNITS** are available in two thicknesses — $1\frac{3}{8}$ " and $1\frac{3}{4}$ ". Where required, the $1\frac{3}{4}$ " door is supplied in compliance with the A. S. T. M. Code for one and a half hour doors, as approved by the New York Board of Standards and Appeals. Both doors are made in all standard sizes. $1\frac{3}{8}$ " doors are available in swing or double-acting. $1\frac{3}{4}$ " doors may be fitted with louvers and cut out for glass. Frames are furnished as a complete one-piece welded assembly.



● **AMWELD SLIDING STEEL CLOSET DOOR UNITS** are available in four standard widths to meet any normal requirement. The advantage of this sliding closet door is the saving in space, increased accessibility to closet contents and initial construction cost. Flush type sliding door panels of fine quality steel are formed on four edges and fitted with finger pulls. Two ball bearing sheaves for bottom of panel, adjustable heavy felt compression guides for top of panel and rubber bumper for quiet trouble-free operation are furnished. Floor sill with tracks integrally formed is welded into frame. Available in 6'8" and 6'8 $\frac{3}{4}$ " heights with 3', 4', 5' and 6' openings—2 panels.

● **AMWELD KNOCKED-DOWN SLIDING METAL DOORS & GUIDES** are now available in a low-cost package. Excellent for remodeling and enlarging existing constructions.

The knocked-down unit in a package consists of two metal prime coated door panels, complete with necessary hardware . . . metal head and jamb sections ready for paint, and sill plate with integral roll-formed tracks for door panels. All frame sections are punched, and necessary screws are furnished for installation.



Our engineering department will gladly cooperate on any special problem in connection with your requirements.

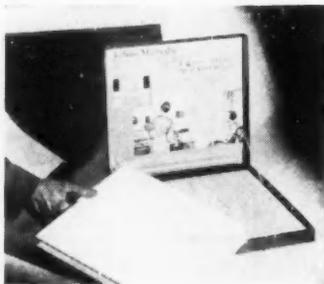
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**BUILDING PRODUCTS DIVISION
THE AMERICAN WELDING & MANUFACTURING CO. • WARREN, OHIO**

(Continued from page 120)

COMBINATION SALES TOOL AB9927

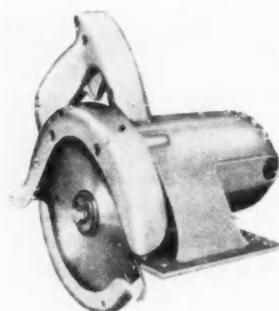
Sales tool for Johns-Manville building materials is compact sample box when closed and effective counter display when open. As a counter display it takes up one square foot of space. Inside the cover, which



hinges back, is full color illustration of a living room, showing how room will look after ceiling panels and wall plank are in place. Enlarged section of lightning joint shows how nails are concealed. From two samples contained in box, customers can visualize finished rooms, yet whole display takes up minimum of dealer's space. Johns-Manville, 22 E. 40th St., New York 16, N.Y.

PORTABLE ELECTRIC SAW AB9915

Home-Utility 6-inch saw cuts wood, slate, tile, marble, or ceramics. Full-powered motor provides more than adequate power for normal 2-inch depth-of-cut when cross cutting or ripping. Motor is universal for



use on 110-volt A.C. or D.C. current, and delivers no-load spindle speed of 5,500 r.p.m. Weight, 9 1/2 pounds. May be operated with one hand, and aluminum motor housing makes convenient extra hand grip when desired. Stationary upper blade guard permits blade to be watched from either side while in operation. Black & Decker Manufacturing Co., Towson 4, Md.

PORTABLE LINOLEUM CUTTER AB9914

Portable Selck rubber and linoleum cutter for on-the-job fitting eliminates straight-edging diagonal tile with a knife. Sixteen inches deep, 13 1/2 inches wide and 15 1/2 inches high. Weight, 43 pounds. Assures uniformity in diagonal cuts and all other special shapes, left or right halves. Any quantity of pieces may be cut, all exactly the same size, on the job or in the shop. Makes diagonal tile in all sizes, and square or rectangular tile in eight different sizes. Replaceable blade. Allsteel welded. Walter E. Selck and Co., Inc., 223 W. Hubbard St., Chicago 10, Ill.

GAS WALL HEATER AB9910

Circulating gas-fired heater is designed for wall installation in new or old houses. Fits between two standard center studs. No special construction necessary. Unit is recommended wherever space must be



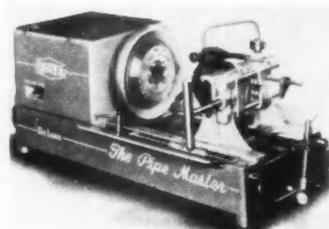
conserved and floor furnaces are impractical. Input rating, 25,000 B.T.U.'s, and warm air flow, 8,000 cubic feet per hour—enough to heat two average rooms. Front panel measures 14 inches wide by 61 5/8 inches high. Casing extends into room 3 1/2 inches. Meets all requirements of American Gas Association. The Coleman Co., Inc., Wichita 1, Kans.

INSECT REPELLENT PAINT AB9917

Through incorporation of DDT directly into oil-base, effective control of insects is achieved with line of oil-base paints. Enamel paint is lethal to flies, mosquitoes, roaches, gnats, and other insects. Semi-gloss enamel soon to be marketed by this firm, together with flat and gloss, will give complete line of interior insecticidal paints. Sonoco Products Co., Department PL, Hartsville, S. C.

PIPE THREADING MACHINE AB9939

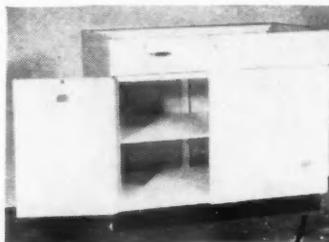
Oster No. 522 De Luxe Pipe Master threading machine of aluminum construction has regular pipe range of 1/4 to 2-inch pipe, extra range 1/8-inch pipe, extended range of 2 1/2 to 8-inch pipe when used with drive shaft and geared die-stock, and a bolt range of 1/4 to 1 1/2



inches. Designed for light socket connection, machine is furnished with universal geared head motor and safety switch for operation on 110 volt, AC single phase of DC (220 volt optional at no extra cost). Furnished for bench use but can be installed on either a steel stand with 16-inch plain wheels or on pipe leg stand with tool tray. Net weight, approximately 299 pounds. The Oster Manufacturing Co., Cleveland 3, Ohio.

FOUR CABINETS IN ONE AB9908

Kitchen Kraft steel 42-inch kitchen cabinet may be used as a right- or left-hand under-



sink cabinet, or as a right- or left-hand corner cabinet. Height, 34 1/2 inches. Depth, 24 3/8 inches. Two doors each are 18 inches wide, sound deadened. One roller-type interchangeable door is six inches high. One 21-inch shelf is also interchangeable, left or right. Shipping weight, 113 pounds. Midwest Manufacturing Co., Galesburg, Ill.

SWINGING FAUCET SPOUT AB9930

Extra long swinging faucet spout, now standard equipment on two-bowl Kitchenaid cabinet sinks, extends to center of sink drain in either bowl. Nine-inch length



makes it easy to rinse or fill pans or bottles. Spout is threaded for an aerator or hose attachment. Finished in bright chromium, spout is being used on Youngstown's 66-inch Twin, 48-inch and 42-inch double bowl models. Mullins Manufacturing Corp., Warren, Ohio.

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American Builder, 79 W. Monroe Street, Chicago 3, Illinois

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(Continued on page 136)

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THE NEW CLARKE S-8 FLOOR SANDER

Accurate, smooth, effortless operation at lower cost. Its powerful 1½ h.p. motor drives the 7½ inch diameter drum at 1,650 r.p.m. This produces the amazing surface speed of 3,200 feet per minute—a speed that far surpasses any other machine of comparable drum size. Ruggedly constructed to withstand severe usage under all operating conditions.



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Fast cutting, smooth operating, powerful. Guaranteed outstanding performance, durability and low cost operation. Designed specially for contractors and builders.

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P-23 23" Diameter
Motor—1 h.p.

P-17 17" Diameter
Motor—¾ h.p.

P-15 15" Diameter
Motor—½ h.p.

P-13 13" Diameter
Motor—½ h.p.

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SALES WAREHOUSES: Bessonette & Eckstrom, 2719 S. Compton, Los Angeles 11, Calif.; Pacific Mutual Door Co., 626 Tacoma Bldg. (Home Office), Tacoma, Wn.; 1407 Fleet St., Baltimore 31, Md.; 2141 Throop St., Chicago 8, Ill.; 516 South Ave., Garwood, N. J.; Adams and Shawnee Sts., Kansas City; 2235 Territorial Road., St. Paul 4, Minn.

Catalogs and HOW-TO-DO-IT INFORMATION

619—"PLANNING AND DECORATING—The Most Important Side of a Room" is a well-illustrated color booklet published by the National Oak Flooring Manufacturers' Association, 814 Sterick Building, Memphis 3, Tenn. Included in the text are facts about selection, maintenance and adaptability of oak flooring. Two other pamphlets issued by the association are "Oak Floors for Your Home," which provides technical information; and "Oak Floors for Long-Time Beauty."

620—STRADDLE TRUCK—The new Hyster "M" straddle truck—how it operates, its specifications, load capacities, and work qualifications are described in new catalog 1118 issued by the manufacturers, the Hyster Co., 2902 N. E. Clackamas St., Portland, Ore.

621—"HOW TO BUILD WELL AND SAVE MONEY"—is title of new four-color eight-page booklet issued by the West Coast Lumbermen's Association, 1410 S. W. Morrison St., Portland 5, Ore. Subjects include site selection, financing, letting contracts and construction details.

622—STEEL FORMS FOR CONCRETE—Complete, detailed discussion of steel forms for concrete and how to use them is subject matter of new booklet issued by Irvington Form & Tank Corp., Irvington, N.Y. Valuable data for architect and designing engineer as well as builder.

623—MAPLE FLOORING—Two educational leaflets, "Where Second Grade Means Excellent" and "Use Third Grade for Economy," have been published by the Maple Flooring Manufacturers Association, Oshkosh 7, Wis. The pamphlets describe the qualities and uses of lower grades of northern hard maple flooring.

624—RUBBER TILE FLOORING—Color selections in Wrightex Rubber Tile Flooring, a soft surface tile, are treated in a four page pamphlet issued by the Wright Manufacturing Co., P.O. Box 6567, Houston, Texas. Another pamphlet describes new colors of hard surface Wrightflor Rubber Tile and of Wright-on-Top Compression Cove Base.

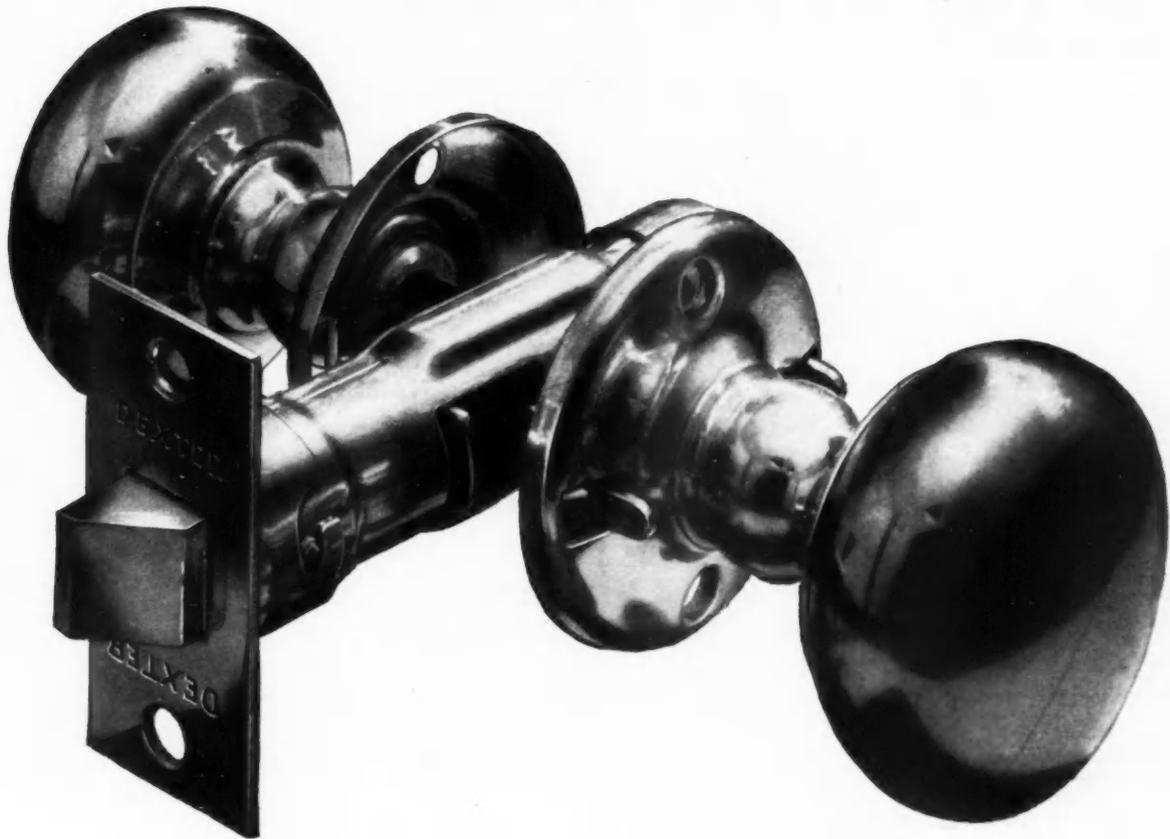
625—STORM PANEL AND SCREEN—The new Ceco all-aluminum all-weather combination storm panel and screen is featured in a 16-page catalog issued by Ceco Steel Products Corp., 5601 W. 26th St., Chicago 50, Ill. Details showing construction and installation of the window are presented with simplified illustrations.

626—"HOW TO MAKE YOUR HOUSE THE HIT OF THE HOME SHOW"—a bulletin, and "Planning Book For Electrical Living Homes"—a 24-page booklet, are announced by the Better Homes Bureau of the Westinghouse Electric Corp., 511 Wood St., P. O. Box 868, Pittsburgh 30, Pa. The latter provides latest information on proper kitchen planning with illustrated layouts of "economy" and "ideal" kitchens.

627—"DAYLIGHT IN YOUR HOME"—a new 20-page illustrated booklet about easy-to-install Insulux glass block is offered by the Sales Promotion Dept., American Structural Products Co., Toledo 1, Ohio. Suggested applications are shown, as well as a "set-in-wood" method of installation.

(Continued on page 126)

WHY SHOULD LOCKS BE FREE OF DIE CAST PARTS? (or other soft metals)



**DEXTER
LOCKS**
give you MORE
QUALITY

LOCKS AND LATCHES see plenty of action during a lifetime of use, and moving parts have to be tough to stand up and take it without wearing away or losing shape. That's why you'll NEVER find a soft, short lived die cast working part in Dexter locks. Every inside moving part is made of hard, cold rolled steel that never folds up on the job.

The outside parts are solid brass, so Dexters never know what it means to grow old. As a result, every Dexter carries a lifetime warranty . . . a guarantee of trouble-free service that means customer satisfaction for you.

NATIONAL BRASS COMPANY
Grand Rapids, Michigan

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

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

CONNOR

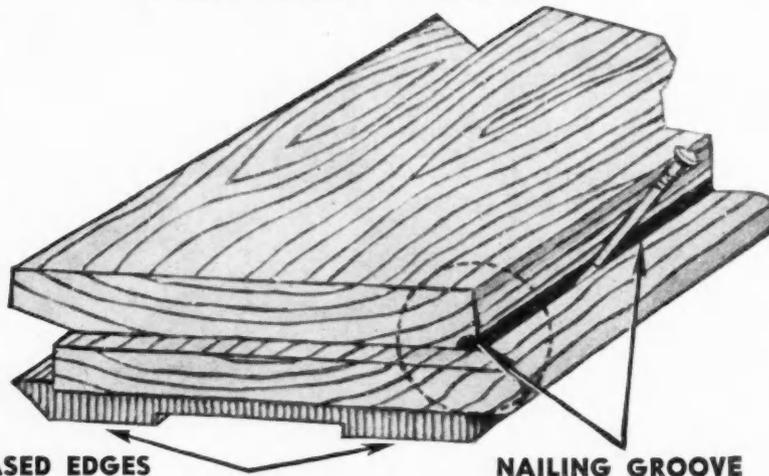
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Catalogs

(Continued from page 124)

628—"HOW TO APPLY KAISER ALUMINUM ROOFING"—is title of new folder available from the Permanente Products Co., Kaiser Building, 1924 Broadway, Oakland 12, Calif. Sketches and text give all needed instructions for application of corrugated aluminum roofing to new and old buildings.

629—MODERN CONTROL SYSTEM OF HOT WATER HEAT—Catalog form CC-549 available from H. A. Thrush & Co., Peru, Ind., is devoted to a complete story on forced circulating Thrush Flow control system of hot water heat. It contains illustrations, capacity tables, performance charts, and a review of Thrush products.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department (September, 1949)
American Builder,
79 W. Monroe St., Chicago 3, Ill.

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

Numbers

Name

Street

City State

OCCUPATION*

*Please note that occupation must be stated if full service is to be given.

630—STATE OF THE INDUSTRY—a report on Douglas fir plywood issued by the Douglas Fir Plywood Association, Tacoma 2, Wash., provides informative data on growth of this industry, present size of the industry, markets for plywood and other interesting facts in easy-to-read form.

631—AIR CONDITIONER LINE—A new set of literature describing its Janitrol FEC winter air conditioner has been prepared by Surface Combustion Corp., Toledo, Ohio. Graphically illustrated with charts, cutaways, photographs and layouts, the sales, performance and engineering features of this equipment are prepared in a form that can be employed for home buyer presentations.

632—FOLDING ALUMINUM AWNINGS—Illustrated in color, the new line of Ron-del folding aluminum awnings are presented in a brochure that interestingly describes this product. Available from Ron-del, Inc., Bastrop, Tex.

633—RESIDENTIAL PANEL HEATING—A simplified design procedure for this type heating is set forth in a new 28-page booklet issued by the research department of Revere Copper and Brass, Inc., 230 Park Ave., New York 17, N.Y. Procedure is intended for residences and other non-mechanically ventilated structures.

634—WHERE AND HOW TO USE EXHAUST FANS—in heavy or light commercial or institutional buildings, and how to determine size fan required and methods of installation are told in a 16-page catalog issued by Emerson Electric Manufacturing Co., St. Louis, Mo.

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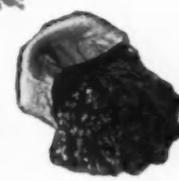
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BLANKETS



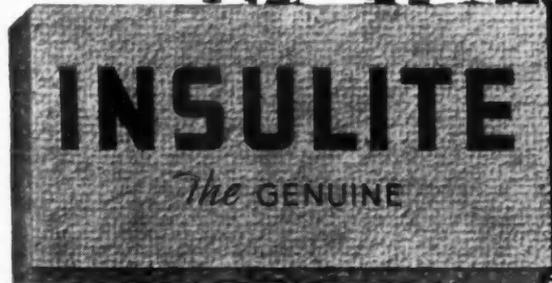
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BOOK REVIEW



BECAUSE *American Builder* readers have demonstrated time and again that they demand practical, specific information not only in the pages of this magazine but also in the books they buy, we are going to talk this month about several data manuals that we think are outstanding volumes of basic building facts.

DON GRAF'S DATA SHEETS, by Don Graf. Second edition, 832 pages, illustrated. 4 inches by 7 inches. Reinhold Publishing Corp. \$8.00.

Don Graf's Data Sheets (No. 7 in the next column), which carries the sub-title "Thousands of Simplified Facts About Building, Materials, Planning, and Construction," and which was first published in book form in 1944, is already well known to thousands of builders and architects throughout the country. Mr. Graf, however, has just recently brought out a second revised and enlarged edition of his popular work that adds about 100 new drawings to the multitude of items included in the original printing.

Although space here does not permit anywhere near a complete listing of subjects covered—in fact under the circumstances the publishers cannot even be blamed for omitting a table of contents—there is no doubt that these data sheets provide a world of simplified information about materials, structural design, mathematics, plans, mechanical and construction details, drafting, furniture, and furnishings. In short, if you are interested in any job, all the way from planning a farmstead to building a bowling alley, then this book has something for you.

As in any good data manual, the wordage in this volume is held to a minimum with the brief text being carefully illustrated by detailed line drawings. At \$8.00 a copy, DATA SHEETS' 832 fact-filled pages not only make it a good buy but also provide the reader with a storehouse of useful information much of which is not to be found in any other architectural reference book.

BUILDERS' DATA. LUMBER DATA. BUILDING AND CONSTRUCTION DESIGN AIDS. About 150 pages each, illustrated. 4 inches by 7 inches. Lefax. \$1.00 each.

Speaking of sound values, the three Lefax data books listed above, which are reasonably priced at \$1.00 apiece, are comparable to "Data Sheets" as far as methods of presentation and quality of information go. It is true, however, that their coverage is restricted to narrower fields than is the case in the Graf book.

For example, BUILDERS' DATA (No. 40 on the opposite page) deals primarily with standard brick construction and estimating, concrete construction, building contracts, plumbing, wood construction, and painting. LUMBER DATA (No. 41), as the title implies, is concerned with timber, lumber, and the uses of wood in construction. BUILDING AND CONSTRUCTION DESIGN AIDS (No. 45), is devoted to a number of construction codes, stress tables, pipe and heating tables, and to miscellaneous wiring information.

One of the most attractive features of these books is that they are designed to present a vast amount of essential construction data in handy pocket-size form. In addition, the Lefax books are sold in loose-leaf binders so that new or personal data can be added as needed, thus keeping the volumes up to date.

The reader who does not now have a good data book will be surprised to discover how helpful a handbook of this sort can be.

A SPECIAL

Here's an easy way to get new essential information that will help you increase your income. Every volume a standard work by leading authority. Remember—it's the informed builder who is the successful builder.

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1. **THE BUILDING ESTIMATOR'S REFERENCE BOOK** and Vest Pocket Estimator (not sold separately). By Frank R. Walker. Most complete estimating and reference book. 1,687 pages, 800 illus., \$10.00
2. **SIMPLIFIED CARPENTRY ESTIMATING**. By J. W. Wilson and Clell M. Rogers. Basic text with handy tables. \$3.00
3. **THE BUILDING TRADES HANDBOOK**. Ready reference on building subjects. \$1.75
4. **CONTRACTOR'S MATERIAL LIST**. A 10-column take-off form for complete material listing. \$1.00
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6. **HOUSE CONSTRUCTION DETAILS**. Compiled by Nelson L. Burbank. Detail drawings, photographs and text cover every step in house construction. \$4.50
7. **DON GRAF'S DATA SHEETS**. Thousands of simplified facts about building materials, planning, and construction. \$8.00
8. **PRACTICAL JOB POINTERS**. More than 850 tricks of the trade from American Builder's How-To-Do-It Department. \$4.00
9. **ARCHITECTURAL GRAPHIC STANDARDS**. By C. G. Ramsey and H. R. Sleeper, A.I.A. Structural detail drawings for all types of buildings. \$6.50

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10. **FRAMING GUIDE AND STEEL SQUARE**. Practical handbook explaining shortcut methods of framing. \$2.00
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14. **STAIR BUILDING**. By Gilbert Townsend, S.B. Illustrated explanation of design and construction of stairs. \$2.50

PLAN BOOKS

15. **BLUEPRINT PLANS** from American Builder. Includes 12 completely scaled drawings of modern houses from which local costs can be estimated. \$1.00

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- 34. ELECTRICIAN'S DATA. Pocket-sized handbook of data sheets and wiring diagrams. \$1.00
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- 36. HOME BUILDERS MANUAL FOR CONTRACTORS. Useful material brought together in 3-ring binder for contractors. \$5.00
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- 25. HOW TO DESIGN AND INSTALL PLUMBING. Describes modern plumbing practice. \$3.50
- 26. STANDARD PLUMBING DETAILS. By Louis J. Day. Drawings showing connections required and how they fit in plumbing installations. \$7.00

PAINTING AND DECORATING

- 27. PRICE GUIDE. By the Painting and Decorating Contractors of America. \$1.25
- 28. PAINTING AND DECORATING CRAFTSMAN'S MANUAL. Sponsored by the Painting and Decorating Contractors of America. \$2.00

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- 31. MASONRY SIMPLIFIED, Vol. II. Practical construction details, including glass blocks. \$5.00
- 32. DESIGN OF REINFORCED CONCRETE STRUCTURES. By Dean Peabody, Jr., M.I.T. Fundamentals of structural design in reinforced concrete. \$5.50

ELECTRIC WIRING

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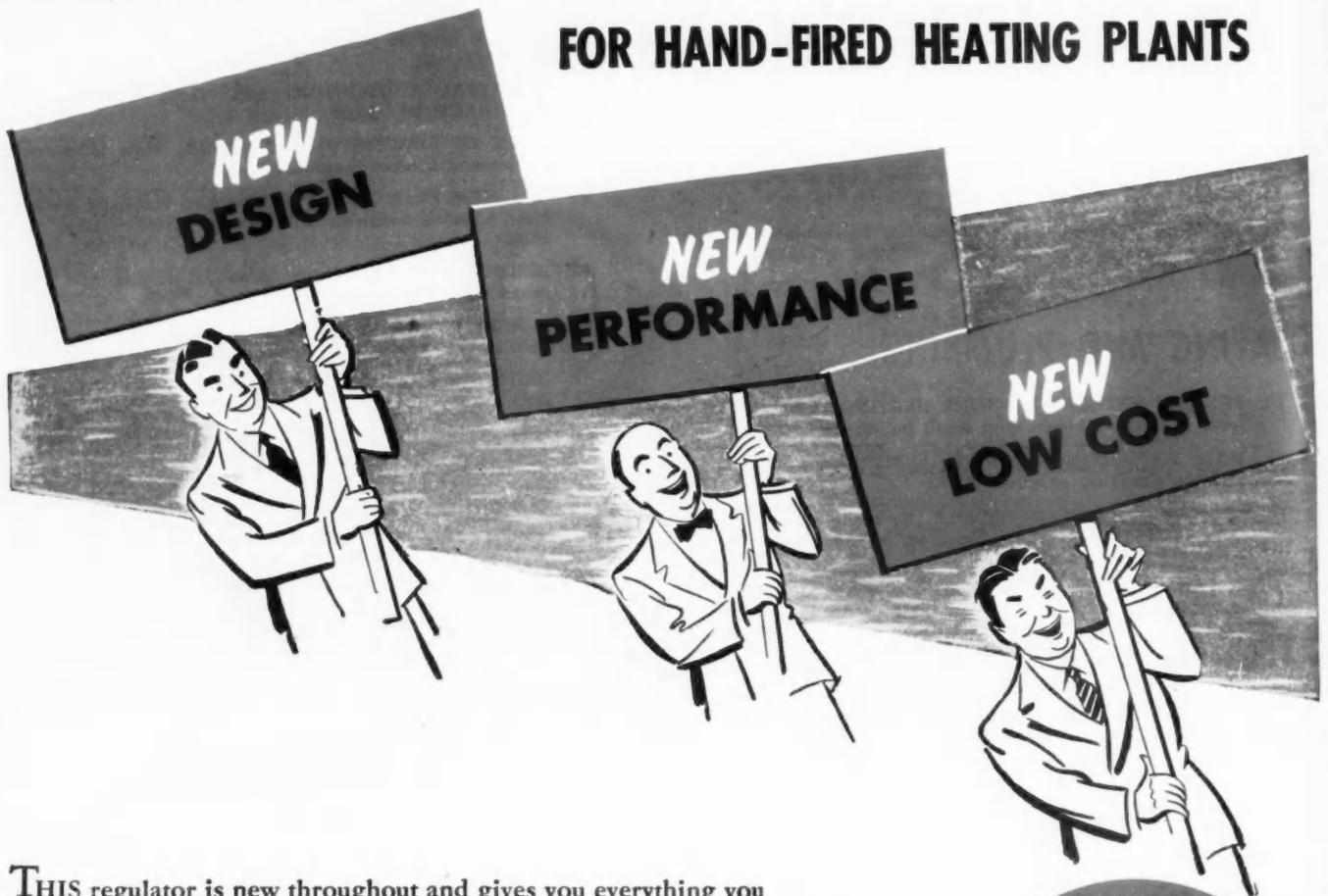
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The new power failure motor is remarkably simple, has ample power, a built-in transformer, and is plugged in for ease of installation. An efficient impulse pump provides the hydraulic action to operate the crank arm and compression spring—when the circuit is broken normally or by power failure the spring slowly returns the crank arm to the closed position. Safe against fire hazard—the dampers operate quietly—and a complete set of fittings are supplied with each package.

The new sensitive thermostat is especially designed to give short regulated operations that save fuel and contribute to accurate control of room temperatures.

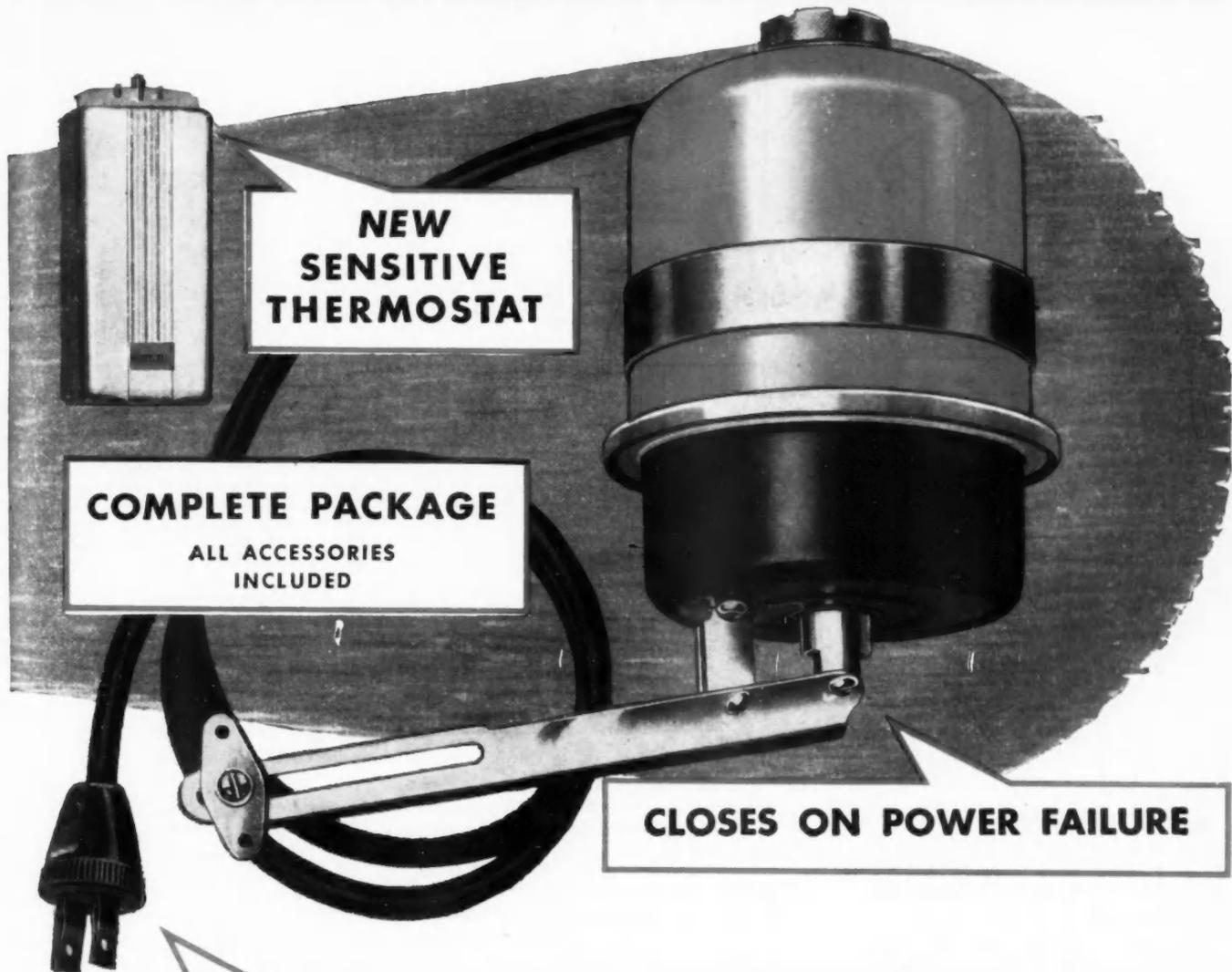
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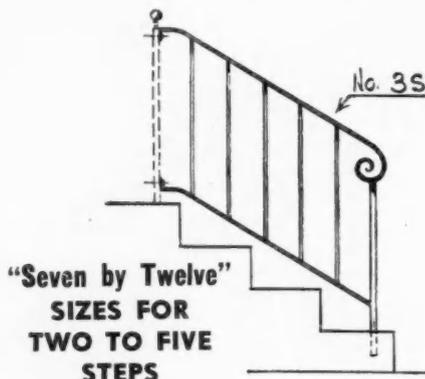
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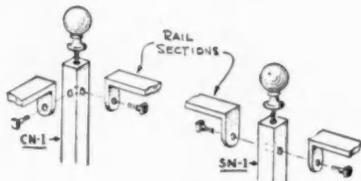


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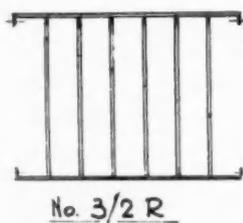


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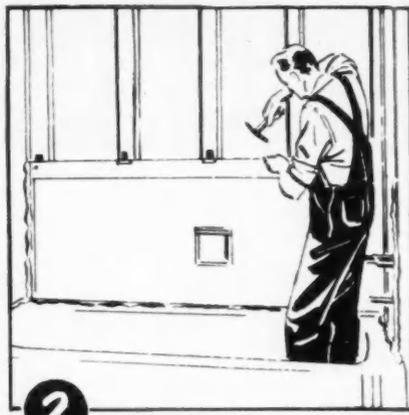
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TECHNICAL GUIDE for Builders and Craftsmen

Installation of Glass Panels



1 After tub has been levelled, place roll of mastic around rim for waterproofing. Also, butter studs with mastic before setting glass panels.



