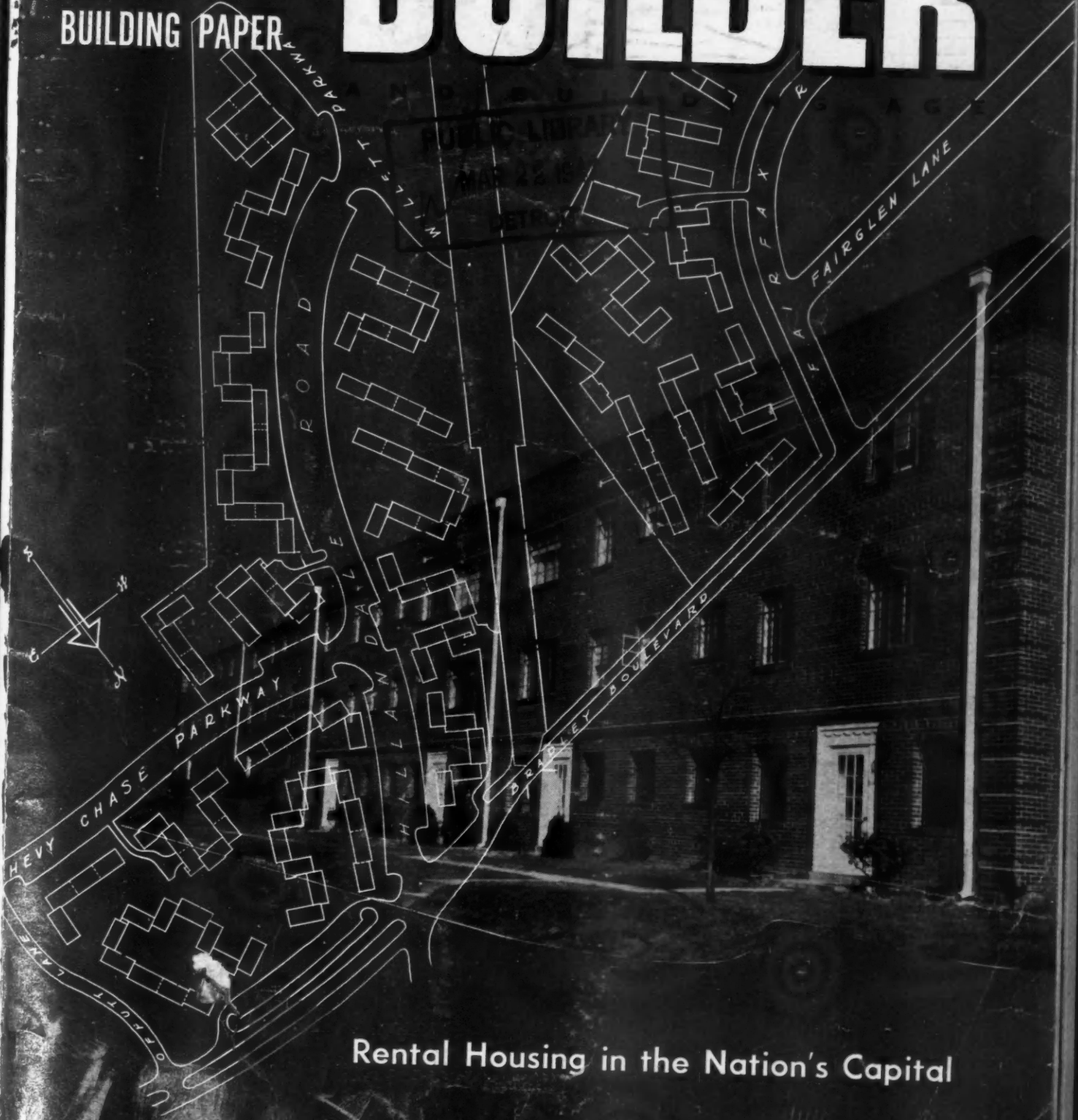


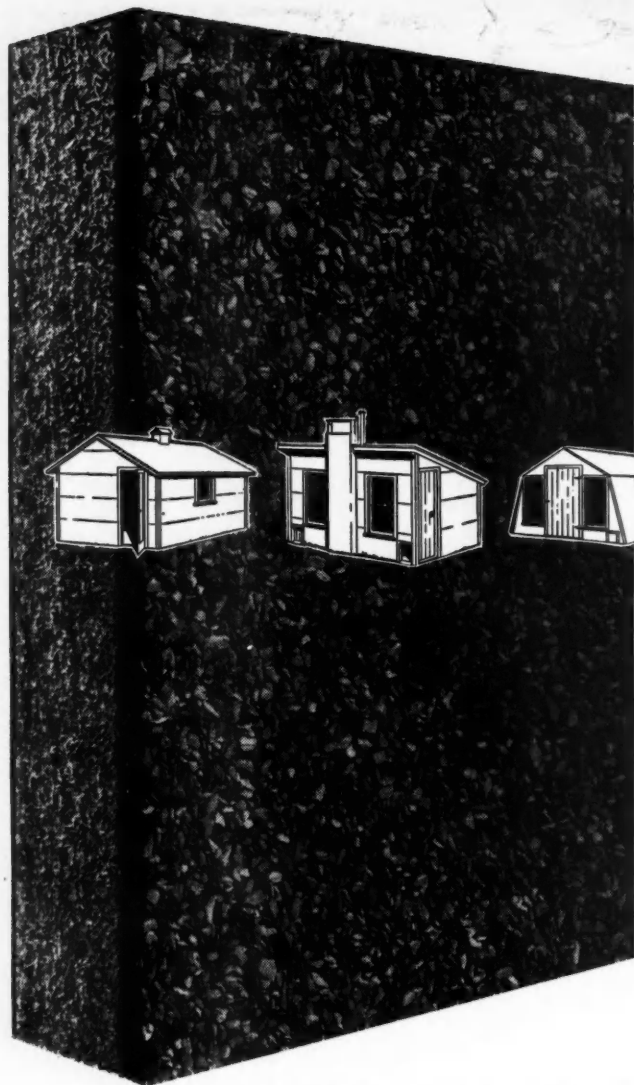
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MARCH 1944
PRICE 35 CENTS

WORLD'S GREATEST
BUILDING PAPER

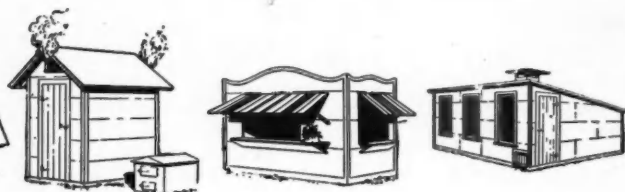


Rental Housing in the Nation's Capital



NOW AVAILABLE!

