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# AMERICAN BUILDER

WORLD'S GREATEST  
BUILDING PAPER

A N D B U I L D I N G A G E



The Garage Is Part of the Home Today  
Westchester—Planned Business Development



It's what's INSIDE that Counts!

**Y**ES... "ingredients" make the big difference in quality of performance whether the product is a fine watch or a fine building material.

Secret of the success of so many Celotex building products, for example, is the cane fibre at their core.

These long, tough cane fibres form an interlocking "bridge" with each other—endow Celotex board with high tensile strength and endurance, good insulating value, yet extreme lightness and workability. It's easy to handle, easy to apply, economical to use.

What's more—special Celotex processing renders the board wind, water, heat, cold and vermin-resistant... makes it one of the most practical building materials on the market.

Look to The Celotex Corporation for these quality cane fibre building products. And remember: on literally *millions* of building jobs, they've *proved* beyond a shadow of a doubt that *they've got the inside quality that counts!*

**Quick Facts on Celotex Siding—a typical Celotex cane-fibre building material**

Ideal for farm structures, garages, warehouses, most any low-cost building. Does 4 jobs in one application: 1. Sheathing; 2. Insulation; 3. Exterior Finish; 4. Structural Strength. Has high insulating value; requires no maintenance. Just nail to frame and caulk—and the job's done!

Tongue and Groove joint on long edges of 2' x 8' panels.

Core of genuine Celotex Cane Fibre Board furnishes structural strength and insulation.

All edges and sides sealed against moisture by coating of asphalt.

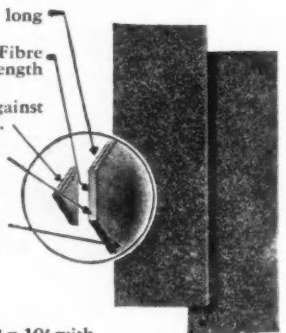
Extra coating of asphalt on exterior side.

Exterior surface of firmly imbedded mineral granules, providing durable, colorful finish.

**Colors:** Green or Bufftone.  
**Sizes:** 5/8" thickness—4' x 8' with square edges.

7/8" thickness—2' x 8' with T & G joints on long edges.

7/8" thickness—4' x 8' and 4' x 10' with square edges.



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

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

Published monthly by Simpson, Boardman Publishing Company, Chicago 3, Ill. Subscription price, United States, Possessions, Canada and Mexico, 1 year, \$1.00. Entered as second-class matter Oct. 11, 1930, at the Post Office at Chicago, Illinois. Postmaster: Send address changes to The Celotex Corporation, Chicago 3, Illinois. Address communications to 155 W. Adams St., Chicago 3, Illinois.

**T**HERE'S no need to sacrifice ventilation when you use a picture window. Flank it on both sides with Fenestra Steel Casements that swing out to scoop in the breezes. That offer double sales appeal—a view *plus* ventilation.

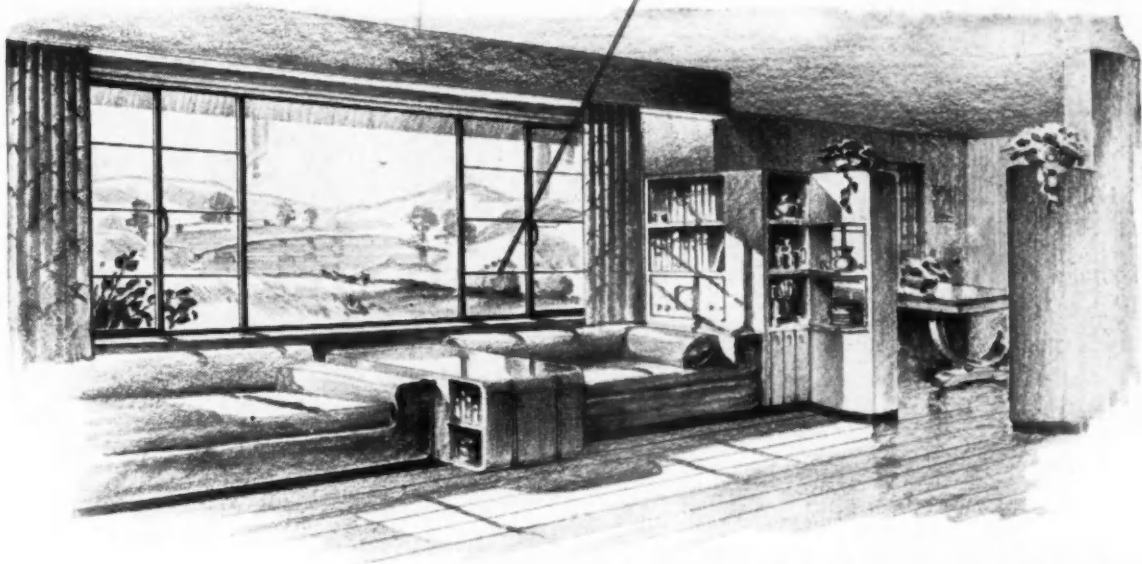
But there's more to it than that. Women like the neat, smart appearance . . . the finger-touch operation . . . modern screens that fit *inside*.

The new line of Fenestra Steel Casements provides a right window for every room in the house—designed for proper function—and for easier installation in every type of construction.

Fenestra Steel Casement Windows are truly *modern* windows—planned for the better, more graceful living that Americans expect in tomorrow's new homes. Detroit Steel Products Company, Dept. AB-3, 2260 East Grand Blvd., Detroit 11, Michigan.

*Fenestra  
doubles the appeal!*

**PICTURE WINDOW**  
*plus*  
**VENTILATION**



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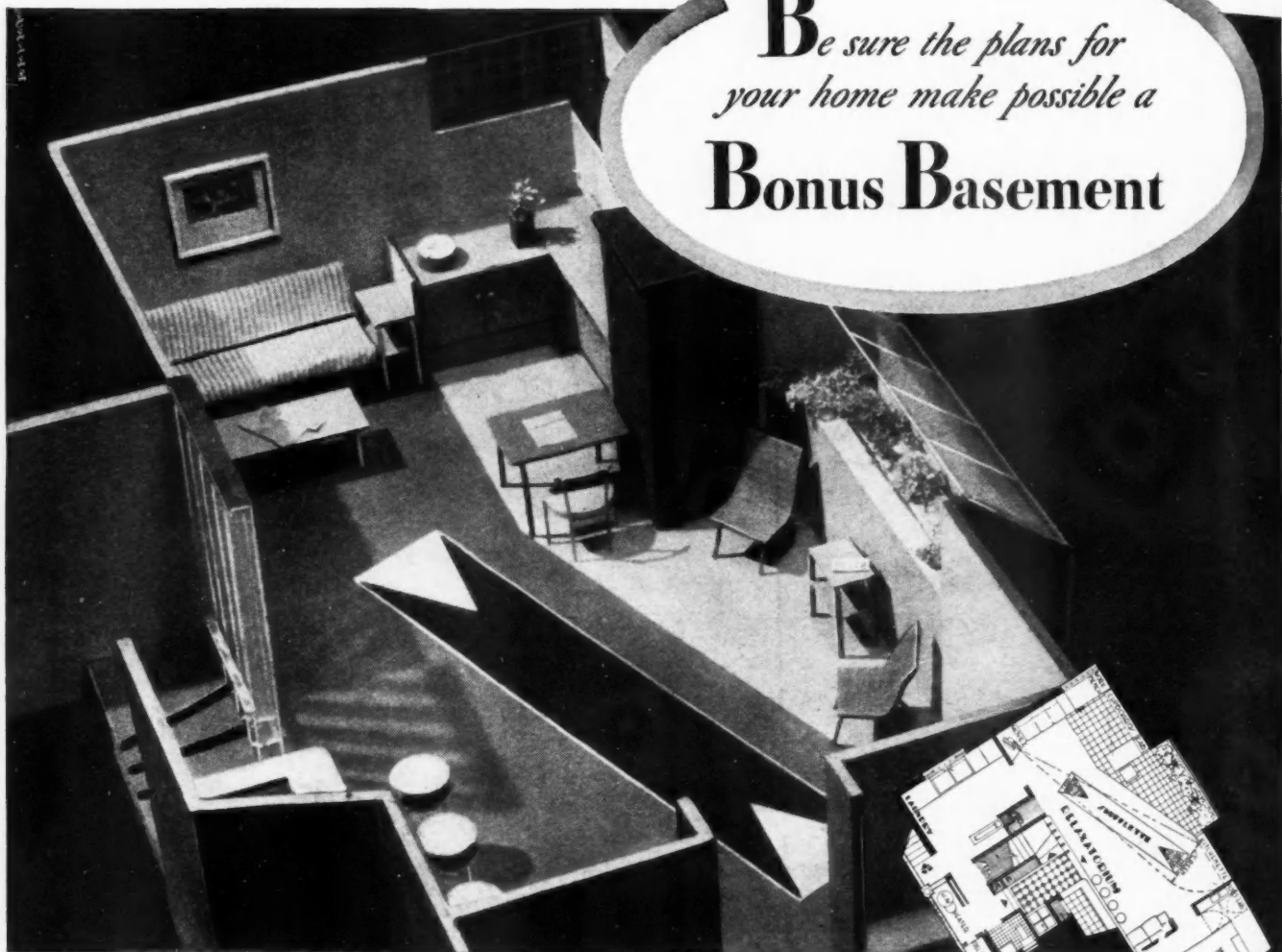
FENESTRA STANDARD TYPES

illustrated above

*Fenestra*



**RESIDENCE STEEL CASEMENTS**



Be sure the plans for  
your home make possible a  
**Bonus Basement**

ARCHITECT: FREDERICK W. STRITZEL, COLUMBUS, OHIO

The picture above shows the kind of attractive and ingenious layout most prospective home builders are planning as recreation rooms in their new homes. And if you have something of the same sort in mind, we'll tell you how your plans can provide such a room on mighty attractive terms: *plan to heat with Bituminous Coal* when you build or remodel your home. Then you can have a "Bonus Basement"—furnished and paid for in only a few years' time by the substantial savings that come from using this most economical and dependable of all home-heating fuels!

Into the bargain, you'll also find Bituminous Coal gives the steadiest,

most uniform heat. And, when burned in one of the marvelously efficient new stokers, it becomes an "automatic" fuel—even to the point of ash removal! Clean, quiet, odorless, smokeless!

Better than 4 out of every 7 homes in the United States heat with coal. Let it work for *you*, as it does for over 18 million home-owners. And let it also buy you a "Bonus Basement." For information and helpful suggestions, take advantage of the special offer described opposite. Then talk it over with your architect or builder.

BITUMINOUS COAL INSTITUTE  
60 East 42nd Street, New York 17, N. Y.

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

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

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

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This famous, all-purpose, low-cost

# DE WALT

will help  
build America's  
new homes

*faster  
at lower cost!*



Make this DeWalt Builder's Saw the No. 1 tool on your power equipment list . . . and it will help you build your customers homes faster--better--and for lower costs than ever before!

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

This DeWalt is a precision-built tool for builders. And you can buy it today at 1938 prices! Write for catalog now. Address: DeWalt Products Corporation, 13 Fountain Ave., Lancaster, Pa.



# DE WALT



## *The woman who saw beyond the nose on her face*

● This woman wasn't satisfied with old-fashioned construction methods.

She was tired of walls that cracked—ceilings that were old before their time—finishes that defied cleaning. And she couldn't see waiting weeks for plaster to dry, either.

So she said to her builder, "Isn't there a better—a more modern way when I build?"

And there will be—Upson Panels! One of these days, when Upson

Strong-Bilt Panels and Upson Kuver-Krak Panels are available, she will be happy in a home with walls and ceilings that are *permanently* beautiful . . . because Upson Panels are strong, *crack-proof*—trouble-free. She will be in her home weeks sooner, thanks to the speed of modern, dry-wall construction.

She will be more comfortable, too . . . because Upson Panels have efficient insulation value . . . and are delightfully warm to the touch.

And she will do less work, because the rich, beautifully pebbled surface of Upson Panels—painted in her favorite colors—cleans easily with a damp cloth.

Today, millions of women like this one want these beautiful, modern, war-tested walls and ceilings. And the fortunate ones willing to wait until Upson Panels are again available will be happy indeed with walls and ceilings that are permanently beautiful.

THE UPSON COMPANY, LOCKPORT, N. Y.

Upson Products are easily identified by the famous Blue-Center

**LOOKING TO THE FUTURE**—As you know, deliveries on most building materials are delayed and difficult. Restrictions on many materials are still effective which hamper production of the full Upson line. We are hopeful that these conditions will improve in the months ahead.

Right now, in common with other manufacturers of building materials, we ask your continued cooperation and patience.



PACEMAKER IN CRACKPROOF PANELS

# AMERICAN BUILDER

AND BUILDING AGE

F O U N D E D — 1 8 7 9

M A R C H

VOL. 68 1 9 4 6 NO. 3

## C O N T E N T S

### AMERICAN BUILDER and BUILDING AGE

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Editorial Office, 105 West Adams Street, Chicago 3.

*Every woman wants*

**TELEPHONE OUTLETS**

*in her new home*

**B**UILT-IN telephone facilities are striking evidence of good planning and construction. Prospects will like the thought that built-in conduit is provided to carry telephone wires out of sight between the walls. Also, that outlets at convenient points are planned for, and ready for use as soon as telephones become plentiful.

Telephone outlets make sales easier. Your Bell Telephone Company will be glad to co-operate in planning them with you. Just call the nearest Telephone Business Office.

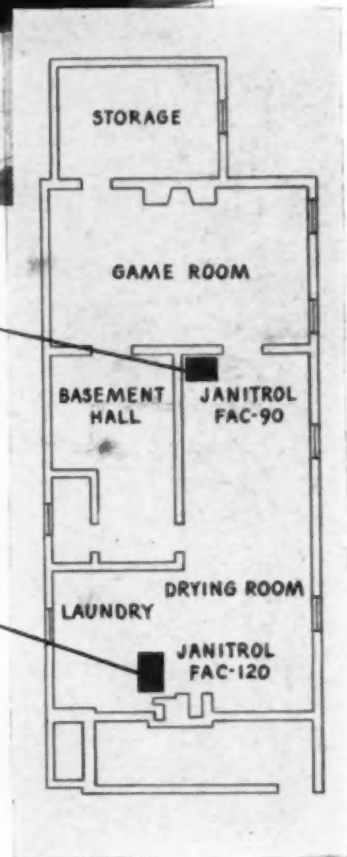
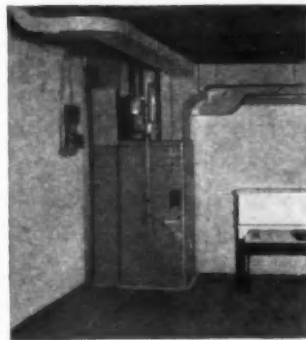


**BELL TELEPHONE SYSTEM**





# YOU CAN GET *Uniform Temperatures* IN LARGE HOMES . . . This Clean, Low-Cost Janitrol Way!



**H**ERE'S something that ought to be news but isn't. When a 90-foot long home has uniform temperatures throughout, even during high wind conditions, that would be *news* with most heating systems. But not with Janitrol. For the application of Janitrol Gas-Fired Winter Air Conditioners to get optimum heating results is the *everyday job* of the Janitrol heating engineer.

This home of P. C. McKenzie in Mt. Lebanon, Pa., for instance. To eliminate the need for extensive ductwork and place heat more directly where it is needed, *two* Janitrol furnaces were recommended—one in either end of the home. Results: reasonable installation cost, low fuel bills, and *solid, long-lasting heating comfort*. In the words of the owner—"We have enjoyed exceedingly uniform temperatures in this 90-foot long residence."

Whether you're planning to heat a large home like this one, a double home, a bungalow, or a small apartment, there's a Janitrol Gas Furnace for the job . . . and a Janitrol heating engineer who can help you select it. He may not be able to provide all the Janitrols you need now, but call upon him. He's anxious to help in any way he can.

SURFACE COMBUSTION CORPORATION, TOLEDO 1, OHIO

# Janitrol

## GAS-FIRED HEATING EQUIPMENT



Water Air Conditioner



Gravity Furnace



Conversion Burner



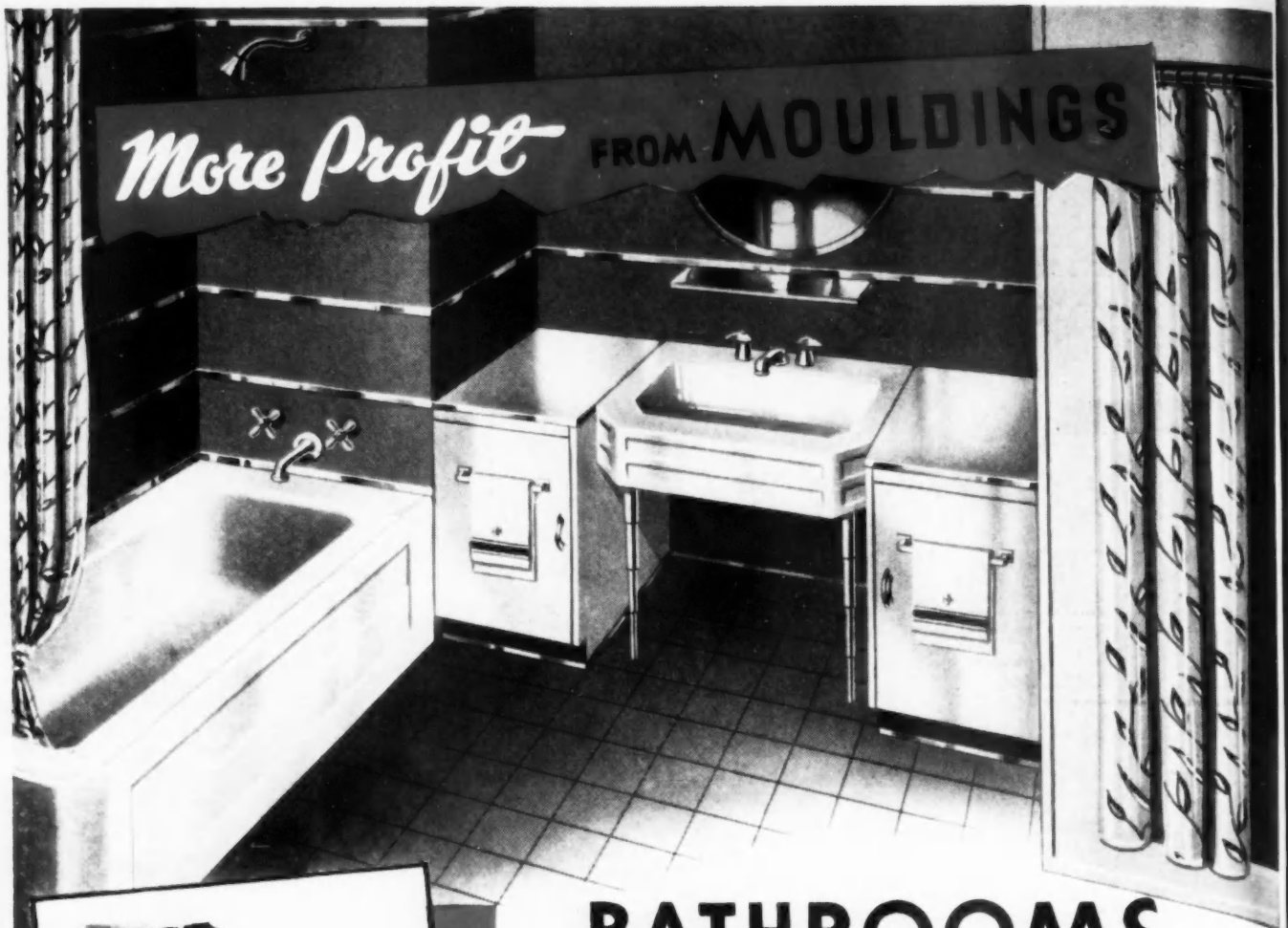
Unit Heater



Boiler



Forced Type Radiator Unit



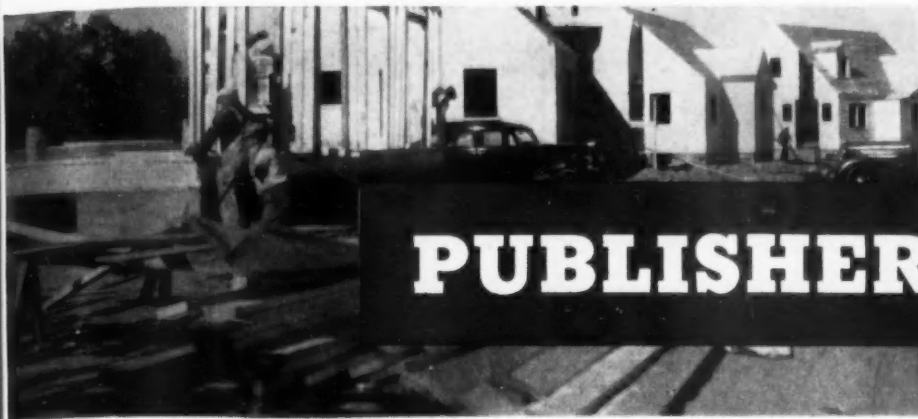
## BATHROOMS

Aluminum or stainless steel mouldings are a "must" in modern bathrooms! Easy to install and easy to keep clean, they delight the home owner with that touch of shining smartness. Pick up extra profit and please your customers by suggesting more diversified uses of aluminum and stainless steel mouldings. Recreation rooms, kitchens, breakfast nooks, stairways all are sources of added profit by moulding installation.

Write Today for our New Winter Catalog  
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## PUBLISHER'S PAGE

### **How Preserve Private Enterprise?**

**F**REE private enterprise in the building and other industries is being endangered much less by Socialists and Communists who avow a purpose to destroy it, than by politicians, labor leaders, pseudo-economists and numerous other persons who, whether sincerely or not, profess a desire and intention to "preserve" and "help" it. Most of the promoters of the Wagner-Ellender-Taft housing bill, of the Murray "full employment" bill and of continuance of control of prices and rentals claim to believe that such measures will "help" free private enterprise.

Well, what is free private enterprise? The best definition of it the writer can give is: Enterprise which (1) seeks and receives no subsidies from government; (2) is subjected to no subsidized competition by government; (3) if naturally monopolistic, is strictly regulated by government; (4) if naturally competitive, refrains, either voluntarily or because of government compulsion, from practices restricting competition; (5) is not subjected by government or labor monopolies to controls, wages or working conditions that prevent natural functioning of private enterprise.

This definition makes private enterprise as free from interference as, in the public interest, it can safely be made. But while many persons would accept the definition, lamentably few would willingly apply it in actual policies and practice. Almost everybody now in public life, regardless of party, favors *some* government subsidies or controls that violate the principles of really *free* private enterprise. And, in spite of almost unanimous profession by business men of devotion to free enterprise, many of them are not averse to subsidies, government

controls or monopoly practices that they believe will benefit them.

But the paramount issue in this country today is *free* private enterprise versus national socialism. Nobody, whether politician or business man, can effectively oppose policies leading toward national socialism without offering an opposing program; and the only program with which the issue can be squarely met is return by government, labor and business to the policy and *practice* of free private enterprise. And that means the elimination from every Federal, state and municipal law, and from business as well as labor unionism, of every provision or practice that restricts free and equal competition in naturally competitive industries—excepting, of course, those necessary to protection of the public health and safety.

It will do little good in the long run for professed defenders of private enterprise to oppose only *some* socialistic policies and monopoly practices. They must consider the tendency that *every* socialistic policy or monopoly practice has to cause and prolong depressions and the tendency of depressions to generate public demands for more and more socialistic policies. Untrammelled and unsubsidized competition in private enterprise prevents the maladjustment between the prices of different industries that is a principal cause of depressions. Hence, such competition is the best promoter of prosperity and the best preventive of depressions. And the salvation of private enterprise will be found in the promotion of prosperity and the prevention of depressions.

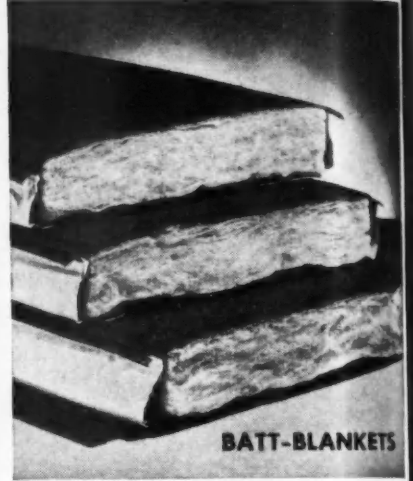
*Samuel O. Drumm,*

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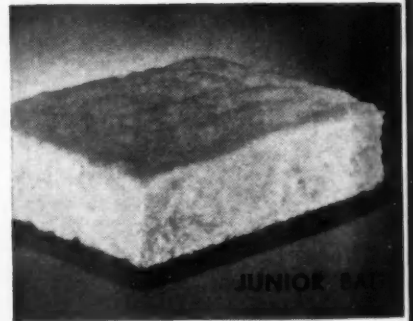
—WITH THE MOST OUTSTANDING PERFORMANCE



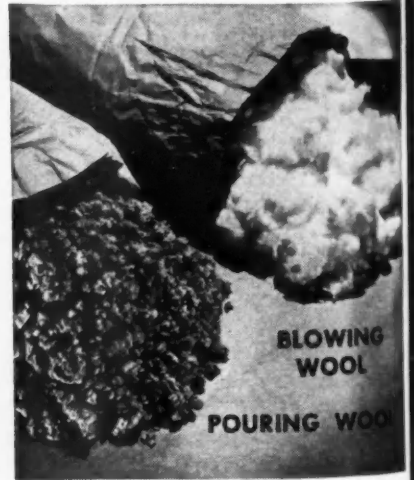
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BATT-BLANKETS



JUNIOR



BLOWING WOOL

POURING WOOL

**"Just naturally BETTER"**

# FIBERGLAS

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B

# BACK FROM THE WAR!

RECORD EVER ACHIEVED BY AN INSULATION MATERIAL

## PROVED in War and Peace

Every American naval vessel launched during the war used Fiberglas Insulation. So did B-29 Bombers. Arctic and Tropical Shelters were kept more comfortable with Fiberglas in all temperatures. Fiberglas was the *only* material that could pass rigid Army and Navy insulation specifications for many applications.

Most leading manufacturers of home appliances used Fiberglas Insulation before the war. Now, even more specify Fiberglas for their new ranges, refrigerators, home freezers, and other insulated appliances. Fiberglas is also the "first choice" insulation for air-conditioned trains, airliners, ice cream cabinets, commercial refrig-

erators, refrigerator trucks, water heaters, boilers, etc. In fact, throughout America, industry recognizes Fiberglas as the "standout" material wherever insulation is needed—and in thousands of American Homes the superior advantages of Fiberglas Building Insulation have been proved.



And now Fiberglas is ready to do a better job of insulating buildings!

## ONLY FIBERGLAS HAS THIS COMBINATION OF NATURAL ADVANTAGES

**RESILIENT—WILL NOT SETTLE**—Fiberglas Building Insulation retains its installed thickness under vibration.

**LIGHTWEIGHT**—Fiberglas is one of the lightest of all insulation materials.

**HIGHLY EFFICIENT**—Fiberglas is recognized as one of the most efficient of all insulation materials.

**MOISTURE AND CORROSION-RESISTANT**—The individual Fiberglas fibers do not absorb moisture and will not rot.

**NONCOMBUSTIBLE**—Fiberglas is made of glass fibers. They do not burn. They need no flameproofing. They are "naturally" and permanently firesafe.

**ODORLESS**—Fiberglas is odorless and does not absorb odors.

**NO FOOD FOR VERMIN**—Fiberglas provides no sustenance for insects, rodents or vermin.

**EASY TO HANDLE**—Its light weight, precision manufacture and variety of sizes permit more efficient warehousing, delivery and job application.

**LONG LIFE**—The combination of these "natural" Fiberglas advantages assures top performance and long life. Fiberglas Building Insulation lasts!

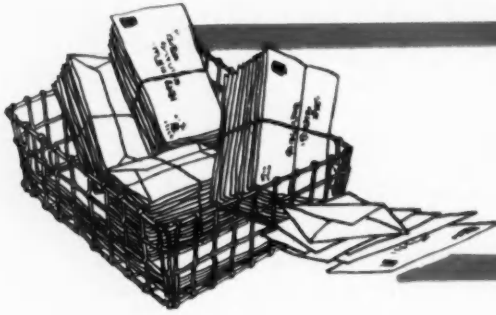
**3 INDUSTRY LEADERS**  
now distribute Fiberglas Building Insulation!

UNITED STATES GYPSUM COMPANY     ARMSTRONG CORK COMPANY  
USG Red Top Insulating Wool     Armstrong's Insulating Wool

FLINTKOTE COMPANY  
Flintkote Insulating Wool

These national organizations now distribute Fiberglas. You can specify Fiberglas in full confidence that you are recommending an insulation that is "just naturally better". Additional information is available from them, their dealers or write Owens-Corning Fiberglas Corporation, 2018 Nicholas Bldg., Toledo 1, Ohio.

# BUILDING INSULATION



## Our Readers Say:

### Each issue gets better and better

*To the Editor:* I have just received my latest copy of the *American Builder*. I wish to commend you on its excellence of material and on your editorial in particular.

I have been a reader of the *American Builder* for about fifteen years and while I always have enjoyed it, I feel that each issue gets better and better.—ROBERT D. KEEN, Registered Architect, Harrisburg, Pa.

### Fight government spending

*To the Editor:* I have read your Publisher's Page on government spending and taxes. The problem is a real one, but you fail to mention a solution.

We have a suggestion to make. Every business man not being subsidized would be glad to be a member of an organization to fight government spending, but this could be done only through the medium of a business magazine like the *American Builder* backed by associations and individuals all over the country willing to sacrifice time and money to avert a disaster.

I am sure there are thousands of citizens who feel as I do. Thank you for your fight for clean politics and instructive reading.—LOUIS DIEU, President, Collinsville Contractors Assn., Collinsville, Ill.

### Says FHA unnecessary

*To the Editor:* I enjoyed very much your editorial in the January issue. As it has been often said, nothing but an aroused public can save us now.

It's about time we talked louder and with more force. The war is over now and let's clean our own house.

We have found FHA appraisals in every instance too low to allow even a supervisor's wages during construction, to say nothing about a profit or selling cost. When FHA has arrived at a point of not being of service to the public, then it has outlived its usefulness and should go. In small towns which have a less severe building code than we have in this city, the FHA waives certain construction requirements to meet the town's code. This, of course, is discrimination and renders the whole FHA plan useless.

It is not high costs of material alone that makes high rents. It is high cost of amortization of mortgages. There is no sound reason why anyone should be compelled to pay off a house mortgage in twenty-five years, when the life of a house built under our building code is from 50 to 75 years and longer, any

more than an automobile should be paid for in 30 days when its life is considered eighteen months by government-controlled finance companies.

Not too long ago you could buy a home and live in it by paying the interest, taxes and keeping it in repair. Today, it costs you close to double the amount it did to live in the same house because of quick amortization. The question is, how long is the public going to pay double and like it.

Many citizens can remember when FHA was voted by Congress to "help" finance and supervise construction. That was how this control started. The FHA is nothing else but the OPA system of regulating new home prices. It is done by low appraisals and the builder cuts the quality of the house to suit the appraisal. The FHA entire method encourages cheap housing.—HENRY E. CHURCHILL, Real Estate, Springfield, Mass.

### Prefab interest in Ireland

*To the Editor:* I am very interested in prefabricated houses, and would feel deeply grateful for any information you can supply me with, such as: designs, etc., and the cost. Also, let me know if it would be possible for you to obtain an Export License for delivery here. The shortage of houses over here is very great at the moment, and I am prepared to experiment, provided delivery can be made quickly and the price attractive.

Any information you can pass on to me will be highly appreciated.—W. A. MULLEN, Director, Hamilton Robb Ltd., Portadown, North Ireland.

### Says it's useful

*To the Editor:* We have read your magazine for a number of years and find it very useful. You are to be congratulated in offering this service to the building industry and those associated with it.—W. A. SHAFER, Manager, Wheatland Lumber Co., Wheatland, Wyo.

### Propaganda antidote

*To the Editor:* I think your editorial in the January issue of *American Builder* is a good piece of writing and a fine example of the type of thing the American public needs to see more of as an antidote to all of the socialist propaganda that is getting published these days.—LEWIS H. BROWN, President, Johns-Manville Corporation, New York, N.Y.

### Seeks building job

*To the Editor:* I was in the construction and repair business in Northwestern Ohio and Northeastern Indiana until the war started.

On March 16, 1942, I took a job with U.S. Civil Service in Bremerton, Wash.

Now I would like to get started in the building business again. Do you know of any openings for a construction supervisor, particularly for homes and farm buildings?—WEIR H. BAUER, Box 4043, West Park, Bremerton, Wash.

### Interested in low priced homes

*To the Editor:* I have been an interested reader of the *American Builder* for a number of years. In the October issue on page 70 I noticed the name of one Edgar Wesley Allen, of New York, who proposed building homes with a number of advantages, in the immediate neighborhood, in the \$1500 to \$2500 price range including land and building. This all looks rather interesting in figures and I am wondering what secret there is that could be divulged to help builders in other localities build homes at this low figure. Or is he just another one of those enthusiastic persons who overlooks all facts of material and labor and other costs involved in home building and uses figures to interest persons in investing money in land or building sites, and leaves the persons who are foolish enough to invest their money holding the bag when the whole thing blows up?

I am situated about midway between the cities of Lancaster and Harrisburg, Pa., about 18 miles from each place and am doing business in both cities and surrounding territory. I will admit that the need of houses is quite critical but only those persons who are able to raise \$5,000 and upwards will be able to own homes since the type of home demanded in this community cannot be built for less than \$5,000, not including land.

There is considerable housing going on in the vicinity but they are all houses that will sell for about \$7,000 or \$8,000 and this you will readily see does not allow the lower income people to own their own homes.

If there is any concrete information available or proven methods of construction that would enable one to build a conventional type home such as is built in this section of the country, at a figure of \$4,000 or less, I would be interested in hearing from you.—PAUL A. MARTIN, General Construction, Mount Joy, Pa.



*a 6 months' HEADACHE - but it's wearing off!*

**W**E know you have plenty of headaches of your own. But listen to just one that is ours, and directly affects you.

Immediately after V-J Day, Truscon began reconverting, from 100% war production, to the fabrication of steel windows and other building products. Preliminary plans, based on anticipated steel deliveries, indicated that Truscon Pivoted and Commercial Projected Windows would be ready, in quantity within a few months.

But as our program of reconversion progressed we found that the situation on steel deliveries—and other essential factors—were seriously handicapping us. It was found impossible to set up schedules which could be maintained

with any degree of system or regularity.

Despite these handicaps, we have kept our shipping promises in line with actual production, knowing that this was the only way in which you could plan your own schedules.

We want you to know that production of Truscon Pivoted and Commercial Windows will be increased just as rapidly as steel becomes more plentiful and related problems are solved. This may be within a few weeks or a few months—we will keep you informed of our progress. Your consideration and patience are greatly appreciated—you can bet you'll get Truscon Steel Windows just as quickly as men, adequate materials, machines and transportation make full scale production possible.

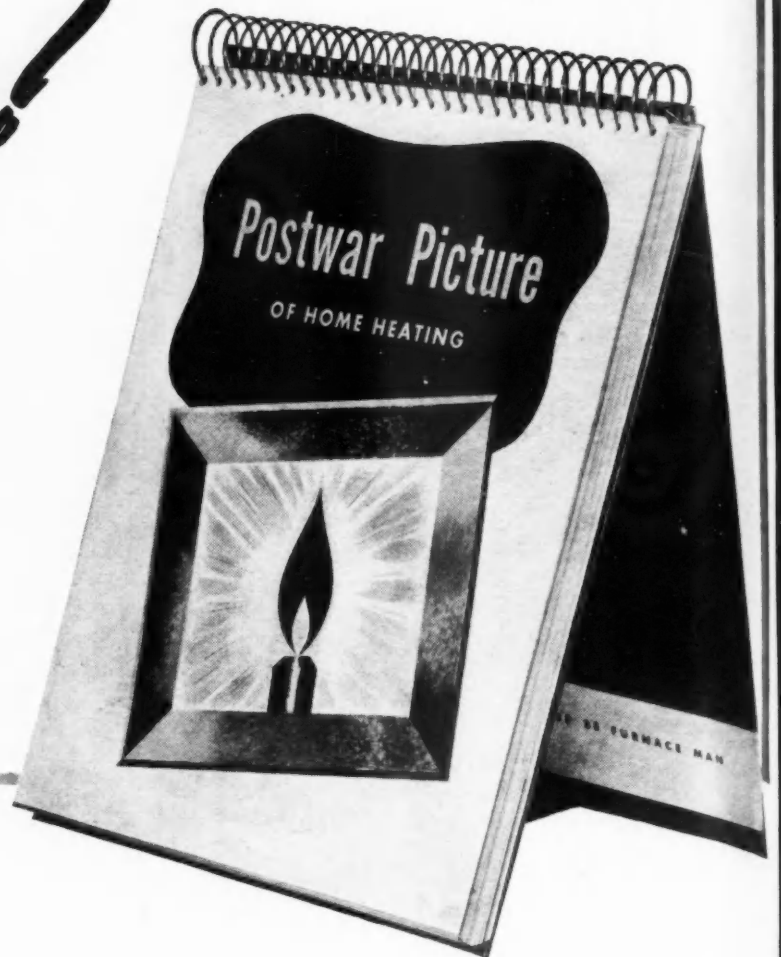
**TRUSCON STEEL COMPANY**

YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Residential Double Hung Windows . . . Residential Casements . . . Security and Basement Windows . . . Screens and Storm Sash . . . Metal Lath Products . . . Industrial Steel Doors . . . Coal Chute Doors . . . Steel Lintels . . . Concrete Bars . . . Welded Steel Fabric.

# It's here!

The complete  
postwar  
picture of  
home heating



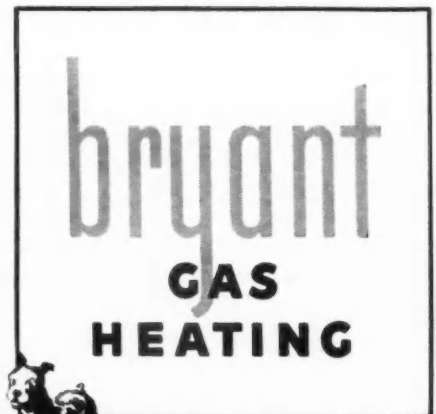
What is the market for home heating? . . . What type of heating do people prefer? . . . What's the story on the complete, new line of gas heating equipment being made available by Bryant Heater?

"Postwar Picture of Home Heating" is a factual presentation which will answer these and other questions confronting those whose responsibility is the design, construction or equipping of America's postwar homes.

This illustrated, time-conserving presentation gives you the facts about the future for residential heating. It estimates the new and replacement heating market, tells of the trend toward gas heating as proved by accurate and impartial surveys, of the complete Bryant line of gas heating equipment which will meet the demands of this great new market.

Be sure to see it! It will be well worth your time to contact your Bryant distributor or write direct. Ask to have your name added to the list of those who want to see "Postwar Picture of Home Heating."

**BRYANT HEATER COMPANY, 17825 St. Clair Ave., Cleveland 10, Ohio**  
*One of the Dresser Industries*



LET THE PUP BE FURNACE MAN

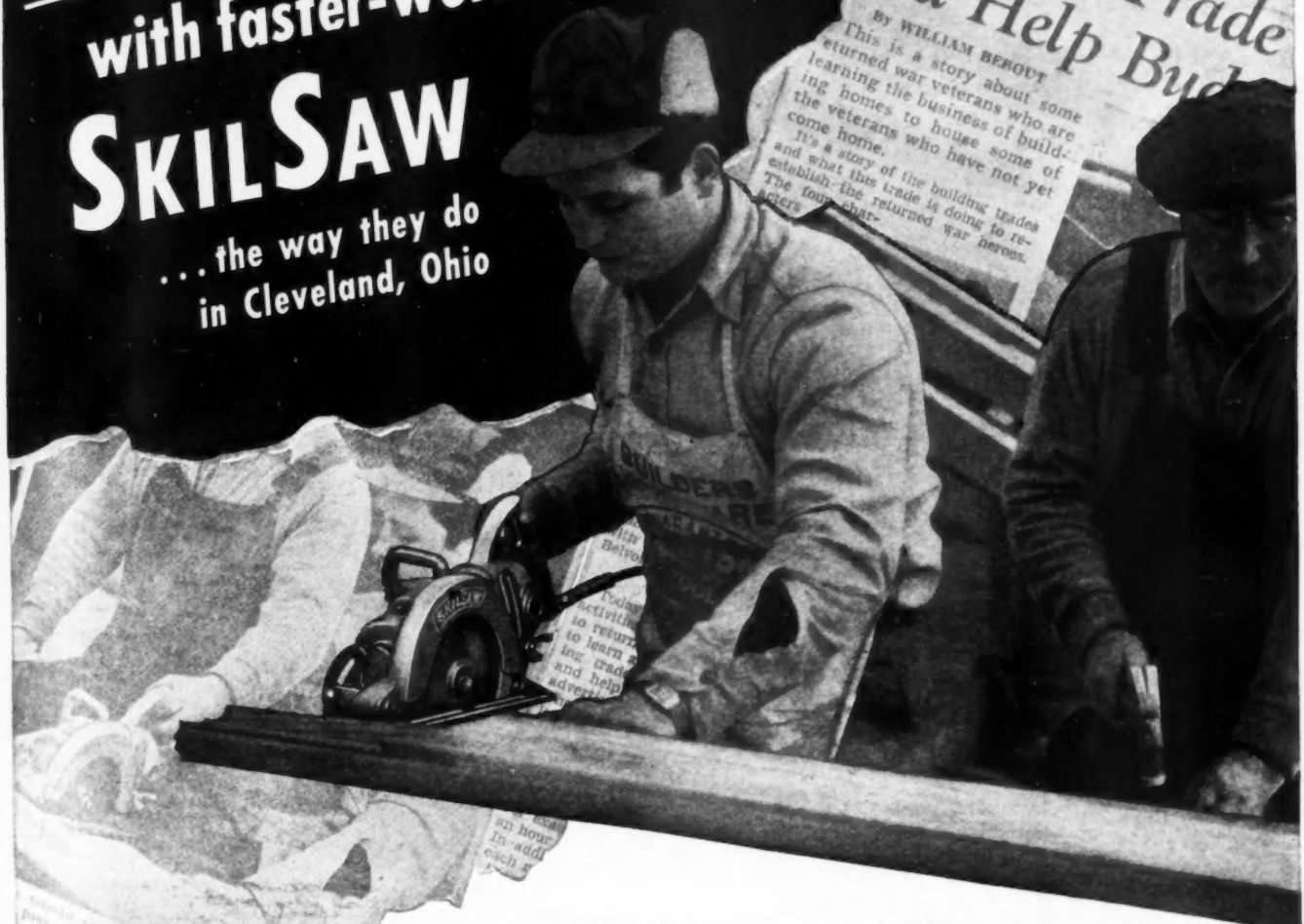
**The most complete line of gas heating equipment in the nation!**



**Train Apprentices Right**  
**with faster-working**  
**SKILSAW**  
 ... the way they do  
 in Cleveland, Ohio

Veterans Learn  
 Building Trade  
 and Help Bud

By WILLIAM BEROVT  
 This is a story about some  
 returned war veterans who are  
 learning the business of build-  
 ing homes to house some of  
 the veterans who have not yet  
 come home.  
 It's a story of the building trades  
 and what this trade is doing to re-  
 establish the returned war heroes.  
 The four char-



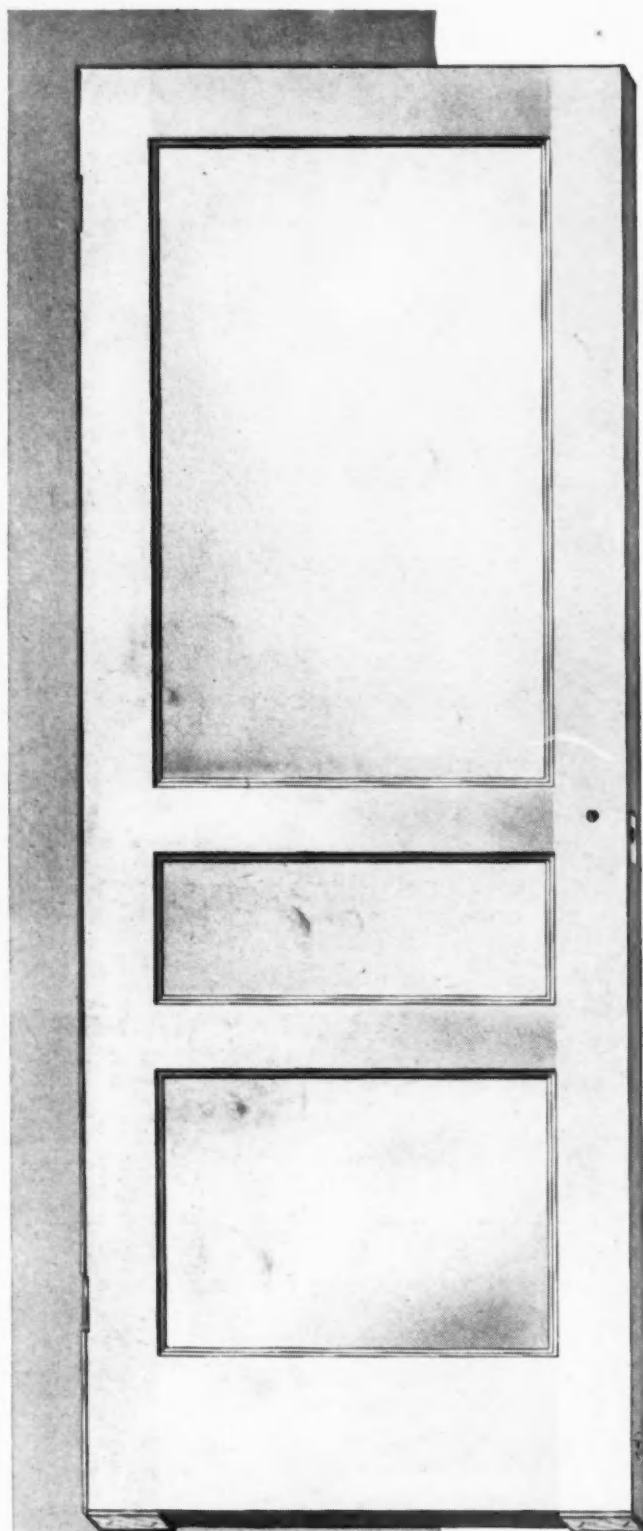
● Apprentices learn modern building methods quicker ... become productive for you at once when you train them with SKILSAW right from the start. One apprentice with a SKILSAW can keep 6 veteran carpenters busy laying-in and nailing. Ask your distributor to show you the many ways to save time and money with SKILSAW on every cut in construction work.

**SKILSAW, INC.:**  
 5033-43 Elston Ave., Chicago 30, Ill.  
 Factory Branches in all Principal Cities

Photographs  
 from the Cleveland PRESS

**PORTABLE ELECTRIC**  
**SKILTOOLS**  
**MADE BY SKILSAW, INC.**





#### FACTRI-FIT Features Also Available

Douglas Fir Doors may also be ordered completely machined—gained for hinges and bored or mortised for locks.

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

**FACTRI-FIT Lock Bore:** to center knob, 36" from bottom of door. Bore-in diameter, 15/16"; bore-in length, 3-3/4" from edge. Face plate, 1" x 2-1/4" x 1/16", square shape. Cross bore, 5/8" diameter on 2-3/8" center. Other machining to order.

SAVE TIME AND LABOR WITH THESE

# Better Doors

## PRE-SEALED

Douglas Fir Doors are better doors because they're available pre-sealed. This saves on-the-job finishing, eliminates the need for 1 prime coat, reduces moisture absorption and improves dimensional stability.

## PRE-FITTED

Douglas Fir Doors are better doors because they're available pre-fit to exact net book sizes listed in U. S. Commercial Standard 73-45. Sawing and fitting-time is reduced, the danger of marring and "butchering" virtually eliminated.

## COST LESS TO USE

Douglas Fir Doors are economical doors because these features save time and labor on the job. They're durable, too—made from sturdy, old-growth Douglas fir. Send for catalog showing the complete line of Douglas Fir Interior Doors, Tru-Fit Entrance Doors and new specialty items. Sent free to any point in the United States.

# Douglas Fir DOORS

## FIR DOOR INSTITUTE

Tacoma 2, Washington

Remember!  
NATURE MAKES  
DOUGLAS FIR  
Durable!

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

THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS

ESE

Its builder  
opened  
new windows  
for YOU



He built this house before the war and put in windows of Alcoa Aluminum. They are "windows of new opportunity" for you in days ahead.

Because this and other homes have shown that aluminum windows will never rust, rot, or warp. They always open easily and smoothly without sticking or jamming. And no painting is required.

Right now, availability from window manufacturers is limited. But, put Alcoa Aluminum windows on your list of better things home builders want in the future. They will help sell your houses.

*Note:* And don't stop with aluminum windows! There are many other places in the home where Alcoa Aluminum is the best choice. For instance, sills and thresholds, screens and storm sash, railings and venetian blinds, moldings and hardware.

What you can do with any other metal, you can often do better with Alcoa Aluminum. *Investigate this versatile metal.* ALUMINUM COMPANY OF AMERICA, 1914 Gulf Building, Pittsburgh 19, Penna. Sales offices in leading cities.



They help sell from the inside out, too, with their wide glass area and obvious ease of cleaning.

Windows of **ALCOA ALUMINUM**



TURERS



# War-Proved Power for Post-War Hauling

With an estimated \$2,000,000,000 residential construction program planned for 1946, builders and contractors have a gigantic job ahead . . . will depend upon truck transport to deliver all materials, supplies and equipment to every home site.

When it comes to dependable transport service, you always can count on a GMC! Its rugged, reliable valve-in-head engine is a "blood brother" to that of nearly 600,000 GMC military vehicles. Turbo-Top pistons, full pressure lubrication,

crankshaft vibration damper, precision-type main bearings and many other features, provide round-the-clock performance and economy.

And that's not all! Springs, axles, clutches, transmissions, brakes, in fact all parts of the GMC chassis, are designed to give models in each capacity range a maximum of strength and stamina. All GMCs, from  $\frac{1}{2}$  to 20 tons, are truck-engineered and truck-built by the largest exclusive producer of commercial vehicles.

THE TRUCK OF VALUE



GASOLINE • DIESEL

GMC TRUCK & COACH DIVISION • GENERAL MOTORS CORPORATION

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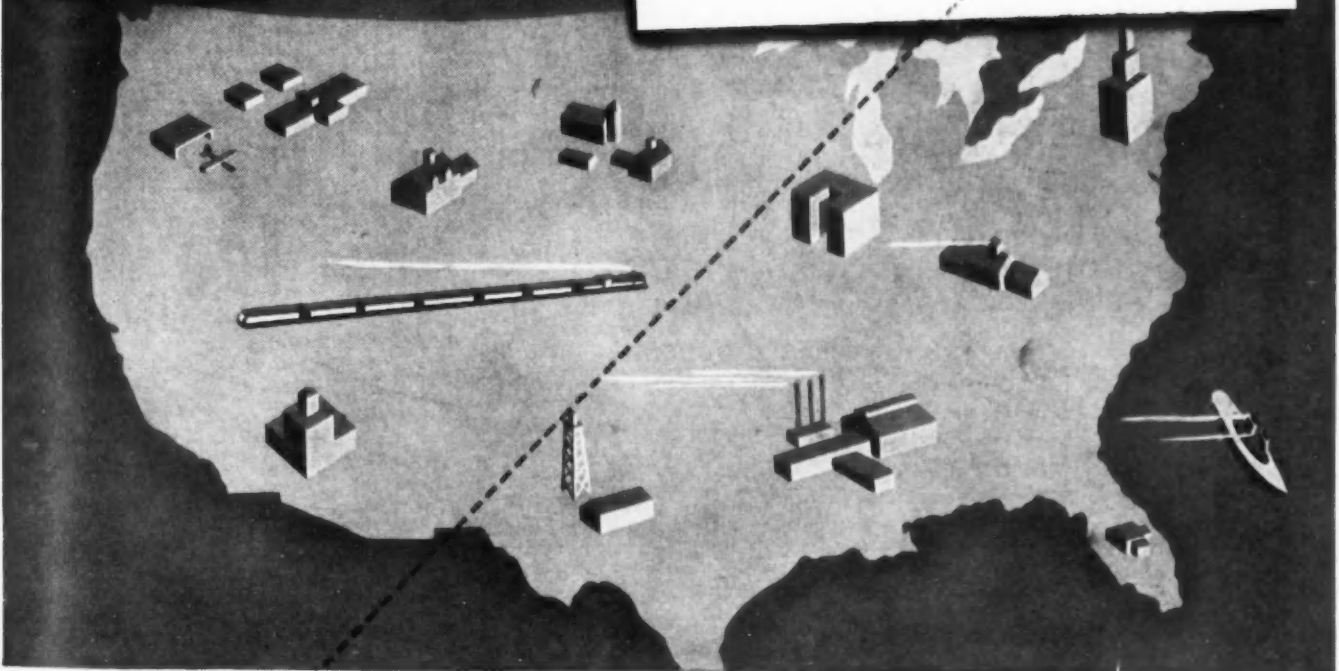
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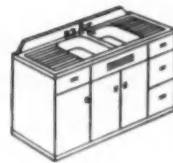
*Every structure* WHERE MEN

WORK AND LIVE... ..requires good   
plumbing fixtures



and ELJER makes Quality Plumbing Fixtures

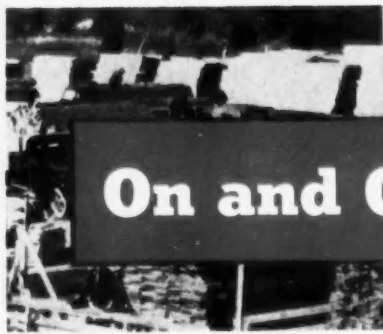
for every need



**ELJER CO.** . . . FACTORIES AT

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

SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES



## News, Views and Comments

# On and Off the Record

**HOUSING EXPERTS**—They are a dime a dozen in a number of large American universities. They are professors of one kind or another who never built a house, but know all about the economics of building, the problems of design, etc. They point out all the difficulties and give all the answers to the housing shortage. They would have been a lot more helpful if they had anticipated the current college and university shortage, and had come up with some real answers to it. Try and register a new high school graduate or a returning G.I. in any college or university today.

**PATMAN BILL AND OPA**—The Patman Bill fits so conveniently and completely into the quaint price policies of OPA that it seems impossible for its authorship to have been anywhere except under the direction of Chester Bowles. If it isn't OPA-inspired the whole thing is nothing short of a remarkable coincidence.

**CHESTER BOWLES**—It is never safe to base a prediction on nothing more than straws in the wind, but at this time—early February—there appear to be straws indicating that Mr. Bowles is nearing the end of his regime as head of OPA. The pressure for some realism in price control is getting so great at the White House that something will have to give. Mr. Bowles says his policy will not give. The only alternative is a new administrator.

**BUILDING MATERIAL COSTS**—In the face of rising building labor costs the story that material costs are seventy per cent of total building costs persists. Material costs probably are nearer fifty-five or sixty per cent. Whether they are or not, the fact should not be lost sight of that much more than half of material costs are labor costs.

**FEATHER-BEDDING**—This well known railroad term now creeps into the home building industry. Example: In an Illinois town a building tradesman (union) was too old to perform an ordinary task connected with his trade. No one in the local could be found to do the job. A younger man was imported from a neighboring local. The young man did the work, but the elderly one stood beside him and watched. Both were paid the full scale.

The home owner paid double, but union agreements were not violated. Maybe feather-bedding applied to building has something to do with building costs.

**STATE OF THE UNION**—Mr. Truman, speaking on "The State of the Union," said, "We speak a great deal about the free enterprise economy of our country. It is competition that keeps it free. It is competition that keeps it growing and developing. The truth is that we need far more competition in the future than we have had in the immediate past." It would have been more heartening if Mr. Truman had said "free private enterprise" instead of just "free enterprise." Free enterprise can be free government enterprise, and more competition can be supplied by government in business.

**PUBLIC HOUSING SITES**—Irving W. Clark of The Producers' Council recently suggested to Wilson W. Wyatt, new NHA Administrator, that public parks be used as sites for temporary, emergency housing. Mr. Clark astutely pointed out that use of public parks, in addition to other advantages, would provide greater assurance that temporary dwellings will be removed promptly when the need for them has passed. He is right.

**NATIONAL BUILDING CODE**—Rumor has it that Alfred J. Browning, new assistant to Department of Commerce Secretary Henry Wallace, is working on a national building code to be offered as a substitute for the present infinite variety of local regulations. Completion and acceptance of such a code, long desired by many builders and manufacturers, should help to break one of the bottlenecks to speedy completion of homes in greater quantity.

**GETTING AROUND**—A recent issue of the New York Times Magazine contained a photograph of the interior of the U.S. Information Library in London. Prominent at the top of a rack of magazines was a recent copy of *American Builder*.

**BRICKLAYING**—Comrade Sokolov, Ukrainian bricklayer engaged in rebuilding Russian towns and villages, recently put on an exhibition before 150 fellow craftsmen. With the aid of three helpers he laid 19,579 bricks in six hours and twenty minutes. That

figures 6,180 bricks per man per eight hour day. The reported figure in Chicago is 600 bricks per man per eight hour day. Of course, we don't have 71,710 smashed towns and villages to rebuild. But, we do have a lot of people who would like to see something approximating Comrade Sokolov's production, backed up, of course, by whatever the Russians are doing to produce bricks fast enough to keep Sokolov busy. Certainly it isn't an OPA.

### SHORTAGES IN GENERAL

Wonder why housing shortages and housing costs are being spotlighted by certain government agencies and members of Congress. Haven't heard of any bills proposing a National White Shirt Administration, or administrations for men's suits, butter, paper, pork, nylon hose and what not. Wonder also what has happened to price control on these items. Haven't heard of Patman proposing a bill for government subsidy of clothing manufacturers.

**DISILLUSIONMENT**—It is a hard world for a lot of G.I.'s, particularly the ones who graduated from college, and without business experience of any kind entered the service, later went to O.C.S., received a commission, then two or more promotions. Big service pay, and the successful discharge of heavy responsibilities leads many of them to believe they can step into comparable positions in civilian life. Somebody should have explained to them that they would be buck privates in civilian life the moment they took off their uniforms, and worth comparably only what they were worth to the service the day they entered. The disillusionment, in many cases, comes hard.

**COMPOUND ERRORS**—When a business man makes a mistake, then builds another mistake on top of the first as a cure, he soon becomes an ex-businessman. Hope that rule applies in Washington. If it does there soon should be a lot of ex-public office holders, and some elected and appointed replacements who know that the only way out of a blind alley is to turn around.

**WAGE CEILING POLICY**—Figure out this bit of OPA wage ceiling policy. Recently, a local board fined a mason contractor \$1400 for paying his help more than the local ceiling. The men left for other jobs, and work stopped on a vitally necessary housing development. Civic groups and others howled in protest. The OPA board was on a hot spot, so called the contractor in, and instructed him to get his men back and pay them any scale necessary to get the work done. The board did not, however, refund the \$1400, and it refused to put its instructions in writing. The contractor, of course, properly was afraid to trust the board. Net result: small contractor out \$1400 and a job, efficient mason crew dispersed, work held up, and wage ceiling not held.

Now...you can saw from  
**FRAME** to **TRIM**  
...right on the job!



## MONARCH \* UNI-POINT is *First* with a PORTABLE radial saw built of magnesium !

**LIGHTEST** — Rust-proof magnesium, war-proven for toughness, makes the Portable Monarch Uni-Point the lightest 12-inch radial saw in the world . . . permits construction so compact it slides right through a 30-inch doorway. Now, at a low first cost, you can have Monarch Uni-Point's extra profit advantages from frame to trim, right on your building job.

**AT LEAST 25 % FASTER** — Exclusive *one point cutting* with the Portable Monarch Uni-Point, ends costly waste motions . . . slashes *one-fourth* from your saw time. Pay yourself this extra dividend of nearly two whole days' sawing time saved each week.

**ALL-PURPOSE** — The new Portable Monarch Uni-Point makes every kind of

production cut in wood. From a rafter compound miter to stairway stringer routing, it is a matter of seconds. Its rigidity and machine tool construction assure absolute accuracy. Its 3 by 16-inch crosscut and 20½-inch ripping capacity is greater by far than any other radial saw of similar size and mobility.

**SAFEST** — The portable Monarch Uni-Point has no jutting arm, so there's never any menacing obstruction while you saw or lay out work. This and other outstanding protection features make this revolutionary magnesium radial saw your safest bet for more profitable production. Get more facts about the amazing savings possible. Send for the Portable Monarch Uni-Point booklet today.

Write  
for your  
**FREE**  
**MONARCH PORTABLE booklet**



### A MONARCH UNI-POINT TO FILL EVERY NEED

There are three popular Monarch Uni-Point radial saw models, larger in size, for stationary installations: Model AJ with sturdy frame table, Model AE with cabinet base, Model AH for straight crosscut and ripping only. These have a 16-inch blade, 3 HP or 5 HP motors, and a crosscut capacity of 4½-inches deep by 25-inches wide. Ripping capacity is 0 to 31-inches wide.