2 Set the plate at the back of the tub first. Then, merely nail through plasterboard flanges and use special clips supplied.



3 Do the same thing with the end panels. Let plasterboard extend beyond tub to next stud. If wainscot is 48" high, follow same sequence in setting second course.



4 Clean glass and fill joints carefully with the pointing compound supplied. This assures a thorough waterproofing installation.

THE cost of the expert workmanship and time required to install structural glass panels has largely limited their use to more expensive homes. A new method of factory-cutting and assembly, by substantially reducing costs, has made practicable the installation of the panels in low cost houses.

These panels are prefabricated at the factory according to the needs of the particular home, as indicated in a pattern submitted by the contractor, and are shipped to the job ready to install.

The glass is securely mounted, at the factory, on plasterboard of the same thickness as the plasterboard used in the rest of the house. On certain sides this plasterboard ex-

tends beyond the edge of the glass, providing a rim or flange of plasterboard around the glass panel. The plasterboard can be secured to the nearest stud.

The holes required in the glass for plumbing, pipes, soap dishes, etc., are all drilled at the factory before shipment to the job, further simplifying installation. Plastering completes the operation, with plaster finishing flush with the face of the glass.

In the installation of a bathroom unit, the first step is the application of mastic around the top of the tub. Then the panel, with a special backing flange is nailed to the studs. The joint is then buttered and the top panel installed.

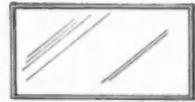
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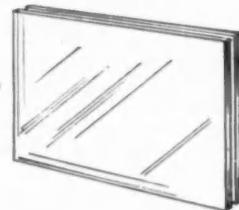
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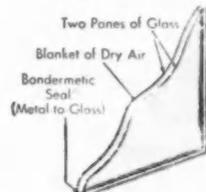
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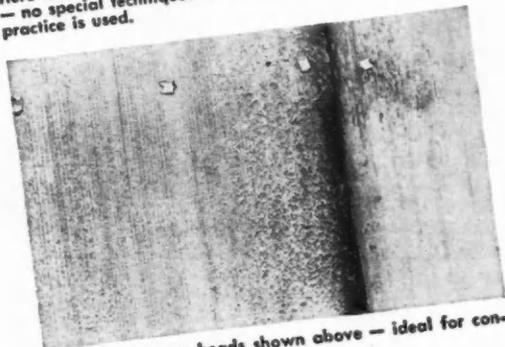
— says a prominent New Jersey builder



A 4½-room ranch-type house built with ES-nails in a New Jersey development. This shows the house after the sheathing was applied, but before shingling.



Here is a close-up of the actual constructional operation — no special techniques are required. Standard building practice is used.



See the flat, even heads shown above — ideal for concealed nailing of wood shingles.

In full, he stated: “During construction of a recent development, I used ES-nails to attach wood shingles directly to gypsum sheathing — and let me tell you they really do a job.

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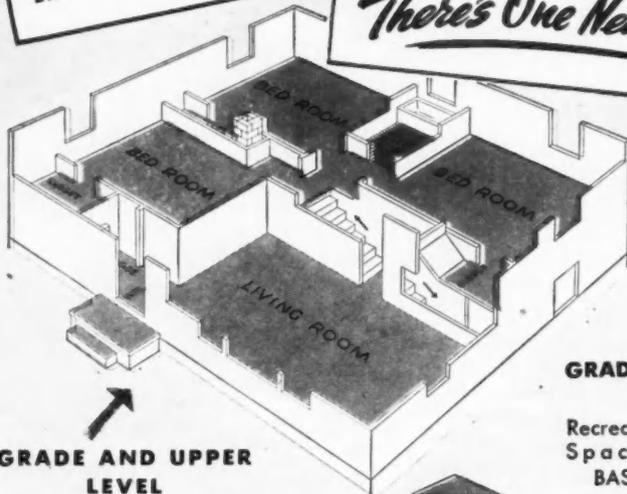
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THOUSANDS OF THESE HOMES HAVE BEEN SOLD THOUSANDS MORE ARE WANTED — HERE'S REAL PROFIT FOR GOOD BUILDERS

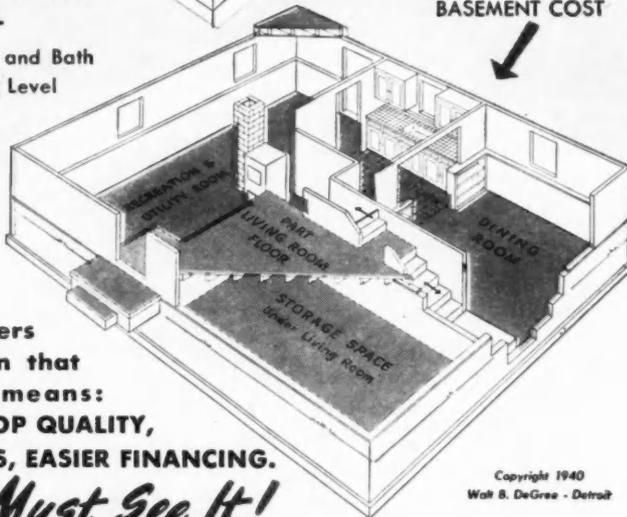
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LUMBER FABRICATORS, INC.
FORT PAYNE, ALA.

Please send me books and address of nearest Manager.

Name

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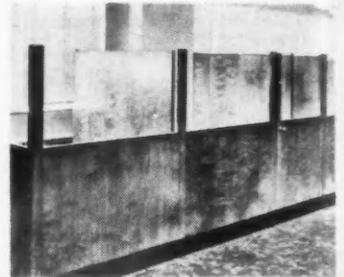
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NEW PRODUCTS

(Continued from page 122)

MOVABLE OFFICE PARTITION AB9947

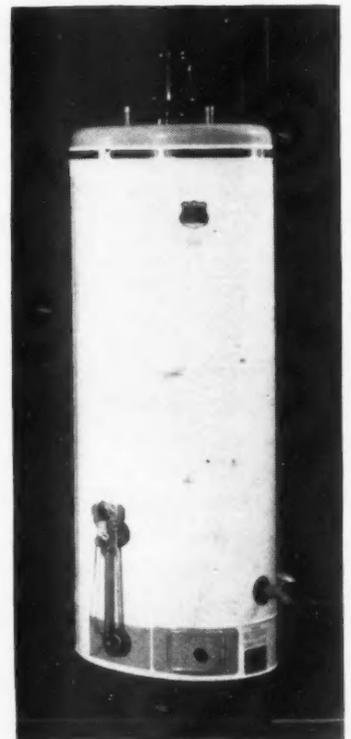
An incombustible, movable partition for office buildings, known as USP Partition Panel, has been approved for use in fire-proof buildings by the Board of Standards and Appeals of New York City. Panels are



manufactured in a number of hardwood faces. Core of insulating material is made principally of lime, silica and asbestos. Thicknesses are one inch and 1 3/4 inch. Panel sizes range from a minimum of 18 inches by 34 inches to 34 inches by 144 inches. They are usually interlocked by tongue and groove at vertical joints. United States Plywood Corp., 55 W. 44th St., New York 18, N.Y.

WATER HEATERS AB9945

New line of automatic gas and electric water heaters, in complete range of sizes and models, include popular 20, 30 and 40 gallon sizes for natural, mixed, manu-

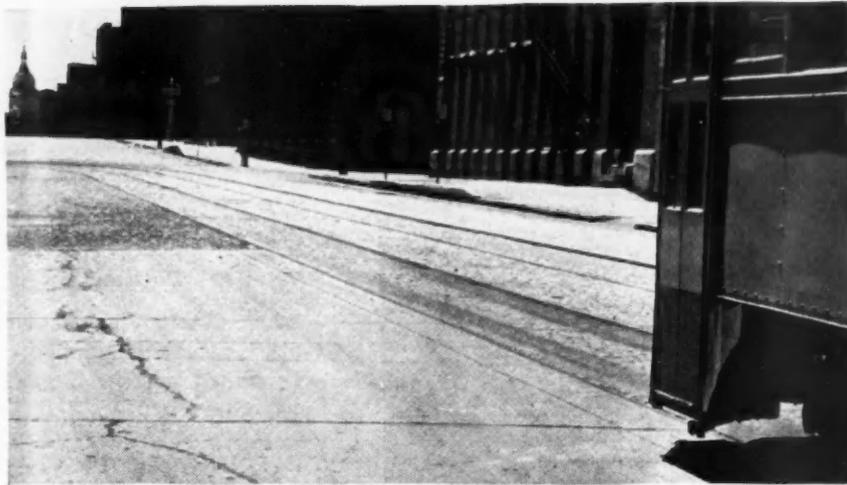


factured or L-P gases. Electric models, in round-upright style, come in standard and deluxe models with magnesium rods. Electric table-top style, in 30 and 50 gallon capacities, is offered in standard and deluxe models. Merchandised through heating and plumbing jobbers only. United States Radiator Corp., 300 Buhl Bldg., Detroit 26, Mich.

(Continued on page 140)

First Ten Years *prove:*

Atlas Duraplastic* Air-Entraining Portland Cement makes concrete more durable



TEN YEARS AGO, in August, 1939, this concrete test paving was laid in Second Avenue North, Minneapolis. The badly scaled section of roadway in the background was made with regular portland cement. The foreground section, laid at the same time, was made with Atlas Duraplastic—the first commercial use of the air-entraining portland cement originated and developed by Universal Atlas.

Both sections, subjected to the severity of 10 Minneapolis winters and to heavy applications of de-icing salts, are shown above as they appeared in July, 1949—convincing proof of the characteristic durability of Duraplastic concrete, of its high resistance to freezing-thawing weather and the scaling action of de-icing salts. Longitudinal structural crack shows some ravelling. Note perfect transverse joint.

Water gain and segregation are reduced; surface appearance is improved. Because of these advantages and added durability, architects, engineers and contractors today rely on Duraplastic for all types of mass and structural concrete—for foundations, walls, floors, columns and other construction. And they find it readily adaptable to slip-form work, gunite, stucco and other uses.

For Concrete Products, finished units of block, brick, pipe, drain-tile, silo staves, etc., exhibit greater resistance to passage and absorption of water. For machine-made products, manufacturers find Duraplastic permits a damper mix that is more cohesive, holds together better and feeds easily through machines. Plants report savings in fewer culls and throwbacks and less breakage in handling green products.

For construction needs of today and tomorrow, Duraplastic offers *better concrete at no extra cost*. It provides the precise amount of air-entraining agent interground with the cement for satisfactory field performance. It complies with ASTM and Federal specifications, sells at the same price as regular cement and calls for no unusual changes in procedure.

Send for New Free Booklet, "A Decade of Atlas Duraplastic Air-Entraining Portland Cement." Write to Universal Atlas Cement Company (United States Steel Corporation Subsidiary), Chrysler Building, New York 17, N. Y.

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

FROM its first small commercial use in 1939 to the super paving and construction jobs of today, the outstanding durability of concrete made with Atlas Duraplastic has won increasing recognition among engineers and contractors. Proof of its wide acceptance: In 1939, less than 60,000 barrels of Duraplastic were used for paving, then its sole use. In the following ten years, more than 25,000,000 barrels have been applied to an expanding variety of concrete uses.

For Paving Concrete, Duraplastic creates entrained-air cells in the concrete that minimize bleeding and segregation and thus protect it against the scaling action of freezing-thawing weather and de-icing salts (see photo). Less mixing water is required for a given slump. The resultant mix is more plastic, more cohesive, more uniform. It dumps, screeds and finishes easily.

For Structural Concrete, Duraplastic imparts to the mix the extra plasticity that aids proper placement.

*"Duraplastic" is the registered trade mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.

ATLAS DURAPLASTIC

AIR-ENTRAINING PORTLAND CEMENT

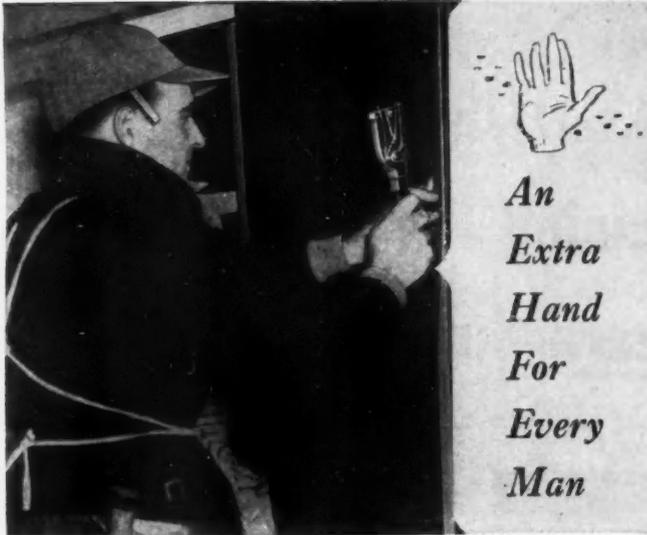
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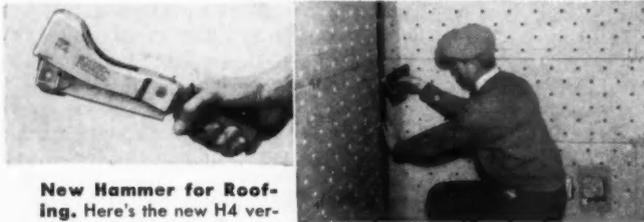
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Man

Bostitch H2 Self-Feeding Hammers DO TWICE THE WORK WITH HALF THE EFFORT

See what you gain when these Bostitch Self-Feeding Hammers replace hammer and nails for putting up insulation and building paper, laying roofing, and for other light nailing jobs. Every effortless flick of the wrist places and drives home a sturdy staple (up to 1/2" long) like a two-pointed nail. The other hand is free for closer control and faster placing of the work. No fumbling nails . . . no mouth infection . . . no finger injuries. The rubber grip protects the worker's hand. Quick and easy to load. Add up all these advantages and you'll agree that you, too, can do *twice the work with half the effort* with Bostitch H2 Self-Feeding Hammers. Try them and you'll agree with a big contractor who says: "We are able to bid lower on jobs and they have made a marked increase in our volume of work."



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How to Speed up Tacking. This Bostitch T5 Gun Tacker shoots staples in . . . within 1/16" of corners, closer than any other tacker. A time-saver for applying insulation, metal lath over joints and corners . . . a cost cutter on dozens of jobs.

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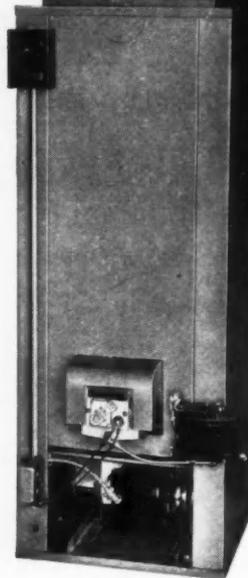
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AND FASTER
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A NEW AUTOMATIC
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Height	60"	Width	22"
Depth, casing only	22"	Depth overall, including stack at rear and burner cover and oil valve in front	38"
Stack connection diameter	6"	Distance, center of stack to floor	43"
Top heat discharge opening, 18"x18" Finish — Beautiful brown hammertone enamel.			

H. C. Little DU-44 CIBL Automatic, Forced Air Oil Burning Furnace, with front panel removed to show motor and blower. DU-44 CI is gravity model without blower or motor.

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DU-44 CIBL — Complete with burner, controls, blower and motor, as illustrated. A forced air furnace for first floor installation in closet or utility room. 78,500 BTU heat OUTPUT.
DU-44 CI — Same design, except no blower or motor. (They can be added later at reasonable cost). A gravity furnace for basement installation. 60,000 BTU heat OUTPUT.

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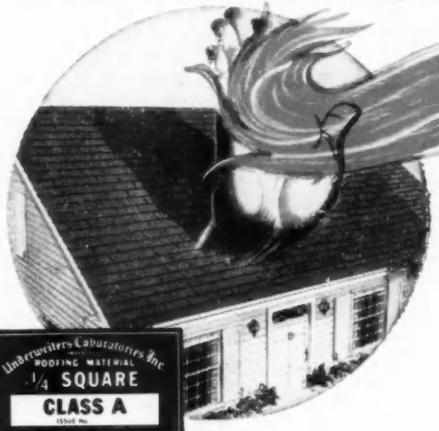


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FIRST and ONLY Shingle* with this TERRIFIC PROFIT-MAKING PLUS - Listed as "CLASS A" by Underwriters' Laboratories, Inc.

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ROOFING MATERIAL
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You're in business to make money! So consider these exclusive FIRE-CHEX profit-making advantages that put you ahead of competition: FIRE-CHEX contain an amazing new asbestos-bitumen plastic compound that resists fire, protects the roof against flying sparks, embers and flaming wood brands. FIRE-CHEX are beautiful—especially designed for laying in copyrighted shadow blend roof designs that harmonize with any architectural plan. And FIRE-CHEX are extra-heavy, too, for longer life and extra wind and weather-resistance. They weigh 325 pounds per square, lie flat, stay put! Nail down more sales, more profits, with Carey FIRE-CHEX! Every home, school, church and hospital in your community is a prospect for the protection, beauty and durability only FIRE-CHEX can give!



NEW COPYRIGHTED SHADOW-BLEND ROOF DESIGNS—exclusive with FIRE-CHEX!
This pleasing, new, deep-shadow blend roof design, achieved by Carey FIRE-CHEX shingles, has been copyrighted as a "work of art" by The Philip Carey Manufacturing Company. Available in red, green, blue or gray, it cannot be duplicated by any other shingle!
Note: Fire-Chex are also available in Chocolate Brown or Blue Black, with handsome wood-grain-texture design.

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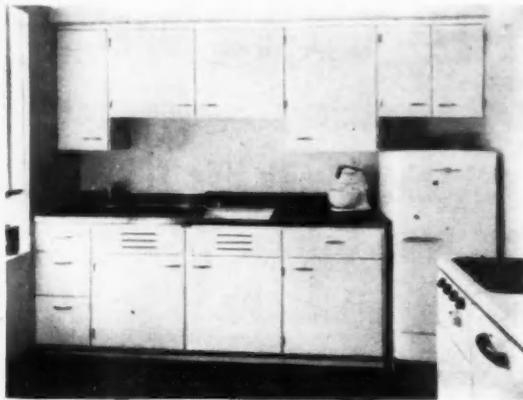
AB-9



KITCHEN MAID
CABINETS OF WOOD

SELECTED FOR NEW YORK LIFE INSURANCE COMPANY'S

Fresh Meadows



2400 Kitchen Maid Kitchens were required for Fresh Meadows, New York Life Insurance Company's residential development in Queens, Long Island. Here is a self-contained community for 10,000 people. Architects: Voorhees, Walker, Foley and Smith. Builder: George A. Fuller Company.



The warmth and friendly livability of factory-finished Kitchen Maid Cabinets of wood were important considerations in their selection for Fresh Meadows. The modern beauty of Flo-Line styling, another unique Kitchen Maid feature, also contributed to their choice. Aluminum drawers that slide quietly and easily, resinite doors that operate freely on cushioned roller catches, a porcelain-like finish of lasting beauty, permanent shelves... these are additional features that you and your clients will appreciate. Plan now to use Kitchen Maid Cabinets in your next kitchen.

Look for this seal in your dealer's window. It signifies his skill as a member of the nation's oldest kitchen planning organization.



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Please send new booklet containing 10 practical kitchens with floor plans and details. I am an Architect, Builder, Dealer.

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NEW PRODUCTS

(Continued from page 136)

HOLLOW FLUSH DOORS AB9904
Hasko Arch-Kor flush door employs series of arched ribs, running vertically within a solid lumber frame to support face panels



of door. Ribs are of 1/8-inch veneer spaced on 1 1/2-inch centers. Each rib is arched full two inches, providing overlapping support. No "show through" of core construction in finished door. Haskelite Manufacturing Corp., Grand Rapids 2, Mich.

CIRCUIT PANELETTE AB9941
New "12 to 20 Circuit" MO panelette with plug-in circuit breaker units has main disconnect and branch circuits incorporated in a common enclosure. Residence type, panelettes are available in 12,



16 and 20 circuit combinations for either three or four wire service. Incorporates thermal-magnetic circuit breaker units that plug in on cylindrical bus bars and are interchangeable with those of NMO panel-board. Plug-in feature simplifies changes or additions of circuits when load increases are necessary. Underwriters' approved. Square D Co., 6060 Rivard St., Detroit 11, Mich.

(Continued on page 144)

AB9904
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Reliability plus Road-Ability . . . CHEVROLET ADVANCE-DESIGN TRUCKS

CHEVROLET Chevrolet Advance-Design trucks have what it takes to deliver your goods swiftly, safely, surely—under the most adverse driving conditions. They thrive on rough going—perform reliably, efficiently, economically on America's most rugged roads. What's more, wise truck buyers recognize that only Chevrolet trucks give them sensational 3-WAY THRIFT—lower cost operation, lower cost up-keep and lowest list prices. This unsurpassed combination of thrift plus performance makes Chevrolet Advance-Design trucks top favorites across the nation . . . outselling the next two makes combined. For further details see your Chevrolet dealer without delay.

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TOP-VOLUME PRODUCTION BRINGS YOU TOP-VALUE FEATURES!

Chevrolet's new 4-SPEED SYNCHRO-MESH TRANSMISSION offers quicker, quieter and easier operation. Double clutching is eliminated. Faster shifting maintains speed and momentum on grades. Available in series 3800 and heavier duty models.

Chevrolet's power-packed VALVE-IN-HEAD ENGINES provide improved durability and efficiency as well as world-famous economy!

Chevrolet trucks have the famous CAB THAT "BREATHES"!* Outside air is drawn in and used air forced out! Heated in cold weather.

Chevrolet Advance-Design brings you the FLEXI-MOUNTED CAB, cushioned on rubber against road shocks, torsion and vibration.

Chevrolet's exclusive SPLINED REAR AXLE HUB CONNECTION adds greater strength and durability to heavy-duty models.

Unweld, all-steel Cab Construction • Large, Durable, Fully-Adjustable Seat • All-Round Visibility with Rear-Corner Windows* • Heavier Springs • Super-Strength Frames • Full-Floating Hypoid Rear Axle in the 3600 Series and Heavier Duty Models • Double-Articulated Brake Shoe Linkage • Hydrovac Power Brakes in Series 5000 and 6000 Models • Many Color Options.

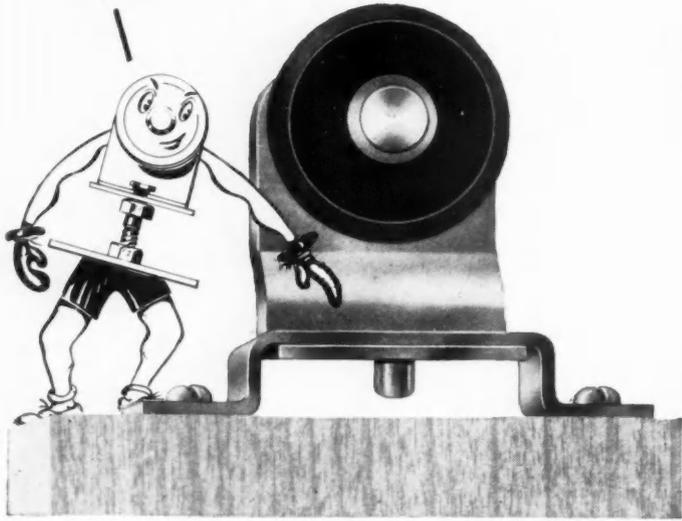
*Heating and ventilating system and rear-corner windows with de luxe equipment optional at extra cost.

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ROLLING DOOR HARDWARE

New design feature for
NON-ADJUSTABLE HANGER
insures positive locking!



● Another achievement by Har-Vey Hardware engineers is the new design of the non-adjustable hanger, which guarantees positive locking of the hanger to the door. It's a simplified design, too, eliminating the locking plate and speeding installation time -- as well as reducing the working room required.

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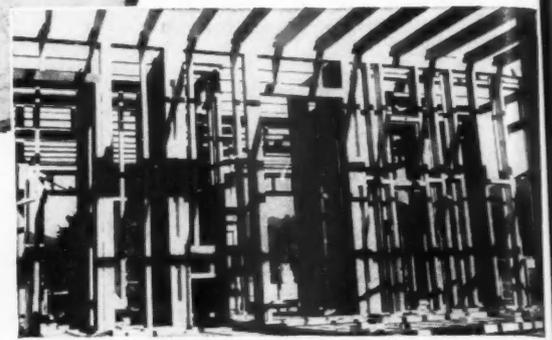
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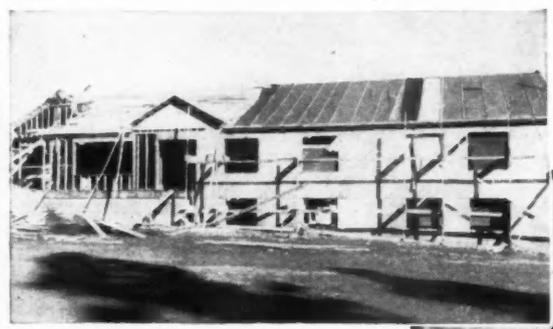


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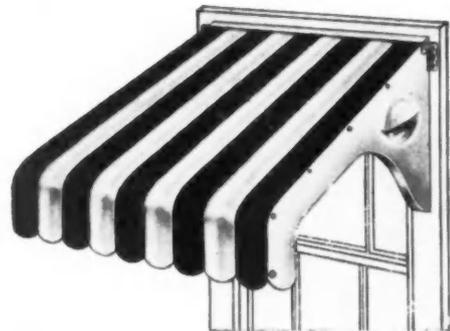
HASTINGS ALUMITILE CAN SAVE YOU tons of structural weight, hundreds of man hours of labor and thousands of dollars. Fabricated of sturdy aircraft aluminum, it is remarkably low in price, easy to handle and fast to install. Yet it holds all of the advantages of conventional wall tile.

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WINDPROOF! WEATHERPROOF!

Alumi-SHIELD Awnings are built for a lifetime of comfort, beauty and service. They will not sag, tear, rot, rust or flap noisily in the wind. Well designed louvres in the side panels guarantee adequate cooling and ventilation without weakening the structure or adding unnecessary weight. Interchangeable units in choice of colors allow wide latitude for color combinations — and this interlocking strip design means that the awnings can be tailored to fit individual window and door openings. The method of assembly is so simple that full installation can be made in a matter of minutes.

For complete data see Sweet's File or MAIL THE COUPON for the story of Alumitile and our amazingly priced awning.

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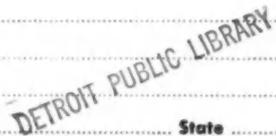


METAL TILE PRODUCTS, INC.
HASTINGS, MICHIGAN

Metal Tile Products, Inc., Hastings, Mich.

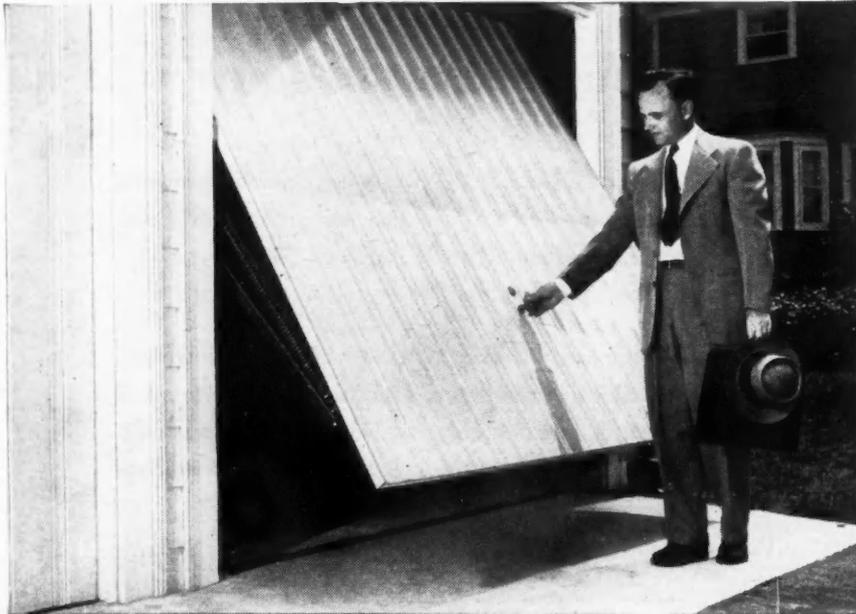
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Put Stanley *Floating* Door Equipment in your plans. It assures a lifetime of easy, trouble-free operation for home owners . . . easier home sales for you. For full information, see your local Stanley dealer or write The Stanley Works, Garage Door Dept., New Britain, Conn.

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ECON-O-MATIC — Stanley No. 2731½ For doors to 8' wide, 6' 6" to 7' high, 150 lbs.



SWING-UP — Stanley No. 2732 For doors to 8' square, 250 lbs.



HEAVY DUTY SWING-UP — Stanley No. 2730 For doors to 16' wide, 12' high, 550 lbs.



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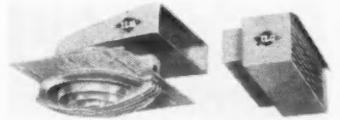
See the Stanley Exhibit at National Hardware Show, Booth 1, New York. (Oct. 12-15)

NEW PRODUCTS

(Continued from page 140)

CEILING VENTILATOR AB9924

Ceiling type kitchen automatic ventilator, controlled by standard light switch, is driven by rubber mounted motor. Spring booster control on insulated discharge damper opens the damper freely when



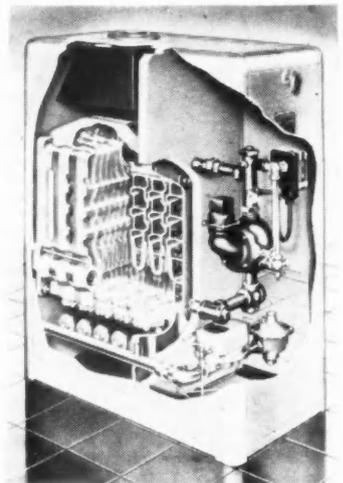
ventilator is started, and closes it tightly when ventilator is shut off. Mounting plate is adjustable to permit installation flush with ceiling in plaster or plywood construction with thickness of ¼ to 1¼ inches. Grille is all that extends below ceiling surface. Grille and fan assembly may be quickly detached for cleaning. Standard 3¼x12-inch wall stack duct and elbows recommended for use with ventilator. Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 4, Ill.