CELO-SIDING
TRADE MARK



**A Celotex product
especially adapted to
insulated farm
building construction!**

CELO-SIDING is a superior *insulation* siding. Its core is genuine Celotex Cane Fibre Board, famous for insulation and strength. It is Ferro-treated to resist termites, dry rot and fungus growth. All sides and edges are sealed against moisture by a coating of asphalt, extra thick on the outside and surfaced with a durable, colorful finish of firmly imbedded mineral granules that never needs painting!

A MULTI-PURPOSE PRODUCT!

Celo-Siding provides insulation plus sheathing, structural strength and exterior finish... all in *one* application! So any building built with Celo-Siding is low in cost, easy to erect, has strong walls, requires no outside painting or maintenance. What's more, it's warm and draft-free in winter, cool in summer and is easy to heat and ventilate.

IDEAL FOR ANY UTILITY BUILDINGS!

Since *insulated* buildings can be built quickly at low cost with Celo-Siding, it is ideal for brooder houses, rain shelters, laying houses, work sheds... any type of utility building.

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

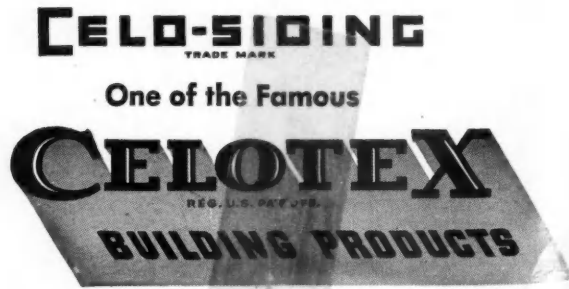
NATIONALLY ADVERTISED!

To tell your customers about this remarkable new Celo-Siding, a national advertising campaign is now running in farm publications, telling them to see their lumber dealers for Celo-Siding. In addition, merchandising and display material is available to the Celo-Siding dealer, to help you tell the story of this remarkable product.

READY FOR YOU TO SELL NOW!

For complete information on how *you* can cash in on the growing demand for Celo-Siding, see your Celotex representative or write us. *Do it now!*

[Celotex dealers: we will supply Celo-Siding broadside for mailing to farmers on R.F.D. Box Holder lists, imprinted with your name. No addressing necessary. Only cost to dealer is 1½c postage per name. Write us direct ordering number desired.]



Published monthly by Simmons-Boardman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price, United States, Possessions and Canada: 1 year, \$3.00; 3 years \$5.00. Foreign countries: 1 year, \$10.00; 3 years, \$20.00. Single copies 35 cents. Entered as second-class matter Oct. 11, 1930, at the Post Office at Chicago, Illinois, under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Illinois.



MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Milwaukee Home Show House Constructed Under "Big Top"

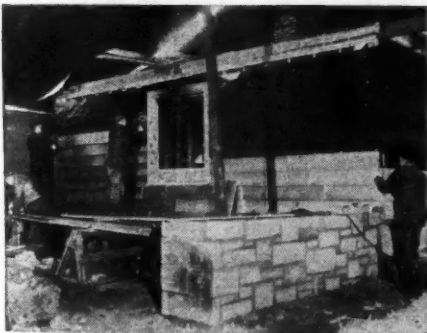
Until explanations were made recently many Milwaukeeans expected to witness a unique event—a full-fledged circus in January. Instead, they learned a new wrinkle in winter construction, and more fully appreciated that home builders are ingenious.

Because Wisconsin winters are not especially suitable for building houses, Roy Sawyer, builder of the 1947 Milwaukee



Home Show model home, erected a full-sized show tent and carried on despite record snows, ice and frigid blasts. Speed was necessary so that the model house could be completed in time for the show this month.

Oil heaters inside the tent made working conditions comfortable. Following completion of the sidewalls and other ground floor construction, the tent was removed and the roof put on in less than 24 hours.



The house, 44' x 28', featuring all the latest materials and construction principles, was designed by a Milwaukee architect, E. J. Schrang.

Boston 1947 Slate

Augus M. MacNeil was elected president of the Home Builders Association of Boston, succeeding Anthony V. Taurasi, 1946 president, at the association's annual meeting recently. Other officers chosen include Charles E. Dockser, vice president, and Harold M. Hatfield, re-elected secretary-treasurer for a second term. Messrs. MacNeil and Dockser were also named as national directors.

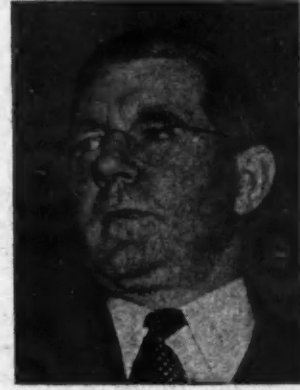
Home Builders Acclaim Foley-Creedon Statement on Housing Policy for 1947

Last December, when President Truman appointed FHA Commissioner Raymond M. Foley as National Housing Administrator, and Frank R. Creedon as Housing Expediter, the home builders of the nation hailed the move as the dawn of a new era

crease the volume of home building, but also to speed the completion of homes and shorten the building time in order that construction costs may be reduced. Accordingly, the removal or modification of controls which no longer fit the current



RAYMOND M. FOLEY



FRANK R. CREEDON

in government-private-home-building-industry relations. Picking up the shattered remnants of the Wyatt housing fiasco, these two men met and agreed that a sound partnership could be set up.

Since then there has been a satisfactory definition of responsibilities, and that each has effectively worked at his job for the common good is evidenced by their recent joint policy statement on the Housing Program for 1947. Their objectives are "to obtain the greatest possible number of dwelling units at moderate cost and to enable veterans to obtain housing that best meets their needs, particularly homes for rent." Although not specifically written into the statement it is apparent that so long as these government officials have their present powers, they intend to use them to accomplish their announced objectives.

The joint statement calls attention to certain shortages in building materials, and follows with a proposal to channel raw materials and use premium payments to increase their production. It also points out that a substantial part of the supply of these materials will be channelled into housing and that all building controls will be relaxed when such relaxation "will contribute effectively to the year's housing objectives."

The attitude toward controls is revealed in the following assertion:

"We now urgently need not only to in-

situation is essential. Controls as such are intricate and burdensome, both to builders and the government. In themselves they impose an added burden on producers, distributors, builders and the government that adds to the time and cost of construction. Where the building and completion of homes will be speeded and made easier, controls are being relaxed."

The limitation on non-housing is being continued until the materials situation improves, although a step-up in authorizations from \$35 million to \$50 million weekly was made, the statement continues, to reflect construction cost rises and the increased needs for facilities generated by the housing program itself.

The importance of rental housing in the overall program is stressed in the Foley-Creedon statement: "Our major objective in 1947," it emphasizes, "is to get the largest possible percentage of new rental construction. Important financing aids are already available. Others are being added or expanded to assist builders of rental projects. They will give special emphasis to the smaller types of rental projects, which can be planned and constructed most quickly. They will promote developments of the investor-occupant project of two-, three- or four-family units. There is also great need for projects ranging from two-family to twenty-family units. These, too, will receive special attention and encouragement."