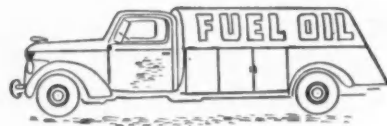
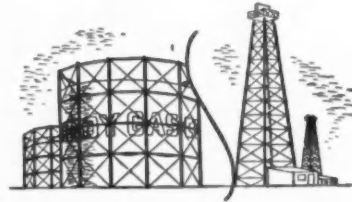
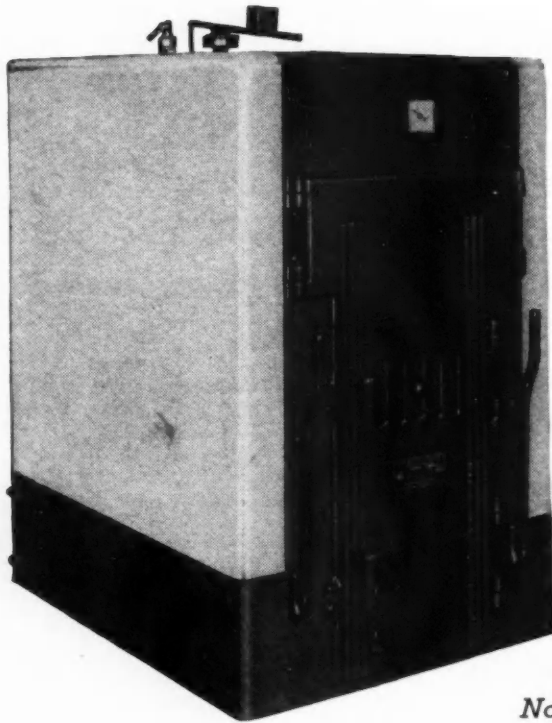
**AMERICAN SAW MILL MACHINERY CO.** 50 MAIN STREET  
HACKETTSTOWN, N. J.  
Manufacturers of Saw Mill and Woodworking Machinery

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



# Convertible

## TO ANY TYPE OF FUEL!



No. 3 of a series,  
National Heat Extractors

National Heat Extractor boilers are *engineered* to operate at high performance levels when fired with coal, gas or fuel oil. Important, too, is the fact that they can be converted—after installation—from hand to mechanical firing without reduction in rating.

The No. 3 Series National Heat Extractor illustrated is especially designed for larger homes and commercial installations. Remember—there's an NRC heating product to fit every building need!

*Write for your copy of our new booklet, "Plan to Be Comfortable." There's no obligation, of course.*



### The NATIONAL RADIATOR Company

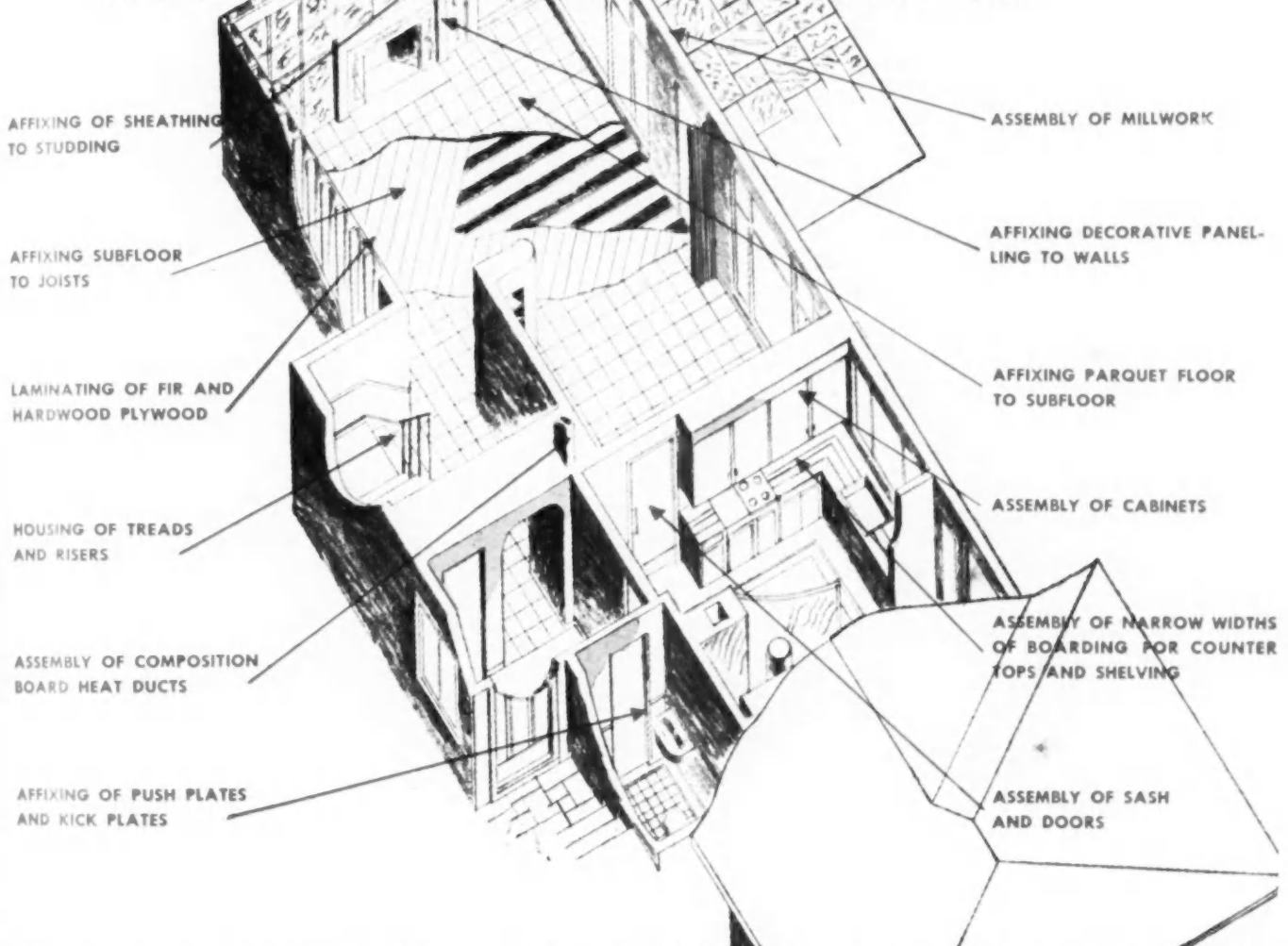
JOHNSTOWN, PENNSYLVANIA



# TREND

...toward more wood and glue in the better homes America is about to build

Where Laucks Construction Glues will improve the modern home



Stronger and better construction is assured in homes utilizing in full the proved techniques of construction with wood and modern Laucks glues.

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

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

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

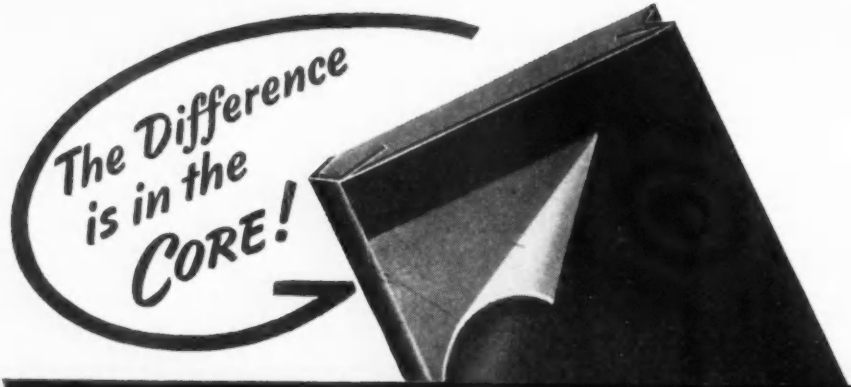
*Consult*

**I.F. LAUCKS, INC.**

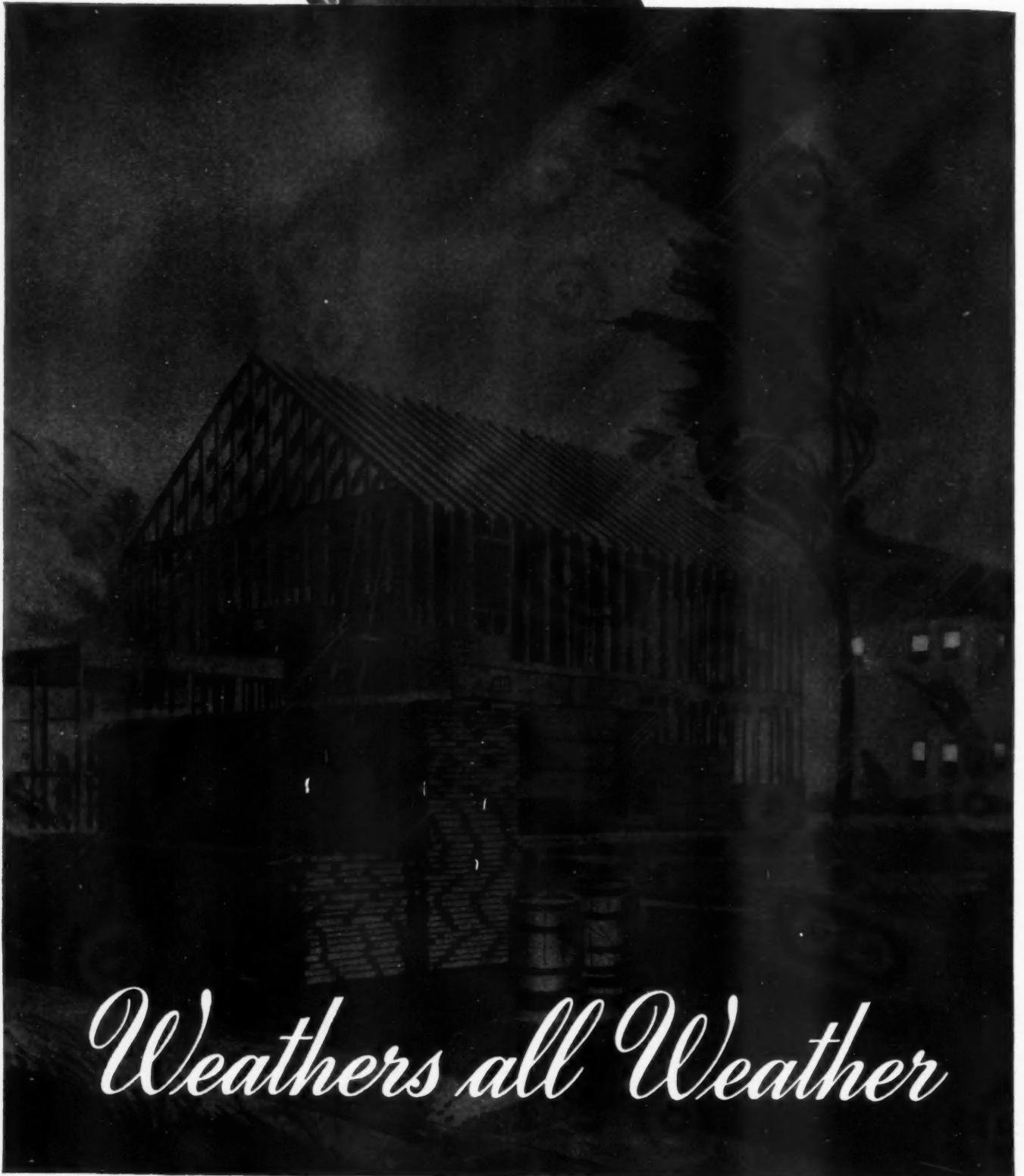
A Subsidiary of  
Monsanto Chemical  
Company

AMERICAN  
GLUE HEADQUARTERS

<p><b>In the West</b></p> <p>Seattle 4, Washington Los Angeles 1, California</p>	<p><b>In the East</b></p> <p>Lockport, New York Portsmouth, Virginia</p>
<p><b>In Canada</b></p> <p>Laucks Ltd., Vancouver, B. C.; Stanbridge, Que.</p>	



*It's New!*

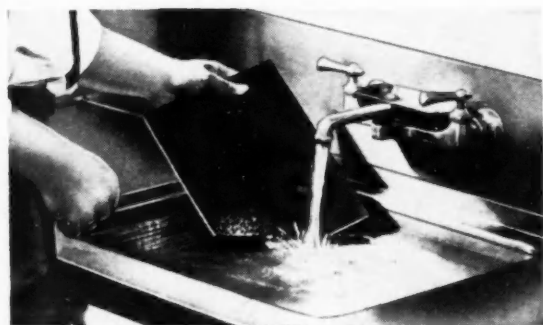


*Weathers all Weather*

# It's Different! It's Sensational!

## U·S·G SHEATHING

### with the Asphalted-Gypsum Core



**IT'S WEATHERPROOF.** Before the gypsum core mix is formed, it is thoroughly impregnated with an asphalt emulsion. With this amazing asphalted-gypsum core, U-S-G\* Sheathing "Weathers all Weather" . . . piled on the job or nailed to the framework.



**IT'S FIREPROOF.** The gypsum in the core makes U-S-G Sheathing fireproof, helps protect all kinds of frame construction. Siding can be brick, wood, asbestos, stucco or stone . . . need for building paper is eliminated. Available in limited quantities.



**IT'S STRONGER.** U-S-G Sheathing has superior bracing strength. In a test by the U-S-G Research Laboratories, an 8'x8' panel withstood a load of 1,850 lbs., even when drenched by the equivalent of 165 in. of rain, with a lateral deflection of just 1.125 in.



**CUTS SHEATHING COSTS 1/3 TO 1/2.** Cut and nailed right on the studs. In an actual job test 1,504 sq. ft. of this sheathing were applied in eight man-hours. Each unit is 2'x8'x 1/2", can be easily handled by one man . . . practically no waste.

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

ASK YOUR U-S-G SALESMAN FOR TEST-IT-YOURSELF SAMPLES AND MERCHANDISING HELPS



## United States Gypsum

**For Building • For Industry**

Gypsum • Lime • Steel • Insulation • Roofing • Paint

**NOW — Seventeen NEW**  
*Balsam-Wool*  
**data sheets!**



• Yes—Balsam-Wool research is constantly at work to keep you up to date on insulation application. Today, there are seventeen new Balsam-Wool Data Sheets, bringing the entire series up to thirty-two. You'll want this series as a handy, authoritative guide to correct practice. Mail the coupon for your set—there's no cost or obligation.

*Balsam-Wool*

SEALED INSULATION

BALSAM-WOOL • Products of Weyerhaeuser • NU-WOOD

**WOOD CONVERSION COMPANY**

Dept. 119-3, First National Bank Building  
 St. Paul 1, Minnesota

Please send me a complete set of Application Data Sheets.

NAME .....

ADDRESS .....

CITY ..... STATE .....



# Savings and Loan Home Financing

## FIRST IN HOME LOANS TO VETERANS

Eighty-five per cent of all home loans guaranteed by the Veteran's Administration have been made by Savings, Building and Loan Associations and Co-operative Banks. In addition, thousands of homes have been financed for veterans with regular Savings and Loan amortized mortgages.

Why is this fact important to you? Today, veterans are your most important market. And Savings and Loan specialists in home financing, *as local businessmen, feel they have a special obligation to help veterans with their home financing problems.*

But still more important! Leadership in helping veterans with their home financing problems is your assurance that these institutions will devote the time, energy and patience necessary to meet the exacting requirements of your buyers.

In addition, you get quick, friendly service; maximum loans; the most favorable terms; and personal consideration.

For home loans, go FIRST to your Savings, Building and Loan Association or Co-operative Bank.



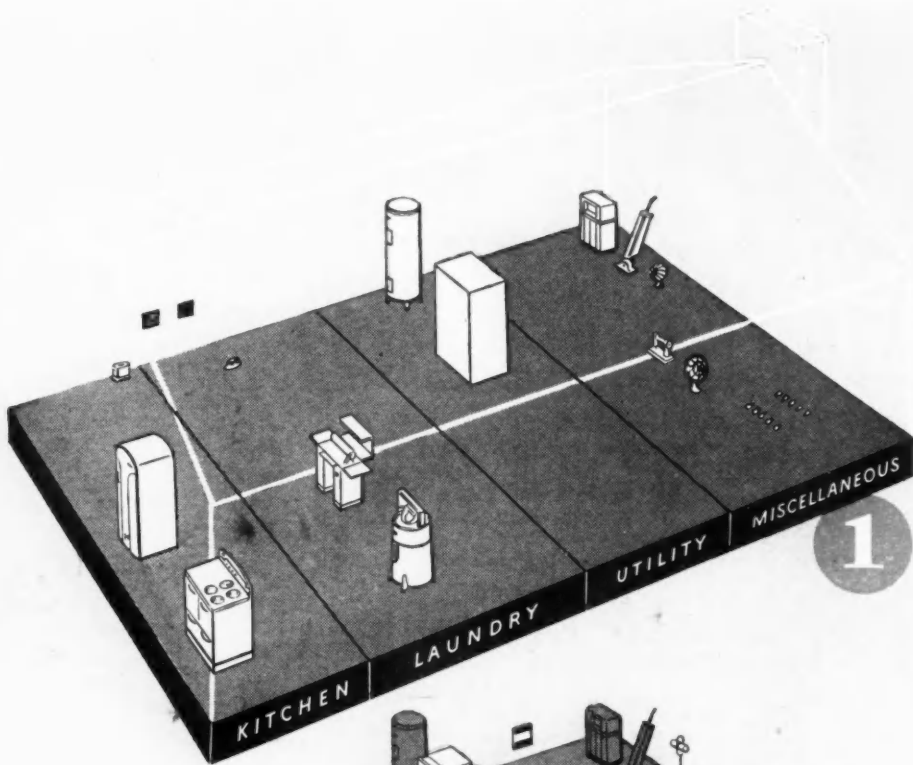
LEADERS IN HOME FINANCING FROM COAST TO COAST

YOUR SAVINGS & LOAN ASSOCIATION OR CO-OPERATIVE BANK

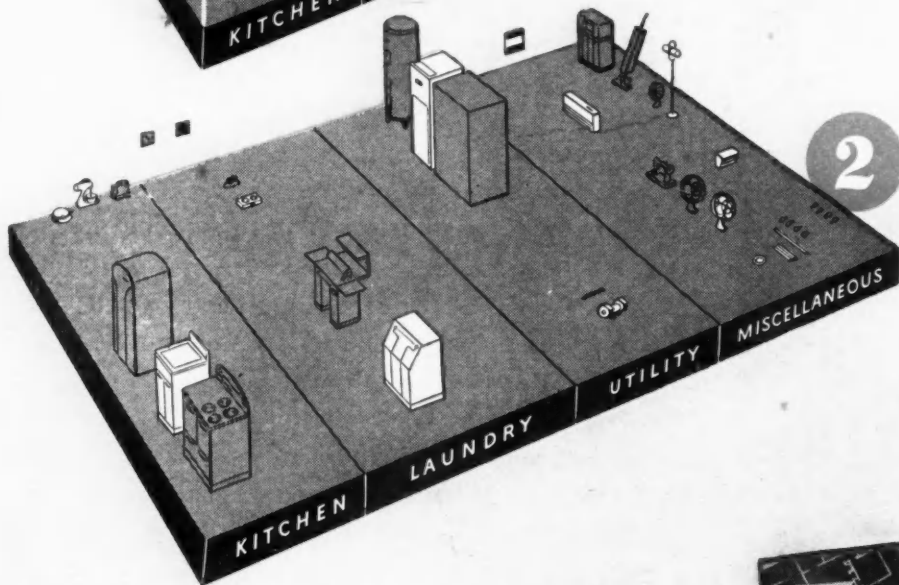
MEMBER OF THE UNITED STATES SAVINGS AND LOAN LEAGUE

WESTINGHOUSE OFFERS  
A NEW IDEA . . .

# 4 degrees



**Thrift Degree**—the minimum standard for Electrical Living. Includes appliances, equipment and lighting shown.



**Budget Degree**—more equipment and automatic features are added to the Thrift standard. Additions include a dishwasher, home freezer and Laundromat.

**WHICH OF THESE DO YOU WANT?**

**FREE.** Four Degrees of Home Electrification for Electrical Living. Gives full information on basic equipment and wiring requirements.

**Home Wiring Handbook. \$1.00.** Complete technical information on wiring systems for Electrical Living. 120 pages. Dozens of charts and tables.



# Of Electrical Living..

for quicker sales, choose the right degree

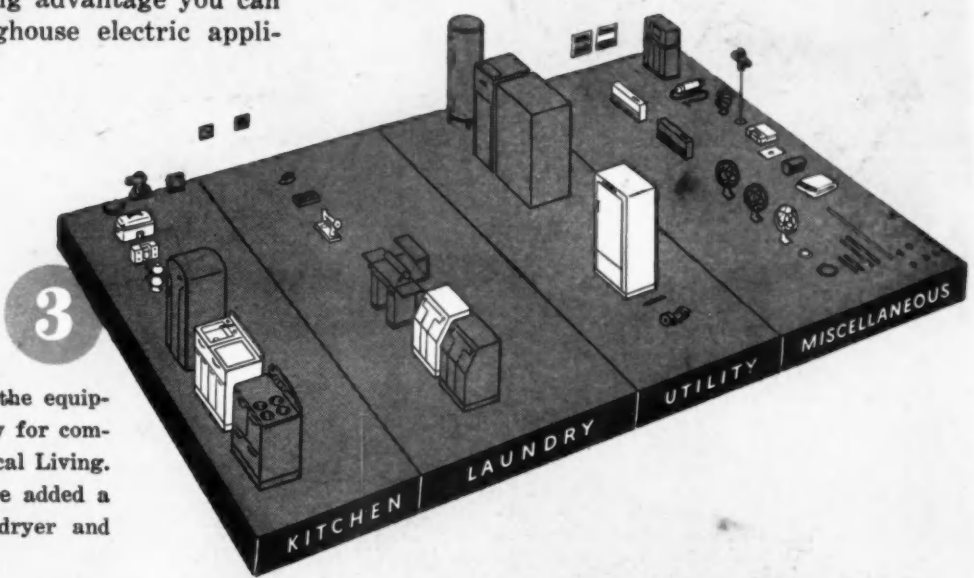
Feature the magic of Electrical Living in your homes and you'll have a competitive advantage that will increase both sales and profits.

To help you, Westinghouse has developed *Four Degrees of Electrical Living* that make it easy to select the desired degree for the homes you build. The four degrees range from the "Thrifty", or minimum standard of Electrical Living, up to the luxurious "De Luxe" degree.

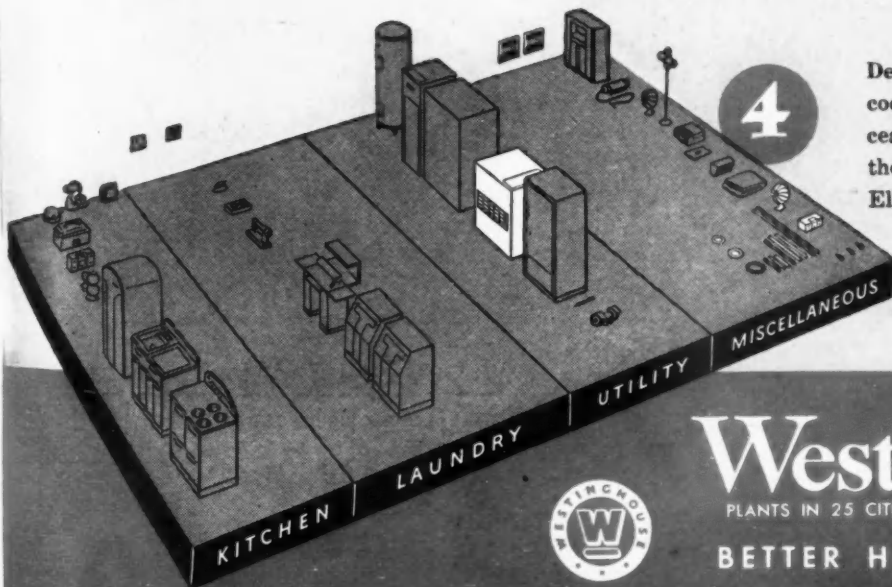
Another merchandising advantage you can have is to use Westinghouse electric appli-

ances and equipment throughout your houses, plus quality wiring devices by Bryant. These widely known products immediately help to identify the quality of your houses.

For your free booklet, write Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa. Send dollar for Handbook to Westinghouse Electric Corp., Extension Training Department, Pittsburgh 30, Pa. J-91559



**Ideal Degree**—provides all the equipment and lighting necessary for comfortable, economical Electrical Living. To the Budget standard are added a garbage disposer, clothes dryer and Precipitron.



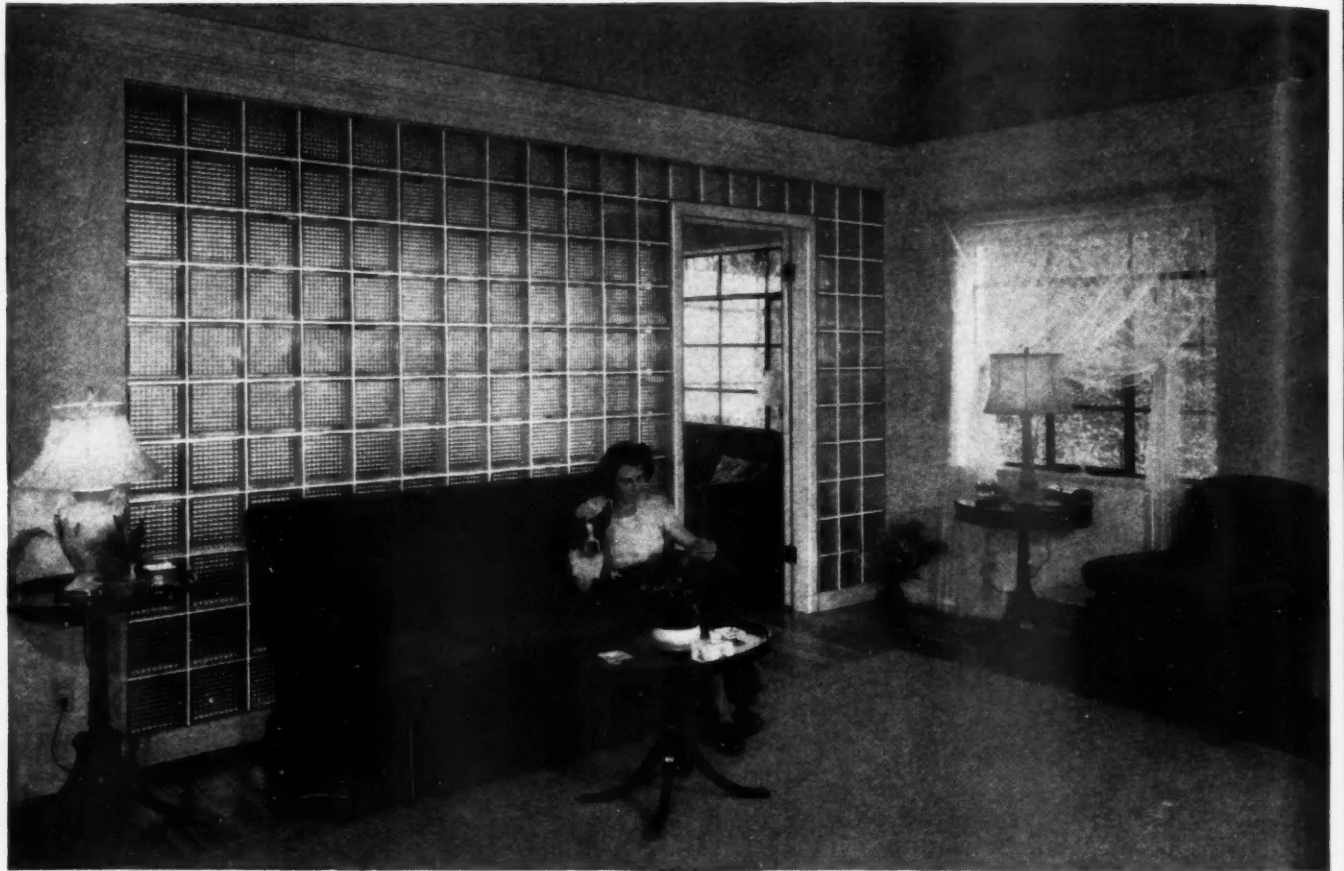
**De Luxe Degree**—adds central air cooling and extensive use of concealed and decorative lighting to the Ideal degree. Here we have Electrical Living at its best.

## Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE



BETTER HOMES DEPARTMENT



Insulux Glass Block Panels transmit and diffuse light yet provide privacy along with light.

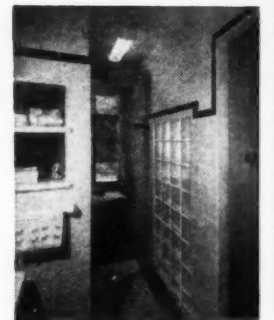
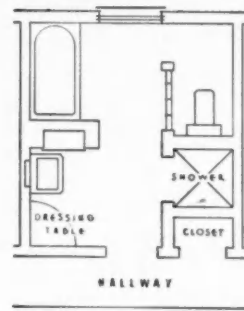
## Hints for those who **PLAN TO REMODEL**

Look at these photographs. They show what can be done to improve a home, when one has a little imagination and some Insulux Glass Block.

- Note the large glass block panel in the living room. This attractive "light wall," which adjoins the summer terrace, provides an abundance of daylight all through the year. And in the winter—it brings considerable fuel savings because of the insulating value of the block.
- Note the departmentalized bathroom. An Insulux partition divides the space into four distinct sections: toilet, shower, tub, wash stand and dressing room. Think of the advantages! Four people could use this bathroom at the same time and all have privacy.
- Note the glass block partition in the hallway. This is a money-saver, as it borrows needed light from the dining room adjoining.

Right now—panels of Insulux Glass Block are being installed in hundreds of buildings throughout America. In homes, stores, schools, hospitals, offices and factories!

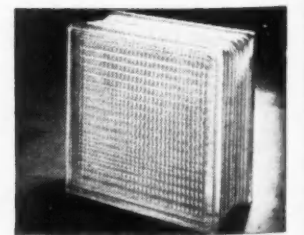
Why not get your share of this profitable remodeling business?



Something new—a departmentalized bathroom! Four distinct sections—toilet, shower, tub, wash stand and dressing room—divided by an Insulux partition.



An Insulux panel can be used to carry natural light from room to room for brightening dark corners.



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

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

**MAIL COUPON FOR FREE BOOKLET**



OWENS-ILLINOIS GLASS COMPANY,  
Insulux Products Division, Dept. C-70, Toledo 1, Ohio  
Gentlemen: Please send me, without obligation, your book entitled, "Beautiful Homes."

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## FOR A BETTER INVESTMENT FROM THE START...

# BUILD WITH STRAN STEEL

The initial cost of Stran-Steel framing is low, but additional savings—progressively greater as the years go by—manifest themselves in the form of lower upkeep and maintenance costs.

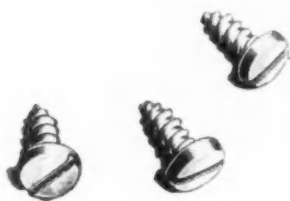
An efficient, lightweight, all-steel framing method, the Stran-Steel system is truly practical for light-load buildings . . . chiefly by virtue of the patented nailing groove, which permits collateral materials to be nailed directly to framing members. Economy and fast erection are especially evident in apartments and housing projects, but in other structures—such as individual homes, stores and industrial buildings—owners are quick to appreciate the additional Stran-Steel advantages of fire-safety, permanence and uniform quality . . . of freedom from sag, warp and rot.

Investigate this modern framing material. For detailed information, see Sweet's File, Architectural, or Sweet's File for Builders . . . or refer to the January issue of Building Supply News.



### GREAT LAKES STEEL CORPORATION

STRAN-STEEL DIVISION • PENOBSCOT BUILDING, DETROIT 26, MICHIGAN  
UNIT OF NATIONAL STEEL CORPORATION



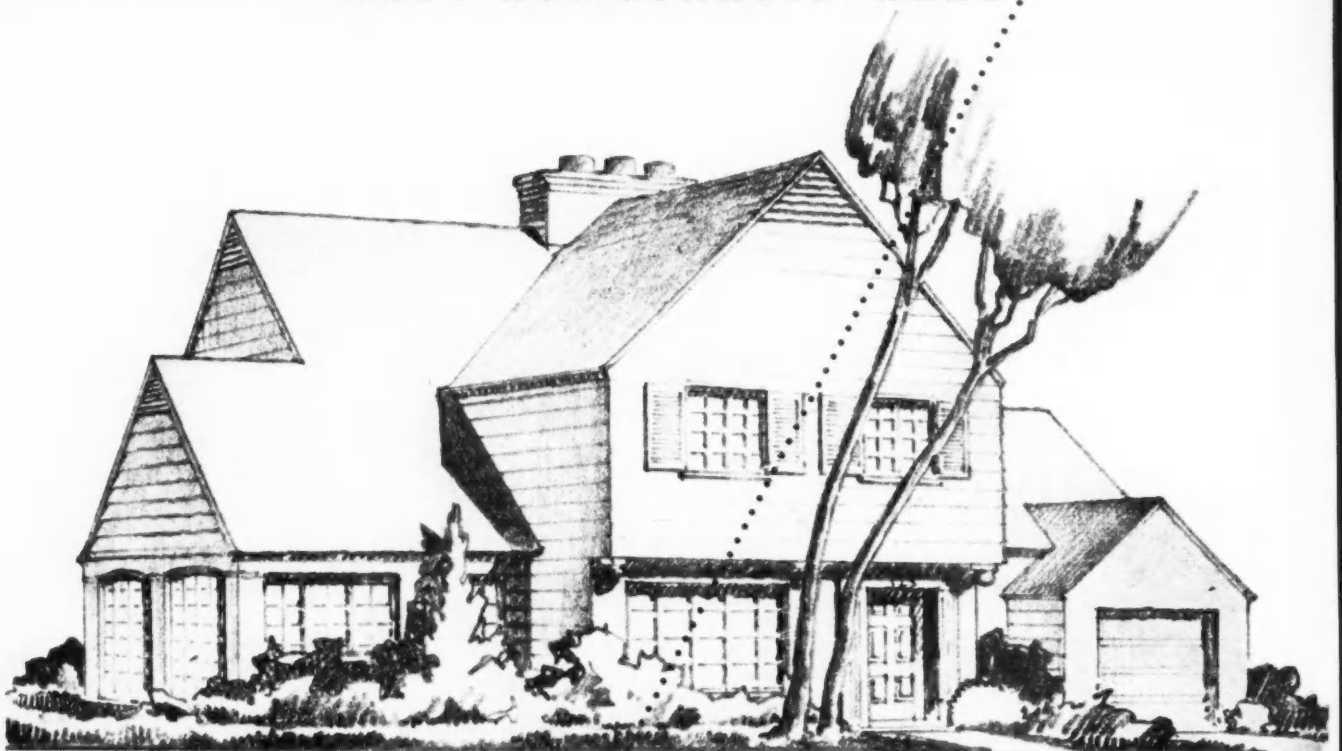
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## what homeowners want



# SANTOPHEN 20



Accelerated tests with specimens of wood, buried in heavily infested ground, are continually checked to show effectiveness of Monsanto formulations.

**LONG LIFE** of wood construction is paramount in the minds of homeowners. It may be assured with proper formulations of Santophen\* 20 — Monsanto's pentachlorophenol, technical. When properly applied, these formulations guard against the ravages of microorganisms, termites and beetles.

Because Santophen 20 formulations are effective in protecting posts, sills, joists, plates, studs, doors, sash and trim — they are frequently endorsed by architects, builders and homeowners, for the preservation of wood used below and above ground, for both exterior and interior construction. Treatment leaves wood surfaces clean and unaffected for painting, puttying, and varnishing. Special water-repellent Santophen 20 formulations can be furnished.



Send for information about Santophen 20 — learn how it assures the permanence in wood that homeowners want. Address MONSANTO CHEMICAL COMPANY, 1700 South Second Street, St. Louis 4, Missouri.



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# MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

## Builders Convention Shatters Records; Meyerhoff Heads New Slate Of Officers

New leaders picked during week devoted to problems of homes and jobs for veterans

**E**XPERIENCED leadership will again guide the affairs of the National Association of Home Builders in the year ahead. Selected to the high honor of leading the home builders of America, during their annual convention and exposition in Chicago, Feb. 25-28, was Joseph Meyerhoff, Baltimore, Maryland. He succeeds Joseph E. Merrion, Chicago builder, president for the year of 1945.

Long active in association circles Meyerhoff has been engaged in developing and building in Baltimore since 1926, and for the past two years has served the national group as treasurer. Also, as convention committee chairman for the 1946 meeting he figured prominently in its success.

He is a former vice president of the Real Estate Board of Baltimore, a member of that city's Advertising Club, and president of the Home Builders Association of Maryland.

Other officers chosen were Ben C. Wileman, Oklahoma City, vice president; George J. Goudreau, Cleveland, secretary; and Milton J. Brock, Los Angeles, treasurer.

Also chosen were fifteen regional vice-presidents. They are John Olson,

The fate of the Patman bill, amended to provide support for the Wyatt Emergency Housing Program, probably will have been decided by the time this appears in print. The original bill generally was conceded little chance of passing the House. It was brought out again when Wyatt made known his need for legislation to implement some of the features of his housing program. Amendments or riders were attached to it. In its amended form, and as a vehicle to aid in the operation of the Wyatt program, its proponents introduced it in the House with confidence. It is still the same socialized housing bill it always was, and regardless of whether or not it passes, American Builder stands opposed to it as legislation that is injurious to free private enterprise. If the Wyatt program needs the kind of legislation in the Patman bill and its amendments, the program can become a solid entering wedge in an attempt to socialize housing. If the program becomes an instrument to advance socialized housing it will lose more for the nation in the long run than its present worth or need.



**JOSEPH MEYERHOFF**  
President

Worcester, Mass.; Gus Mezger, Long Island, N.Y.; Frank J. Smith, Philadelphia; J. Wesley Buchanan, Washington, D.C.; Wallace E. Johnson, Memphis, Tenn.; L. J. Boggs, Atlanta, Ga.; Charles Malowney, Springfield, O.; John C. Lindop, Chicago; S. G. Pearson, Minneapolis, Minn.; Ralph S. Duke, St. Louis; Wm. G. Farrington, Houston, Texas; Alan Brockbank, Salt Lake City; Charles Gore, Denver, Colo.; L. C. Simms, Portland, Ore.; and Ellis Stoneson, San Francisco.



◀ **BEN C. WILEMAN**  
Vice President



**G. J. GOUDREAU**  
Secretary

**MILTON J. BROCK**  
Treasurer ▶



## Merrion Discusses Wyatt Housing Plan

In a recent interview, Joseph E. Merrion made the following statement regarding the Wyatt plan for housing:

"The builders' attitude toward Mr. Wyatt and his plan may be summed up as follows. The industry welcomed the advent of an expediter with sufficient authority to break the bottlenecks that were hindering the flow of materials into the housing field. Any effective work that Mr. Wyatt can do in this direction will help to produce houses, and it may be that if the main activities of his office were to be concentrated on the materials job, more houses would result than we may expect from a program that embraces new and untried ideas.



JOSEPH E. MERRION

"Certainly any diversion of the present short supply of materials into experimental fields will defeat the purpose of the program. The same can be said of price ceilings on the over-all product," he continued. Price ceilings and tedious processing will definitely slow down the production of houses.

"Our associates in the materials field tell us that a realistic approach to the correction and gradual elimination of price control is the one cure for stymied production in this direction.

"It seems again a good idea," he declared, "for the government to pay more attention to seasoned advice from the people who have actually made a record in the field.

"Much as this industry is interested in the development of new materials and methods in the production of housing, we feel that the solution of the nation's housing dilemma must be a practical one. The very centers where people are most crowded and where the need for housing is greatest are the urban areas where local ordinance, building codes and labor restrictions will not permit erection of most types of factory-built houses.

"It may be possible, through the pressure of public opinion, to break into some of these communities, but the experience of prefabricators who have tried it would indicate that the housing shortage would be

long past before these reforms were generally successful."

In conclusion, he said, "The fact that Mr. Wyatt reaches out to embrace the Wagner-Ellender-Taft Bill as a part of his program leads us to believe that he has been spending too much time with the career men of the National Housing Agency."

## Washington Builders Acclaim New Leaders

At the annual meeting of the Home Builders' Association of Metropolitan Washington, held at Hotel Statler, the new officers and directors, as well as the members of the advisory board for the ensuing year, were named.

Edward R. Carr, who served during 1945 as vice president, was elected president.

Donal L. Chamberlin, an active director, was named vice president.

The nominating committee's complete report was unanimously approved and the following were elected directors for a two-year term: J. Garrett Beitzell, Lewis T. Breuninger, Myron Davy, Frank S. Phillips, Monroe Warren, Preston E. Wire.

Morris Cafritz was elected as director to fill the vacancy created by the election of Mr. Chamberlin as vice president.

The committee recommended that the chairmen of at least three standing committees be invited to attend each directors' meeting.

## New Officers for Denver

At the annual meeting of the Denver Association of Home Builders the following officers and directors were elected: J. C. Gamble, president; Ray W. Odell, chairman of the board; Herbert A. Writer, vice president; Marcus C. Bogue, secretary-treasurer; directors: L. V. Martin, Don Vestal, Frank Burns, T. A. Hutchinson, and Walter Harris.

At the same meeting, J. Gamble and R. W. Odell were elected to serve as directors of the National Association.

## Builders' "Boners" Aid Mile-O'-Dimes

The contribution of the Oklahoma Home Builders Association to the Mile-O'-Dimes campaign was accumulated by taxing late arrivals at the meetings. The ones who were tardy were assessed anywhere from twenty-five cents to one dollar, and the total sum collected was \$118.28.



Presenting the Oklahoma City builders' "bucket" to the Mile-O'-Dimes campaign.

The "bucket," which occupied a prominent place at each meeting of the chapter, was then presented to the campaign.

In the picture above, Ed Jensen, the new treasurer of the Oklahoma City Chapter, is shown on the left, A. G. Myers, Jr., a member of the chapter, who was working on the campaign is in the center, and Russell Showalter, retiring treasurer, is at right.

New officers elected are: C. B. Warr, president; Manly M. Moore, 1st vice president; Roger Givens, 2nd vice president; N. D. Woods, secretary, and Ed Jensen, treasurer.

## Newly Elected Officers of Rochester Home Builders



Officers shown above are (left to right) Alfred Brown, treasurer; Joseph Bevacqua, president; M. Sanford Abbey, director; and Raymond Tobin, executive secretary.

## Seattle Master Builders Elect

The new officers of the Seattle Master Builders' Association are Cliff Mortenson, president, Lew Hykes, vice president, V. O. Stringfellow, secretary, and W. Gordon Rogers, treasurer. The Board of Trustees consists of F. R. McAbee, Lee Cannon,



CLIFF MORTENSON

and Archie E. Iverson. The president and vice president were recommended to the National Association of Home Builders as directors for that body.

The meeting went on record as favoring some system of price control for new homes—a self-imposed policing of selling prices either through a price committee or through action by a government board. A survey of members showed an eagerness to get under way with a big program of new homes, but an inability to proceed due to material shortages.

## Officers and Trustees for Cleveland

The Home Builders Association of Greater Cleveland announces the new officers, as follows: Nicholas Molnar, president; Alex Brusino, vice president; Elmer DeFogie, treasurer, and Will Marquard, secretary.

The trustees are: Alex Brusino, Elmer DeFogie, George Goudreau, Leonard Gundersen, Ray Hummer, Benton Lefton, W. B. Marquard, Leonard Merrick, Nicholas Molnar, Hugh Selby, Fred Volk, and Alex Treuhait.

First official action of President Molnar was to re-appoint Len Gundersen to the board of trustees and to appoint Fred Volk as a trustee.

## Worcester Association Elects 1946 Officers

At the annual meeting of the Master Home Builders Association of Worcester, Mass., the following officers were elected for 1946: John A. Olson, president, Fred P. Pearson, 1st vice president, Joseph Katz, 2nd vice president, Milton A. Thompson, secretary, John Sturrock, treasurer, Clark B. Sundin, delegate to National Association of Home Builders.

Clark B. Sundin is the retiring president. John A. Olson, newly elected president, is also regional vice president of Region No. 1 of the National Association.

## Cortright's Column

By Frank Cortright



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

Since January 26th, Wilson Wyatt has had a magnitude of power equalled by only a few other men in the history of this country. His program leaves no doubt that he intends to exercise this power to the maximum extent he deems necessary and proper to get housing for veterans. One must view with little less than awe the effect his decisions will have upon the entire economy. Not only is the second greatest industry in this country entirely within his control, but the expansion of our great industrial plants and the enlargement of new commercial facilities may be turned off and on by him at will. Commercial and federal construction probably will be stopped first—industrial later on. All new construction of highways, public works, manufacturing plants, office buildings, stores, shops, moving pictures and churches is within his jurisdiction.

**A method similar to L-41** is to be set up. This does not necessarily mean that housing not conforming with HH requirements will be frozen, but it does mean that veterans' housing will be given every preference. Present plans include the establishment of local housing committees, headed by government officials, to pass upon applications for all types of construction. At Mr. Wyatt's request, regulations will be issued, which will drastically curtail commercial and industrial construction work, as well as residential building outside the Veterans' Program, and will limit the use of building materials to approved projects. Anyone who now starts construction runs the risk of not being permitted to finish the job unless he is able to prove that the project cannot be deferred and that it is sufficiently essential to be approved under the regulations. In addition, it may be found necessary to prohibit the completion of some projects that are already under way.

### 31 per cent of the total program is allocated to prefabrication.

Some believe that this infant industry will now emerge and will produce parts so economically that home builders in the lower cost field will erect and sell them. This will depend largely upon the cost factor. Central purchasing will produce some economies which, in part, will offset the transportation costs to the plant, and to the site. Public resistance to housing constructed in this fashion may be expected to diminish gradually if the finished product is more economical and equally durable in every way. However, it seems doubtful to this observer that any number remotely approaching 850,000 factory prefabricated houses can be produced, erected and accepted by the public this year and next.

**Mr. Wyatt has indicated** that prefabricated housing must be available f.o.b. at \$3500 for the one bedroom house. Site costs will vary from \$500 to \$1000. Transportation cost may average \$200 if the plant is some distance from the site. The erection cost, the preparation of the land and foundation, utilities, closing costs and sales commissions will be substantial items. In many cases the \$3500 house will cost the veteran at least \$7000. There is neither uniformity of distribution methods nor established labor relationship at this time. In spite of labor leaders' assurances to Mr. Wyatt, serious problems may be expected in the field when on-site labor is called upon to erect housing fabricated in a factory.

**Because of the uncertainties of volume production** by prefabricators, it is our position that conventional building should have a triple A position in securing materials and labor. The use of existing production facilities first in any emergency is fundamental. An immense number of long established builders have land, production and merchandising facilities, and are eagerly awaiting the opportunity to get ahead with the job. Allocation of large quantities of materials and labor for temporary housing and for prefabrication will retard this construction. It would be extremely unwise to divert building materials from construction now under way (nearly 150,000 units) and ready to start, until building codes in every large city are suspended and until labor and distribution problems are solved.

## Hard Working Executive Committees Plan Future

Busiest of the busy were the hard working members of the executive committees. Between conducting panel meetings on the convention floor, and participating in others, the committeemen found time to meet during the day, then had to convene in the evening, and work late into the night. The matter of drafting statements for the press, and finally, the all-important task of adding up the actions of various committee groups and drafting a policy statement sent the executive group into a series of sessions lasting long after most of the convention visitors and delegates had left for home. Photographs on this page were taken at two of the many crowded meetings. The new President Joseph Meyerhoff went into high gear immediately after assuming office.



A BUSY session of the retiring committee, reading from left to right: Ralph Duke, Harry Durbin, Frank Cortright, Joe Merriam, R. P. Gerholz, Joe Meyerhoff, Mrs. O'Neal, L. Holmes and Scott Weller.

rent headaches in the building industry, such as material and labor shortages.

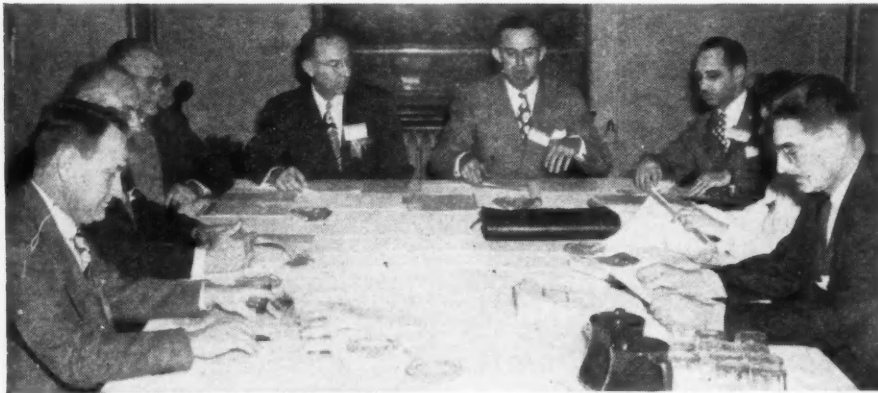
In the Tuesday afternoon meeting no

up stated that slight increases granted were insufficient to meet the needs of the dealers. Harry Starr, American Institute of Wholesale Plumbing and Heating Supply Association, Boston, drew some of the loudest applause with the statement, "A sympathetic rather than regulatory attitude on the part of Washington is necessary to get building started." Price ceilings are the biggest reason why materials are not being produced in ample supply today, Starr said.

In discussing new ideas on home building, Roland D. Doane, general sales manager, Ingersoll Steel Division, Borg-Warner Corp., told the builders the story of a new packaged bath-kitchen-laundry-heating unit, a full size model of which was on display at the Congress Hotel.

In the final session, in a discussion of what the home builder wants George Miller, builder, Detroit, Mich., stated that the primary requirement of the veterans and many others is to obtain a home.

The need for removal of all restrictions as well as the pattern arrangement as suggested by Washington, wherein all homes would be in a fixed price bracket and of a similar type, is necessary, Miller pointed out, to a full scale resumption of building on the part of the builders of America.

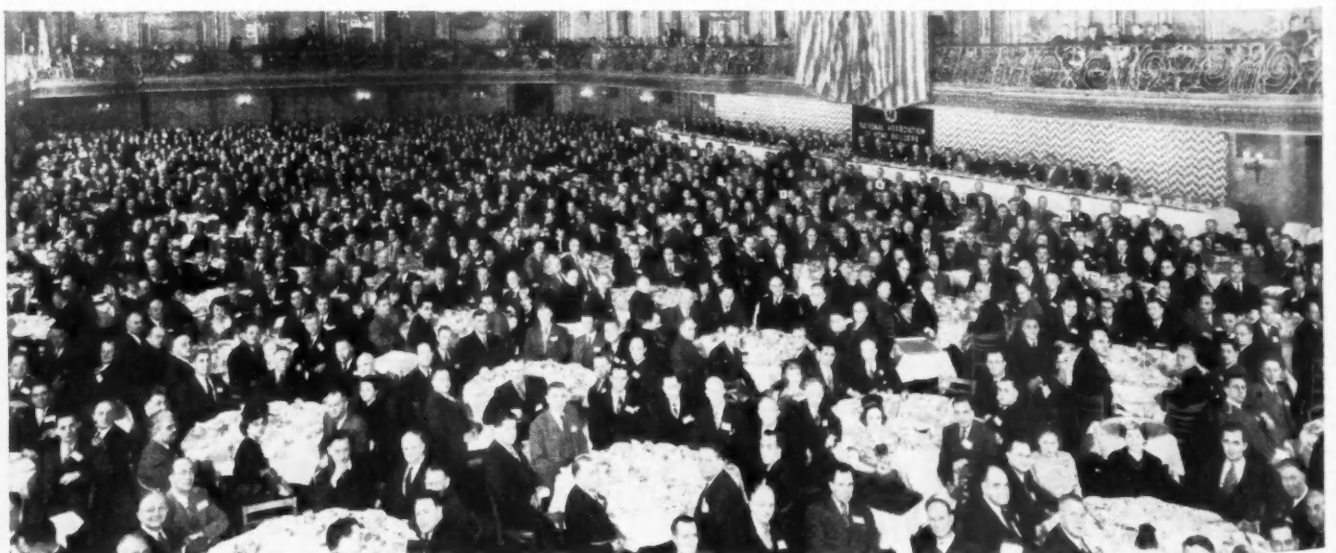


MAKING PLANS—W. B. Dixon, Jr., J. C. Lindop, L. J. Boggs, H. C. Roberts, W. H. Crawford, Joe Meyerhoff, Mrs. O'Neal and L. Holmes.

## Panel Discussions

Crowded sessions and spirited discussions for the panel forums were the order of the day, as representatives of government, labor and the home building industry got together for an airing of the cur-

punches were pulled by the builders in questioning government panel members about the Washington bottleneck. H. R. Northup, secretary-manager, National Retail Lumber Dealers Association, took exception to remarks of John D. Small, Civilian Production Administrator. North-



ANNUAL BANQUET of the NAHB held in the south ballroom of the Stevens Hotel Feb. 27. Sixteen hundred guests assembled for the banquet and an additional fifteen hundred crowded in to hear Wilson W. Wyatt address the builders.

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Commando Kelly with his attractive wife cut the ribbons at the entrance to the exhibit hall. Reading from left to right, Paul Van Aiken, W. H. Crawford, Joseph Meyerhoff, Mrs. Kelly, Commando Kelly and Joe Merrion. Small picture at left shows first of the builders surging into exposition hall to view products on display.



## And So This Great Exhibit for Builders Opened

**N**EVER has there been a gathering of building products to compare with the exhibit untold before the nation's home builders in Chicago last month. Nearly 200 manufacturers of building materials revealed their products. Charles E. (Commando) Kelly officially opened the exposition. The 6,000 builders wasted no time in trying to find where they could get the materials and equipment to complete the homes they have started.

Beginning with the *American Builder* booth, which was to the right of the entrance, they saw the latest equipment offered by Kelvinator and next, prefabrication of the Crawford Company and Lumite plastic screens. Proceeding, the materials-starved builders visited the Celotex display and saw items essential to the completion of their programs. Then, the appliances shown by Servel, but not available for immediate distribu-

tion, brought a gleam to everyone's eye.

Another attraction was the U. S. Gypsum booth where, again, builders saw unobtainable products. The rear of the exhibit hall was popular because of the elaborate display of kitchen cabinets featured by the Mullins Mfg. Corp. Next, the Frigidaire Division of General Motors outlay stopped the wandering builder.

Turning left to the center aisle, the figure of a woman showering in a Briggs Beautyware tub, complete with running water, attracted their attention. Continuing up the aisle, they saw the advantages of convenient outlets for telephones, and probably the greatest surprise of the exposition—the Ingersoll utility unit developed by Borg-Warner Corp.

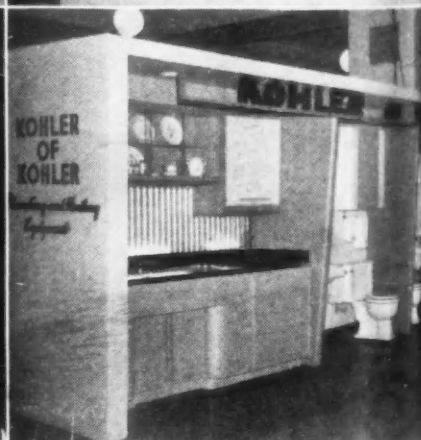
An example of proper wiring was to be seen in the National Adequate Wiring Bureau booth, which competed with the plumbing fixtures brought to

the show by the Kohler Co. American Sawmill Machinery Company's Monarch unit-point portable radial saw was worked full time in showing the builders the advantages of modern methods.

Another step down the aisle brought them to the Westinghouse Electric Corp. space. Just before reaching the *American Builder* booth, Crane Company's big showing of bathroom equipment was again an eye-catcher. General Electric's complete line of heating equipment was next in line.

The practicability of glass in home construction was demonstrated in the area of the Pittsburgh Plate Glass Co. space as the visitors moved to the right. Next shown was the revealing home building survey of the Parents' Magazine, adjacent to which were the pre-fitted Rezo doors of Paine Lumber Co., Ltd.

Across from these the advantages of



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air conditioning and modern heating were demonstrated by the Airtemp Division of the Chrysler Corp. Timken Silent Automatic Division also took advantage of this great gathering to display its current models.

The spring-cushioned windows of the R.O.W. Sales Co. were given a lifetime of operation before the builders as they continued to the joists demonstration of the Truscon Steel Co., which, in turn, vied for attention with Hotpoint's appliances.

The shortage of lumber did not prevent Curtis Companies, Inc., from bringing samples of their millwork.

Starting down the next aisle, they continued their tour of the exhibition hall by viewing the aluminum upward-acting door of the Berry Door Co. Farther down they viewed such products as offered by Ceco Steel Products Corp., and complete bathroom and kitchen layouts, contained in the Eljer Co. booths.

Building products of Johns-Manville Sales Corp. were next in line with their message for each passer-by. On the other side of this last aisle were such outstanding materials and equipment as those exhibited by Weil-McLain Co. with its latest models; and interesting uses of glass shown by Libbey-Owens-Ford Glass Co.

Opposite, the Delco Appliance Division of General Motors Corp. had a magnificent display of its entire heating equipment line. Next, the Fenestra package window had a prominent position in the booth of Detroit Steel Products.

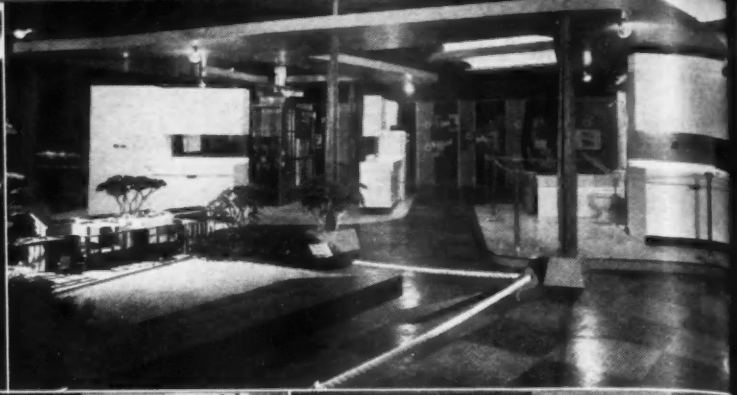
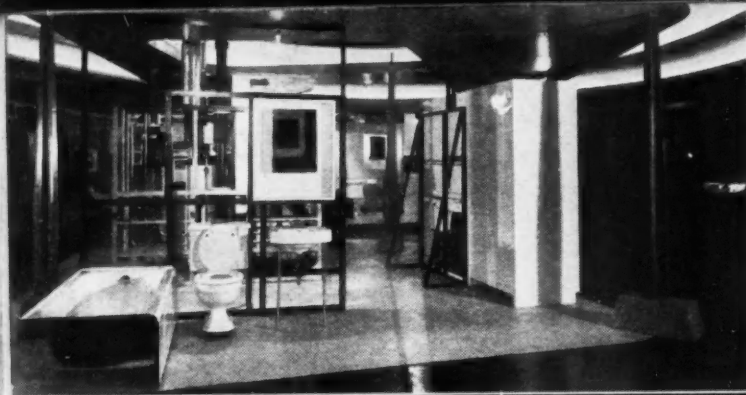
An interesting corner was designed by the use of an animated figure that told the story of the products manufactured by American Radiator & Standard Sanitary Corp. Completing the turn and progressing toward the center aisle once more, the visitors saw products that were displayed by Fairbanks, Morse & Co., Arketex Ceramic Corp., a door track of McKenna, Inc., melodious chimes by Rittenhouse Co., Inc., and products offered by Cotton Insulation Assn.

The aisles branching out from the center of the hall were crowded with builders seeking information and ideas on products such as kitchen equipment by American Gas Association; wood preserving processes by American Lumber & Treating Co.; and panel heating offered by Bell & Gossett.

Roofing and insulation materials were shown by Flintkote Co., Insulite, Kimberly-Clark Corp., and Sisalkraft. Every item essential to home construction was included in this magnificent exposition and among outstanding booths were those designed by The Coleman Co., Frantz Mfg. Co., Kitchen Maid Corp., Mall Tool Co., Mengel Co., and Nash-Kelvinator.

Among the most interesting of the displays were those of New Castle Products, Pratt & Lambert, Inc., Servel, Inc., Shreveport Engineering Co., Skil-saw, Inc., The Stanley Works, Sterling Tool Products Co., Tile-Tex Co. and White-Rodgers Electric Co.