DOOR CHIMES AB9935

"Tulip Time" door chime, in colorful authentic Pennsylvania Dutch design adapted from Early American folk art. Sounds two melodious notes for the front door, and a single note for rear or side door. Easily installed on regular doorbell wiring and transformer, it is 7½ inches high by 6¾ inches wide. Available in ivory, red or green. The Rittenhouse Co., Inc., Honeoye Falls, N.Y.

GAS-FIRED BOILERS AB9943

National gas boilers, "22" series, are designed for small residential heating installations. Available in six sizes having net ratings ranging between 110 and 390 square feet of steam radiation or 175 and 625 square feet of hot water radiation. Modern



styled steel jacket encloses boiler sections, controls, and draft diverter. Jacket is 42½ inches high, 17⅝ inches wide, and 22⅞ inches to 37⅜ inches in length. Can be used with both steam and hot water heating systems, or as either a direct or indirect hot water supply boiler for large volume of domestic hot water requirements. The National Radiator Co., Johnstown, Pa.

(Continued on page 148)

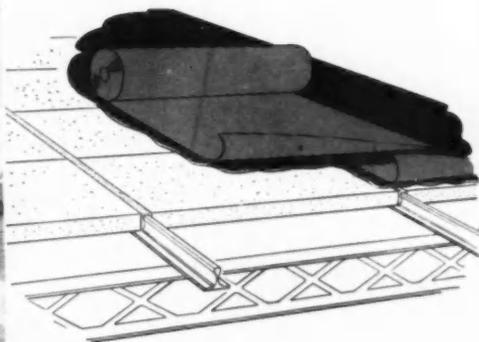
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SIMPLE EASY CONSTRUCTION — Sub-purlins are installed, Kaylo Tile laid, end joints grouted and roofing material applied—that's all there is to this better roof deck. No special tools or skills needed. Kaylo Tile can be sawed, shaped and nailed with common tools.

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LIGHT WEIGHT—5 lbs. per sq. ft.—permits savings on supporting structure. 23-lb. tile can be laid by one man.

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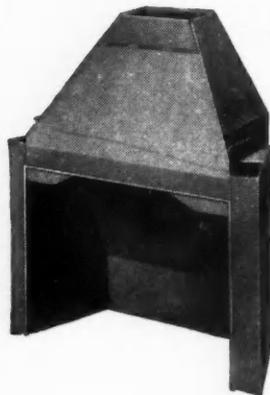
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More sales—better profits for you—with the Bennett Line — Fireplace Units, Dampers (Steel and Cast-iron), Clean-outs, Ash Dumps, Lintel Bars, etc. . . . to fit *every* prospect's requirement. *Only Bennett* builds *two* types of Fireplace Units, to meet *all* building needs.



For Modern, Insulated Homes, with Central Heating

For Camps, Cottages, Southern Homes and Play Rooms



Fresh air, from *outdoors*, is heated and circulated thruout the room. No loss of expensive furnace heat up the chimney . . . no cold, unhealthy floor drafts—and *no smoke!*

The unit *cannot* interfere with the traditional beauty of the fireplace—it's hidden within the masonry. . . . Easier and quicker to build. Mantel may be designed with complete freedom.

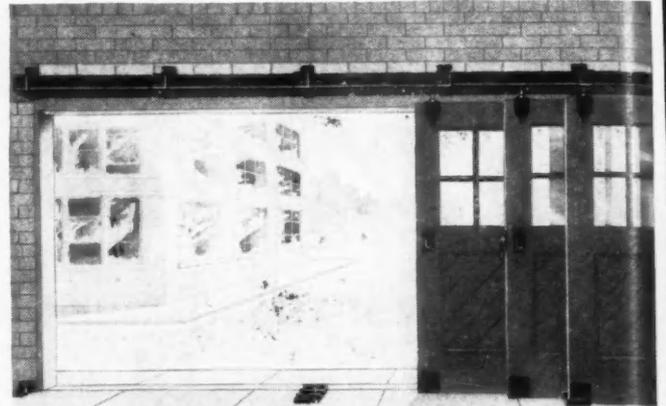
EVERY FIREPLACE OWNER WANTS . . .



Draws cool air from *floor level*, heats and recirculates it . . . *throughout the whole room!* Keeps air fresher. Furnishes a complete form for the mason—saves your customers' construction and operation costs. . . . No smoke. Adaptable to *any* mantel design.

Write us for FREE FIREPLACE CATALOG at 949 Market Street.

BENNETT - IRELAND INC.
Chartered in 1906
NORWICH, NEW YORK



Coburn can supply you with a full line of hardware for doors which slide, fold or raise overhead. Long-lasting, smooth-operating Coburn Hardware is made for straight-sliding, sliding-folding, around-the-corner and round-house doors. We supply:

Enclosed Track • Brackets • Hangers • Handles • Guide Rolls • Guides • Stops • Binders • Chafe Strips • Hinges

Sliding-Folding Door Hardware #412 Hardware Sets—For two doors closing an opening not over 8 ft. wide. #412 sets can be used for doors which fold inside the buildings as well as those folding outside the building.

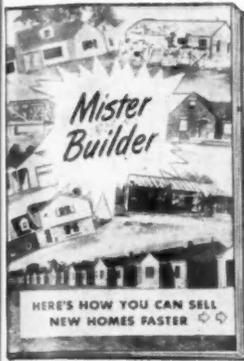
Coburn #500 Swing-Over Garage Door Hardware Set—High in quality yet low in cost, this set is adaptable to practically all types of garages; requires little headroom; does not interfere with passage-way or floor space. For new or remodelling jobs. For complete information send today for Catalog #200. Engineering help, without obligation.

COBURN PRODUCTS DEPARTMENT
THE COLORADO FUEL AND IRON CORP.
WICKWIRE SPENCER STEEL DIVISION

General Office—500 Fifth Avenue, New York 18, N. Y.
Sales Engineering—56 Sterling Street, Clinton, Mass.



Booklet Explains Why Appliances Included in New Houses Pay Off



Many builders are finding that house hunters are becoming increasingly selective. To overcome buyer resistance and to speed up sales, some builders are getting the jump on competition by installing electric home appliances in their houses. The Westinghouse Electric Corporation, a leader in selling the package mortgage plan to banks and

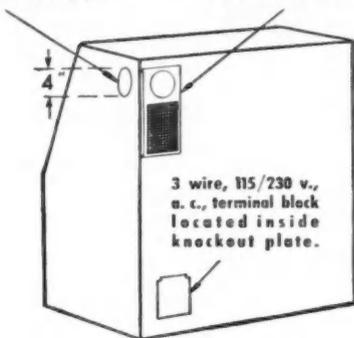
to builders, has recently made available a booklet which explains the advantages to both the house buyer and to the builder. A chart is included which shows how easily these appliances can be paid for.

DIMENSIONAL AND INSTALLATION DIAGRAMS

The booklet also contains dimensional and installation diagrams of various appliances which are a help to the builder in planning installations.

Alternate knockout plate for venting from right hand side. For 4" diameter pipe.

Rear vent and lint trap. Vent is designed for 4" diameter pipe for outside venting.



Typical Clothes Dryer diagram from booklet

HOW TO OBTAIN BOOKLET

The booklet is offered free to builders who fill in and mail the coupon printed below.

Westinghouse Electric Corporation
Appliance Division—Mansfield, Ohio

Gentlemen: Please send me your "Mr. Builder" booklet.

Name _____

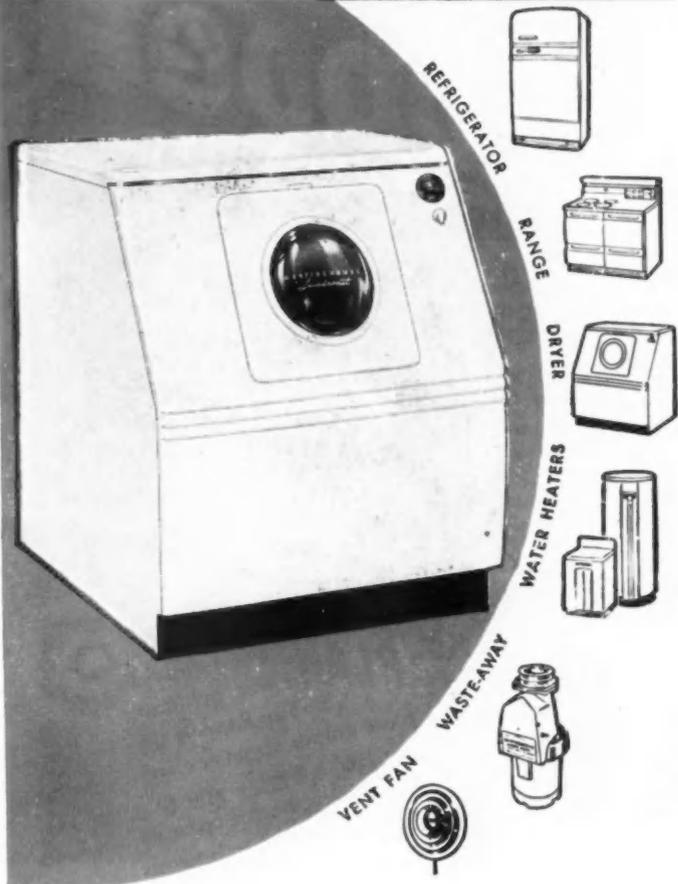
Address _____

City & State _____

LIBRARY

9 AB

YOU CAN BE SURE..IF IT'S Westinghouse



BUYER BAIT! Laundromat Adds Appeal to Houses

If you want to sell houses fast, install this automatic washer. And, if you want even faster action, add a Westinghouse Automatic Clothes Dryer. Homemakers find the combination hard to pass up—especially when the cost can be included in the mortgage. The Westinghouse Laundry Twins eliminate the necessity for stationary tubs, the piping that goes with them and the need to provide extensive drying areas. They can be easily installed in basement, kitchen or service room. Get the facts, today. See column to the left.

... of course, it's Electric

Westinghouse

ELECTRIC CORPORATION
Plants in 25 Cities • Offices Everywhere
APPLIANCE DIVISION • MANSFIELD, OHIO

**GET PROFITABLE BUSINESS
WITH THIS 3-STEP
DODGE
FORMULA!**

SELECT your most profitable prospects from Dodge Reports daily construction news. Dodge Reports identify those contemplating, or who are in the process of new construction—in the area you specify.

PLAN your strategy to go after this profitable business. Dodge Reports give you complete details about each new construction job...enable you to make your bid on time, based upon known facts about your prospect's needs.

ACT to close the deal at the right time for most effective results. Dodge Reports help you match your sales efforts to each prospect's time-table of buying...for better business, bigger profits.

MAIL THIS COUPON

FREE SAMPLE DODGE REPORTS

WITHOUT COST OR OBLIGATION, let me see some current Dodge Reports. I do business east of the Rockies.

Name _____
Firm _____
Address _____

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F. W. DODGE CORPORATION
Construction News Division
119 West 40th Street, New York 18, N. Y.

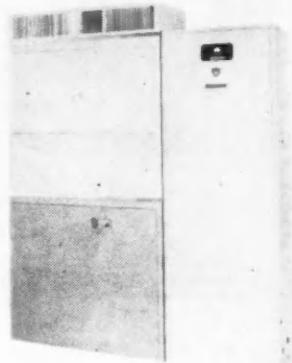
AB-9

NEW PRODUCTS

(Continued from page 144)

AIR FILTER AB9940

Trion Model 904, electric air filter especially designed for use with Chrysler Airtemp packaged 3 and 5-ton air conditioners, will handle air volumes up to 2,000 C.F.M. with 90 per cent efficiency.



Removes dust, dirt, soot, smoke and pollen from air streams passed through it before it is cooled and circulated. For offices, food stores, taverns, restaurants, clothing shops, photo supply stores, radio and telephone control rooms and other places where pure air is essential. Trion, Inc., 1000 Island Ave., McKees Rocks, Pa.

WOOD PUTTY AB9901

Tec-Stone Wood Replacer fills need for good wood repair material that can be easily tooled. Ideal for filling holes, nicks or other defects in old or new wood, and for replacing decayed wood. Will not shrink, and adheres to any clean solid surface. Light tan color matches most wood, but if different shade is desired, dry colors may be added before mixing or it may be stained before thoroughly dry. Dries within few hours. Anderson Specialty Manufacturing Corp., 5618 S. Harper Ave., Chicago 37, Ill.

CEILING LIGHT FIXTURE AB9923

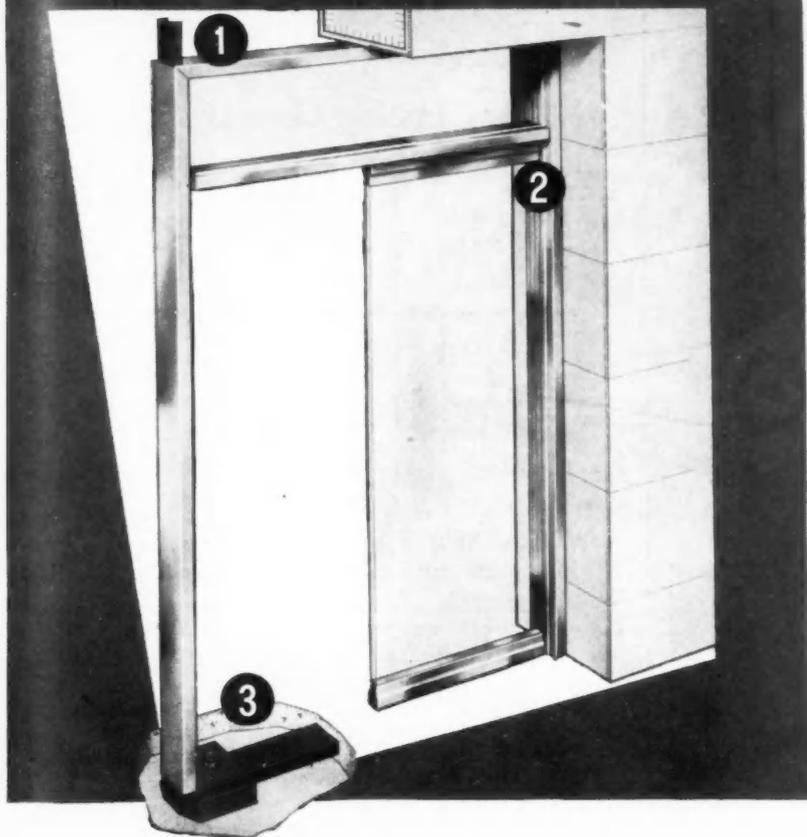
Small size, enclosed, close-to-ceiling fixture is designed for safe use of 60-watt bulbs. Part of new "Budget" series, firm's fixture provides great illumination yet meets safety requirements by means of unique design



and ventilation devices. Available in three sizes, 6 5/8, 8 1/2 and 10 1/2-inch, in one, two and three lights. "Budgets" are made with lens-like prism-glass for clear down-lighting. In polished chromium and white glass for kitchen and bath, and in gold with dawn or flesh-colored glass for bedroom, hall and porch. Lightolier, Inc., New York, N.Y.

(Continued on page 152)

NOW...a doorway that has everything!



WITH the new Pittsburgh Doorway you don't even need a screw driver; there's no drilling of holes in the frame. And there's nothing to assemble. You just unpack the frame, bolt it into the building opening, and hang the massive Herculite Tempered Plate Glass Doors—for which the frame is especially engineered. Everything is in one "package"—the famous Pittco Checking Floor Hinge, moldings for transom glass, supports for sidelights, strikes for locks, sockets for bolts, *everything!* No time-consuming calculations. No worries about setting and fitting. But this is only a small part of the story. For complete information, why not fill in and return the coupon? There's no obligation.

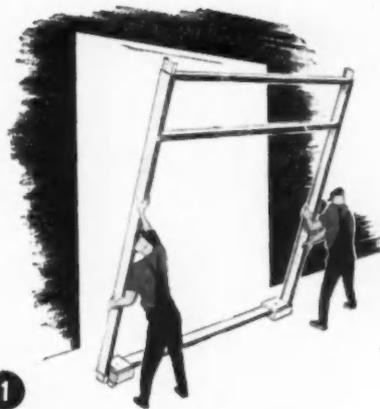
Pittsburgh

DOORWAYS



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY



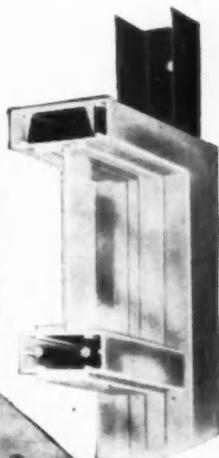
EVERYTHING IN ONE PACKAGE

Pittsburgh Doorways reach the job, ready for bolting into the opening. Twelve standard designs are available which, singly or in combination, will fit any job.

2

STURDY, HANDSOME FRAME

Fabricated of extra-heavy extruded aluminum, highly polished and anodized. It's reinforced with steel channel and tie rods, as partially shown here.



3

PITCO CHECKING FLOOR HINGE

Only 6 1/4" x 6 1/4", it is an engineering marvel. Has positive door-speed control, separate checking control, built-in hold-open feature. It's sealed in oil for life.

Pittsburgh Plate Glass Company
2285-9 Grant Building, Pittsburgh 19, Pa.
Without obligation on my part, please send me a FREE copy of your booklet on Pittsburgh Doorways.

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

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144)
AB994
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Specialty
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AB9923
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-lighting,
glass for
down or
hall and
N.Y.

NEW

Fred W. Wappat

MAXAW

PRICE
\$65.00

Complete as shown



Only Lightweight 6" Electric Hand Saw with ALL these features!

6 $\frac{3}{8}$ " BLADE CUTS FULL 2" ON SQUARE CUT AND 2" DRESSED LUMBER AT 45° ANGLE. DEPTH ADJUSTMENT, built-in, from 3/16" to 2". BEVEL ADJUSTMENT, built-in, from 0° to 45°. PRACTICAL, PROVEN CUTTING BALANCE. No waver or pull. Cutting line is always visible, free from sawdust.

RIP FENCE—rigid, sturdy, easily adjustable. ORIGINAL Fred W. Wappat Telescoping Guard—foolproof and safe. Special Fred W. Wappat-designed gears for maximum service, minimum maintenance. POWERFUL and DEPENDABLE. Motor is cool-running.

IT'S CUTTING Balance that REALLY Counts!



MAXAWS are balanced for the cutting line, as proven by this test—

Place MAXAW on board for ripping, start cut and lock switch on. Place fingertip against handle as shown, and push—do not try to guide the saw. The MAXAW cuts a straight line WITHOUT PULL OR WAVER! That's the reason the MAXAW always follows the cutting line accurately, without wrist strain!

25 YEARS' EXPERIENCE BUILDING FINE ELECTRIC HAND SAWS

Fred W. Wappat, Inc.

135 Valley St., Mayville, N. Y.
(on Chautauqua Lake)

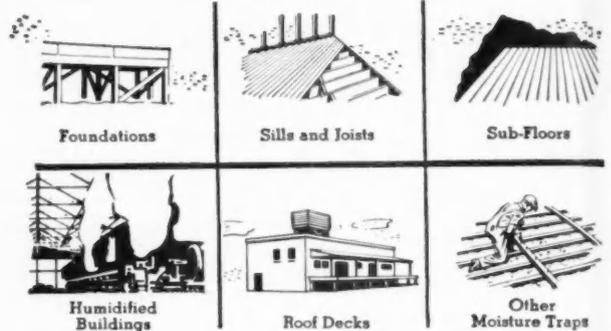
Where Wood Needs Protection from DECAY and TERMITES

WOLMANIZED

THE W. L. F. OF

PRESSURE TREATED LUMBER

Makes Lasting Customers for You



Here are six common, unsafe conditions where WOLMANIZED* Pressure-Treated Lumber provides protection from wood decay and termites:

1. Where excessive ground moisture, rain or thaws cause early decay failures.
2. Where wood near the ground is open to termite attacks.
3. Where wood is in contact with concrete or masonry.
4. Where steam and vapor from industrial processes promote wood decay.
5. Where walls, floors, ceilings are subject to condensation from refrigeration.
6. Where wood is exposed to moisture in humidified buildings or farm buildings.

Investigations by qualified technologists prove that on installations where decay and termites ordinarily shorten lumber life, WOLMANIZED Pressure-Treated Lumber lasts THREE TO FIVE TIMES LONGER than untreated wood.

Such lasting protection is assured because penetrating preservative solutions are forced, by vacuum-pressure treatment, deeply into the wood fibres of WOLMANIZED Lumber. And, WOLMANIZED Lumber is clean, odorless, paintable, non-corrosive, non-leaching and glueable. Only WOLMANIZED Lumber offers all these extra advantages.

For Better Building— Read This Booklet

Get all the facts on how WOLMANIZED Pressure-Treated Lumber stops wood decay and termites. See how it can help you and your business. Write today for this valuable booklet.

*Reg. U.S. Pat. Off.



AMERICAN LUMBER & TREATING COMPANY



General Offices: 332 South Michigan Avenue, Chicago 4, Illinois
Branch Offices: Baltimore, Boston, Jacksonville, Fla., Los Angeles, New York, Philadelphia, Portland, Ore., San Francisco, Washington, D.C.

2 Tested Profit Boosters

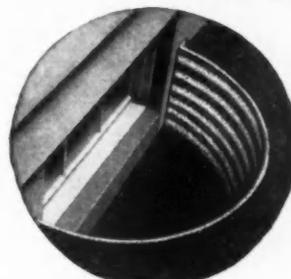
for

BUILDING PRODUCTS DEALERS

BRAINARD Brite-Lite

BASEMENT WINDOW AREAWALLS

are sturdily constructed of prime copper-bearing alloy steel, heavily coated with zinc to resist even the most stubborn weather indefinitely. Brite-Lites are designed to reflect a maximum of light into basements. Backed by hard-hitting national advertising Brite-Lite is available in both the straight and round types in a wide variety of heights and widths.



ROUND TYPE



STRAIGHT TYPE



BRAINARD TEL-O-POST

THE ORIGINAL ADJUSTABLE STEEL POST

is the original and most popular all-steel adjustable jack post on the market. It is the only post backed by regular advertising in *Saturday Evening Post* and *Better Homes and Gardens*. Tel-O-Post has many special features not found in any other post. And Tel-O-Post is packaged in easy-to-handle attractive silver cartons. Here's a real profit getter for the aggressive building products or hardware dealer.

DON'T MISS THIS EXTRA PROFIT - WRITE TODAY!

BRAINARD STEEL COMPANY
 Building Products Division
 Warren, Ohio

Please send me more data regarding
 TEL-O-POST BRITE-LITE

Name _____

Address _____

City _____ State _____

Distributor _____ Dealer _____

SHARONSTEEL

BUILDING PRODUCTS DIVISION

BRAINARD STEEL COMPANY

4 Larchmont Ave. • WARREN, OHIO

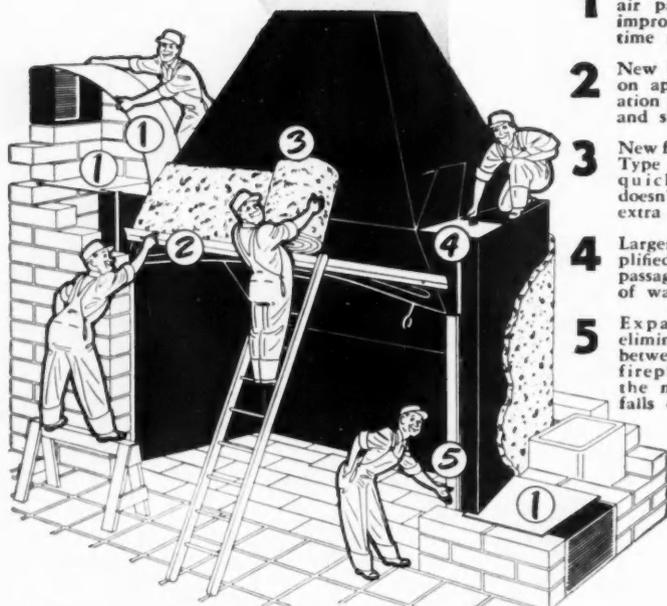
**Build
EXTRA
COMFORT**
into your houses
at low cost!
... with a
PRICE



Fyro-Place

On bitter-cold winter days or during the first chilly weather of fall, home owners appreciate the *extra* comfort of a heat-circulating fireplace. You can give them this important "plus" value at low cost, with a Price FYRO-PLACE... while providing them with a heat circulator of top efficiency, as well.

Here are some of the special labor and material saving features you get at low cost with a Price FYRO-PLACE:



- 1** New Ductmakers simplify air passage construction, improve flow of air, save time and materials.
- 2** New Flexible Metal Stop on apron prevents insulation from slipping down and showing in front.
- 3** New feather-light Blanket-Type Insulation is more quickly applied and doesn't fall apart to cause extra work.
- 4** Larger Outlets and simplified construction of air passages increase volume of warm air.
- 5** Expansion Channels eliminate the ugly joint between face brick and fireplace form, when the masonry dries and falls out.



Make Price FYRO-PLACE a Community Habit!

Install Price FYRO-PLACE as a strong added selling point for your houses — then let the home owners help you sell as they "talk up" this real home improvement for you.

Write for "Book of 100 Fireplace Ideas" — today!

PRICE FIREPLACE, HEATER & TANK CORPORATION

134 AUSTIN STREET

BUFFALO, NEW YORK

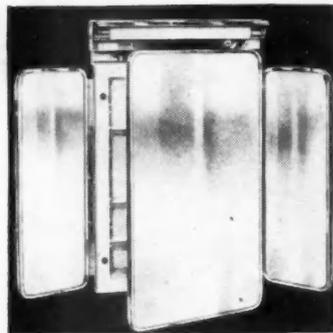
NEW PRODUCTS

(Continued from page 148)

CABINET-SIDE MIRROR COMBINATION

AB9913

Model 1200L medicine cabinet is cabinet and side mirror combination, with cabinet manufactured of highest quality cold rolled steel. Mirrors are plate glass. Door and wings mounted with chrome plated piano



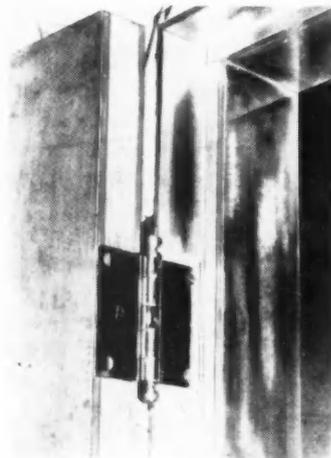
hinges. Side mirrors adjustable in 90 degree arc. Frames, of polished stainless steel, will match other bathroom accessories. Razor blade drop and toothbrush holder are standard equipment. Fluorescent light over center mirror available at additional cost. Standard Steel Cabinet Co., 3701-15 Milwaukee Ave., Chicago, Ill.

PRESSURIZED PAINT ROLLER AB9919

"Flo-matic" roller, a painting tool which rolls paint on flat surfaces, eliminates stopping to dip paint. Two-inch tubular handle holds more than half pint of paint under pressure. Slight movement of adjacent arm opens valve, permitting material to flow to four-inch roller. Holes in center of roller direct paint into seamless wool pile cover which envelops the roller. Recommended for use with any oil base paint. Easily cleaned with turpentine or any regular paint solvent. The Rubberset Co., 56 Ferry St., Newark 5, N.J.

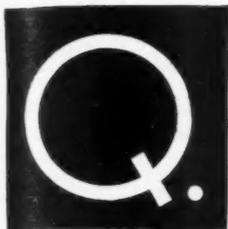
ALUMINUM ALLOY TRIM AB9944

Altrico aluminum alloy trim, simple to install, saves installation time and provides modern baseboards and window trim. Cutting and fitting on the job is eliminated



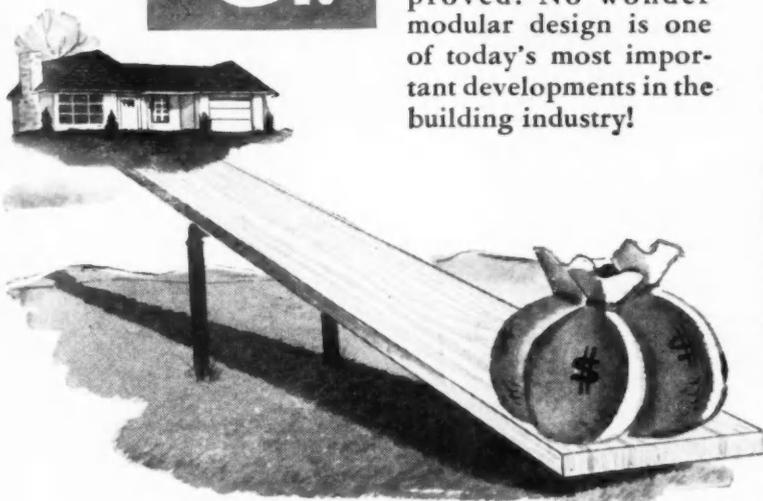
since hardware cutouts such as lock striker plate, door hinge pockets, nail and screw holes are incorporated in the manufacture of the material. Altrico Sales Co., 1046 Penobscot Bldg., Detroit, Mich.

(Continued on page 154)

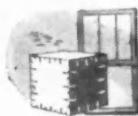


CAN YOU REALLY INCREASE BUILDING VALUES WHILE REDUCING BUILDING COSTS?

Yes, there is a practical way to give the owner *more* for his building dollar . . . while the builder actually saves time and money! By using building materials designed on a 4-inch "module," or unit of measurement, time, labor and costs are all reduced—as long experience has proved. No wonder modular design is one of today's most important developments in the building industry!



ANSWERING YOUR QUESTIONS ABOUT MODULAR-SIZE WOODWORK



Q. WHAT IS MODULAR COORDINATION?

Modular coordination means that the various materials going into the construction of a building are designed on the 4-inch module so that they will fit together quickly and easily.



Q. WHAT IS A MODULAR PLAN?

A modular plan is one drawn on a 3-dimensional, 4-inch grid, to which the building layout details are referenced. This provides a simple, convenient and uniform way of dimensioning and referencing drawings and of relating details to the dimensions of the building.



Q. DOES MODULAR DESIGN REQUIRE ANY CHANGE IN BUILDING METHODS?

No. Modular-size woodwork merely reduces wasteful cutting and fitting on the job. Any type of modular-size window, for example, fits *one* standard 2-light opening.



Q. DOES MODULAR DESIGN LIMIT CREATIVE PLANNING?

No. Modular design does not limit or restrict the free architectural expression of style and individuality. Modular design, too, fits any type of structure—no matter how small or how large.



For full information on standard sizes, designs, manufacturing requirements, preservative treatment requirements and grading rules, see National Woodwork Manufacturers Association Catalogs in Sweet's Builders' File.

WOOD...IDEAL BUILDING MATERIAL...NOW MODULAR DESIGNED!

No completely effective substitute has ever been found for wood when used for such building products as windows—sash—window frames—screens, etc; Moderate in cost, wood offers a unique combination of advantages. For wood is a natural insulator—retards the passage of heat and cold. Wood does not encourage condensation—a frequent cause of redecorating problems. Wood has an ideal surface for taking and holding paint, stains or other finishes. Toxic preservative treatment of woodwork products at the factory gives them added resistance against moisture, staining, insect attack or humidity. And now, woodwork is available MODULAR DESIGNED—another *plus* value!

MAIL THE COUPON FOR COMPLETE FACTS!

Ask your lumber dealer to give you the facts about modular-size windows, window frames, screens and other woodwork—or mail the coupon for our free illustrated folder.