San Antonio Home Builders Install Officers



PHOTO of speaker's table during San Antonio Home Builders Association Inaugural.

The San Antonio Home Builders Association, which increased its membership by nearly 100 members during 1946, held its first annual inaugural dinner in the Minuet Room of San Antonio's Menger Hotel early in January.

New officers installed included Frank Robertson, named president to succeed V. F. Buchek; G. S. McCreless, vice president; A. L. Cowan, secretary; H. M. Van Auken, treasurer; and Messrs. Buchek and McCreless, national directors. Local directors, in addition to the new officers, are H. C. Thorman, L. E. Fite, L. G. Hodges and Mr. Buchek.

Shown in the photograph above at the

speaker's table during the installation banquet are: (l. to r.) H. H. McDonald; Sam Bell Stevens, president, San Antonio Lumbermen's Association; John Flannery, president, San Antonio Real Estate Board; Mr. Hodges; Mr. Fite; Mr. Cowan; Mr. McCreless; President Robertson; Lee B. Miller, executive secretary, San Antonio Home Builders Association; Mr. Thorman; Mr. Van Auken; C. T. McLeod, FHA district director; A. H. Cadwallader, president, Texas Mortgage Bankers Association; Newton Jackson, president, San Antonio Insurance Exchange; David Young (obscure); and Kenneth Browne.

Tacoma Home Builders Organize

Formal organization of the Home Builders Association of Tacoma, Wash., has been announced by its newly elected president, Edward P. Miller, prominent



EDWARD P. MILLER

Tacoma home builder head of the Miller Construction Co., Inc.

Other officers named are E. R. McKee, first vice president; W. H. Ostruske, second vice president; Joseph Heatley, secretary-treasurer; Rex Harrington, Norman Jardine and Eugene Freigang, directors.

James H. March, nationally known among builders and long active in NAHB affairs, was chosen to represent the Tacoma group on the National Association Board of Directors.

Following his announcement, Mr.

Miller told *American Builder*: "Like all builders, I feel that the recent relaxation of controls will greatly accelerate the building program, and I have followed with considerable interest your contention at various times that building should be left in the hands of the building industry and not handled and controlled by government bureaus."

Mr. Miller is presently developing sites for 118 new homes which he hopes to complete this year. His 1948 program calls for the beginning of a complete new community in one of Tacoma's choicest sections where he now controls approximately 2,000 building sites.

Mahoning Valley Association Honors Retiring President

George W. Hartman, 1946 president of the Home Builders Association of Mahoning Valley, O., was presented a wrist watch at a recent dinner meeting in token of members' appreciation of his fourteen years' service to the association.

New officers installed at the same time were Burton C. Smith, president; Harry Garde, vice president; Jack Heath, secretary; and F. E. Anderson, treasurer.

Membership in the association increased from 54 to 100 during 1946, the group's membership committee reported.

Richmond Builders Re-elect Officers

The Home Builders Association of Richmond recently announced that its 1946 officials had been renamed for the current year, following its first annual dinner meeting. They are: Earl H. Wicker, president; Julian A. S. Meyer, vice president; Carl Fleming, secretary; B. O. Williams, treasurer.

Directors named include Mark C. Bane, Mathias E. Kayhoe, William D. Maxey,



C. G. YAGEL

Eugene B. West and Matt P. Will, in addition to the officers.

C. G. Yagel, executive secretary, reported an increase of 45 new members during 1946.



SHOWN above, left to right: (rear) Eugene B. West, Mark C. Bane, Matt P. Will, William D. Maxey. Front: C. G. Yagel, Julian A. S. Meyer, Earl H. Wicker, and B. O. Williams.

Cleveland Builders Hear Mott

Seward H. Mott, Washington, executive director of the Urban Land Institute, was the featured speaker at the Home Builders Association of Greater Cleveland's meeting devoted to community building problems, last month in Hotel Hollenden.



SEWARD H. MOTT

Because of widespread interest in community development NAHB has arranged with Mr. Mott, who formerly was head of FHA's Land Planning Division, to visit several of the larger cities, where affiliated local associations are established, to conduct clinics on the subject.

Local Association Officials Endorse American Builder Plan

Presidents and secretaries of NAHB affiliated local associations have given their enthusiastic endorsement to *American Builder's* recently announced plan of making subscriptions available, whenever possible, to active members of the local organizations, despite the limitations imposed by the continuing paper shortage.

In announcing the plan, *American Builder* pointed out that the critical paper situation made it impossible to increase its circulation beyond the present level of approximately 80,000, the largest circulation of any trade journal in any field, but because most active members of the NAHB affiliates are actively engaged in home building it believed it could render the greatest service by meeting this demand first.

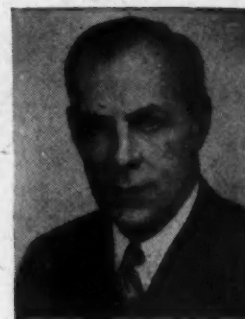
Since the war the number of *American Builder* subscribers has increased from about 62,000, the figure at which the circulation was frozen during the war years, to the present number of more than 80,000.

Portland Association Installs New Officers

Photograph at right shows retiring president Paul E. Bonelli (left) of the Portland Home Builders Association, Inc., going over the installation-night program with Edwin Sandberg, president-elect. Other new officers are: (left to right) Loyd F. Carter, vice president; Alford Norbraten, secretary-treasurer; and Palmer Biggness, sergeant at arms.

Cortright's Column

By Frank Cortright



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

The predictions are flying thick and fast these days—the air is full of them. Every armchair expert is telling the men who build houses how many houses they will build in 1947.

Most of the experts seem to have settled on the figure of 1,000,000 (which is a nice round figure) as the number of houses that home builders can construct during the year.

One of the first to appear with the figure was the Department of Commerce. Its experts in December tentatively predicted that we could build 1,100,000 houses in 1947, but since that time they've been talking in terms of the one-million-even figure.

The Foley-Creedon housing team, in its latest report, anticipated that "at least one million homes" can be put under construction in 1947 and that, with the carry-over from 1946, "about a million" can be completed. As the source of its figures, the housing team gives "other government agencies" and "various informed spokesmen for the building industry."

The Department of Labor has backed up the Commerce Department estimate. And all the experts who speak for industry groups have settled on the magic phrase—"a million homes in '47."