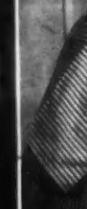
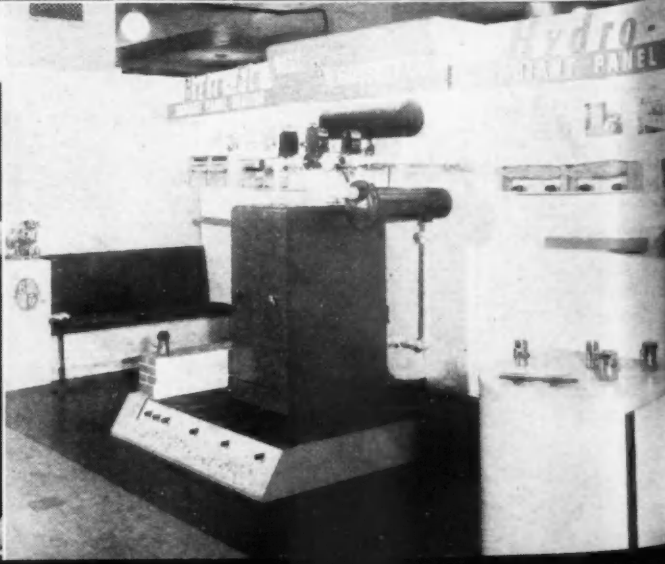
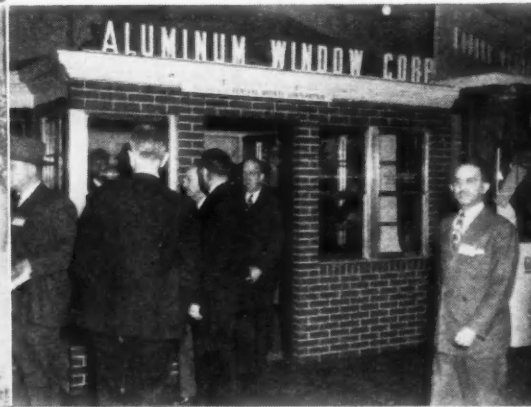




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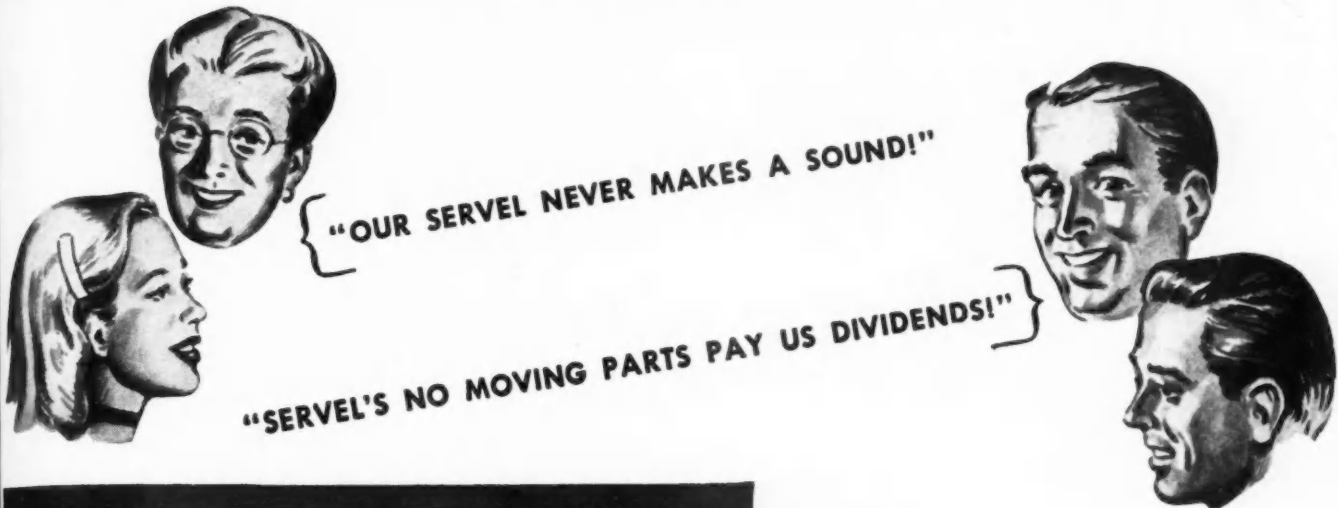


The mammoth Exhibit Hall of the Stevens Hotel was filled to capacity with colorful displays of building materials, equipment and services when the NAHB Exposition was officially opened for inspection on Feb. 25. Shown here are a portion of the more than one hundred twenty exhibits that attracted the home builders and their guests during the national association meeting.



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Neighbors are telling neighbors...



### THAT'S WHY THOUSANDS NOW DEMAND SERVEL GAS REFRIGERATORS

Thousands of families who put up with noisy, troublesome refrigerators during the war have made up their minds. When they get a new refrigerator, they want a Servel. For they've learned from friends and neighbors, the Gas Refrigerator never gets noisy . . . gives dependable, low-cost service year in and year out.

Gas Refrigeration's unmatched performance is the result of Servel's simpler method of operation. There are no moving parts in its freezing system. A tiny gas flame circulates the refrigerant that produces constant, steady cold and sparkling cubes of ice. There's no machinery to cause noise, wear or need costly repairs. And Servel's low operating cost stays low. These unique advantages are good reasons why you can recommend Servel with confidence.

**Important:** Be sure to provide gas outlets for Servels in your current designs. For installation data and complete information, consult Sweet's Catalog or write to Servel, Inc., Evansville 20, Indiana.

STAYS SILENT  
LASTS LONGER

# Servel GAS REFRIGERATOR

# What is NAHB doing for Builders?



When and why was it organized?

How does NAHB operate?

What are its objectives?

What do you gain by membership in NAHB?

How many others interested in home building join NAHB?

What does membership in NAHB cost?

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

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

Name ..... (Print)

Firm .....

Street & No. ....

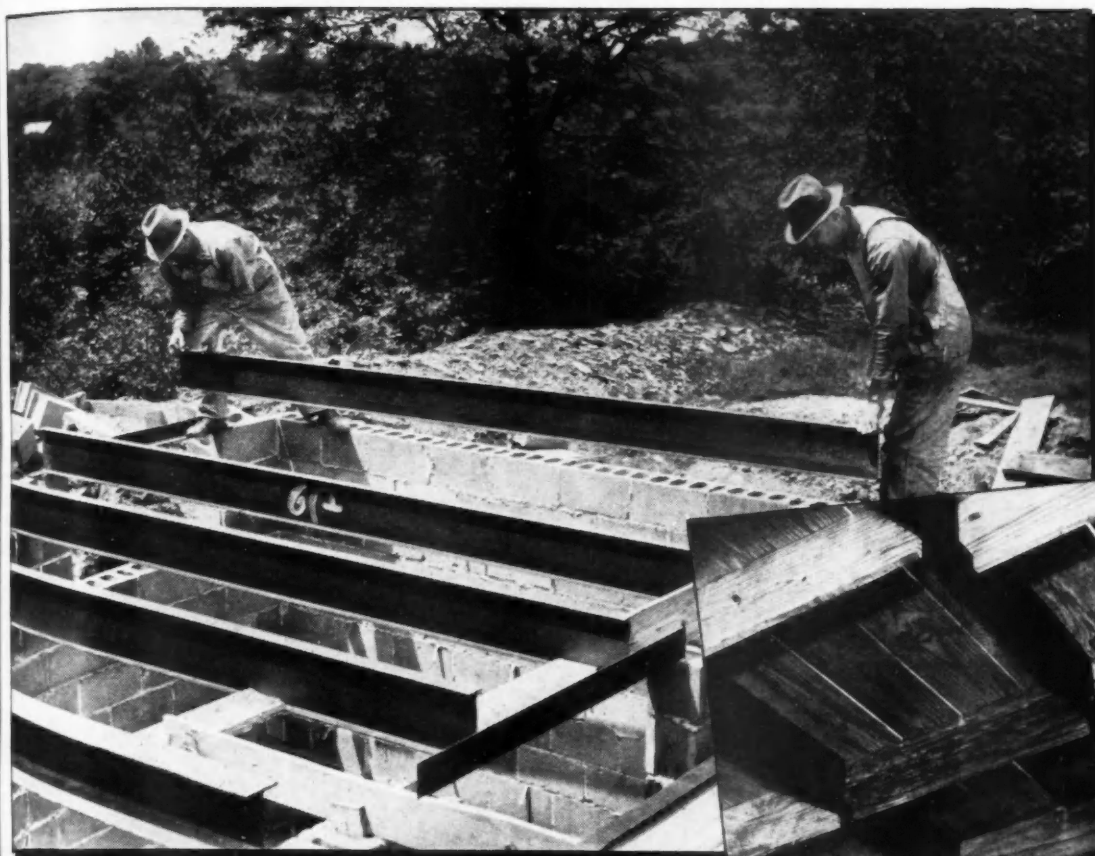
City & State .....

(Give postal zone, if any)

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



**Mail coupon TODAY!**



The light steel Junior Beams are easy to place. They are spaced by a spreader board which has been cut to the correct width for four eight-inch form boards.



Underside of forms showing how a fire stop is provided by form at the wall. Form lumber is salvaged and used for roof sheathing.

## *Increase your profits and selling points!*

Many builders find they can increase the profits on their houses by installing J&L Junior Beam steel and concrete floors. Compared to conventional floors the extra cost will be slight but the elimination of return trips to repair plaster cracks, trim sagging doors and

stuck windows more than makes up the difference. This non-shrinking floor is simple to install and your prospect can quickly see the advantage of the vermin proof, termite proof, fire resistant, rigid floor which also provides a clean, neat basement ceiling.



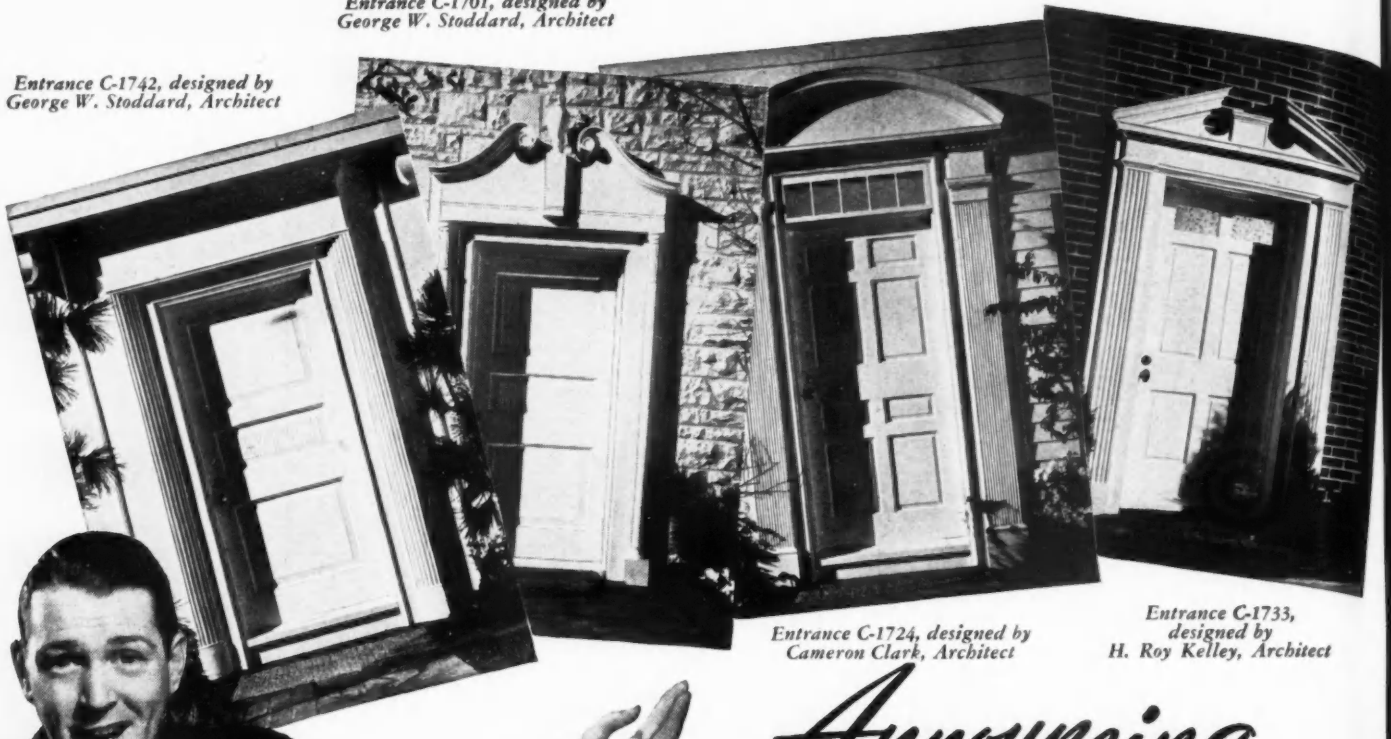
**JONES & LAUGHLIN STEEL CORPORATION**

PITTSBURGH 30, PENNSYLVANIA

**J&L  
STEEL**

*Entrance C-1701, designed by George W. Stoddard, Architect*

*Entrance C-1742, designed by George W. Stoddard, Architect*



*Entrance C-1724, designed by Cameron Clark, Architect*

*Entrance C-1733, designed by H. Roy Kelley, Architect*



*Announcing*

**the NEW Curtis Woodwork!**

Yes—welcome to a whole new world of beauty—authentic styling—distinctive quality—for the homes you plan and build! Carrying on its 80-year-old tradition of fine craftsmanship in stock woodwork, Curtis now announces new and beautiful woodwork designs in wide variety—designs that bring distinction to any size and type of home—at low or moderate cost. These new woodwork styles embody the best thinking of nationally-known architects—the finest

construction and precision manufacture for which Curtis is so very well known.

Only a few examples of the new Curtis Woodwork line can be shown here. You'll want complete illustrated information—and it's yours for the asking. You'll also want to see the new Curtis Catalog and the big, new Curtis Style Book at your Curtis dealer's office. Stop in soon! He has lots to tell you about the new Curtis Woodwork and the new Self-Fitting Silentite Window.



*The bowed fascia of this Curtis mantel accentuates its simple charm. One of the many new Curtis designs, it follows the tradition of the 18th Century. Design C-6074, by George W. Stoddard, Architect.*



*Finely molded detail creates dignity and refinement in this new Curtis design. Like all Curtis mantels, quantity production lowers cost. This is C-6040, designed by Cameron Clark, Architect.*



*Derived from an unusual mantel in the ballroom of the old Indian King Inn, near Haddonfield, N. J., this mantel design, C-6059, is a fine piece of cabinet-work. Willis Irvin, Architect.*



Made up of Curtis stock parts, this fine Colonial stairway combines unusual beauty with sound construction. Precision workmanship assures accurate fitting of parts—lifetime satisfaction.



New England influences inspired this fine cabinet. It is C-6522, a design from H. Roy Kelley, Architect. It is made for both rectangular and corner installations. Also made with upper glazed door.



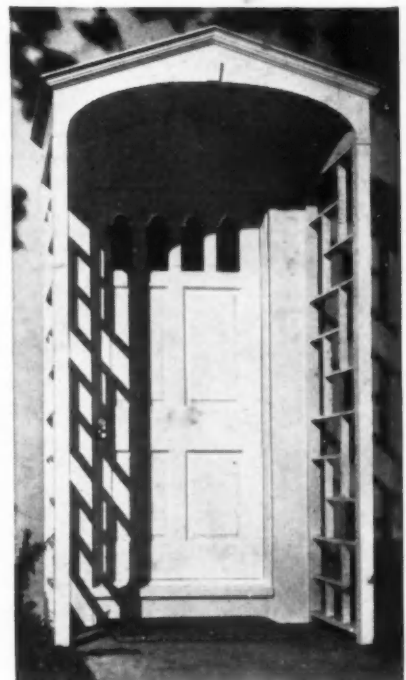
Built-in furniture—such as this Curtis cabinet C-6558—adds permanent value to any home. This style is available either for corner or flat-wall installation. It is a charming design by Cameron Clark.



Here is another beautiful china closet by Cameron Clark. It is a formal and dignified design that is best suited to large rooms. Also made with open front. For corner installation only. Design C-6505.



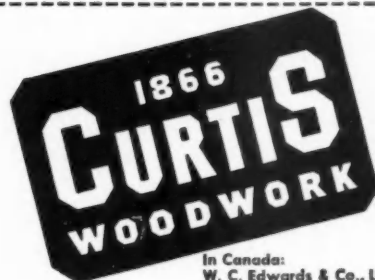
Correct proportion and harmonious detail contribute to the marked individuality of this Curtis Entrance, C-1721. Reminiscent of old Salem, it is suitable either for large or small homes. Designed by Willis Irvin, Architect.



Like informality in an entrance? Then you'll fall in love with this hooded Curtis Entrance "Knoxville," enhanced by its interesting lattice panels. An entrance as useful as it is charming. Another Cameron Clark design from the new line of Curtis Woodwork.



tel in the King Inn, is mantel of cabinet.



In Canada:  
W. C. Edwards & Co., Ltd.  
991 Somerset St., West  
Ottawa, Canada

CURTIS COMPANIES SERVICE BUREAU  
Dept. AB-3W, Curtis Building  
Clinton, Iowa

Gentlemen: Please send me your booklets on the new Curtis Woodwork line and your dealer's name.

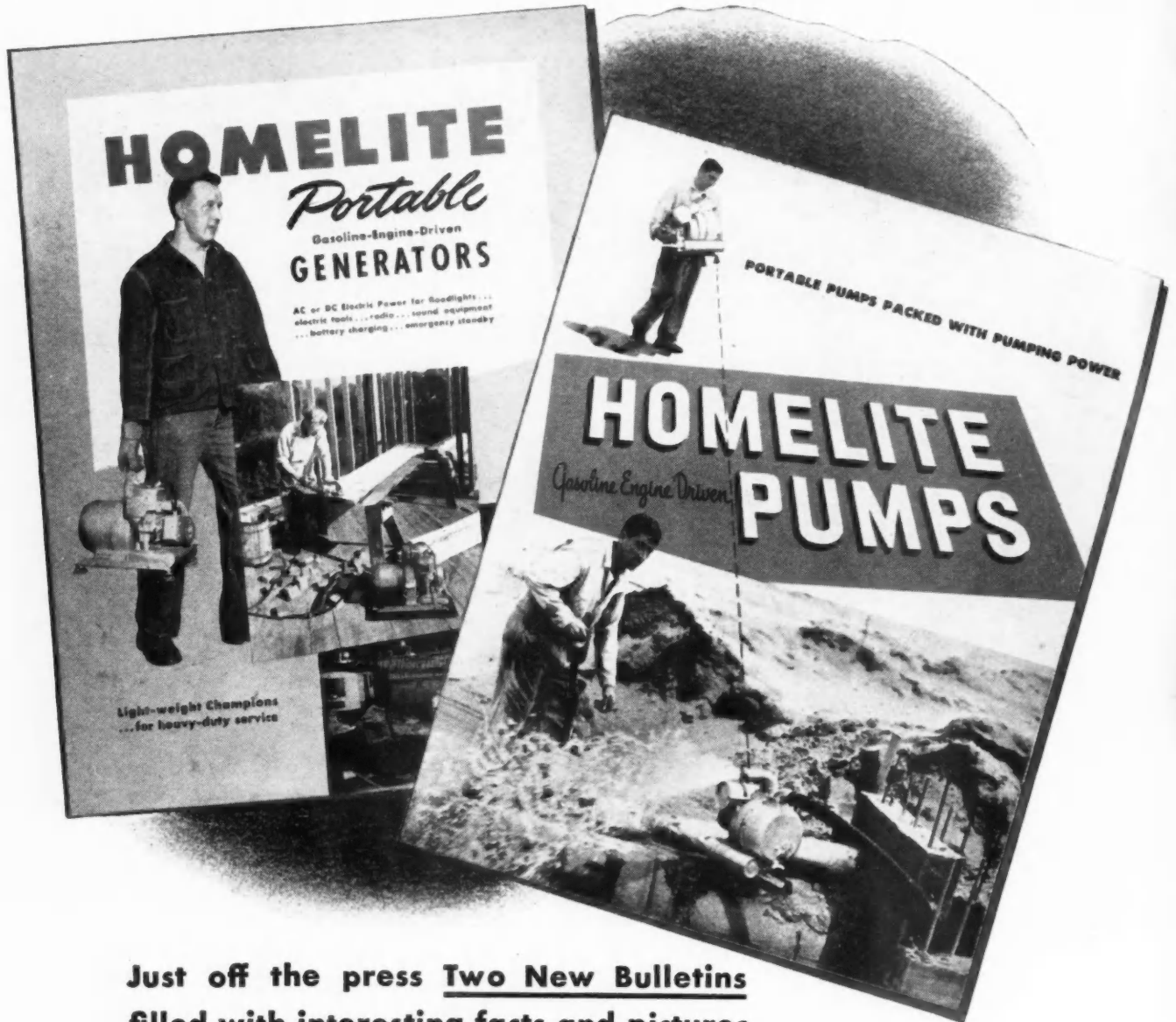
Name.....

Address.....

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

# Here's the Latest Information

## on Homelite Portable Pumps and Generators



Just off the press Two New Bulletins  
filled with interesting facts and pictures

- ★ See what these portable gasoline-engine-driven pumps and generators can do for you.
- ★ See the design and performance advancements that have resulted from our production of more than 200,000 Homelites for the Armed Forces.
- ★ See the new and greatly improved models.
- ★ Write for these free bulletins today. Specify Generator Bulletin L-406 or Pump Bulletin L-501.
- ★ See their new light weight, capacity and output.

## Homelite Corporation

*Portable* PUMPS • GENERATORS • BLOWERS  
PORT CHESTER, NEW YORK

### BRANCH OFFICES

Albany, N. Y.  
Atlanta, Ga.  
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Hartford, Conn.  
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### DEALERS

Pittsburgh, Pa.      Denver, Col.      Minneapolis, Minn.  
C. K. Koontz Equip. Co.      George F. Hastings      The Midwest Equip. Co.

Canadian Representative: Terry Machinery Company Ltd.



1946.

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**GET IN WHERE YOUR**  
**SALES** *Begin*

It's in the *planning* that decisions are made. "I want *this* kind of kitchen," says the wife. "So-and-so's heating plant looks good to me," says the husband. And all through the plans they go, selecting the type of materials and equipment they will soon be *buying*.

*Whose materials? Whose equipment? Where do they get their ideas?*

With 2,350,000 of America's best able-to-buy families the answer is The American Home, the home-making magazine they know best and trust most. Today — right now — more than 600,000 of these families are planning new homes . . . and 250,000 have already bought the real estate!

That's why American Home magazine carries more building editorial linage and more building materials advertising than any other large circulation magazine.

**FIRST IN THE BUILDING FIELD** { • FIRST IN EDITORIAL LINAGE  
 • FIRST IN ADVERTISING





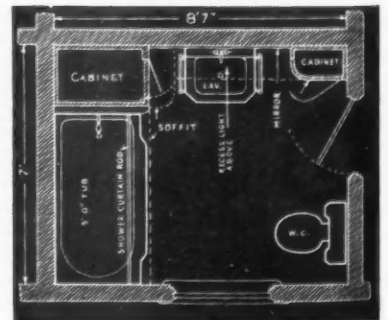
## For a bathroom that's certain to please... specify KOHLER quality in fixtures and fittings

**T**HE name Kohler is a mark of quality known to home-owners. They recognize the importance of such a safeguard—with its assurance of precision-made working parts that are both durable and convenient; of styles that harmonize; and of lustrous, hard surfaces that won't yield to hard use. Kohler plumbing not only adds to living comfort, but makes a home easy to rent or sell.

The conveniently arranged bathroom illustrated above shows the Chesapeake vitreous china lavatory, with its handy ledge for toilet articles, roomy basin, and efficient Centra mixer-type fitting. The closet is the quiet, smooth-functioning Wellworth.

The Cosmopolitan Bench Bath, made of enameled cast iron for strength and reliability, is equipped with the easy-to-control Triton shower mixer.

Kohler quality is now a 73-year old tradition. Important in maintaining the high Kohler standards is the fact that Kohler production is concentrated in one great plant, where unity of supervision is constant. Write for any information you need on Kohler products now available. Kohler Co., Dept. 3-AB, Kohler, Wisconsin. Established 1873.



# KOHLER OF KOHLER

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS

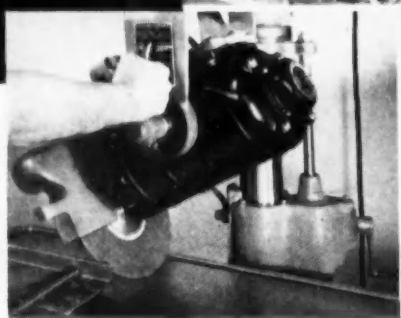
# THE WALKER-TURNER RADIAL SAW

does more than pay for itself

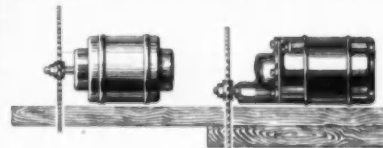
..it **SPEEDS**  
the work!  
..it **SLASHES**  
building costs!  
..it **MULTIPLIES**  
profits!



Here's  
why:



This machine with abrasive wheel is designed for cutting metals (ferrous and non-ferrous) ceramics, plastics, compositions, etc.



### 50% deeper cuts

• The patented W-T geared motor (right) gets the saw shaft close to the work—allowing far greater depth of cut than conventional mounting (left).

**GEARED MOTOR** (patented)—gets the blade right down to the work—deeper cuts with greater applied power.

**FULL 21½" RAM TRAVEL**—takes care of all types and sizes of cuts.

**CLEAR VIEW OF WORK**—Ram and head are always in same relative position—no interference to vision.

**EASY POSITIVE CONTROL**—All position changes, lock and index levers, are smooth and positive.

**8 PRECISION BALL BEARINGS IN RAM**—The ram *glides* its full length with finger-touch ease. 8 Bearings give firmness and stability. Literature on request.

WALKER-TURNER COMPANY, INC., PLAINFIELD, N. J.

<b>SAWING</b>		
1 CROSS-CUTS BEVEL CROSS-CUTS	RIPS RIGHT OR LEFT BEVEL RIPS	MITERS COMPOUND MITERS
2 DADOING NOTCHING GROOVING FLOWING	3 SHAPING MOLDING TRIM SAND VARIETY WORK	
4 ROUTING STAIRS SPLINES TEMPLATE FREE ROUTING	5 TENONING OPEN END COPING END MATCHING	



# MACHINE TOOLS

DRILL PRESSES — HAND AND POWER FEED • RADIAL DRILLS  
METAL-CUTTING BAND SAWS • POLISHING LATHES • FLEXIBLE SHAFT MACHINES  
RADIAL CUT-OFF MACHINES FOR METAL • MOTORS • BELT & DISC SURFACERS

**MAKE YOUR BARN LIKE NEW!**



"This old gray barn... ain't what she used to be"

• Hard to believe it's the same barn? It is—rather was—not long before the second photograph was taken! Think you can't afford it? Well, Stonewall is not expensive, so your material cost is low. It comes in big, 4' x 8' easily-handled sheets that are no trouble to work—so your labor cost is low. Best of all, when you've finished the job, your worries are over, because Stonewall has just about everything you could ask of a building material.

Made of Asbestos-Cement, Stonewall is fireproof, weatherproof, termite-proof, can't rot or corrode, and never needs painting! In other words, any repairs you make with Stonewall are permanent—no upkeep. Plan now to remodel with Stonewall, the ideal building material for inside or outdoors. Your Ruberoid dealer will be glad to give you full details, or the coupon below will bring you all the facts promptly.

Use Stonewall for interior walls and ceilings. It's rotproof, termite-proof, needs no painting, easy to clean—just wash down with a hose!

**RUBEROID STONEWALL BOARD**  
Made Only by The RUBEROID Co.

MAIL THIS COUPON

The RUBEROID Co., 500 Fifth Ave., New York 18, N.Y.  
 Please send me free folder "How To Care For Your Stonewall Building."  
 Who is the nearest Ruberoid dealer?  
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*Beauty that Stays ... Sunshine or Storm*



• You can't help noticing the striking beauty of a Tite-On roof sparkling in the sun—and when the wind blows you really appreciate the comfortable feeling that it's there to stay!

• Built on a different principle from any other asphalt shingle, Tite-On's unique design makes them stay firmly anchored—even hurricanes don't budge them! Their beautiful basketweave pattern gives your roof a distinctive appearance. Their pleasing colors and blends fit any style of architecture.

• Our free booklet helps solve re-roofing problems. Send for it today. Plan to re-roof now with Tite-On Shingles.



**WINDPROOF WEATHERPROOF**

Concealed interlocking securely links the shingles into a "one-piece" roof that can't blow loose! Hidden nails at four points securely anchor each shingle in four places!

Caution—The exclusive features of Tite-Ons can not be duplicated in any other shingle. Tite-Ons are made only by The Ruberoid Co.

**RUBEROID TITE-ON SHINGLES**

MAIL THIS COUPON TODAY FOR FREE COLOR BOOKLET

The RUBEROID Co., 500 Fifth Ave., New York 18, N.Y.  
 Send me the free Tite-On booklet.  
 Who is the nearest Ruberoid dealer?  
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**WE SELL THE IDEA**  
**YOU SELL THE JOBS!**

• That's working together for you—the kind of planning that means extra business—and it's being done for you in your two best markets, the Farm and Home fields.

The advertisements above are part of a series that's reaching millions of readers in national Farm and Home magazines. Two "Exclusive Feature" Ruberoid products are promoted—products made by no one else, that give your customers more value for their building dollar. They're known and welcomed because Ruberoid *presells* the idea for you. Here they are:

**Tite-On Shingles.** These windproof shingles make satisfied customers because they interlock to make a roof that "stays put" through the worst

storms. Every farmer and every home-owner is a prospect.

**Stonewall Board**—the imperishable Asbestos-Cement building board with an unlimited market for new building and remodeling—indoors or out. It's fireproof, rotproof, termite-proof, needs no painting.

These are materials that enable you to do jobs that build customer goodwill and repeat business.

**The RUBEROID Co.**

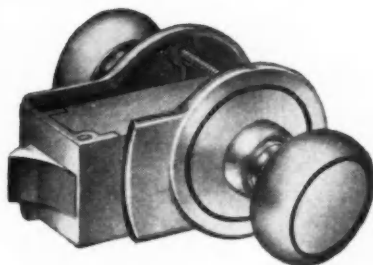
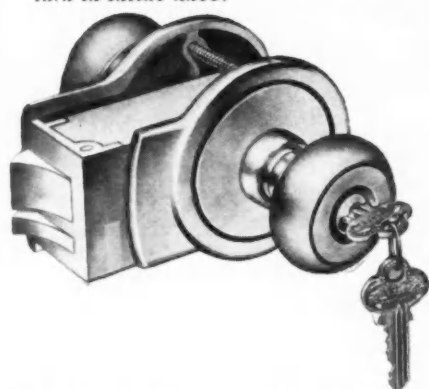


Executive Office: 500 Fifth Ave., New York 18, N.Y.  
**ASPHALT AND ASBESTOS BUILDING MATERIALS**  
**INSULATION AND INDUSTRIAL SPECIALTIES**

# CORBIN UNIT LOCKS

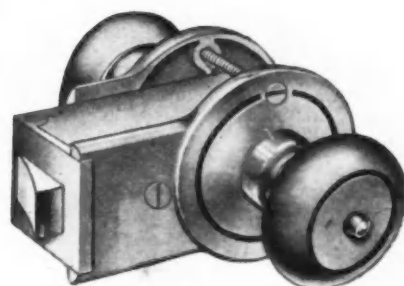
## for every door in the house... stylish-strong-really easy to install!

For Exterior Doors . . . 5 pin-tumbler Corbin cylinder lock in knob suitable for masterkeying. Auxiliary latchbolt which deadlocks the door against forcing. Outside knob latched by thumb turn in inside knob.



For Interior Doors . . . operation by knobs from either side at all times.

For Bathroom Doors . . . button on inside knob locks door, releases on slightest turn from the inside; automatic release prevents accidental locking; special, simple release in outside knob for emergencies.



**3 Designs and 8 Finishes . . .** Unit Locks are made in two round designs . . . plain, and as illustrated . . . and one square design, and will be available in a choice of 8 finishes.

**Construction . . .** Brass and bronze metal used throughout. Solid frame cast in one piece. Pivoted (swinging) latchbolts for easy, quiet closing. Graceful 2" knobs. Unit Locks are made for the popular sizes of interior and exterior doors. Complete factory assembly . . . no adjustment required.

**Ease of Installation . . .** just 2 saw-cuts, knock out block, slip lock into place, and insert screws. Parts are never detached, so the Unit Lock always works properly.

**Promoting Your Sales . . .** Corbin Unit Locks are advertised regularly in Better Homes & Gardens and in American Home.

**NEW!**  
FOR YOUR HOME

**Corbin Unit Locks**

CORBIN Unit Locks are stylish, strong and amazingly easy to install. Locks are complete units, assembled at the factory. To install, just make two saw-cuts, slip the lock into place, and insert screws. Parts are never detached and Unit Locks always work properly and smoothly. Pivoted (swinging) latch for each closing.

Like other high quality Corbin locks, Unit Locks can be completely masterkeyed for key locks. If desired, bathroom locks have push button locking and latch release. For entry, Unit Locks are made for the popular sizes of interior and exterior doors. See your dealer or write us for booklet.

**"DOOR-IN-ONE" PACKAGE HARDWARE**

You can now buy America's finest hardware in convenient packages - Corbin Hardware's "Door-in-One" packages. Each package contains a matched set for your door - the new Unit Lock, handle, knob, door pull, push button, and the new decorative escrow. Every Corbin high quality unit, every design, excellent workmanship, and security, and the "Door-in-One" package makes the price of hardware the simple matter of adding the price of the lock.

The "Door-in-One" Unit Locks are two designs and matched sets in bathroom, entry and other types of doors. Before you buy, see the listing or catalogue of high quality hardware items as they are advertised.

**SEND FOR FREE BOOKLET**

"Corbin Hardware Hardware" shows sufficient lock sets for various types of doors. "Door-in-One" packages are also illustrated and the Unit Lock is explained. The book is handy, permanent reference for anyone planning a building or remodeling. Write for your copy today.

**P. & F. Corbin**  
1875 BRITAIN, CONN. • SINCE 1849  
Division of the American Hardware Corporation  
"Good Buildings Deserve Good Hardware"

**P. & F. Corbin**  
DIVISION OF THE AMERICAN HARDWARE CORPORATION  
NEW BRITAIN, CONNECTICUT  
"Good Buildings deserve Good Hardware"

# Sales Attraction



A turn of the lever  
gives  
**NEEDLE SPRAY**  
for  
**STIMULATION**



or  
**REGULAR SPRAY**  
for  
**RELAXATION**



or  
**FLOOD SPRAY**  
for  
**NO-SPLASH RINSE**



**NEVER THIS!**  
The Anystream  
is self-cleaning



**SPEAKMAN** self-cleaning **ANYSTREAM SHOWER HEAD**  
is really three showers in one as shown  
in the sketches at the left.

Home-buyers are often influenced by details. Modern, quality plumbing fixtures suggest up-to-date, value-for-money construction methods throughout. That is why wise builders insist on Speakman showers and fixtures. They know that "the best in brass" is a strong sales attraction.

Typical of Speakman "home sales builders" is the unrivalled Anystream Shower Head. None but this patented shower head offers three showers in one—48 separate jets all instantly adjustable at the same time by the user. Best of all, the Anystream is self-cleaning. In the flood position it passes off sediment, rust and pipe-scale which stop up ordinary shower heads. There is no shower head like the Anystream. And home-buyers know it.

Anystream Shower Heads are available for prompt shipment and are distributed nationally through plumbing supply dealers and plumbing contractors.

## SPEAKMAN

SHOWERS AND FIXTURES

"The best in brass since 1869"

SPEAKMAN COMPANY, WILMINGTON 99, DELAWARE

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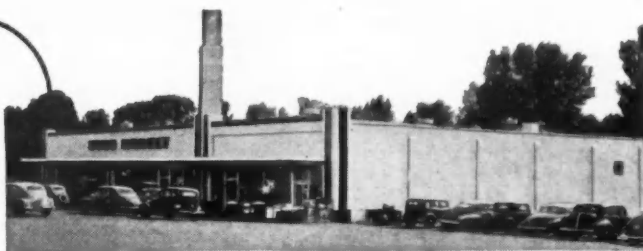


Mr. Stew  
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# Why a prominent property-owner writes an ad for KIMSUL\* Insulation

Read this letter of appreciation to an insulation contractor from Mr. J. A. Zehntbauer, President of Jantzen Knitting Mills:



KIMSUL-insulated food store at Jantzen Beach, Portland, referred to in Mr. Zehntbauer's letter below.



Home of Mr. J. A. Zehntbauer - maker of famous Jantzen Swim Suits - at 3627 N. E. Couch St., Portland, Oregon, where KIMSUL Insulation provides so much comfort.



*Jantzen*  
KNITTING MILLS  
Portland - Oregon USA • Sales offices throughout the world

Steward Griffith Company  
2615 N. Gammans Street  
Portland, Oregon

November 5, 1945

Well, Mr. Griffith.

Everything you said KIMSUL Insulation would do for my house has been fully realized. We save fuel and are more comfortable, both in summer and winter. It is a pleasure to tell you about this and to recommend KIMSUL as an insulation material and also to recommend your workmanship, which is most excellent.

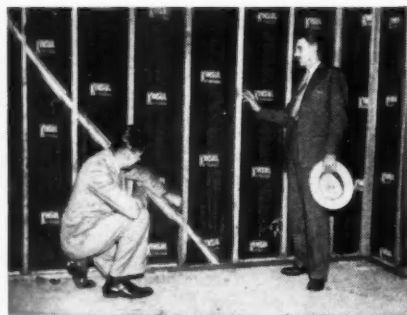
The KIMSUL which you installed in the store building at Jantzen Beach is another good job and is meeting expectations in every respect.

We believe insulation pays for itself and gives added comfort. We believe KIMSUL is unexcelled for insulation and your workmanship tops, and it will be a pleasure to recommend you and your product to anyone needing insulation.

Sincerely,

President  
JANTZEN KNITTING MILLS

JAZ:pr



Mr. Steward Griffith and Mr. Geo. Barbeau, contractors to whom Mr. Zehntbauer wrote his letter, inspect one of their typical snug KIMSUL installations.

Specifying KIMSUL pays big dividends in home-owner satisfaction—and for definite reasons. KIMSUL is a top-quality insulation. It has a high degree of thermal efficiency—"k" factor 0.27. And its scientifically superior construction—many layers stitched together to form a flexible, tough-covered blanket—assures continuous, uniform insulation coverage. For full technical data on KIMSUL, see Sweet's 1946 Architectural and Builders' Catalogs, or write Kimberly-Clark Corporation, Neenah, Wisconsin.

**KIMSUL**  
INSULATION  
REG. U.S. & CAN. PAT. OFF.

A PRODUCT OF  
**Kimberly Clark**  
RESEARCH

\*KIMSUL (trade-mark) means Kimberly-Clark Insulation



**"The name CRANE on plumbing is Convincing Proof of Quality"**



**"We knew the builder believed in Quality Construction when we saw CRANE PLUMBING"**



Your prospects associate the name Crane with high quality equipment. In the homes you build, Crane will not only inspire confidence, but will give your prospects the assurance of your regard for their lasting comfort and convenience.

But even more than this, the breadth of the Crane lines permits flexibility in your planning and the wide price range enables you to specify Crane plumbing in any type of structure you build.

The new Crane line of quality plumbing has been freshly styled to suit modern taste, and the many advanced engineering features assure greater convenience—more efficient operation.

For example, the newly developed *Dial-ese* trim

permits faucets to open and close at a finger's touch because water pressure has been harnessed to do the manual work of closing.

Crane plants are now producing plumbing to meet your needs, but obviously everyone cannot be supplied at once. Your Crane Branch will gladly work with you in your plans and do everything possible to help provide sanitary equipment at the time you need it.

# CRANE

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

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

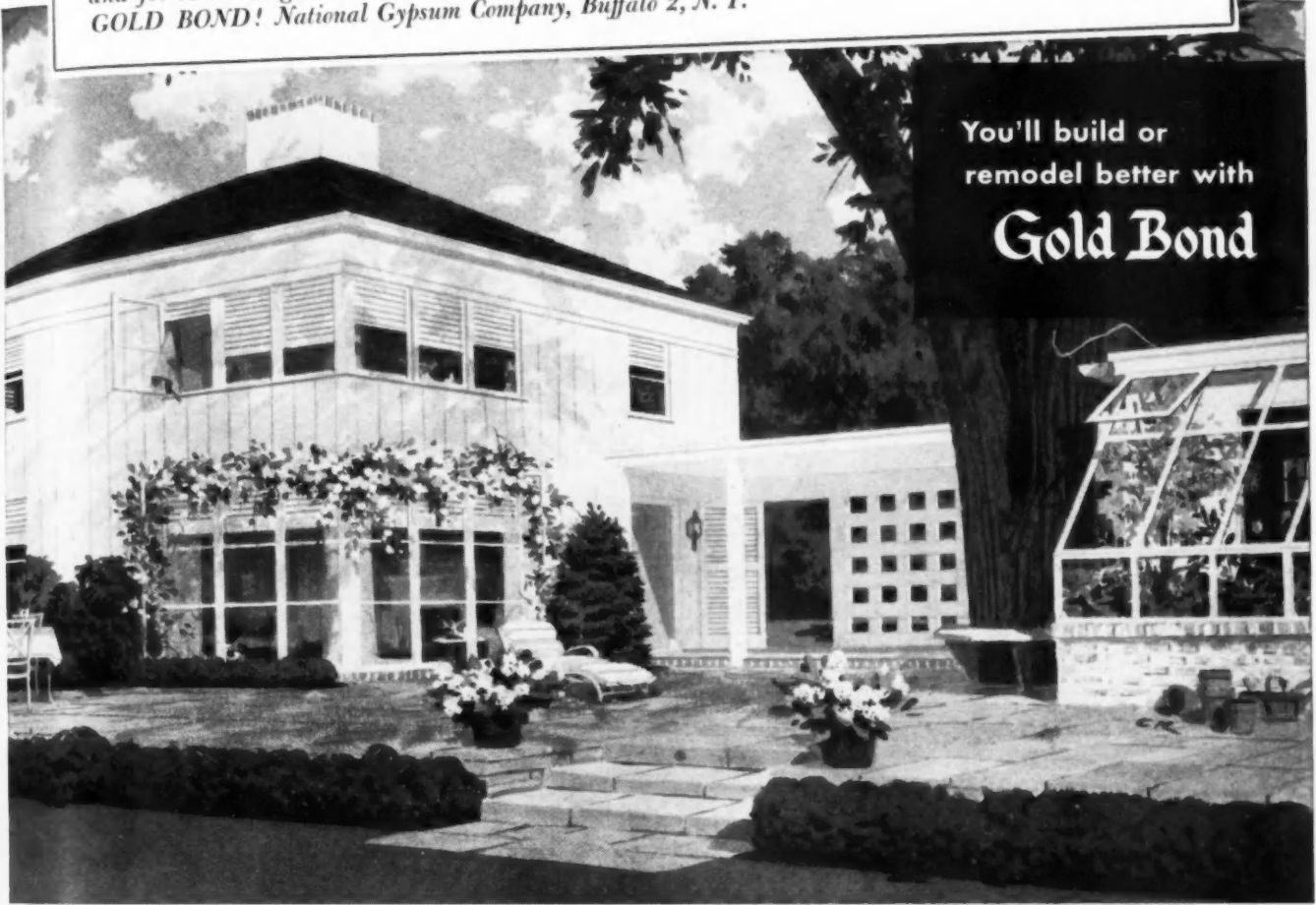
PLUMBING • HEATING • PUMPS  
VALVES • FITTINGS • PIPE

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Here's the first of National Gypsum's new full color ads in the Saturday Evening Post, February 23rd. Each ad is chock full of new ideas for you and your customers, ideas they'll want to use for new homes and for remodeling old homes. It's ads like these that'll make them better satisfied if you insist on using GOLD BOND! National Gypsum Company, Buffalo 2, N. Y.



You'll build or remodel better with **Gold Bond**

Ask your Gold Bond lumber and building material dealer how to have a home like this. He is headquarters for new building products and ideas.

### In your house "skin deep" beauty isn't enough!

SOME day soon you'll build that house you've been planning and longing for. It may be modern, as the one above. Or it may be colonial or stately Georgian. Or it may be a simple "Cape Codder" nestled in among tall trees. Whatever its style—you want it. You'll build it. And you'll love its every nail and board and stone!

And, because your home is so important, you should know now the essentials that make the difference between flimsy construction and sound, between a bad investment and a good. Take walls and ceilings, for instance, but don't take them for granted! It's easy—for a few months or years—to hide cheap, second-rate quality in walls and ceilings. But today, thanks to Gold Bond's years of research in this specialized field, it's just as easy to build walls that will last forever. That will be fireproof, and crack resistant. That will add







tremendously to structural strength at no extra cost. That will turn away summer heat and retain heat in the winter. That can be beautiful in any color with a marvelous paint that dries in one hour!

You can get these advantages and many more by demanding the six Gold Bond features shown below. Backing them up is a complete line of 152 building products, produced in 23 modern plants, and sold through 10,000 leading lumber and building material dealers. When you start thinking about new building or modernizing, see your Gold Bond dealer first. He can bring you the latest in building products and ideas. He can help you get more than "skin deep" beauty and value for no more than the cost of ordinary construction.

National Gypsum Company, Buffalo 2, New York.

Over 150 tested Gold Bond Building Products for new construction or remodeling add greater permanency, beauty and fire protection. These include wallboard, lath, plaster, lime, sheathing, wall paint, insulation, metal and sound control products.

**DEMAND THESE SIX GOLD BOND FEATURES IN YOUR NEW HOUSE**

<p><b>GOLD BOND FIREPROOF GYPSUM SHEATHING</b></p>	<p><b>GOLD BOND FLOATING WALL SYSTEM</b></p>	<p><b>GOLD BOND FIREPROOF GYPSUM LATH</b></p>	<p><b>GOLD BOND FIREPROOF PLASTER AND LIME</b></p>	<p><b>GOLD BOND FIREPROOF ROCK WOOL INSULATION</b></p>	<p><b>GOLD BOND SUNFLEX 1-HOUR WALL PAINTS</b></p>
 <p>Big, weatherproofed panels of Gold Bond Storm Sealed Gypsum Sheathing add structural strength and built-in fire protection. Cost less than old-style sheathing.</p>	 <p>A new way to build plaster interiors with "floating action" to withstand normal structural strain. Longer-lasting beauty. Greater fire protection. Less room-to-room noise.</p>	 <p>Gold Bond Gypsum lath is the perfect plaster base. Can't warp, expand or contract. Available with insulating vapor-seal, metal back as a barrier to condensation.</p>	 <p>Micron-sized Gold Bond Gypsum Plaster plus specially processed pure white Gold Bond Finish Lime build new beauty and lasting satisfaction into walls and ceilings.</p>	 <p>For greater year 'round comfort in new and old homes. New. Extra efficient. Waterproof. Fireproof. Verminproof. Cuts heating costs as much as 30%.</p>	 <p>Dries in one hour with no objectional painty after-odor. Easier to apply. This modern decoration is now available at your dealer's in a full range of colorful tones.</p>

**SPECIFYING A VIEW W**



W WITH

# Windowalls

## ANDERSEN COMPLETE WOOD WINDOW UNITS

You can include a view in your specifications for a new home. Windowalls—those combinations of Andersen Complete Wood Window Units that perform both the functions of a window and a wall—can be located so that they reveal the scenic wonders of outdoors.

Andersen Windowalls are adaptable to countless building situations, one of which is illustrated in this home designed by architect

E. Richard Cone for his own use. Note that while the fixed sash unit frames the view, the room always has available a plentiful supply of fresh air through operating sash.

These are Andersen Casement Window Units. For details of these highly weather-tight, smoothly outswinging units, consult Sweet's Architectural Catalog, or write directly to Andersen.

*Andersen Corporation*

BAYPORT • MINNESOTA



**but TOO TOUGH  
for HEAT or COLD**

Cotton Insulation for your home is one new postwar comfort you may have NOW.

This amazing new insulation weighs only four ounces per square foot—40% to 90% less than other home insulating materials. It comes in convenient rolls so light that you don't even need help to install it. You can do the job yourself, in an average home, in one evening.

Government tests have proved that Cotton Insulation is 4% to 36% more efficient than the ten other leading commercial insulations. It's flame proof. It won't settle or pack down. It lasts a lifetime.

Read the story yourself, in a 38-page booklet which gives you detailed accounts of government tests, and contains fully illustrated facts about what Cotton Insulation will do for you.

**Free!**



- ★ NATIONAL COTTON COUNCIL OF AMERICA
- ★ COTTON INSULATION ASSOCIATION

NATIONAL COTTON COUNCIL, Dept. P, Box 18, Memphis 1, Tenn.  
Please send copy of booklet "Cotton Insulation"

Name \_\_\_\_\_  
Address \_\_\_\_\_

**SEND THIS COUPON NOW FOR YOUR  
FREE COPY OF "COTTON INSULATION"**

*Going to Your  
Customers  
POST-haste!*

THIS dominant advertisement in the March 16th issue of The Saturday Evening Post will carry to 3,500,000 home owners and prospective builders the story of an amazing postwar comfort they can *have right now*. Cotton Insulation is a profitable job you can *sell right now!*

Your copy of this booklet is *ready now*. It contains all the amazing facts about Cotton Insulation.

**NATIONAL COTTON COUNCIL  
OF AMERICA  
COTTON INSULATION  
ASSOCIATION**

NATIONAL COTTON COUNCIL  
Box 18, Dept. B  
Memphis 1, Tenn.

Please send booklet, "Cotton Insulation."

Name \_\_\_\_\_

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# For Durable, Attractive, Modern Buildings — EXTERIOR TYPE Douglas Fir Plywood

There are scores of reasons why Exterior type Douglas fir plywood is so widely used for the exteriors of homes, stores, farm structures and many commercial buildings.

This modern "miracle" wood makes possible many construction economies. The large panels cover surfaces quickly, with a minimum of labor. Fewer fastenings are needed — and these may be placed close to the edge of panels without danger of splitting.

Plywood's cross-laminated construction gives every panel

great strength, too—adding to the rigidity of the framing. The large, smooth panels permit striking, beautiful, modern effects—and at the same time help keep out dust and drafts because "joints" are kept to a minimum.

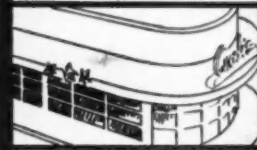
Exterior type plywood—made with completely waterproof synthetic resin binder—will not delaminate, even in boiling water. Its rugged, durable, weatherproof qualities have been proved by years of use and by constant laboratory testing. Make full use of its many advantages!



Big panels go up quickly—with a minimum of handling, cutting, fitting and nailing.



Smooth attractive walls are easily achieved with plywood. There are fewer joints and "cracks."



Exterior type plywood can be bent to form pleasing curves—without danger of splitting.



This beautiful drive-in restaurant, just south of Tacoma, Washington, on Highway 99, is a pleasing example of the smooth, streamlined, modern effects made possible with Exterior type Douglas fir plywood. Notice the curved surfaces—easily achieved with this modern "miracle wood."

Exterior type Douglas fir plywood is made with completely waterproof synthetic resin binder, especially for permanent outdoor use. Sound 1-Side grade of Exterior type plywood (EXT-D.F.P.A.) is generally specified for outside siding—and every panel MUST carry

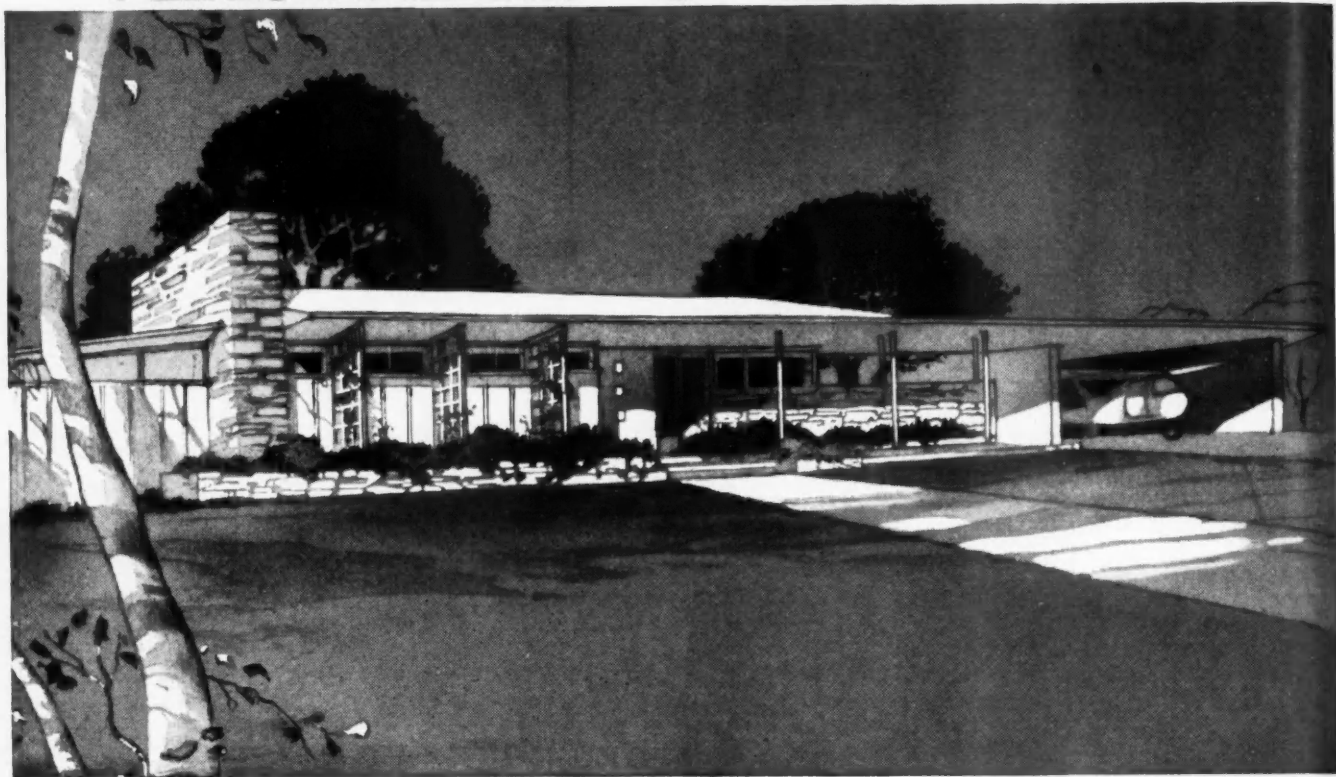
**FOR PRICES AND DELIVERY INFORMATION  
SEE YOUR NEAREST LUMBER DEALER**



the "grade trade-mark" shown above. For information, write the Douglas Fir Plywood Association, Tacoma, Wash. For prices and delivery information, see your lumber dealer.



# CHRYSLER AIRTEMP



Fritz B. Burns "Post-War House"

## Chrysler Airtemp Heats and Cools Los Angeles Model Post-War Home

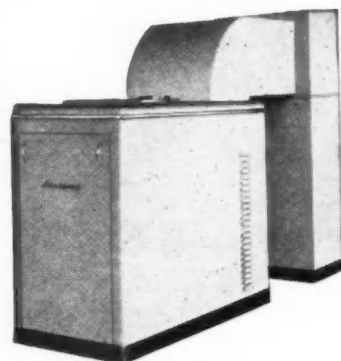
Built to stimulate home construction in Los Angeles, this Fritz B. Burns "Post-War House" is receiving such country-wide publicity that it will influence home buyers almost everywhere.

Significant to builders and buyers alike is the fact that this home is air conditioned the year 'round . . . and it's Chrysler Airtemp Air Conditioning! Ultra-modern in design, this particular Chrysler Airtemp both heats and cools.

You, too, can give your new homes the big plus sales value of Chrysler Airtemp automatic heating or

automatic heating and cooling. For heating alone, there's a wide range of automatic central home heating products for all types of fuel, and for all kinds of systems.

For year 'round air conditioning, there's a warm air furnace designed to work in combination with the "Packaged" Air Conditioner, pioneered by Chrysler Airtemp. The cooling can easily be added at any time as the already-installed ducts, filters and blower of the heating system are used. For information write Airtemp Division of Chrysler Corp., Dayton 1, Ohio.



Combination home heating and cooling system by Chrysler Airtemp . . . warm air furnace (foreground) and "Packaged" Air Conditioner.

"REMEMBER THURSDAY NIGHT! The music of Andre Kostelanetz and the musical world's most popular stars—Thursday, CBS, 9:00 P.M., E.S.T."

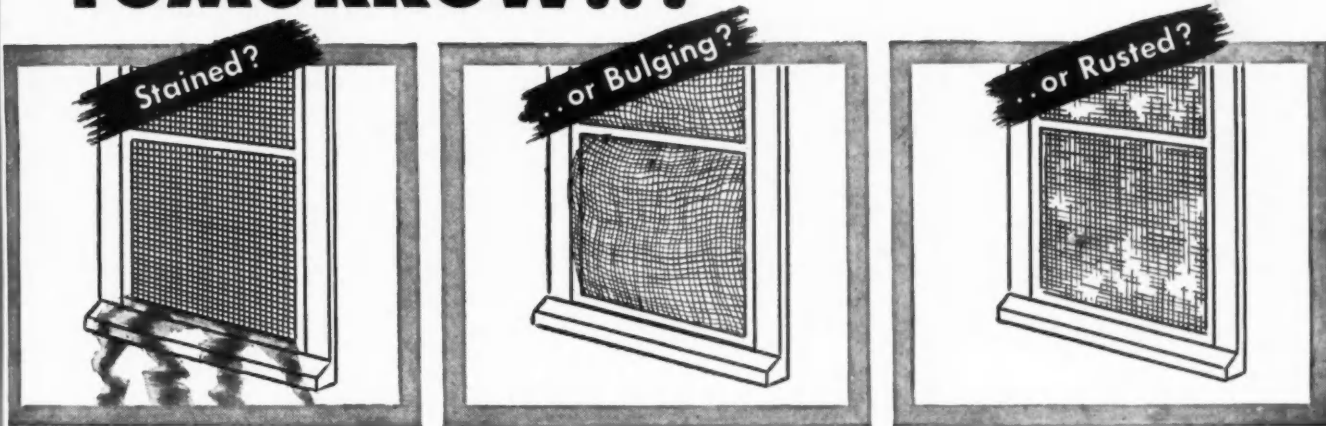
A I R C O N D I T I O N I N G  
H E A T I N G • C O O L I N G • R E F R I G E R A T I O N

# TODAY... a beautiful home



FROM "HOUSES FOR HOMEMAKERS" BY ROYAL BARRY WILL

## TOMORROW..?



### LUMITE ELIMINATES ALL SCREEN TROUBLES

● With a new house, one of the first things to show wear is the screens . . . but *NOT* if they're made of LUMITE!

LUMITE\* NEVER STAINS! Nothing ages a house faster than ugly, stained sills and sidewalls. But LUMITE *never* can stain! Never needs painting, either . . . and cleans easily with just a damp cloth.

NO BULGE, DENT OR SAG! Of course LUMITE "gives" under pressure . . . but snaps right back

to its original flatness in a matter of seconds . . . without a single trace of bulge!

CAN'T RUST OR CORRODE! Amazing LUMITE cannot be affected by *any* natural cause . . . not even year-after-year exposure to the worst enemies of the average screen: *salt spray* and *industrial smoke!* Nor do extreme heat and cold affect LUMITE at all . . . truly an *all-weather* screen!

When planning your homes, specify LUMITE today...for the sake of many years of "tomorrows." Write for AIA-35-P descriptive folder and sample! \*Woven of Saran, Dow Chemical Co. product.

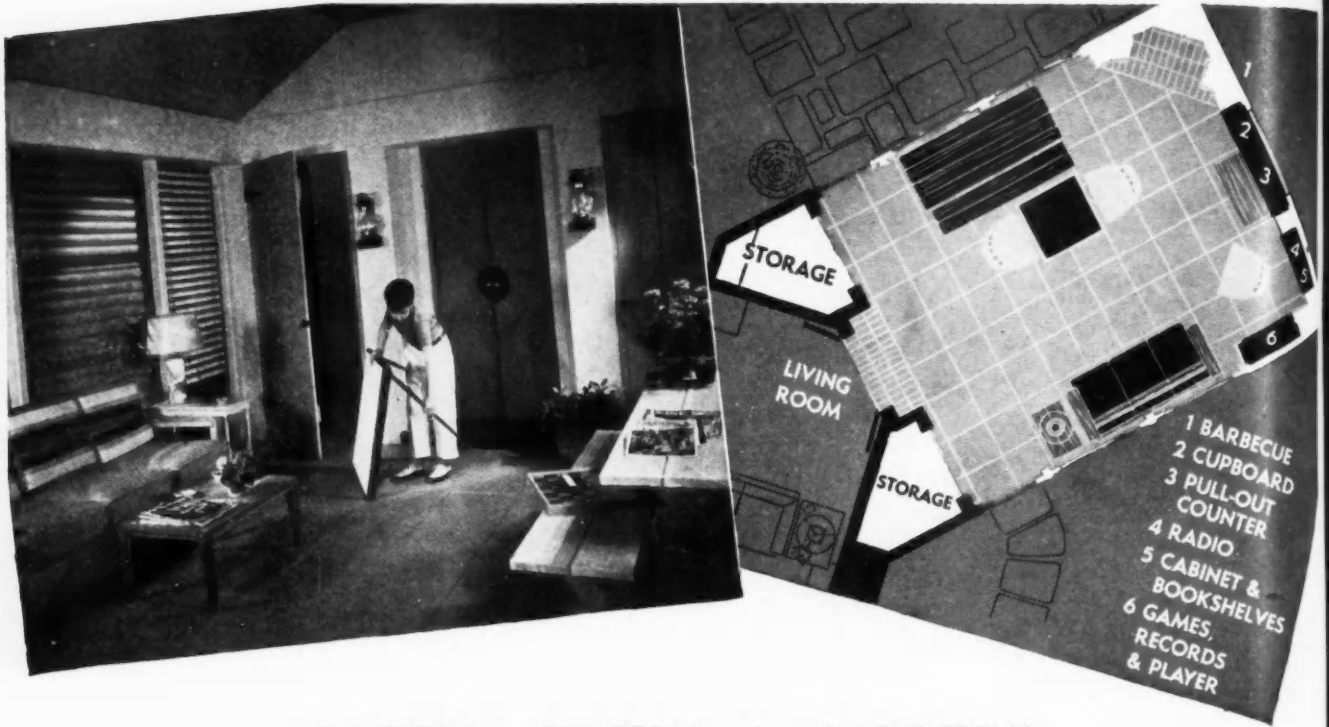
# Lumite PLASTIC INSECT SCREEN

CHICOPEE MANUFACTURING CORPORATION—LUMITE DIVISION  
47 WORTH STREET, NEW YORK 13, N. Y.

*World's largest makers of Plastic Screen Cloth*

AND FOR TOMORROW: *Look for wonders with Lumite indestructible fabrics for home and car upholstery, luggage, footwear, handbags!*





## BETTER HOMES & GARDENS

*corners the porch!*

**W**E CAN hear you. It's one of those good ideas that's so simple you're saying, "Confound it, why didn't I think of that?"

Our corner porch doesn't cut off a ray of light. It catches every breeze. It has two big closets for furniture, odds and ends.