NATIONAL WOODWORK MANUFACTURERS ASSOCIATION
332 SOUTH MICHIGAN AVENUE
CHICAGO 4, ILLINOIS

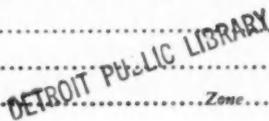
National Woodwork Manufacturers Assn.
332 South Michigan Avenue
Chicago 4, Illinois

Gentlemen: Please send me your folder, "New Savings for Builders."

This seal of approval identifies woodwork products with the N.W.M.A. minimum standards of toxic preservative treatment.



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



B9913 cabinet rolled piano

in 90 stainless access brush fluorescent cabinet go, Ill.

B9919 which stop-handle under adjacent material to center of pile Rec-paint. regu-co., 56

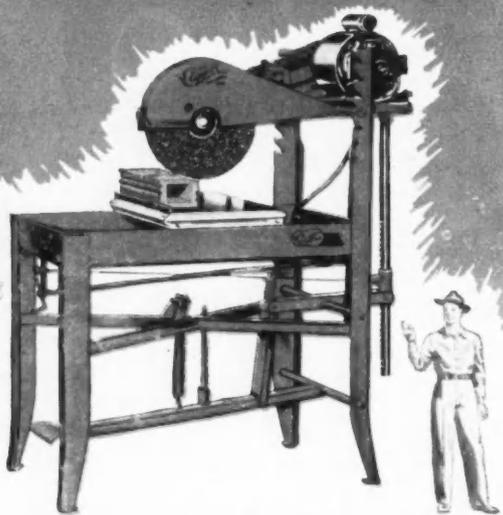
B9944 to in-vides. Cut-inated

striker screw acture 1046

I accepted the
Clipper
SALES RIGHT THRU
FREE TRIAL
 OFFER Now I

For All
 Masonry
 Cutting

SAVE TIME and MONEY on Every Job!



GLAZED TILE

 CUT IN **27 SECONDS** BY CLIPPER

ROOFING TILE

 CUT IN **14 SECONDS** BY CLIPPER

NATURAL STONE

 CUT IN **12 SECONDS** BY CLIPPER

CONCRETE BLOCK

 CUT IN **19 SECONDS** BY CLIPPER

Cuts Quickly—With Ease and Economy. Slices the hardest material in seconds.

Contractors Agree . . . 1949 Features Make CLIPPER More Outstanding than Ever Before!

Yes, builders everywhere are choosing the 1949 Clipper Masonry Saws with their faster than ever cutting action—you too will be amazed when you see them perform. The Model HD will answer requirements for DUSTLESS Wet and Dry cutting all in one saw! Really the 100% Answer to ALL Masonry Cutting. The HD and all of the 1949 Clipper Models FEATURE . . . "ADJUST-A-CUT" Control; "STREAM-LINED" Ball Bearing Conveyor Cart; "PRESSURE EQUALIZER" Spring; and the Improved "SNAP-ON" Blade Cover.

NINE NEW CLIPPER MODELS

You can have any one of the nine 1949 Clipper Models on FREE TRIAL . . . each designed with outstanding features and within a price range convenient for you. Problems of masonry cutting are a thing of the past with CLIPPER on the job. New and better features combined with "Multiple Cutting Action" make CLIPPER'S superior on jobs of Sky-scraper complexity and on jobs with the simplicity of cutting brick and marble for Fireplace trim.

Contact your nearest Factory Branch, located from COAST to COAST, and ask for a 1949 CLIPPER on FREE TRIAL. Priced from \$195...write for descriptive literature!

Clipper
SALES RIGHT THRU
MANUFACTURING CO.
 2808 WARWICK • KANSAS CITY 8, MO.
 PHILADELPHIA • ST. LOUIS • CLEVELAND • AUSTIN, TEX. • SAN FRANCISCO

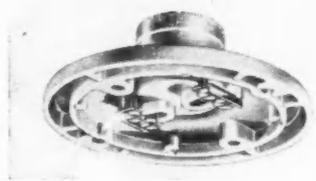
NATION-WIDE DIRECT FACTORY SERVICE

NEW PRODUCTS

(Continued from page 152)

CEILING LAMPHOLDER AB9949

Plastic lampholder has double terminal screws for continuous wiring. Molded in one piece and of modern design, unit fits both 3/4-inch and 4-inch boxes. Con-



tains drainage knockouts. Listed by Underwriters' Laboratories with a rating of 660W-250V, lampholder meets both Federal and REA specifications. Colors are brown and ivory. Monowatt, Inc., 95 Hathaway St., Providence, R.I.

CONCRETE CHIMNEY BLOCK MACHINE AB9936

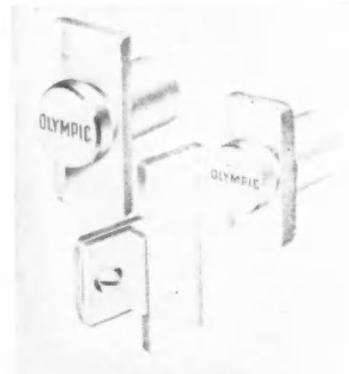
Machine for manufacturing chimney blocks 16x16 inches, one brick high, produces blocks with appearance of natural brick that differ in that they have only



one mortar joint. Blocks have common groove feature which appeals to mason contractors. There are two air chambers, therefore intense heat cannot contact concrete. Block is lightweight. Forms are furnished for making fittings. S. J. B. Corp., 204 E. Ellen St., Fenton, Mich.

LOCK FACE, STRIKE PLATE MARKER AB9932

Olympic face and strike plate marker sets are designed to permit face and strike plate mortises in door and jamb to be cut with one or two strokes of a hammer.



Markers are formed steel with accurately ground cutting edges. Adjustable side guide allows perfect alignment of strike plate marker, and face plate marker has centering pilot for correct aligning. Vimcar Sales Co., P. O. Box 2395, Terminal Annex, Los Angeles 54, Calif.

(Continued on page 156)

Announcing the GOLD BOND TWINS

TO ROUND OUT GOLD BOND'S COMPLETE INSULATION FAMILY!



GOLD BOND SEALED BLANKETS



GOLD BOND ENCLOSED BATTS

Blankets are 8 feet long, Batts 4 feet long. Both have breather cover on 3 sides to hold Rock Wool in place during application. Both have double-strength stapling or nailing flange and built-in vapor barrier. Batts available in two thicknesses, Blankets in three. Both as fireproof as the rock from which they're made!

YES, we had twins at National Gypsum. Gold Bond Research has come up with two new insulation products . . . Enclosed Batts and Sealed Blankets . . . to make Gold Bond the most complete line on the market. Regardless of your insulation problem, new building or modernization, Gold Bond will fill the need.

Insulation is one modern improvement that pays for itself with fuel savings. Those savings are governed by the thickness of insulation installed. It's false economy . . . like an inadequate heating plant . . . to use anything less than "full-thick" insulation. When you do use "full-thick" you'll have more comfortable, and more economical homes . . . and more satisfied customers. Just say, "Full-thick, fireproof Gold Bond Rock Wool" and you'll be right every time, and find your houses easier to sell, too.

NATIONAL GYPSUM COMPANY, BUFFALO 2, NEW YORK

**HERE'S THE REST OF THE
GOLD BOND INSULATION FAMILY!**

- Regular Rock Wool Batts
- Handi-Batts Loose Wool
- Pouring Wool

**You'll build or
remodel better with
Gold Bond**

Over 150 Gold Bond Products including gypsum lath, plaster, lime, wallboards, gypsum sheathing, rock wool insulation, metal lath products and partition systems, wall paint and acoustical materials.



FOR A
Fall Vacation
AT
DEER TRAIL LODGE

. . . on beautiful Lake Nokomis, in the heart of the North Woods—some folks say this is the best time of year for a vacation.

Surroundings just as Nature made them in Wisconsin's pine and birch country—Fall colorings never to be forgotten—September and October are the best months for fishing—bass, walleyed pike and many others. Excellent food and cocktail lounge in luxurious surroundings—American plan from \$55.00 per week and up in the main lodge or cabins on the islands. (Distinguished clientele.)

SEND FOR
ILLUSTRATED BOOKLET

Deer Trail Lodge

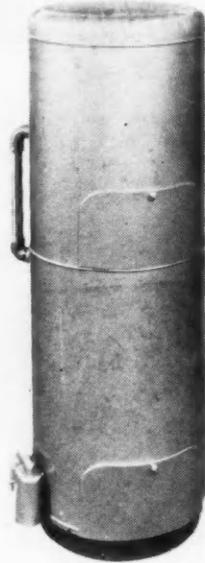
HEAFFORD JUNCTION,
WISCONSIN

NEW PRODUCTS

(Continued from page 154)

FOUR-IN-ONE BOILERS AB9931

For small home heating, four-in-one Hi-Boilers combine wall-flame oil burner, heat-



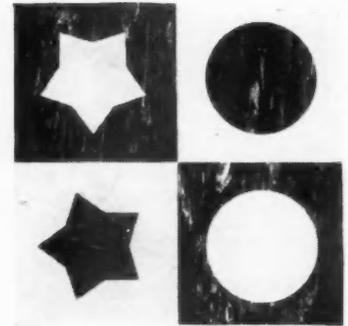
ing boiler, expansion tank, and domestic water heater in one compact enclosed cabinet. Fitted with self-lubricated wall-flame oil burner, containing one moving part, units are assembled, wired and piped at factory. Quiet running. Timken Silent Automatic Division, Jackson, Mich.

TRANSLUCENT MATERIAL AB9903

Alsynite, a modern translucent building material for windows, skylights, patio roofs, interior panels and other decorative uses, is a Fibreglas, reinforced laminate with excellent dimensional stability. It will not break or shatter easily, is resistant to mild acids, alkalis and organic solvents, and transmits light freely. Lightweight, the material may be sawed, nailed and easily installed. Colors are opalescent blue, rose, green, yellow, maize, aquamarine and white. Lengths, 8, 10 and 12 feet. Widths, for 2 $\frac{5}{8}$ -inch corrugation, 26, 34 and 40 inches. Width for 1 $\frac{1}{4}$ -inch corrugation, 26 inches. Allied Synthetics Co., 4654 De Soto St., San Diego 9, Calif.

RUBBER FLOOR TILE AB9933

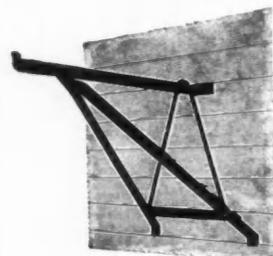
Polka-dot tile are in conventional 9x9-inch sizes with a circular center cut which is



interchangeable with center cuts from tile of different colors. Permits great flexibility in styling and designing floor patterns. Fremont Rubber Co., 104 McPherson highway, Fremont, Ohio.

(Continued on page 158)

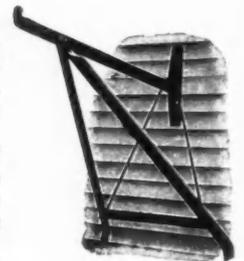
Do Sidewall Jobs in
Greater Safety with
"TROUBLE SAVER"
Scaffold Brackets



On jobs like this—and many others—"Trouble Savers" pay big dividends by saving time, labor and materials. They provide safe working platforms that give your men safe footing.

Made of rail steel, "Trouble Saver" Scaffold Brackets are light, easy to handle and extra strong. They're available in nail-attached, studding and bolt-attached types.

Write for catalog of "Trouble Saver" Equipment.



THE STEEL SCAFFOLDING COMPANY, INC.
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Telephone EVERgreen 3-5510

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Will this happen

IN THE HOMES YOU ARE BUILDING?

It can if...

YOU DON'T WEATHERPROOF ALL THE VITAL SPOTS

PLAY IT SAFE . . . GIVE YOUR HOMES THE LASTING PROTECTION OF REVERE COPPER



A single leak in one of your homes can prove far more costly to your reputation than the cost of using Revere Copper on a dozen homes. It may happen only once but that one time can be one too many.

Packaged for easier handling, faster, more economical installation in low cost homes.

With your reputation as a builder of fine homes at stake it isn't worth taking a chance. Particularly when Revere Home Flashing costs so little. Two packages of Revere Flashing (10 sheets of 18" x 48" copper, 200 bronze nails and a booklet with complete installation instruction are included in each package) are all you need to weatherproof *all* the vital spots in the average home. That means valleys, around chimneys, at intersections and over windows and doors.

See your building supply dealer today. He'll either supply you with Revere Home Flashing direct from stock or get it for you promptly.

And, being copper, a complete Revere Home Flashing installation not only gives you an added selling point of great importance, but it assures owner satisfaction and guards your reputation.

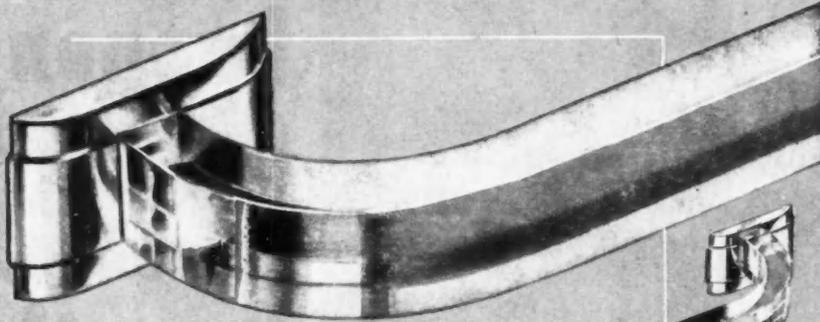
REVERE

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.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.
Sales Offices in Principal Cities, Distributors Everywhere.

**IT'S EASY TO PUT
SPARKLING NEW BEAUTY
IN BATHROOMS**



TOWEL BAR
NO. 192



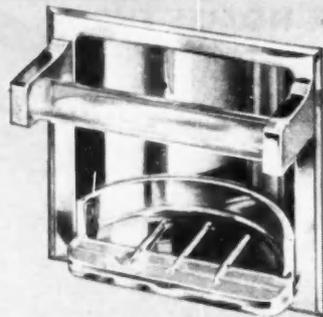
HALL-MACK
TRADE MARK REG. U.S. PAT. OFF.

Crystalchrome

With its tasteful designs that combine lustrous chrome on solid brass with clear, sparkling crystal, Hall-Mack Crystalchrome adds a dramatic new touch to bathroom styling. It is fast becoming the choice of more and more architects, builders and contractors for fine bathroom accessories...accessories that are *new* in appearance, *new* in design, yet made for a lifetime of practical daily use.

Crystalchrome Accessories are available for all bathroom needs, from towel bars, soap dishes and paper holders to shelves, robe hooks, and toothbrush holders—and in regular wall and recessed types. If you have not received your copy of the new Crystalchrome Catalog, write today.

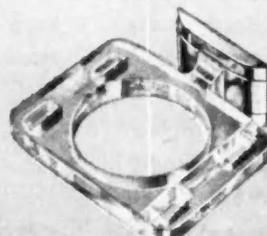
Crystalchrome Accessories are a part of the complete Hall-Mack line. Standardize on Hall-Mack—and know that in *one line* you can find accessories and cabinets that meet your most exacting requirements whether you're planning a millionaire's mansion or a low-cost housing project.



SOAP AND GRAB
NO. 165



ROBE HOOK
NO. 181



TUMBLER AND
TOOTHBRUSH HOLDER
NO. 130

HALL-MACK COMPANY

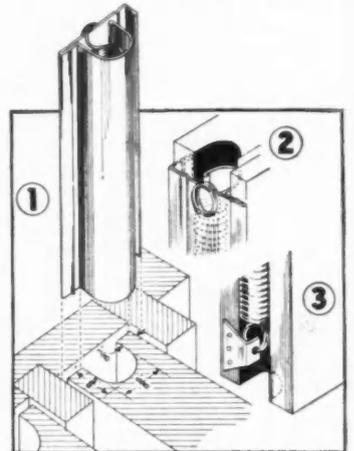
1344 WEST WASHINGTON BOULEVARD, LOS ANGELES 7, CALIFORNIA
7455 EXCHANGE AVENUE, CHICAGO 49, ILLINOIS

NEW PRODUCTS

(Continued from page 156)

**SASH BALANCE—
WEATHERSTRIP UNIT AB9911**

Allmetal sash balance and weather strip unit combines method of counter-balancing and weather stripping all double hung windows, whether old or new. Four units required for each window. Sash is counter-



balanced with coil spring tension and metal housing tension, providing fingertip window control. In raising and lowering sash, spring housing compresses against groove for stability, but does not hinder vertical movement. Coil is concealed in flexible tubular metal housing in 5/8x5/8-inch sash stile groove. Allmetal Weatherstrip Co., 2241 N. Knox Ave., Chicago 39, Ill.

HINGE BUTT ROUTER AB9928

No. HB8 Stanley-Carter Hinge butt router features aluminum sub-base with anodized surface that minimizes wear and prevents discoloring of work surface. Ball bearings sealed and lubricated for life. Heavy duty 1/2 H. P. motor with extra large shaft, built to withstand vibration and mechanical shock. Collet type chuck. Oversize ventilation system to keep motor cool and surfaces clean. Stanley Electric Tools, New Britain, Conn.

DEALER DISPLAY BOARD AB9918

Chromtrim revolving display board puts representative samples of firm's complete line of metal mouldings at customer's finger



tips. Attractively designed and produced in natural finish blonde wood. Applications of Chromtrim with companion materials such as linoleum and tile board stimulate buying interest. R. D. Werner Co., Inc., 295 Fifth Ave., New York 16, N.Y.

(Continued on page 160)

Too many cooks can't spoil this floor!

It's *Koroseal** the "lifetime" plastic flooring!

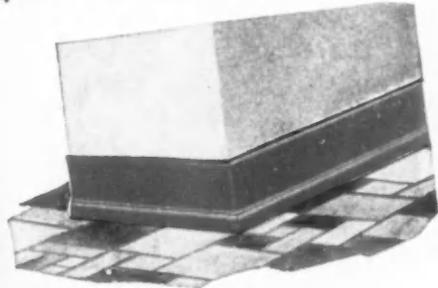


Constant "to and fro" traffic really puts the "heat" on a kitchen floor—but floors of Koroseal can take it.

Koroseal is different! It's a plastic with amazing wearability—lasts 2 to 20 times longer than any other floor covering by actual test! It's resilient—won't crack or break, and rebounds quickly after indentation. It's colorful, too . . . 18 colors, and Marblitone and Crystaltone designs, are readily adaptable to a wide variety of treatments in kitchen decoration.

From the housewife's point of view—Koroseal is a dream! Its surface is non-porous . . . resists grease, acid and moisture . . . provides no hiding place for dirt or food particles . . . can be kept sparkling with an occasional light coat of wax.

Koroseal is available in Cove Base and Cove Molding as well as Tile. Write for samples and additional information today. See how this wonder-plastic floor covering meets your requirements and fits in with your plans.



Write Dept. AB-5

SLOANE-BLABON CORPORATION
295 FIFTH AVENUE • NEW YORK 16, N. Y.

*Highest quality is assured by manufacture of Koroseal Flooring by Sloane-Blabon Corporation under the supervision and technical control of the B.F. Goodrich Company. Koroseal is a trade-mark of the B.F. Goodrich Company registered in the United States Patent Office.



MARVALON
with
MARVASEAL
**CEMENT BLOCK-
CINDER BLOCK-
and OTHER POROUS BUILDING MATERIALS**

Positive
PROTECTION
and
BEAUTY

Here is the answer to fill the needs of the most porous building materials. Not a water mix . . . Marvelon is a great, new, oil-base coating that comes in several beautiful colors. One coat when used over the oil-base filler Marvaseal, assures ease of application and a beautiful water repellent surface.

For further details write

**The AMERICAN
ASBESTOS PRODUCTS CO.**
Cleveland 2, Ohio

Manufacturers of a Complete Line of Protective Surface Coatings



MARVASEAL seals the largest pores



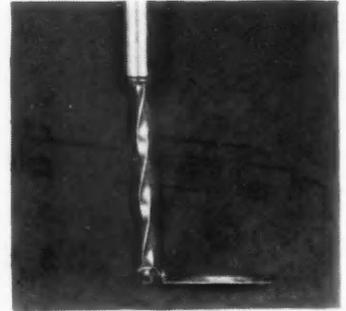
MARVELON adds beauty as a finish coat

NEW PRODUCTS

(Continued from page 158)

SPIRAL SASH BALANCE AB9930

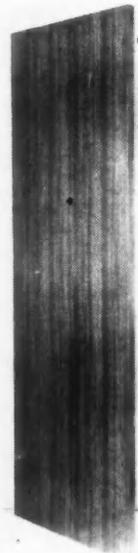
Spirex spiral sash balance can be installed while sash is in or out of frame. Adjustable after balance is installed. Three or four turns are required to tension balance for



24x24-inch sash. Has positive lifting power through a patented, flat steel spring. Will go in round or square groove, either 5/8x5/8-inch or 5/8x3/4-inch. Featuring quiet operation, unit is packed in durable, telescoping carton with quick size number and identification. Caldwell Manufacturing Co., 56 Industrial St., Rochester 4, N.Y.

LIGHTWEIGHT DOORS AB9926

Phenolic surfaced flush doors are impervious to moisture, resistant to stains, molds, alcohols, acids, alkalis, termites, borers, and acetones. Particularly suited for institutions, hotels, apartments, schools, commercial and better residential buildings, the doors are constructed with a wooden



frame consisting of standard type stiles, rails and lock-blocks. Honeycomb core of laminated Kraft is impregnated with boil-test Phenolic and Resorcin plastic resins. Faces are 3-ply hardwood plywood bonded with boil-test type resin glues. Surface of stiles and faces consist of an extra-ply, 1/32-inch thick, of Phenolic plastic, bonded under pressure to stiles and faces. Doors are available in all standard sizes. Weigh about 50 pounds. Are desirable for sliding closet doors. Where desired glazing is provided for exterior doors. Chemclad Sales Div., Carolina Industrial Plastics Corp., 201 Public Service Bldg., Asheville, N.C.

Art in Iron



Artcraft produces the finest, most exacting custom-made ornamental iron work from specifications at amazingly low cost. This is in addition to our regular, low-priced, stock ornamental work. Write today for more information, or send specifications direct.

Delivery: Two weeks for custom work; Immediate delivery for stock items.

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FREE: New 40-page catalog, "ART IN IRON" showing Artcraft's latest in custom and stock work, with complete prices, is just off the press. Write for your copy, or fill in attached coupon and mail today.

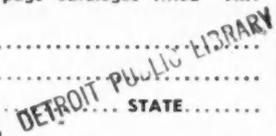
Artcraft Ornamental Iron Co.
710 E. Hudson Street, Columbus 11, Ohio
Send me FREE by return mail my copy of your new 40-page catalogue titled "ART in IRON."

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OCCUPATION

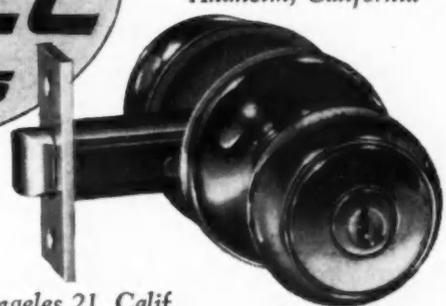


The **IRON FIST** that does a million good turns!



More than a million times in 30 days... the equivalent of 70 years' wear and tear in a front door... the knobs of random-chosen Kwikset locksets are yanked back and forth by a mechanical hand in a routine factory test. It's brutal treatment, but it's the only way we can constantly check the "in-use" life of our locks. So they take this punishment and prove Kwikset endurance. But endurance isn't the whole story. These locks are *handsome*... beautifully hand-finished in polished or satin brass or chrome, or satin bronze, to enhance the appearance of any door. Further, their cost is pleasingly low, and simplified 2-hole installation saves time on the job. Available with or without deadlatch for standard residential installations. Write for file-size catalogue.

Manufactured by
KWIKSET LOCKS, INC.
Anaheim, California



**MATERIALS AND WORKMANSHIP
UNCONDITIONALLY GUARANTEED**

Kwikset performance is built in! Working parts are of brass stampings or sturdy Zamak No. 5. Trim parts are wrought bronze, wrought brass or Zamak No. 5, all precision engineered for trouble-free service.

Distributed by **PETKO INDUSTRIES, INC.**, 1107 E. Eighth St., Los Angeles 21, Calif.

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Action to Stimulate Building Volume Is Urged by Whitlock

In a recent talk before the New York chapters of the Producers' Council and the American Institute of Architects in New York City, Douglas Whitlock, chairman of the Building Products Institute, said that a number of factors may reduce the volume of private construction as much as 10 percent this year.

Whitlock urged manufacturers of building products to analyze and make recommendations on methods of stimulating a greater volume of home building and other private construction and called on other branches of the industry to put the recommendations into effect.

He charged that attempts are being made to discredit the private building industry and the values it offers; and that the industry must unite to combat all untruthful criticism.

The proposed program also called for the effecting of an increase in the productivity of labor, reduction of taxes which add to costs of building, amendment of FHA regulations which discourage home building, enforcement of local building regulations in order to remove unsafe, unhealthful and obsolete homes from the market.

Upson Co. Establishes New Sales Division

A new sales division which covers parts of Ohio, West Virginia, Illinois, Indiana, Kentucky and Michigan has been established by the Upson Co., Lockport, N.Y., Harry R. Shedd, the



RICHARD D. EASTRIDGE

firm's vice president and director of sales announced recently.

Richard D. Eastridge of Indianapolis, Ind., has been named sales manager for the new area, known as the North Central Division.

Eastridge has been a sales representative for the Upson Co. since 1941, with his headquarters in Indianapolis. Prior to 1941 he was doing credit and sales work in the tire and rubber industry.

First Come, First Served

(Continued from page 109)

dinner hours without knowing in advance what a single passenger is going to eat, it certainly could be assumed that the traveling kitchen must have much to commend it. This, of course, turned out to be the case, with the result that it is anything but drudgery to prepare a meal in the California home and to do the dishes after it is over.

Grandma could use a kitchen like that down on the farm. She not only needs it as badly as anyone in the world, but she has the money to pay for it. The electricity is on tap to operate it and she already owns some of the gadgets that make farm life easier and more worth while than it used to be. However, they have been bought one piece at a time and are placed haphazardly with nary a thought being given to proper relationship, step-saving or anything else.

These things help of course, but what Grandma needs is an engineered kitchen. Perhaps we should go even further and say what she really needs most is an engineered farmhouse—a house that stems from the farm itself. The time will come when such a home will be available and when she sees it Grandma will know that she has found an answer to her housekeeping problems.

It has been possible to transform the threshing of grain from a vast enterprise which once required the services of half the men (and women) in the township to a single-man operation. Such being the case, why not turn Grandma's life of drudgery into one of comparative ease by providing her with a push-button, step-saving kitchen. Having done that, why not apply the same principles to the entire house and all the buildings on the farm.

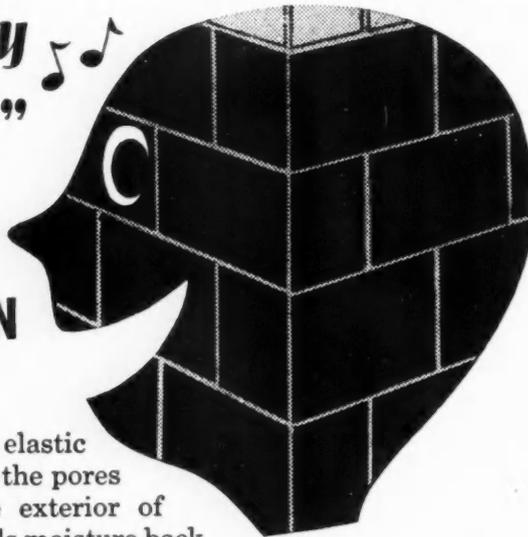
Never was a market so big, nor purchasing power greater. Practically all buildings on the farms of America need bringing up to date.

A great deal of water has gone over the dam since Grandma's house was built. All of which means that she now needs help. First come, first served!

Renew Prewar Paint Lines

Restoration to the company line of a number of prewar medium-priced paints, including the Pittsburgh utility house paint, flat wall paint and enamel lines, has been announced by E. D. Peck, general paint manager of the merchandising division of the Pittsburgh Glass Co.

“How Dry
I Am!”
WITH
CABOT'S
FOUNDATION
COATING



This black bituminous elastic coating fills and seals the pores when applied to the exterior of foundation walls. Holds moisture back . . . protects cellars and below-grade masonry from the weakening effects of water seepage. A coal-tar product . . . therefore repels termites. Inexpensive . . . easy to apply.

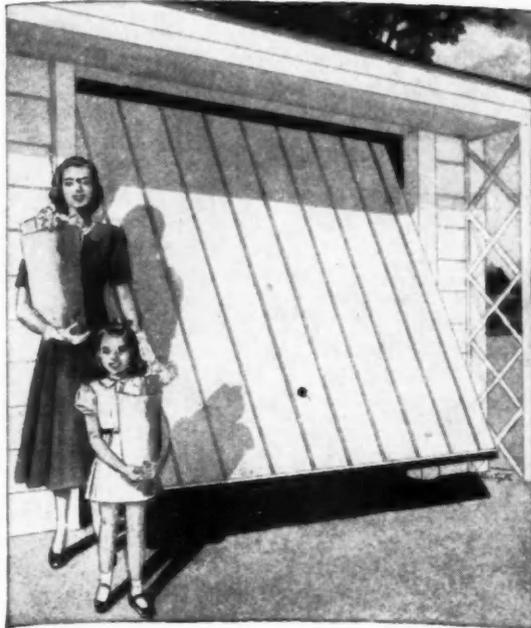
SAMUEL CABOT, INC., 924 Oliver Building, Boston 9, Mass.

I'd like to know more about Cabot's Foundation Coating. Please send me FREE sample and complete information.

NAME _____
ADDRESS _____
CITY _____
STATE _____

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SAMUEL CABOT, INC.



4 Features Make
STRAND
"BEST SELLER"
 Among
GARAGE
DOORS

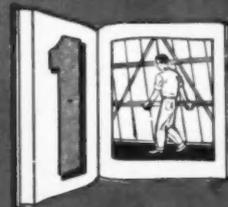
1 EASIER TO INSTALL—no "factory-trained expert" is needed because Strand one-piece construction and factory-assembled hardware make installation so simple and easy.

2 MORE DURABLE—Strand doors have the strength and durability of steel—can't sag, warp, shrink or rot. Welded construction—no screws or bolts to work loose. Rugged—to withstand shipping, delivery and handling. Galvannealed—for rust resistance and can be painted without special priming coat.

3 EASY TO OPERATE—for life. Strand doors are built for trouble-free performance. Dependable hardware. Uniform steel sheets mean no absorption of moisture (as with some other materials); the weight remains the same in all weather, for uniformly easy operation.

4 LOW COST—the result of standardization on 3 models—and large scale production concentrated in one plant. Strand is America's biggest garage door value!

Strand Doors are available in Canopy and Receding (track) types for 8' x 7' opening; there's a double-garage door (Receding type only) for 16' x 7' opening, unobstructed by center post. Order from your dealer, or



Easier to install



Easier to paint



Easy-operating—always



Low first cost and upkeep cost



MAIL COUPON FOR INFORMATION AND DEALER'S NAME

ALL-STEEL • GALVANNEALED • OVERHEAD

STRAND

GARAGE DOORS

FOR SINGLE AND DOUBLE GARAGES

STRAND GARAGE DOOR DIVISION
 Detroit Steel Products Company
 Dept. AB-9, 2250 E. Grand Blvd.
 Detroit 11, Michigan

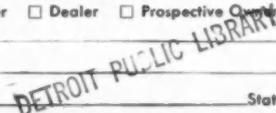
Please rush detailed description of Strand all-steel Garage Doors, for 8' x 7' and 16' x 7' garage openings.

I am a Builder Dealer Prospective Owner Other

Name _____

Address _____

City _____ State _____



EXCEPTIONAL OPPORTUNITY
for able-bodied, alert men to build a lifetime
Success



Limited number of
EXCLUSIVE FORMSTONE FRANCHISES

EXCLUSIVE RIGHTS to apply patented FORMSTONE for new construction and renovation of exteriors and interiors. A hand-sculptured, modern, real stone finish, applied over any surface: shingles, weatherboard, brick, stucco, cinder block, or concrete block.