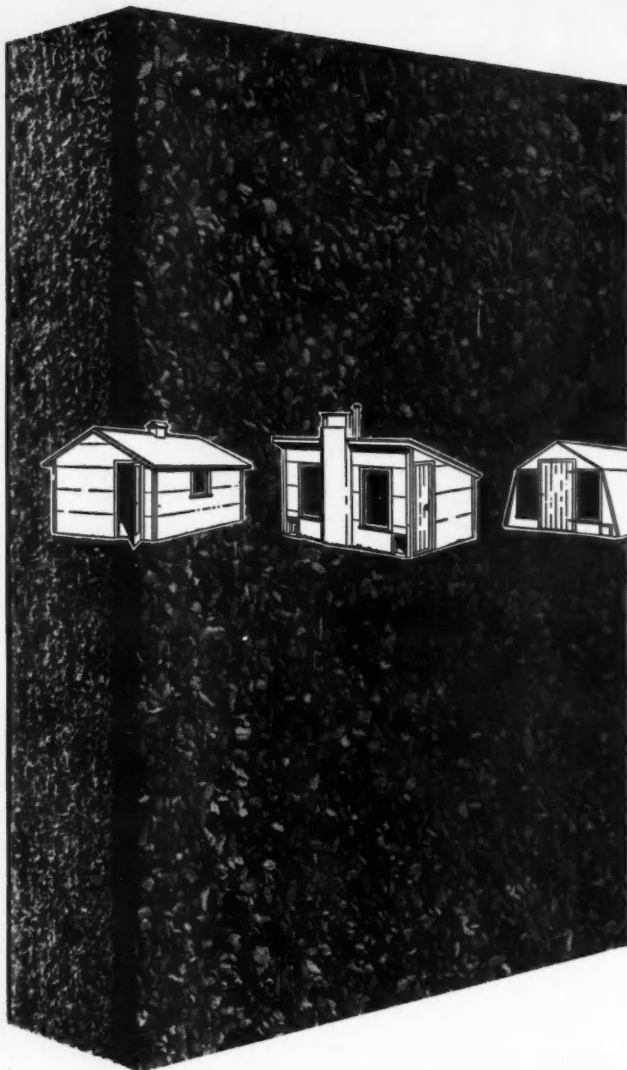
There's just one catch in all this glowing picture. The men who are making the optimistic predictions aren't the men who will build the houses. It's one thing to sit in a Washington office studying charts and statistics and emerging with the conclusion that a million homes can be built during the year. It's another thing to hire the labor, arrange financing, secure the materials, purchase and prepare the site, and arrange the thousand-and-one details that go into the making of a home.

I'm profoundly grateful that all these forecasters have the confidence and faith that they do in home builders. At the same time, I can't help wondering at their calm assumption that all our problems can be speedily solved. In effect, these predictors are saying: "A tremendous housing job has got to be done and we know it will be done this year. Home Builder George is just the man to do it."

I think the predictors are probably right. I know home builders can build one million homes this year—if government moves out. Present financing problems must be solved; the cost of building materials must level off and be reduced; the construction period must be cut in half; such limitations as the 1500 square foot area, the one bath requirement, and ceilings must be eliminated. Builders must be permitted to construct homes and apartments in all sizes and price classes. The construction of government housing must stop. Labor must uninterruptedly give a full day's work at a fair wage.

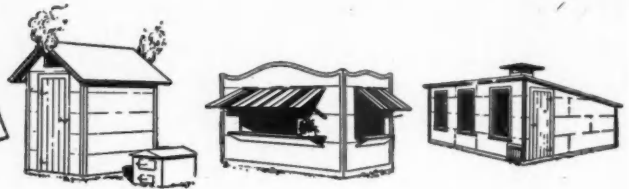
All over the country houses are being planned for sale and rent in totally unprecedented volume. A great industry is ready, willing and able to do the job.





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TRADE MARK



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THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

NATIONALLY ADVERTISED!

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READY FOR YOU TO SELL NOW!

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Celotex dealers: we will supply Celo-Siding broadside for mailing to farmers on R. F. D. Box Holder lists, imprinted with your name. No addressing necessary. Only cost to dealer is 1½c postage per name. Write us direct ordering number desired.

CELO-SIDING
TRADE MARK

One of the Famous

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

Published monthly by Simmons-Boardman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price, United States, Possessions and Canada: 1 year, \$3.00; 3 years \$5.00. Foreign countries: 1 year, \$10.00; 3 years, \$20.00. Single copies 35 cents. Entered as second-class matter Oct. 11, 1930, at the Post Office at Chicago, Illinois, under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Illinois.

Modern "APPLIANCE" for sunshine and fresh air

The trend toward making every kitchen job lighter, easier with modern appliances explains, in part, the growing popularity of steel windows.

Why should a woman struggle and strain with sticking windows when she can have steel casements that open mechanically with finger-tip operation of a small lever?

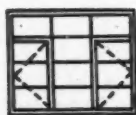
And why should she take the risk of sitting on sills

or leaning out to clean windows when she can clean both sides of a Fenestra Casement from inside the room?

Especially when they're so good looking . . . and add a note of sunny cheer to the workroom of the home.

You can easily see why Fenestra Steel Casements have so aptly been called "Women's Windows", and why, when you give the women the latest conveniences, you get a lot of bridge-table and garden-fence talk in your favor.

Standardization of the Fenestra Steel Casement line has made it easier and more economical for you to furnish the *right* window for every room in the house—singly or in combinations of units. It means quicker installation, too. Write for full information on this family of up-to-date windows. Detroit Steel Products Company, Dept. AB-3, 2260 East Grand Boulevard, Detroit 11, Michigan.



3423

FENESTRA STANDARD TYPE
illustrated above

Fenestra



RESIDENCE STEEL CASEMENTS



A house, too, can be “painted into a corner!”

● No architect or builder needs to be told that, of all home-heating fuels, Bituminous Coal is the most economical and most dependable.

So, even when a client of yours *insists* on some other fuel for his new home, it's wise to give him the chance to change his mind at some time in the future—and turn to coal!

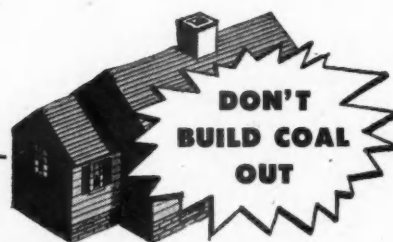
Otherwise, he's apt to find his house “painted into a corner” when stoker developments, local coal services and cost differentials dictate the use of coal.

Just be sure that the house plan provides: (1) *A chimney with sufficient flue capacity to burn coal efficiently;* (2) *Sufficient space adjacent to the heating unit for eventual coal storage and stoker installation.*

Such sensible precautions involve but trifling cost—and they may add greatly to the future value of a house.

Coal supplies uniform, *steady* warmth throughout every portion of each room. For there's always a fire in the furnace—no “pop on and pop off” periods that permit accumulated heat to rise to the ceilings and leave floor areas dangerously cold. That, plus its low cost, is why more than 4 out of every 7 homes in the United States now heat with coal!

BETTER AND BETTER THINGS ARE COMING FROM COAL!