Look again. Most porches certainly don't rate cabinets, closets, and shelves. Ours does. Most porches don't rate a fireplace. Ours does. Most

porches don't rate wood blinds *and* screens. Ours does. Most porches don't rate hardware. Ours does. Most porches don't rate extra paint for cupboards and brick walls. Ours does.

Is it any wonder, when every issue of Better Homes & Gardens magazine is full of good ideas like this, that BH&G readers should be enthusiastically pre-sold on more and better millwork, bricks, grills, linoleum, paint — *everything* that goes into a home?

**Better Homes and Gardens**

**THERE'S NO PLACE LIKE HOME** *market*

— and there's no place like Better Homes & Gardens to sell everything that goes into homes.

**CIRCULATION OVER 2,650,000**

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Stanley  
betwee

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plete I  
Britai



# How to make up a woman's mind... Fast!



**BLUE RIBBON DESIGN**

Newport Pattern Cabinet Latch No. 4224

Interesting blending of metal and plastic design. Plastic thumb-piece may be black or red. Gleaming extra matches the finest appliances.

Newport Pattern Pull No. 4424

**BLUE RIBBON DESIGN**

Patrician Pattern Cabinet Latch No. 4222

For those who prefer the substantial, almost severe lines. Its solid gleaming chromium is topped with an appropriate thumb-piece of sparkling plastic in red or black.

Patrician Pattern Pull No. 4422

## Recommend Blue Ribbon Design STANLEY CABINET HARDWARE

Every girl is fussy . . . about her own kitchen.

That's why we took so very, *very* much care to make the new Stanley Cabinet Hardware line just exactly right. That's why, too, between the girls and Stanley, it's a case of love at first sight.

Actually, years of practical research went into this new line before a pencil was ever touched to paper. Then the most competent designers of the country were called in and given free rein.

*That's why the new Stanley Cabinet Hardware is practical . . . doors latch when they're supposed to, open when they're supposed to . . . knobs stay trim and tight . . . latch handles, pulls and knobs have finger room to spare!*

*That's why the new Stanley Cabinet Hardware is beautiful . . . sparkling trim for any modern kitchen!*

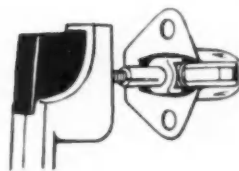
*That's why the new Stanley Cabinet Hardware makes up a woman's mind fast . . . they love it!*

And that's why you can recommend the new Stanley Cabinet Hardware with full confidence! Write for folder showing complete line. The Stanley Works, Cabinet Hardware Division, New Britain, Connecticut.



Trade Mark

*Cabinet Hardware*



*New! Self-fitting latch—*

Pat. Applied For  
Unique new "trigger" latch has a friction sleeve which adapts itself automatically to doors from 3/4-inch to 1 1/8-inches thick. A Stanley "exclusive"!

*New! Jewel-like Plastic Inserts—*

Latch thumb-pieces molded of sparkling, durable plastics—red or black—give modern beauty to this hardware.



**PORTABLE BATH**  
 U. S. PATENT No. 754,217  
 ISSUED MARCH 8, 1904

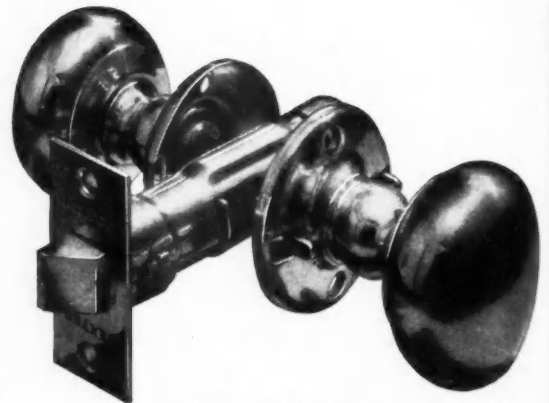


**AN EXTRA BATH  
 FOR NEXT TO NOTHING**

Pull it up and take a bath. This outfit would really put the prospect in the bag. But hardly a feature in the new post-war homes. Some ideas just don't take hold.

But the idea of the *tubular lock and latch*, originated by Dexter more than twenty years ago, has *more than taken hold*. The method of mortising and chiseling is now old-fashioned. DEXTER-TUBULARS have stood the test of time because they install easier, faster — and because they provide such trouble-free satisfaction that they are backed with a life-time written guarantee.

Surely, you plan to use DEXTER-TUBULARS for your building — at the dealer in your community — complete information and demonstration.



Catalog No. 121½ A 122 Bedroom and Bath Set. Locking Rose inside, passed by emergency key outside. Solid wrought brass trim.

**NATIONAL BRASS COMPANY, Mfrs.**

**Grand Rapids, Michigan**

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





One of the five Thermopane windows in the "Octagon" skiing lodge on top Mt. Mansfield, Vermont's highest mountain. Photo by J. Norman Richardson.

## Picture of *Thermopane* in action

REG. U.S. PAT. OFF.

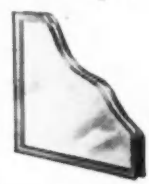
It's hard to believe there's glass between the camera and the outdoors in this picture.

But there is—two panes, in fact, with a sealed-in air space between them. For this window is *Thermopane*—the transparent glass insulating unit.

The outdoor temperature was 19 degrees below zero when this picture was taken. The temperature differential between outdoors and indoors sometimes reaches 100 degrees or more. The clarity of the glass demonstrates how effectively *Thermopane* reduces the possibility of condensation. It points up the fact that when you plan large areas of glass to achieve pleasant interiors

by making the most of exciting views—*Thermopane* is the practical answer.

Will the buildings which you are planning today be up-to-date a few years from now? A lot depends on how you use glass—and whether the window areas are effectively insulated. Write for our illustrated *Thermopane* book, which gives sizes, thickness of glass, insulation values and other pertinent data, before you put your designs on paper. *Thermopane* is also available in Canada. Write to Libbey-Owens-Ford Glass Company, 1336 Nicholas Building, Toledo 3, Ohio.



Cutaway view of the *Thermopane* unit.

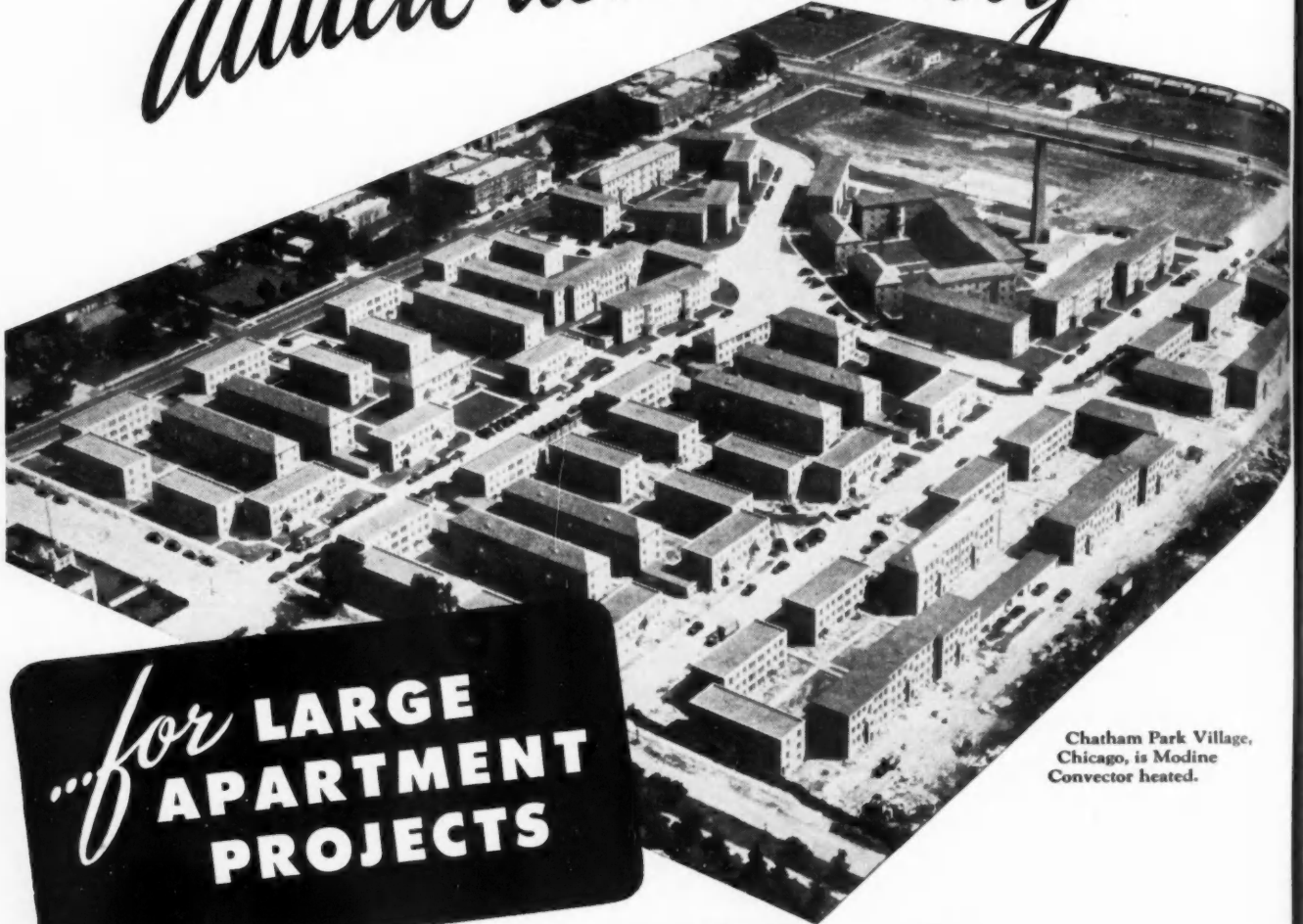
WHEREVER VISION IS IMPORTANT  
USE L-O-F *Polished Plate* GLASS



LIBBEY · OWENS · FORD

a Great Name in GLASS

*added desirability*

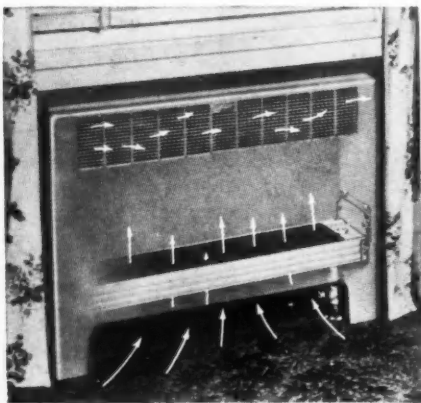


Chatham Park Village, Chicago, is Modine Convector heated.

*...for* **LARGE APARTMENT PROJECTS**

*Modine*

## CONVECTOR RADIATION



SEND FOR CONVECTOR BULLETINS



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

The more than 550 tenant-families occupying 2245 rooms in the 63 buildings of Chatham Park Village, Chicago, enjoy the continuous even-comfort heating of Modine Convectors. Streamlined simplicity combined with space-saving compactness gracefully adapt Modine Convectors to every room... give the delighted tenants new freedom in arranging furniture and drapes. Equipped with dampers for individual temperature modulation by the tenant... Modine fast-warming *copper* convectors respond almost instantly to modern automatic heat controls. That benefits owners as well as tenants. At Chatham Village, the two-year average cost for both heating and domestic hot water was only 2.7¢ per room per day. Give your clients *all* these recognized benefits of hot water or steam heating... with Modine Convector Radiation!

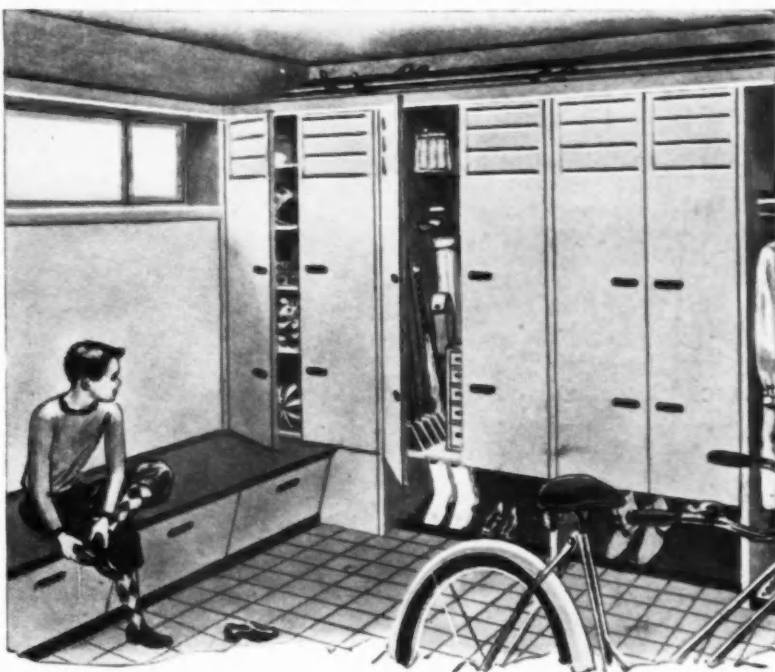
MODINE MANUFACTURING COMPANY, 1701 RACINE STREET, RACINE, WISCONSIN

# What about a

# MUD ROOM?

- Call it whatever you like—its purpose is always the same: a room where the family (especially the children) shed their wet and muddy outdoor clothes, sports equipment and toys—instead of spreading them through the house.

- Space need is small. Location: at or near the door that gets the most use—maybe front, maybe back. As a remodeling problem, you may make it out of a porch, big vestibule, or some space available nearby. Dry walls, cabinets and shelves are easy and quick to build of Masonite\* Presdwoods. They're unusually resistant to moisture and wear—they clean easily—they can be finished as you wish.



- Also from George Daub and Associates, comes this hobby room plan below, using existing basement space. Compact and well separated are Father's shop, a miniature for Junior, and Mother's gardening "shed."

Tough, smooth Masonite Presdwoods make excellent work surfaces, backboards and cabinet panels. They're easy to work and apply over old construction. Grainless and dense, they resist basement moisture conditions very satisfactorily.

- Write for data on the Masonite building materials to Masonite Corporation, Dept. AB-3, 111 W. Washington Street, Chicago 2, Illinois.

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



**MASONITE**  
**BRAND PRODUCTS**  
 PRODUCTS OF THE STATE OF MISSISSIPPI

# Better Trucks for YOUR Business!



TRUCK-ENGINEERED • TRUCK-BUILT • BY TRUCK MEN

## “Our Ford Units Have Stayed on the Job”

Lumber distribution facilities are going to get a “work-out” from now on which may even be tougher than during the strenuous war years. If your truck fleet needs replacements and expansion, and you want the benefit of the latest truck engineering advancements, your nearest Ford Dealer has the answer.

Truck fleets like that of the E. K. Wood Lumber Co., of Los Angeles, provide solid evidence of Ford Truck efficiency. Mr. R. Smith, maintenance superintendent, writes: “Distribution of our company’s prod-

ucts from our 12 Southern California branch yards is a major operation, and our Ford Truck fleet plays an important part in this job. Necessary replacement parts have been available through the war, and we’ve been able to keep our Ford units on the job.”

The 1946 Ford Trucks bring you many new engineering features—betterments which are designed to give you more economy, better performance, longer life and even greater reliability and service simplicity. Tell your Ford Dealer you want all the facts!

# FORD TRUCKS

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

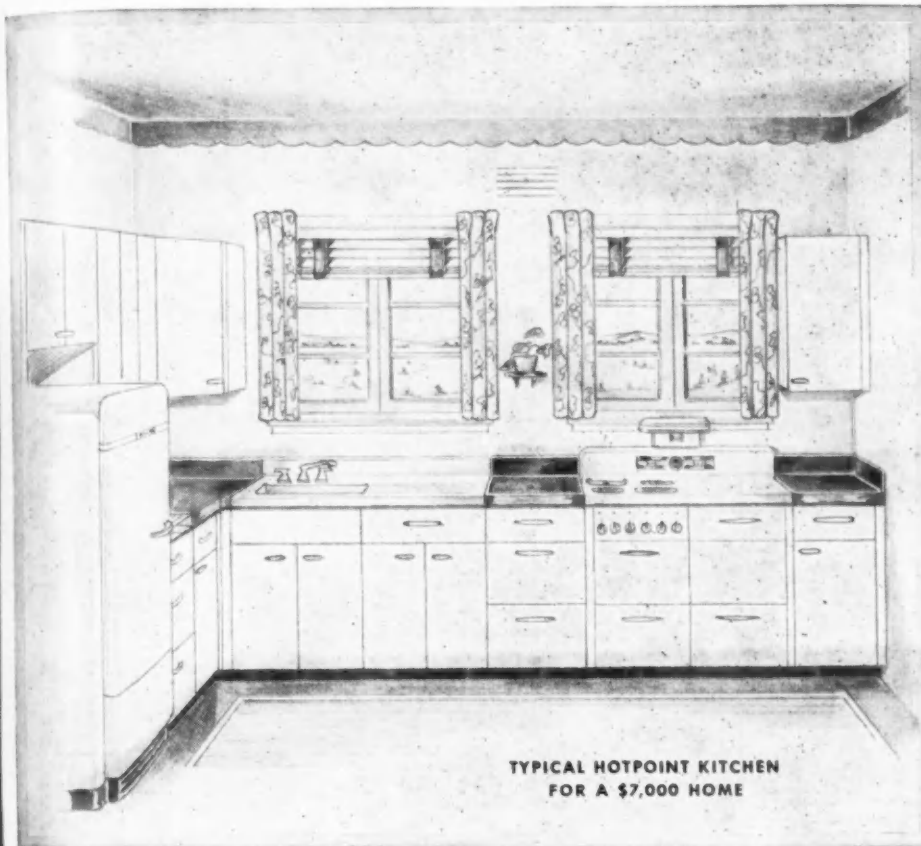


### ADVANCED ENGINEERING IN NEW FORD TRUCKS

More Economy and Endurance  
Easier Servicing

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

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



TYPICAL HOTPOINT KITCHEN FOR A \$7,000 HOME

RECOMMENDED EQUIPMENT			
ITEM	QTY.	DESCRIPTION	CAT. NO.
1	1	RANGE	37" WIDE
2	1	REFRIGERATOR	6 CU. FT.
3		DISHWASHER-SINK	
4		DISHWASHER	
5		DISPOSAL	
6		CABINET SINK	
7	1	SINK CABINET	48" WIDE
8			
9	1	BASE CABINET	15" WIDE
10	1	" "	18" "
11	1	" "	24" "
12			
13			
14	1	COR. BASE CABINET	42" WIDE
15		UTILITY CABINET	
16	1	WALL CABINET	15" "
17	1	" "	30" "
18	1	" "	18" X 36" "
19			
20			
21	1	COR. WALL CABINET	24" X 24"
22	1	FILLER	BMF 34
23	1	"	B5F 34
24	1	"	W5F 30

**Hotpoint** KITCHEN PLANNING SERVICE  
 COMMERCIAL ENGINEERING DIVISION  
 DRAWN *Elizabeth Gostch*  
 APPROVED *Ray Smith*  
 DWG. NO. AY.L45600 DATE 8-31-45  
 EDISON GENERAL ELECTRIC APPLIANCE CO., INC.  
 5600 WEST TAYLOR STREET CHICAGO, ILLINOIS

## Homes with complete *Electric Kitchen* will sell faster!

POWERFUL promotional advertising is firmly establishing the popularity of electric kitchens. This trend has been created by:

1. Over a million and a half dollars spent by Hotpoint in national advertising to intensify interest in all-electric kitchens.
2. Scores of articles in leading magazines and newspapers that focused attention on the electric kitchen as the No. 1 room of the modern home.
3. Distribution of over two million booklets "Your Next Kitchen by Hotpoint" to home owners who will build or remodel.

As a result, the housewife of today generally considers her kitchen as the hub of her home. For that reason, architects and builders will choose electric equipment for their kitchen designs to give her the best service.

For their convenience, Hotpoint has available a *Portfolio of Personalized Kitchen Plans* that has plans for all types and sizes of kitchens. Send for your copy of this Portfolio, with its wealth of information and planning guidance. Attach coupon at right to your letterhead and mail to us today!

HOTPOINT REGIONAL SALES OFFICES. EASTERN: 570 Lexington Ave., New York City 22, Plaza 3-9333. SOUTHERN: 304 Red Rock Bldg., Atlanta 3, Walnut 2959. CENTRAL: 1456 Merchandise Mart, Chicago 54, Superior 1174. WESTERN: Western Merchandise Mart, 1355 Market Street, San Francisco 3, Underhill 2727.

In most states, all Hotpoint kitchen equipment can be included in F.H.A. insured mortgages.

### PLAN KITCHENS FOR THE 77%

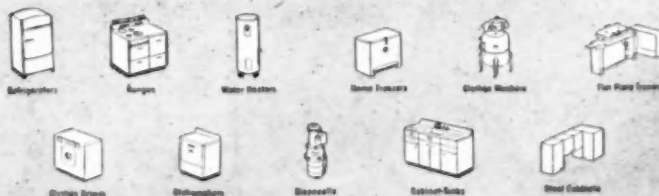
"More than seven out of ten modern homes will cost \$3,000 or over," predicts the United States Chamber of Commerce. That means 7 out of 10 builders can afford, and will probably demand, an all-electric kitchen.

The Hotpoint Institute  
 5641 West Taylor Street, Chicago 44, Illinois  
 Without obligation, please send me your *Portfolio of Hotpoint Personalized Kitchen Plans*. This offer available in United States, Territory of Hawaii and Alaska.

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

Copyright 1946 Edison General Electric Appliance Co., Inc., Chicago

**Hotpoint**  
 ELECTRIC KITCHENS  
 DEPENDABILITY ASSURED BY  
 40 YEARS EXPERIENCE



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 l others.  
 REASONS

For **SALABILITY**  
check these

**"Century"**  
**APAC**

*Features*

**FEATURES  
OF "Century" APAC**

- Made of Asbestos Fibre and Portland Cement
- Pleasing light gray color
- Fire resistant and durable
- Convenient size — 4' x 8'.  
(Three thicknesses —  $\frac{3}{16}$ ",  $\frac{1}{4}$ " and  $\frac{3}{8}$ " )
- Low cost
- Rat and termite proof
- Easy to cut, handle and apply
- Fastens with nails or screws
- Practically no maintenance required
- Prompt delivery



**"Century" APAC** is a **USEFUL** structural sheet material that just naturally moves fast. It is economical, easy to handle, quick-building. It is the ideal material for all sorts of farm structures. It is useful for the construction of barns, poultry houses, brooder houses and range shelters. It is completely resistant to fire, weather, vermin, rats and rot. Thousands of builders have used "Century" Apac successfully . . . thousands more will use it for roofing, siding, ceilings and partitions. Look into K & M "Century" Apac's possibilities **NOW**. "Century" *Pre-Drilled* Apac . . . which has automatic nail spacing, and provides a ready layout guide. Both are sure-fire sales items. Both can be supplied by your Keasbey & Mattison distributor. Apac, in plain or pre-drilled form, comes in sheets 4' x 8' and in thicknesses of  $\frac{3}{16}$ ",  $\frac{1}{4}$ " and  $\frac{3}{8}$ ".



**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA



# WHY PROMINENT BUILDERS USE YOUNGSTOWN KITCHENS



Typical of the many modern, well-planned homes built by Mr. Duke. The cheerful, convenient Youngstown Kitchen is at the left.

**RALPH S. DUKE**, Realtor and Builder in University City, Mo., knows the many advantages of installing Youngstown equipment.



**"They please the public . . . and help on costs"**

**RALPH S. DUKE, University City, Mo.**

"BUILDERS always have to watch costs," Mr. Duke writes, "and at the same time install the kind of equipment the public wants."

"Youngstown Kitchens help us do both those things. Your all-steel units are a real help to us in planning the kind of homes people like, at prices they can afford to pay."

"We of the National Builder's Association welcome all of this kind of help we can get, because we believe that through such cooperation private enterprise can take care of the housing needs of the nation."

Hundreds of experienced builders agree with Mr.

Duke. They know Youngstown Kitchens appeal to every woman, save time on the job, and cost no more than wood construction.

If you are not familiar with these sales-building kitchens, let us send you the booklet, "The Builder's Kitchen." It describes Youngstown units for homes of every size and type, and tells what other builders have done with this modern equipment.

**MULLINS MANUFACTURING CORPORATION, Warren, Ohio**  
 Porcelain Enameled Products—Large Pressed Metal  
 Parts—Design Engineering Service

 *Youngstown Kitchens*  
**BY MULLINS**



# Contractor Casey was stumped . . .

**BUT NOT FOR LONG**

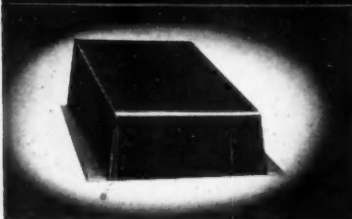
*He consulted with the architect and engineer . . . together they called in Ceco . . . and the job went ahead on schedule*

The job was a big one—the kind contractors like. It looked like smooth sailing to Casey until lack of materials suddenly stopped the job. But not Casey! With the architect, the engineer and Ceco, he made changes to use available Ceco products such as Concrete Reinforcing Bars, Meyer Steelforms, Welded Wire Fabric, Light Fabricated Trusses and Open Web Steel Joists, all of which gave greater advantages—in space and cost—in manpower and installation. The gist of it all is that Casey completed his contract on time, within the original cost, and to the satisfaction of the architect and owner.

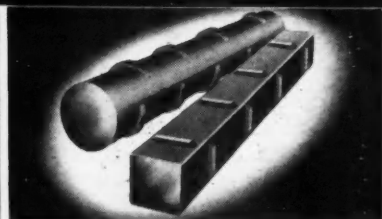
**CECO ENGINEERING PLUS CONSTRUCTION  
KNOW-HOW...MAY HELP YOU WITH YOUR PROBLEMS**

Ceco engineers do more than design fine construction products. All their wealth of technical engineering knowledge is constantly available to you, as well as their construction know-how gained by years of experience on the job in the field. In 23 offices strategically located from coast to coast, they stand ready to help solve your problems without delay, with perfect technical skill. Ceco Construction Products, whatever they are, are engineered so as to make for ease of installation and correct construction practice. So call on Ceco for engineering and construction skill, for the finest in construction products.

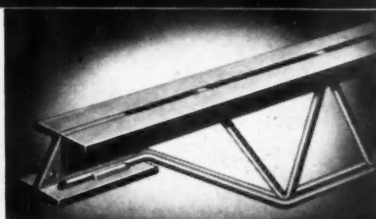
**HERE ARE THE PRODUCTS THAT HELPED SOLVE MR. CASEY'S PROBLEM**



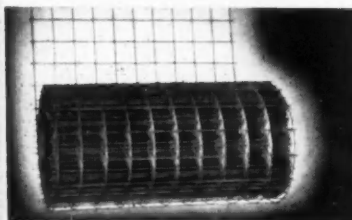
Meyer Steelforms mean less concrete is required, making for economy in construction.



Ceco Reinforcing Bars provide positive bond to aid adhesion of concrete to the steel.



Open Web Steel Joists provide fire-resistive construction, concealing sanitary, lighting and heating systems.



Ceco Welded Wire Fabric provides reinforcement of the concrete slab over Meyer Steelforms.

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# AMERICAN BUILDER

L D I T O R I A L

## **Activate Public Sentiment!**

**M**OST of the initial assault on private enterprise is being aimed at the home building industry. The reason is that of all the major industries, home building is the least organized for defense, and therefore, the most vulnerable to attack. Every segment of the industry is aware of the attack and cognizant of the strategy that is being employed. The attacking strategists, knowing that the industry has no organized front for the refutation of charges levelled against it, use every available medium of publicity to tell the public, and returning veterans in particular, that home building costs are too high, that building techniques are antiquated, that builders are incapable of overcoming the universally admitted housing shortage, that the building industry is largely responsible for that shortage, and that builders are not interested in supplying housing for low income brackets. To implement the strategy, members of gullible, uninformed but well meaning organized minorities, and highly organized left-wing minorities are prevailed upon to deluge Congress with demands for legislation that will place control of housing in government. Representatives of these minorities, armed with mandates from voters, then press their demands before congressional committees.

On the other side, segments of the building industry meet and tell themselves that the charges are false, that they can be proved to be false. From time to time each of these segments hurriedly marshals a few representatives, and sends them before Congress to oppose a new assault on private enterprise in the home building industry. But these industry men do not have carefully prepared cases to present, and they represent only one segment of an industry. They do not carry mandates from masses of voters. Generally, they come off a bad second, because Congressmen, few of whom are authorities on home building, are impressed by the power of organized minorities, and their carefully prepared cases, and by the even more carefully prepared cases of government agencies who often have inspired or helped to write the legislation under discussion.

If the industry is to be retrieved from the controls under which it now struggles, and kept from further controls, the time has come to assume full responsibility as the price of full freedom. The industry must assume full responsibility for building codes, regardless of whether the prerogatives of some manufacturers or groups of manufacturers and labor unions are stepped on or not. It must assume full responsibility for training adequate forces of skilled building craftsmen, and the unions must be made to see that their own existence depends upon training men, and not maintaining monopolistic guilds that increase building costs.

Finally, the industry must take its marshalled facts to twenty million home owners, and to millions of workers who derive their living from home building, activate an educated mass public sentiment, then take the facts and the mandate of these millions of voters to Congress.

# Westchester —

## The Planned Business Development

**M**OST business districts in suburban communities are not pre-planned. Like Topsy, they just grow. A section is allocated to business lots, and the lots are offered to anyone who cares to buy them. Not infrequently, professional speculators acquire desirable pieces, and hold them at high prices. Finally, a merchant, willing to take a chance, pays an inflated price, and saddles himself with an unduly high overhead. On the other hand, valuable sites often fall into the hands of merchants who may be good, bad or indifferent, and who start businesses that might or might not be needed in the community at the time.

None of this hit-and-miss method of establishing stores and commercial ventures applies to Westchester, located in the southwest section of Los Angeles near the site of the proposed new Los Angeles airport. The Westchester business district is custom-built. The needs of the entire community were studied carefully, and the frontage on both sides of a one-mile stretch along the main street was broken into lots allocated to specific businesses; and definite action is being taken to get the businesses into the locations selected for them. The result is that when Westchester's business district is developed fully it will serve every commercial need of the community that surrounds it; the merchants will make money; and the sponsors of the business district will profit.

Westchester did not happen by accident. The

surrounding land was owned by four different concerns, each of which had its own ideas about a business district. Some favored the village type of off-highway business district, and there were varying opinions about where to locate the area. Somebody had to get the owners together, and develop a plan to which they could agree. Don Ayres of Frank H. Ayres and Son, realty developers in Los Angeles since 1905, undertook the task. Arrangements finally were worked out under which this firm, which is one of the four owners, was given the job of developing the business district. Under the terms of the agreement, each of the four land owners has a stake in the business development in proportion to the size of his subdivision.

Don Ayres' next achievement was to get approval of the group to his basic plan of placing the Westchester business district on the main thoroughfare instead of along a side street. Ayres settled the question by sending questionnaires to fifty large general store operators, ninety per cent of whom favored locations on "Main Street." Thus, the sixty thousand people who eventually will occupy the four square miles that comprises Westchester will be served by a single major shopping area, plus a few specially located "walk-to" stores outside the district.

Next, the all-important question of parking was given a tremendous amount of study and research. Hundreds of business centers have

*(Continued to page 78)*



*Tim Dandy*

**Tim Dandy!**

... PAY CHECKS VAN DE KAMP'S BAKERY GARDEN FRESH PRODUCE AMPLE FREE PA

Broad, busy Sepulveda Boulevard assures success of any future expansion.



ARROW points to centrally located business section in this airplane view of new Westchester community.

gone to seed as customers pass them, and go to other towns, perhaps more distant, perhaps even less desirable, but with ample parking facilities. All sorts of ideas for parking facilities were considered. Some favored alternating one block of stores and one block of parking area; others wanted to set the stores back, and park in front of them, while many favored parking in the rear, with vision from the main street. The drawing included with this article shows the arrangement that was chosen.

The parking area, as indicated, is located behind the stores. Three avenues of approach are provided. Drivers can enter the area from the side streets, from the rear, or by means of a driveway located in the middle of the block, and leading off the main thoroughfare. It is a community parking space extending the full length of the block, and it serves all the stores in the block. The area allocated to parking is more than twice the combined areas of all the stores in the block. Knowing that some types of stores need more parking space than others, Ayres carefully interspersed stores with light and heavy parking requirements. He also knew that all types of stores do not reach their traffic peaks at the same time. Attention was therefore given to location of stores with this in mind.

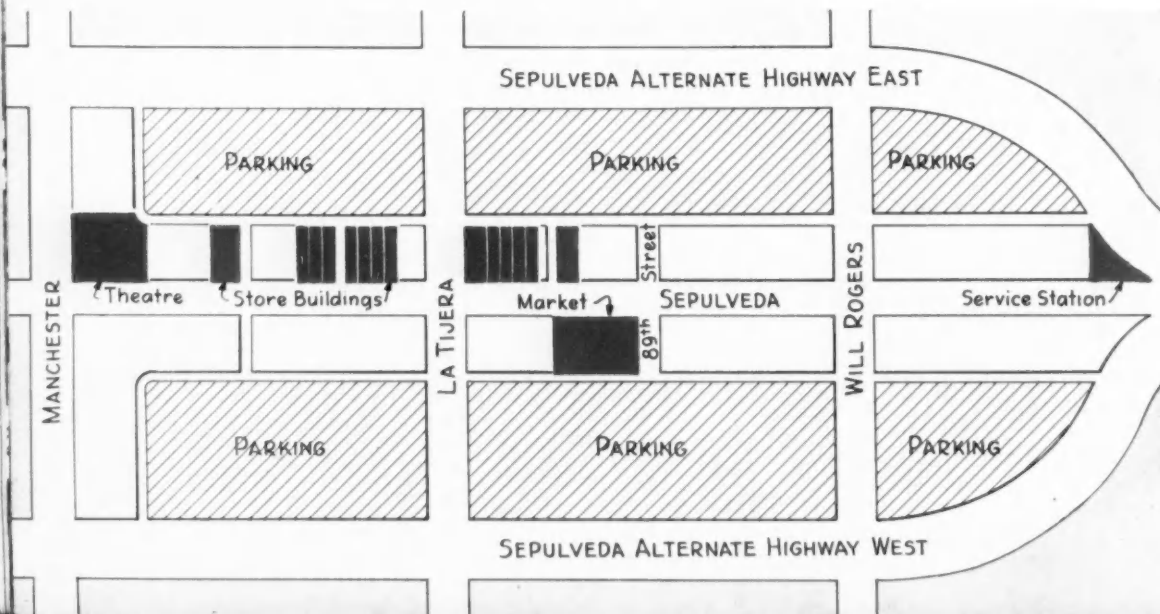
The parking area behind each store is included in the lease, and the terms of the lease provide that the area cannot be partitioned off, or in any way restricted to prevent full and free use by customers of any store in the block. A property owners' association was set up to take care of lighting and maintenance. The association assesses each store a small monthly charge to

defray expenses in connection with the parking lot. Any merchant can improve the parking space behind his own store as long as he does not limit the number of cars that can be placed on it, but he may not change the markings.

Approaches to the district from all directions are bordered by beautiful planted parkways which seal off most residential street ends. This keeps through traffic rolling up to where it is desired to have it stop, and thus funnels local consumers into the shopping district.

As stated before, the present and future needs of the community were studied carefully, locations for specific stores were ear-marked, and definite action was taken to get the stores. The approach to this problem is refreshing and very realistic.

The old way would have been to sell or lease the lots to interested merchants at the going price of land in the community. If the ground had been valued at one hundred dollars a foot, each of the various businesses would have been asked to pay that price. Two years of study and experience had taught Ayres that this was a very crude method of establishing values because, fundamentally, a store location is worth to the merchant whatever it can be made to bring in profit; and that varies with the business involved. A market, for example, can be expected to do many times the volume that a men's store or beauty shop can be expected to do. Consequently, the former could be expected to pay much more than either of the latter two classes. Still, a well rounded business center must have its beauty shops, men's stores, dry cleaning establishments, and so forth. Some of the traffic, and perhaps much of it, that finds



DRAWING of Westchester's business district showing ratio of parking areas to combined area of stores.

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**Modern stores are scientifically picked to fit the needs of a pre-planned shopping center for new California community**

its way to the large-volume store is the result of attraction to the center as a whole, because the shopper knows he can find shops that will fill all his needs in one stop.

The policy established by Ayres was to establish rentals based on percentages of gross volume. The success of this method, of course, is predicated on the probability that only skilled merchants will be chosen for any of the establishments. Statistics showing the percentages of rent which various types of business could afford to pay were accumulated from recognized sources, and served as the guide in arriving at the table of rentals to be charged. These percentages were then modified according to individual situations, with the result that each merchant in Westchester pays according to his earning power. The income of the four owners of the business district from one fifty-foot frontage may be five times what it is from a nearby, similar frontage. Ayres says, however, that it all averages out.

The present policy is not to sell the land, but to build stores for good merchants, and lease them for five to twenty-five years. Ayres makes no secret about the variation in percentages charged to different types of business. He says merchants understand the situation, and that the fellow who is paying five per cent is not disturbed because someone else with just as desirable a location may be paying only two per cent.

There are some interesting observations in connection with the manner in which lot widths were apportioned, and in connection with the estimates of population percentages that could be served by certain types of store. The stores have only twenty-five to fifty per cent of the front footage that is normally assigned in other communities. The reason is that the lots have much greater depth than is usual. There are well known statistics concerning the number of people who can be served by a grocery, for instance. In assigning front footage for groceries, Ayres threw these statistics aside, and designed each grocery to be a super-market. Thus, the number of people that can be served is multiplied six or seven times.

Complete flexibility is allowed in store design, within certain established fundamentals laid down by Ayres. The merchant supplies his own plan, and it has to be approved by Ayres. The architectural style is entirely up to the merchant and his architect. Ayres believes that it is a mistake to control architecture of stores to

*(Continued to page 148)*

**INTERIOR VIEW of Jim Dandy store which carries full lines of meats.**







# The Home Today

## Architectural Quality Should Be Included in Garage Construction

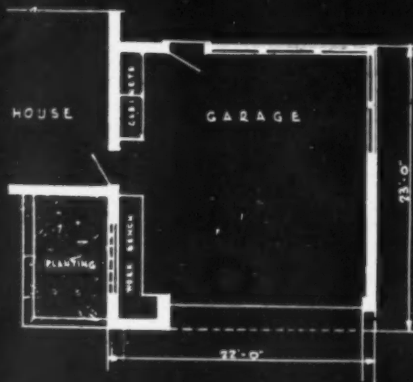
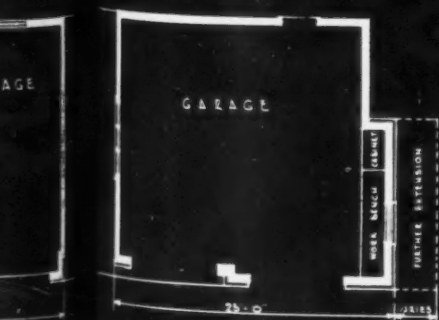
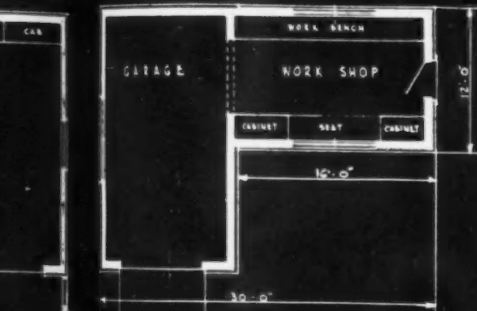
THE evolution of the garage from the simple shed-type structure, which was merely functional, to the present trend which allows great latitude in design is typical of today's planning.

The accompanying sketches prepared by Richard B. Pollman for the Tilt-a-Door Corp. of Detroit, Mich., indicate a group of various combinations that can be used in a separate building located on other portions of the property, or as an integral part of the house.

With the advent of the basementless house a need for additional storage and work space became apparent, therefore in many cases the garage has been increased in size, making it an all-purpose building.

Where the size of the lot permits, the attachment of the garage to the house offers a long, low, widespread effect which is particularly adaptable to the ranch house—a type that has come into such widespread favor.

The various sketches shown on these pages represent designs in the traditional as well as the contemporary types of architecture.





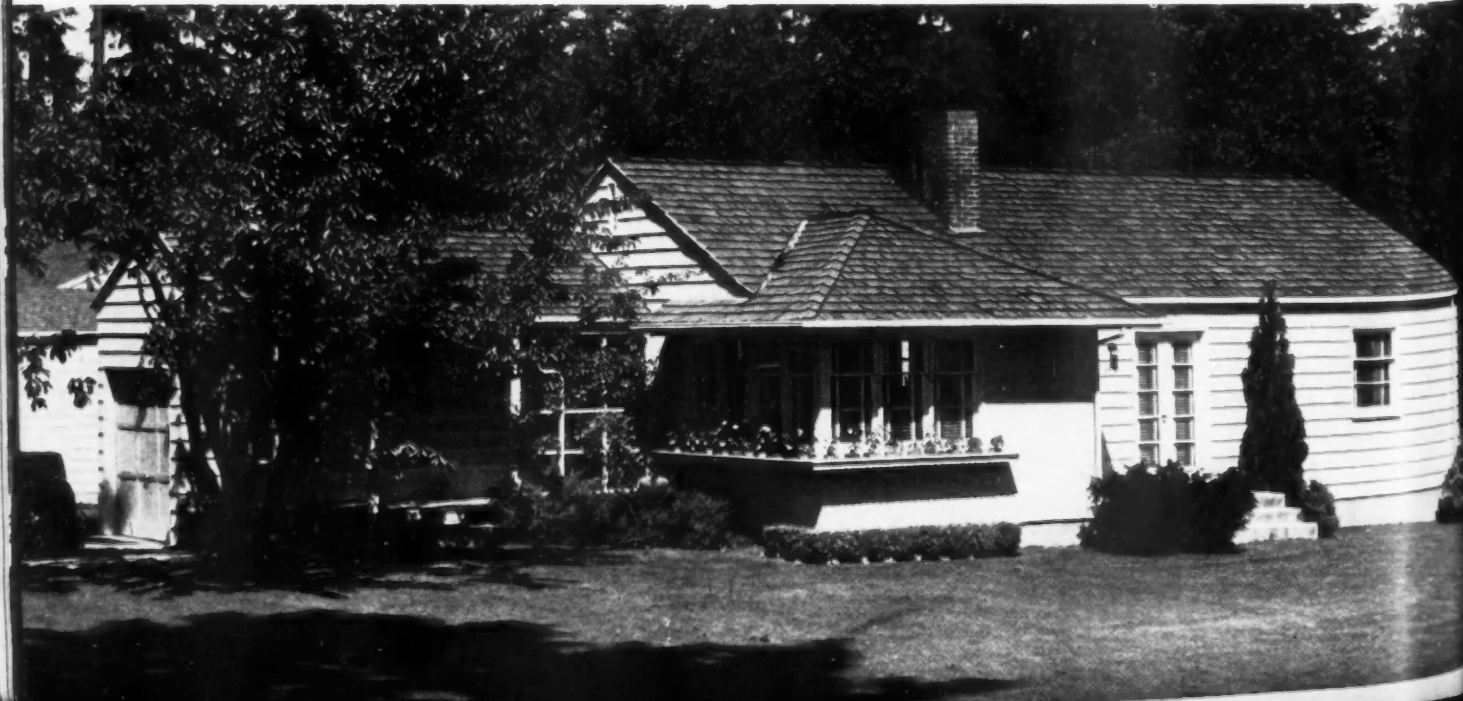
*Wedgwood*  
Part II

COMPARE this exterior with that below; both use same plan, shown right.

Building "A House a Day" the Al E

**"More Homes," not "More Regulations," will solve the housing shortage and hold down prices and rents, according to this live-wire operative builder who isn't waiting for "priorities" but is now right out on the job building houses for his impatient public; more of his popular western-style homes are presented here**

**I**N SPITE of the government restrictions, directives, set-asides, priorities and price regulations, both old and new, that have been keeping, and are continuing to keep, the home building industry in a turmoil of discouragement, confusion and uncertainty, there are nevertheless courageous builders, here and there all over the country, who figure that it is their business to build homes—and they are doing just that right now! One of these ever-productive home

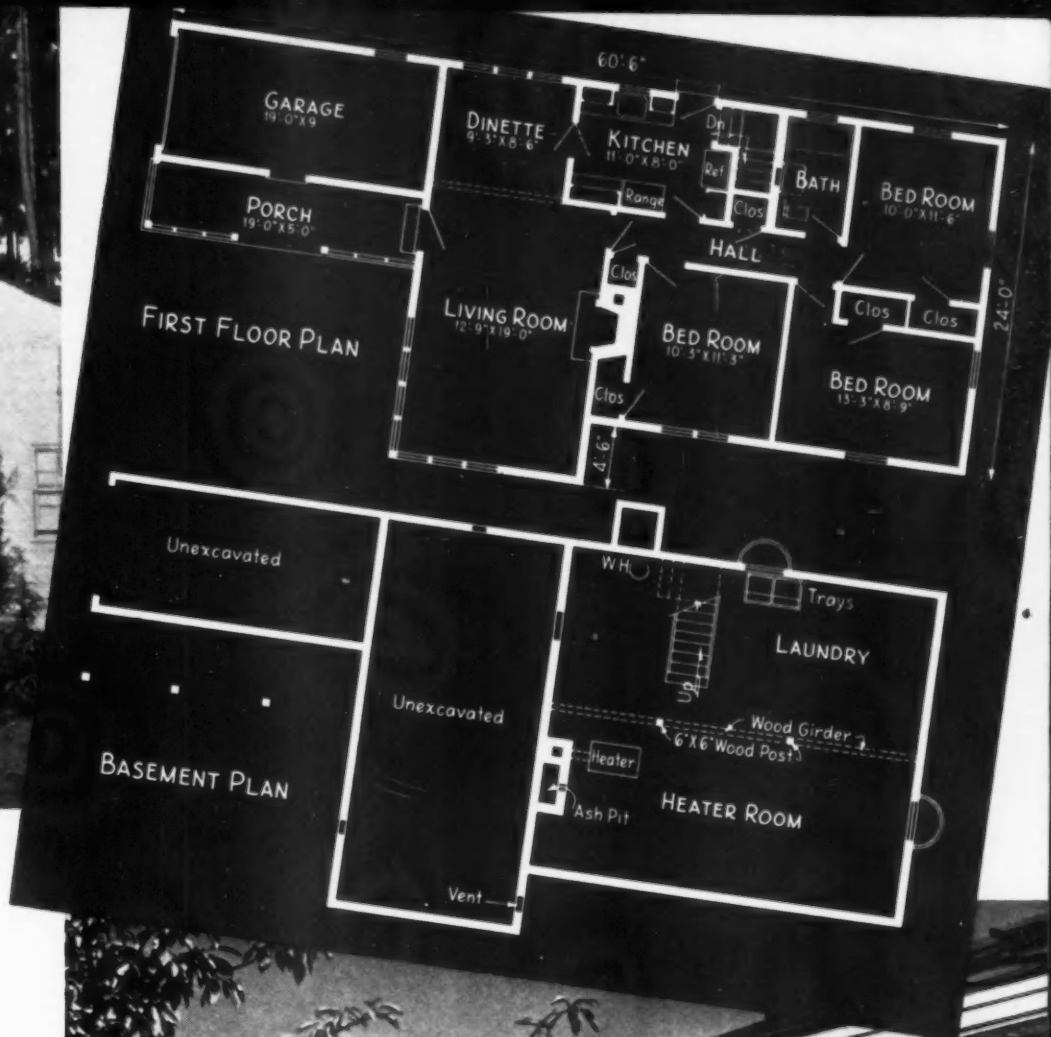


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THOMAS, Grainger & Thomas, architects.



## "The Al Balch Way

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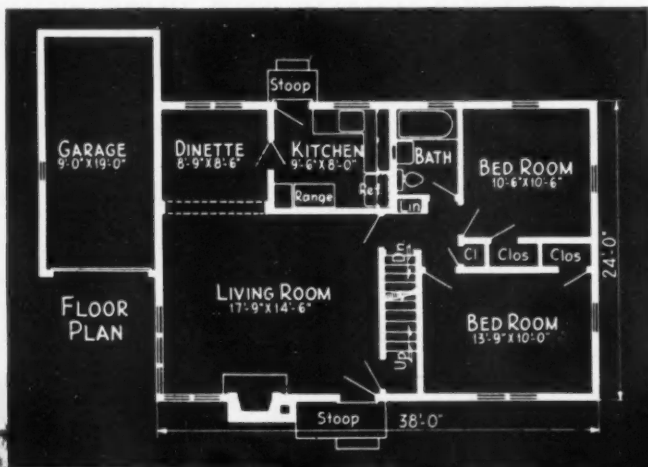
builders is Albert Balch of Seattle. Asked by *American Builder* when he was going to start building for the G.I.s, he replied, "I've never stopped." A new house a day for this community's urgent housing need is his present program, and, having successfully mastered the difficulties of war housing all through the past four years, he expects that overcoming the construction and supply problems of "peace" should prove no harder!

Balch is depending on "more machinery and more power" to help him speed his operations and keep costs down. He has two bulldozers busy all the time clearing land for new houses. They level a temporary road back of each house so that supply trucks can be brought in close. A power cutting shop is set up convenient to each group of new houses; in it are two large (5 h.p.) saws. The sawyers load their cut-to-length framing lumber onto 4-wheel trailers, standing alongside, which are then hauled over to the house being framed, and left there for the workmen.

Also there is a smaller power saw (3 h.p.) which is set up in one of the

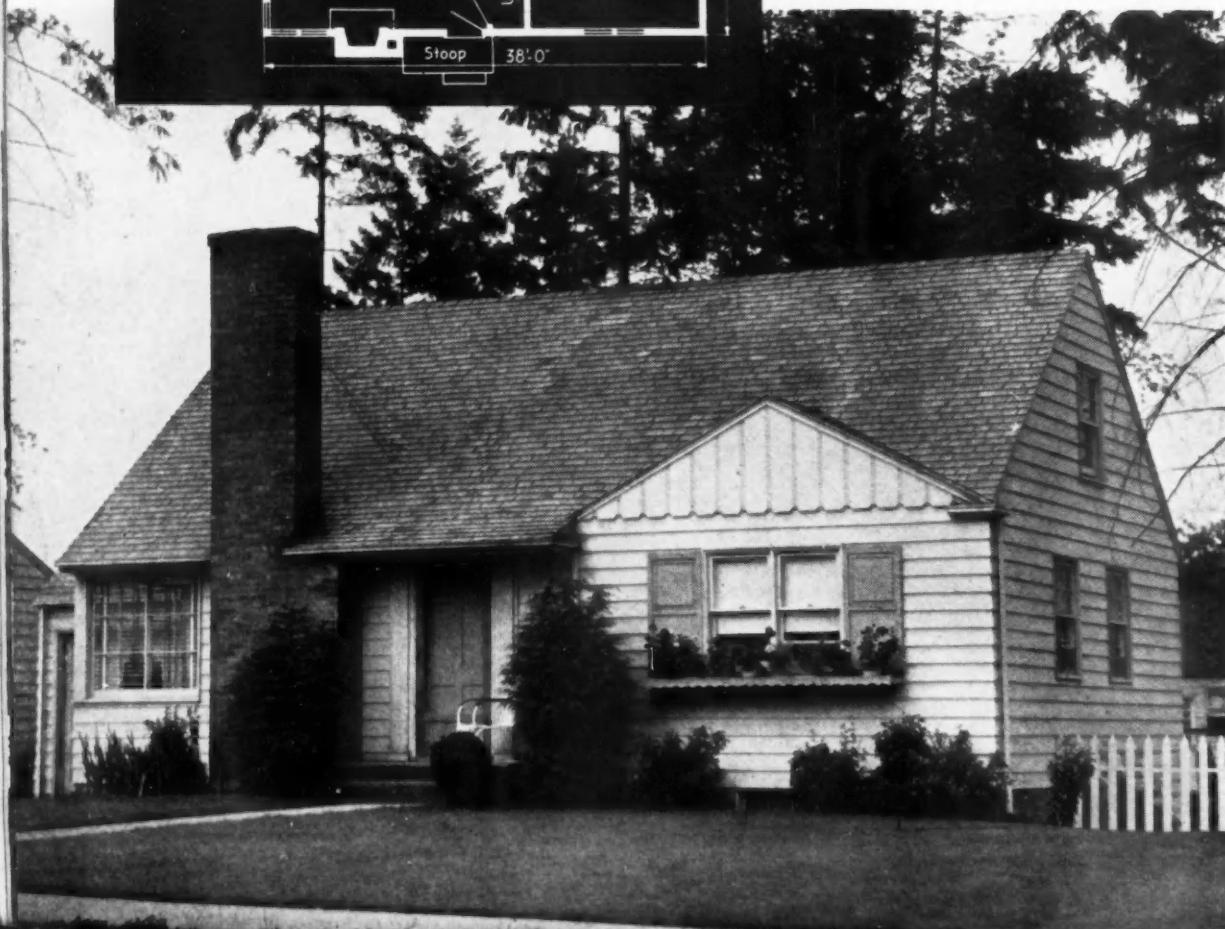
**QUICK SHELTER** becomes a good permanent home when designer and builder create houses like these. "Wedgwood" has set a style for good small homes of lasting value.





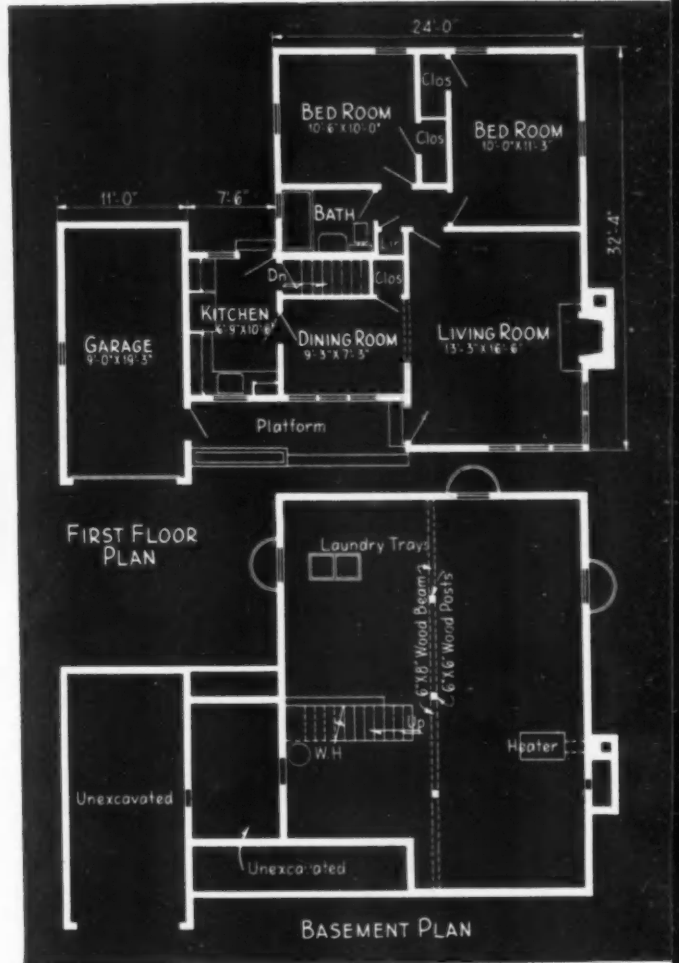
houses being finished, and on it all the various items of trim and finish lumber are cut as needed for the houses in that group. With today's lumber supply so uncertain and so variable as to sizes and grades, such power equipment on the job is doubly useful to the alert home builder.

The Balch operations continue to be in the North End section of Seattle, adjacent to View Ridge, Wedgwood and the Sand Point Naval Base. Homes of two and three bedroom size on fairly wide lots are on his program. Each has individualized treatment for exterior design and



WIDE variety of exterior designs marks the dozen or so basic floor plans used at Wedgwood. All will appeal to the house-hungry G.I. as a sound investment.

THE ENTIRE neighborhood benefits when each individual home is carefully designed and built, and attractively landscaped to give unity to development.



landscaping. Selling prices range from \$6,000 to \$8,500. New communities of stabilized values, with attractive, homey streets like those illustrated here, are in the making to solve soundly the city's housing shortage.

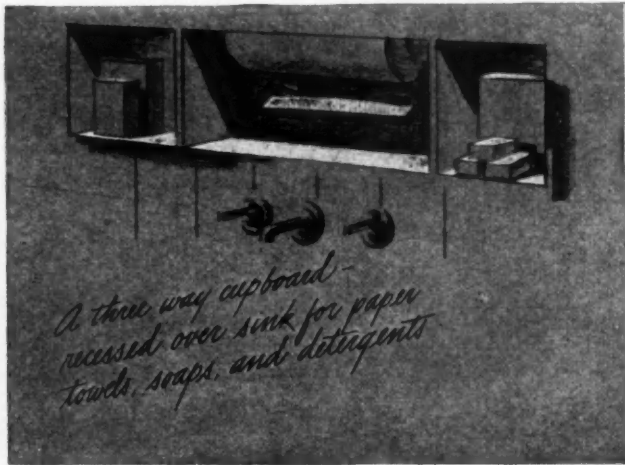
Al Balch says that, in spite of "government fumbling in the house market," it is up to the home builders to produce now—and fast. That is what he is now doing in Seattle—fast-growing community of the Northwest.

THESE Wedgwood homes, built in 1942, are now valued at about double their original selling price, following the trend of today.



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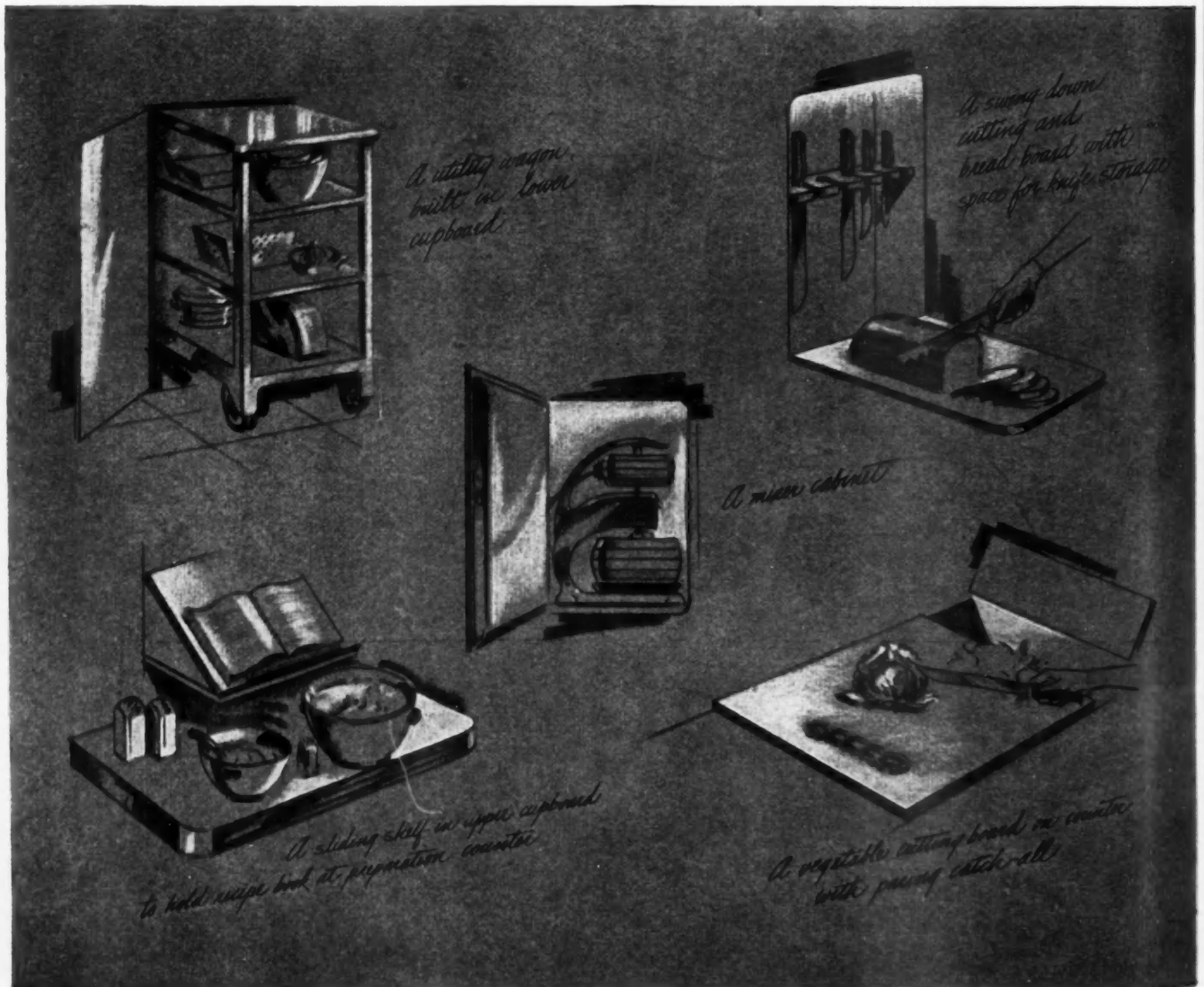


## INGENIOUS IDEAS That Will Add Greatly to KITCHEN CONVENIENCE

**Alert builders will appreciate the appeal of these features**

**K**ITCHEN PLANNING isn't new to the builder who has fully understood the importance of the woman's "point of view." He has usually put more thought and effort toward building individuality and personality into the kitchen than into the rest of the house put together. And now, in planning his new homes, he knows that charm and beauty alone are not enough, that efficiency also must be built in as a part of tomorrow's kitchen. The modern refrigerator, range, complete sink unit, automatic laundry equipment and other convenience appliances go a long way in achieving desired time-saving and

step-saving. But the alert builder will be quick to seize upon new ideas, like those shown on this page, which add greatly to the convenience of the kitchen, and at trifling additional cost. Other novel ideas which smack of practicality and which will save steps, time and needless effort include a large mirror attached to a convenient cabinet door; a silver rack, with plush lining, which slides out from an upper cabinet; a foot-lever trap door to sweep floor dirt into a bag in the basement; a kitchen clothes chute for disposing of soiled towels and linens and trays for pots and pans that slide out like drawers.