FORMSTONE initial cost is last; no repair or refinishing. Permanently enhances the value of any home or establishment. Successfully applied to more than 3000 homes nationally during 15 years.

\$150,000 is an easy yearly sales goal for your FORMSTONE business. This amount of work can be done by four crews of five men each. The resultant profits will be very satisfactory. With efficient operation, you can easily achieve a 39% gross profit on this volume of business. Each FORMSTONE job creates many others. A year-round business—exteriors in Summer, Spring and Fall; interiors in Winter.

The charge for the FORMSTONE franchise in each territory is \$2000.

Here's What You Get

1. The exclusive right to install FORMSTONE in your territory. This assurance is further backed by our exclusive patent rights.
2. Complete training in the craftsmanship of applying FORMSTONE for one or two mechanics in the FORMSTONE School, including materials for training.
3. Training in selling, designing, estimating, etc., for your executives. Our factory representatives will come to your territory to help you get started.
4. Assistance in securing proper equipment required for application of FORMSTONE.
5. Sales and advertising assistance to help you establish FORMSTONE in your territory; and rights to obtain, at cost, complete 4-color literature, plates, and other sales aids.

for Exclusive Franchise write:

The FORMSTONE Co.
200 S. Franklinton Rd., Baltimore 23, Md.

Gypsum Association Wins Product Literature Award

The 37-page "Manual of Gypsum Lathing and Plastering" distributed by the Gypsum Association received a Certificate of Merit as literature "deemed to be of a character which represents an excellent example of promotional product literature . . ." The award was given in the first product literature competition sponsored by a joint committee of the American Institute of Architects and Producer's Council.

The product literature competition has been instituted to raise the standards of advertising and the dissemination of useful data and information on materials and methods of use to the architectural profession.

The Gypsum Association's manual, published in 1948, gives a thorough treatment of the history, manufacture and development of gypsum plaster—its correct application, physical properties, and fire resistive ratings.

Garage Door Sales Up

Sales of Strand all-steel garage doors for the first 6 months of 1949 exceed the same period of 1948 by more than 20 per cent, according to a report by Harry E. Heseltine, manager of the Strand Garage Door Div., Detroit Steel Products Co., Detroit.

General Electric Develops Campaign to Promote All-Equipped Kitchens

The General Electric Home Bureau has developed a new promotion and advertising portfolio for its distributors which contains many helpful suggestions for home builders who sell their houses with completely equipped kitchens.

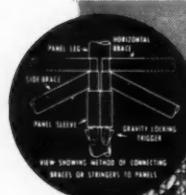
The portfolio contains four prepared distributor-sponsored newspaper advertisements pointing out to housewives the advantages of selecting a new home with a completely-equipped kitchen. There are also six additional newspaper advertisements available for builders for tie-in advertising. Along with the newspaper advertising program, there are suggested designs for signs to be erected by builders on the sites of homes with equipped kitchens. For distributors and builders who use radio advertising, there is a good selection of spot radio commercials. There are also some folders and literature for builders and consumers themed to the advantages of all-equipped kitchens in new houses.

All of this literature, the suggested ads, radio commercials and other material is available from the General Electric Home Bureau at Bridgeport, Conn.

'Up Faster-no bolts to master'
Ezebilt STEEL PANEL SCAFFOLDING

THE MAGIC

Our exclusive "gravity lock" sleeve arrangement makes it possible to erect and dismantle Ezebilt scaffolding without using a single tool or bolt.

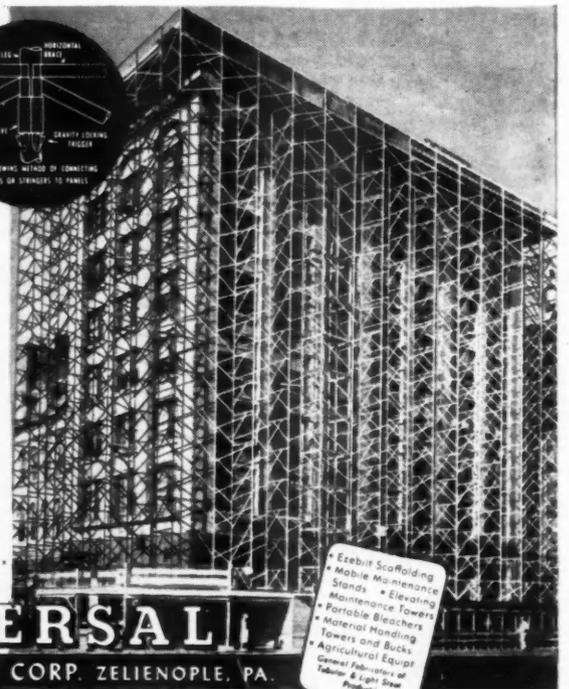


If you have ever used cumbersome wood-type scaffolding you are in a position to appreciate all the advantages of owning low-cost Ezebilt. This new lightweight tubular steel scaffolding is easy to move and store . . . and the gravity lock sleeve arrangement that eliminates bolts, makes it a matter of just minutes to erect a section. Be sure to see Ezebilt soon — Buy or Rent—distributors in all principal cities.

Send for Illustrated Bulletin #4

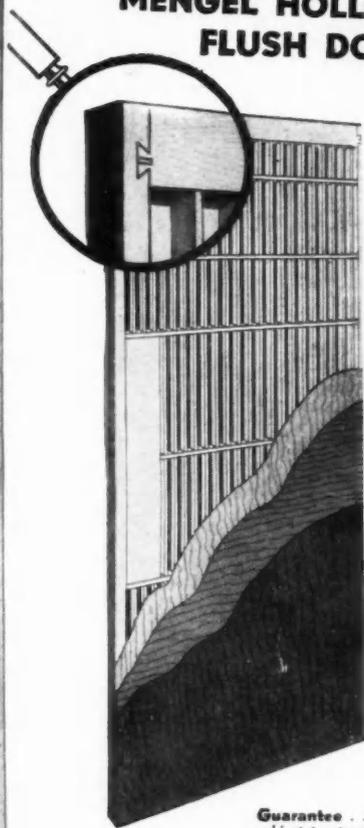
UNIVERSAL

MANUFACTURING CORP. ZELIENOPLE, PA.
World's Largest Manufacturer of Steel-Panel Scaffolding



- Ezebilt Scaffolding
- Mobile Maintenance Stands
- Elevating Maintenance Towers
- Portable Bleachers
- Material Handling Towers and Bunkers
- Agricultural Equipment
- General Fabricators of Tubular & Light Steel Products

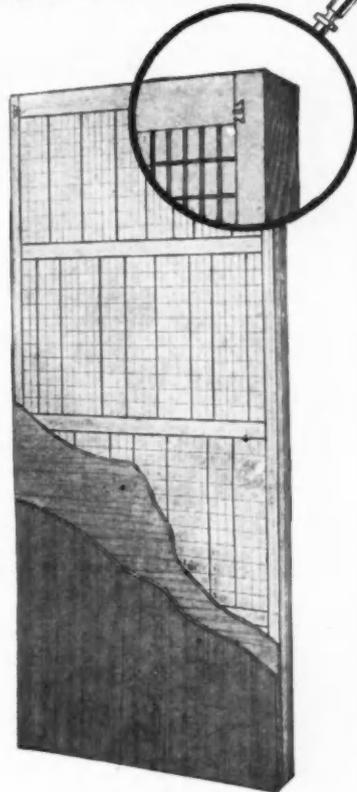
MENGEL HOLLOW-CORE FLUSH DOORS



- (1) 40% Lighter in Weight . . . than standard panel hardwood doors.
- (2) Patented "Insulok" Core* . . . gives stronger bond between core and faces; keeps faces flat; provides flame resistance.
- (3) Solid Hardwood Stiles and Rails* . . . provide maximum screw-holding power.
- (4) Key-lock Dovetails* . . . keep stiles and rails permanently tight.
- (5) Slam-tested* . . . 25,000 times . . . proves long life.
- (6) Extra Guard Against Warp* . . . provided by special mill-curing process.
- (7) Broad Selection of Hardwood Faces . . . individually belt-sanded to satin smoothness . . . permits wide range of finishes . . . reduces finishing costs.
- (8) Engineered Construction . . . assures maximum dimensional stability.

Guarantee . . . All Mengel Flush Doors are subject to standard door guarantee adopted by National Door Manufacturers' Association.

MENGEL STABILIZED SOLID-CORE FLUSH DOORS



- (1) Stabilized Core* . . . solid core members slotted at frequent intervals in both width and length to absorb expansion and contraction . . . provides extreme stability . . . all core members hardwood.
- (2) Key-lock Dovetails* . . . keep stiles and rails permanently tight.
- (3) Waterproof Glues . . . in hot-plate presses . . . give permanent bonding of core and faces.
- (4) Solid Hardwood Stiles and Rails* . . . provide maximum screw-holding power.
- (5) Exhaustively Warp-tested* . . . random doors from each day's production are given accelerated test equalling years of severest usage.
- (6) Broad Selection of Hardwood Faces . . . individually belt-sanded to satin smoothness . . . permits wide range of finishes . . . reduces finishing costs.
- (7) Machine-Planned Stiles* . . . ready to finish—no sanding or planing needed.
- (8) Engineered Construction . . . assures maximum dimensional stability.

*Mengel exclusive

MENGEL *Flush* DOORS— the Engineered Doors You Can Really TRUST

LET'S dispense with the pretty words and pictures, and talk *business*.

You as a contractor, and we as one of the world's largest manufacturers of wood-products, have an identical interest in doors—to give our customers such *permanent values* as to assure their continued satisfaction and confidence.

For many years, Mengel has built that kind of values into flush doors. Mengel Doors have been tested and proved in every-day use, while *random doors*, taken from each day's production, are

warp-tested, "decomposition-tested", and otherwise checked under conditions so severe as to equal years of use.

We ask you to study the features, above. We believe they are precisely the features *you want in your doors*. The coupon will bring you complete information and specifications.

Plywood Division, THE MENGEL CO.
Louisville, Kentucky.



THE MENGEL COMPANY
Plywood Division, Dept. AB-3, Louisville 1, Ky.

Gentlemen: Please send me a free copy of the complete data book, and prices, on Mengel Flush Doors.

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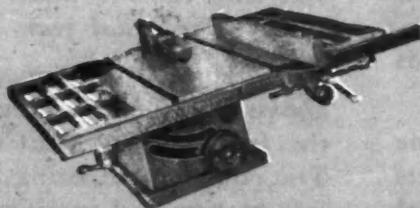
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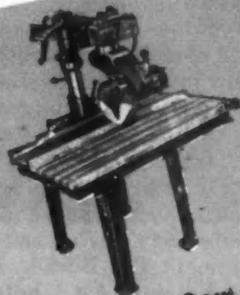
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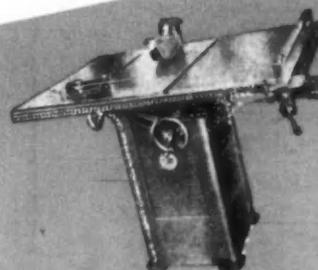
14" - 18" Band Saws



15" - 20" Drill Presses



Radial Saw
1 1/2 to 5 H.P.



10" Tilting Arbor Saw



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The first of several new catalogs in process is now ready for distribution, write now for your free copy . . . All the latest models are fully described, the complete Walker-Turner line is illustrated. A post card will bring your copy by return mail, or ask your dealer for a copy. *Walker-Turner Machine Tools are sold only through Authorized Dealers.*

***61% OF NEW HOMES WILL HAVE DOOR CHIMES**

Specify and Install

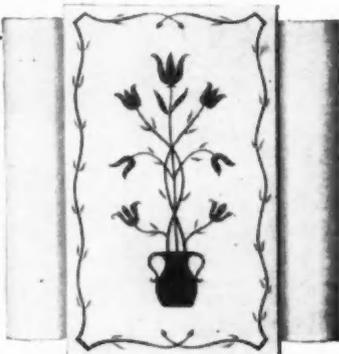
RITTENHOUSE Door Chimes

THE CHIMES THE PUBLIC KNOWS BEST

According to a recent survey published in June American Builder, 61%, or 6 out of 10 new homes will have door chimes. In door chimes, Rittenhouse is the name the public knows best. There are over a million Rittenhouse Door Chimes in use daily. There's a Rittenhouse Door Chime for every type home from cottage to mansion.

Our national advertising is telling millions of prospects about the complete line of Rittenhouse Door Chimes. Take advantage of this public knowledge and acceptance . . . specify and install a door chime that will be a plus value "extra" for you.

New—Kitchen Design



TULIP TIME

A gay new chime for the kitchen . . . the most friendly note of welcome yet! Colorful Pennsylvania Dutch design . . . a treat to eye and ear. Sounds two melodious notes for the front door, plus a single note for rear or side door. Easily installed on regular door-bell wiring and transformer. Size 7/4" high by 6 3/4" wide. Available with Ivory, Red, or Green tubes. Face of chime is ivory embellished with Tulip design in red and black. Retail price..... **\$4.95**

Get the facts about the full line of Rittenhouse Door Chimes. Call your electrical wholesaler, or write to us for complete information.

*American Builder, June 1949

THE RITTENHOUSE CO., INC.
9 Owen St. • Honeoye Falls, N. Y.

Dealer Review

Kansas City Club Host to International Hoo-Hoo Meet

The Hoo-Hoo International convention will be held in Kansas City, Mo., Sept. 7-9, with the Kansas City Hoo-Hoo club serving as host. J. N. Daniels of the Daniels Lumber Co. is chairman of the arrangements committee.

Registration will begin the afternoon of Sept. 7 at convention headquarters in the President Hotel. The first business will be held the following morning.

Featured speakers at the afternoon session will be Roy Wenzlick, prominent business analyst, and Dave Livingston, Iowa farmer-humorist. Livingston's topic will be "Piddlers, Peddlers and Salesmen." A concatenation will be held in the evening, followed by a dinner.

After the second day's morning business session, Hoo-Hoo's and their wives will be guests at a joint luncheon. The convention's feature banquet will be held that evening. Tom Collins, Kansas City humorist, will be the speaker.

Assisting Daniels in handling convention details are the following committee members: Cliff Schorling, Renfro Lumber Co., vice chairman, arrangements; Anton K. Westh, Noll Welty Lumber Co., finance; Arthur Brink, Tri-State Lumber and Shingle Co., program; Alan Flint, Southwestern Lumbermen's Association, entertainment; Ted Becker, Frank Paxton Lumber Co., hotel reservations; and C. C. Barnes, Badger Lumber Co., concatenation. Mrs. Charles Goodrum heads the ladies committee.

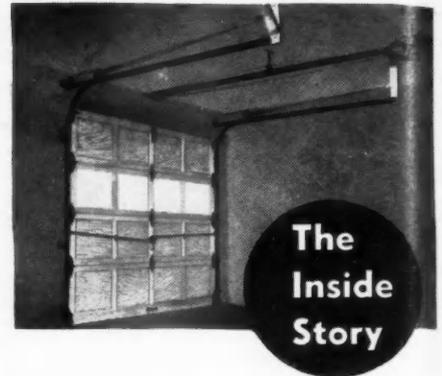
John C. Koenen Dies

John C. Koenen, president of the Mayfair Lumber Co., Chicago, and president in 1948 of the Lumber Trade Association of Cook County, Ill., died in Evanston May 16. Mr. Koenen came to Chicago and entered the lumber business in 1906. He joined the Mayfair Co. in 1929.

Folders Oppose Public Housing

Two new folders have been prepared by the National Association of Real Estate Board for use in the campaign against public housing. Their titles are "Public Housing Means Higher-Priced Homes" and "A Dream of the Housing Paradise."

(Continued on page 172)



The Inside Story

WHY HALL PINE SECTIONAL DOORS ARE PREFERRED BY BUILDERS—USERS

- Shown above is the sturdy overhead track assembly . . . precision-built with the finest materials to make HALL pine sectional doors easier to install . . . easier to use.
- Made by craftsmen, HALL garage doors are shipped in convenient easy-to-assemble sets including track, door sections and all necessary hardware.
- HALL pine sectional doors are attractively priced and are available in various sizes to fit any garage. For complete information write:

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Casco, Wisconsin

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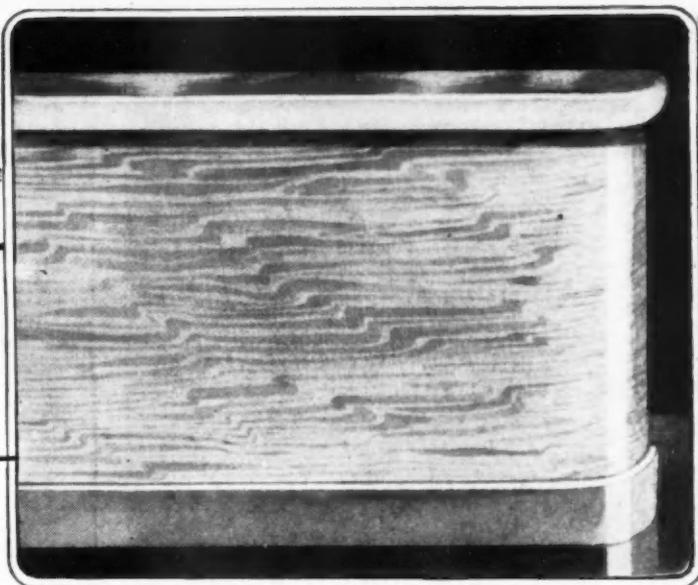
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Made from carefully selected veneers matched for color and grain, *Roddiscraft* Counterfronts

are fashioned by expert craftsmen into a product of rare beauty and quality. Core stock is edge-glued under heat and pressure to insure a tight, permanent bond. Five ply construction — hot press bonded with moisture resistant resin glue. Faces thoroughly belt sanded at the factory.

See for yourself! Visit your friendly *Roddiscraft* warehouse and inspect the wide selection of profit-building *Roddiscraft* Counterfronts. Stocked in standard sizes up to 144" x 48" in a wide variety of attractive woods.

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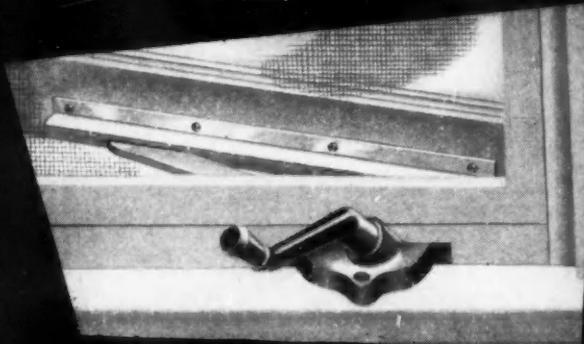
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CABINET HARDWARE BY NATIONAL LOCK

CHROME BRASS

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- PROFIT- PACKED
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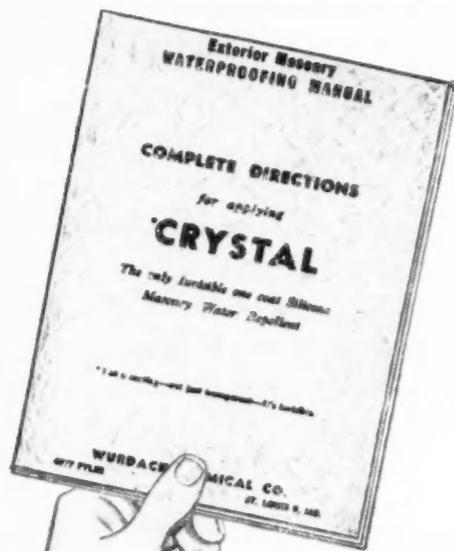
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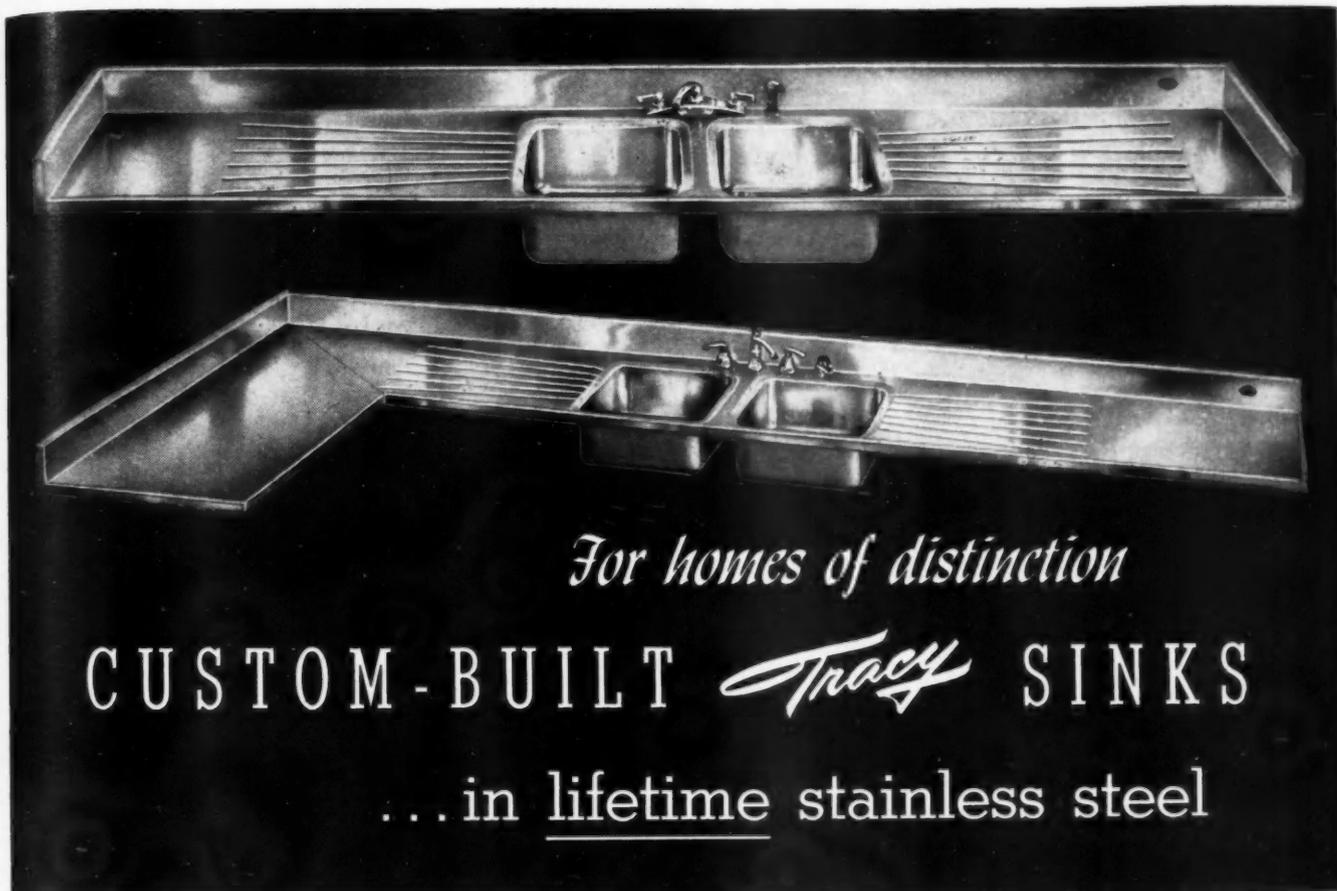
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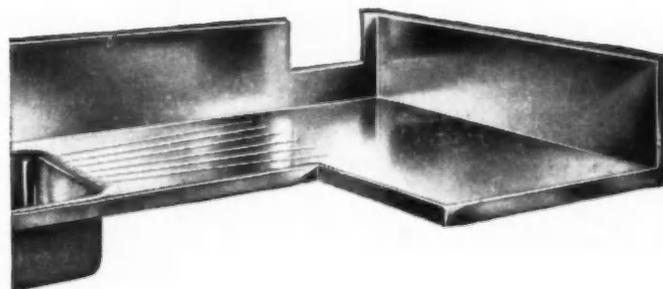
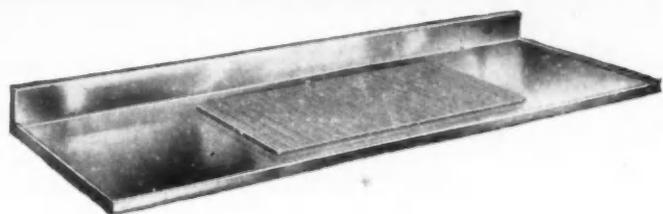


Design the appeal and beauty of America's most famous sink into the kitchens of your better modern homes. Whatever your plan, we'll build a Tracy sink to fit it perfectly, flatteringly.

You know how a whole house takes on new glamour through the wear-defying beauty of these famous Tracy sinks and counter tops. And you know Tracy quality. They are fashioned with the painstaking craftsmanship that has distinguished Tracy sinks for over 20 years. Tracy sinks cannot crack, chip or warp. They are impervious to heat, food acids and hard usage. They never stain or discolor.

No wonder a recent survey shows that over 60% of American home owners have a definite preference for stainless steel equipment in their kitchens.

Tracy custom-built sinks offer you complete design flexibility. L and U shapes; special height back and end splashers; bowls and faucet holes located in various positions; special cut-outs provided. 30 day delivery from receipt of order. Send sketches and dimensions for complete information and prices.



Tracy manufactures a complete line of enameled steel kitchen cabinets and sink tops in stainless steel and deluxe porcelain.



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RUSSWIN

TUBULAR LOCKS and LATCHES

Russwin quality is recognized by everyone. The very fact that you chose a Russwin Tubular Lock suggests, to the home buyer, a quality-built house *throughout*. You've started to close the sale before you open the door!

Installation is easy. You save construction time and money with Russwin Tubular Locks and Latches.

No costly call-backs for service or adjustment are necessary. Such features as the famous Russwin all-steel rack and pinion construction of the tubular latch assure a lifetime of smooth, trouble-free action.

See your nearby Russwin dealer. See the advantages of this new, improved tubular lockset which he has mounted in a Plexiglas display. Buy the builders' hardware backed by more than a century of experience, and let it build good will for you. Russell & Erwin Division, The American Hardware Corp., New Britain, Conn.

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Dealer Review

Launch Program to Show Lower Income Groups How To Afford Home Buying

A program designed to demonstrate that proper budgeting will enable families in the middle and lower income groups to own homes while still living within their means will be launched this fall under the joint sponsorship of NRLDA and the U.S. Savings and Loan League.

Called the "Good American Home Program," it has been in the planning stage for about 10 months. It is based on a scientific breakdown of the family budget for purchase of homes ranging in price from \$7,500 and less to \$12,000.

The plan follows the economic principle that, with proper management, a well-built house can be purchased for no more than two and one-half times the family income and paid for with 25 per cent of the monthly income. A budget blueprint shows in detail how the remaining 75 per cent can be apportioned to pay for food, clothing, medical care, entertainment and other expenses. Through reliable statistics, the planners seek to overcome the fear of investment loss which prevents many persons from becoming home owners.

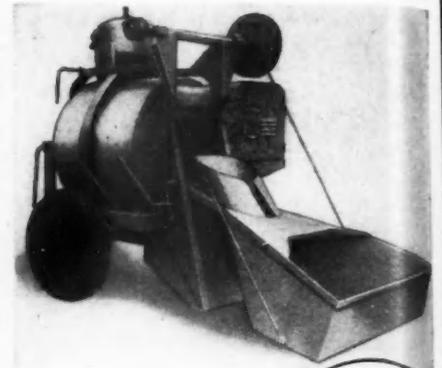
Morton Bodfish, chairman of the executive committee of the U.S. Savings and Loan League of Chicago, said that the plan was "essentially a national educational program which, at one end, will demonstrate to the consuming public how they can acquire adequate housing within their income budgets and, on the other end, how American builders can build homes to meet mass budget requirements."

Bodfish stated that five new home designs had been adopted, after research in cooperation with schools of home economics, economists Federal cost of living bureaus, architects, technical publications and other authorities. Randolph Evans of Chapman, Evans and Delehanty was chosen to create designs to sell within the prescribed price range.

Asserting that the home building industry's real need at present is to show the public how it can afford to buy new homes at current prices, H. R. Northup, NRLDA executive vice president, expressed optimism about the potentialities of the plan.

He said that "the national economy needs the many millions that

(Continued on page 176)



HEAVY-DUTY HALF BAGGER with Power Loader and Tank

THIS mixer gives the smaller contractor every production advantage found on larger mixers. Output is increased because high shoveling is eliminated. Automatic water measurement, rapid discharge, and Briggs & Stratton air-cooled engine insure perfect performance. Capacity 3½ cu. ft. mixed concrete, plus 10% overload.

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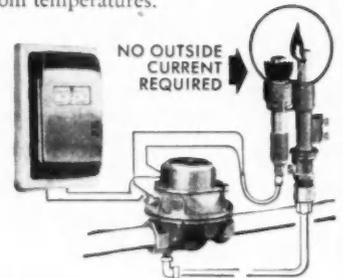
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Control INDOOR CLIMATE AUTOMATICALLY

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The tiny pilot flame generates the electrical current to operate the control system. All three units scientifically designed to provide safe, remote control of room temperatures.



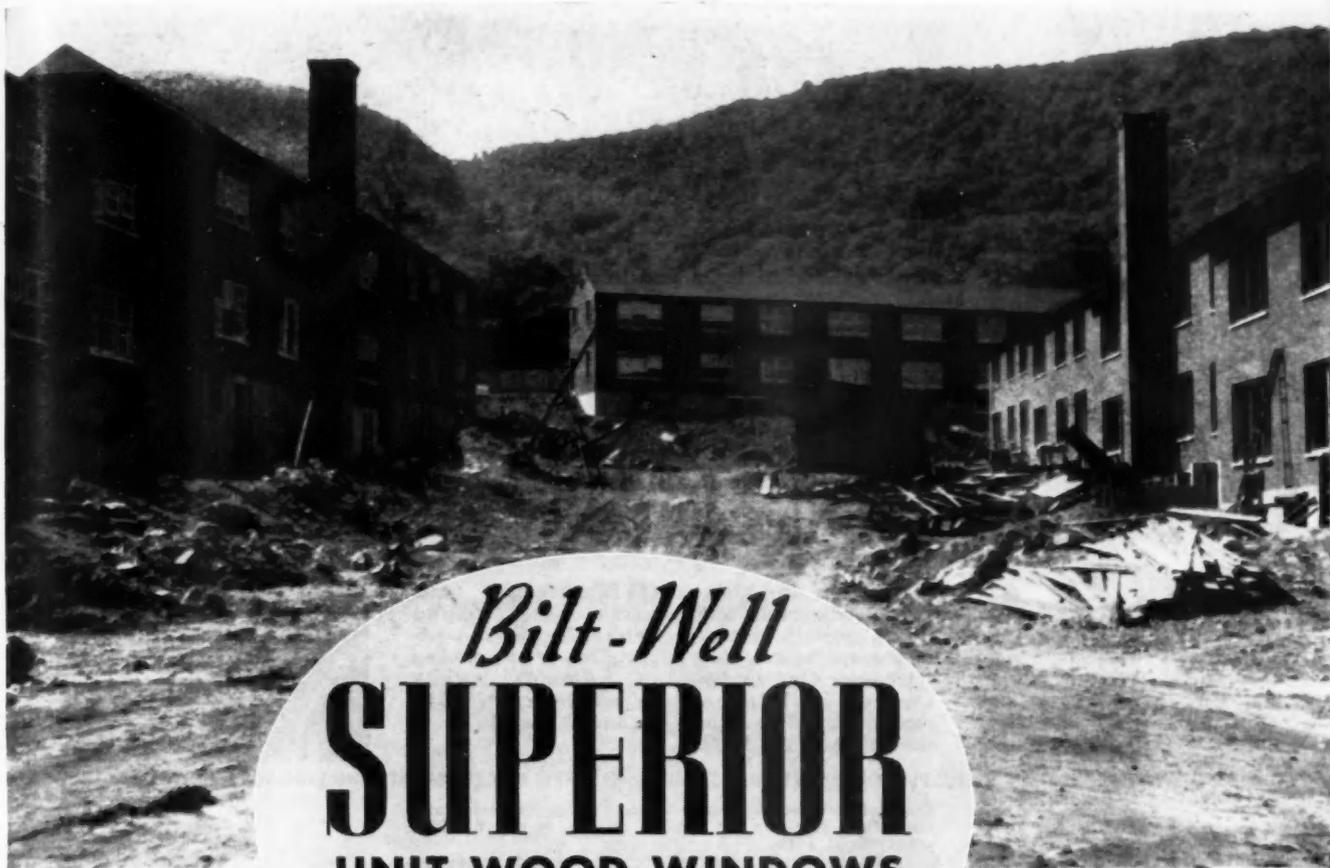
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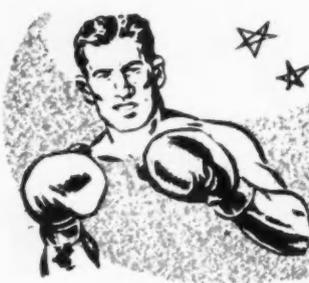
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This is why SUPERIOR Unit Windows are the most satisfactory windows in the field.