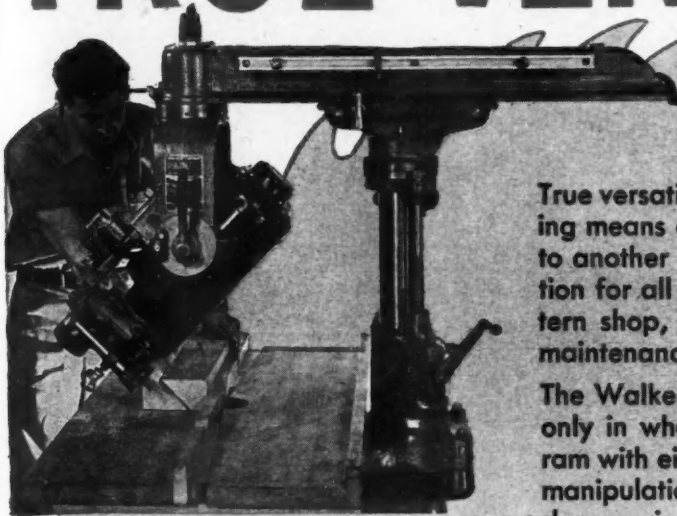
As you undoubtedly know, the modern research facilities of the Bituminous Coal industry are hard at work not only to make coal a still better fuel, but also to devise new, low-cost *automatic* equipment that will make coal-heating even cleaner, more comfortable, more convenient and more economical. This makes it all the more important that every new home built today be planned to permit the eventual burning of coal—no matter what fuel may initially be selected.

BITUMINOUS COAL

BITUMINOUS COAL INSTITUTE
Washington, D. C.

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TRUE VERSATILITY



ANGLE RIPPING

WITH WALKER-TURNER RADIAL SAWS

True versatility in wood working and handling means quick shifts from one operation to another with fast, simple and safe operation for all jobs in building construction, pattern shop, wood products manufacture and maintenance operations.

The Walker-Turner Radial Saw is truly versatile—not only in what it does, but how it does it. A sliding ram with eight over-size ball bearings provides quick manipulation and clear view at all times. Saw tilts 45 degrees in either direction. Patented geared motor means smaller blades, greater sawing capacity per horse-power!

It's a typical Walker-Turner high capacity, low investment production tool—one of a family that made outstanding records during the past ten years and is now replacing heavier equipment in thousands of plants.

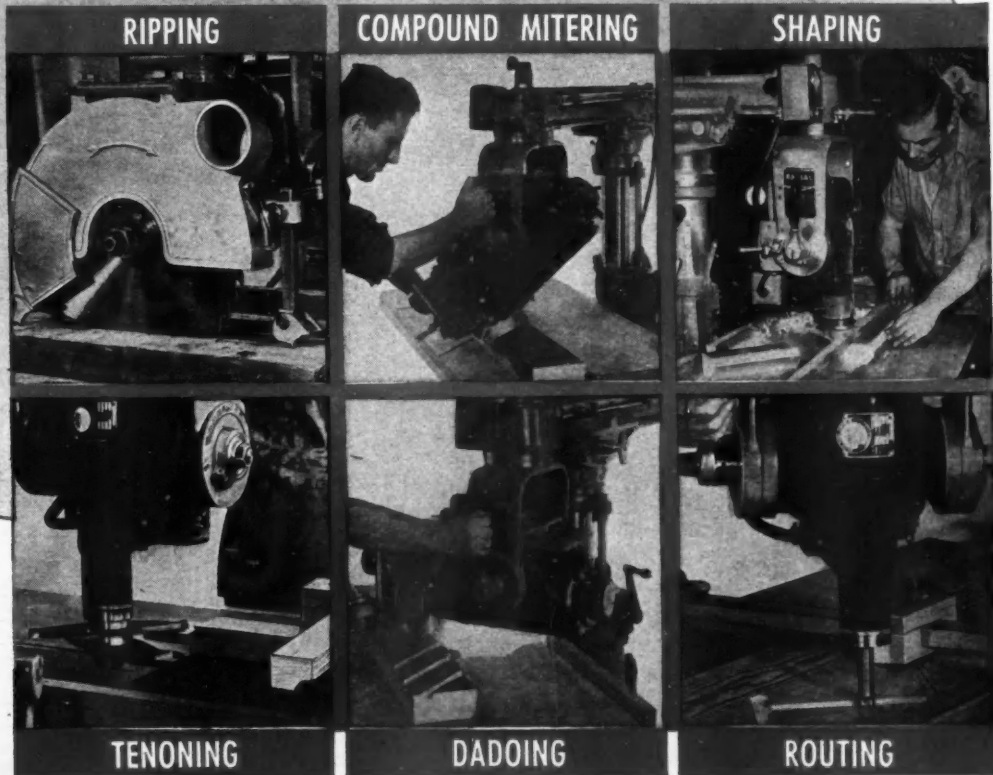
RADIAL SAW RA1108

Motor unit tilts vertically and swings horizontally for any angle bevel, mitre, or compound cut—also operates at 90° for shaping, tenoning and routing—Cuts material up to 4 1/4" deep—Gliding ram travels 21 1/2"—Rips material 38" wide—Price: With 2 or 3 h.p. motor, less base—

\$430.25

*F.O.B. Plainfield—slightly higher west of the Rockies and in Canada

Walker-Turner Machine Tools are sold only by authorized Industrial Machinery Distributors.