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# Home Laundries

## How and Where to Plan Them for Utmost Economy and Labor-Saving Efficiency



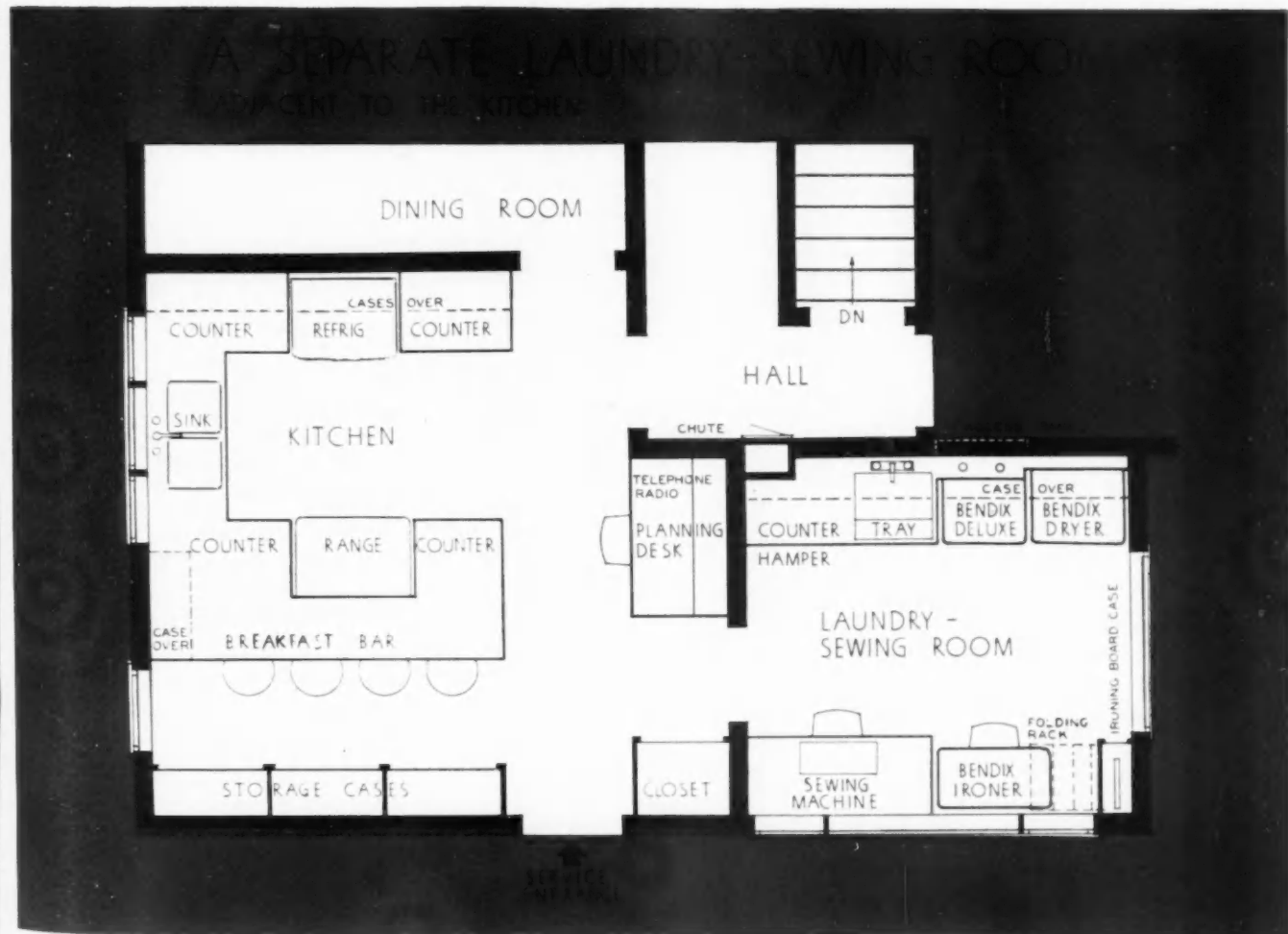
L. MORGAN YOST

(Editor's Note: Retained by Bendix Home Appliances, Inc., to design laundry layouts, Mr. Yost, vice president of the Chicago chapter, A.I.A., is an architect widely known for his straightforward modern design.)

LAUNDRY PLANNING for utmost usability is coming into its own," declares L. Morgan Yost, prominent Chicago architect. "Development of wonderfully efficient automatic washers, dryers and ironers, plus improvements in cabinets, hampers, flooring and the extra attention given to pleasant surroundings, have transformed the laundry into one of the most pleasant rooms in the house." In support of this Mr. Yost produced the laundry layouts, shown below and on the following pages,

which he designed for Bendix Home Appliances, Inc. "Efficient planning comes into the picture wherever modern laundry appliances are used," Mr. Yost continued. "The laundry—whether on the first floor, the second floor or the basement—is planned just like a factory. Soiled clothes and linen come in one end and pass through the production line, coming out the other end, fresh, clean and ready to use. This planning saves many hours and steps for the housewife.

"Miss Edwina Nolan, director of the Bendix Home Laundry Institute and a national authority in home economics, said to me recently, 'It is as essential to correlate laundry equipment as it is necessary to properly arrange kitchen equipment. Doing so will save the housewife's time, energy and disposition. Automatic laundry



equipment that makes a planned laundry possible is literally a godsend.

"Not only has the arrangement of the laundry equipment been studied, but even the location of the laundry room. Why indeed is it necessary to keep a laundry in the basement? Why not let it have all the light, air and convenience that any workroom should have? Why not even combine it with another work space already in the house, such as the kitchen, a sewing room, a recreation room or a workshop? Perhaps the most popular laundry will be in conjunction with the kitchen. This is the work center of the home, and with the automatic laundry equipment it is easy for the housewife to do other work in the kitchen at the same time that laundry is automatically being done for her," Mr. Yost pointed out.

"This convenient location makes it unnecessary for her to run up and down stairs in caring for her other household duties. She is convenient to the telephone and handy to the doorbell. Her children can come and go and play under her supervision. Think of the steps this saves.

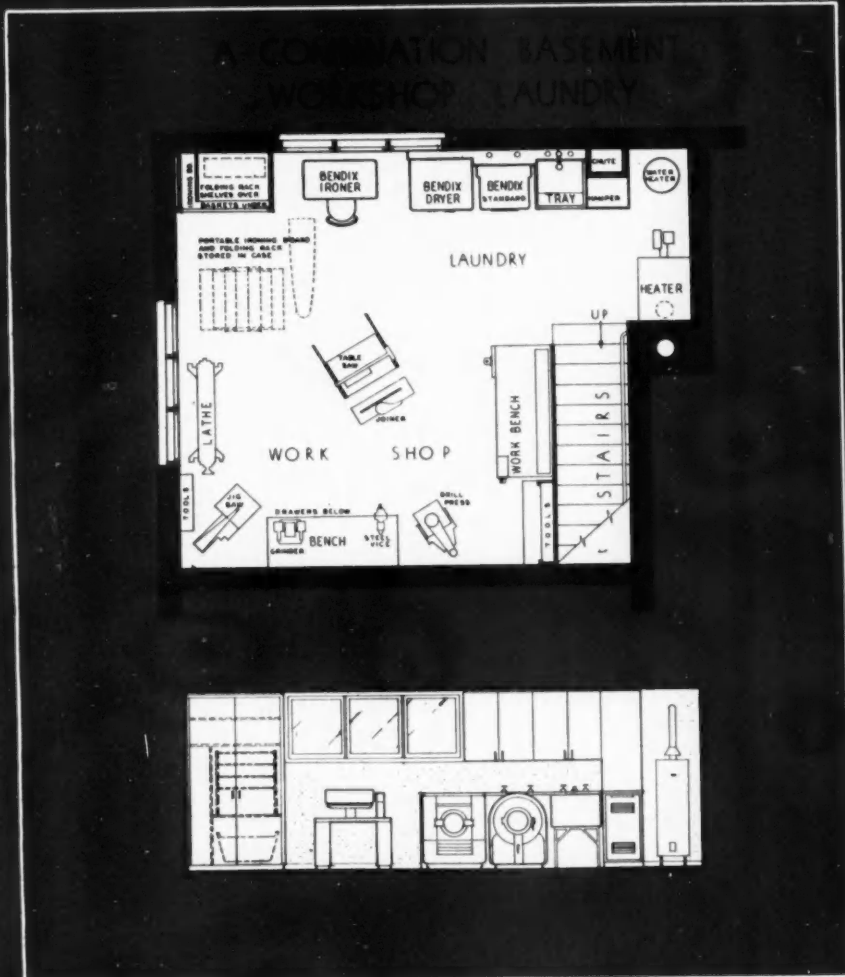
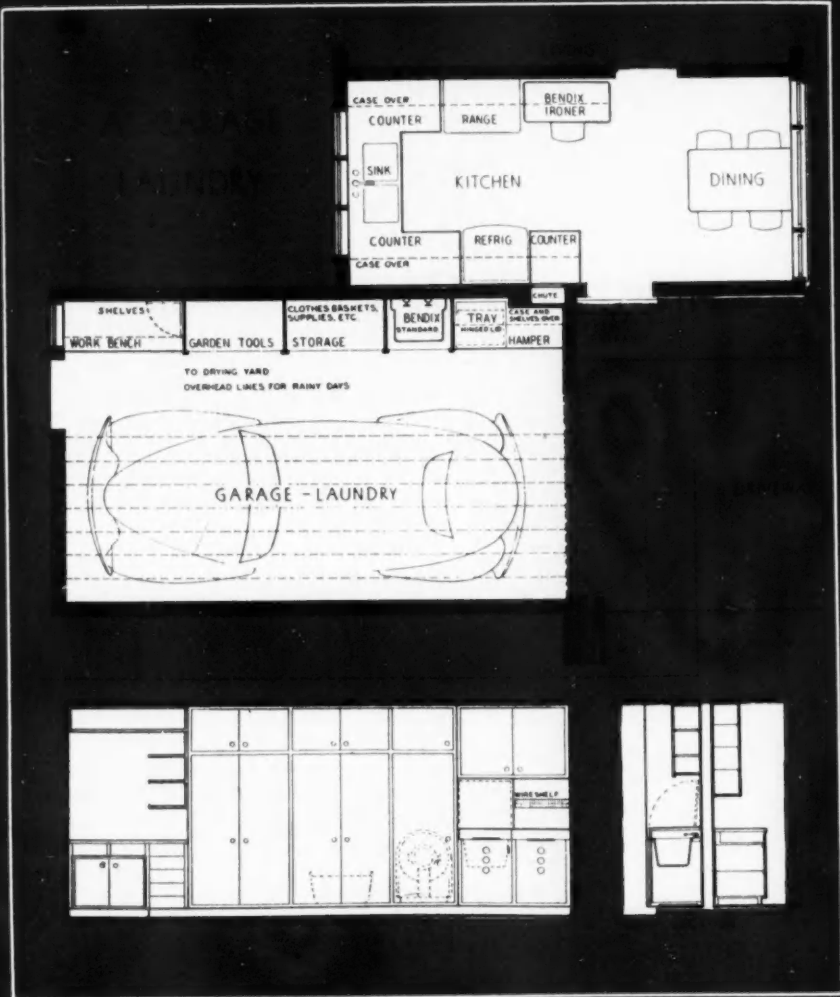
**Idea For Larger Home**

"Perhaps a practical location of the laundry, in the larger home, would be on the second floor, where most of the laundry originates anyway. Formerly it was essential that the laundry be in the basement because washing clothes was a wet and sloppy process. That is no longer true, and the laundry may be placed wherever it will work out best.

"A laundry on the second floor could be back to back with the bathroom for economy of plumbing, and the production line arrangement of appliances could be worked out best to suit the arrangement of the house. The clothes hamper could have two doors, one on the hall side, the other opening into the laundry. From there the clothes would be placed in the washer, then in the dryer. Sewing equipment, including sewing machine, would be close at hand. In fact, this would be the sewing room as well as the laundry. This laundry sewing room might open conveniently on a deck where certain items such as woollens could be dried and aired. The wall between the laundry and the hall would merely be a two-sided linen case so the ironed linen could be placed on the shelves from the laundry side and then taken from the hall side when it is used.

**Recreation Room Possibilities**

In speaking of the possibilities of combining the laundry with the recreation room, Mr. Yost said, "The neatness and beauty of modern laundry



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equipment makes its location quite feasible in the recreation room, where it need not be hidden because it actually becomes part of the decoration of the room.

"More and more of our houses will be without basements because basement space has not proved to be practical for work, storage or play. Often, therefore, the heating plant is located on the first floor in a utility room. This utility room could be expanded somewhat to include the laundry, if it were not desired to place it in conjunction with the kitchen.

"In existing houses and even in some new ones it may be desirable to keep the laundry in the traditional location in the basement. Even so, the new laundry room will be a far cry from the old makeshift laundry. It too will take advantage of the modern equipment and proper planning, color schemes and ventilation to make the room attractive and pleasant.

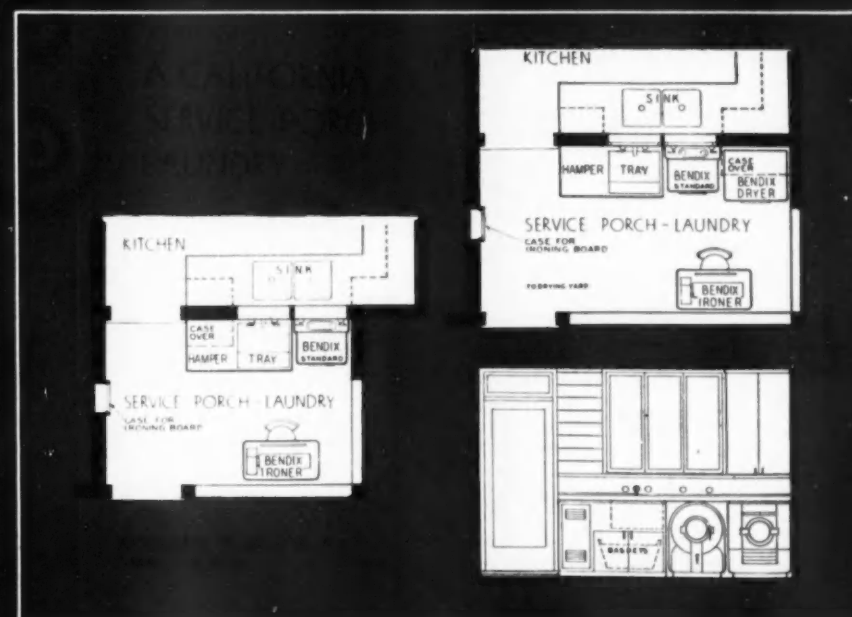
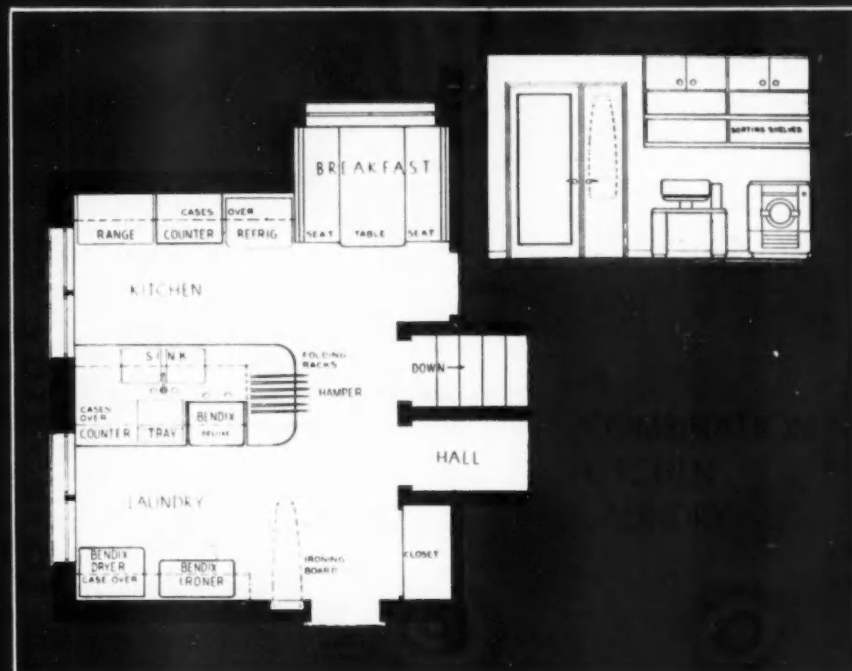
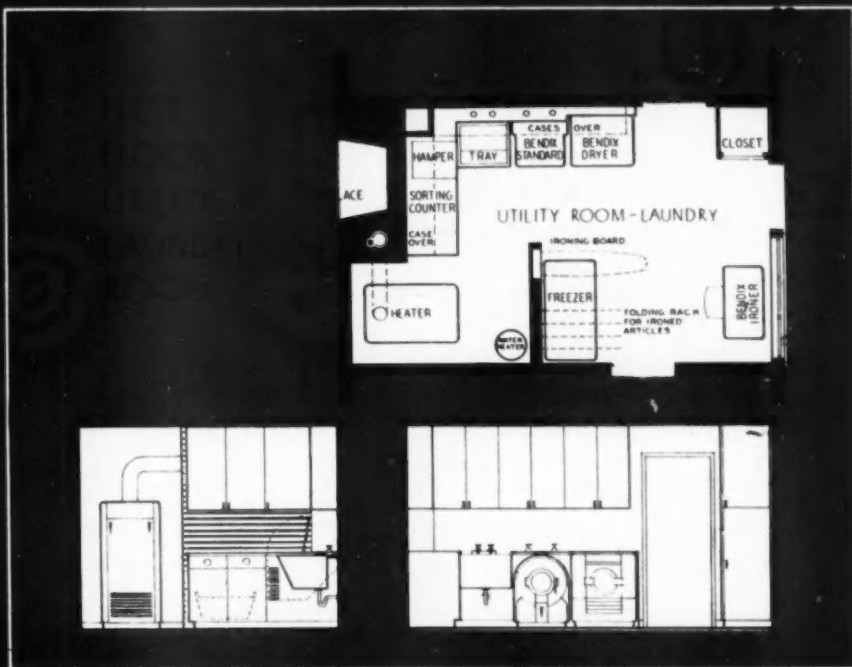
**"Built-In" Laundries Likely**

"Many new homes will be built and sold complete with laundry equipment. New changes in mortgage laws make it possible to include the laundry equipment in the construction loan over the same long term and at the same favorable rate as the home mortgage. This not only makes it easier to own efficient laundry equipment but possible to design the equipment as part of the home and make provision for it as the house is built. More efficient arrangement and economical installation result.

"In building, therefore, it is important to include the laundry equipment in the 'must' list rather than to rely on luck that you will be able to install the equipment after the house is built. Certain space requirements, electric wiring and plumbing pipes must be installed as the house is built to avoid costly alterations later. Usually these considerations, carefully planned before the house is built, require no extra outlay.

"It is the aim of home builders, architects and manufacturers to make the house as easy to live in as possible," Mr. Yost said in conclusion. "The house is no longer the empty shell that it was years ago. This means that the foresight you will spend in having your home well designed and planned will be well repaid in ease of maintenance and in extra leisure time for the family. The drudgery of the old-time laundry in a deep, damp, dark basement need no longer be a part of your scheme of life."

Possible combinations that can be worked out are: kitchen and laundry; sewing room and laundry; utility-laundry room; and, basement workshop-laundry.





## Young America's Concept of "Home, Sweet Home"

**This modern small house design is typical of the current building trend which is prevalent among the younger men throughout the Pacific Northwest and California**

**M**ANY who yearn for a one-story home that is compact, yet with many features for outdoor living, should get a good deal of inspiration from this frame house.

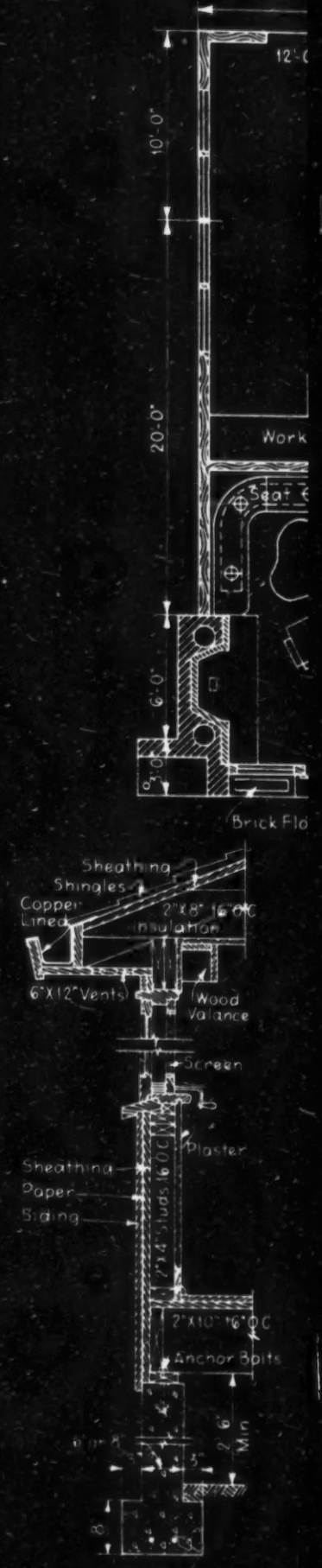
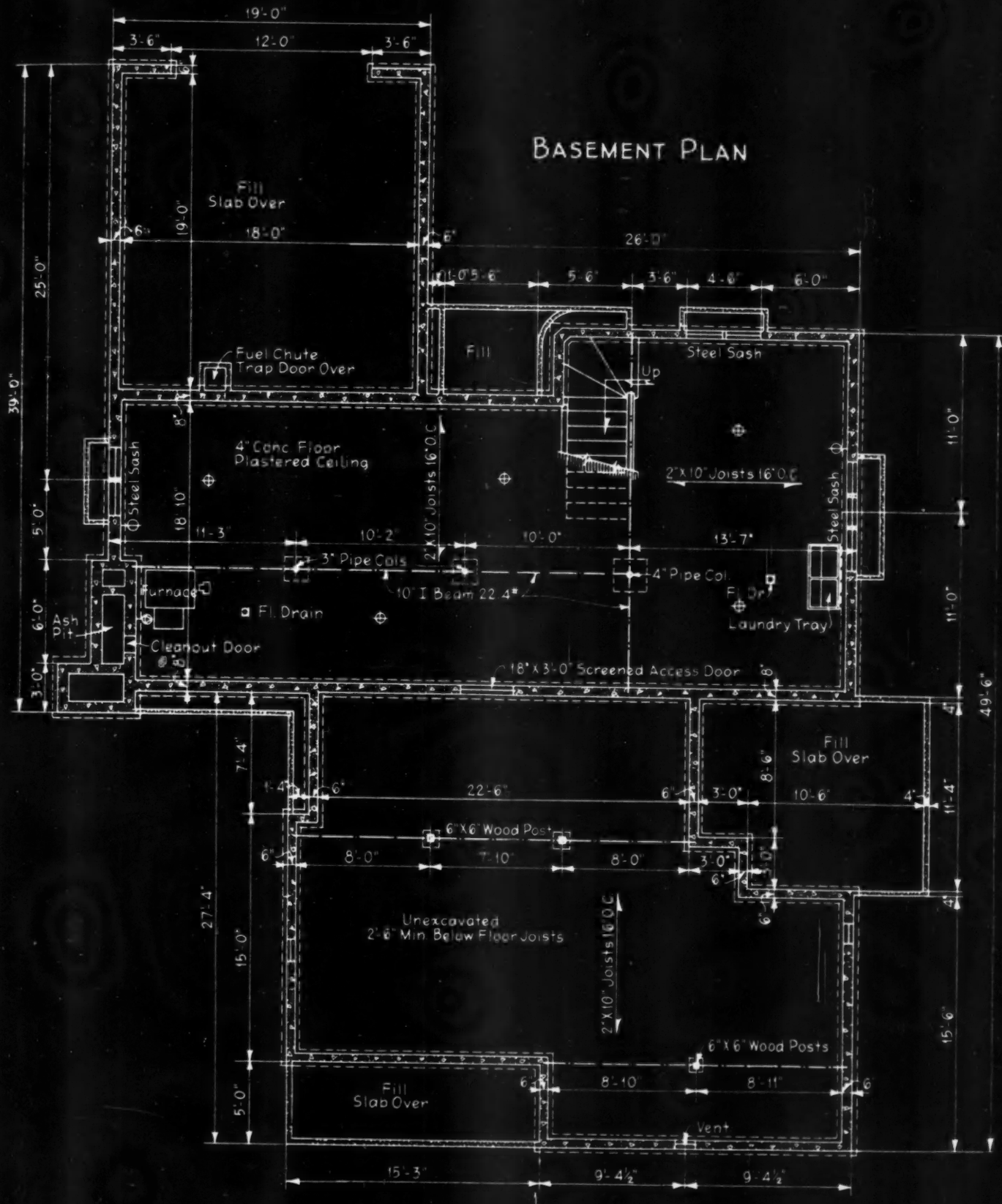
The floor plans are definitely not stereotyped; emphasis is laid on the entertainment of guests, as indicated by the generous entrance hall and the combined space for living room, dining room, refreshment bar and kitchen, and the prominent stairway leading down to the recreation room in the basement. In all this space corner windows and the use of full-height glass wall panels are featured. The present trend toward built-in seats, cases and counters has been successfully introduced.

The requisite of most average sized families—three bedrooms—has been provided. Two of the bedrooms with bath are raised to a higher level and have access to the outdoors by way of the rear porch. The outside fireplace grill, serving the flagstone court which opens out of the living room, is a popular feature.

In construction this house makes use of a combination of vertical siding, cement stucco, and brickwork added for flower boxes, base course and chimney. The garage is toward the street, yet is held subordinate in interest to the entrance portion.

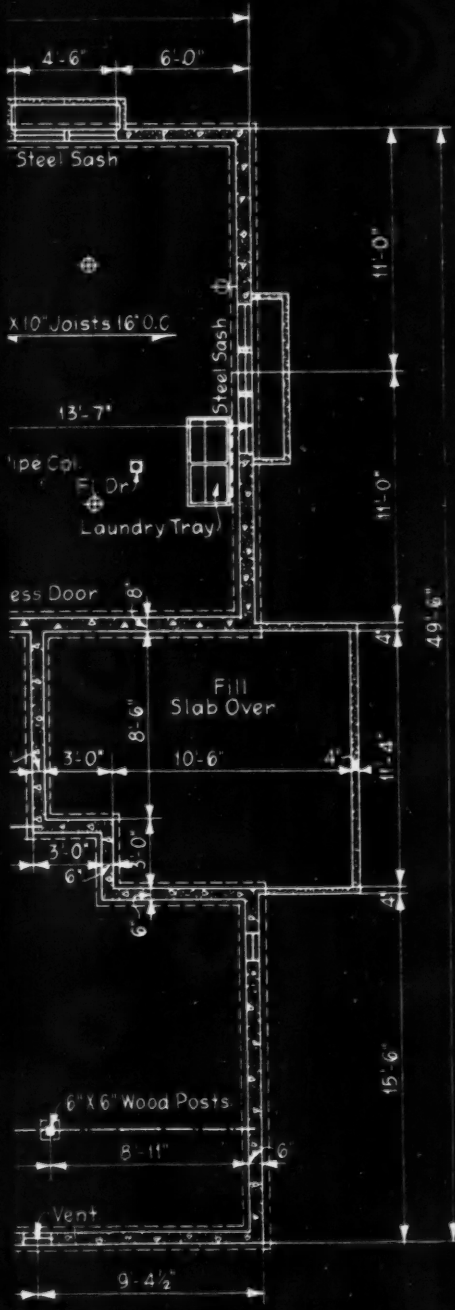


# BASEMENT PLAN

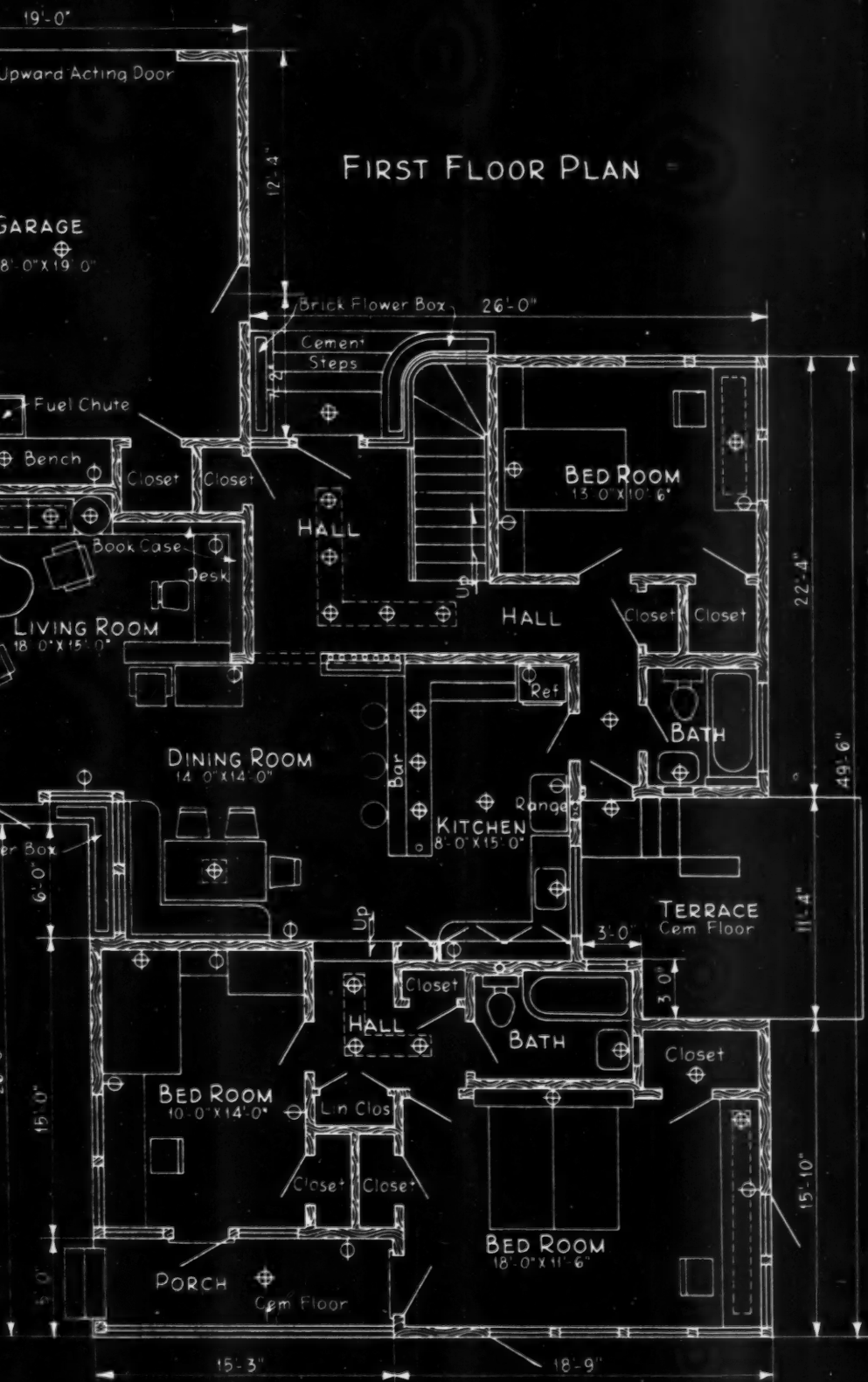


TYPICAL WALL SECTION

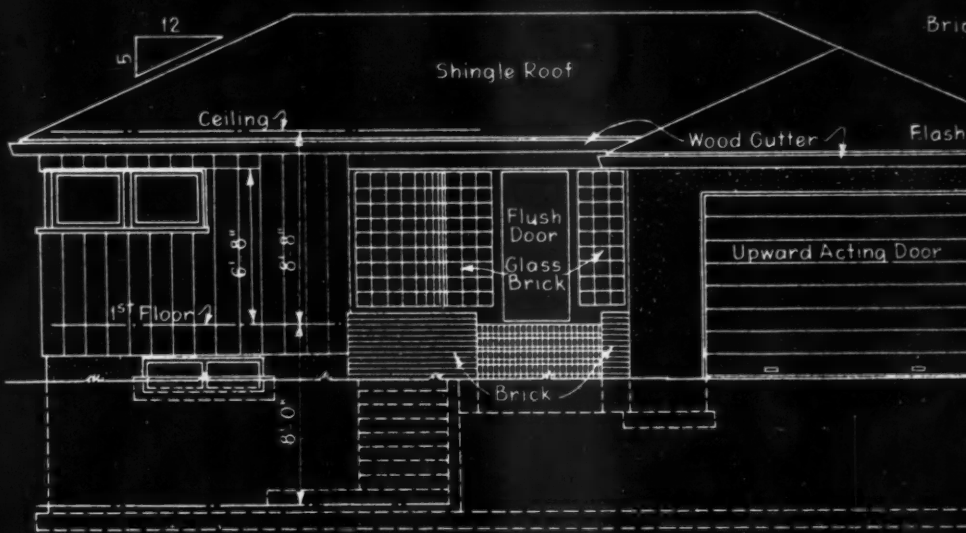
# PLAN



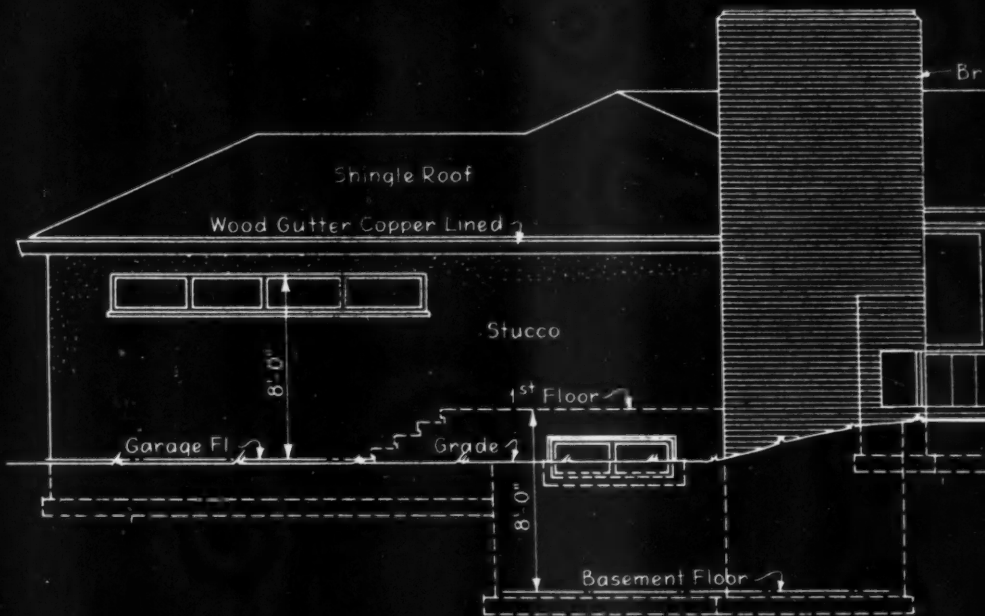
TYPICAL WALL SECTION



**DESIGN NO. AB 102**  
**AMERICAN BUILDER BLUE PRINT SERIES**  
 Designed By  
**PAUL HABERFELD**, Associated with **DOUGAN & HEIL**  
 Designer. Portland, Ore. Architects  
 Simmons-Boardman Pub. Corp. 105 W. Adams St. Chicago, Ill.



FRONT ELEVATION



RIGHT SIDE ELEVATION

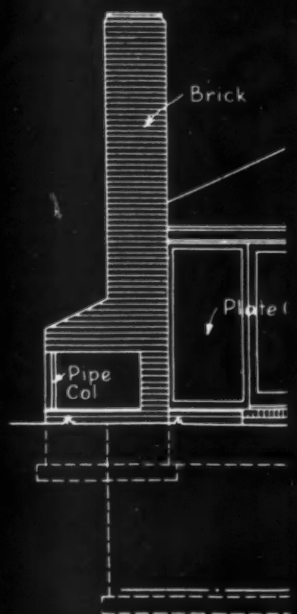
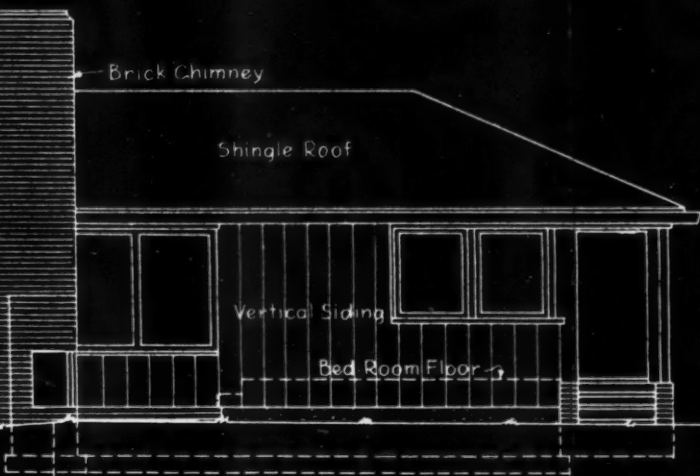
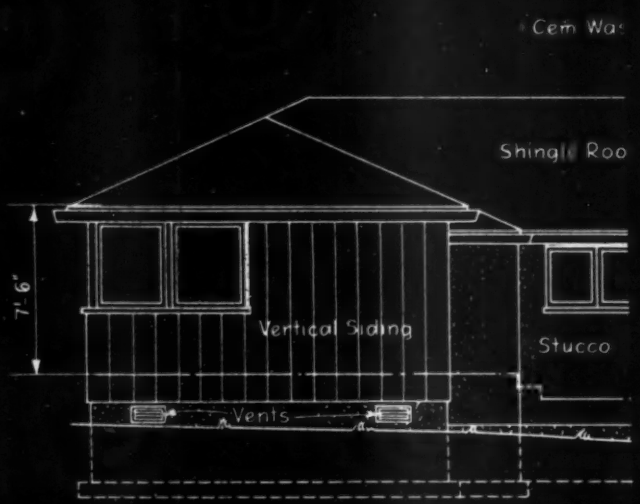
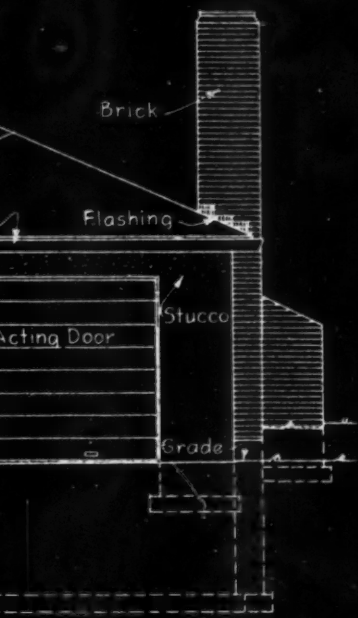
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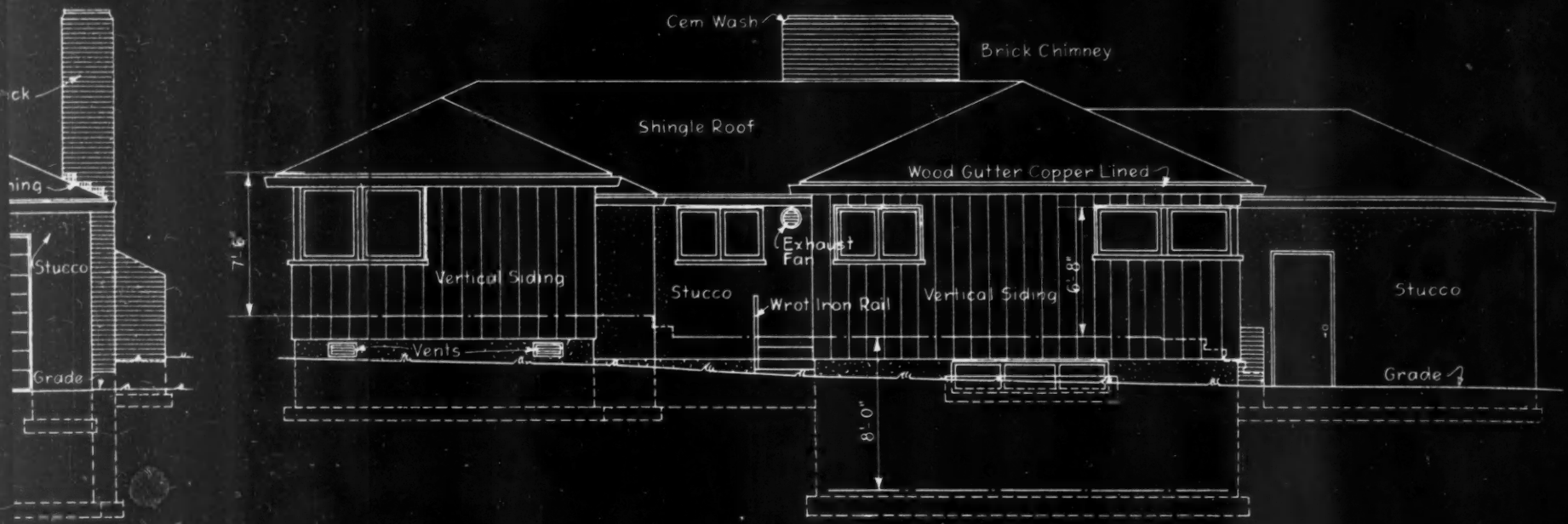
Designed By

PAUL HABERFELD, Associated with DOUGAN & HEIMS  
 Designer. Portland, Ore. Architects.

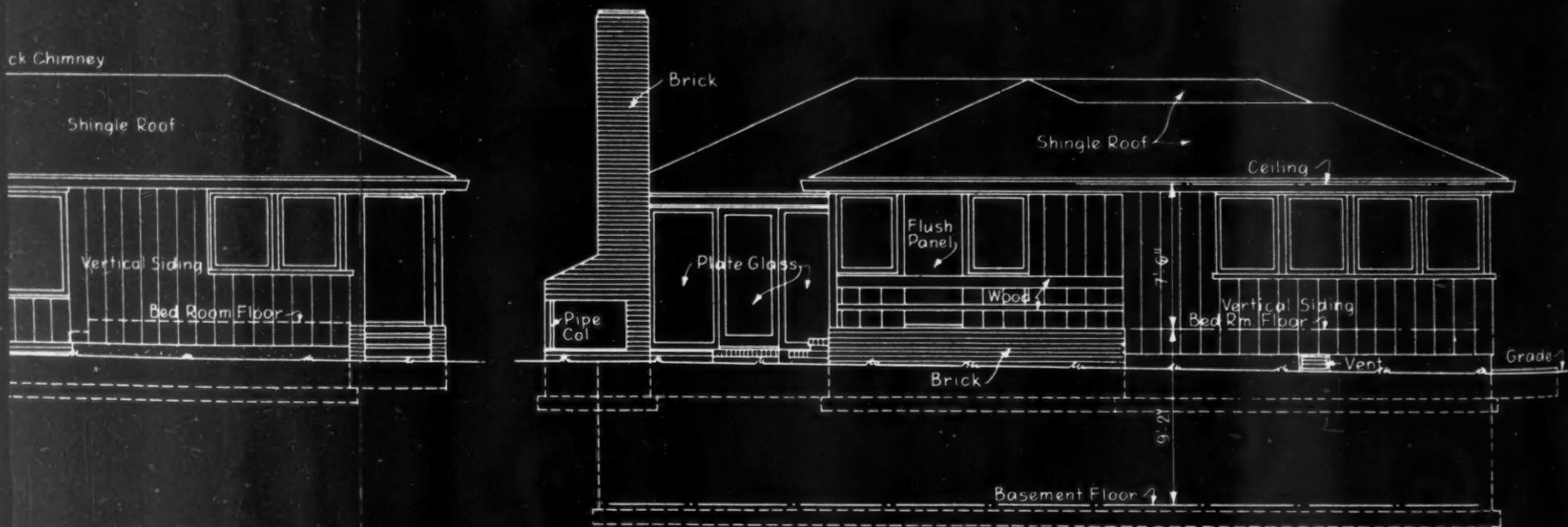
Simmons-Boardman Pub. Corp. 105 W. Adams St. Chicago, Ill.



VATION



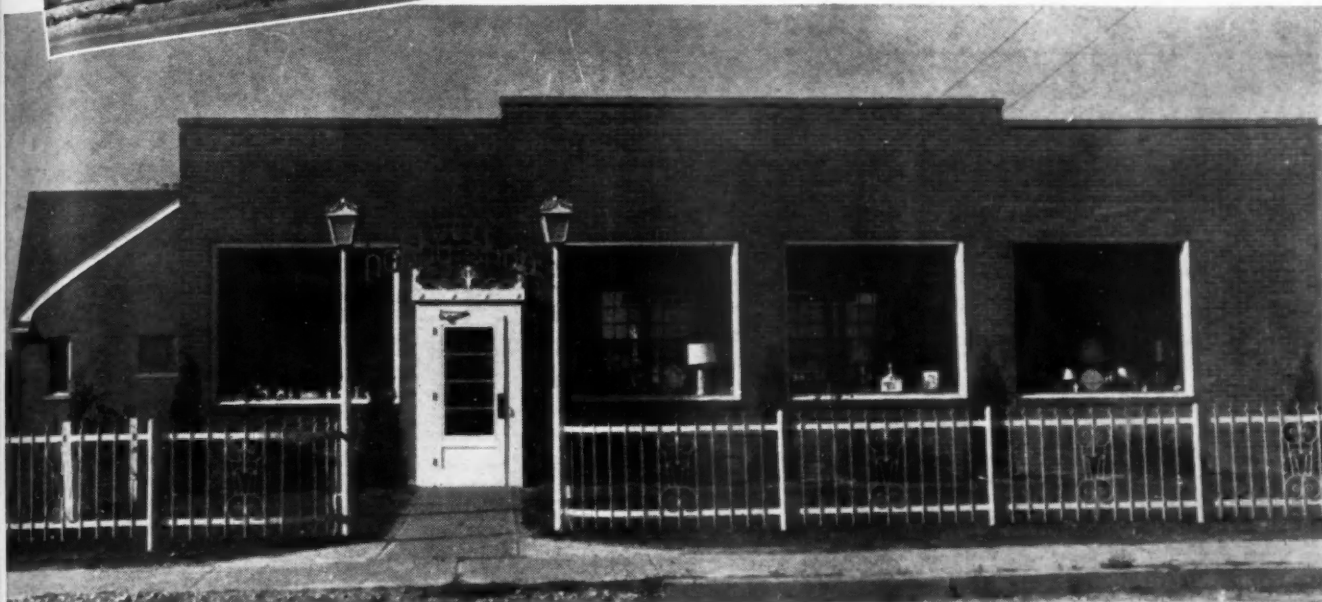
LEFT SIDE ELEVATION



REAR ELEVATION



## From Sign Shop to Hobby Shop



ONLY thirty days were required to convert the building shown at top from a sign shop to the Hobby Shop, above, open for business.

### Peoria builder makes speedy conversion and another new business is started

LIKE thousands of other individuals throughout the country who are seeking to establish a small business of their own today, Dean Andros of Peoria spent fruitless weeks scouring his home community in search of a suitable location, having exhausted the customary channels for obtaining commercial space. And like so many others, he found that the wartime curtailment of civilian construction had created a scarcity of acceptable business structures in Peoria, just as it has in almost every other community.

When he was about to give up the search he came upon a satisfactorily situated building that had recently been vacated by a sign company. Because of its previous use the unfinished interior of the masonry structure was found to be open and clean, requiring a minimum of finish work to prepare it for the store fixtures he planned to install. The exterior required a little more work before it would be suitable for his needs, as can be seen by the accompanying photographs, because the existing large opening which had served as an automobile entrance had to be partially closed in, new windows installed and the front entrance modified. Utilizing only a small amount of scarce materials the work was quickly performed and, within 30 days, the former sign shop was open and doing a unique combination business of lunch room, cigar and candy shop, cosmetic salon and gift shop under the name of Dean Andros' Hobby Shop.

More clearly than anything else this example demonstrates that opportunities do exist virtually everywhere for resourceful individuals to establish themselves in business, for property owners to increase property value and income by remodeling or converting and, as important, for builders to do a profitable sideline business.

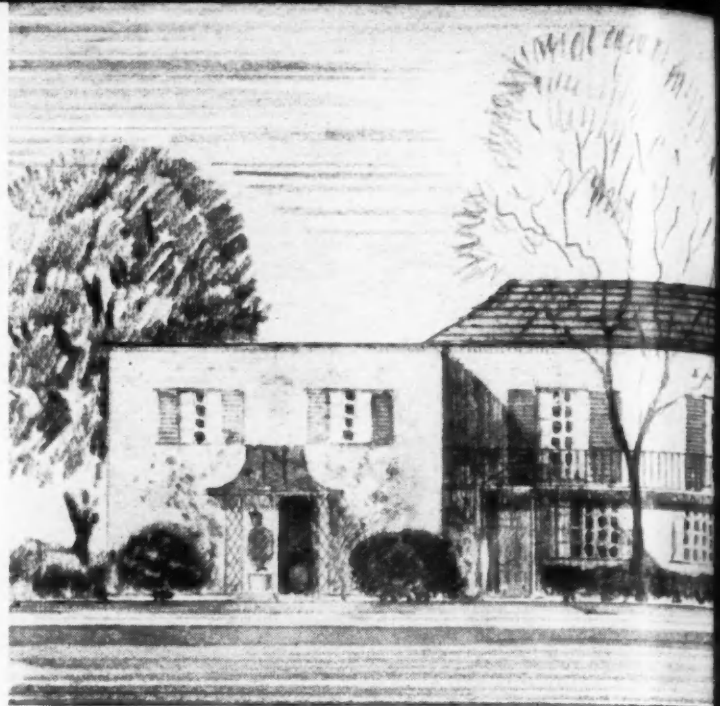


THE interior of the sign shop before conversion was started.



THE interior of Dean Andros' Hobby Shop ready for formal opening.

# New Thoughts In Apartment Planning



PHILIP B. MAHER

**Well known Chicago architect provides interesting and varied designs for apartment buildings through a grouping of a number of compact individual units of high standards for low rentals**

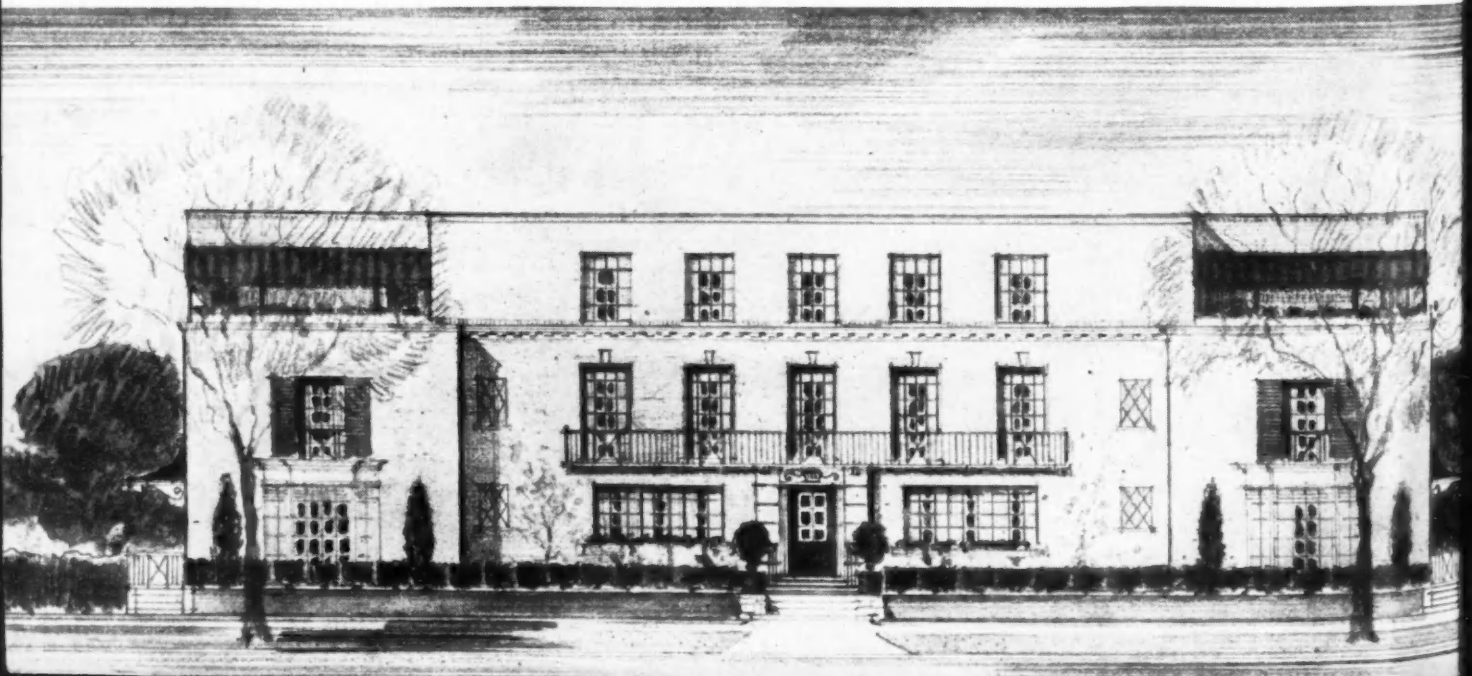
**T**HE stringency of the housing need for the next five years calls for no further discussion. Design methods must be adopted to the situation of the present moment no less than production methods. Every brick, every reinforcing bar, every piece of lumber must be so disposed that it can do the most efficient possible work when used in new buildings.

In particular there are opportunities for new efficiency and economy in the design of apartment buildings of all types and sizes. The row house idea with its compact individual units, or a combination of the typical walk-up type of apartment, composed of a grouping of these units in conjunction with the row house, represents an example of

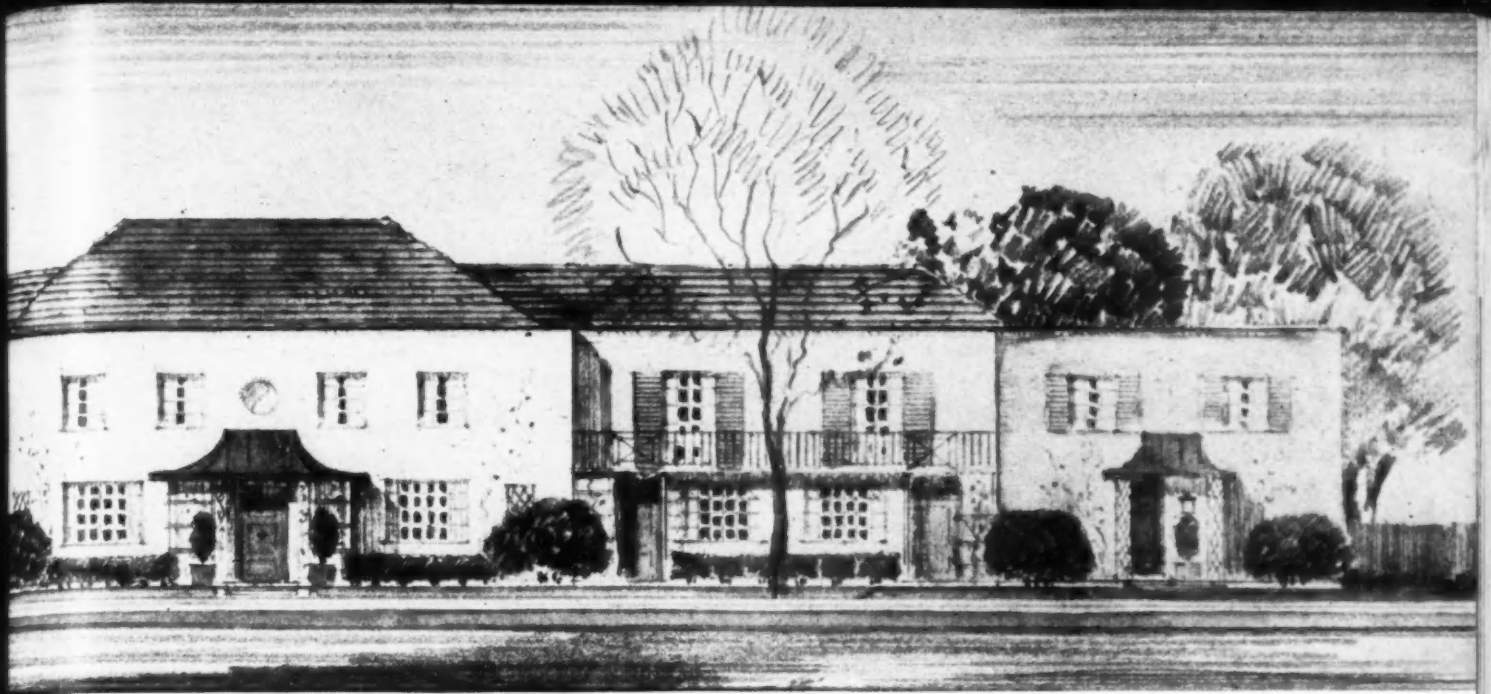
progressive thinking. This is a sincere attempt to improve existing standards, to re-study the fundamental needs in the design of the small apartment building for tomorrow, and to translate these needs through new methods and materials.

Philip B. Maher, Chicago architect, has made an intensive study of this type of structure as it relates to built-up communities in and around metropolitan areas. The buildings shown on these pages indicate a multiple or grouping of any of the typical plan units illustrated herein. From the standpoint of design many interesting and varied arrangements can be obtained. In the sketch of the building shown below, a number of sections are placed together to form the overall arrangement. The center section containing three dwelling units on each side of a center stair hall can be composed of a multiple of 3, 3½, 4½ or 5-room

**SKETCH of a ten-apartment building developed from a grouping of typical units.**



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SKETCH of a court-type apartment building embodying the principles of the row house.

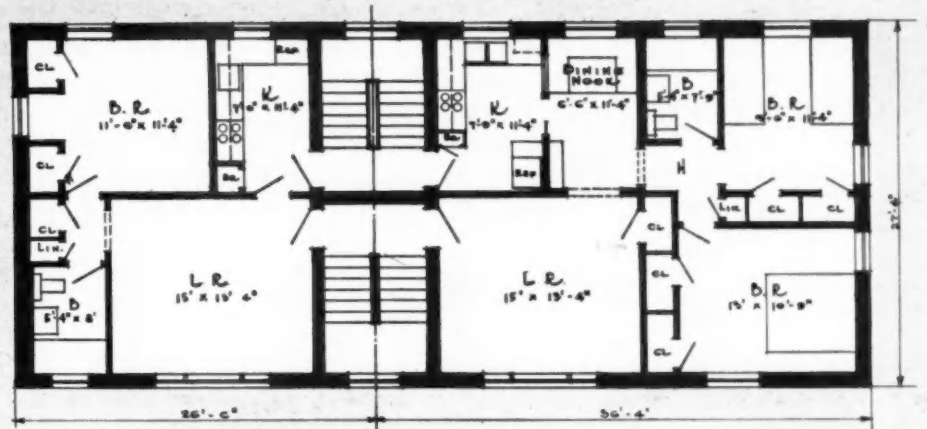
units. The wings on either side are the concept of a two-story house in their application to the center motif. These wings can, at the discretion of the designer, be composed of a single two-story unit as shown, or they may be a series of these units, extending forward or towards the rear from the center motif, to form a large center court. Each group of these units contains a separate stair hall and entrance.

A further variation shown in the smaller building is the extension of the third floor center motif over the adjoining wings, to provide an additional room for each apartment. A large open terrace adjoins these rooms, and is protected in part from the elements by a multi-colored awning supported by iron posts.

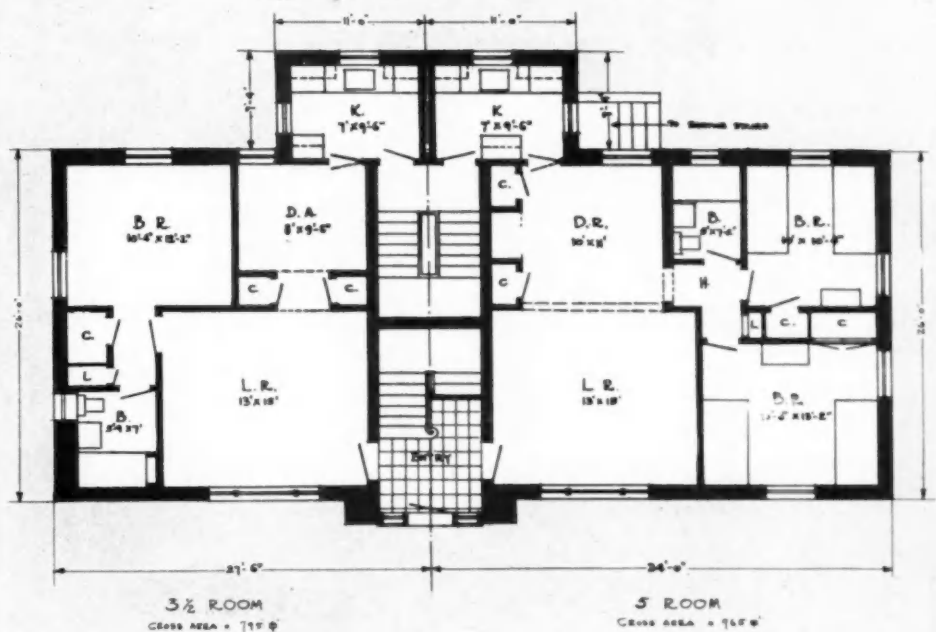
The large building at the top of the page adopts the row house principle, but eliminates the objections. Variation and interest are obtained through the relation and placement of the respective units to each other. The introduction of iron balconies on each side serves as a medium for welding the component parts into an integrated and unified structure.