It is the exclusive rolled-in cushion-type, flexible, jamb-liner weatherstrip! If the sash swell or shrink this weatherstrip automatically compensates for any variation. The result—Superior Windows slide easily, and fit snugly at all times.

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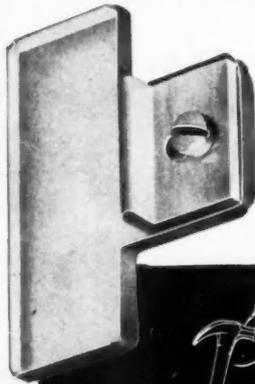


No. 60 ENTRANCE DOOR LOCK

Olympic cylindrical locks and latches offer these outstanding advantages:

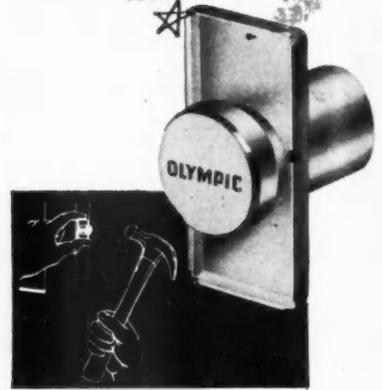
1. Simple to Install — Only 2 holes required
2. Key-in-the-knob convenience
3. Pin tumbler operation for maximum security
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6. Rugged construction — New low cost

Now, with the development of the Olympic lockset face plate and strike plate markers, the Olympic becomes the fastest lock to install on the market.



(1) Marker for strike plate. Adjustable side guide permits perfect alignment for any door thickness. One or two strokes of hammer makes complete mortise to accurate depth.

(2) Marker for face plate. Pilot aligns marker exactly in position. One or two strokes of hammer makes complete mortise to accurate depth.



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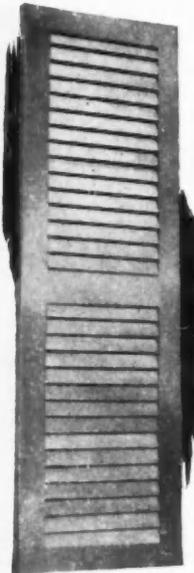
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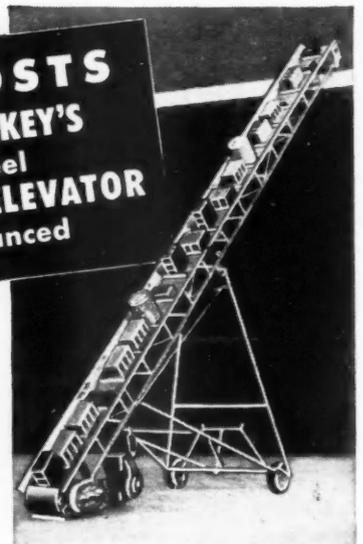
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1621-KG Locust Kansas City 8, Mo.

Builder of 150 Homes Reports:

"25% Labor Savings with Plyscord Sheathing"



"Plywood Sheathing and Subflooring is Stronger," says Fred P. Tosch, Buffalo, New York

Above: Workmen placing Plyscord sheathing into place on one of the Tosch houses built in Buffalo. Below: A group of the completed homes—stronger, more rigid, more durable because of Plyscord sheathing and subflooring.

"It helps meet the demand for better homes at lower prices!"



PLYSCORD—the sheathing grade of Douglas fir plywood—is easily identified by this "grade-trademark" stamped on the back of every panel. For a handy pocket folder, "Plyscord for Better Construction," write the Douglas Fir Plywood Association office nearest you: Tacoma Bldg., Tacoma 2, Wash.; 848 Daily News Bldg., Chicago 6; 1232 Shoreham Bldg., Washington 5, D.C.; The 500 Fifth Avenue Bldg., New York City 18.

BUILDERS:

Cut costs and speed construction with Plyscord sheathing and subflooring.

ARCHITECTS:

Specify Plyscord for stronger, more rigid construction.

DEALERS:

Be sure you have adequate stocks of Plyscord—the sheathing grade of Douglas fir plywood.

"WE HAVE USED Douglas fir plywood Plyscord for wall and roof sheathing and for subflooring in about 150 houses built during the past two years," says Fred P. Tosch, housing developer of Buffalo, New York. "Cost records show that we have effected a 25% saving in labor. Construction has been speeded too, making it possible to eliminate many of the problems arising from a partially completed building being open to the weather.

"Plywood is stronger, it eliminates the need for corner bracing, further cutting costs. Our crews like plywood because it is real wood, easily worked.

"I am firmly convinced that the use of Douglas fir plywood results in a superior structure. When I built my own home, I used plywood for sheathing, roof decking and subfloors. It is one of the outstanding new homes in Buffalo."

Douglas Fir PLYWOOD *Real Wood* **Panels**

LARGE, LIGHT, STRONG



WALLS UP! in 3 DAYS with SPEED-WALL



AMAZING EVIDENCE



3rd Day
4 men—3 days—Ready
for Plates and Roof



2nd Day
Walls Half Up—52 Man
Hours



1st Day
2100 Sq. Feet Floor
Space

Study these pictures. They make eye-popping evidence in support of Speed-Wall advantages. They reveal the swiftness with which floor, walls and roof, all Speed-Wall, were erected on the new Marinos Restaurant, Topanga Canyon Beach, California... Speed-Wall's greatest virtue is its sound engineering principle which results in great strength and ability to absorb vertical and horizontal stresses. Not a pre-fabricating method, exterior and partition Speed-Wall may be pre-cut, or cut on the job. Speed-Wall construction saves from one to two dollars per sq. ft. of floor space. Eliminates fire-blocking, studding, diagonal bracing, insulation, plaster and stucco. It is amazingly fire-resistant, has very high insulation and acoustical values. May be stained, varnished, calcimined or paneled... Speed-Wall is versatile in application. May be effectively integrated with other elements. Opens wide new field in architectural adaptation. Offers larger profits to builders! Write for free information!

**It's New! It's Practical! It's Economical!
It's Amazingly Fast Construction! For
tract development or single homes.
Arrange now to handle this type of
construction exclusively in your area.**

FOR FASTER AND BETTER BUILDING

SPEED-WALL

INC.

General Offices: 332 SO. BEVERLY DRIVE • BEVERLY HILLS, CALIF.

Dealer Review

(Continued from page 172)

result from normal free spending for housing by thousands of Americans who want to buy homes and would go ahead and buy them if they didn't still fear they were going to be caught in an economic squeeze."

Demonstration homes will be built in from 300 to 500 communities and will be equipped and furnished by leading manufacturers by building materials, home furnishings, appliances and other items.

The program will be in effect through the fall of 1950.

Ralston, Supreme Gurdon of Hoo-Hoo Died July 31

Thomas M. Ralston, secretary-treasurer of the Hoo-Hoo Club of New York, and Supreme Gurdon of the International Order, died in New York City July 31. Funeral services were conducted in Mount Vernon, N. Y., Wednesday, August 3.

Ralston, who was born October 23, 1883, in Amherst, Nova Scotia, first entered the lumber business at Reed City, Mich., in 1910. For the past 20 years he had operated his own business in New York City as a representative of the Robbins Flooring Co. and the Memphis Hardwood Flooring Co.

He had been active in Hoo-Hoo for many years. In 1926 he served as Snark for the Eastern area. He was elected secretary-treasurer of the New York Club in 1945.

NRLDA Pamphlets Emphasize Dealer Community Service

Two new pamphlets, prepared as aids to lumber and building material dealers in presenting the facts of distribution to their own communities, have been published by the NRLDA public relations department.

A 24 page pamphlet, "Your Retail Dealer—The Man on the Flying Trapeze," by giving a semi-humorous account of the plight of prospective home builders in a town without a dealer, emphasizes the essential services rendered by the distributor.

The second booklet, designed particularly for high school and university students, is called "Retail Distribution of Lumber and Building Materials."

The circulars are being made available to association members at a nominal charge.

Why...is a good road
like a good roof?



Answer:

Both are made with
High Quality

ASPHALT!



... and **TEXACO** is one of the world's largest
producers of high quality asphalt!

AND—both are built to *protect* and to *take* year-after-year exposure and punishment. They can—because they are basically the same—crushed stone, or granules, and the greatest weather- and water-proofing element known to man—*high quality asphalt.*

In a good road, crushed stone, carefully selected and graded, is combined with *high quality asphalt*—to produce a resilient, weather-, water- and wear-resistant surface. In a good roof, mineral granules, carefully selected, colored, screened and graded, are imbedded in *high quality asphalt*—to produce a resilient, weather-, water- and wear-resistant surface.

Today, *high quality Texaco asphalt* is the vital ingredient in thousands of miles of roads—and in thousands of roofs on homes and on farm and commercial buildings.

☆ ☆

As one of the largest producers of *high quality asphalt*, Texaco can supply the correct specification and grade for every application. This *asphalt know-how* means mighty good roofs for America—and mighty fine products for Texaco Roofing Dealers.



TEXACO

**ASPHALT SHINGLES
and ROOFING**

SOLID ROOFING ASPHALT

MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

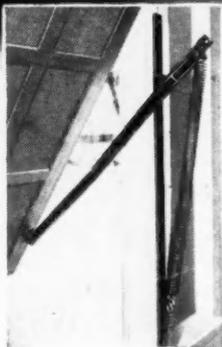
New! THE HOMEOWNER
PAYS ONLY \$46.50
FOR THIS AMAZING
OVER-THE-TOP¹
DOOR UNIT



● Extra-powered springs give "self-lifting" action.

● Rigid lifting arms made of heavy gauge steel give safe, sure support.

● Ball-bearing wheels provide quiet running, effortless operation.



● Steel weather-stripping seals out cold and elements—locates hardware for quick, easy installation.



Here's building history in the making! \$46.50 is the retail price for the newest "Over-the-Top" Door Unit by Frantz. NOW—you can offer the modern convenience of over-head doors in your mass produced or low cost housing projects. Use this amazingly simple and inexpensive Unit as a selling feature.

The low-priced No. 77 Unit is made to fit openings 8' wide by 6'8" high. The 24-plywood-panel door is substantially built. Has 1 1/8" stiles and rails . . . is fully water-repellent and toxic treated to resist rot. It's pre-fitted and pre-bored for quick, easy installation.

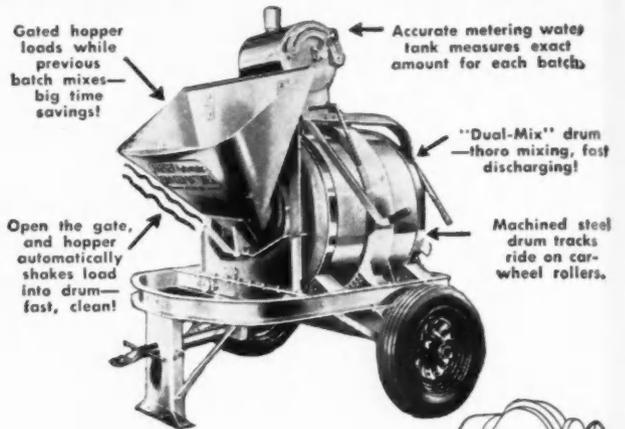
The completely new No. 77 embodies many of the established and popular features of Frantz "Over-the-Top" Door Equipment. Write today for complete information.

FRANTZ

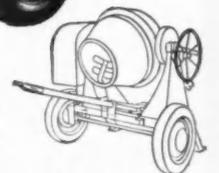
GUARANTEED BUILDERS HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

Mix 12 to 15 more yards a day with
JAEGER 3 1/2 S "AUTO-LOADER"



You cut costs and boost profits when you mix 12 to 15 yards more concrete daily with no more manpower. And, you can do that with the Jaeger 3 1/2 S "Auto-Loader." It's the fastest half-bag mixer made. Catalog M-8 tells why—shows the complete Jaeger line. Write for it.



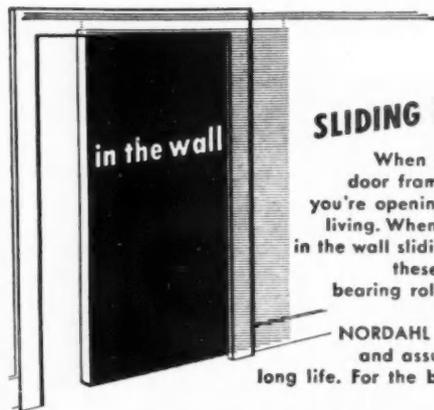
3 1/2 S End-Discharge Tilter. Also 6S, 11S and 16S Power Loaders.

THE JAEGER MACHINE COMPANY

Columbus 16, Ohio
Leading Distributors in 130 cities
sell and service Jaeger equipment.

PUMPS • COMPRESSORS • HOISTS • PAVING EQUIPMENT

Specify



SLIDING DOOR FRAMES

When you incorporate sliding door frames in your construction you're opening the door to spacious living. When you specify NORDAHL in the wall sliding door frames you get these PLUS features . . . ball bearing rollers—metal track—and metal reinforced jamb. NORDAHL frames are trouble-free and assure quiet operation and long life. For the best, specify NORDAHL!

180 W. ALAMEDA AVE. NORDAHL BURBANK, CALIFORNIA

ALSO SPECIFY NORDAHL WARDROBE HARDWARE

FOR FIRE SAFETY — BUILDERS SAY

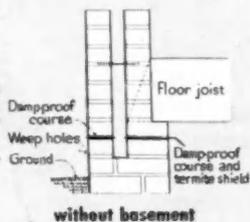
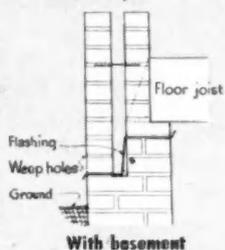
"Brick rates first"



TIPS ON GOOD MASONRY PRACTICE

Showing Methods of Dampproofing Cavity Walls

Cavity walls in homes with basements must have a flashing course extend through the wall and be higher on the inside. This diverts any seepage in the wall through the weep holes in the outer wythe and away from the basement. In basementless homes, this precaution is not necessary and the dampproofing course need not extend across the cavity. In either case, these courses serve as termite shields.



Plain to see it's no secret!

More than half of you builders chose brick *over all materials*, as the most fireproof!

We discovered this overwhelming preference of builders for brick in a recent nationwide survey. Frankly, your choice of brick as "first for fire safety" is not surprising. The extra protection, durability and value that brick gives a home have long been well recognized.

But look at the rest of the survey results!

You chose brick first for beauty, too—and pride of ownership, low maintenance cost, and customer preference—first ten times on a list of twelve such qualities!

Coming from the men who know materials best, you builders, this endorsement is hard to overlook—but easy to cash in on. Simply remember "brick first" next time you build.

A NEW HOME PLANBOOK TO HELP YOU CUT COSTS!

Send today for MODERN BRICK HOMES! 56 pages chock-full of labor-saving, cost reducing information for home builders. You'll get economy engineered plans for 20 houses. Also discussions on location of site, choice of plans, financing, interior arrangements, exterior beautification. Only 50¢. Send with your name and address to the address below, Dept. AB-9.

STRUCTURAL CLAY PRODUCTS INSTITUTE
1520 18th Street, N. W. Washington 6, D. C.

Dramatic Color Effects

at
Amazingly
LOW COST!

with
AZROCK

ASPHALT TILE



*The Flooring for beauty-
Economy-Versatility-Longevity*

Good looks, low cost and long life are three "musts" for the brightly attractive flooring that has become an integral part of today's residential and commercial building program — and AZROCK Asphalt Tile meets the challenge with ammunition to spare.

- 1 A full range of colors makes AZROCK's pattern possibilities almost limitless.
- 2 Installed cost is wonderfully low, and upkeep is as inexpensive as it is simple.
- 3 Top quality and longevity are attested to by AZROCK floors that have been in service 15 years and more, and still retain their new-floor good looks.

When specifications call for *greaseproof* flooring, premium-quality AZPHLEX Asphalt Tile will meet the most rigid specs — without blasting the budget. This is the most nearly universal floor covering ever produced... "the asphalt tile that has everything"!

For complete information contact your AZROCK-AZPHLEX dealer—or write to Dept. B. Please identify yourself as architect, contractor, owner, etc.

**UVALDE ROCK
ASPHALT CO.**

Makers of AZROCK and AZPHLEX Asphalt Tile
FROST BANK BLDG. SAN ANTONIO, TEXAS



Gas Industry Launches Old Stove Round-Up Campaign

The nation's gas utility companies, gas range manufacturers and more than 70,000 gas range dealers launched an "Old Stove Round-Up" campaign September 1. Always a popular and successful gas industry promotional theme prior to the war, the 1949 Old Stove Round-Up marks the gas industry's return to all-out industry-wide sales campaigns to replace obsolete gas ranges with new models. All of the national advertising and sales promotion facilities of the industry will be co-ordinated in the program.

Spearhead of the campaign will be special national advertising copy of the American Gas Association and individual manufacturers. Cowboy themes will be used in all consumer and dealer advertising, promotions and displays. Many manufacturers are building promotions around a nationwide hunt for the oldest gas ranges in use bearing their individual brand names. Special regional sales awards will be presented to sales leaders in various parts of the country.

A report from the Gas Appliance Manufacturers Association indicates that the "Court of Flame" automatic gas water heater campaign thus far in 1949 has greatly stimulated sales of those units, which is now two and one-half times greater than the pre-war average.

Bradley Lumber Company Units Resume Production

Production was recently resumed in the four tongue and groove manufacturing units which were being operated by the Bradley Lumber Co. of Arkansas, Warren, Ark., before extensive storm damage was suffered early in January. R. W. Hanly, vice president, has announced.

Three other tongue and groove units of the company, as well as the planing mill and pine sawmill returned to production May 23.

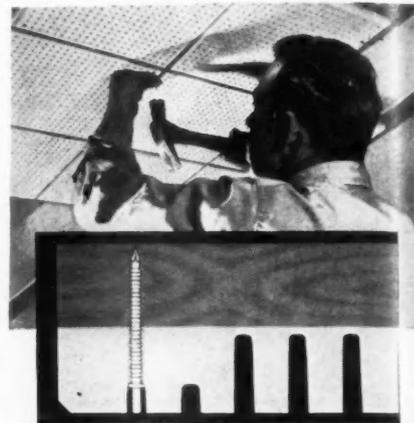
The firm's diesel plant has been fully repaired; and in late May, ten of the 18 kilns were ready for operation.

Andersen Corp. Templates Aid Window Unit Assembly

Templates, designed to simplify the assembly of Andersen Casement window units, have been shipped to nearly 100 jobber-distributors by the Andersen Corp., Bayport, Minn.

Firm officials said that the templates will aid in the placement of hardware, and speeding unit assembly. Units are shipped knocked-down to jobbers.

ACOUSTICAL TILE NAILS ... designed for the job



When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles... a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.



JOHN HASSALL, INC.

182 Clay Street
Brooklyn 22, N. Y.

Brown's SUPERCEDAR



Red Cedar Closet Lining

Guaranteed 90% Red Heart or Better

Only SUPERCEDAR is of the same uniform high quality standard that guarantees every package to contain 90% Red Heart or better, and 100% oil content which produces the pleasing aroma.

100% oil content
Suggest Cedar Lined Closets to Every Home Builder. There is Nothing Better than



SEALED
PACKAGED
LABELED



More home builders are specifying cedar lined closets today than ever — and Brown's SUPERCEDAR is nationally advertised to thousands of new home prospects, architects and builders. SUPERCEDAR closet lining is surfaced, tongue and grooved, ready to put on with no waste. Packaged and sealed with the Geo. C. Brown label and guarantee, famous since 1886.

Product of
GEO. C. BROWN & CO.
GREENSBORO, N. C. ESTABLISHED 1886

LARGEST MANUFACTURERS OF
AROMATIC RED CEDAR IN THE WORLD

Here's Big News About a New, Lower-Cost WELDWOOD HARDWOOD PLYWOOD!

The New CRAFTSMAN GRADE WELDWOOD opens a Tremendous New Market. Take full advantage of this QUALITY PLYWOOD that's especially priced for Modest Budgets!



Undoubtedly you know many people who want the luxurious beauty of wood-paneled rooms . . . but feel they can't afford it.

Well, get in touch with them right now . . . and relay the good news about the new *Craftsman Grade Weldwood*. It's the budget-priced answer to their prayers.

For here is *quality* hardwood plywood that will welcome comparison with any other brand on the market. The only plywood that surpasses it is the superlative panel turned out in our Algoma plant.

Yet Craftsman Grade Weldwood represents big savings—in some cases as much as 30%—over the same woods in the Algoma Grade.

Main reason for this difference is the brand new model plywood plant at Orangeburg, S. C., which was designed and built specifically for the manufacture of this new grade.

In the production of Craftsman Grade Weldwood Plywood, full advantage is taken of the economies of straight-line, concentrated manufacturing. The Orangeburg plant produces a few items only—makes them in large volume—and thereby keeps costs at rock bottom.

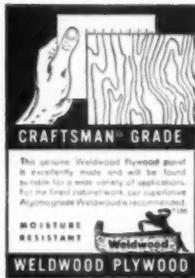
An entirely different technique is employed at the Algoma plant where the magnificent Algoma Grade panels are made. This plant manufactures a wide range of plywood items—gives every panel individual, pains-

taking attention—and has one constant objective: to make the finest hardwood plywood possible.

These differing manufacturing methods—plus the fact that only the choicest veneers are used for Algoma Grade Weldwood Plywood—mean lower costs and lower selling prices for Craftsman Grade Weldwood.

At present the Orangeburg plant is turning out Craftsman Grade Weldwood in four popular decorative hardwoods . . . walnut, oak, birch and korina. Sizes are 4' x 8', 4' x 7', 4' x 6', all 1/4" thick, 3-ply.

We want you to see these panels at your first opportunity. Ask your Weldwood salesman for prices and complete information—or, better yet, phone your inquiry to your nearest United States Plywood warehouse.



Look for this label on every Craftsman Grade Weldwood panel

WELDWOOD Plywood

UNITED STATES PLYWOOD CORPORATION
NEW YORK 18, N. Y.

Distributing units in Baltimore, Boston, Brooklyn, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Fresno, Glendale, Hartford, High Point, Indianapolis, New Hyde Park (L. I., N. Y.), Los Angeles, Milwaukee, Newark, New York, Oakland, Philadelphia, Pittsburgh, Portland, Ore., Richmond, Rochester, San Francisco, Seattle, St. Paul. Also U. S. Mengel Plywoods, Inc., distributing units in Atlanta, Birmingham, Dallas, Houston, Jacksonville, Kansas City, Kans., Louisville, New Orleans, San Antonio, St. Louis, Tampa. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.

Weldwood® Hardwood Plywood
Douglas Fir Weldwood
Mengel Flush Doors
Douglas Fir Doors
Overhead Garage Doors
Molded Plywood
Armorply® (metal-faced plywood)

Tekwood® (paper-faced plywood)
Flexmet
Weldwood Glue® and other adhesives
Weldtex® (striated plywood)
Decorative Micarta®
Flexwood®
Firzite®
Weldwood Fire Doors
Weldwood Flush Veneer Doors

*Reg. U. S. Pat. Off.



Plastics and Wood
Welded for Good

Interior grade Weldwood Plywood is guaranteed for the life of any building in which it is installed



ALUMAROLL

The Roll-Up Patio Cover

Dealers — Contractors — Builders — Your response swamped us. Naturally we are pleased. When you accepted our answer to controlling the direct rays of the sun for the popular picture window, and incidentally, it's love at first sight when the prospective home owner sees the colorful Alumaroll aluminum patio cover. You have added this silent salesman to your building at practically no cost (about two cents per day when included in a package mortgage).

Just run over these SIX (6) STRONG SELLING POINTS and judge for yourself. (Contractors and Builders the nation over have agreed that the Alumaroll patio cover is a natural sales booster for any home, and a definite necessity for homes with the modern picture window.)

1. Alumaroll Roll-Up Patio Cover blocks the direct rays of the sun. Picture windows and window wall rooms need this protection. (Also gives rain and snow protection.)

2. Mr. and Mrs. Home Owner will appreciate the added living space afforded by an outdoor living room (a swell

spot to get the youngsters out of their hair on a rainy day).

3. Alumaroll Patio Cover does not obstruct the view seen through the picture window.

4. Alumaroll offers a selection of baked on enamel finishes, in solid or striped colors (slats are alodized, roller coated and baked.)

5. Alumaroll tucks away easily into its brackets under the eaves or roof overhang (Canopy rolls up, rods fold, this is a quick and easy operation because of Alumaroll's strong and light construction).

6. Alumaroll is designed to last for years and years (Alumaroll is made of strong aluminum, can't rust or corrode and a washing once in a while restores Alumaroll's colorful new look).

Alumaroll the Aluminum Roll-Up Patio Cover will add the extra sales appeal to any building and is an absolute necessity for picture window and window wall rooms.

Mail coupon today. — Get full and complete information, including our super-fast delivery schedule — thru O.B.I.'s nationwide K.D. plant setup.

Orchard Bros., Inc.
61 Meadow Rd, Rutherford, N. J.
Please send full information about ALUMAROLL patio cover.

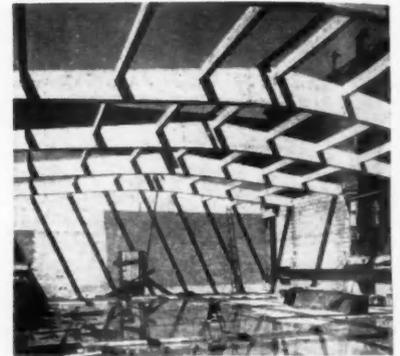
I am a Dealer I would like to know about the K.D. plan
 Contractor
 Builder

Name
Address
City State

Glued Beams Used in School Construction

A number of interesting architectural effects are being achieved with exposed wood structures by use of glued, laminated beams. An example of this type of construction is the recently completed St. Joseph's School in Chicago, for which were used six beams, made of a lamination of 24 plies of two inch stock held together by glue. There were no nails, bolts or rings.

Manufactured by the American Roof Truss Co., Chicago, under the specifications of Edo J. Belli, archi-



BEAMS in place during construction

tect, the beams were 53 feet long, three feet high at the center line and had a camber of two feet.

William Waddington, president of the manufacturing company, described the finish of the beams in the following manner: "After the arch is glued, it is planed down one-fourth inch and sanded twice. This produces a smooth finish that accentuates the grain of the wood. After the planing and sanding operations the beam is treated with a liquid preservative for protection against termites, fungus, dry rot, etc. The final step is the application of stain, wax or varnish.

"Because the lumber has a low moisture content, the sealing treatment prevents the absorption of additional moisture from the air, guarding against warping, distortion and checking."

National Hardware Show Scheduled for New York October 12 to 15

The National Hardware Show will be conducted at Grand Central Palace in New York City October 12, 13, 14 and 15. Frank Yeager, managing director of the show, announced that every available foot of floor space has been taken over for the exhibition. Emphasis in the show this year will be on quality and brand names. The exhibits on both power and hand tools will be far greater than ever before. More than 400 products are being shown to the trade for the first time.



A new finish for Temlok

Armstrong's Temlok® Tile and Planks now have a new two-coat paint finish. It makes ceilings and walls of Temlok more attractive and practical for all types of interiors.

The first coat, which seals surface irregularities and gives Temlok a flat, solid color, is "ironed" smooth by big heated rollers. Over this a second coat is applied, producing exceptional smoothness and complete paint coverage.

The new finish for Temlok Tile is warm white in color. Temlok Planks are ivory. Both colors harmonize well with any decorating scheme. Temlok's two-coat finish stays clean

and new looking with a minimum of care. This smooth surface is easy to repaint if desired.

Made of strong, lightweight fiberboard, Temlok Tile and Planks are easy to handle and install. Both have the exclusive Lok-Bevel Joint which permits concealed nailing and prevents the buckling and loosening often caused by expansion and contraction. Temlok's insulating efficiency is another important extra. For samples and further information about Temlok, see your local lumber dealer or write Armstrong Cork Company, 1609 Ross Street, Lancaster, Pennsylvania.



Armstrong's Temlok



A Spencer "R" Steel Heating Boiler combines beauty and efficiency in the basement of the attractive home of Mr. R. A. Moosmann in Drexel Hill, Pennsylvania. Heating Contractor: J. H. Nagel and Son, Inc.



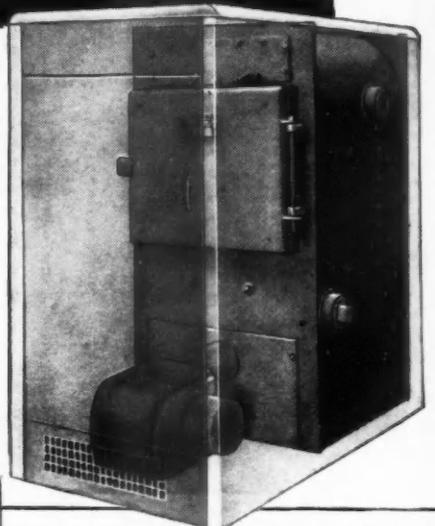
"R" series fully approved by Steel Boiler Institute

THE SPENCER "R" GIVES YOUR CLIENTS BOTH . . .

Beauty of design, Efficiency of operation

Some clients select a product by *appearance*, some by *performance*. But no matter what their preference, you're sure to make a hit when you tell them you've chosen a Spencer "R" Steel Heating Boiler for their home. The Spencer "R" has so many fine features that make your own installation problems easier and give your clients the kind of superb heating and hot water service they've always wanted.

- Available with completely insulated beauty jacket
- Base designed for either front, rear, or side installation of stoker or oil-burning unit
- Available with grates for hand firing
- All tubes readily accessible for easy cleaning
- Heavy-duty, water-cooled door frame. Completely insulated door to prevent heat loss. Precision-ground for airtight fit.
- Peaked fire box, to give complete combustion



THE SPENCER MARK OF ENGINEERING SKILL

All Spencer Heaters are High Standard *AVCO* Products—

- Backed by over fifty years of heating experience
- Manufactured under ASME, IBR, or SBI codes
- Precision-engineered—to meet rated specifications
- Individually tested and inspected
- Installed only by the heating trade
- Clean—Quiet—Economical—Safe

THERE IS A SPENCER

FOR EVERY BUILDING . . . FOR EVERY FUEL

COMMERCIAL SERIES: "A" (steel)—for industry, schools, apartments

"M" (steel, magazine feed)—for large industrial buildings

"L-2," "L-3" (cast iron, magazine feed)—for large homes, churches, apartments

RESIDENTIAL SERIES: "C" (steel) and "21" (all-purpose, cast iron)—for homes and small buildings

"F" (cast iron, magazine feed)—for small homes





SBI
STEEL BOILER INSTITUTE

"K" series fully approved by Steel Boiler Institute

How Youngstown Kitchens increase home value without upping costs

BUILDERS have proved it from coast to coast: A Youngstown Kitchen increases the value of a house *without increasing the cost!*

Yes, you can install a beautiful, white-enameled steel Youngstown Kitchen in any home you build and not add a cent to the price.