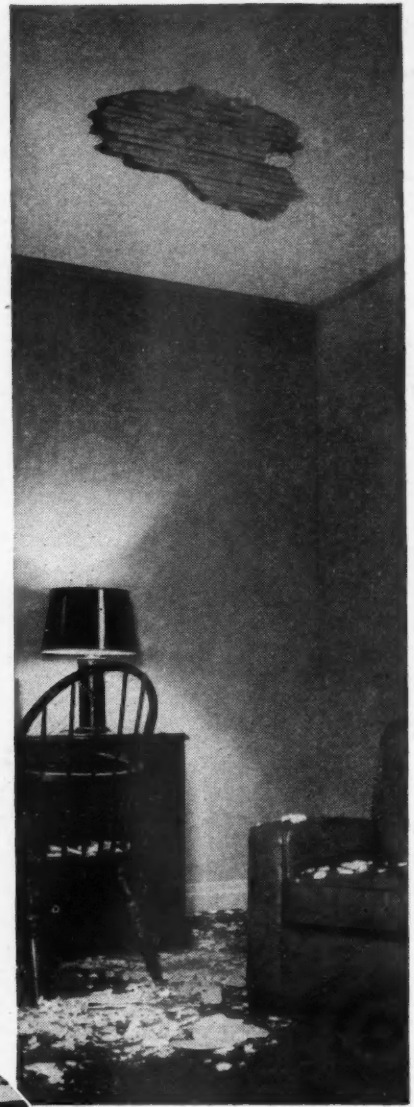
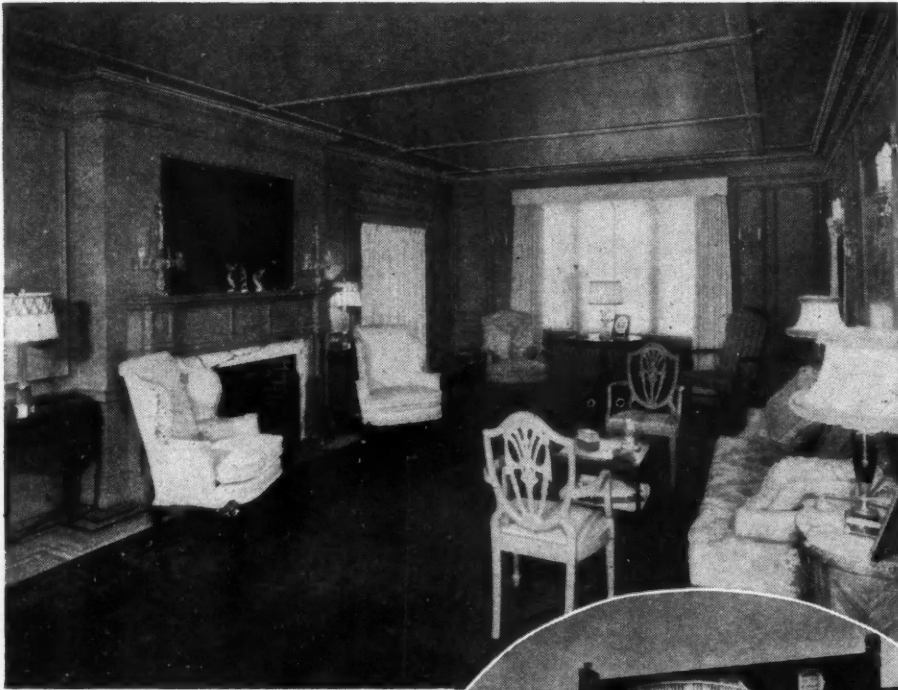
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MACHINE TOOLS

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Can Cracked Ceilings Make Business?



➔
Beauty in keeping with the most pretentious homes—yet at a cost within reach of the small home owner. Upson Ceiling in the home of Fred Ludwig, President, Merritt Lumber Yards, Reading, Pa.

YES—and big business . . . for architects, for dealers and for contractors!

The 1940 census revealed 18% of all dwelling units in need of major repairs. Now after the neglect of war years that figure has jumped.

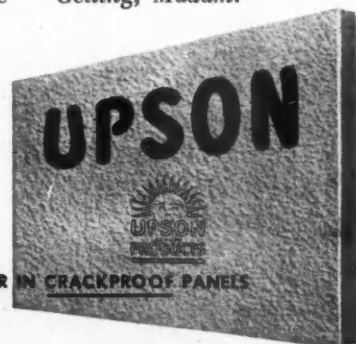
A great part of this business can be yours! For homeowners, bothered with cracking plaster, want ceilings of enduring beauty and permanence.

Using Upson Ceiling Panels made

specifically for the purpose, a carpenter can apply a ceiling which will remain forever crackproof—a ceiling which will be more than a bare, uninteresting expanse. He can apply a ceiling which will become an integral part of the decorative scheme—adding modern character, design and charm* to the interior. He can do the job right over old plaster—without the dirt and muss which goes with replastering.

Every architect, carpenter and contractor will find Upson answers tough interior problems. Like every good building product, Upson Panels are not yet fully available . . . but we're doing our best 24 hours a day! The Upson Company, Lockport, New York.

Here's a business-getting habit: When you look up, speak up! Where cracking plaster is causing trouble, always say . . . "You need an Upson Ceiling, Madam."



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Upson Quality Products Are Easily Identified by the Famous Blue-Center

AMERICAN BUILDER

AND BUILDING AGE

MARCH

VOL. 69

1947

NO. 3

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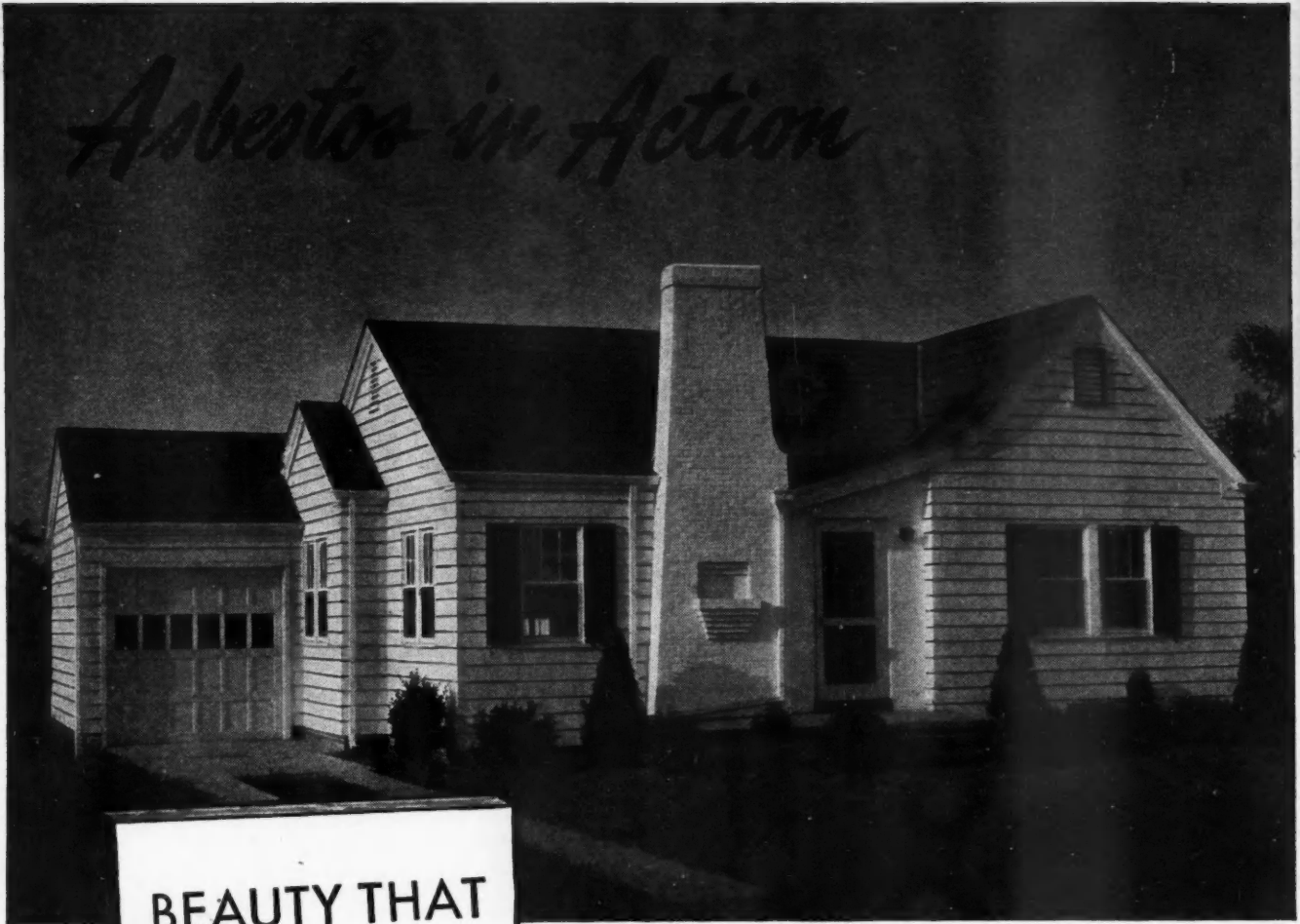
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AMERICAN BUILDER HAS THE LARGEST CIRCULATION OF ANY TRADE JOURNAL IN ANY FIELD