In the planning of the units an effort has been made to obtain maximum efficiency in the use of rooms. Double duty can be imposed on dining alcove in 3½ room unit, to serve as bedroom in case of emergency.

The arrangement of public stairs placed back to back reduces the non-income producing area to a minimum. Contact is made to exterior portion of service stair through basement. A feature of each unit is its generous supply of closets. Especially is this true of the 3- and 4½-room units that contain four and six closets each. Space is allowed in kitchen for small breakfast table.



3 ROOM UNIT 4½ ROOM UNIT  
TYPICAL FLOOR PLAN



3½ ROOM CROSS AREA = 719 sq  
5 ROOM CROSS AREA = 767 sq

TYPICAL floor plans of various size individual units.

## For More Space BUI

**Wisconsin builder defies tradition and well established practices; develops new type of circular house with a host of economies**



THE FIRST experimental house used as a model attracted hundreds. Right, later adaptation of the same principle with an octagon roof.



THE premise that a circle contains more area in relation to its circumference than a rectangle does in relation to its perimeter caused Anton Kratochvil, contractor of Racine, Wis., to devote a number of years on its application to the development of a circular house.

How successful he has been can best be determined by a study of the plan and the various photographs.

A comparison, to indicate its economy of space, is set forth in the following illustration: a rectangular house size 24 by 36 feet contains 864 square feet of floor space, and has an over-all perimeter of 120 feet. A circular structure with a diameter of 38 feet contains 1134.12 square feet of floor space and has a circumference of 119.37. Thus in the circular design a gain of 270.12 square feet is obtained; while the perimeter remains the same, the area is increased 31.26 per cent.

Builder Kratochvil, who is also the copyright holder and designer of the circular house, further states that a reduction in labor costs can be realized by eliminating the slow process of building corners and applying masonry units to a line. A rather ingenious method of wall construction has been evolved. A line is extended from a one-inch iron pipe, which is held in a plumb position at the radius point, out to the exterior walls, the line being raised on the pole as the work progresses. This method insures plumb wall surfaces at all times.

LONG curved wall surface with many windows dominates living room. Portieres for dinette opening operate on metal track on ceiling.

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# BUILD IT ROUND

The arched principle involved in the circular wall which increases its strength permits a reduction in the thickness of the foundation due to its resistance to outside earth pressure.

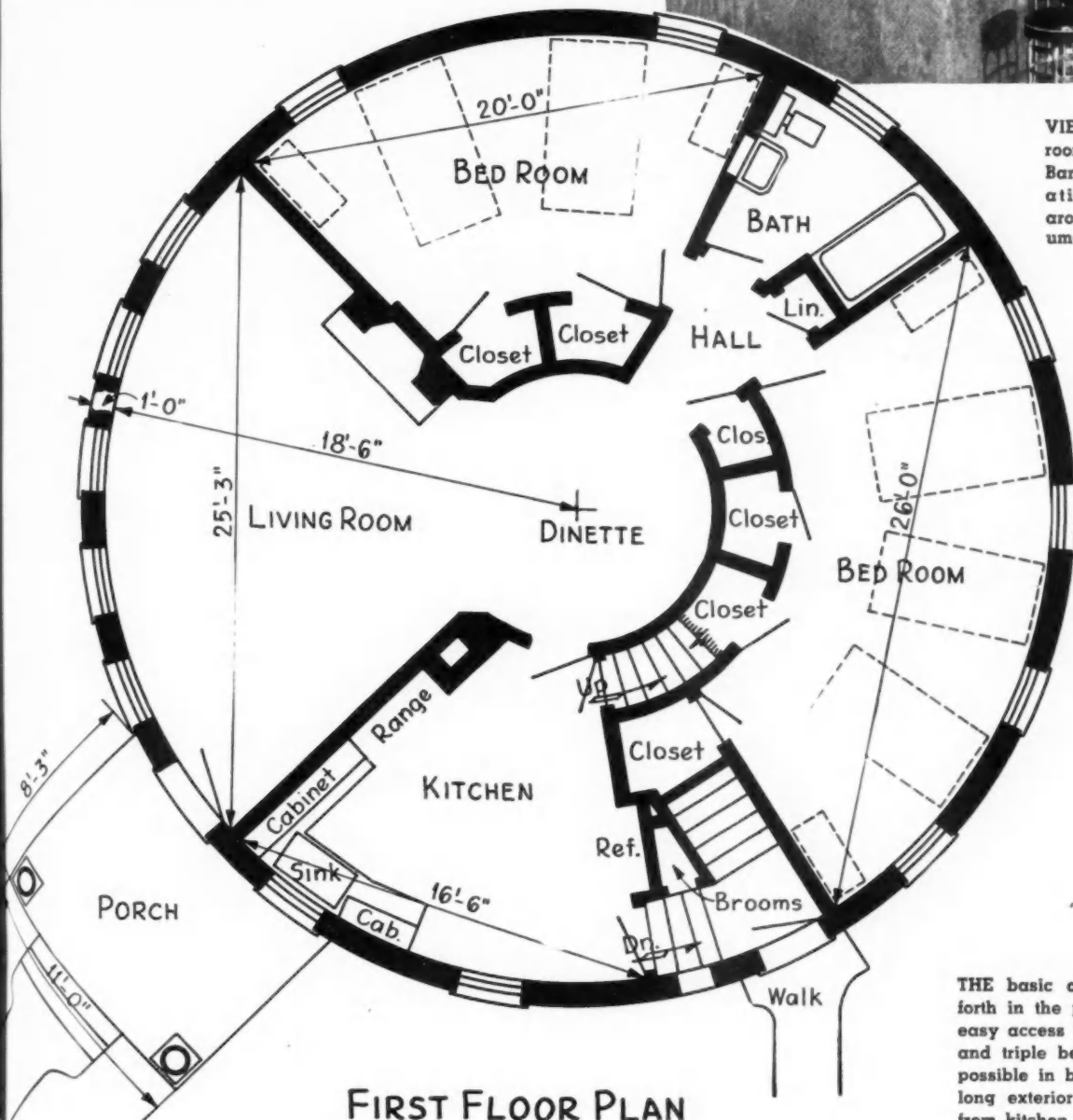
The question of heat loss can be more effectively dealt with in this type of house, quotes Mr. Kratochvil, due to a 12 per cent reduction in the length of walls, and the fact that a circular wall allows less air penetration. By the same token there would be less infiltration of heat during the summer.

The arrangement of rooms is such that they develop a feeling of intimacy. One of the peculiar quirks is that when standing in any doorway it is possible to look into at least three rooms from any one position. The room in the center of the house designated as the dinette in reality serves as a distribution center.

The wood framing for floor and roof all radiates to an octagonal area in center of house which is supported in basement by six iron columns.

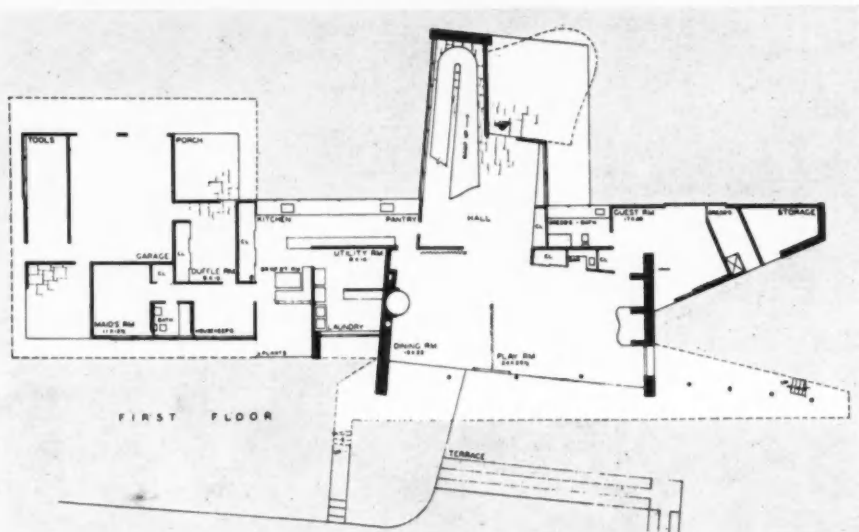
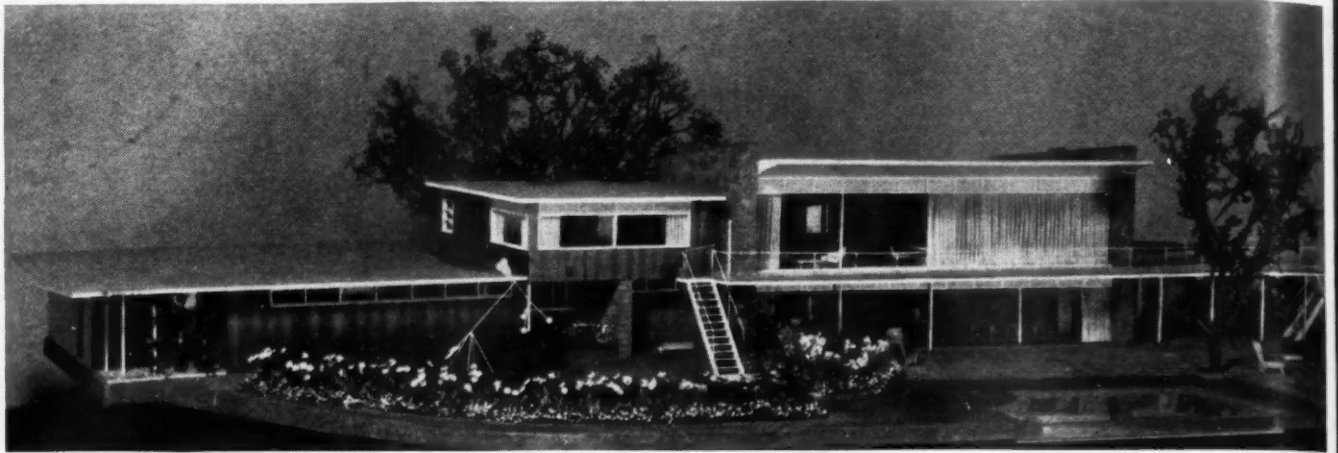


VIEW in master bedroom used as study. Bar in basement recreation room is built around supporting columns forming octagon.



FIRST FLOOR PLAN

THE basic arrangement, as set forth in the plan at left, permits easy access to all rooms. Double and triple bed combinations are possible in bedrooms because of long exterior wall surface. Stair from kitchen leads to large room on second floor with continuous window exposure on all walls.

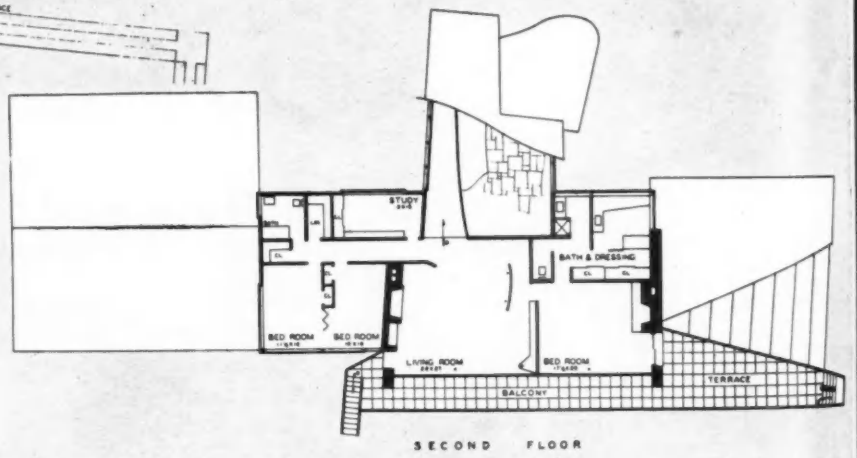


## House & Garden Jury Says This Is Best

**First Place in 1945 Architectural Awards Goes to New York Architect for Interesting Design of Modern House and Furniture as a Unit**



UNUSUAL fireplace dominates living area.



FLOOR PLAN, above, of house designed by Lester Tichy; model is at top of page.



TICHY-designed furniture is adaptable.

**D**EMONSTRATING his fundamental principle that "modern architectural forms and interiors must reflect the same spirit in their design and execution if they are to be widely accepted," by creating house and furniture as one unit, Lester Tichy, New York architect, won first place in the House & Garden magazine 1945 architectural awards.

Mr. Tichy's house, shown here, was designed for his own family. Extremely modern, it is significant for its new use of materials and its dual use of space. The site for which it was designed is a hilltop in Connecticut

cut with a wide view of Long Island Sound. The exterior surfaces are plywood and corrugated sheets of asbestos-cement, with broad expanses of glass. A ramp is used in place of a stairway. Interior walls range from white-washed stone and marble to honey-colored Flexwood and natural oak flooring, set vertically. Planning for large-scale entertaining, Mr. Tichy designed the first floor for hospitality and the second for family living.

The furniture, which House & Garden calls "easy modern," was especially designed by Mr. Tichy.

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8'-10" x 16'

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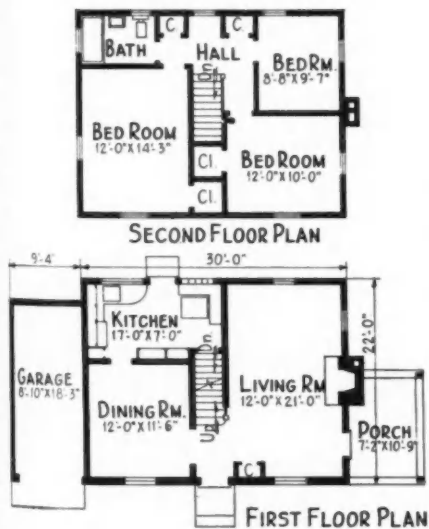
CHARLES H. REIS, left, vice president of United Reis Homes, Inc., sponsors, and Martin Cerel, right, show Governor Tobin of Massachusetts photographs of new 1,000 home-unit project in Natick.

## Reis Plans Construction of 1,000 Homes; \$9,000,000 Project To Be Started Soon

ONE of the first acceptances of the challenge to private enterprise to relieve the acute nationwide shortage of homes is the consummation of plans by United Reis Homes, Inc., to build 1,000 homes at Natick, Mass., a flourishing suburban community 16 miles from Boston. The Reis organization, which will give New England one of the largest home building projects in its history, is an affiliate of a New Jersey company headed by Charles H. Reis, one of the large-scale home builders in the New York metropolitan area (May 1945 *American Builder*, p. 88).

will contain six rooms, be fully insulated, have attached garage, air conditioning unit, gas or oil heat, and will be built on landscaped plots containing a minimum of 10,000 square feet, with an average frontage of 80 feet. The project will be known as Sherwood-at-Natick.

An outstanding feature of the development—and one seldom seen except in communities of costlier homes—is the departure from stereotyped exterior elevations. The sketches shown below reveal the distinctiveness of three designs created around one of the basic floor plans (shown at left), all of which were developed to obtain maximum economy and efficiency in construction. Variations are contemplated for the other basic floor plans.



MAXIMUM utilization of floor space is combined with layout permitting fullest economies in construction in the Reis floor plans.



# Radiant Heat

**Increased use of valuable floor space—decorating costs reduced—even room temperature—no soiled merchandise—all obtained by this scientific heating**



COMFORTABLE living room-dinette of the Telephone Exchange. Door (left) leads to kitchen.

**T**HE use of radiant heating in business establishments is very well illustrated on these two pages. The first is a telephone exchange in Maryland. It is a one-floor plan, without basement, and consists of an operating or switchboard room, lounge room and lavatory for the operators and living quarters for the chief operator and her family. These quarters include a living room, dinette, two bedrooms, kitchen, bathroom, a storage room and a utility room, where the fuel oil heating plant is located.

The entire building was orientated to face the south and all the large windows are on that side. The roof eaves have been designed so that a maximum amount of sunlight can provide solar heating during the winter to supplement the radiant heat.

In the switchboard room the windows have been installed at ceiling height. This, according to the architect, has a double advantage, first of which is better ventilation. With outlets at the ceiling, these hot air concentrations can be dissipated. The fact that the floor slab is on a grade also provides a cooler temperature.

The second advantage of ceiling-height windows is that better contrast between the vari-colored switchboard light signals is possible without brilliant sunlight streaming through the windows.

Designed to meet an outdoor temperature of zero and maintain indoor temperature of 70 degrees, the system is controlled by room-air wall thermostats which activate



SWITCHBOARD room (above) has ceiling-height windows. Exterior resembles residence rather than an office building.





# Heating for Commercial Buildings

circulator pumps. Two pumps are used, one for the operating room and another for the living quarters, but they are inter-connected so that if one fails the other can carry the entire load. A fuel oil boiler, with aquastat controls set for 130 degree water, is used for the heating plant. Balance cocks installed on feeder lines for individual room coils may be adjusted to provide desired comfort conditions in the various rooms. The operators reported that during July and August the outdoor temperature reached 90 degrees while indoors it remained in the upper 70's.

Small retail store proprietors, as well as the operators of large establishments, may find the solution to many of their heating problems in the use of radiant heat, as did the proprietor of Sullivan's sportswear shop in Norfolk, Va. His residence being situated about 43 feet back from the sidewalk, Mr. Sullivan attached the store to the front of the house.

Although the showroom contains less than 1900 square feet of floor space, the radiant heating system permits complete utilization of the entire area. That is one of the advantages that radiant heating offers to retailers—complete use of floor space—because all the heating elements are concealed in the floor, thus eliminating radiators and other conventional heating units. The boiler is also used to supply hot water for the ordinary radiator system in the house.

Few changes were necessary in the boiler to connect the radiant heating coils. Water is circulated through the coils by a small pump, controlled by an ordinary wall thermostat. Boiler water temperature is regulated by an aquastat.

Variance of temperatures at different heights in the room is only one degree. This is an appeal of radiant heating to store operators—elimination of stuffy, "baked air" atmospheres—because such conditions not only make customers uncomfortable, but due to perspiration result frequently in stock losses in clothing establishments.

Cleanliness is another asset achieved by radiant heat. Surveys made in radiant-heated homes revealed that walls stay clean for seven and eight years without repapering or repainting. Retail store proprietors will recognize the value of such cleanliness for their stock as well as for fixtures and interiors.



PIPE COILS positioned before pouring concrete floor slab.



INTERIOR of store (above) shows complete utilization of space. Below is the exterior of Jack Sullivan's new sportswear store.





## Wyatt Succeeds Blandford As National Housing Administrator

**Announces bold program of 2,700,000 units**

**W**ILSON W. WYATT, former Mayor of Louisville, Ky., who first appeared on the Washington housing scene last Dec. 8, when President Truman appointed him housing expediter in the Office of War Mobilization and Reconversion (January *American Builder*, p. 101), also became National Housing Administrator when the President appointed him to succeed John B. Blandford, Jr., who resigned early last month.

Blandford had been head of the National Housing Agency since Feb. 24, 1942, when the late President Roosevelt created the super-agency by Executive Order to consolidate the housing functions of 17 different government agencies and administrative units, and designated him to run it.

Exactly two months from the date he was named housing expediter Wyatt recommended his unprecedented housing program calling for the construction of 2,700,000 homes in 1946 and 1947. The program will require a total of \$5,250,000,000 worth of building materials, \$2,000,000,000 in 1946 and \$3,250,000,000 in 1947 to meet the goals of 1,200,000 new homes this year and 1,500,000 to be started next year. It contemplates government subsidies and other federal payments to bring about the necessary

vast increases in building material output, and calls for trebling the labor force now working on residential construction, with wage rises where necessary as a phase of the recruiting program. It also provides for the government to lend a hand in several ways to stimulate the new prefabricated housing industry.

Other steps would include price ceilings on building lots and on all new construction; "more effective price control" on materials; continuation of rent controls; mortgage insurance up to 90 per cent of the value of new low cost homes; and a ban on all "deferrable and nonessential construction" for the rest of this year.

The new housing chief was born and raised in Louisville, Ky., and lived there all his life until called to Wash-

ington shortly after he completed a term as mayor of Louisville. He retains his position as housing expediter with powers greatly broadened by delegation of authority from the director of the OWMR.

Born on Nov. 21, 1905, Mr. Wyatt is the son of Richard H. and Mary Watkins Wyatt. He studied in local schools and at the University of Louisville. He later entered Jefferson School of Law and graduated in 1927.

His first public office was as trial attorney for the city of Louisville in 1934. He was elected mayor in the fall of 1941 and established a national reputation while serving in that office from Dec. 1, 1941, to Dec. 1, 1945.

Although not serving directly in the armed forces in World War II, Mr. Wyatt was a special representative of the Board of Economic Warfare in North Africa from March to May, 1943. He also was chairman of the Louisville Metropolitan Area Defense Council, which was twice awarded a citation of merit. Mr. Wyatt has been active in municipal affairs on a national scale as president of the American Society of Planning Officials, vice president and chairman of the AMA's post-war planning committee, and member of the advisory board, United States Conference of Mayors.



WILSON W. WYATT

**The National Housing Agency consists of the Office of the Administrator and three main constituent units: Federal Home Loan Bank Administration, Federal Housing Administration, and Federal Public Housing Authority.**

Americ

TYPICAL

JOSEPH speaking

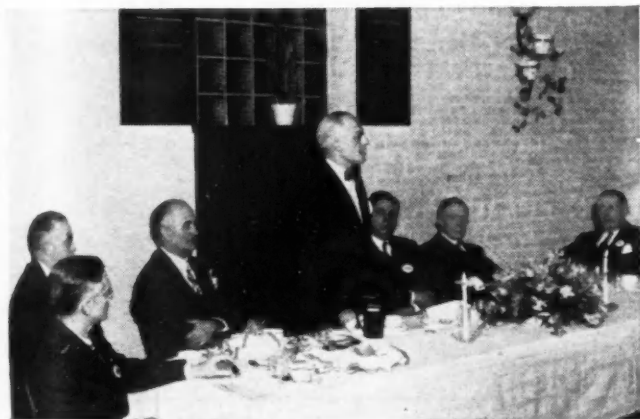
IRVIN expres



TYPICAL classroom scene in back-to-school movement by contractors. Edward J. Kelly, FHA district director, Chicago, on platform.

## University of Illinois Launches Building Construction Course

**Leaders in the respective branches of the industry pool their ideas to raise the standards of small home construction during three-day session held under the sponsorship of the Small Homes Council**



JOSEPH E. MERRION, president, National Assn. of Home Builders, speaking before assembly of contractors at Urbana Lincoln Hotel.



IRVIN A. BLIETZ, director, Chicago Metropolitan Home Builders Assn., expressed pleasure at opportunity to participate in the program.


ON THE morning of Jan. 22, 1946, contractors, builders and conference speakers numbering 165 gathered in the lecture hall of the Electrical Engineering Laboratory at Urbana to open a three-day session held under the auspices of the Small Homes Council of the University of Illinois.

Dean Newcomb welcomed the group on behalf of the University. Professor William Scheick, coordinator of the Council, outlined the objectives of the course. Consideration was to be given to newer developments in home planning, particularly along the lines of established practices that are still good, rather than dealing with the so-called "Miracle Home."

The speakers who followed one another in rapid succession over the entire period brought out various phases of home building, such as selection of site, features of design, analyzing of the plan for its good and bad features, and problems of construction below the first floor, particularly as it related to adequate footing design under columns and points of concentrated load. A great deal of interest was evidenced in the so-called "Solar Home," and judging from the number of questions asked, the heating of this type of dwelling presented the greatest problem. One of the highlights of the session was the evening devoted to the "panel discussion" on heating and sanitary problems. The contractors in attendance have probably decided that the sum total of advice from the experts ends in the conclusion that very little is known today about solar heating, and that conventional systems are still going to be used in the next few years.

William D. Sorgatz, chief architect, Federal Housing Administration, Chicago, illustrated on the blackboard the grid which FHA uses to evaluate the lot, the planning and the appearance of the house. A lively discussion

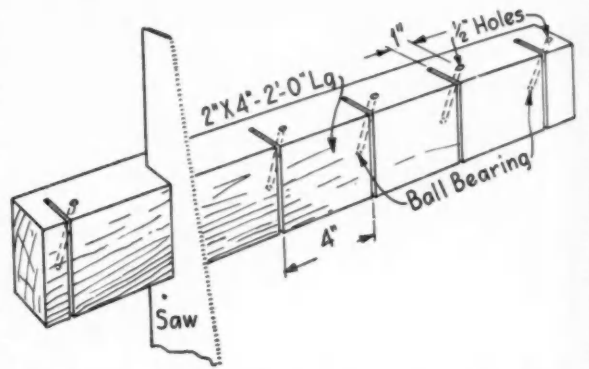
*(Continued to page 148)*



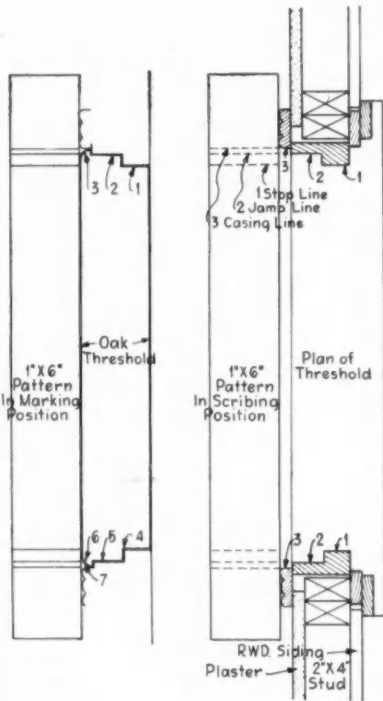
# How-To-Do-It Pointers

## How to Make a Saw Rack

G. W. CUMMINGS, Dawson, Minn., submits the following: "This is a saw rack for over the work bench made of a 2 x 4—2 feet long. Mark off 2 x 4 in 4 inch spaces starting 2 inches from the end. Take a hand saw with a fair set in it and saw the 2 x 4 to within 1/2 inch of opposite side on all the marks. Then place 2 x 4 on edge and drill holes 1 inch from saw cut, and 1 inch from face of 2 x 4 on an angle toward the saw cut, so that the hole and saw cut will meet near the bottom of 2 x 4. Be sure bit cuts a clean



hole. Fasten the rack to wall where you wish to have saws ready. Drop a ball bearing in each hole. Turn saw with teeth out and handle down. Insert in slot with upward push, pull down and saw is in rack."



## How to Mark Wood Threshold

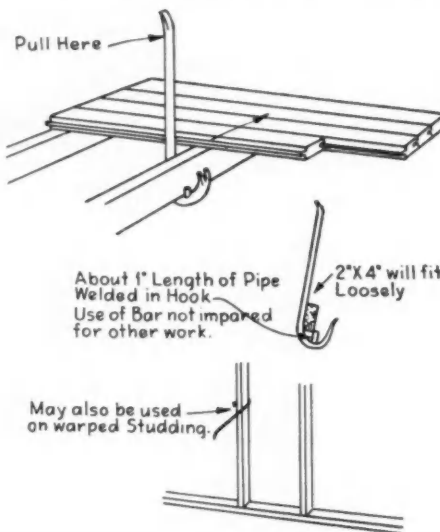
J. G. CALDWELL of San Mateo, Calif., states that to make a threshold it will be necessary to cut a 1 x 6 inch pattern piece 6 inches longer than width of doorway.

Place pattern piece on floor in position "A" and with blade of square scribe lines 1, 2 and 3 on pattern. This will locate position of step, jamb and casing.

Move pattern in on floor about 18 inches, place oak threshold in position "B." Place square on marks 1, 2 and 3 and mark threshold.

Cut a No. 3 square across. Use small piece of threshold stock to mark lines 4, 5 and 6. Cut on these lines. Round off corners at No. 7. Place threshold in position and step on it.

## How to Straighten Warped Studs and Joist



P. A. HERMAN of LaCrosse, Kans., says that he has used this tool for forty years, and that it saves him a lot of hard work. He further states that one man can bend it and nail block or cleat as may be required.

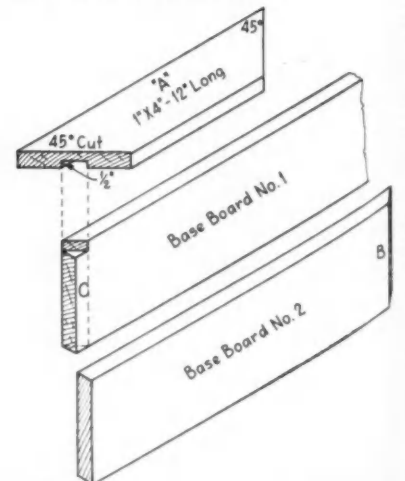
He says that an ordinary pinch bar has been used. About a one inch length of 1/2 diameter pipe is welded to inside face of pinch bar as indicated on drawing. This does not impair the use of bar for other work.

Pinch bar may be wrapped around stud or joist as required, and after pressure has been exerted then blocking is to be put in place to keep stud or joist in position.

## How to Mark and Cut Baseboard for a Good Fit

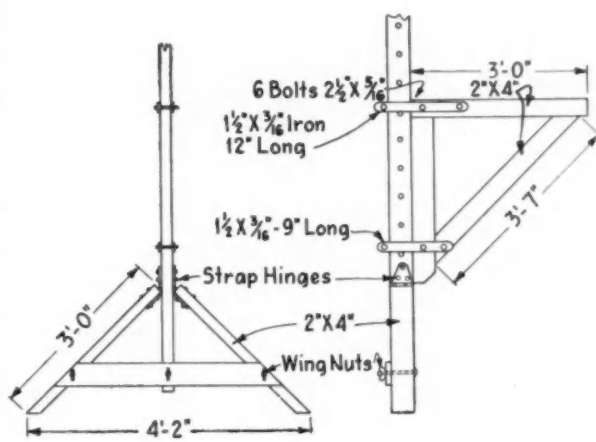
A POOR JOB of fitting baseboard spoils the finish of any room, says W. A. Woodward, of Volga, S. Dak., who submits this idea:

"It is difficult to guide a saw free hand and make a perfect miter cut on the end of a baseboard," he says. Baseboards are hard to handle in a miter box. Sketch "A" shows a miter block made from a 1 x 4 inch piece, 12 inches long planed out on the under side to fit over baseboard, and is used as a saw guide for right and left hand cuts. Base in sketch No. 1 is fitted first. Portion of base in sketch No. 2 is fitted second. Use a pair of sharp pointed wing dividers to scribe end "B" to end "C." Cut miter 1/2 inch deep only.

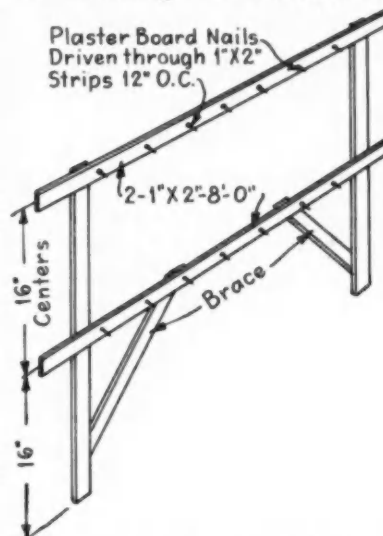


### How to Make an Adjustable Ladder Jack

H. B. MASON, of Duncan Falls, Ohio, says: "I am sending you a sketch of ladder jack for carpenters and painters. They can be raised or lowered to suit the worker. By placing a short block and pad on end that rests against house, it will avoid damage to siding. Bottom end can be folded back to space in hauling."

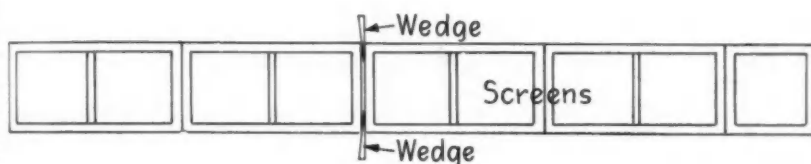


### How to Make a Template for Nailing Plasterboard



H. R. SPENCER of Valley Falls, Kans., submits the following: "When installing four foot width sheets of Celotex or plaster board, this template will space nails an equal distance apart and also correct the common error of having a large percentage of the nails used miss joists or studs. Place template on material and press sufficiently to cause nails to make an impression on material."

### How to Stretch Screen Wire Cloth

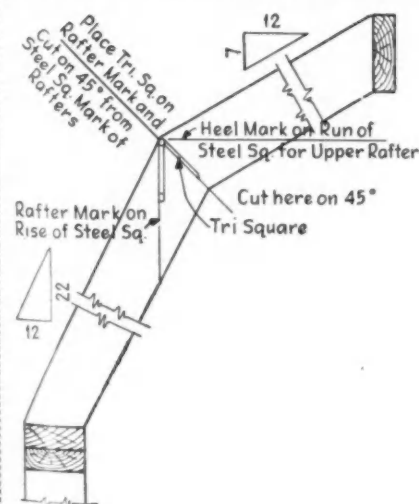


JOHN MENKVELD of Grand Rapids, Mich., says: "I have an idea which I believe is original for stretching screen wire without wrinkling. I place all screens of one width end to end on a long flat surface or on sidewalk. Then I tack one end of the roll of screen wire to the last frame and roll it out

across all the frames and nail to the last frame on the other end of the row.

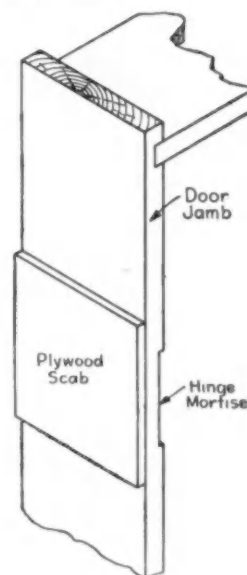
"Then I insert wedges somewhere near the center, and by forcing them between the frames a smooth job is made on all the screens. Tack wire on balance of frames and cut with knife or chisel."

### How to Determine Gambrel Roof Rafter Cuts



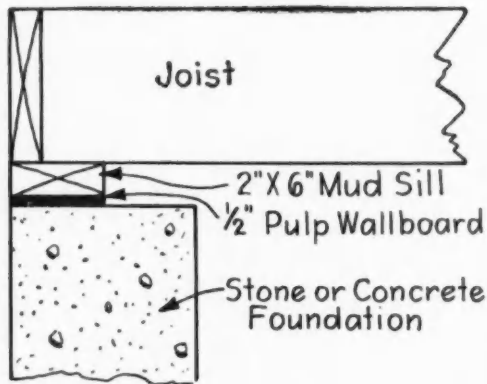
FRANK SZTUKOWSKI, of Putnam, Conn., who submitted this idea says: "To determine the proper angle of cut where lower and upper rafters come together on this type of roof arrangement, mark off on heel of lower and upper rafter with steel square the larger dimension of pitch for each as shown in drawing. At right angle to larger dimension lay off short dimension of pitch for each rafter. Join the two points together and, from the line thus established, project another line at 45 degrees which shall be the cut of both top and bottom rafters."

### How to Reinforce a Door Jamb

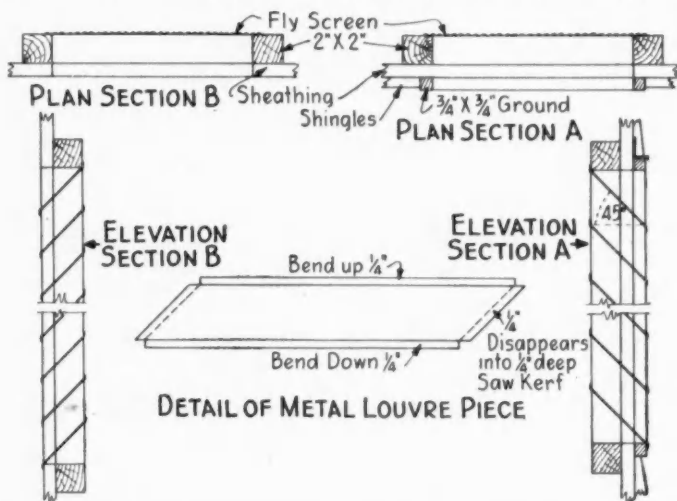


W. A. WOODWARD, of Volga, S. Dak., says: "Before setting door jambs, fasten plywood scabs with glue, to back side of jamb opposite hinge mortise to make hinges stay put and screws to hold fast."

### How to Avoid Air Infiltration at Foundation



GEORGE REGAN, of Flaxton, N. Dak., says: "To keep a house or building of any kind warmer, we cut strips of  $\frac{1}{2}$  inch Insulite or other good brand of pulp wall board. These strips are laid on the top of the concrete foundation and directly under the mud or other type of sills. The wall board will form an air-tight gasket to keep out the wind. It is much better than using cement."



### How to Make a Gable Ventilating Louvre

M. McGUIRE WOOD of Delray Beach, Fla., in submitting this detail, states as follows: "Where a flush siding is used it is only necessary to mark out the shape of ventilator opening desired. Saw it out and line the opening on inside with 2 inch stock as shown in sections 'B'. Where shingles or other coursed material is the finish, surround the opening in the sheathing with ground stock just heavy enough to butt the finish against as shown in sections 'A.' Then cut saw kerfs  $\frac{1}{4}$  inch deep on an angle of 45 degrees opposite each other along the edge of the two sides of the opening and slide the metal

louvre up each pair of saw cuts. The louvre plates are made of galvanized sheet iron with the four corners cut out  $\frac{1}{4}$  inch as shown, and the front edge bent down 45 degrees and rear edge bent up 45 degrees, leaving the two sides straight to enter the saw kerfs. The head of a copper tack nailed into the saw kerfs will keep the louvre plate from sliding out again. Fly screening may be tacked across the back over the dimension frame. The practical width of the ventilator opening depends on the weight of metal used for the louvre plate, from a few to 18 inches wide for 28 gauge. Height is any number of feet from attic floor to peak."

### \$5 for an Idea

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

### Front Entrance Detail for Small One-Story House

By R. J. Alexander

IN the design of small houses careful attention should be given to proportion of the various elements and to the arrangement and placement of the details. In more pretentious homes the use of high grade materials, broken wall and roof surfaces and the addition of wings add to the interest and variation.

The small house requires that the necessary features of the building, such as doors, windows, cornices, etc., be used to give scale and character to the structure. Applied surface ornamentation will be unnecessary where these factors have been given due consideration. These are the things that build character into a house and make it pleasing in appearance.

The practical construction details shown on the opposite page are offered as suggestions to designers and builders of small houses. There is nothing particularly new in the designs, merely the selection and assembly of ordinary materials into pleasing elevations.

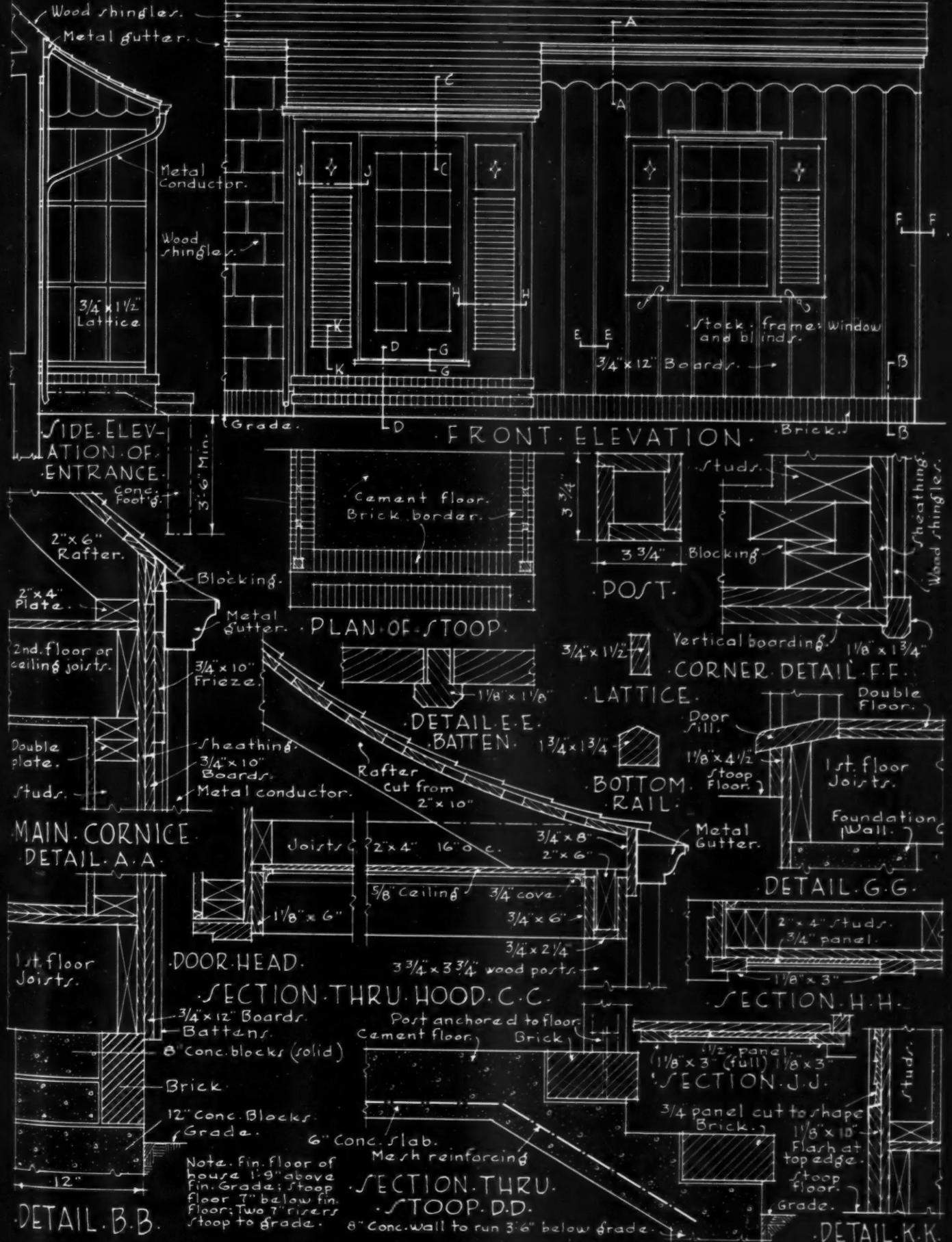
The hood or small porch over the doorway, aside from the architectural emphasis, has a practical value in that it provides protection from the elements. The blinds at the side of the door are purely ornamental, having been made stationary, and are integral with the door frame. Lattice at each side adds a note of interest to porch.

Porch floor and step of concrete and brick and a harmonizing foundation wall of brick above grade line are suggested. The brick for the porch should be hard and smooth, securely set in arch cement mortar, so that all danger of brick coming loose will be eliminated.

Vertical boarding with wood battens is suggested for a portion of the front elevation. This is backed up with building paper, sheathing, studs and plaster with insulation between studs. Wide siding or cedar shingles with a 10 or 12 inch exposure would be suitable for the wall surface of balance of the house. As an alternate arrangement, double coursed cedar shingles applied to wall surfaces would give a deep shadow effect, and emphasize the horizontal lines so often desired.

Use of ornamental metal holders at bottom rail of window blinds is entirely optional.

## NO. D-18. ENTRANCE DETAILS. A SMALL ONE-STORY HOUSE.



Note. Fin. floor of house 1'-9" above fin. Grade; Stoop floor 7" below fin. floor; Two 7" risers stoop to grade.



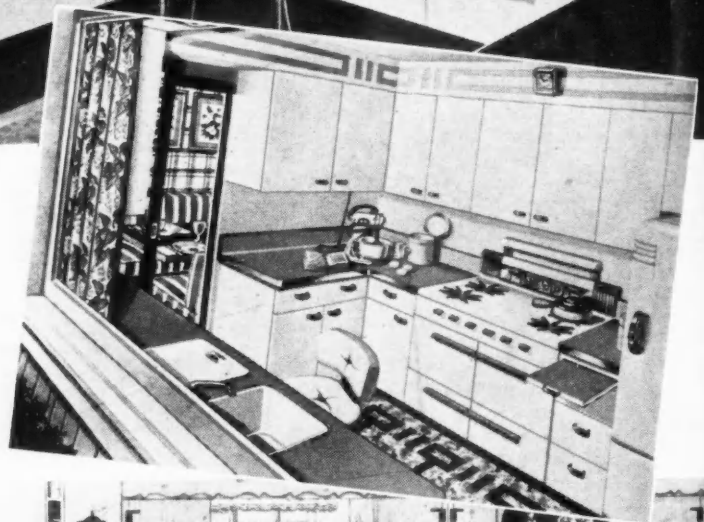
## Light, Airy Kitchens with Built-in Conveniences

**Take advantage of kitchen planning now being done by manufacturers**

**K**ITCHEN planning has become a science. Utility companies have worked with leading manufacturers who have spent thousands of dollars perfecting the kitchen. Many of these companies offer builders a planning service to assist them in advising prospective home owners.

The kitchens illustrated are the "New Freedom Gas Kitchen" layouts designed to provide comfortable, convenient working space. The rooms are laid out for easier planning, preparing and serving of meals. The kitchen is the most frequently used room in the house and modern plans are designed to make this room, where the housewife spends much of her time, as pleasing and comfortable as any other part of the home.

**THE kitchens shown on this page are typical of new ideas being presented to remove the drudgery from daily housework chores.**



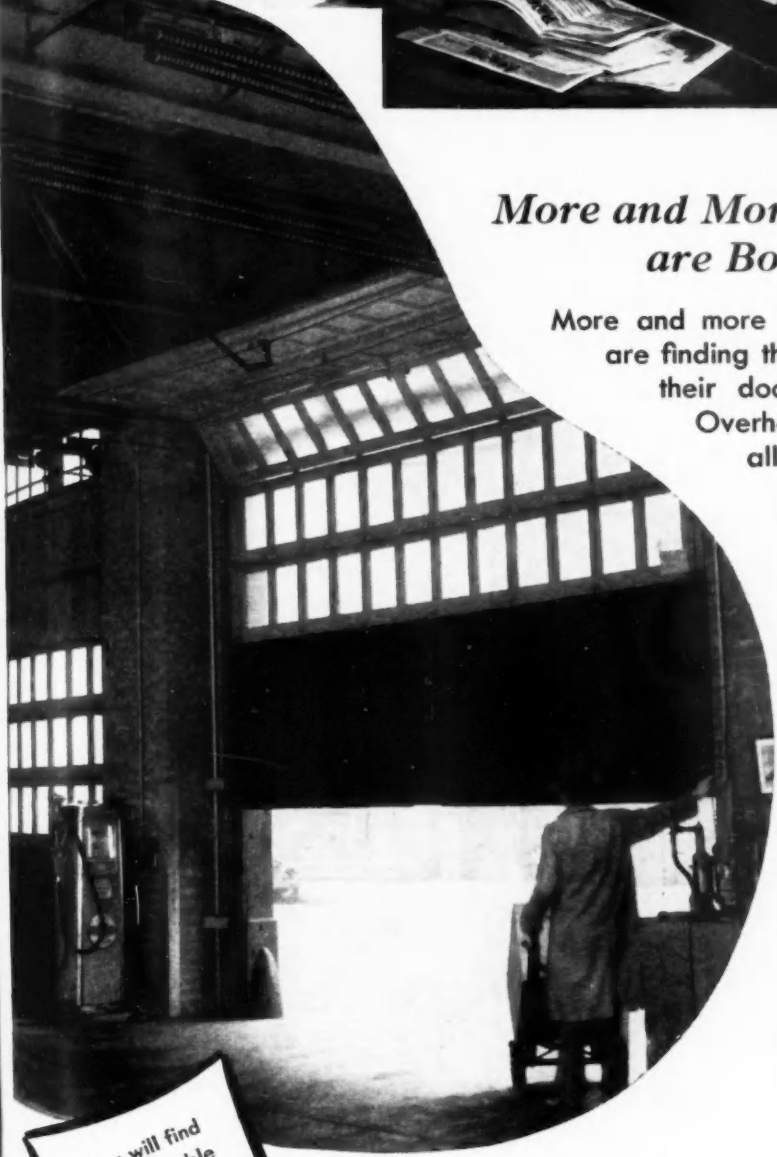




**More and More Overhead Type Doors  
are Bought This Way!**

More and more Architects, Builders and Contractors are finding that the simplest way to solve most of their door problems is to specify Ro-Way Overhead Type Doors. No other doors offer all of these 5 extra-value features—

1. **Friction-reducing track**—Makes rollers ride away from the track side wall... provides extra clearance... makes for easier operation... gives greater strength and rigidity.
2. **"Double-thick-tread" track roller**—Each rolling smoothly and easily on 7 ball bearings.
3. **"Tailor made" power springs**—Individually "Power Metered" for the weight of each particular door. On Ro-Way Doors having Twin Torsion Spring Power, patented "Zip-Lock" permits instant, easy adjustment of spring tension.
4. **"Crow's foot" outer bearing support**—Holds sheave wheel in permanent alignment... no twist or sag to cause friction or binding.
5. **Rust-proof hardware**—All Ro-Way Door hardware is rust-proofed by Parkerizing and painting after fabrication. Avoids rust streaks that mar appearance of finished installation.



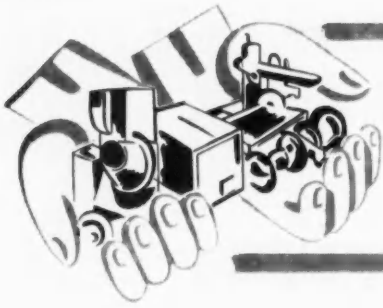
You will find dependable Ro-Way sales and installation service available all over America

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

**ROWE MANUFACTURING CO.**

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*There's a Ro-Way for every Door way!*



# NEW PRODUCTS

Offered by Manufacturers

## PNEUMATIC AIR-SPEED SAW AB3608

Designed to simplify and speed up most sawing and filing operations, the new Air-Speed saw and filing tool can be worked advantageously in awkward or cramped quarters or from difficult positions. An adjustable barrel readily



permits circular sawing in metals or woods. Weighing only 3½ pounds complete, the tool features finger tip speed and power control and a cutting stroke adjustment from ¼ in. to 1¼ in.

## ADJUSTABLE SASH BALANCE AB3602

A big advantage claimed for the Duplex adjustable flat sash balance is that the spring tension in the balance can be regulated at time of installation to compensate exactly for the weight of the sash. The working mechanism of the balance is enclosed in a plaster tight case, which is electro zinc galvanized, resulting in more freedom from rust. Included with each balance are one-piece, self-adjusting, high carbon steel spring glides

which greatly reduce friction and provide free sliding sash movement. Other advantages are that the balances do not require special framing, stud mortises, or routing of the sash stile, also that the balances eliminate cords and weights.

## NEW HUMIDIFIER AB3612

A simple humidifying apparatus which attaches to the radiators of hot water and sub-atmospheric pressure heating systems, and diffuses moisture into the air as it is heated, is being manufactured by the Skilbeck Mfg. Co. On hot

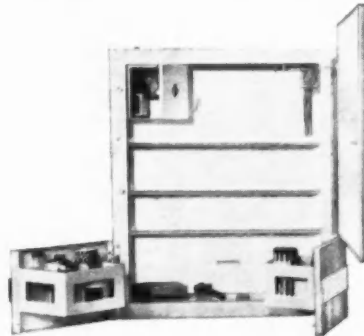
water systems the humidifier utilizes the water circulating through the radiator, while on sub-atmospheric pressure systems the water is brought to the humidifier by a small copper tube connected to the nearest water source.

## NEW TYPE CRIB FENCING AB3611

Schubert Products, Inc., have announced a new product, SP economy crib fencing. The fencing is designed to serve a wide range of practical farm uses. It makes an ideal corn crib. Lined with silage paper, it may be used as a silo or, lined with screening, it will serve as a storage bin for small grain. It may also be used as a stock or poultry pen, as well as temporary or permanent fencing.

## BATHROOM CABINET AB3606

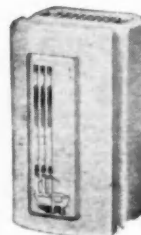
Faries Mfg. Co. has announced a new "Parkway" de luxe cabinet. Below the mirror are two swinging doors. On the



back of these doors are two compartments for everyday needs. Novel feature is a "Safe-T" compartment for poisons, which can be opened only by pressing a release button on top of the cabinet. The cabinet is bonderized steel, zinc coated, baked white enamel finish, and the swinging doors and mirror frame are chrome-plated with white enamel trim panel.

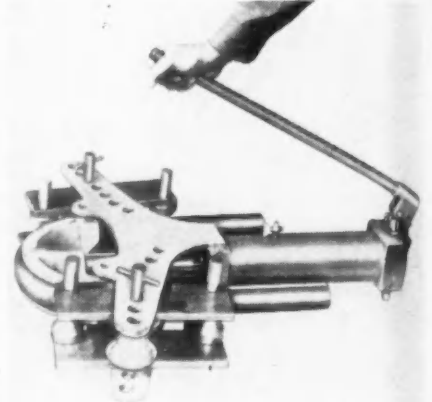
## NEW ROOM THERMOSTAT AB3610

To present a neater appearance and prevent tampering with the temperature adjuster, the thermometer and touch temperature adjuster in this new White-Rodgers product are concealed by a hinged cover. The mechanism in this thermostat is protected by an unbreakable steel case. It is available in both anticipating and non-anticipating types.



## BENDING DEVICE AB3605

Tal's Prestal Bender, Inc., announces the development of a new attachment



for its portable bending machine that will bend perfectly any wrought iron or steel pipe ⅝ in. to 2 in. to 180 degrees in one single operation. This device has a specific application for radiant heating where 180 degree bends are widely employed. The new attachment will speed up work and lower the installation costs of radiant heating.

## POWER-DRIVEN SAW AB3604

Wood cutting can be speeded by the use of the new Sally saw, manufactured by the Cummings Machine Works. Saw and engine weigh approximately 69 pounds, but in sawing the weight is



relieved by the tripod leg under the motor and the saw support at the working end. Saw has specially designed CMW 1½ h.p., 4 cycle, air-cooled gasoline motor.

## DUAL BATCHING PLANT AB3607

A new development for road builders by The C. S. Johnson Co. provides for dual batching of aggregates. The aggregate bin is of the portable section type, of 100 cubic yard capacity, divided into three compartments, with hinged log sections for fast erection and moving. Two multiple material batchers are so located that a single operator can handle both batchers.

(Continued to page 122)

# Deep rooted... and still GROWING

## MILESTONES OF FLINTKOTE GROWTH

- 1915 First practical square butt strip shingle.
- 1916 First wide-space asphalt shingle.
- 1917 First mottled colors in asphalt shingles...  
forerunners of today's blends.
- 1919 First blue-black granules on asphalt shingles.
- 1922 Development of Clay Type Emulsion.
- 1926 First Thikbut type of strip shingle introduced.
- 1927 Famous Supersaturation process is born.
- 1933 Flintkote Insulated Brick Siding introduced.
- 1935 Flintkote Roll Brick Siding developed.
- 1937 Flintkote's new Asbestos-Cement Siding and  
Shingle plants begin operation.
- 1940 Flintkote Cold Process Built-up Roofing  
introduced.
- 1941 Flintkote's ultra-modern, new Insulation  
Board plant starts production.
- 1942 Specialized Flintkote materials developed for  
wartime uses.
- 1945 Flintkote acquires an asbestos mine in Canada.

Make it better... and then make it still better. That has been the steadfast manufacturing policy of Flintkote for over 45 years.

That is why Flintkote's list of "firsts" will continue to grow, and new, better products offered to dealers, builders and architects. Several are now being given their final tests.



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**A BETTER DOOR...  
and A BETTER WAY  
TO WORK IT...**

## **Barcol OVERdoor** *with* **ELECTRIC OPERATOR**

Garages, both industrial and residential, can use this combination to excellent advantage. The Barcol OVERdoor is a weathertight, easy-working overhead type door with distinctive features such as roller-crank closing action, self-latching bolts, twin-torsion tailored counterbalancing springs, and continuous vertical track brackets. Thousands of successful installations testify to its acceptance by satisfied and discriminating users all over the country. Barcol Electric Door Operators take the work out of opening and closing all types of doors. Their features include a centrifugal clutch, magnetic brake, accurate electric stop control, a simple manual release, and safety switching arrangements to suit all conditions. People now are looking forward to better business and better living—you can help them achieve their aims by recommending Barcol OVERdoors with Electric Operators.

*Barcol OVERdoors  
Electric Door Operators  
Switch Controls  
Radio Control*



FACTORY-TRAINED SALES REPRESENTATIVES IN PRINCIPAL CITIES

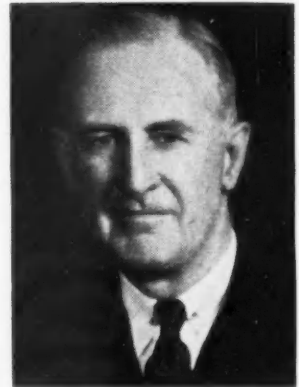
# **BARBER-COLMAN COMPANY**

104 MILL ST.

• ROCKFORD, ILL.

### **New President for Masonite**

**EUGENE HOLLAND**, former president of the Florence Stove Co., recently assumed his new duties as president and a director of the Masonite Corporation.



**EUGENE HOLLAND**

Holland succeeds M. P. McCullough, one of the founders of the company, who is retiring. McCullough will continue as a member of the board of directors and chairman of the executive committee.

The Masonite board of directors also announced that R. G. Wallace, who had been associated with the company since 1926, retired in December, 1945, as executive president and director.

\* \* \*

### **New Store Display Set**

**A** NEW six-piece store display set is being furnished to Trimz Ready-Pasted wallpaper dealers by the Trimz Co. Inc.

The poster is offered in "soft sheet" form so that it can be used in both window and department displays.

A horizontal streamer included in the set serves as a centerpiece in a window display and can also be used on the department wall. Photographic illustrations show how the ready-pasted wallpaper is dipped in water and applied to the wall.

To complete the display, four brightly colored posters are included in the set, each featuring a different sales point.

\* \* \*

### **Estimate on Prefab Production for 1946**

**A**CCORDING to estimates of the Construction Division, Department of Commerce, firms now manufacturing prefabricated houses or planning to go into production have a capacity for turning out about 150,000 units a year. Approximately 150 firms are now making or planning to make prefabricated houses, ready-cut structures, or components.

Production of prefabricated houses will be slow in starting as many home prefabricators were engaged in other production related to the war and do not now have adequate inventories. However, the Construction Division estimates that well over 100,000 units could be built in 1946 if a sufficient flow of materials could be arranged.

# Use AMERICANS for *Continuous Profits*



● "Sales and Service" are inseparable in order to insure continuous profits for you...as any machine with moving parts will at some time need repair...that is why we feel that our responsibility does not end with the selling of a machine.

Quick service and availability of replacement parts are important enough so that many years ago American established distributorships in 32 principal cities...for this reason alone...to cut down the loss of time and profits if and when breakdowns occur.

American floor sanding equipment, backed by many years of engineering experience, plus records of actual performance, is built to stay in operation for a long, long time without the need for repair...but when the time eventually comes that service is needed...it is promptly available, with overnight service everywhere.

Write today for the name and location of your nearest American distributor.

**AMERICAN FLOOR SURFACING  
MACHINE COMPANY**  
511 So. St. Clair Street  
Toledo, Ohio



## FOR ADDED BATHS IN REMODELED HOMES OR NEW BUILDING



## Weisway Cabinet Showers

Leakproof, self-contained baths in a 3-foot square or less, Weisways help meet the tremendous demand for more bath facilities—in present and new homes. New—compellingly attractive in their possibilities for all types of homes—Weisways are also thoroughly proved by years of service. Quality design, service tested materials and precision fabrication justify your confidence as a builder.

Weisways are quickly, easily installed in present homes without special treatment of building walls or floors. In new homes Weisways enable most efficient use of available space, to provide more bath facilities.

### Free Book of Bathroom Floor Plans

and sketches gives many practical ideas for more baths in small floor area. Send the coupon now for your copy.

**HENRY WEIS MFG. CO., INC., 301 Weisway Bldg., Elkhart, Ind.**

Gentlemen: Without obligation please send your book of bathroom suggestions.

Name \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_

### Increased Production by Plant Expansion

**N**EW custom-built equipment, combined with the addition of 60,000 square feet of factory space for the production of plastic-finished Marlite, will be available when the latest plant expansion is completed by Marsh Wall Products, Inc., Dover, Ohio.

Operations are expected to be in full swing in the new area in March, according to General Manager V. R. Marsh. Production capacity will be greatly increased in an effort to provide enough Marlite to speed the construction and utility of new homes and commercial establishments.

Constructed of steel and Stonecreek face brick, the new addition will serve a double purpose—step up delivery dates to dealers, and continue improvement of products through additional manufacturing and research facilities.

\* \* \*

### Kinney Directs Duplex Sales

**W**ALTER L. Kinney, for many years associated with Duplex, Inc., Los Angeles, has completed his wartime assignment as director of production con-



WALTER L. KINNEY

trol and planning and has resumed his sales activities.

He has been appointed general sales manager and will direct the company's nation-wide postwar sales program for Duplex sash balances.

\* \* \*

### Johns-Manville Appointments

**L.** M. CASSIDY, vice president of Johns-Manville Corp., has announced the following appointments in the company's sales organization:

J. A. O'Brien, vice president of Johns-Manville Sales Corp., a subsidiary, has been appointed manager of the power products and industrial department.

H. R. Berlin has been elected vice president of Johns-Manville Sales Corp. and appointed manager of the building materials and general department of the company. He will also serve as a member of the Officers Board.

C. G. Dandrow has been elected a vice president and general sales manager of the power products and industrial department.