Six Ways You Save

These six big savings tell the story:

- 1** Installation time is quicker—Youngstown Kitchens go in fast!
- 2** Delivery is timed for arrival when you need the units. This eliminates your warehousing, reduces handling costs.
- 3** You save the costs of painting and touching up.
- 4** No fitting of doors and drawers is needed. Youngstown units are complete, ready to use.
- 5** Your original cost is right. (No hidden extras, no inexact guesses.)



Portland, Oregon: "We are finding that the installation of Youngstown Kitchens in our homes makes an added selling factor out of what is the most important room in the house," says J. C. Burtchaell, Oswego Homes, Inc.

- 6** Youngstown representatives can frequently make substantial savings in equipment required without sacrificing utility—and at the same time extra buyer-appeal is usually added.

Whatever you're building, let our representative show you how Youngstown Kitchens add to value, cost no more—and are important in selling homes, because Youngstown Kitchens are nationally known and universally accepted.



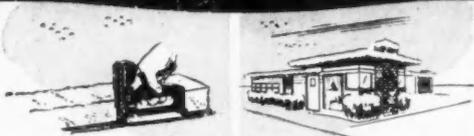
Youngstown Kitchens

BY MULLINS

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

World's Largest Makers of Steel Kitchens

**LOW INSTALLATION COSTS . .
HIGH INSULATION VALUE**



with **INSL-COTTON**
INSULATION



Insl-Cotton is from 4% to 36% more efficient than any other type of insulation on the market today — "K" factor 0.24. Only three inches of Insl-Cotton has the insulation value of a five-foot brick wall. Yet, the labor cost of installing Insl-Cotton in an open attic is only about 1/2¢ per square foot. Homes insulated with Insl-Cotton have greater sales appeal because comfort and fuel saving qualities are built in for all the years to come.



FROM HOMEOWNER, TO ARCHITECT, TO CONTRACTOR AND BUILDER, EVERYONE IS MORE SATISFIED WHEN THE INSULATION IS INSL-COTTON, AND HERE'S WHY . .

- **Lightweight** — weighs only .875 of a pound per cubic foot . . less structural strain . . less weight to handle.
- **Easy to Install** — requires no special tools, no blowers or spreaders. New labor can easily do the job.
- **Harmless to Handle** — has no shot, silica, fine glass or abrasive particles to irritate installer's skin, eyes or lungs.
- **Flame-proof** — under normal conditions, Insl-Cotton's flame-proofing lasts a lifetime.
- **Won't Sag or Settle** — expands with age and fills more closely.
- **Uniform Protection** — there are no high or low spots . . Insl-Cotton gives uniform protection over every inch it insulates.
- **All New Materials** — no inferior materials or salvaged mattresses. Insl-Cotton is all new material. An excellent sound deadener.
- **Insect Repellent . . Moisture Resistant** — thoroughly cleaned and borated . . won't harbor insect life.

INSL-COTTON contains no second-hand material. Every lot is tested for weight, thickness and flame-proofing qualities.

All Cotton Insulation Is Not Insl-Cotton . . Insist on the Original and Genuine Insl-Cotton.

INSL-COTTON DIVISION
TAYLOR BEDDING MFG. CO., TAYLOR, TEXAS • BELTON, TEXAS
Originators of Flame-Proof, Fire-Retarding Cotton Insulation

MAIL THIS COUPON TODAY!

TAYLOR BEDDING MFG. CO., Taylor, Texas

Gentlemen:

Please send specifications and full information on Insl-Cotton

Name _____

Address _____

City and State _____

Check Here:

- Distributor Dealer Architect Building Contractor

DETROIT PUBLIC LIBRARY

ON BUILDING JOBS OF ANY SIZE

You're ahead 4 ways..



**WITH BIL-JAX
TUBULAR STEEL
SCAFFOLDING**

1. Absolute safety for workers
2. Less time to erect, dismantle
3. Increased job efficiency
4. Adaptable to any job!



Why put up with the time and money waste of old-fashioned scaffolding. Let Bil-Jax Quick Action Scaffolding increase safety, efficiency and profits on every off-the-ground job. Available on a sale or rental basis.

Other Bil-Jax products: Scaffold Brackets, Maintenance Trestles with and without locking casters, Sectional and Lean-to Ladders. Catalog and full information on request. Write . . .

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**The Sign of WISE
Construction . . .**



Be "Econo-Wise"

**ADD STRENGTH OF STEEL
TO EVERY MASONRY WALL**

DUR-O-WAL

Patented STEEL Reinforcing

- **WORKS FAST on the job**
- **SAVES \$s on over all cost**
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It's NEW . . . It's NEWS! Now you can have the protection of steel reinforcing in masonry walls economically. DUR-O-WAL prevents costly cracks . . . protects building investments. Available for the various wall thicknesses, DUR-O-WAL is designed for quick and easy laying in the mortar joints. Inquire about DUR-O-WAL today . . . be among the leaders who are building for the future. Write . . . wire or phone DUR-O-WAL Division, Cedar Rapids Block Co., 664 12th Ave. S.W., Cedar Rapids, Iowa.

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**ONLY THOR OFFERS
SO MANY FEATURES**



IN PORTABLE ELECTRIC SAWS

EXCLUSIVE LONG-SHAFT TRANSVERSE MOTOR MOUNTING transmits as much as 25% extra power, supports blade on oversize ball bearings from one side of the tool clear to the other.

EXCLUSIVE SAFETY-LOCK SWITCH—positive protection against accidental starting.

EXCLUSIVE SHOCK-ABSORBER GEARING harnesses the added power of these great new saws, gives extra life to motor, gears, spindle and blade.

EXCLUSIVE PROTECTED DEPTH AND BEVEL SCALES are in plain sight when you use them—out of the way when you don't. Always accurate.

EXCLUSIVE EXTRA-WIDE REENFORCED STEEL SAFETY BASE for better balance—easier to handle, far safer to use.

PLUS powerful, built-in sawdust blower . . . over-size ball bearing construction . . . automatic ball bearing blade-guard . . . die-cast aluminum housings . . . steel inserts for bearings and threads . . . finger lip depth and bevel control . . . convenient handles . . . steel rip guide . . . extra-capacity switches . . . most powerful motors ever used in electric saws.

Silver Line

means "new design"—from

rip guide to switch—to give you the safest, easiest handling, most powerful saws on the market today. 15 new features . . . many of them exclusive . . . each of them thoroughly field tested and approved for economical, trouble-free operation. Six sizes to meet every demand from the lightweight "6" to the sturdy "12". Try these great new Silver Line Saws now available at your Thor distributor. Independent Pneumatic Tool Co., Aurora, Illinois.



PORTABLE POWER
TOOLS

ELECTRIC • PNEUMATIC

Use American Builder to reach the men

The light construction market

Commercial: Shops, stores, service stations, restaurants, warehouses, sheds, churches, amusement buildings, including both urban and rural establishments.

Residential: Single detached homes, multiple apartment buildings, hotels and other shelter up to and including four stories. Private garages.

Farm: Homes, barns, silos, sheds, etc.



How building materials reach the market

There are 3 buying factors who must agree on the merits of your product if it is to flow profitably to market. There are the *Builders*, the *Retail Lumber Dealers* who supply them and the *Building Supply Jobbers* who meet the Dealers demands. AMERICAN BUILDER reaches and influences all 3.



Editorial leadership that helps the builder and helps you

The standard of editorial excellence speaks for itself since AMERICAN BUILDER has earned the highest net paid ABC circulation of any magazine in its field.

Editorial content is carefully planned and edited in the field by experienced men to meet present day demands of builders, dealers and jobbers. Note editorial awards at right.



who buy and build

The ABC circulation figures at the right show not only impressive numbers but a coverage of *all 3* buying factors in the Light-Construction Industry.

These are, first of all, the *Builders* who control more than 90% of all light construction—residential, commercial and farm. Note that AMERICAN BUILDER reaches more than 50,000 builders—the leaders in every trading center and trading area of the United States.

Then, the *Retail Lumber Dealers*. They supply the needs of the *Builders* and are a prime factor in every trading area in the country. AMERICAN BUILDER reaches more than 12,000 retailers who do the major share of the total building material business.

And, finally, *Building Material Jobbers* must be influenced to stock your products for distribution to the *Retail Lumber Dealer* and on to the *Builder*. AMERICAN BUILDER reaches an impressive number of jobbers, executives and salesmen in every trading area.

Sell All 3

You must *sell all 3* on the merits of your product so that it can flow smoothly and profitably to market.

The Most Economical Cost per Thousand

AMERICAN BUILDER's rate per thousand for all space units is the lowest in its field, considering rates for all sized space, together with the cost per thousand. There is no premium for fractional pages.

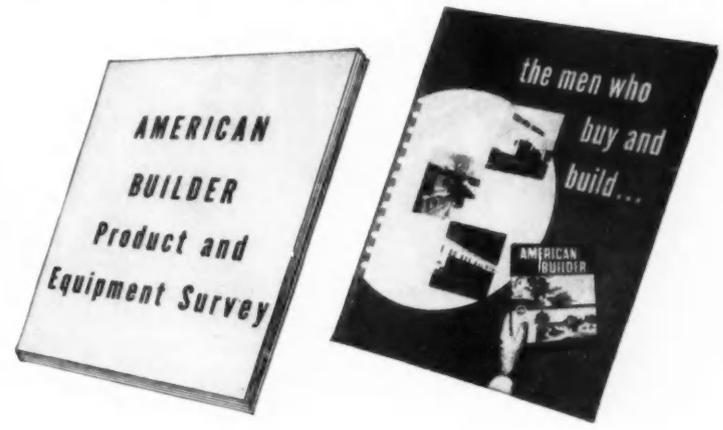
Use AMERICAN BUILDER to reach these men who buy and build.

AMERICAN BUILDER CIRCULATION

the largest and most comprehensive in the field of residential, commercial and farm building.

Contractors, Builders (all classes)	52,518
Lumber and Material Dealers, etc.	13,968
Real Estate, Finance, Insurance	3,425
Commercial & Industrial Organizations	2,663
All Others	8,958
Total	81,532

Note: American Builder Circulation 97.4% in United States; 2.2% in Canada; 0.4% Foreign.

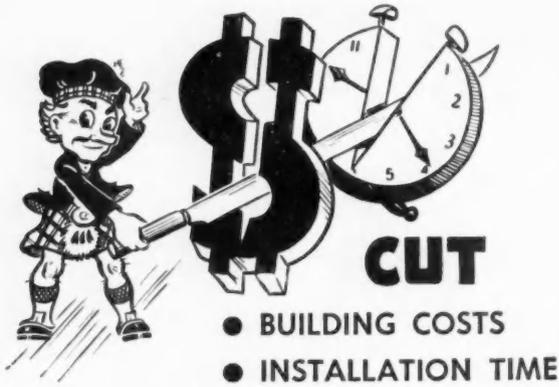


Ask your AMERICAN BUILDER representative to show you the latest presentation of facts on "the men who buy and build"... Send for new survey showing the products and equipment that 712 AMERICAN BUILDER readers are currently buying and installing. Important information for your present and future sales plans.

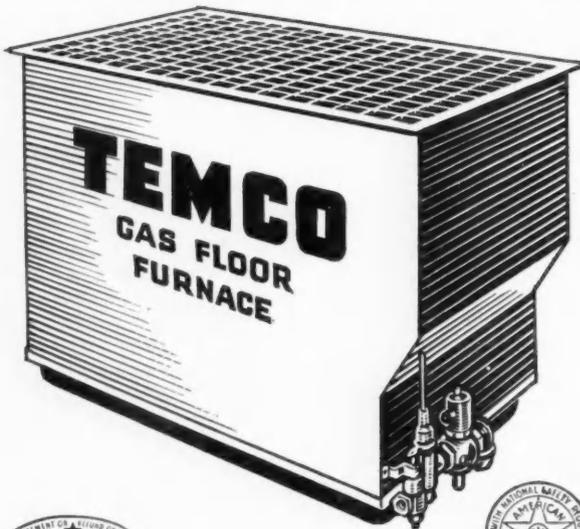


A M E R I C A N B U I L D E R

A Simmons-Boardman Publication • 79 West Monroe Street, Chicago 3, Ill. • 30 Church Street, New York 7, N. Y.



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 GAS FLOOR FURNACE
 • No basement • No excavating



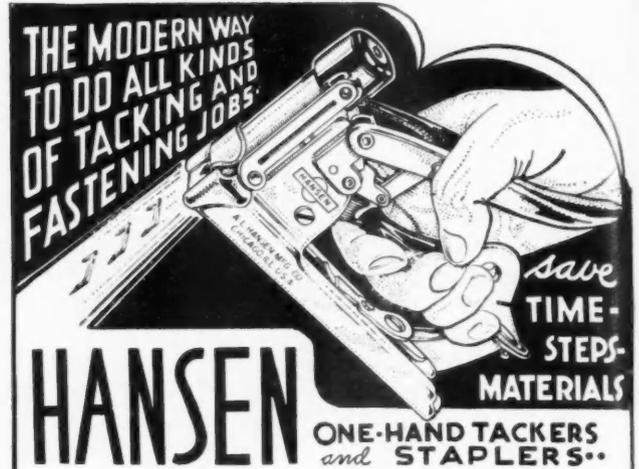
When you can make a heating installation which will save you money as well as construction time and yet add definite sales appeal to the house, that's worth serious consideration. A Temco Gas Floor Furnace does all this and more. Temco's shallow construction (25½" overall) means installation between floor and ground without excavation. Temco's cost is lower. Yet a nationally advertised Temco Floor Furnace gives your house prospect an assurance of comfortable, economical and completely automatic heat — a sales point of major importance!

TEMCO'S PORCELAIN ENAMEL HEAT CHAMBER
 IS ACCOMPANIED BY A WRITTEN 20 YEAR GUARANTEE
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 Tell me more about how Temco Gas Floor Furnaces cut building costs, lower installation time.

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• Building contractors find that they can simplify the application of wall board, building paper, insulation batting, foil, etc., by using the Hansen Tacker. This speedy, convenient tool drives home stout two-legged tackpoints —fast as you can grip it. It holds scores of tackpoints at a loading—and reloads in a jiffy. It gives a great saving in time over old-fashioned methods.

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CONTRACTORS & BUILDERS



Have your masonry
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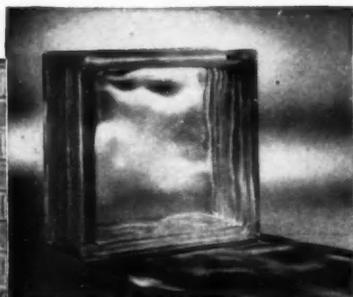
The foundation is the most important part of the structure, have it **THOROSEALED** on the outside surface to keep water out of the walls.

If foundation is already built and leaks, have it **THOROSEALED** on inside surface to keep water out of the room.

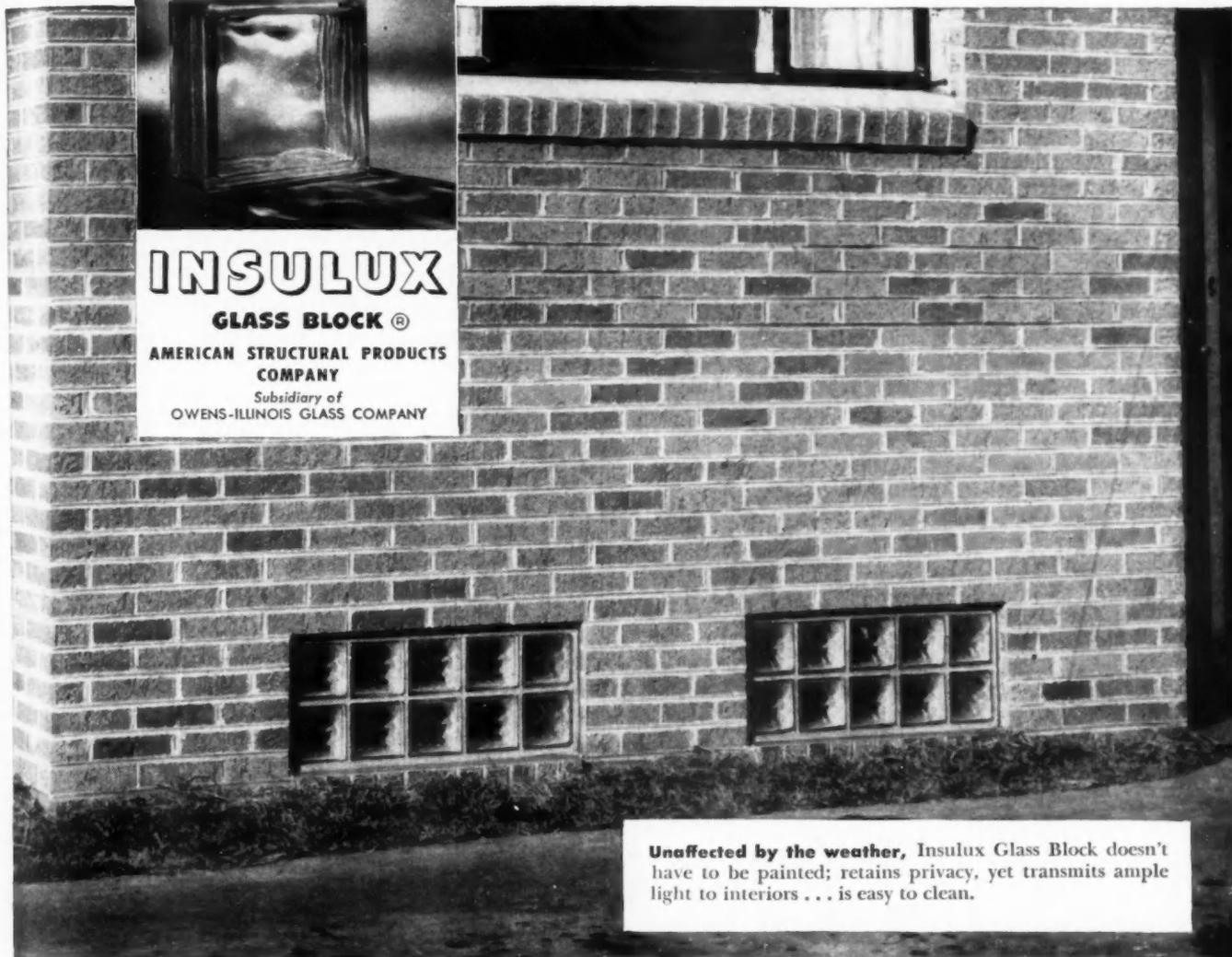


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STANDARD DRY WALL PRODUCTS
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Subsidiary of
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Unaffected by the weather, Insulux Glass Block doesn't have to be painted; retains privacy, yet transmits ample light to interiors . . . is easy to clean.

Practical idea for basements— Insulux Glass Block

THE use of Insulux Glass Block instead of ordinary windows is practical for many reasons:

Insulux Glass Block is unaffected by rain, snow, ground seepage, or flooded area-ways. Glass blocks do not require paint—do not rot, rust or corrode.

The thermal insulation value of Insulux Glass Block is approximately equal to an 8-inch brick wall; yet at the same time, Insulux transmits plentiful daylight to brighten up basement interiors.

Investigate the many plus advantages of Insulux Glass Block—for practically every room in every home you build. Send coupon now!



MAIL COUPON TODAY

AMERICAN STRUCTURAL PRODUCTS COMPANY
 Dept. F-5, P.O. Box 1035
 Toledo 1, Ohio

Please send me additional data on Insulux Glass Block for use in home construction.

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Address _____

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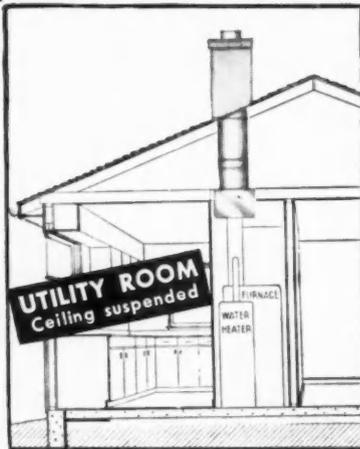


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Be free of delays when the building is ready for the chimney... get fast action, just phone your Van-Packer dealer and ask him for the

VAN-PACKER PACKAGED CHIMNEY

Easily installed in 3 man hours by a sheet metal man or carpenter. Light weight. Needs no foundation. Suspends from floor or ceiling joists.



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Underwriters' Laboratory accepted for any fuel: gas, oil, coal or wood for any type space heater or floor or basement furnace. Meets FHA Requirements.



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Save up to 50% over brick. A lifetime chimney, more efficient... better draft.

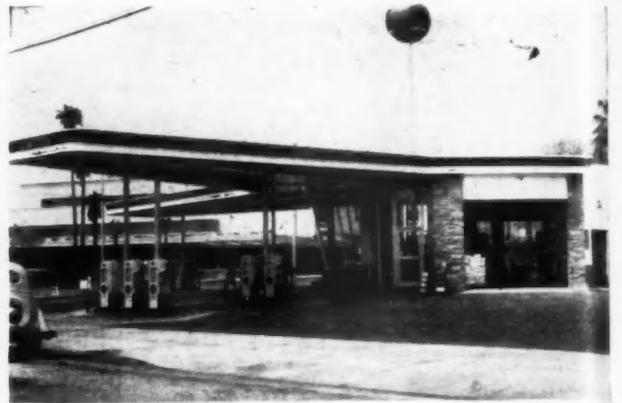
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to project builders.

WIRE us name of your lumber or heating dealer for immediate quotation.

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DESIGN of new California station has attracted wide interest

Service Station Combines Modern Design With Utility

UNUSUAL modern design has been combined with convenience and utility in the construction at Pasadena of a new service station by the Union Oil Company of Calif. Designed by Raymond Loewy and Associates, the station features canopies which are higher and more spacious than the conventional type and for which smaller supports are used; and a salesroom which is almost entirely glass enclosed. It is built of steel, aluminum and Pennsylvania fieldstone.

Emphasis has also been placed on ease of entrance and departure, with ten pumps being spaced to accommodate eight or more cars at one time.

Hoists in the "Stop-Wear" department conveniently service two large cars. Lubricants are dispensed from an anteroom by three sets of hose that unroll through the ceiling. Stockrooms are large, containing handily-located racks, shelves and cabinets for the storage of accessories.

A skillful use of signs and lighting effects also adds to the appearance of the building. Under-canopy fluorescent lights provide strong illumination, with tilted panes of glass eliminating reflection. There is a large target sign at the approach to the station and an attention-getting steel globe on the building's top, 45 feet from the ground. The exterior signs are made of Plexiglass.

For the convenience of the customer, the station provides

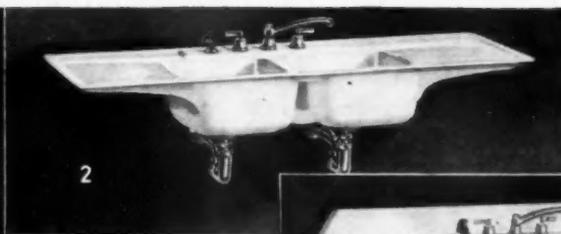


COMFORTABLE corner bench for bus and street car riders has interesting construction details. Target sign is beyond canopy
(Continued on page 196)

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sink

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A line to fit every home KOHLER Enameled Iron FIXTURES

WHATEVER your clients want, in capacity, and convenience, this line of Kohler sinks, sinks and tray, and laundry trays, will provide—together with the lasting satisfaction identified with the name Kohler. Each sink is of nonflexing iron, cast for

rugged strength and rigidity—the ideal base for the lustrous, durable surface of pure white Kohler enamel, which is acid-resisting. Remind your clients that Kohler fixtures deserve Kohler fittings. Kohler Co., Dept. 13-H, Kohler, Wis.

1. WILSHIRE K-5505-A. Double drainboard, double compartment ledge sink on cabinet, 60x25", 72x25". K-8605 fitting with lever-control sprayer and 2 Duostrainers.

2. CLEARFIELD K-5520-A. Double drainboard, double compartment flat rim ledge sink for building-in. 60x21". K-8605 fitting with lever-control sprayer and 2 Duostrainers.

3. CAMBERLEY K-5555-A. Double drainboard, single compartment ledge sink on cabinet. 54x25", 60x25". K-8605 fitting with lever-control sprayer and Duostrainer.

4. WINFIELD K-5560-A. Double drainboard, single compartment flat rim ledge sink for building-in. 54x21". K-8605 fitting and Duostrainer.

5. CYMBRIA K-5576-A. Single drainboard, single compartment, ledge sink. 42x25". K-8605 fitting with lever-control sprayer and Duostrainer. Sink at left, K-5575-A.

11. TWIN FALLS K-6750-A. Double compartment shelf laundry tray on angle iron support. Length over rim 48". Width over rim 25". K-8948 swing spout faucet.

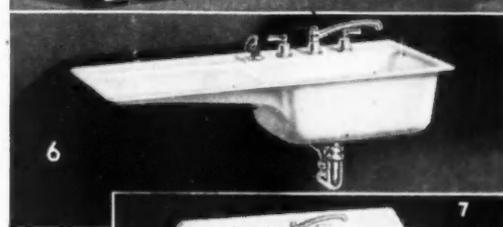
6. CHATFIELD K-5580-A. Single drainboard, single compartment, flat rim ledge sink for building-in. 42x21". K-8605 fitting. Sink at left, K-5579-A.

7. WELLWIN K-5595-A. Double compartment ledge sink on cabinet. 42x25". K-8605 fitting with lever-control sprayer and 2 Duostrainers.

8. DELAFIELD K-5610-A. Double compartment flat rim ledge sink for building-in. 32x21", 42x21". K-8605 fitting with lever-control sprayer and 2 Duostrainers.

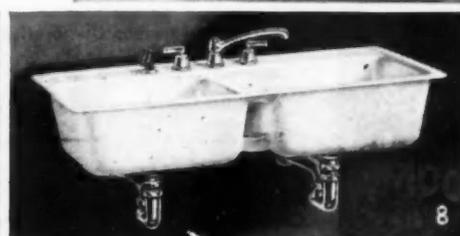
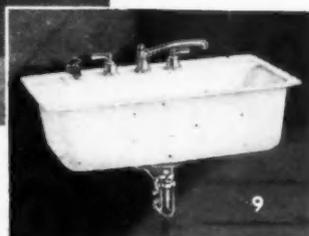
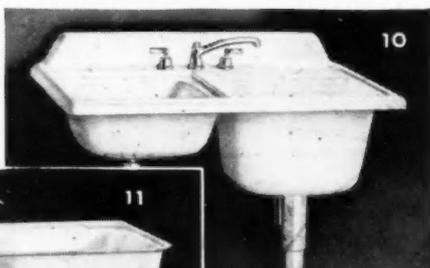
9. MAYFIELD K-5620-A. Single compartment ledge sink for building-in. 24x21", 30x21". K-8605 fitting with lever-control sprayer and Duostrainer.

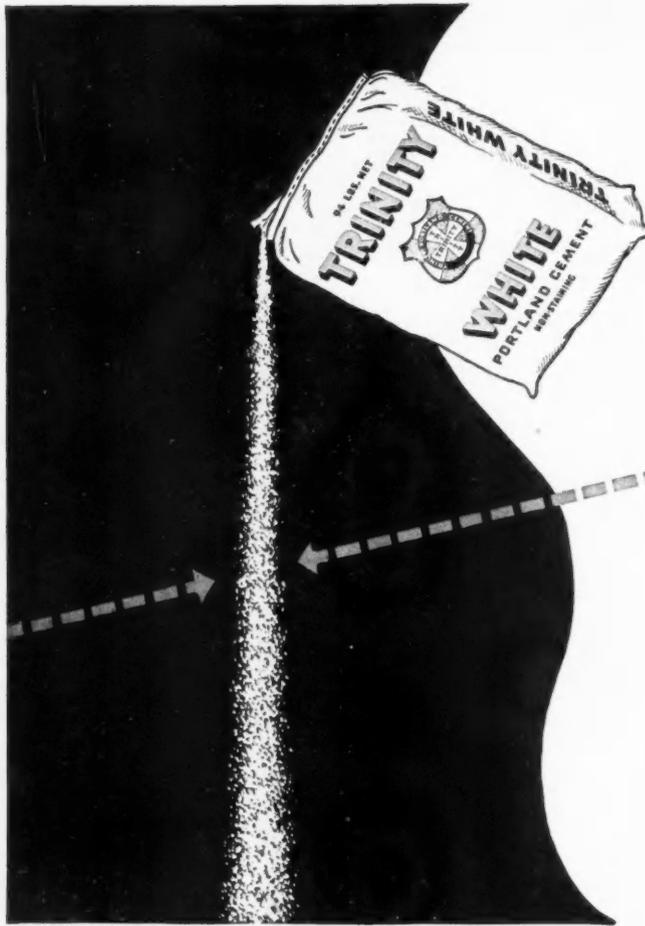
10. SEA CLIFF K-6609-A. Ledge sink and tray with movable cover and enameled leg. 42x25". K-8601 fitting with Duostrainer for sink compartment. Sink at right, K-6610-A.



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PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS





you can see
that
Trinity White
is the whitest
white cement!

Your trade will get fine results with this extra white cement. It's true Portland Cement made to ASTM and Federal Specifications. If you do not have it in stock, write the office nearest you: Trinity Portland Cement Division, General Portland Cement Co., 111 West Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles.

as white  as snow

YOU CAN BE SURE... IF IT'S **Westinghouse**

FREE



Planning Book on Electrical Living Homes

This new manual contains essential data to help you plan the electrical systems and equipment of your houses to make them efficient . . . to give them strong sales appeal . . . and for economy of construction.

It explains the principles of the Four Degrees of Electrical Living; makes it easy to select and apply the right degree to your houses.

The book features layouts of two kitchens: An "Economy Kitchen" that is minimum in space and equipment requirements; and an "Ideal Kitchen" that offers an arrangement of equipment, counter and storage space for the builder who wants the best.

Shows how to design space-saving laundries with powerful appeal. Explains simplified wiring and how to plan it. Dozens of lighting ideas. Complete technical data on electric appliances and equipment.

Here is both an idea and reference book that every builder should have. There is no charge; no obligation. G-10066

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 Gentlemen: Please send me a copy of Planning Book for Electrical Living Homes, B-4326

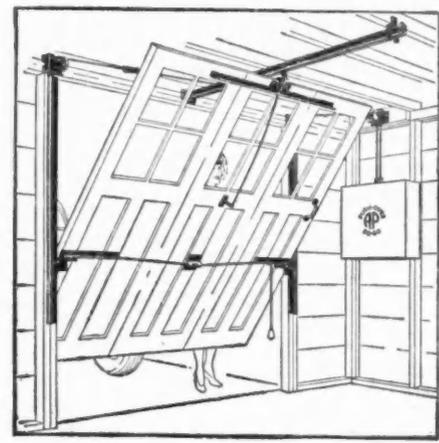
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50-50 PUSH-OVER GARAGE DOOR HARDWARE



ALLITH

Heavy duty, well-engineered garage door hardware. Result; a quickly installed, easily operated, overhead door. Designed to insure **customer satisfaction.**

Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high.

ALLITH-PROUTY, INC.
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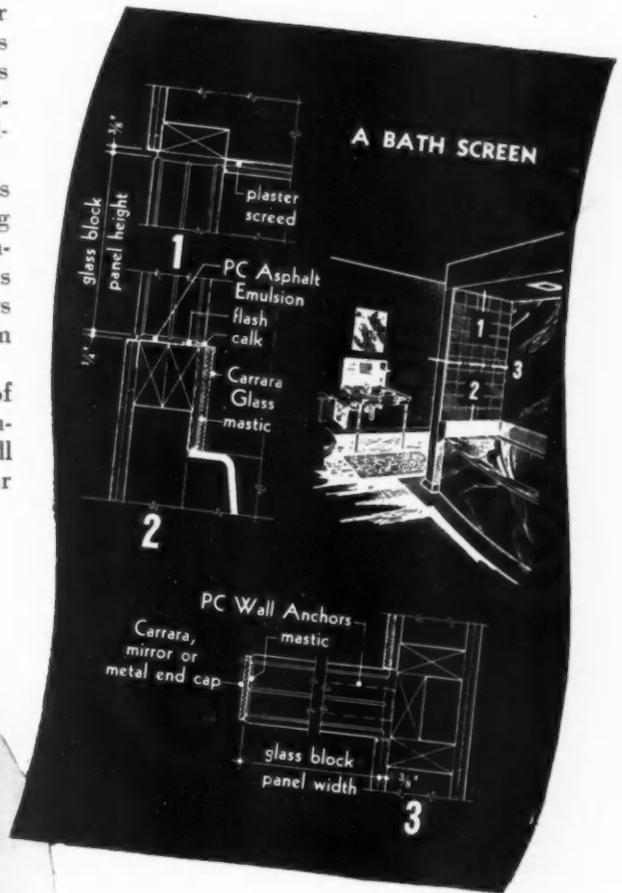
Why not give your homes

the **plus** value of PC Glass Blocks?