Asbestos in Action



BEAUTY THAT
WILL LAST...

K&M "Century"
ASBESTOS-CEMENT SIDING
and ROOFING SHINGLES

This attractive cottage with its "Century" Asbestos roof and sidewalls has three qualities that countless GI's and other home hunters want . . . good looks, good value and low-cost durability. It's the type of construction that offers many advantages to dealers and builders . . . for K&M "Century" asbestos-cement products are easy to handle and apply.

They're economical in cost, suitable for any type building and last indefinitely. Being asbestos-cement, they are proof against weather, fire, rot, rodents and termites . . . and they never need to be painted.

"Century" Siding Shingles come in color-fast shell white and graytone . . . in ready-to-use 24" widths . . . with grained, weathered surface in wavy butt-line style.

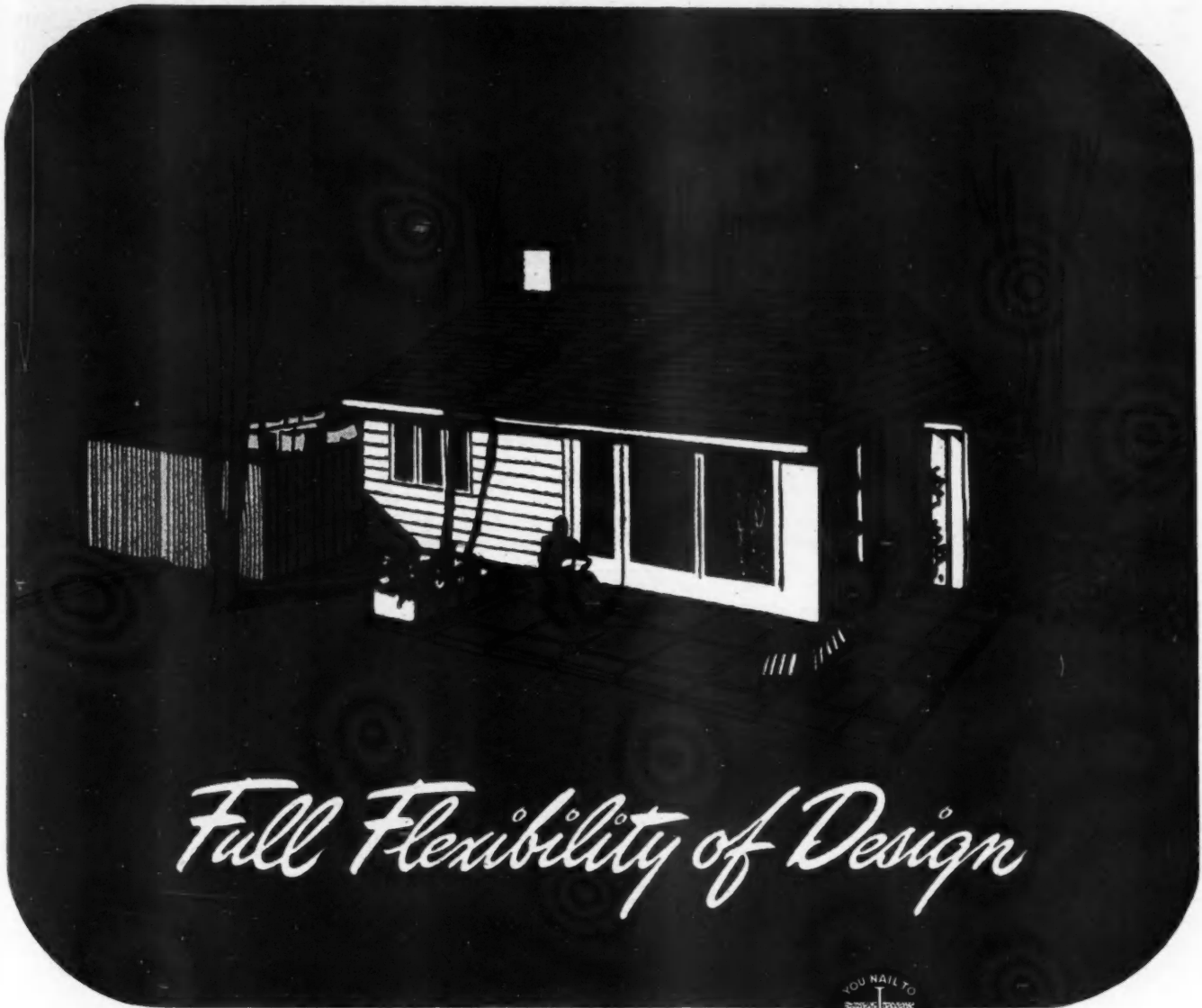
"Century" Roofing Shingles are supplied in various styles to suit any taste, fit any architectural plan, harmonize with any environment.

Your local K&M dealer will be glad to show you samples, quote prices, name delivery dates and give you whatever other information you desire about K&M products.

*Original manufacturers of Asbestos-Cement
Roofing Shingles in this country*

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA





Full Flexibility of Design

Stran-Steel framing is a building product of Great Lakes Steel Corporation



Stran-Steel is versatile. It gives full scope to architectural planning, asks no compromise of beauty, utility or individuality of design. Its great flexibility is mainly the result of three factors:

The Nailing Groove. This patented feature, found exclusively in Stran-Steel members, permits collateral materials to be *nailed directly to the frame*. Nails are bent and clenched in a "grip of steel," held 40% more firmly than in wood.

Assembly Methods. Practically any type of joint or connection can be accomplished, simply and efficiently, with Stran-Steel. Members are joined directly by self-threading screws or with the aid of specially designed Stran-Steel fittings. On large construction projects, erection can be further speeded by welding.