Sherlock "Homes" is a man who accepts nothing at face value. That's why it's reliable information when he says "There's not a chance of Insulbric's brick-design face pulling away from its insulation

core." Investigation proves that the 32 sockets in every panel of Insulbric—cut uniformly into the weather-sealed board—are filled solidly with scientifically developed mastic to form the permanent bond . . . ANCHORED FACE! Construction that won't peel off! Just another reason why Insulbric proudly stamps the name on the back of every panel. And another reason why leading dealers from coast to coast who know—insist upon Insulbric—it makes selling easier!

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

**MASTIC ASPHALT CORP.**  
Makers of Insulbric and Insulstone  
SOUTH BEND, IND.

**JONES & BROWN, INC.**  
National Distributors of Insulbric and Insulstone  
PITTSBURGH, PA.



*Sherlock  
"Homes"*

SAYS:

You can tell it's

**INSELBRIC**

by the anchored

face. 32 sockets

in every panel

that weld the

face to the

board

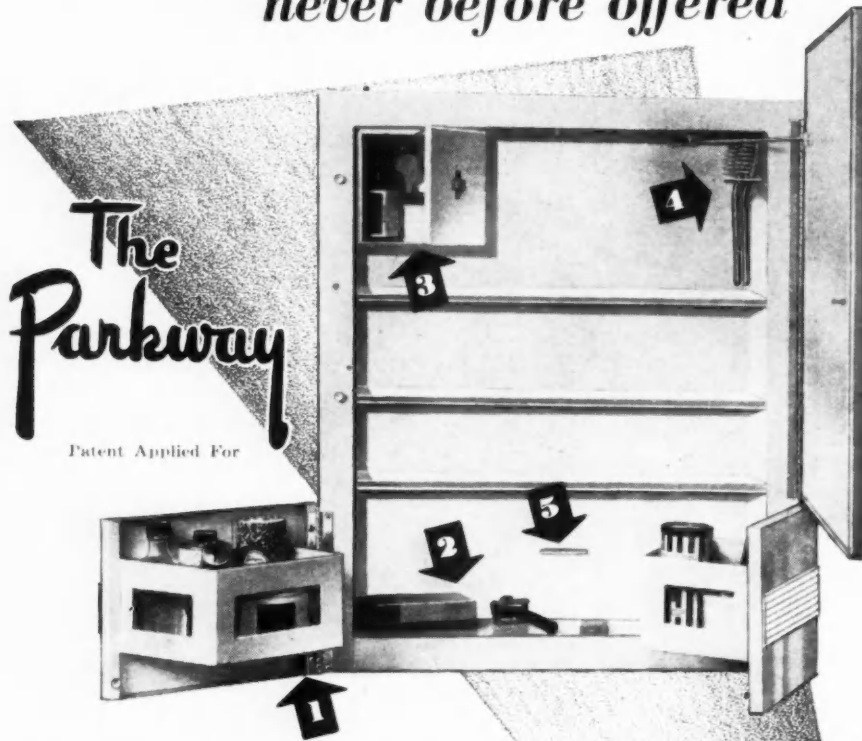
*permanently*





## A New Bathroom Cabinet

with important features never before offered



The Parkway

Patent Applied For

- 1 Two Personal Compartments for every day needs.
- 2 Utility Shelf, for cosmetics or shaving equipment when in use.
- 3 "Safe-T" Compartment, for poison drugs and other adult items . . . out of reach of children. Opens by pressing button on top of cabinet.
- 4 Tooth Brush Holder, inside the cabinet.
- 5 Razor Blade Disposal.

The Parkway has adjustable glass shelves, full-length piano hinges and a No. 1. polished plate mirror in chrome frame. The bonderized all-steel cabinet is zinc-coated, finished in white baked enamel; swinging panels, chrome with white enamel trim.

New home builders will appreciate the exclusive features of the Parkway. It is in perfect harmony with today's beautiful bathrooms. For remodeled homes, it's a tonic for jaded bathrooms.

*Include the Parkway in your designs today for the homes of tomorrow. Circular and prices on request.*

**Faries Manufacturing Company**  
DECATUR, ILLINOIS

Overall dimensions, 19"x24"; wall opening 16½"x20½"; mirror size 18"x19"; shipping weight, 33 lbs.

### York Establishes New Institute

TO MEET the need of a thorough educational program in engineering, production, sales, service, and factory management for its employees and for its returning veterans, the York Corp. recently opened its Institute of Refrigeration and Air Conditioning. The school has a potential capacity of 1,000 students annually.

Designed to cover every phase of York's activities, the Institute will provide courses ranging in duration from a two-week "refresher" course, to a 5-year cooperative engineering course run in conjunction with Pennsylvania State College.

For the time being, two divisions of the Institute are being reserved exclusively for returning York veterans. These are the comprehensive apprentice training courses, covering 13 different trades, and the York-Penn State cooperative course, both of which are recognized by the Veterans' Administration.

\* \* \*

### Gypsum Research Program Expanded

COMPREHENSIVE expansion of the research program of the gypsum industry has been initiated with the appointment of Lt. Chester Abbey, USNR, as research engineer of the Gypsum Association. He assumes his duties on March 15.



CHESTER E. ABBEY

John C. Best, president of the association, said that Abbey will have full direction of research projects and investigations already under way in leading laboratories and universities and will also inaugurate new research enterprises. He will conduct research tests of established gypsum products and new products and will seek to devise new uses for gypsum.

\* \* \*

### Valentine Directs Mack Dealer Sales

APPOINTMENT of H. P. Valentine as manager of Mack dealer sales and operations has been announced by A. C. Fetzner, vice president of the Mack-International Motor Truck Corp. He comes to the Mack organization after service in the War Department. Prior to his war service, he was with the Chrysler Corp. for 11 years in key executive positions.



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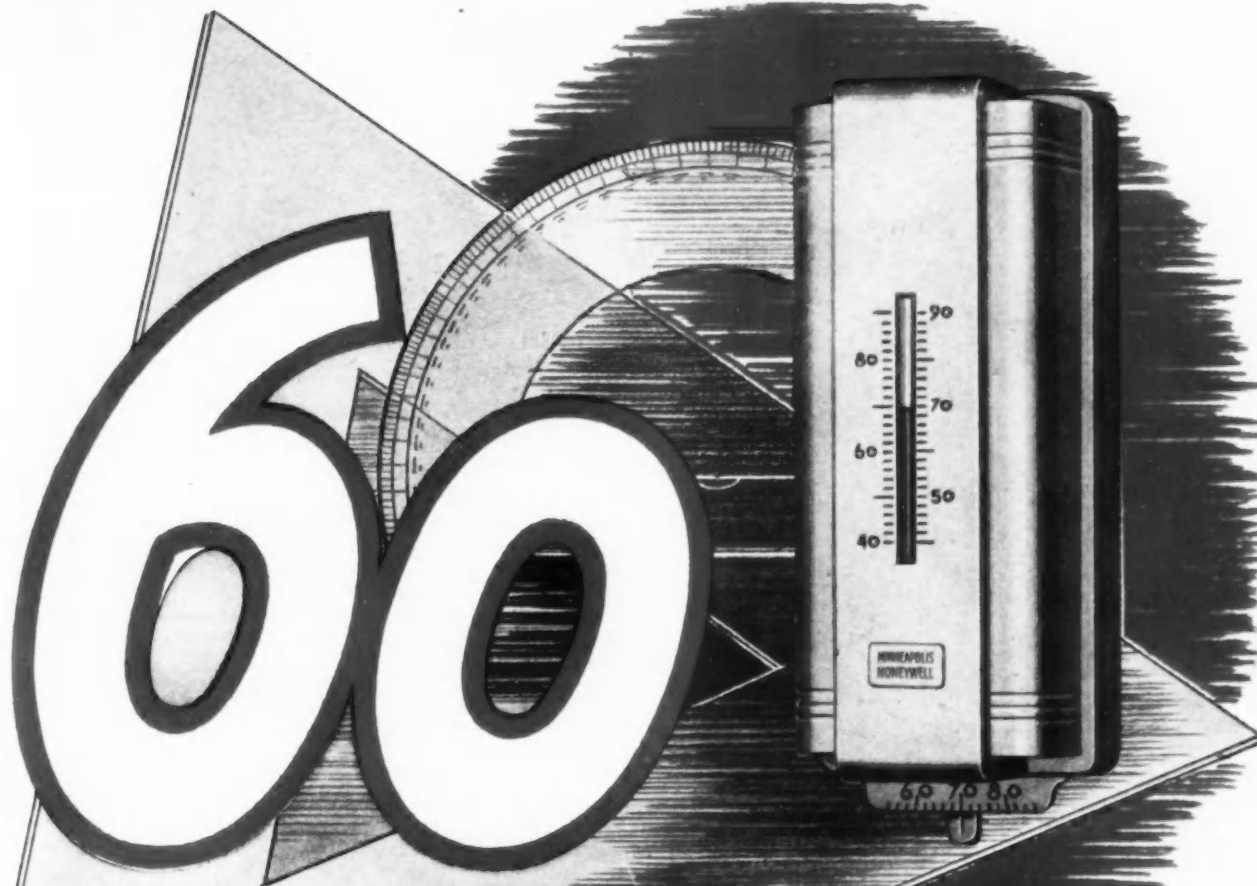
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# 60 YEARS OF ENGINEERED CONTROLS!

SINCE the inception of automatic heating, Honeywell has been providing controls that permit heating systems to function at their best. And from the standpoint of home builders who use these controls, this fact has always meant important sales advantages. The product has built the name of Honeywell to the extent that it stands for the finest in automatic control in the mind of the buying public.

The most recent example is the *Moduflow* System of Control, which delivers an uninterrupted, even flow of heat in direct proportion

to the heat loss, rather than alternate periods of heat and no heat.

You can look forward to startling new developments and achievements made possible by Honeywell's vast engineering and research facilities—developments that will continue to give you a competitive advantage by providing definite sales points for the homes you build. And remember, dependable Honeywell controls mean satisfaction on the part of your home owner—your best insurance for the future. Minneapolis-Honeywell Regulator Company, 2655 Fourth Avenue South, Minneapolis 8, Minnesota.

IT'S THE PRODUCT BEHIND  
THE NAME THAT COUNTS

MINNEAPOLIS  
**Honeywell**  
CONTROL SYSTEMS

*Born with a 2000-year-old reputation...*



## EAGLE Ready-To-Use WHITE LEAD PAINT

Preferred painting material of American planners and builders since Thomas Jefferson's day, the 2000-year-old white lead formula is still unmatched for durability, beauty and economy.

Now you can specify a new, convenient form of pure white lead. It's more useful to your clients, easier to use for painters. We give you Eagle Ready-To-Use White Lead Paint, in gallon form, ready to open, stir and apply.

### White lead protection that's extra smooth!

The research staff of Eagle-Picher has given this marvelous paint a new plus—greater brushability, greater smoothness—and until you try Eagle RTU yourself you can't possibly know what we mean. It covers evenly, leaves practically no brush marks. Its flexible film clings fast despite wear and weather. It dries to a brilliant white gloss that doesn't crack or scale, but chalks gradually, actually preparing the surface for eventual repainting.

Eagle Ready-To-Use White Lead Paint comes in two forms: Primer Sealer Coat and Outside White Finish Coat. One, two and five gallon pails. Made by a company with 103 years of experience. You can recommend Eagle RTU with full confidence.

### THE EAGLE-PICHER COMPANY

Cincinnati, (1), Ohio

Member of the Lead Industries Association



## EAGLE PURE WHITE LEAD



### TWO FORMS:

**Ready-To-Use, and Paste  
ground in pure linseed oil**



### Tile Council Election

THE Tile Council of America has elected Charles H. Burchenal to serve during 1946 as chairman of the Advisory Committee, the directing body of the Council.

Burchenal, president of the Cambridge Tile Mfg. Co., Cincinnati, succeeds Norris E. Phillips, vice president of the Olean Tile Co., Olean, N.Y., who has served as chairman for the past year, and who remains as a member of the Advisory Committee.

V. M. Alexander, president of the National Tile & Mfg. Co., Anderson, Ind., was elected to the Advisory Committee. In addition, the following were re-elected to that Committee: Davis A. Cable, president, United States Quarry Tile Co., Canton, Ohio; D. P. Forst, president, Robertson Mfg. Co., Trenton, N.J.; R. E. Jordan, Jr., treasurer, Mosaic Tile Co., Zanesville, Ohio; and R. J. Schroeder, president, Pomona Tile Mfg. Co., Los Angeles, Calif.

\* \* \*

### Association Name Change

CHANGE in the name of the Association of Gas Appliance and Equipment Manufacturers to Gas Appliance Manufacturers Association has been announced by H. Leigh Whitelaw, managing director.

At the same time, Mr. Whitelaw announced the appointment of Harold Massey as assistant managing director of the association. Massey was formerly associated with the American Radiator and Standard Sanitary Corp. in the sales, advertising, engineering, and design of automatic gas water heaters, boilers, furnaces, and conditioners.

\* \* \*

### Mullins Produces Sound-Slide Film

A SOUND-SLIDE film entitled "Free American Way" has been produced by the Mullins Mfg. Corp. to show how American industry can meet the challenge of changing times.

The film presents the story of American initiative and enterprise and uses the experiences of the company for concrete examples. A program enlisting the aid and cooperation of industry, labor and government is suggested.

The film, for use on standard 35 mm. sound-slide projectors, is available to any group wishing to show it.

\* \* \*

### Price President of Westinghouse

THE Westinghouse Electric Corp. has announced the election of Gwilym A. Price as president, succeeding George H. Bucher, who has resigned from that office. Under a recent amendment of the corporation's by-laws, Price, as president, will be the chief executive officer.

A. W. Robertson, who as chairman has been the corporation's chief executive officer since 1929, has reached retirement age. He was elected chairman of the board of directors and will continue as a member of the organization in a less active capacity.

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# WHITE-RODGERS Automatic Controls for heating

Specify White-Rodgers Controls for the homes you build, no matter what fuel or heating system you plan to install. With the wide range of White-Rodgers temperature and pressure controls you are assured of simpler installation, more dependable operation and the maximum of customer satisfaction. Write for catalog and installation data today.



**WHITE-RODGERS ELECTRIC CO.**

ST. LOUIS 6, MISSOURI

*Controls for Refrigeration • Heating • Air Conditioning*

**FINE**  
To look at—  
**FINER**  
To use!

Butt Chisel No. 60 has a hand-fitting, steel-capped handle of black and amber celluloid composition—the toughest non-metallic substance known.

One-piece blade and tang are forged from finest chisel steel—blade crossground for perfect bevels with straight lines—blade hardened and tempered full length.



These Stanley Chisels are made in all popular sizes from 1/4" to 2"

These fine chisels appeal especially to pattern maker, cabinet maker, interior trim carpenter. Some 56 factory operations go into every chisel produced.

Among the tools of the Stanley line, you will repeatedly see fine appearance and fine performance teamed up to earn not only first preference, but also gain increasing respect in a long life of usefulness. Like other Stanley Tools, these chisels are favorites where fine craftsmanship is essential. They are better tools—designed to produce better work. **STANLEY TOOLS, New Britain, Connecticut.**

**STANLEY**

THE TOOL BOX OF THE WORLD

(Continued from page 112)

**METAL VENTILATED AWNINGS AB3615**

A complete, modern unit that performs all the services required of an awning has been perfected by Kool Vent Metal Awning Corp. The scientific construc-



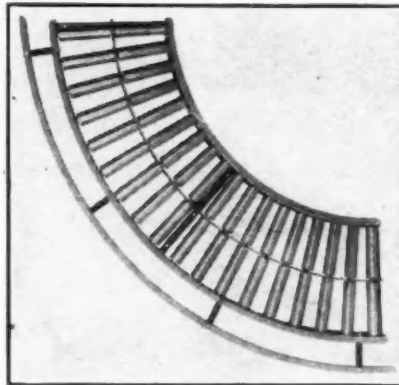
tion of the awnings permits the free circulation of air through the patented vents and louvers which carry off the solar heat as it is produced. The awnings are constructed of a series of separated rust-resisting aluminum or steel metal sheets with edges formed at right angles which overlap, yet leave free open space for heat to escape.

**NEW INSULATED WIRE AB3614**

A new Deltabeston appliance lead wire for use where both heat and moisture are a problem has been announced by General Electric Co. The wire is insulated with a moisture-resisting cellulose acetate wrap next to the conductor, a layer of felted asbestos and a lacquered glass braid over-all covering. It is designed for use with appliances and equipment such as sterilizers, etc., where medium high temperatures and moisture are to be found. Its maximum operating temperature is 125 degrees C. It is available in white, red, green, blue, brown or black. The color of the over-all glass braid is permanent.

**GRAVITY ROLLER CONVEYORS AB3603**

New conveyors, manufactured by Lyon Metal Products, Inc., have a large number of industrial uses for the han-



dling and transportation of cartons, bales, packages, and other types of merchandise. Each item is a complete unit.

(Continued to page 126)



**AMERICAN FLURESIT**

**MASONRY WATERPROOFING PRODUCTS**

Nationally Advertised in The Saturday Evening Post

FOR WATERPROOFING DAMP-PROOFING & DECORATING POROUS MASONRY

**CONCRETE CEMENT BLOCK BRICK and STUCCO**

**WALLS**

Inside or Outside

Apply with Brush or Trowel

Submit your problems and measurements to our Engineering Department for estimate. Write today for complete descriptive booklet on American Fluresit Products and their uses.

The AMERICAN FLURESIT CO., Inc. 635 ROCKDALE AVE., CINCINNATI 29, O.



**BUY U. S. SAVINGS BONDS**

**Tailored homes**



**PLAN BOOK**

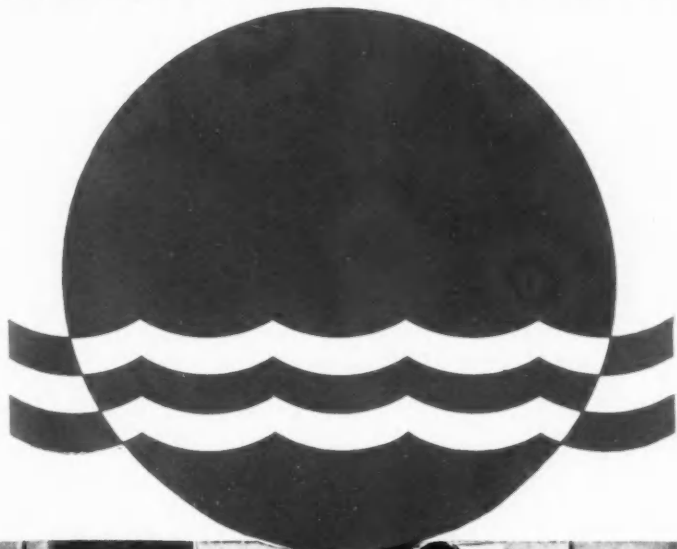
Sketches of 69 floor plans of small one-story houses with 72 exteriors styled Colonial, English, Spanish and Moderne. Several to many of these exteriors can be used with each floor plan making possible HUNDREDS of COMBINATIONS of plans and exteriors! Sample copy \$1.00. Cash with order. Limited supply.

**H. P. JONES**  
486AB Brandeis Theater Bldg., Omaha 2, Nebr.

# Let this Mark of Merit be your guide

## when you *specify* heating and plumbing products

It identifies products that are designed and engineered to give long, efficient service



Your best guide to health and comfort when you select or specify bathroom fixtures is the American-Standard Mark of Merit. It identifies the finest . . . yet products bearing this Mark of Merit cost no more.



And families pay no more for kitchen sinks and laundry trays that carry this famous Mark of Merit. It says they're designed to make housework lighter — your kitchen brighter.



Be sure you're right when you select or specify winter air conditioners or warm air furnaces. When they bear the American-Standard Mark of Merit you're assured of less worry, less work, less money for operation and upkeep.



You want assurance of health and comfort when you select radiator heating for your buildings. That's what you get when you select or specify time-tested, performance-proved American-Standard units.

ONE of the most important decisions you have to make is the choice of heating equipment and plumbing fixtures. When you specify, be *sure*. And you are *sure* when you select or recommend products that bear the familiar American-Standard Mark of Merit. You are *sure* of the finest in design, quality and efficiency . . . for American-Standard Products are backed by many millions of dollars spent in research. Time-tested and performance-proved, they have been Serving the Nations' Health and Comfort for more than half a century. Yet they cost no more than others and are available for modernization jobs on our convenient FHA Time Payment Plan.


For information, contact your Heating and Plumbing Contractor. American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.





# How to both sides




**Couple want to build a home.** (1 out of every 3 Post-reading families plans to buy or build a home.) Even after they've settled their own differences on style and arrangement, they may hold up the deal until they're **BOTH** sure they're getting their money's worth in living comfort and resale value.

sell  
of the house



**Post-reading couples** may not know the fine points of construction, but both husband and wife do know brand names. In issue after issue, they see advertisements for furnaces, wallboard, fixtures, and a host of other things that go into a home. (People LIKE to read ads in the Post—far more than in any other magazine.) That means they're presold on the brands they know.

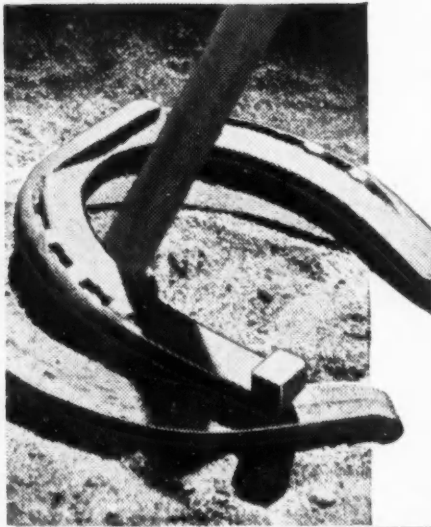


**That's why it's wise** to feature products advertised in the POST (where advertising reaches BOTH sides of the house). When plans call for plenty of familiar, respected Post-advertised brands, couple reach agreement quickly . . . the sale is made. (And it's a profitable sale. Post readers have incomes well above average. They can afford more of the better things in life.)

**IT PAYS TO  
HAVE THE POST  
PAVE THE WAY**

THE SATURDAY EVENING  
**POST**





**A Two Ringer!  
EFFICIENCY ON TOP OF  
QUALITY!**

The builder who can toss a couple for himself is pretty likely to win the game.

**ABESTO COLD ADHESIVES** build a roof that will give long-term service and satisfaction at a reasonable cost. **THAT'S QUALITY!**

**ABESTO COLD ADHESIVES** mean a job that saves equipment cost, up-keep, and operation expenses—lowers fire and workman insurance—and lays a roof in less time with less labor. **THAT'S EFFICIENCY ON TOP OF QUALITY!**

Write for our free specification sheets which show diagrams, material lists, and complete instructions for various roof constructions using Abesto Adhesives.



**ABESTO**  
Manufacturing Corporation

Dept. 37 Michigan City, Indiana

(Continued from page 122)  
packaged and priced per each, simplifying selling, ordering and stocking.

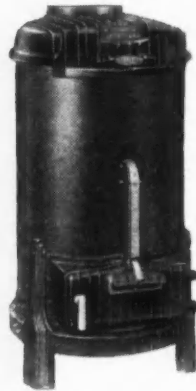
Although these conveyors are essentially a piece of industrial equipment, their use is not confined to factories or shops. They are also employed in level sections for assembly and packaging operations.

**NEW FLOOR FURNACE AB3601**

For use in smaller homes or homes without basements, the H. C. Little oil burning floor furnace features compact factory assembly and a vaporizing oil burner with exclusive electric ignition and automatic operation. Unit is shipped ready to install, with the burner and all controls included. Available in two sizes.

**AUTOMATIC DRAFT REGULATOR AB3613**

The Locke Stove Co. has placed on the market a thermostatic draft regulator for use on Warm Morning coal heaters. The new regulator is simple, very easy to install and operate, and keeps the heater burning just at the rate desired with a minimum of attention. In addition to the added convenience, the regulator is designed to save fuel and give greater comfort by providing more even temperatures. The only tools needed to install the regulator are a screw driver and a pair of pliers.



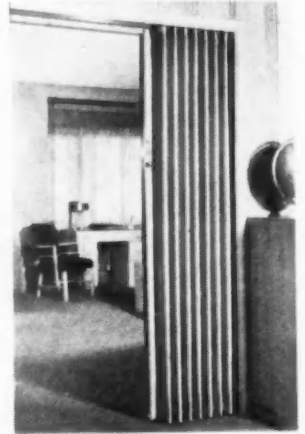
**NEW ANTI-RUST COATING AB3617**

An anti-rust coating which is a primer and finisher combined has been developed by The Dolphin Paint & Varnish Co., and will be marketed as Dolfinite Anti-rust Coating. These coatings are a combination of selected pigments and vehicles or oils of the highest rated rust prohibitive qualities, that penetrate through the loose surface rust into the pores of the metal for proper anchorage and adhesion, thereby checking and preventing any further rust progress.

Of ready-to-brush consistency, in ample variety of attractive colors, they may be applied by either brush or spray. Sand blasting of the surface before applying seldom will be found necessary.

**ACCORDION TYPE DOOR AB3616**

New Castle Products have improved the Modernfold door, with the result that failure of parts will be practically eliminated and the covering fabrics will be fire resistant, mildew proof and have greatly increased resistance to abrasion. The door will be virtually the same in appearance, with the exception of improvement of the hardware.



inated and the covering fabrics will be fire resistant, mildew proof and have greatly increased resistance to abrasion. The door will be virtually the same in appearance, with the exception of improvement of the hardware.

**ELECTRIC HAMMER-DRILL AB3609**

A new tool by Wodack Electric Tool Corp. is an electric hammer for drilling holes in concrete and masonry, also for chipping and other hammering jobs.



With hammer member removed, the "Do-All" is a full ball bearing electric drill. It becomes a portable electric grinder and buffer by inserting an arbor in the chuck, and mounted on its grinding stand it is a stationary power tool.

**CHECK NUMBERS AND MAIL COUPON FOR INFORMATION**

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

NAME..... ADDRESS.....

CITY..... STATE.....

- |        |        |        |        |        |        |
|--------|--------|--------|--------|--------|--------|
| AB3601 | AB3602 | AB3603 | AB3604 | AB3605 | AB3606 |
| AB3607 | AB3608 | AB3609 | AB3610 | AB3611 | AB3612 |
| AB3613 | AB3614 | AB3615 | AB3616 | AB3617 |        |



# free to architects!



## New full-size details of both lines of Pittco Metal

HERE'S a planning tool you're sure to find useful in the building and renovating days ahead. It's an A.I.A. file containing full-size details of the varied mouldings, sashes, sills, jambs, heads, bars, bands, transom bars, and awning bars in the Pittco De Luxe and Pittco Premier Store Front Metal lines. These drawings will bring your files up to date. They show how the pieces should be installed with various types of building materials and indicate some of the many attractive combinations in which they can be assembled. You can easily trace the shapes onto your own drawings.

Inquiries from architects and clients indicate a

great interest in both lines of Pittco Metal, not only for use in store fronts, but also in store interiors, hotel and theater lobbies and corridors, laboratories—wherever smart-looking metal trim is desired.

Whether you are using Pittco De Luxe—the distinctive metal for high quality installations—or Pittco Premier—the lightweight, moderately priced line of Pittco Metal, you will want the portfolio of drawings shown above. To get it, return the coupon below. There is no obligation.

# PITTCO

## STORE FRONT METAL

Pittsburgh Plate Glass Company  
2112-6 Grant Building, Pittsburgh 19, Pa.  
Please send me, without obligation, the free A.I.A. file of Pittco Store Front Metal details.

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



"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

# Modern now . . . but wi



### Tried . . . Proved . . . SUCCESSFUL

From Boston to San Diego . . .  
 . . . From Bismarck to Miami

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

"NO. 5 JEFFERSON LANE"—a home for good living designed for *Good Housekeeping Magazine* by architect Cameron Clark of New York City. One of a group of landscaped scale models in *Good Housekeeping's* "Homes America Wants" exhibit.

# will your new homes stay that way?

**You can offer clients *lasting* modernity with **Servel All-Year Gas Air Conditioning****

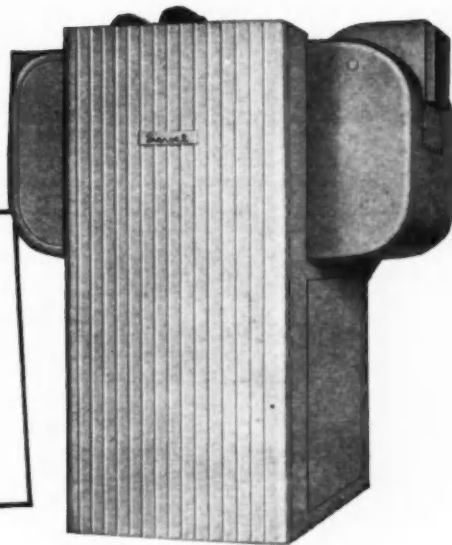
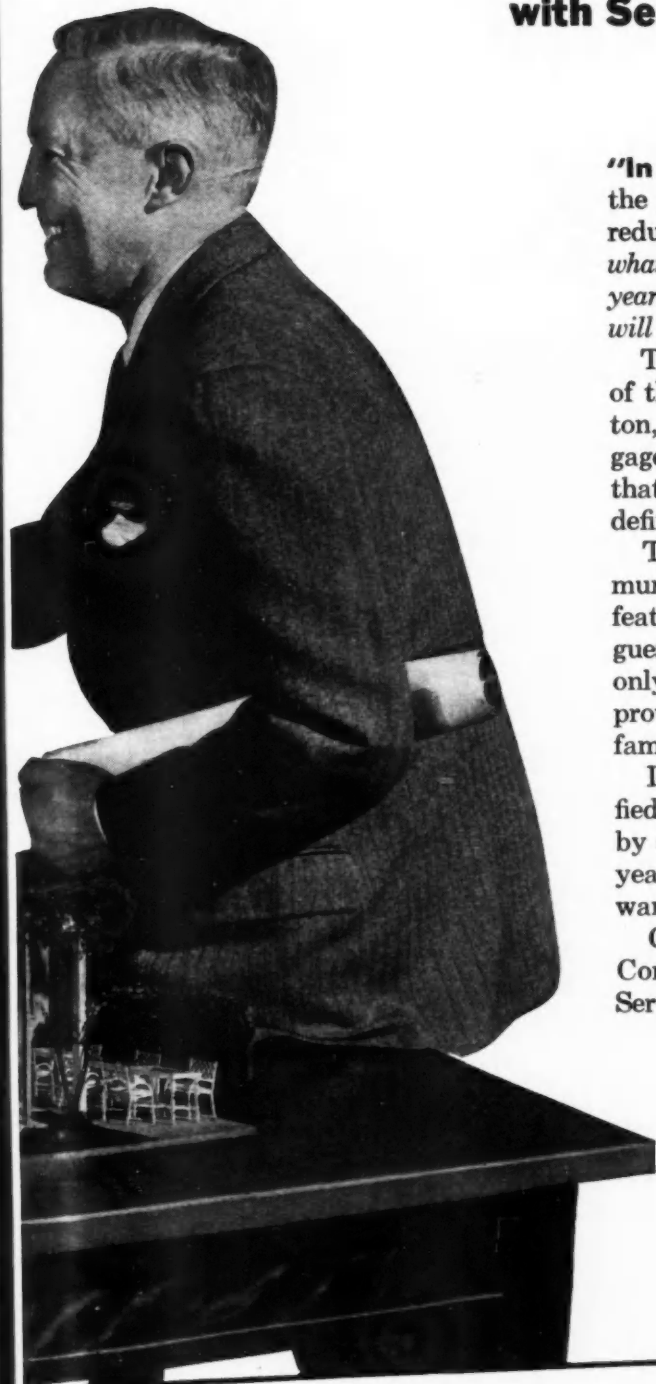
**"In addition to providing comfort** every day of the year, *All-Year Gas Air Conditioning* will help reduce the obsolescence rate of homes. *No matter what new developments are perfected in the next twenty years, the home with All-Year Gas Air Conditioning will be more up-to-date.*"

These are the words of Mr. E. C. Balz, Secretary of the Perpetual Building Association of Washington, D. C. His opinion is echoed by leading mortgage loan officers all over the country, who agree that *Servel All-Year Gas Air Conditioning* will definitely keep homes modern longer.

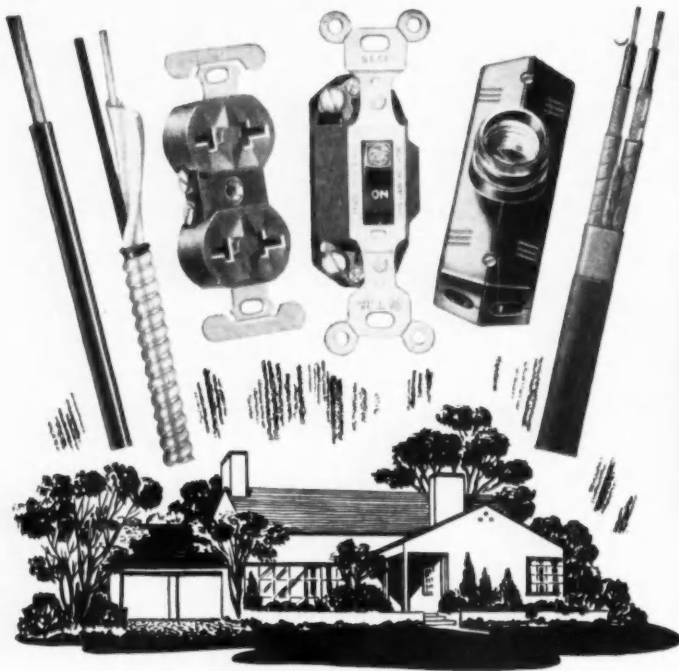
They point out, too, that homeowners get maximum "use value" from the *Servel* equipment. Many features considered essential in the modern home—guest room, laundry, extra bathroom—are used only intermittently. But the "new quality of living" provided by the *Servel* unit is enjoyed by the whole family every day in the year.

In winter they luxuriate in clean, properly humidified, draft-free heat. In summer they are refreshed by cool, clean air, freed from sticky humidity. The year round they can choose just the climate they want indoors with a touch of the central "Selectrol."

Get full information on *Servel All-Year Gas Air Conditioning* from your Gas Company, or write *Servel, Inc.*, 1603 Morton Ave., Evansville 20, Ind.



**Servel**  
*All-Year* GAS AIR CONDITIONER



FOR  
*Added Sales Appeal*  
INSTALL

## G-E WIRING MATERIALS

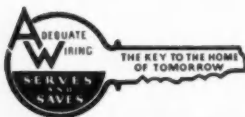
Choose G-E wiring devices, cables and wire for the electrical wiring systems in the houses you build. They are high quality materials and will add to the value of your houses. Your customers know the G-E monogram stands for high quality and dependability. The use of wiring materials carrying this monogram will automatically provide extra sales appeal. The G-E wiring materials line is complete including conduits, building wires, BraidX, BX, boxes and fittings, standard wiring devices and Moncor surface wiring devices.

For further information, see the nearest G-E Merchandise Distributor or write to Section D-365-80, Appliance and Merchandise Department, General Electric Co., Bridgeport, Conn.



**WIRE  
ADEQUATELY**

B. A. McDonald, electrical supt. N. Y. Fire Insurance Rating Organization, Rochester, N. Y., says, "Wire for tomorrow and wire adequately. Advances in the use of electricity demand that we provide a safe, convenient and adequate outlet for such use."



BUY WAR BONDS AND HOLD THEM

**GENERAL ELECTRIC**



## *Any House is a Better House* WITH **CONCRETE FLOORS**

Any house, whether built of concrete, brick or frame, can have the advantages of a firesafe, sag-proof concrete subfloor. And nothing that a contractor can build into *a house of any material* will give the owner more in firesafety, structural stability and security or contribute more to durability, low maintenance expense, *low annual cost*.

### Conserve Scarce Materials

Use of concrete for walls, floors and partitions and cement-asbestos for roofs will help conserve other building materials which are in limited supply and thus permit a larger volume of urgently needed housing to get under way without delay.

### Tell Your Customers

The fact that concrete materials are readily available will interest prospective home builders, business men, industrial plant engineers, farmers and others in every community. Advertise this fact to your customers now in every possible way.

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

## **PORTLAND CEMENT ASSOCIATION**

Dept. 3-3, 33 W. Grand Ave., Chicago 10, Ill.

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

# Announcing.....

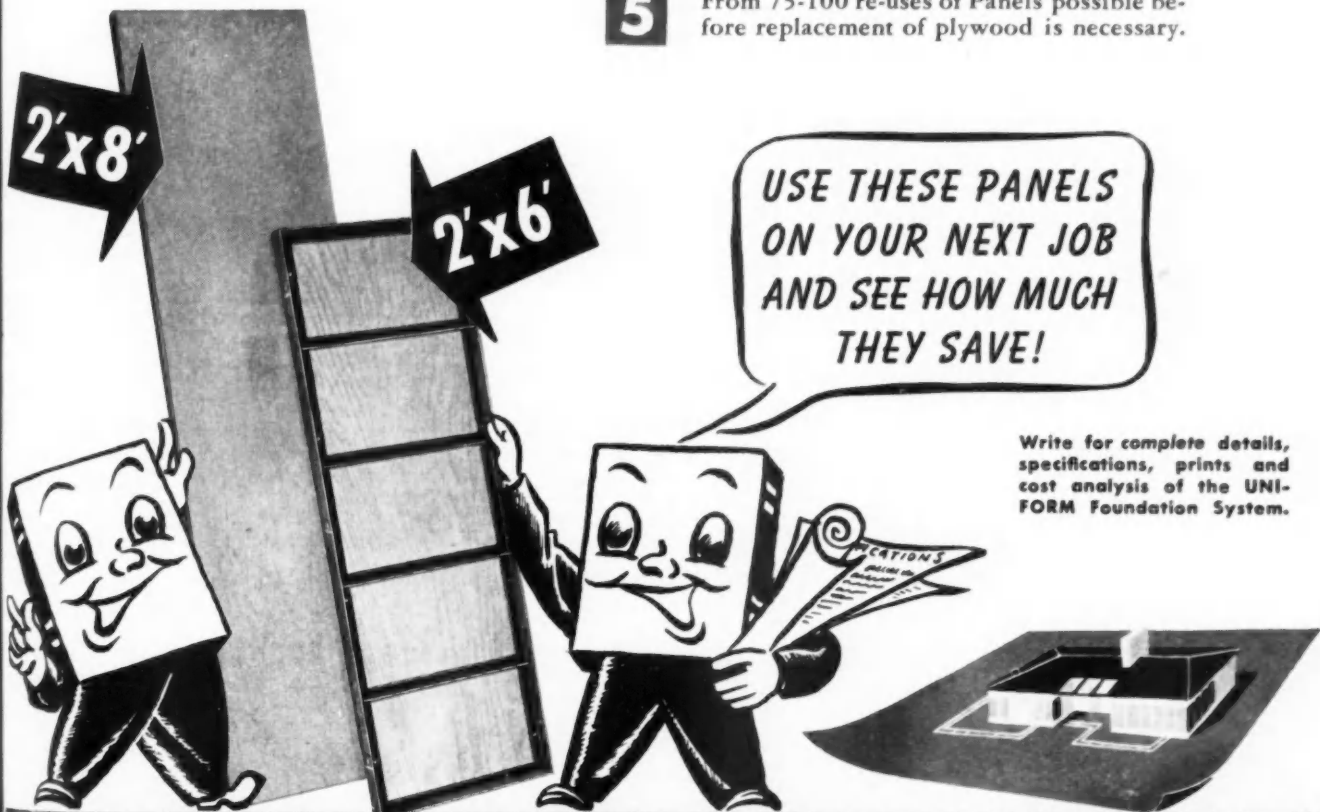
## the NEW UNI-FORM FOUNDATION PANEL

UNI-FORM Foundation Panels bring concrete and residential contractors a cheaper, faster and better method of foundation forming by providing low cost, ready-to-use forms which are faster to erect, require alignment on one side only, assure smooth concrete surfaces and are easier to strip.

No assembly of parts is necessary . . . Panels are ready to be locked together with the UNI-FORM Tie which provides accurate forming and positive spreading.

Check these features:

- 1** Faster erection, easier stripping, and alignment on one side only.
- 2** Simplified method of forming corners and pilasters.
- 3** Accurate forming and positive spreading with the UNI-FORM Tie. Milled tie slots prevent seepage, assure tight forms and smoother concrete surfaces.
- 4** Panels are made of steel angles, welded into rigid frames with  $\frac{3}{4}$ " plywood facing. Three sizes: 2'0" x 8'0", 2'0" x 7'0" and 2'0" x 6'0".
- 5** From 75-100 re-uses of Panels possible before replacement of plywood is necessary.



Write for complete details, specifications, prints and cost analysis of the UNI-FORM Foundation System.

# Universal FORM CLAMP CO.

Founded 1912—Concrete Form Specialists for 34 Years  
Concrete Forms, Form Ties, Form Systems, Reinforcing Steel Supports

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BETTER SERVICE WHEREVER YOU BUILD





Modernized 11 years ago, this interesting combination of SEAPORCEL\* in various colors, is as modern today as it was on the day of installation, retaining all its newness, sparkle and cleanliness. It has proved color fast and durable regardless of weather conditions.

The SEAPORCEL process of fusing ceramic coating into its metal base at 1550°F., combined with selection of the finest available materials, results in a facing material of enduring satisfaction.

Available in practically any shape, color, shade or type of finish, SEAPORCEL gives the architect or designer almost unlimited latitude in creating building surfaces, sign-faces, signs, letters. Ease of cleansing keeps maintenance cost to a negligible item.



Write for information today—No obligation

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

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

**SEAPORCEL PORCELAIN METALS, INC.**

Formerly Porcelain Metals, Inc.

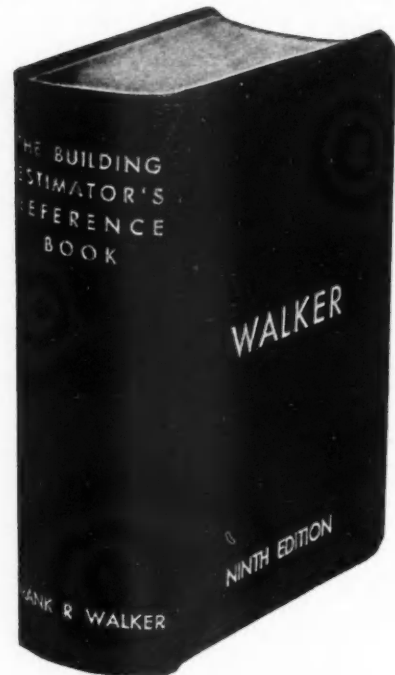
28-00 BORDEN AVENUE, LONG ISLAND CITY 1, N. Y.

**Seaporcel**

## The Building Estimator's Reference Book

### Will Help You

1. Increase Your Profits
2. Stop Your Losses
3. Prepare More Accurate Estimates
4. Save Your Estimator's Time
5. Perform Your Work at the Lowest Possible Cost



This New Guide contains just the information you need to prepare your estimates quickly and accurately. It gives the correct method of measuring and listing quantities from the plans, together with accurate material quantities and the labor hours necessary to complete any class of work.

Regardless of whether you do alteration, remodeling or repair work; or whether you build houses, apartments, commercial or industrial buildings—large or small—it contains just the information you require to prepare money-making estimates in the shortest possible time and with the least possible effort.

1,678 pages, illustrated, index, 4½ x 6½, flexible, \$10.00.



### Vest-Pocket Estimator

Size 2½ x 5 Inches—Flexibly Bound

**FREE**

This popular little book (not sold separately) contains 220 pages of up-to-the-minute estimating and cost data in condensed tabular form for ready reference. Fits right in the vest pocket and is always with you on the job or in the office ready to help you with your daily problems. Worth its weight in gold to every contractor and estimator.

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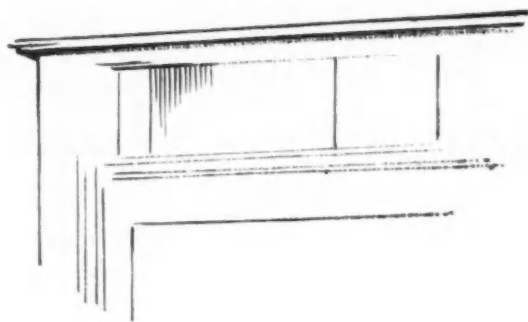
**AMERICAN BUILDER and BUILDING AGE**

30 Church Street,

New York, N. Y.



**step up with color!**



The colors which distinguish a P&L color-planned home were developed and selected only after intensive laboratory research and actual test-use in over 1,000 residential units. So that you may gain maximum sales appeal with these advanced colors, Pratt & Lambert decorative service and color counsel will be available to you without obligation.

As soon as necessary raw materials are released, you can "step up with color". Ready today, are the new P&L Painting and Varnishing Specifications, covering high-grade, medium-price and low-cost homes. Write for yours now! Pratt & Lambert-Inc., 80 Tonawanda Street, Buffalo, N. Y.

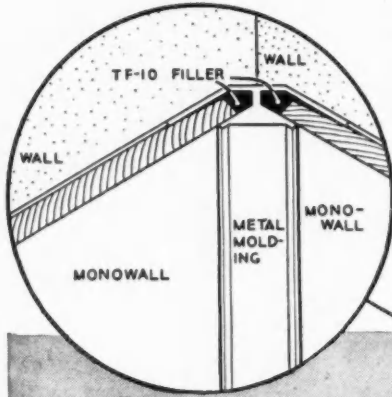
**PRATT & LAMBERT**  
 paint and varnish

IN THE busy days ahead, anxious home-buyers, quick to appreciate a house with refreshing individuality, will select a P&L color-planned home! This will not be the ordinary made-to-supply-the-demand house, but a choice home with all the appeal and warmth that modern decorative color can create.

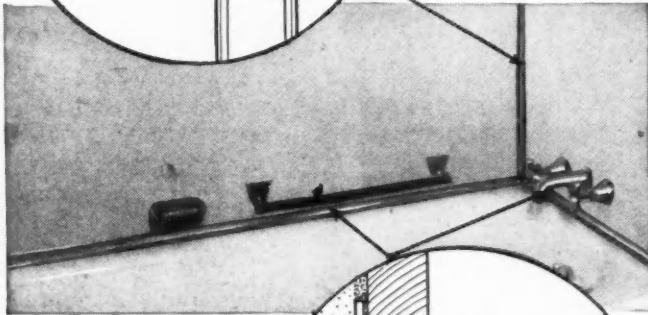
P&L color-planned homes reflect the good taste of authoritative colors which are definitely different from the common run of colors. As your prospects enter a new home these colors will stimulate the enthusiasm favorable to a quick and profitable sale.

# It's easy to install MONOWALL

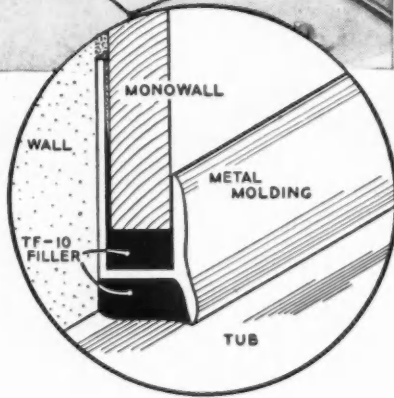
How to waterproof around a tub . . .



**Corners.** A sufficient amount of Armstrong's TF-10 Filler is filled into the grooves of the inside corner channels so that when the Monowall panels are affixed to them the cement will ooze out slightly from the metal channel.



**Around the tub.** Armstrong's TF-10 Filler is laid in a continuous string on the tub ledge against the wall where the tub channel will be placed. The full length of the tub channel groove is then filled with the Filler.



**J**OINTS and edges on which water splashes or stands can be waterproofed easily on a Monowall job by using Armstrong's moldings and Armstrong's TF-10 Filler.

Lightweight, colorful Monowall is the modern way to finish walls of bathrooms, kitchens, and commercial interiors where easy cleaning is important. Send for free Monowall samples and folder giving complete instructions on "How to Install Armstrong's Monowall." Armstrong Cork Co., Building Materials Div., 1603 Lincoln St., Lancaster, Pa.



Monowall is a registered trade-mark.

## ARMSTRONG'S MONOWALL

Made by the makers of Temlok Insulation—Sheathing, Lath, De Luxe Interior Finish

## BENNETT FIREPLACE UNITS ARE MADE IN TWO TYPES...



Photo by Fred R. Dapprich

**. . . offer a sound and profitable solution to new building requirements.**

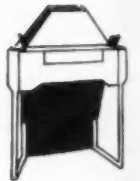
New building requirements demand two distinctly different fireplace units for smoke-free operation. Bennett makes them both.

### BENNETT

#### *Fresh-Aire*

#### FIREPLACE UNIT

Designed especially for tightly constructed, fully insulated, weather-stripped homes. Under these conditions a *Fresh-Aire Unit* gives benefits impossible with a recirculating type. Heats and circulates fresh air from outdoors.

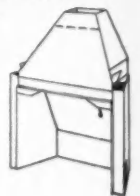


### BENNETT

#### *Warm-Aire*

#### FIREPLACE UNIT

This recirculating type is recommended particularly for camps, cottages, and southern homes without central heating. Cool air is drawn from the floor of the room through intake grilles into the heating chambers.



Both types permit unlimited freedom to design the mantel. And, both types are guaranteed to provide evenly distributed, circulating warmth—without a trace of smoke.



*Flexscreen*  
REG. U. S. AND CANADA PAT. OFF.  
For sheer beauty and full protection—every fireplace should have a *Flexscreen*—the safety fireplace curtain.

Send for Bennett Fireplace Catalog—or see Sweet's



**BENNETT-IRELAND INC.**  
346 MARKET STREET NORWICH, N. Y.



# METAL HAND RAILINGS



*combine  
beauty with  
serviceability!*

"So much from so little" . . . that's the story of metal hand railings.

Smartly designed and fabricated from either ferrous or non-ferrous metals, a metal hand railing can do much to improve the whole appearance of a building, a hallway or a room. Metal hand railings not only add a note of distinction to your building, but they also offer increased strength and provide a welcome safety factor.

Metal hand railings, like the many other products of architectural metal work, can be fabricated to meet your specific requirements both as to design and material. Be sure to include them in the new buildings you plan.

The manufacturers and fabricators of metal hand railings, stairs, entrances, grilles, and other metal work, are anxious to work with you on your new building projects. Write today for a Directory containing names and addresses of Leading Fabricators.

We also have available for architects a new 32-page Handbook on Metal Stairs and Railings. If you wish a Free copy of this helpful book, write on your business letterhead. Address Dept. B-3.

**NATIONAL ASSOCIATION OF  
ORNAMENTAL METAL  
MANUFACTURERS**

209 CEDAR AVE., TAKOMA PARK WASHINGTON 12, D.C.



**MODEL 80**  
**8" Blade**  
**2½" Cutting Capacity**

**FAST AND ACCURATE**—High speed motor reduces sawing time. Quick, accurate cuts assure square board ends and better fitting members.

**EASY TO HANDLE**—light weight—perfectly balanced—easily adjusted for depth and bevel cuts. Excellent for sawing in close quarters.

**VERSATILE**—can be used for cross-cutting, ripping, multiple cutting and bevel cuts to 45 degrees. Also operates an abrasive wheel for cutting non-ferrous metal, cutting and scoring tile, stone and concrete.

**RUGGED CONSTRUCTION**—large, extra-powered heavy duty motor. Lightweight housing designed to withstand abuse. Available for 110-volt A.C. or D.C. or 220-volt A.C. or D.C. Also 12" model with 4½" cutting capacity.

Ask your dealer for MallSaws, MallPlanes, MallDrills, and Mall Concrete Vibrators or write for literature and prices.

**MALL TOOL COMPANY**

7737 South Chicago Ave., Chicago 19, Ill.

★ 25 Years of "Better Tools For Better Work."



**CERTIGRADE**  
TRADE MARK  
*Red Cedar*  
**SHINGLES**

**ON ALL GRADES**

A LABEL SIMILAR TO THIS, DESIGNATING GRADE AS NO. 1, NO. 2 OR NO. 3, IS ATTACHED TO ALL CERTIGRADE SHINGLES

*Inspected... Certified*

**RED CEDAR SHINGLE BUREAU**

**Right Under the Band-Stick**



WHEN YOU SEE the Certigrade inspection label under the band-stick of a bundle of Red Cedar Shingles, you know that it is guaranteed by the leading shingle mills of the West as being absolutely up to grade. Your assurance of Quality!

Write for free application blueprints, which show recommended uses on roofs and sidewalls.

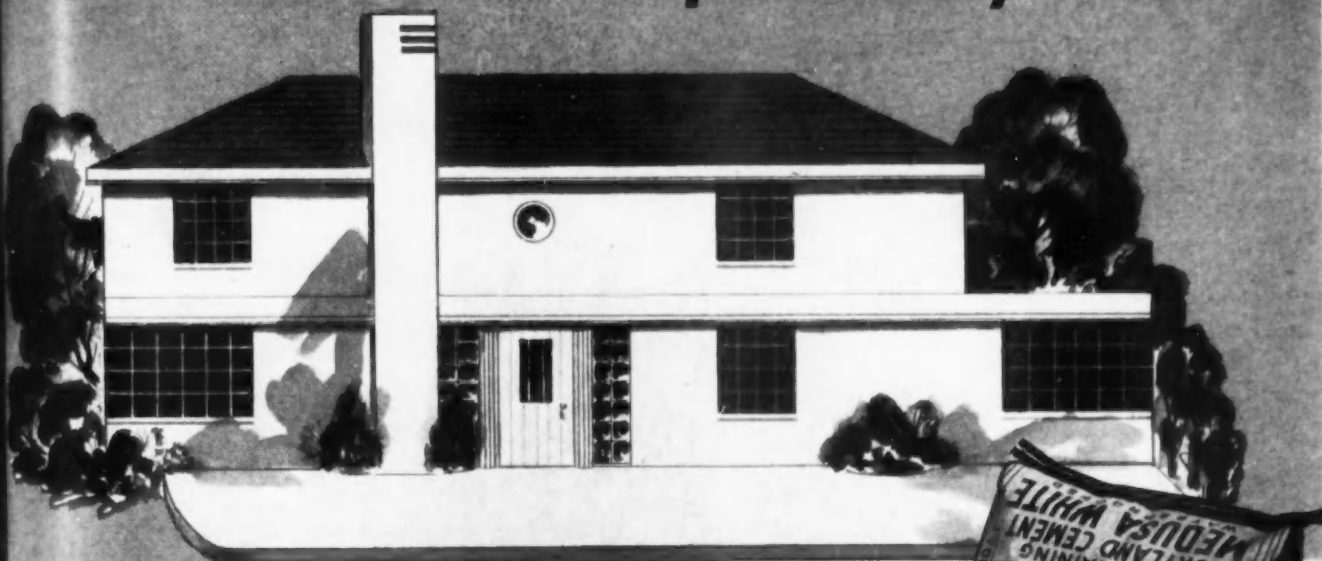
**RED CEDAR SHINGLE BUREAU**

5508 WHITE BUILDING, SEATTLE 1, WASHINGTON, U. S. A.  
 METROPOLITAN BUILDING, VANCOUVER, B. C., CANADA



*Red Cedar*  
**SHINGLES**

# STUCCO can be permanently beautiful



Stucco holds the title as the oldest and most popular exterior finish. But the stucco used in tomorrow's homes — be they ultra-modern, modern or traditional — will be vastly superior if it's made with Medusa Waterproofed Gray Portland Cement in the first and second coats and Medusa Waterproofed White Portland Cement in the finish coat.

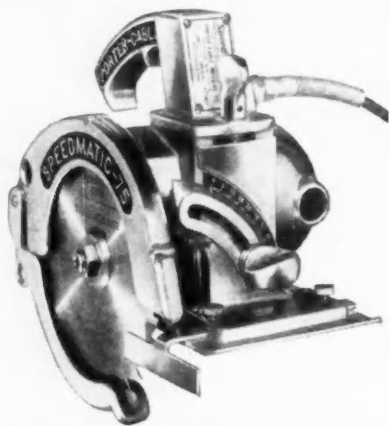
Medusa waterproofing ground in with the cement during manufacture is uniformly distributed throughout the stucco and lasts its lifetime. It repels all water at the surface, guarding against moisture penetration and freezing and against efflorescence, that unsightly alkaline surface deposit. Rain washes dirt from the Medusa waterproofed stucco surface, rather than carrying it by absorption into the stucco, causing stain. Yes, stucco can be permanently beautiful. To assure your stucco home being permanently beautiful, write for "A Guide to Finer Stucco", a copy is yours for the asking.

**MEDUSA PORTLAND CEMENT COMPANY**  
1002 Midland Building • Dept. B • Cleveland 15, Ohio



Use Medusa **SPECIAL CEMENTS** for special work

# Speedmatic



FOR EASIEST  
SPEEDIEST SAWING  
 Use the  
**ONE-HAND Saw!**

One-hand sawing is a reality with SPEEDMATIC. It's the result of a perfectly balanced unit with a scientifically centered handle, a firm-setting, broad shoe, and a blade that cuts at 7,000 rpm.—so fast that it practically feeds itself! The oversize motor delivers ample power for any job you'll ever call upon this mighty SPEEDMATIC to do. You know you'll need power-sawing to meet postwar competition. Make sure you have SPEEDMATIC power-sawing on the job to save money, men and materials!

## TAKE ABOUT THE DUSTLESS SANDER

Perfect balance in a speedy, hard-biting sander that'll give you micro-smooth finishes in short time at low cost!



### Also—SPEEDMATIC FLOOR MACHINES

- Type F-89 Sander
- Type CF-12 Sander
- Rotary Disc Edgers

Write today for information on any of these essentials to modern building.

## PORTER-CABLE MACHINE COMPANY

1721-3 N. Salina St., Syracuse 8, N. Y.

Now -  
**NATIONALLY ADVERTISED**  
*from COAST to COAST*

AMERICAN HOME  
 AMERICAN BUILDER  
 THE SATURDAY EVENING POST  
 THE GREATEST PAPER

# INSL-COTTON

America's ORIGINAL  
 Flame-Proof, Fire-Retarding Cotton  
**INSULATION**

Advertising in leading national magazines reaching more than 5,791,075\* people is opening up a nation-wide market for Insl-Cotton insulation. Its story goes into the heart of America's better homes from Main Street to Park Avenue... it reaches over 63,401\* distributors, dealers, architects and contractors. Readers from coast to coast are being told that Insl-Cotton is the ORIGINAL flame-proof, fire-retarding cotton insulation... that it is manufactured in the largest bedding plant in the world... that it is one of the most efficient insulations on the market today.

\*Latest circulation statements of publishers.

### INSL-COTTON'S National Advertising PUTS DOLLARS IN YOUR POCKET

Insl-Cotton's national coverage puts dollars in your pocket because it is creating a ready acceptance and demand for Insl-Cotton... it is creating millions of potential customers... it is a powerful salesman knocking on the doors of the nation to help you sell more Insl-Cotton. Cash in on greater sales with Insl-Cotton...

- ✓ FLAME-PROOF
- ✓ EASY TO INSTALL
- ✓ EFFECTIVE
- ✓ HARMLESS
- ✓ MOISTURE RESISTANT
- ✓ VERMIN RESISTANT

**CERTIFIED** by the U. S. Government—no other insulation except flame-proof, fire-retarding cotton insulation made under Federal supervision can make this claim. Insl-Cotton exceeds technical requirements for approved insulation in FHA, FPHA, and HH-I-528 specifications.

**DEALERS... DISTRIBUTORS**—Some franchises still open for competitively priced Insl-Cotton. Write today for details.

### INSL-COTTON DIVISION

Taylor Bedding Mfg. Company

The Originators of Flame-Proof, Fire-Retarding Cotton Insulation

TAYLOR, TEXAS

### Mail this Handy Coupon

INSL-COTTON DIVISION  
 Taylor Bedding Mfg. Co., Taylor, Texas.  
 Gentlemen:

Please send specifications and full information on INSL-COTTON

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

Check here:  Distributor  Architect  Contractor.

This photo appears in 4 glorious colors, in our full-page Kentile ad, in the March issue of House Beautiful. It's one of a series of consumer ads your prospects will read.



*Point to*

**KENTILE**

*... on those basement floors!*

You'll point with pride to all the modern, new ideas incorporated in the homes you build. So point to Kentile, too, on basement floors, in dinettes and kitchens and enclosed porches. Kentile is part of tomorrow's way of living—part of the modern home life folk want to see today! And what a practical, smart, altogether wonderful flooring it is:

1. **It's handsome**—in its wide range of cheerful, smartly styled colors
2. **It's adaptable**—its easy-to-handle squares fit into any design, any floor plan
3. **It takes punishment** without wear; shrugs off scuffs, nicks and stains
4. **It lasts practically the life** of the house

itself (dramatic evidence: Kentile floors in Radio City are good as new, today, after 15 years hard wear)

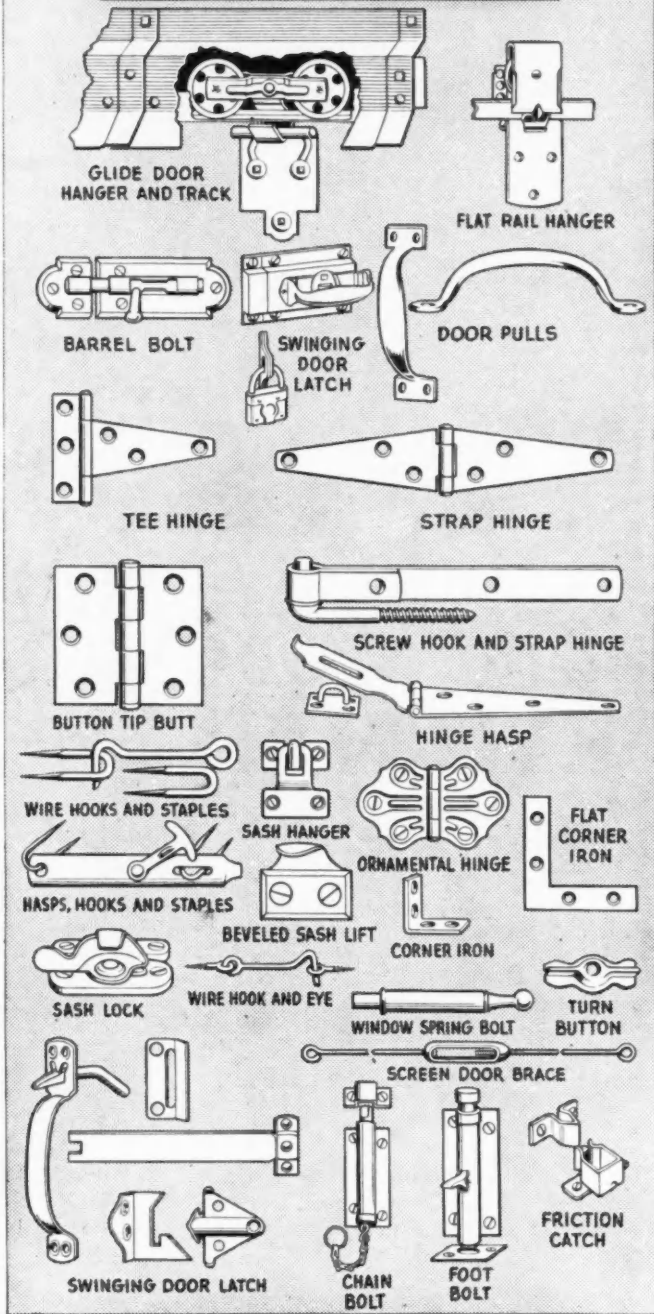
5. **It's moisture proof**—the only type of flooring to put over concrete that is in contact with earth

6. **It washes with soap and water.** Its colors stay true. And they go all the way through.