As so many builders have told us, it's amazing how much "buy appeal" a few PC Glass Blocks can add to a home. When used as a bath screen, as shown here, for example, PC Glass Blocks assure complete privacy . . . add to the attractiveness of the room's interior . . . are easily kept sparkling clean. But this is only one of the scores of possible applications. At entrances and stairwells, in kitchens and at any "dark spot" in the home, the beauty and light-transmitting qualities of PC Glass Blocks can help a lot to make your selling task easier.

Besides, PC Glass Blocks have actual money-saving advantages which you can easily prove to your prospective buyers. Being hollow—with a partially-evacuated dead-air space inside—their insulating value is more than twice that of single-glazing. That means lower heating bills; savings in air conditioning. Then, too, repairs and replacements are seldom needed. Painting is eliminated. Storm sash is unnecessary.

Why not give your homes the "plus value" of a panel or two of PC Glass Blocks? You'll have a potent sales advantage. Meanwhile, you'll find our booklet, on the use of PC Glass Blocks in all kinds of homes, full of valuable, practical suggestions. Send for your free copy now.



BEAUTY AND PRIVACY are afforded by this PC Glass Block bath screen. It's only one of the many ways PC Glass Blocks can be used to add more "buy appeal" to your homes. Make PC Glass Blocks a "must" in your plans. They'll help you make more sales . . . more quickly.



GLASS BLOCKS

The mark of a modern building

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WELDWOOD FIRE DOORS

Are the **ONLY** wood-faced fire doors that bear this label!



Now...plan on permanent fire protection plus the rich beauty of real wood! Here at last is an absolutely fire-safe door that is also a decorator's delight.

Faced with handsome decorative hardwoods, these new Weldwood Fire Doors give you lasting fire protection, with these 8 important advantages:

- Increased Safety • Beauty • Durability • Dimensional Stability • Light Weight • Vermin and Decay Proof • High Insulating Qualities • Moderate Cost

Write today for complete information. You'll also want full details about the new *Weldwood Flush Veneer Door*, for use where absolute fire protection is not required.



- EDGE BANDING**
Of fireproofed Birch hardwood matches the faces.
- MINERAL CORE**
Strong, light, fireproof material. Great dimensional stability.
- CROSS BANDING**
Of 1-16" veneer is bonded to core with waterproof Tego-Film glue.
- FACE VENEER**
Is birch. Other decorative woods available on special order.
- SIZES AND THICKNESSES:**
Made in a wide range of sizes 1 3/4" thick.

**MAIL
COUPON
FOR
DETAILS**



United States Plywood Corporation (Dept. 489)
55 West 44th Street, New York 18, N. Y.

Please send complete details on Weldwood Fire Doors and Weldwood Standard Flush Veneer Doors.

NAME _____

COMPANY _____

ADDRESS _____

UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 18, N. Y.

Distributing units in Albany, Baltimore, Boston, Brooklyn, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Fresno, Glendale, East Hartford, High Point, Indianapolis, Los Angeles, Milwaukee, Newark, New Hyde Park, N. Y., New York, Oakland, Philadelphia, Pittsburgh, Portland, Ore., Richmond, Rochester, San Francisco, Seattle, St. Paul, Toronto.

Also U.S.-Mengel Plywoods, Inc., distributing units in Atlanta, Birmingham, Dallas, Houston, Jacksonville, Kansas City, Louisville, New Orleans, San Antonio, St. Louis, Tampa. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.

New Electric Range Line Announced by Borg-Warner



NORGE Division's new model E-7 automatic range

A COMPLETE new line of electric ranges, consisting of six models, has been announced by the Norge Div. of Borg Warner Corp. The models range from a 20-inch apartment model to a 38-inch master deluxe divided-top model.

Features of the four-way divided-top range include a center oven with "picture window" and a sturdier structural base that also adds toe room.

Additional features are chrome-trimmed tole-switches, a newly designed lamp and clock assembly, seven speed surface units, deep well cooker with "hi-lo" cooker unit, "char-coil" broiler, warming drawer, glass fiber insulation and balanced oven heat.

Also included in the line is a 38-inch deluxe model with surface units clustered at the left and oven at right. There is no oven window, but in other respects this range is similar to the divided-top model.

Another divided-top model is similar to the deluxe divided-top range except that there is no "saftee" nor selector switch, nor "hi-lo" cooker unit. The automatic controls are connected to the oven and the appliance outlet. Instead of individual signal lights, there is one signal light for the two left surface units, one for the two right units and one for the oven. There is no warming drawer.

In the lowest price range is an apartment model with a 20-inch top. This model has four surface units with seven speed tele-switch controls. Oven has a utensil drawer.

Service Station,

(Continued from page 192)

attractive washrooms, walled in blue tile. Lavatories are operated by foot pedals. There is a separate telephone room and a patio on which an umbrella table and chairs are placed. The extensive area around the building has attractive shrubs and landscaping, which also serve as fencing.

George S. Hunt, Western manager for Loewy and Associates, was in charge of building plans. Area of the lot is 20,400 square feet.

REVOLUTIONARY NEW FLUSH DOOR ANNOUNCED

TRUSS-TYPE CONSTRUCTION ELIMINATES WARPING

Kennebec, Inc., well-known manufacturer of birch hollow-core flush doors, announces a major new development in door design. Known as the Truss Door, the new door incorporates four wires that hold it in permanent alignment. Top ends of the wires are threaded and fitted with adjustable hollow screws. Bearer plates mortised into the top and bottom rails receive the stress, while separate slotted guide plates keep the wires from twisting or vibrating.

Handling and installation of the new doors are essentially the same as for conventional flush doors. The top may be sawed or planed for fitting, and hardware is easily installed without interfering with the truss wires.

Core construction is of either pine or patented Kennebec impregnated fiber board. The three-ply birch plywood panels have face sheets of one piece or bookmatched selected birch veneers.

The Truss Door is lightweight, dimensionally stable, and harmonizes beautifully with virtually any interior decor:

NON-TWISTING FEATURE CUTS MAINTENANCE COSTS

Because Truss Doors will not twist out of shape after final adjustment at the factory, they may be installed safely in almost any building application. Where ordinary flush doors might warp and require replacement, Truss Doors can be hung quickly and easily with assurance of permanent, perfect fit. Replacement and expensive return shipments are entirely eliminated. In addition, if door frames should get out of line on a vertical plane, a simple adjustment with a screwdriver will twist the Truss Door to conform. In normal service, however, there will never be any need for adjustment.

FILE INFORMATION AVAILABLE TO BUILDERS AND DEALERS

Builders and dealers will be interested in knowing that Truss Doors are made in a range of standard sizes and are ideally suited to application where light-weight, attractive appearance, serviceability, and resistance to moisture are desired. A four-page, illustrated file-size folder giving complete specification data is available upon request.

Dealers interested in handling Truss Doors on an exclusive franchise basis are invited to write us for information.

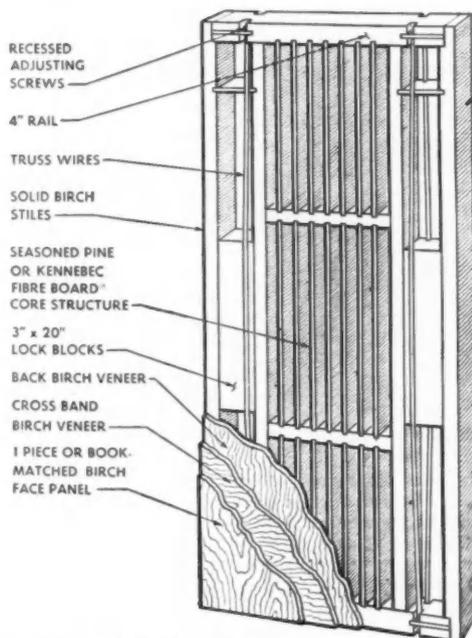
TRUSS DOOR DIVISION KENNEBEC, INC.

53 EXCHANGE ST. PORTLAND, MAINE



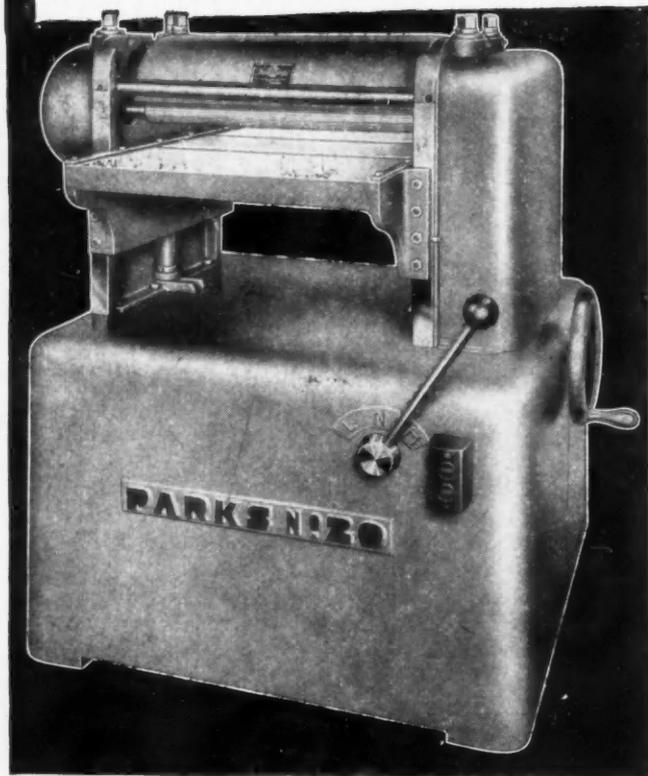
External appearance is similar to conventional top-grade birch faced flush doors.

Diagram shows arrangement of truss wires and core structure, with specifications for component materials.



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PARKS No. 20 20" PLANER

Here is a modernly designed, rugged, high-speed, low-priced planer that is ideally suited for every shop and industrial plant requiring a quality sur-facer. The Parks No. 20 Planer has a four-knife cutterhead with a speed of 3600 R.P.M. and offers two feed speeds — 20 and 40 F.P.M., and 40 and 80 F.P.M. Write for complete descriptive literature:



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THE SIMPLE TAMBLYN SYSTEM OF ESTIMATING REDUCES BUILDING MATERIALS and LABOR COSTS TO EASY-TO-USE FACTORS!

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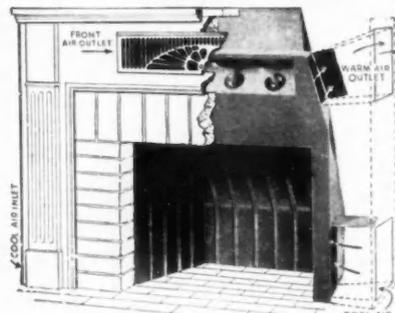
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Here's Why More and More Contractors Are Building Homes with ZONOLITE* Vermiculite!

• Today people are looking for houses that cost less to maintain . . . that are more comfortable and convenient . . . that provide greater safety against fire hazards. Use of Zonolite Vermiculite in homes provides builders with all these sales features. Wide-awake builders are using the many advantages of these miracle products to *sell homes faster.*

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A Zonolite plastered wall won't chip even when nails are driven into it. Holds fire out 4 times longer than ordinary plaster. Insulates, muffles annoying sounds. It's 3 times lighter to handle. Speeds construction, cuts costs, saves time in preparation and clean-up.

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**Robert T. Blanks, Jr.,
Named Sales Manager for
Aetna Steel Products Corp.**

Robert T. Blanks, Jr., has joined the staff of Aetna Steel Products Corporation as sales manager. He was employed for nine years by the Byrne organization of Washington, D.C., development builders. Blanks will travel throughout the United



ROBERT T. BLANKS, JR.

States contacting Aetna and Wollaefer Steel Corporation representatives, as well as the architectural, dealer and contracting trades.

Aetna Steel Products Corporation manufacture standardized steel doors and frames for housing units and are leading fabricators of quality hollow metal products for schools, hospitals, office buildings and other structures.

The Wollaefer Steel Corporation, a division of the Aetna Steel Products Corporation, manufacture and fabricate interior metal trim products, such as metal baseboards, door and window trim, plaster casings and similar products.

**British Building Group
Studies American Methods
Of Building Construction**

Seventeen men representing Great Britain's building industry arrived in the United States July 21 to participate in a six-week study of American construction methods. The team, which includes architects, contractors, surveyors and workers, is the fifth such group sponsored by the Anglo-American Council on Productivity in cooperation with the Economic Cooperation Administration's technical assistance division.

Low and medium-cost houses, small schools, industrial plants and commercial office buildings of a size comparable to those in Great Britain are being included in the study. The group is particularly interested in methods of utilizing building materials other than lumber in the construction of houses. The itinerary included Washington, D.C.; New York City, Chicago, Detroit, Cleveland, Buffalo and Boston.

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For this Complete HOTPOINT KITCHEN



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 You Offer So Much More!**

TODAY the cost of adding Hotpoint all-electric kitchens in new homes is amazingly low in comparison with the impressive increase in value.

For example, a complete Hotpoint kitchen, financed in a "package mortgage," actually adds less than \$5 to the monthly payments.

Aggressive home builders everywhere agree that today the kitchen is the measure of value—that prices seem lower when homes are fully equipped with Hotpoint Ranges, Refrigerators, Dishwasher-Sinks and matching Hotpoint metal cabinets. For complete facts, see your Hotpoint distributor or mail the coupon at right.

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THE KALAMAZOO GAZETTE

HOME EDITION

14 PAGES

KALAMAZOO, MICHIGAN, SATURDAY, JUNE 18, 1949

PRICE FIVE CENTS PER COPY

Builder Holds Open House on New Product

L. W. Vandenberg Introduces Line.

A new line of houses is being introduced to Kalamazoo today by L. W. Vandenberg, builder, and his sales agent, Serrin Realty, Inc. The first in a series of residences by the local builder is being shown at an open house until 9 tonight and from 4 to 9 Monday, Tuesday, and Wednesday.

Located at 2917 South Rose street, on the southern slope of Westnedge hill, the house is nestled in a pleasant residential area. The property has been landscaped and the house is completely furnished for the open house event.

Recognizes Need

For Vandenberg, introduction of this house is a departure from the field in which he has been operating. Enjoying a reputation for fine building in this area, the young builder has been concentrating in the past on houses in a little higher price range. The project to produce the new line of houses is his recognition of the greater need for housing in that price range.

A partly pre-assembled house, the new houses are shipped here from the Harnischfeger corporation, Port Washington, Wis., for assembly at the site.

But unlike most of the pre-assembled houses, the residence being erected by Vandenberg is a more complete house, with full basement and a number of other features, commonly found in more expensive houses.

Large Closets

The pilot model of the homes, which is the one on display, has automatic oil heat but in future houses, the builder reports, one may have a choice of oil or coal heat, automatic or manual control.

Large clothes closets are a surprising feature of the house. Although small in appearance, the house has large rooms and extremely large clothes storage space. Modern flush type doors are used throughout the house and fine custom built cabinet work is a feature of the house. It is completely insulated.

Vandenberg reports he will erect the house in six different exterior styles and the house may be finished in either siding or shingles. It is offered in either two or three bedroom models.

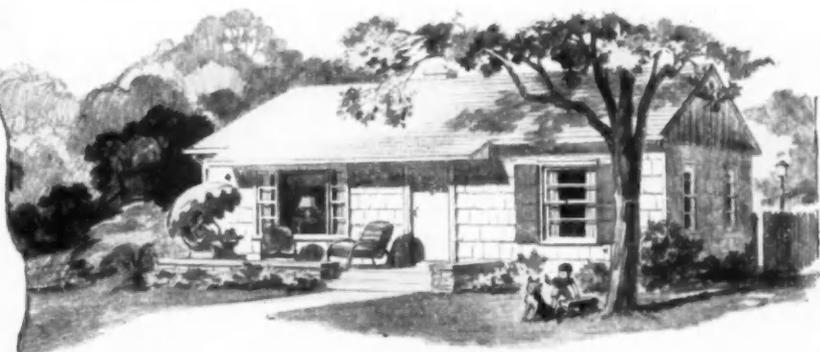
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Line Up With **P&H** for Profit!

Successful builders are learning that they can make more money in less time with P&H Homes. Quick erection simplifies many problems — cuts costs — reduces risks — assures fast turnover of invested capital — enables you to build more homes per season.

And here's sure-fire sales appeal — a full size home — 24 ft. x 32 ft.; large living room; choice of 2 or 3 bedrooms; full insulation; flush doors throughout; built with or without basement; approved for FHA financing. Can be erected and sold for as low as \$6,500 complete, plus lot, in some areas.

In Kalamazoo, L. W. Vandenberg is taking orders each week for P&H Homes to be completed within 30 to 60 days.



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Only Barcol OVERdoors offer all these distinctive features: exclusive cam-controlled action for weather-tight closing without sticking or binding; tailored twin-torsion

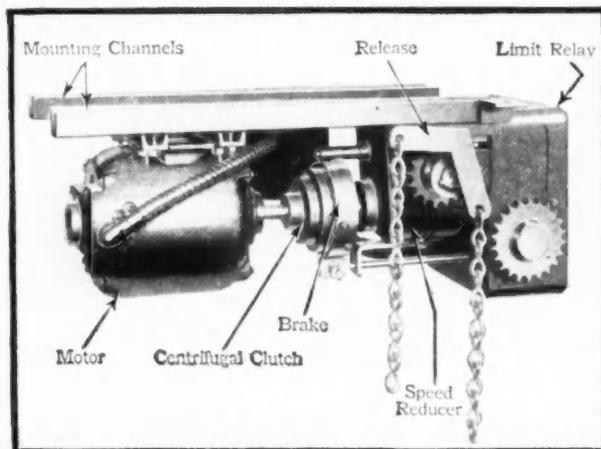
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Lathing and Plastering Group Announces Results Of Research Studies

The National Foundation for Lathing and Plastering, Inc. has announced research findings which it predicts will result in significant improvements in the utilization of lathing and plastering, together with construction cost economies. The Foundation, a non-profit organization composed of the Lathers, and the Plasterers and Cement Finishers International Unions—and the Contracting Plasterers International Association, recently observed the fourth anniversary of its founding.

One of the most important findings, according to E. M. Lurie, engineer of building construction and director of the Foundation, are the savings in size and costs of structural members supporting plastered construction. He said that modern structural lathing and plastering materials have rendered obsolete the age-old rule of thumb "plaster deflections" formula which is based on a fixed span of the beam, joist or other member. Lurie added that this theory evidently had never before been scientifically checked, and was found to be seriously wanting in applicability.

The research also revealed several new ways of obtaining greater plaster crack resistance and consequently reducing maintenance costs without increasing the first cost of lathing and plastering. Greater resistance to deformations tending to produce cracks was displayed under test when the new lightweight aggregates such as vermiculite and perlite were used instead of sand in plaster mixtures. Effectiveness of metal lath corner strips to strengthen plaster over gypsum lath was proved decisively.

In regard to the "plaster deflections" formula, the findings indicated that lathed and plastered ceilings, suspended by flexible hangers or clips from the underside of floors and roofs are distinctly superior in plaster crack resistance to commonly used directly-nailed lathed and plastered constructions. The factor of safety required by the formula is considerably in excess, in many cases, of that obtainable from materials available when the formula was originated 128 years ago.

Lurie said he believed that if the suggestions contained in "Suggested Design and Construction Methods for Advantageous Use of Lathing and Plastering," a publication shortly to be released by the Foundation, are followed, structural members supporting plastered ceilings can be safely reduced in size with an ample degree of structural safety to realize construction cost economies.

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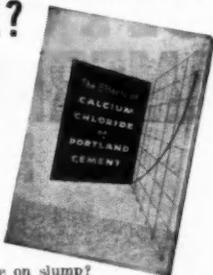
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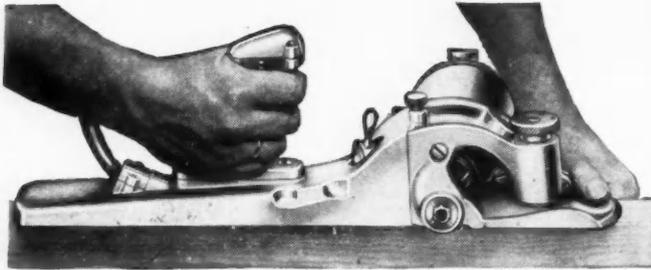
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Universal has many new selling tools which will help increase your sales—if you put them to work for you. Write for further information now.

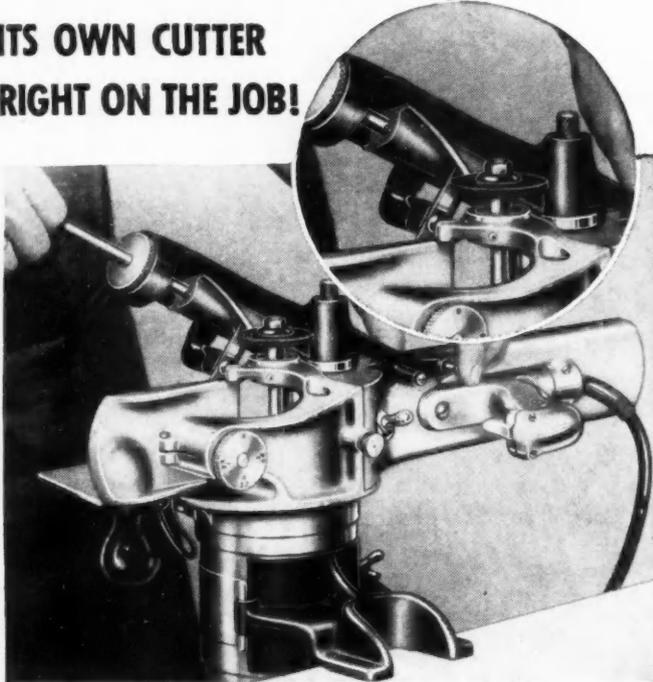
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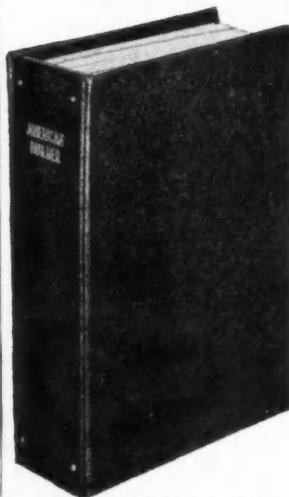
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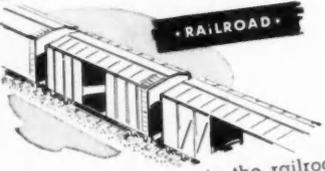
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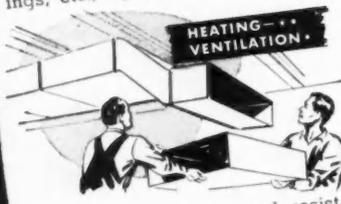
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- Facts about Galvanized Sheets.
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Plaster Aggregate Used In Modern Buildings

Through special qualities, including resistance to fire and lightness in construction, Permalite, a plaster aggregate for wet-wall construction, has proved adaptable to the modern requirements of interior plastering. The aggregate is manufactured by the Great Lakes Carbon Co., Chicago.

Permalite, which is processed from perlite, a volcanic rock, may be used as the aggregate for a gypsum-base plaster. Applications of the aggregate have been made in the Chicago Tribune Tower; National Standards, Gulf and Veterans Administration buildings, Houston; and the Texas Bank and Trust Co., Dallas. Standard methods are used in mixing and applying.

Other characteristics of the aggregate, the manufacturers pointed out, are inertness and elimination of organic or other foreign matter. The manufacturing process renders it dry, avoiding the possibility of freezing. The dead-air cells produced in the process act as insulating agents to reduce heat transmission loss. The cells also reduce noise transmission.

New Hardware Lacquer Shows High Resistance To Tarnish, Corrosion

LABORATORY tests of a new lacquer for home hardware have demonstrated an unusual resistance to tarnish and corrosion, it has been announced by Sargent and Co., New Haven, Conn. The lacquer, developed in an extensive research program, is being produced for use on all of the firm's products.

Tests of the new protective covering, company officials said, show that it cannot be dissolved by any standard paint remover or lacquer thinner; is impervious to all cleaning fluids; and is not affected by human perspiration. High resistance to salt spray and concentrated sulphur atmosphere were also indicated.

Repeated blows with a one-pound hammer swung in a 12-inch arc were said to produce no break in the lacquer; and bending tests indicated that metal covered with it could be bent and rebent to the cracking point without wrinkling or cracking of the covering.

Sargent officials pointed out that corrosion and tarnish often limited the useful life of hardware, despite the fact that the base metal was usually sound at the time replacement or refinishing became necessary; and that the research project was undertaken to find a protective covering which would prevent this situation.

Vermiculite Concrete Used In Large Roof Insulation

One of the modern techniques used in construction of the new Walgreen Drug Co. office building in Chicago was insulation of the roof with a light-weight vermiculite concrete, made by mixing Zonolite vermiculite aggregate and Portland cement.

The roof deck area of the two-story basementless building, is of reinforced



BY laying the insulating concrete in alternate panels, workers were enabled to work alongside the sections being poured

concrete and covers 52,000 square feet.

The Zonolite concrete was applied in alternate panels across the roof. When the first series had set, the adjacent strips were poured, completing the job.

The finished insulation job required 5,000 bags of the aggregate and 3,330 bags of Portland cement. The weight of the insulating concrete is 25 pounds per cubic foot, 1/6 the weight of regular concrete. In addition to its lightness and insulating qualities, the aggregate has a high resistance to fire.

Milner Appointed to Stewart-Warner Post

H. W. Milner has been appointed sales manager of gas-burning domestic heating equipment produced by the South Wind division of Stewart-Warner Corp., Indianapolis, according to an announcement by W. E. Judd, general sales manager of the division.

Milner joined Stewart-Warner in 1948 when the company purchased the physical assets of the Heating Research Corp., Anderson, Ind. He has been active in the gas industry since 1927. For three years during the war, he was chief of the fuels and utilities branch in the office of the Army chief of ordnance.

Milner attended the University of Nebraska and was associated for five years with the Nebraska State Journal, Lincoln.



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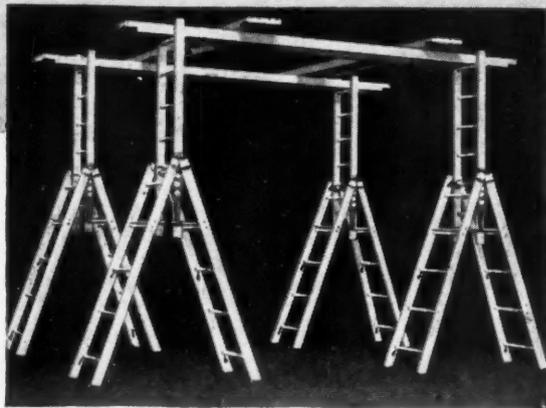
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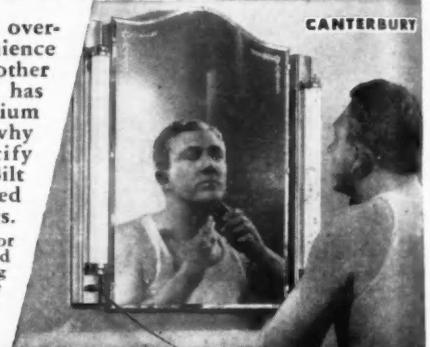
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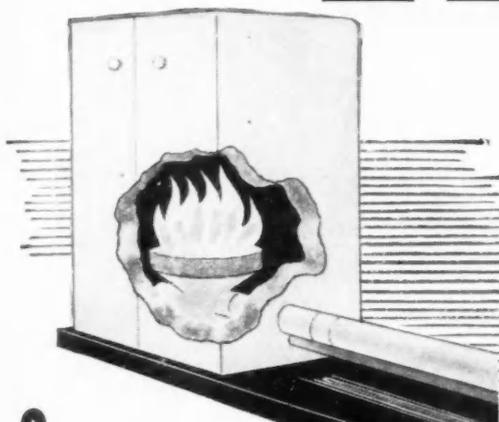
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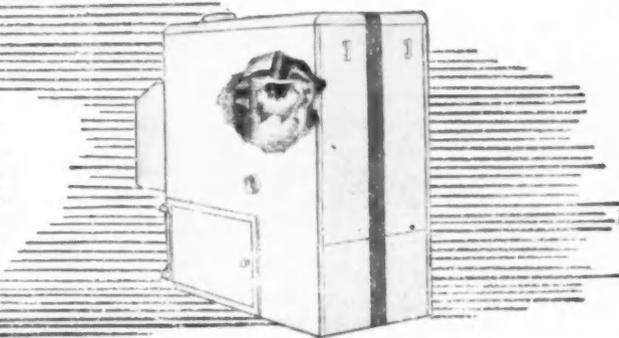
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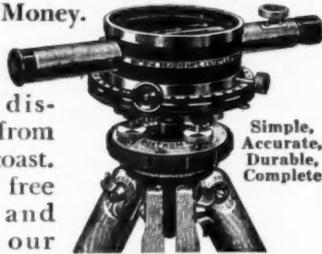
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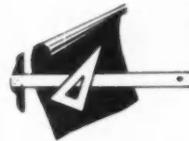
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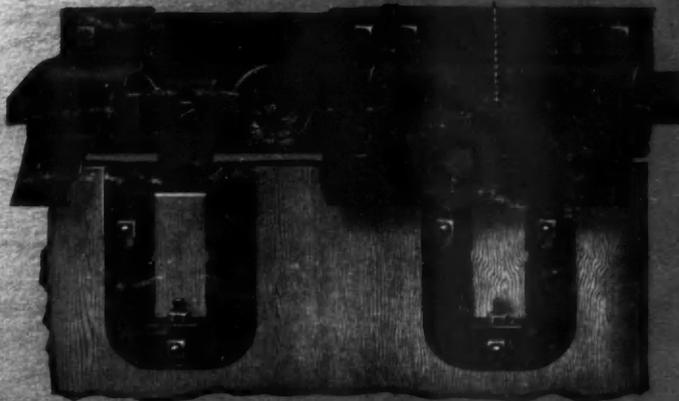
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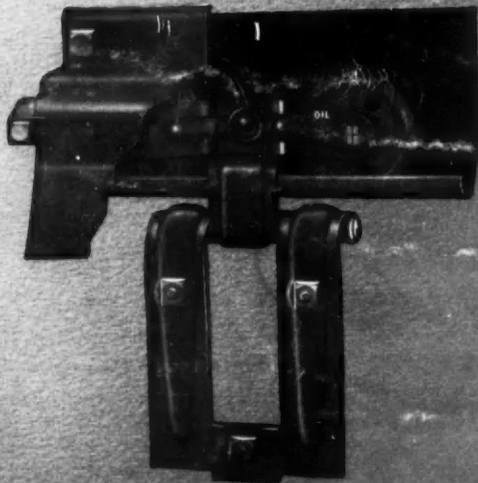
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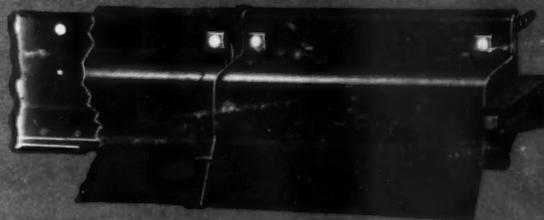
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