Kentile will add to the eye and buy appeal of any home you build. It's a product of sound reputation and proven worth. May we send you the full Kentile story, as we're telling it in our big color booklet? And may we help you in your flooring problems? An inquiry puts you under no obligation.



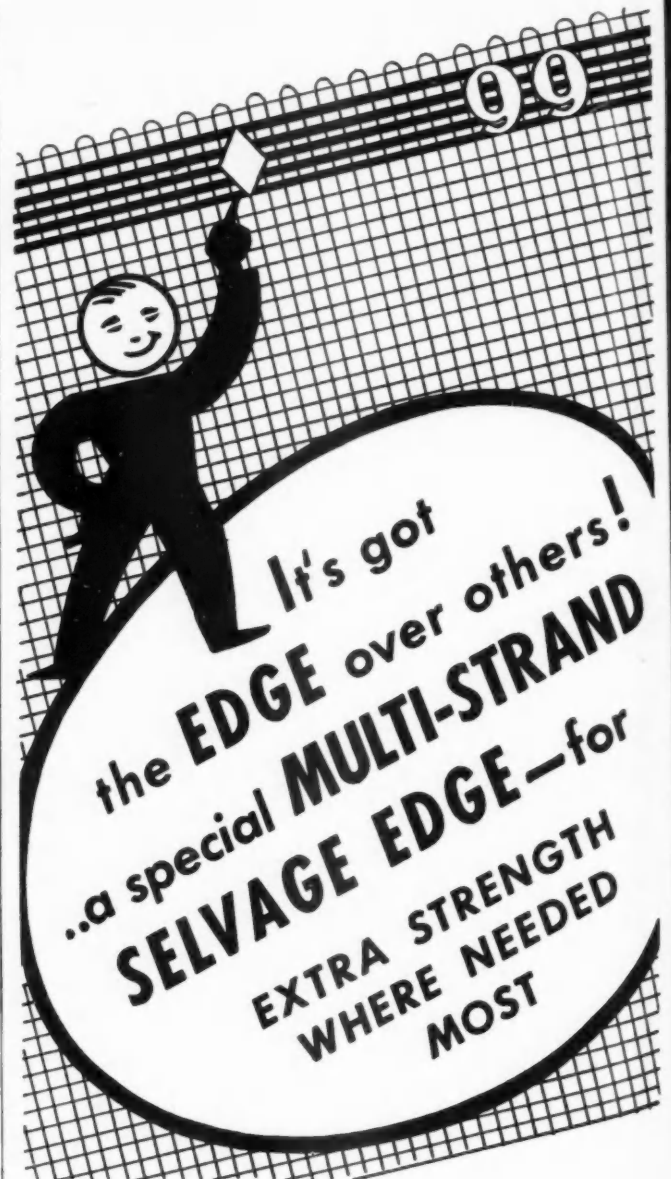
**Here's QUALITY AND EYE APPEAL**



Install Frantz *Guaranteed* Builder's Hardware... let the "built-in" convenience features, quality workmanship and materials verify your judgment... let Frantz create satisfied customers.

**FRANTZ**  
*Guaranteed* BUILDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS



When you choose wire screening, be sure you select the MULTI-STRAND patented edge and get extra strength where needed most.

The Multi-Strand edge is an exclusive feature of the New York Wire Cloth Company. Ask for OPAL, zinc coated; LIBERTY BRONZE; and ALDURA, the new aluminum screening, made from Alcoa Alclad Wire.

A *must* for good new construction—equally essential for high grade repair and replacement work.

Know all the features of Multi-Strand! Look for the printed edge, your guarantee of quality! Learn how it helps you protect your workmanship and saves you installation time! See your dealer for further facts.

**FREE FOLDER**—Reasons Why "It's Got The Edge." A special folder of interest to contractors and builders is yours free. Ask your dealer or send for your copy *today*. Write:

**NEW YORK WIRE CLOTH COMPANY**  
500 Fifth Avenue New York 18, N. Y.

**OPAL · LIBERTY BRONZE · ALDURA**  
**WIRE SCREENING**

Almost...  
**AS quick**  
 AS A  
**WINK**



**to Install**



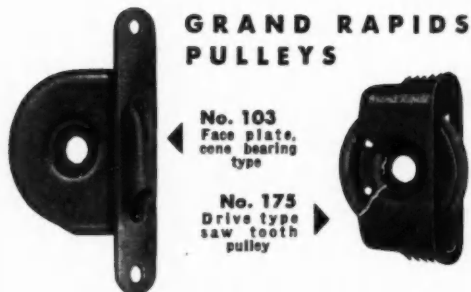
Just three screws, quickly and easily placed will install a Grand Rapids Invisible Sash Balance. This simplicity and ease of installation is but one of the more commendable features that will prove a great factor in the great building program that lies ahead. And a factor in profits, also.

No tapes or cables or exposed tubes. Actually, six simple steps to install. No odd sizes. Amazingly durable, smooth, quiet and dependable in operation.

The saving and extra satisfaction realized on Grand Rapids Invisible installations has already been fully substantiated by the experience of scores of leading contractors.

*Send for Sash Balance Catalog*

This catalog contains complete information on sash balance sizes, directions for installing, etc. — all fully illustrated.



**GRAND RAPIDS PULLEYS**

No. 103  
 Face plate,  
 cone bearing  
 type

No. 175  
 Drive type  
 saw tooth  
 pulley

NOS. 103, 175, 109 AND 110 COVER  
 95% OF ALL PULLEY REQUIREMENTS

**GRAND RAPIDS HARDWARE COMPANY**  
 GRAND RAPIDS • MICHIGAN

**Contractors and Builders**

**a small trickle of water and  
 the final payment is shot.**

1. You have a water problem in the basement of that new home.
2. Don't know what to do and everyone is sore.
3. We blame it on the Specs., then the Architect, he's mad.
4. So we have a little meeting to see who'll pay the cost, and in dashes "Old WATERPLUG" and everyone is glad.



**THIS IS A WET BASEMENT PROBLEM TO THE BUILDER AND HOMEOWNER**

A. WATERPLUG, a quick-set hydraulic compound, seals streams of active water and seepage from entering through wall. Set begins in from 3 to 5 minutes after mixing water is added.



B. THOROSEAL, a slow-set hydraulic compound, gives the applier 3 to 4 hours, before set begins, to brush THOROSEAL into the masonry surface. (Scrubbing not necessary, as THOROSEAL is prepared especially to flow easily and quickly into every crack, void and defect in the surface, where it becomes structurally stronger than the surface to which applied.)

Write for circulars descriptive, in photographic detail, of how to waterproof a basement, how to seal the surface of an old brick building which leaks, how to protect the exterior surfaces of manufactured block, brick, concrete or any type masonry with THOROSEAL.

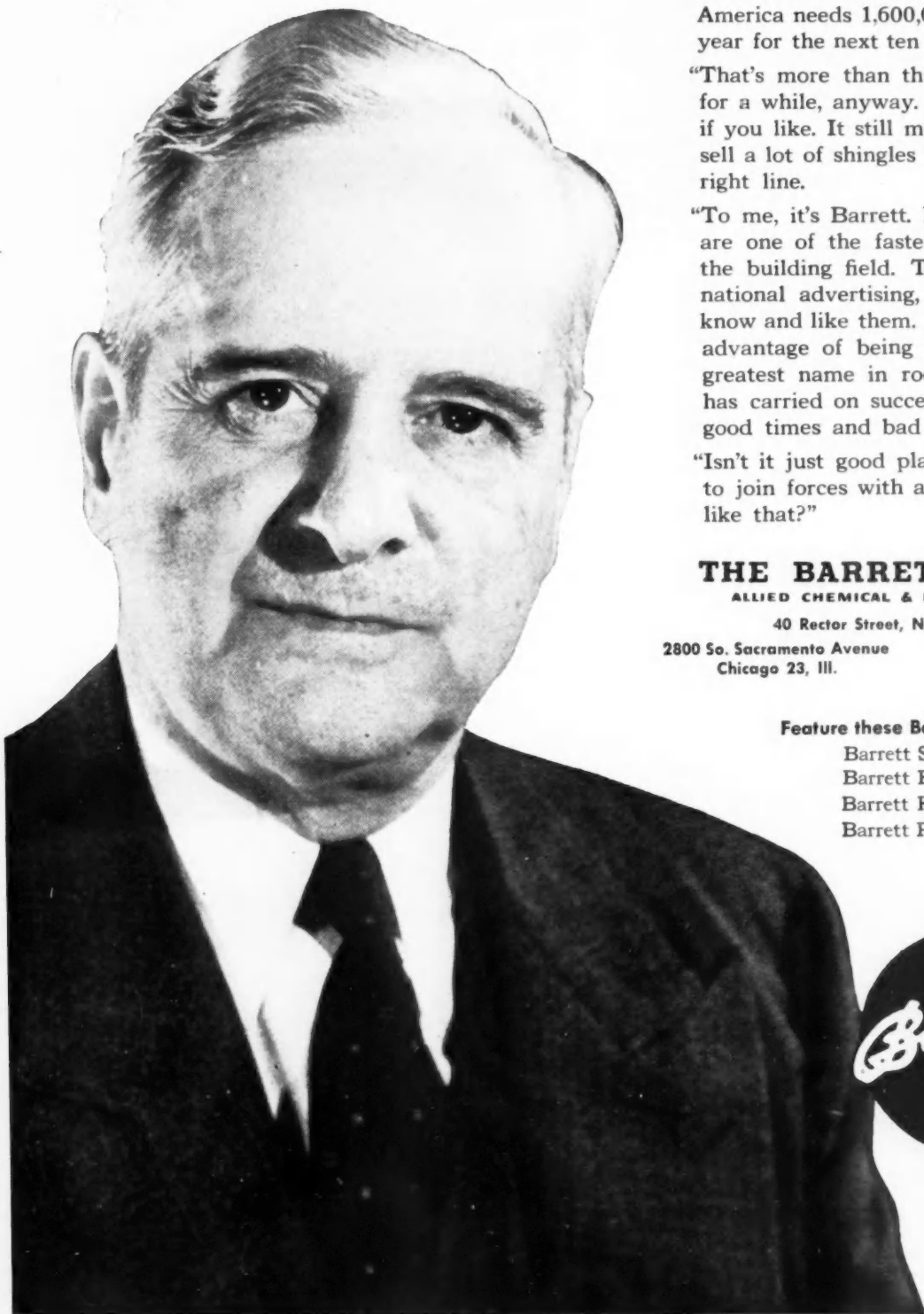
**Request your Lumber or Builders' Supply  
 Dealer in your home city to order for you.**

**Standard Dry Wall Products, Inc.**

BOX X

NEW EAGLE, PENNA.

"16 million new roofs sounds like  
good business to me!"



"The National Housing Agency says that America needs 1,600,000 new homes a year for the next ten years.

"That's more than this country can build—for a while, anyway. But cut it in half, if you like. It still means I'm going to sell a lot of shingles if I carry the right line.

"To me, it's Barrett. Barrett Shingles are one of the fastest selling items in the building field. They're backed by national advertising, and home-owners know and like them. Add to that the advantage of being associated with the greatest name in roofing—a firm that has carried on successfully through good times and bad since 1854.

"Isn't it just good plain common sense to join forces with an organization like that?"

### THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

2800 So. Sacramento Avenue  
Chicago 23, Ill.

Birmingham  
Alabama

#### Feature these Barrett Extra-Profit Products!

Barrett Shingles and Sidings  
Barrett Roll Roofings  
Barrett Rock Wool Insulation  
Barrett Protective Paints







When we say "Americas Finest Insulation" we mean exactly that for no other insulating material possesses the amazing efficiency of cotton. Cotton's tiny hollow tubular fibers, and the dead air spaces formed by the fluffy mass when matted, create a natural barrier against both cold and heat.

U. S. Government analyses have demonstrated conclusively that Cellulite, the cotton insulation prepared in accordance with Department of Agriculture specifications, is from 4% to 36% more efficient than ten other commercial insulating materials!

- Cellulite is light in weight with 20% to 25% less bulk.
- Cellulite reduces the structural load factor 40% to 90%.
- Cellulite will not burn under a blowtorch at 1800°.
- Cellulite stays fluffy and efficient — won't pack down.
- Cellulite cuts fuel bills as much as 30%.
- Cellulite is not abrasive, harmless to skin, eyes.

Cellulite, Americas Finest Insulation, is made in thicknesses and widths to meet your needs and is simple to install in new or existing structures. Send for booklet.

**THE GILMAN BROTHERS CO.**  
GILMAN • CONNECTICUT



Your Clients will Approve  
These Recommendations for

# Good hardware

You can be sure of satisfied and grateful clients if your recommendations for hardware for their new homes include:

1. At least 2% of the contract price for hardware.
2. Early selection—within a week after the contract is awarded.
3. Three hinges to a door—good building practice—obviates door sagging and warping.
4. Matched period styles that harmonize with the architectural design of the building.
5. Suggestion that selection be made from the McKinney catalog of quality hardware—authentic designs.

Recommendations that cover these points solve the detail of hardware to complete approval of your clients—and to the advancement of your reputation.

Write for a copy of the  
new booklet "Details and  
Data on Hinges."

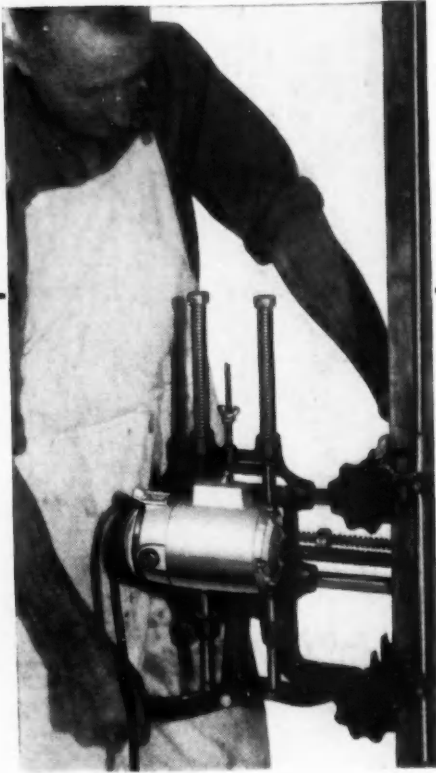


**McKINNEY**

SINCE 1865

MANUFACTURING COMPANY

PITTSBURGH 12, PENNSYLVANIA



## Cuts a Clean Mortise For Locks In less than 30 Seconds

The Carter Lock Mortiser is a real time-saver—in the shop or out on the job. Quickly set up, it cuts a finished mortise in just under 30 seconds, and with its automatic feed, it produces a smoother cut.

Only four simple, convenient adjustments to change over from one size lock to another. Time—approximately 90 seconds.

Send for complete information on Carter Time-Saving Tools. Stanley Electric Tools, Stanley-Carter Sales Dept., 133 Elm Street, New Britain, Connecticut.

**CARTER** STANLEY **TOOLS**

## Catalogs and HOW-TO-DO-IT INFORMATION

**213—"YOUR FIREPLACE"**—is the title of a new booklet recently issued by The Majestic Co. Design and construction are presented in simple language supplemented by actual photographs and easily understood drawings of fireplaces suitable for every type of home. Also included are the prize winning mantel designs entered in a national contest conducted by the company.

**214—TILE-SCORING WHEELS**—for cutting all types of tile, concrete, glass, brick and other materials are described and illustrated in a pamphlet released by The Sterling Grinding Wheel Division. Specifications for wheels are also given for use on different types of machine.

**215—ROOM PLANNING**—architectural styles, selecting a site and location of the house on a site, household appliances and decorating are some of the subjects covered in a new book by Surface Combustion Corp. On the subject of heating, the book explains all types of systems and discusses all the popular fuels.

**216—RADIANT WARMTH**—from radiant baseboards is now offered by Burnham Boiler Corp. A new catalog explains and illustrates the advantages claimed for this method of heating. The system can be used with any hot water, two-pipe steam or vacuum system, both in new homes and other types of buildings, and on modernization work.

**217—WATERPROOF ADHESIVE CEMENT**—specifications for installing finishes over existing surfaces are given in a folder by Christy Co. Prices, weight and general information regarding Centraz adhesive are also included. The material is used for bonding clay tile, tileboard, cork, linoleum, wallboard, acoustical materials, fabric, canvas, leather, asbestos fabrics and all types of veneers to plaster, cement, wood, etc.

**218—NEW INSULATION BOOK**—for architects and builders published by Kimberly-Clark Corp. is titled "Saves Man-Hours and Man-Power on Every Job." It contains sections on physical characteristics of Kimsul, its proper application to various sections in both new and existing structures, and other subjects. Over 40 photographs and drawings are included.

**219—HOT WATER USES**—are humorously illustrated in a new booklet, "Recipes for Hot Water" by Hotpoint. The back pages of the booklet are devoted to descriptions of the company's heaters and the advantages of the system.

**220—CONCRETE STAIR CONSTRUCTION**—improved and simplified by a new method developed by Knapp Bros. Mfg. Co. A folder just issued illustrates this patented, shop-fabricated metal skeleton form and its use. Each stair form is built individually to suit the particular stairway plan and story height. Each form is designed by engineers for proper reinforcement and carrying capacity. Forms are available in non-corrosive metals for use where there is dampness.

### SERVICE COUPON—CLIP and MAIL to CHICAGO

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

(March, 1946)

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

# NEW PRODUCT

## With a Great NEW "Double-Duty" Feature!



Meet the Unseen Guardian!

Symbol of Sisalkraft Products — guardian of your comfort — protector of your home investment.

**New Sisalation gives you a positive moisture barrier — plus time-tested insulation at a new low price.**



More Comfort in Winter



More Comfort in Summer



Effective Moisture Barrier

HERE it is — new *Sisalation* — the latest development of Sisalkraft that now gives high efficiency in moisture barrier paper — plus all the time-tested advantages of reflective insulation! *Sisalation* is low cost — for the average new 5-room house will amount to only about \$20.00 based on a 1,400 sq. ft. sidewall area, allowing for window and door openings and laps. That means every home can now afford its big advantages! Get the facts today — send in coupon below for folder and free sample of this great new building material.

The SISALKRAFT Co., 205 W. Wacker Dr., Chicago 6, Ill.

Gentlemen: Please send me folder and free sample of your new low cost "double-duty" Sisalation!

Name .....

Address .....

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

# NEW



## KWIK-MIX 16-S DANDIE (The New Standard 3-BAG Size)

- ✓ Tilted Flow-Line Discharge Chute = Faster Discharge
- ✓ 50% Stronger Steel At Strain Points = Greater Strength
- ✓ New Selective Skip Shaker = Faster Charging
- ✓ Kwik-Mix Dandie Re-Mixing Drum = Re-Mixed Concrete

Ask for your new Kwik-Mix 16-S Catalog Today!

## KWIK-MIX COMPANY

KOEHRING SUBSIDIARY

PORT WASHINGTON • WISCONSIN

## The NEW KWIK-MIX 6-S DANDIE MIXER

Strength without Overweight . . . Faster Charging . . . More Thorough Re-Mixing . . . Faster Discharging . . . Better Working Balance . . . Safer, Faster Trailing. Capacity: 6 cubic feet of mixed concrete plus 10%. (A. G. C. Standard).



ASK FOR NEW BULLETIN 6-S-R



## KWIK-MIX COMPANY

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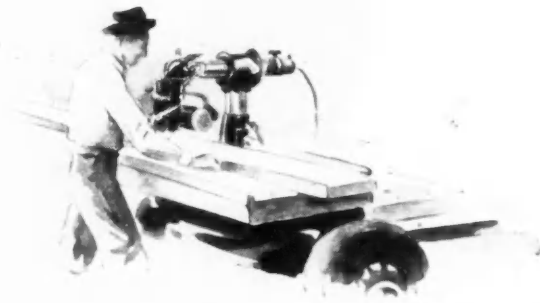
## COMET *Radial Power* SAWS



## USE THIS POWER TO BUILD AND SAVE

Put Comet cutting power to work on your jobs. These saws will help speed your building program. They save you time; they give you "more cuts per dollar." Hailed as the finest cutting equipment available by builders and contractors across the nation. Don't buy any radial power saw until you see a Comet operate. Ask your dealer, or write direct for full information.

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



**COMETS** *cut quicker*

## FROM THE PAGES OF AMERICAN BUILDER 50 YEARS AGO

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

**50 YEARS AGO**—Late in December of 1895 the bricklayers of Cincinnati were notified by the contractors that a reduced wage scale would be put in force after Jan. 1. The cut was as follows: Bricklayers to 45 cents per hour, from 56¼, and hodcarriers to 25, from 31. The unions, upon consideration, determined to strike against the reduction, but the gradual concession by the employers, one after another, to the old scale obviated the necessity of quitting work.

\* \* \*

The International Rolling Screen Co., Boston, Mass., is introducing a rolling wire window screen. When not in use the screen rolls up in the cylinder casing at the base of the window on the inside, and when rolled up occupies a space 1¼ in. in diameter. The screen is raised or lowered similar to a window shade, and is wholly independent of the sash.

**40 YEARS AGO**—The Dempsey Lumber Co. of Manistee, Mich., has placed an order with the Allis-Chalmers Co., through its Seattle office, for one of the largest and most complete sawmill outfits ever sent to the Pacific Coast. The mill will be erected at Tacoma, where they have secured about fifty acres for the mill site, located on tidewater. The machinery in this mill will be of the heaviest type that ever has been built.

\* \* \*

A roofing nail with large head formed in one piece has been brought out by the H. B. Sherman Mfg. Co., Battle Creek, Mich. It is designed as a time-saver and a money-saver. The putting together of tin caps and nails takes time. The Sherman patented nail has stem riveted both sides of the head in one piece. The head is thicker than a tin cap, and buckling of the head is prevented. Fewer nails are required for the same amount of roofing.

**25 YEARS AGO**—If the United States is to avoid a housing subsidy it must afford every practical and economically sound facility for the active resumption of construction work. We may be approaching a condition of affairs such as exists in many European countries today. This will mean the adoption of European precedents born of paternalism of monarchies, rather than a continuation of American precedents which have made it possible for each man through exceptional thrift and industry to become a property owner.

From the experience of England and France in attempting to solve their housing problems, we know that it is impossible to solve ours through federal or state paternalism, because in doing this the government would be attempting to subsidize itself, and it is to be hoped that our reconstruction process will proceed through private initiative and enterprise.

\* \* \*

The National Mfg. Co. of Sterling, Ill., illustrate and describe in a couple of well-arranged folders their Floor Hinge No. 240 for use on swinging doors and their "Big 4" Door Hanger to be used on the barn.



**THE INSULATING AND BUILDING BOARD THAT IS**

*Weatherproof*



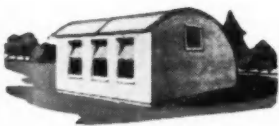
The challenges of War confirmed what experienced architects and builders have long known... *Homasote is completely weatherproof*—whether used for interiors or exteriors. In steaming tropical bases — in Arctic, Temperate and Antarctic areas — Homasote always gave the same dependable performance.



Now the big sheets of Homasote—in sizes up to 8 feet by 14 feet—are again available for private construction. Use them for interior finish, for exterior finish, for sub-flooring, roof sheathing or sidewall sheathing. Take advantage of the various sizes to avoid unsightly batten strips and unnecessary wall joints.



Here are top insulating efficiency and top structural strength in a single board—a board that is permanently crackproof. Here is the perfect surface for either paint or wallpaper.



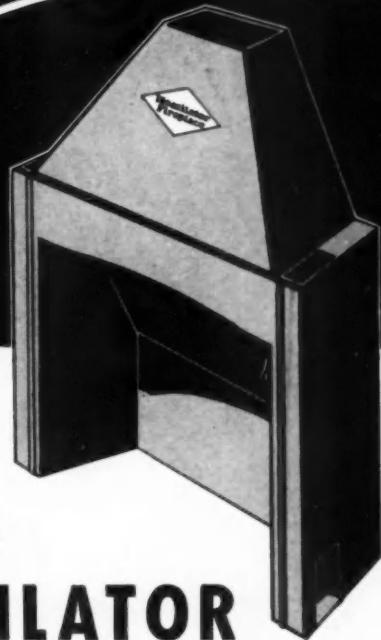
We welcome the opportunity to send any architect or builder a copy of our new booklet, illustrating some of

the many uses of Homasote Insulating and Building Board. The book gives physical characteristics, performance charts, specification data and application instructions. We invite you to write for your copy today.

**HOMASOTE COMPANY, Trenton 3, N. J.**

**ADD**  
*Extra Value*

TO THE  
HOUSES  
YOU  
BUILD



with the  
**HEATILATOR**  
**FIREPLACE**

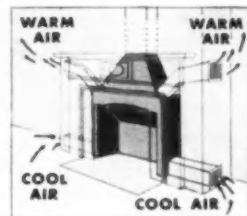
*Circulates Heat...*  
*Will Not Smoke*

● Builders all over America have found that the Heatilator Fireplace adds value to the house, makes it easier to sell. And the Heatilator simplifies construction, makes the fireplace easier to build. It is a form for the masonry that assures a perfectly operating fireplace on every job—a fireplace that will not smoke!

● The Heatilator Fireplace circulates heat . . . actually warms all the room, and even adjoining rooms. Saves wasteful furnace fires on cool spring and fall days.

● Write for specifications and installation data today.

**HEATILATOR, INC.**  
173 E. Brighton Ave.  
Syracuse 5, N. Y.



**HEATILATOR** Fireplace

# Structural, Reinforcing or other Blding Steel Shipped from Stock

Write for Stock List—  
your guide to over 10,000  
different kinds, shapes  
and sizes of steel for quick  
shipment from ten plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,  
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

# RYERSON

## Westchester—

(Continued from page 79)

the point where monotony results, and to a point where the merchant is hampered in his attempts to create an atmosphere in keeping with the kind of business he is doing. He believes that a business building should be looked upon as a frame for a show window, and that space above the window is for a sign that expresses what the business is, and reflects the character of the store. Therefore, any design in keeping with those fundamentals is approved.

In addition to the pre-planned business district there are provisions for an industrial section to be tied in with the airport, and to include such light industries as normally are supplementary to and supporters of a large airport. This is at the edge of the residential area. Between the ocean and Westchester there are several small communities without advanced shopping sections, from which Westchester merchants will draw. Currently, a 1200-seat movie is under construction.

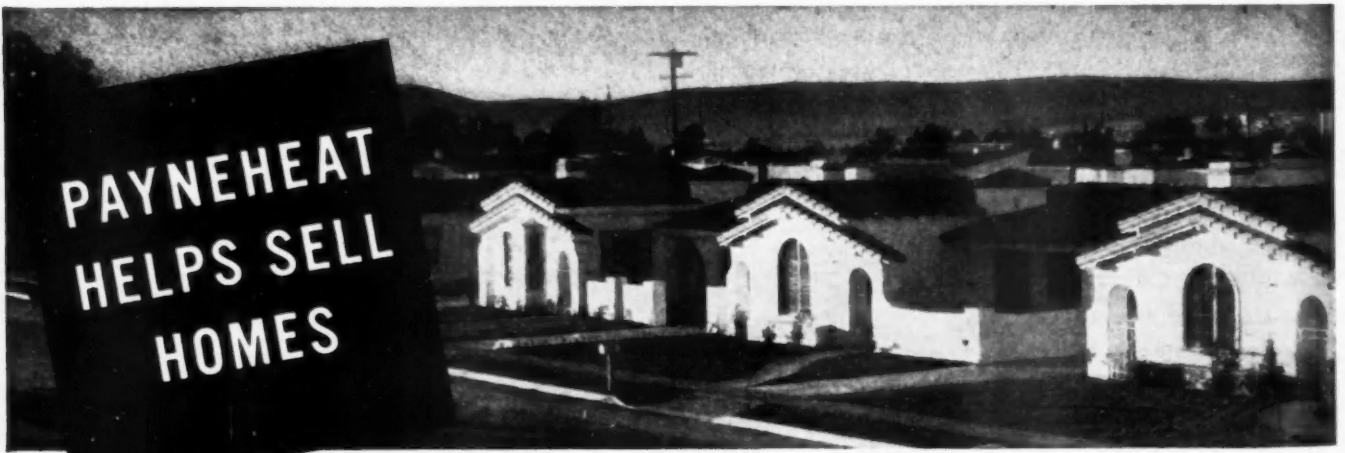
\* \* \*

## University of Illinois Building Course—

(Continued from page 105)

followed Mr. Sorgatz's talk during which he pointed out features of the rating system.

At a banquet held the evening of Jan. 23, Dr. A. C. Willard, president of the University, welcomed the builders and emphasized the service which the University performs for the people through research and extension education. Joseph E. Merrion, president, National Association of Home Builders, as speaker of the evening called upon the builders of the nation to meet America's housing shortage with the greatest period of home building in the history of the country.



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

For years, tract developers and speculative builders have capitalized on PAYNEHEAT installations as a sales feature. The name PAYNE on a gas furnace—reflecting more than 30 years' leadership in design, quality and performance—has come to mean a *guarantee* of heating satisfaction. ★ There is a PAYNE model for every need. Write for catalog sheets, details.

**PAYNE FURNACE COMPANY**  
(One of the DRESSER Industries)  
BEVERLY HILLS, CALIFORNIA  
NOTE: All models subject to delayed delivery during  
reconversion

## PAYNE ZONE-CONDITIONING

Successor to old-fashioned central heating. Adapted to modern living through selective control by zones (suites) or individual rooms. Write for special ZONE-CONDITIONING booklet.

# PAYNEHEAT

OVER 30 YEARS OF LEADERSHIP

GAS FUEL  
(HAS)  
EVERYTHING

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FUEL  
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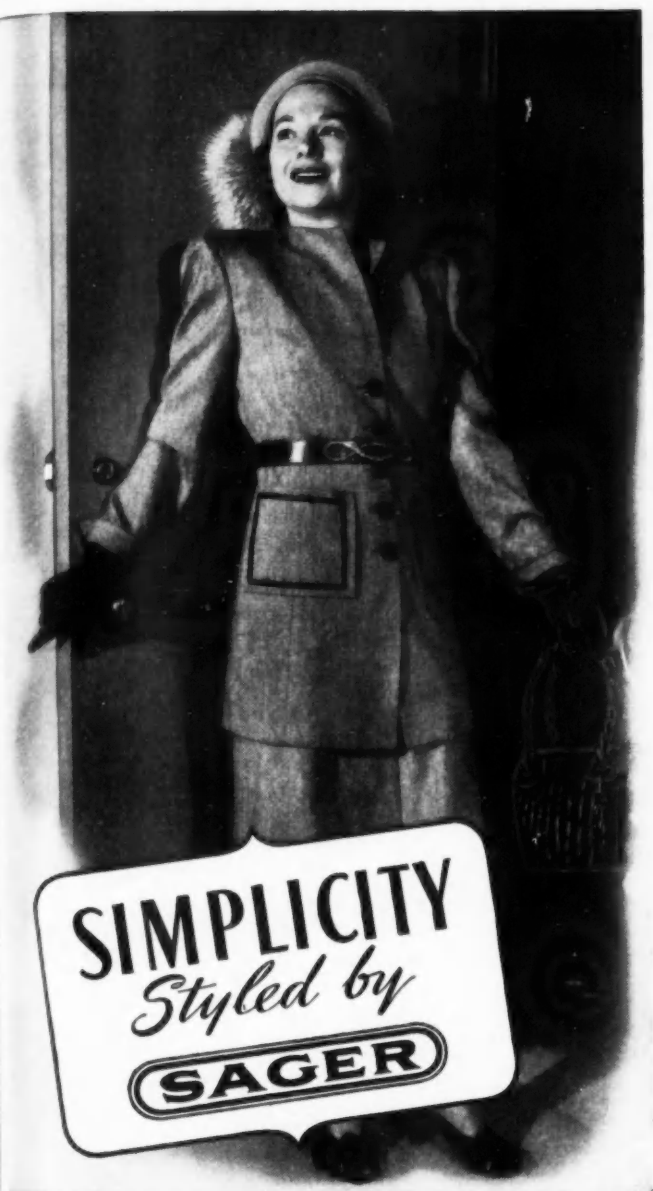


Photo Courtesy  
Marshall Field & Co.

The truly simple treatment in design—without embellishment to distract the eye—is hardest of all to achieve. No design calls more for artistry—nor leads to greater beauty—than the refinement of line that distinguishes builders hardware styled by SAGER...correct Builders Hardware for both period and contemporary design, created to blend authentically with any architectural plan. Durable, easy to install, hardware styled by SAGER lends distinction to many of the nation's most beautiful buildings.

BETTER STYLE IN BUILDERS HARDWARE by



NORTH CHICAGO, ILLINOIS

Here's another  
Promotion Help offered  
by Western Pines

# MANSION IN THE MOUNTAINS



(A reprint from "Better  
Homes and Gardens")

"Mansion in the Mountains" is so interesting and so informative that anyone who is thinking of building a vacation home will profit by reading it. You can have 30 COPIES FREE! Order now—specify Folder No. 410. Address

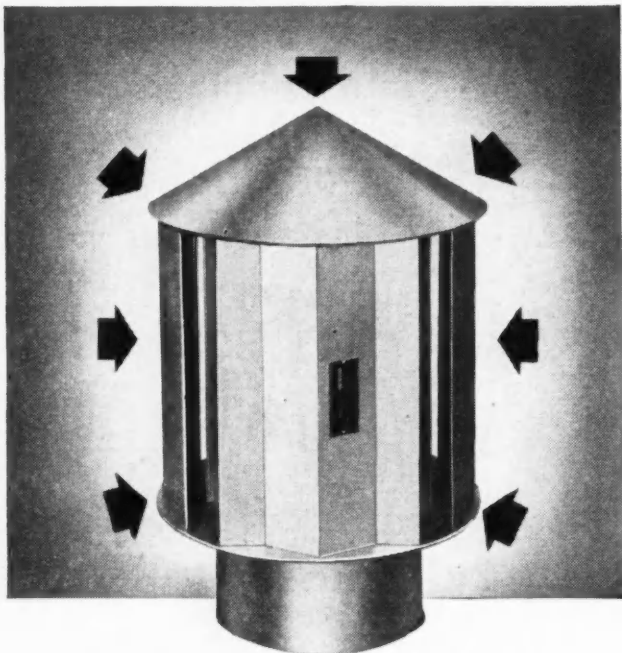


## WESTERN PINE ASSOCIATION

Dept. B-3 • Yeon Building • Portland 4, Oregon

- \*Idaho White Pine
- \*Ponderosa Pine
- \*Sugar Pine

—\*THESE ARE THE WESTERN PINES—



Safe, sure ventilation no matter which way the wind blows!

## ONLY THE BREIDERT CAN PROVE IT!

**Designed on scientifically sound** but revolutionary principles, the Breidert Air-X-Hauster uses aerodynamics to achieve new standards of ventilating efficiency. The Breidert was the *first* ventilator to claim that it provides safe, sure ventilation no matter which way the wind blows. *It is the only ventilator to date to prove it!*

**Tests made and certified** by recognized commercial testing laboratories (Smith, Emery & Co.) with wind directed at all angles against the Breidert, have conclusively proved its high capacities under all wind conditions. Even though the Breidert's capacity ratings are based on the *average of all directional tests*, it outperforms every recognized make of ventilator! It has no moving parts and cannot "back-draft" where no interior negative pressure exists.

**Other ventilators may look like the Breidert**, but they cannot perform like it. The design of the Breidert Air-X-Hauster is based on several Breidert ventilator patents, each representing a step forward in ventilator designing over a period of many years. Over 100,000 Breidert ventilators have been used on Pullman and other railway cars, and thousands of Breidert Air-X-Hauster roof ventilators, vent flue caps, chimney tops, and marine ventilators are now successfully used on homes, buildings, and ships of all kinds.

**For full details** about the Breidert Air-X-Hauster, including complete engineering data, capacity ratings, specifications, etc., address Dept. AB.

**Breidert  
Air-X-Hausters**  
PAT. NO. 2269423  
**G. C. BREIDERT CO.**

634 South Spring St., Los Angeles 14, Calif.  
REPRESENTATIVES LOCATED IN PRINCIPAL CITIES OF THE U. S.

### National Real Estate Foundation Completes Its Staff

**T**HE task of consolidating the 27,000,000 property owners of the country into one organization in the interests of protecting property rights has been undertaken by the National Real Estate Foundation. Completion of the Washington headquarters staff of the Foundation has been announced by Arthur W. Binns, president.

Henry E. Price, Washington attorney, formerly associated with the capital staff of the National Association of Real Estate Boards, is the executive director.

Garth Edwards, formerly with the research division of the Federal Housing Administration, has been named assistant to Price.

In charge of organizing home owners, and with the title of national field director, is Urban K. Wilde, former director of the Indianapolis Real Estate Board.

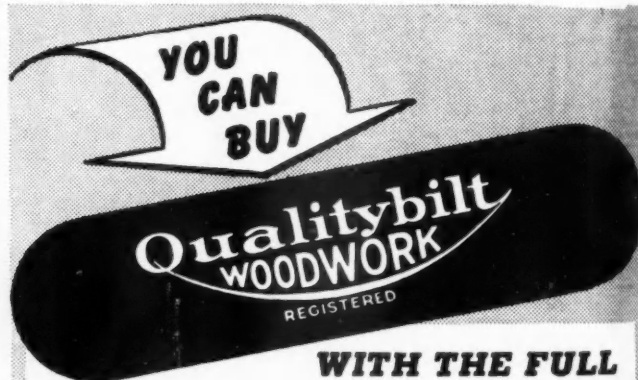
Heading the tax division is Charles T. Stewart who had been field consultant for the Kentucky Municipal League and a director of the Urban Land Institute in Washington.

Clifford A. Prevost, former public relations representative of the Ford Motor Co. in Washington, has been named director of information.

James C. Downs, Jr., of Chicago will direct the research activities of the Foundation, and Charles T. Akre, capital tax lawyer, will serve as federal tax consultant.

President Binns announced that the organization in the states has already progressed to the point where field directors have been named in several instances. These permanent employees of the Foundation will concern themselves with the organization of all classes of property holders, but, Binns explained, emphasis will be placed at all times upon enlisting the support of the small home owners, farmers and small businessmen.

The Foundation is guided by an executive committee consisting of: Mr. Binns, Philadelphia, chairman; Samuel O. Dunn, Chicago; Herbert U. Nelson, Chicago; L. T. Breuninger, Washington; J. H. Deckman, Washington; Ben Schlossberg, Jersey City; and W. Burton Guy, Baltimore.



**WITH THE FULL  
CONFIDENCE THAT YOU  
WILL GET THE FINEST BUILD-  
ING WOODWORK MADE . . . .**

**SASH • DOORS • FRAMES  
BLINDS • FRONT ENTRANCES  
SCREENS • STORM SASH • COM-  
BINATION DOORS • CABINET WORK  
STAIR WORK • INTERIOR TRIM**

**SOLD THROUGH BUILDING SUPPLY DEALERS**

**FARLEY & LOETSCHER MFG. CO.  
DUBUQUE, IOWA**



**SpeedWay**

No. 69, 1/2" drill  
**\$9.95**

89J 1/2" drill  
**\$32.50**

SpeedWay announces that an even better and more complete line of SpeedWay Electric Tools will soon be available to you at the same attractive pre-war SpeedWay prices. Already coming off the line, these are tools worth waiting for.

**SPEEDWAY MFG. CO.**  
1837 S. 52nd Ave.  
Cicero 50, Ill.

## VENT-A-HOOD

### THE MODERN KITCHEN VENTILATOR

Designed and engineered to fill a long felt need for an efficient, easy to clean, and a beautiful kitchen ventilator.

Patented exhaust unit and grease trap—utility light—large splash panel protects wall—white baked enamel finish—all chrome trim.

**VENT-A-HOOD COMPANY** 2808 COMMERCE ST.  
DALLAS 1, TEXAS

## WILL YOUR BUILDINGS LAST LONG?

—that depends upon how well its lumber will hold up—

Today's grades of lumber should be treated to safeguard against fast deterioration of woodwork.

 <b>WOOD TOX</b>	<p>WOODTOX treatment of exterior woodwork will protect it against decay, mold, termites and borers, warping and shrinking.</p>	 <b>TIMBER TOX</b>	<p>Prevent mold, decay, moisture deterioration as well as termites with TIMBERTOX. Especially recommended for timbers subjected to severe conditions.</p>
 <b>WOOD FIX</b>	<p>WOODFIX is unexcelled to resist warping, shrinking, checking and grain raising. For interior woodwork.</p>	 <b>TERRA TOX</b>	<p>For treatment of timbers already erected—OIL SOLUBLE TERRATOX provides full protection against termites and decay.</p>

Send for your copy of complete information. "Wood Treating Chemicals"

## WOOD TREATING Chemicals Co.

5137 Southwest Ave.  
St. Louis 10, Mo.

*Insist on Genuine*

## CHROME EDGE\*

REG. U. S. PAT. OFF.

### For Outstanding FLOOR AND WALL TRIMS

Experience proves the advantages of using genuine Chromedge metal trims in all types of floor and wall covering installations. Among these are—wider selection of practical sizes and shapes . . . velvet-smooth beauty of popular, permanently rub-proof Chromalite finish . . . uniform, smart eye-appeal of completely matched groups of trims . . . concentration of the entire manufacturing job, from ingot to finished trim, under one roof . . . and many other exclusive Chromedge features.

119-A

81-A

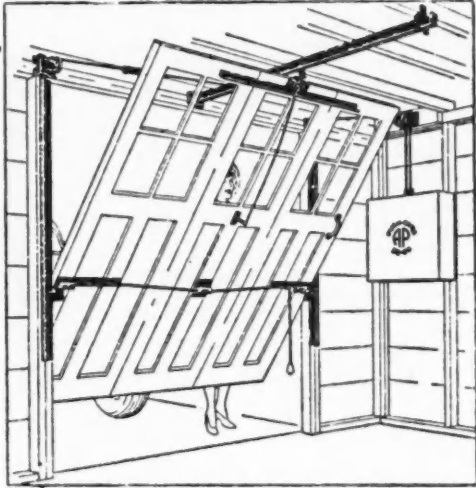
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*Part of a typical matching group of Chromedge trims.*

\*Extruded aluminum alloy and stainless steel trims manufactured solely by the B & T Metals Company.

**The B & T Metals Co.**  
Columbus 16, Ohio

**Allith "50-50 PUSH-OVER"  
Door Equipment . . . serving  
dependably in thousands of garages**



Neatness of installation, no springs to break—"Old Man Gravity" does all the hard part of the work. These are the features that are now proving themselves a wise "buy"—to every Allith "50-50 Push-Over" door owner. Fits all openings up to 8'-11" wide by 8' high—and it takes only 5 1/2" head room. (Also larger sets up to 16' x 8').

**ALLITH-PROUTY, INC.**  
DANVILLE, ILLINOIS



*"Here's a  
VALUABLE PUMP  
for Builders!"*

**MARLOW "WATER  
WIZARD" MODEL 12**

A real helper for most kinds of building jobs. Dries excavations, feeds mixers, supplies water. Fast—easily handles 3,000 gallons per hour. Thrifty—pumps up to 15,000 gallons on one gallon of fuel. Strong—made to give years of service.

**SELF-PRIMING**

Positive, automatic priming on suction lifts up to 25 feet. Nothing to adjust—start the engine and the water starts. Nothing to make trouble; all auxiliary devices, valves, by-passes, etc., are eliminated by exclusive Marlow diffuser design.

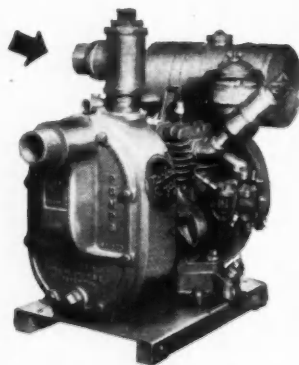
**MARLOW PUMPS**

Dept. B3, RIDGEWOOD, NEW JERSEY

Makers of the World's Largest Line of Construction Pumps

**TAKE IT ANYWHERE**

Weights only 88 lbs., iron; 70 lbs., aluminum; complete with reliable Briggs & Stratton 4-cycle engine. Thousands in use. Fully guaranteed. Drop a card today for full details.



**The High Cost of  
Land Development**

By F. W. Marlow,  
Los Angeles

Regional Vice President  
of NAHB

IN its estimates as to the need for housing during the first postwar decade, the National Housing Agency stated that one-third of the required units should be low enough in cost so that the rentals or monthly payments would be less than \$30 per month and that another one-third would be needed at payments of less than \$50. These conclusions were based upon a comprehensive study of family incomes and indicate that the great volume of housing during the next ten years must necessarily be in the low-cost field.

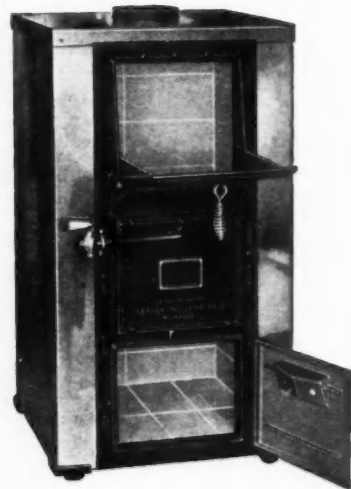
We all know that low costs in housing will be achieved only by keeping costs down on every single step in the whole operation, and we must start out with a low cost building site.

In recent years the costs of improving raw acreage have risen steadily and the trend is still upward. Unless checked and reversed, these costs, which are now at a point where it requires from \$400 to \$700 per lot to obtain building sites, will present a major stumbling block to private enterprise in its effort to provide low cost housing.

Largely responsible for these increased costs is the continual raising of minimum requirements throughout the country. Local governmental bodies are requiring the same

**KERNERATOR**  
INCINERATION

*. . . makes for better living  
. . . more saleable homes*



Kernerator . . . continuing to lead the field of domestic incineration . . . offers you NOW the greatest development in a decade for those new homes you will build.

A small compact Ready Built Incinerator . . . with or without gas burner . . . firebrick lined throughout . . . no separate chimney required . . . merely connect to boiler flue . . . suitable for homes up to 12 rooms . . . two models available . . . No. 1 bricked in type . . . No. 2 free standing type with finished steel jacket.

Prompt shipment . . . *Attractively priced*

For your larger homes which can afford the luxury of "Flue-Fed" Type, the Kerner Standard Incinerators are available.

Contact nearest representative or write:

**KERNER INCINERATOR DIVISION**

Morse Boulger Destructor Co.

209-B East 42nd Street

New York 17, N.Y.

# Make every house SECURE against ALL WEATHER



CARTRIDGE  
**STERLING ELASTIC CAULKING COMPOUND**

For use inside or out, wherever a permanent waterproof seal is required . . . around windows and doors, flashings, skylights, ventilators, etc. . . . for pointing up masonry. Will not crumble, stain or dry out. In black, white and various colors in bulk. Packed in barrels, 5-gallon, 1-gallon and quart containers.

In handy, quick-loading cartridges for use in cartridge gun. Stock colors: white and limestone. For ease in application and quality of the seal, you can't match Sterling.

### STERLING ELASTIC GLAZING COMPOUND

For glazing and reglazing wood and steel sash. This knife grade caulking compound outlasts putty, will not crack, peel or pull away. Remains soft and plastic underneath, insuring a tight bond at all times. Will not harden or settle in container, no mixing required. In black and white. Packed in barrels, 100-lb. drums, 25-lb., 12½-lb., 5-lb., 1-lb. cans.

## STERLING PAINT AND VARNISH CO.

200 COMMERCIAL STREET, MALDEN, MASS.

### ATTRACTIVE OPPORTUNITY FOR EXCEPTIONAL SALESMEN

Manufacturer, long established, financially sound, pioneer and leader in field, national distribution through selected wholesalers of building specialties, completely reconverted, now rebuilding sales force offers attractive opportunity with real future for several outstanding, thoroughly seasoned, experienced, energetic salesmen with imagination and initiative who enjoy creative selling and field promotion.

Commodity is wide line essential fabricated metal building products currently in strong demand in both new construction and modernization of commercial buildings, stores, shops, restaurants, theatres, showrooms, service stations, etc.

To qualify, must have exceptional personal sales record, come highly recommended by previous employers, be between 28 and 40 years of age, able to read architects drawings and construction details, capable of taking off quantities and estimating or able to learn quickly, know from experience how to do business with architects, property owners, contractors, material dealers, jobbers and their salesmen. Familiarity with such lines as metal trim, doors, shelving, fixtures, partition work, store front construction, wood millwork, cabinet work, insulation or acoustical materials would be helpful.

Compensation includes salary, expenses, bonus, car allowance, liberal insurance and retirement plan, opportunity for advancement to sales executive responsibilities.

Give age, marital status, home address and phone number, education, detailed abstract of business and military experience and earning record covering past ten years and both business and character references. Act quickly if interested. Program is moving rapidly and only several vacancies which must be filled at once.

Box No. 346, American Builder

105 W. Adams St.,

Chicago 3, Ill.

## THE MODERN WAY to Dispose of GARBAGE and REFUSE



### Majestic Fuel-less Home Incinerator

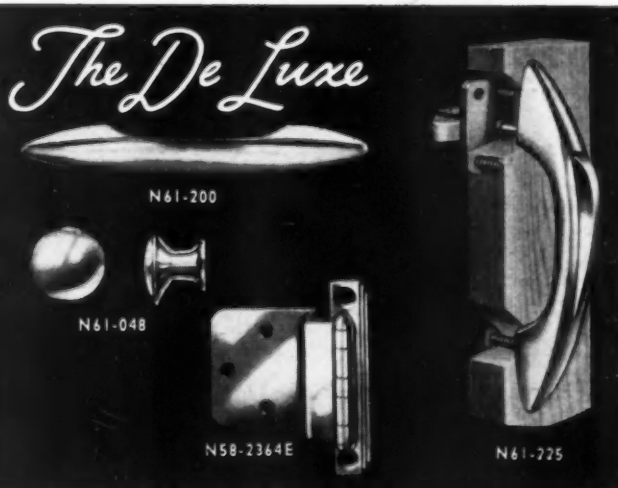
#### NO ODORS ESCAPE

For complete utility and convenience in both new and modernized homes, plan to include this odorless, safe, and sanitary unit for reducing wet-or-dry rubbish and garbage to ashes. Compact and smartly styled, this ruggedly built *Majestic* Portable Home Incinerator gives lasting, carefree service. Costs nothing to operate. Uses only waste as fuel. Connects to any 8-inch furnace flue without draft interference. Unique downdraft through refuse speeds drying. *Majestic's* built-in type incinerator of similar design fits flush with wall in chimney recess of basement or utility room.

Write today for details!

The *Majestic* Co.  
1061 ERIE STREET  
HUNTINGTON, IND.

Majestic-built units of heavy-gauge formed steel proved so advantageous for wartime needs that this construction is now adapted to many *Majestic* Building Necessities. *Nationally Known and Advertised for 40 Years*



### KITCHEN CABINET HARDWARE in matched sets

The last word in Cabinet Hardware Design. The DeLuxe style shown above is one of four modern Cabinet Hardware styles in matched sets, now available in Bright Chromium Plated lasting finish.

Each of the four styles, The DeLuxe, Aristocrat, Master and Utility, is in a design and price range to satisfy every taste. All are "profit-packed" for quick sale.

Take advantage now of this profitable hardware selection. Write for attractive descriptive catalog.

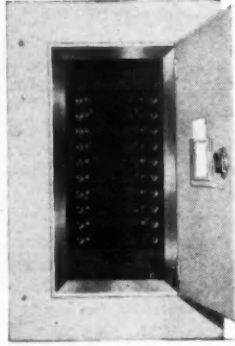


No. 130



**NATIONAL LOCK COMPANY**  
BUILDERS HARDWARE DIVISION ROCKFORD, ILL.

It's called the  
 (FA) "LEADER"



LNTIP  
 PANEL-  
 BOARD

And a Leader it has been in sales popularity for over fifteen years. Each circuit is protected by a plug fuse and controlled by a heavy duty, 30 ampere capacity tumbler switch. Four circuit, unit moulded sections assemble from the rear which prevents tampering.

Assembled with four to forty-two branches, for 3 wire AC or DC mains; or 4 wire, 3 phase mains.

Manufacturers of Electrical Equipment for Half a Century

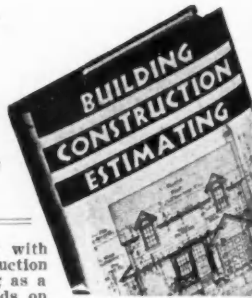
**FRANK ADAM ELECTRIC CO.**

Box 357

St. Louis, Mo.

How to make sound, accurate  
 building construction  
 ESTIMATES

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In making these suggestions, I fully realize that it is never the popular thing to do to urge reductions in minimum standards, but I am convinced that if we are going to do the job before us, we have got to be more realistic than idealistic. We are never going to produce low cost housing unless we keep that goal rigidly in mind and exclude from our specifications any and every item that tends to increase cost.

In my opinion, it is entirely feasible for the average American city to work out an intelligent method of establishing standards for land development whereby the requirements for land intended for low-cost housing projects would be substantially lower than those for more expensive houses. If this is done, the building of low-cost housing by private industry will be greatly encouraged.



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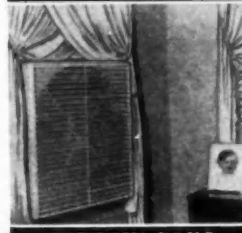
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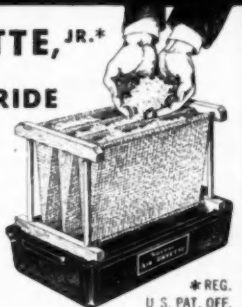
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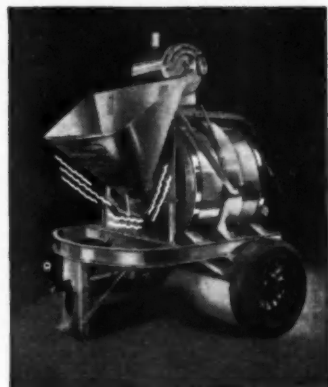
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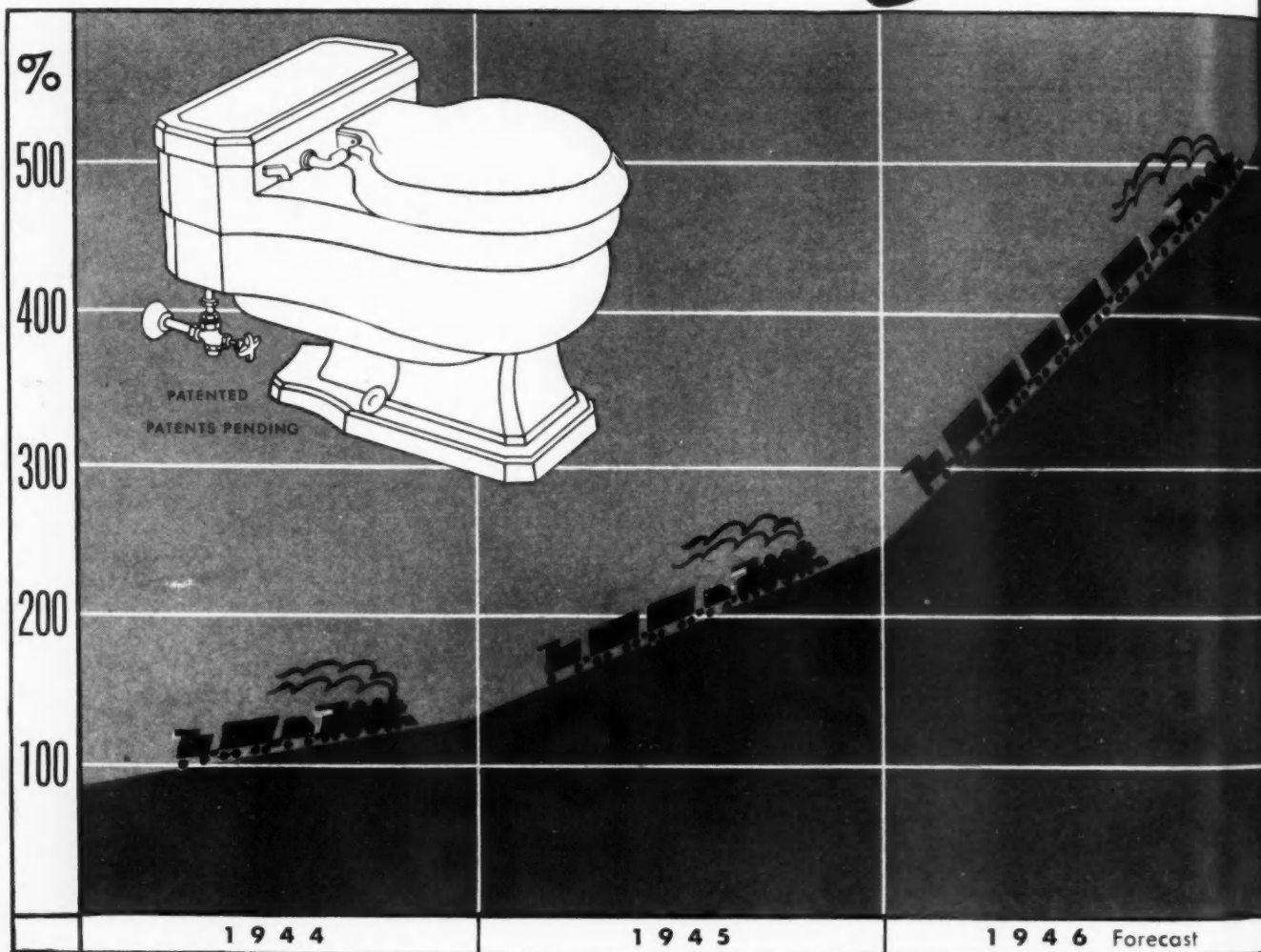
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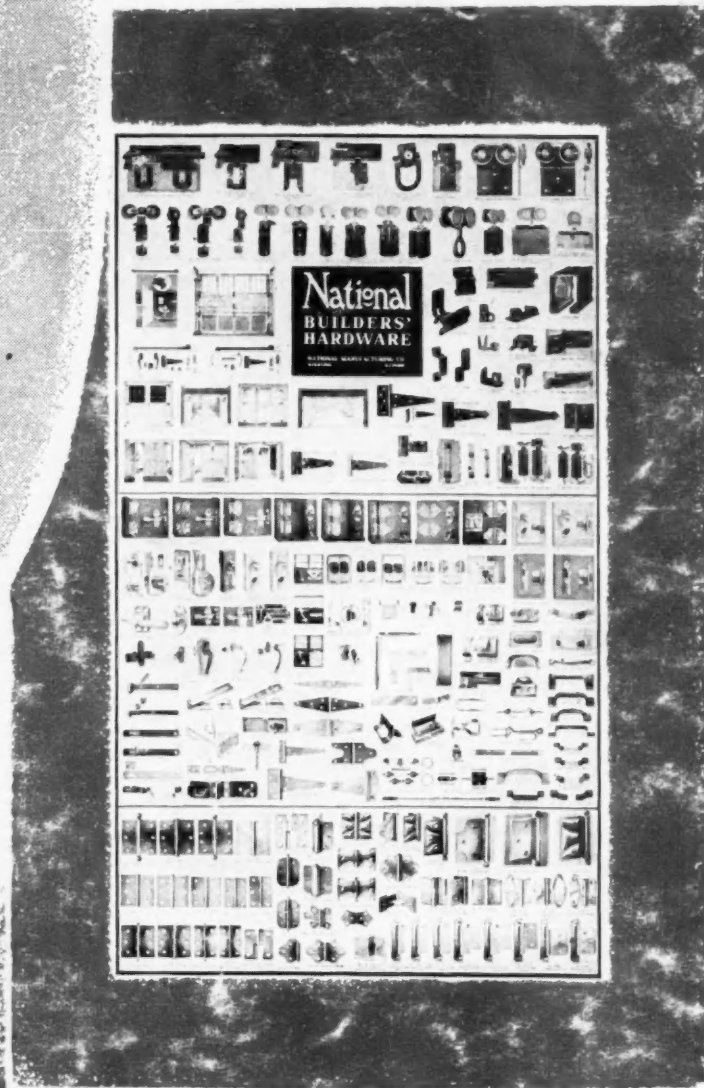


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