Pre-Cut Members. Stran-Steel members are cut to architect's exact specifications, for fast erection at the building site. Designing is simplified because the Stran-Steel system is simplified, utilizing only a few basic members.

Stran-Steel is especially economical for multiple dwelling units . . . highly practical for all light-load buildings. Fire-resistant, rigid and durable, it protects the building investment. For further information, see Sweet's File, Architectural, Sweet's File for Builders, or the January issue of Building Supply News.

BUILD WITH

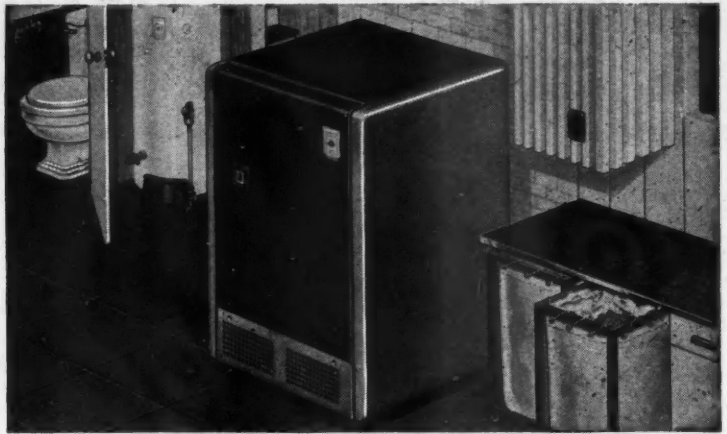


GREAT LAKES STEEL CORPORATION

Stran-Steel Division • Dept. 30 • Penobscot Building • Detroit 26, Michigan

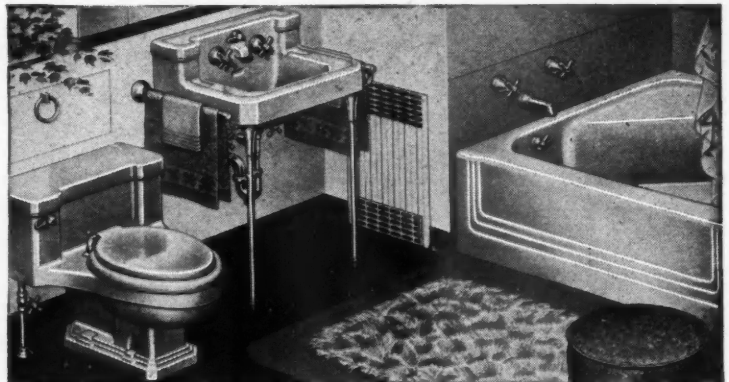
UNIT OF NATIONAL STEEL CORPORATION

Right in Design and Engineering ...



The **EMPIRE** Gas Boiler has all the features essential to perfect performance, including patented pin type cast iron sections—the most effective type of cast iron heat absorbing surface; water filled sections entirely surrounding the combustion chamber to permit locating boiler on same floor as water radiators; and sections joined with gas-tight, metal-to-metal fit to assure maximum combustion efficiency.

Right in Style and Quality ...



The **NEO-ANGLE** Bath in this attractive room is approximately four feet square, yet it provides roomier bathing space than most baths. Two integral seats and broader, flatter bottom bring new convenience, comfort and safety to bathing. The harmonizing **COMPANION** Lavatory and the **MASTER ONE-PIECE** Closet are of genuine vitreous china. All three pieces available in white and choice of many colors. Unique details of this bathroom are described and illustrated in your copy of the American-Standard Room of the Month Ideas folder for March.

AMERICAN-Standard

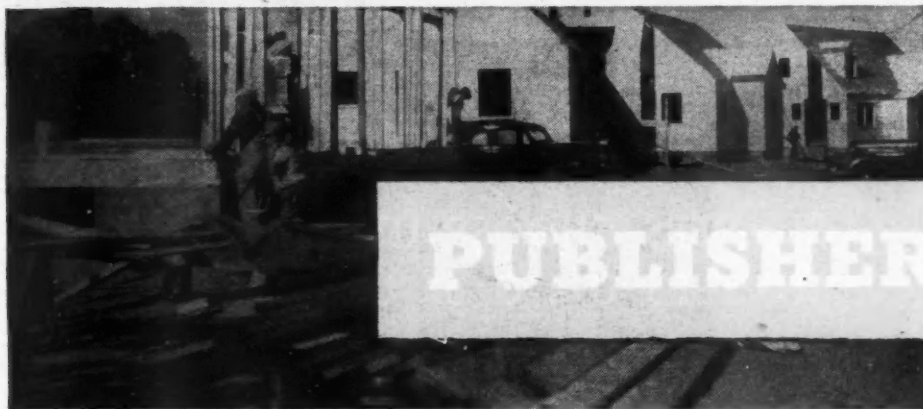
HEATING  PLUMBING



■ You can put American-Standard Heating Equipment and Plumbing Fixtures in your plans with assurance that they will be *right*. Right in *design* ... in *size* ... in *style* ... and in *quality*. And you can be sure of client satisfaction. For these performance-proved and widely advertised products enjoy a public acceptance second to none! Yet, American-Standard products cost no more than others ... and they're available for your modernization jobs on a convenient Time Payment Plan. For details, see your Heating and Plumbing Contractor. American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pennsylvania.

..... *Serving the Nations' Health and Comfort*

LOOK FOR THIS MARK OF MERIT—It identifies the world's largest line of Heating and Plumbing Products for every use ... including Boilers, Warm Air Furnaces, Winter Air Conditioners, Water Heaters, for all fuels—Radiators, Convectors, Enclosures—Gas and Oil Burners—Heating Accessories—Bathtubs, Water Closets, Lavatories, Kitchen Sinks, Laundry Trays, Brass Trim—and specialized products for Hospitals, Hotels, Schools, Ships, and Railroads.



PUBLISHER'S PAGE

Subsidies vs. Private Enterprise

WHEN the New Dealers were in control of government this paper gave its definition of "free private enterprise." It was: "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 labor monopolies or government to wages and working conditions that prevent normal, healthy functioning of private enterprise."

There has been a change in the control of government. There has been no change in this paper's definition of "free private enterprise." *Every* socialistic policy is an attack on private enterprise. And a policy is no less socialistic because advocated by a Republican.

An example is Senator Taft's advocacy of public housing, which was originated by the New Deal. No policy is more socialistic and adverse to "free private enterprise." It taxes all the people to subsidize some of them. It puts government, using the taxpayers' money, into unfair competition with private enterprise that pays taxes. No argument can be made for providing people with housing largely at the taxpayers' expense that cannot be made for providing them food and clothing at the taxpayers' expense—or even automobiles. A survey would show that many who it is said cannot "afford" to own or rent good housing are "affording" automobiles!

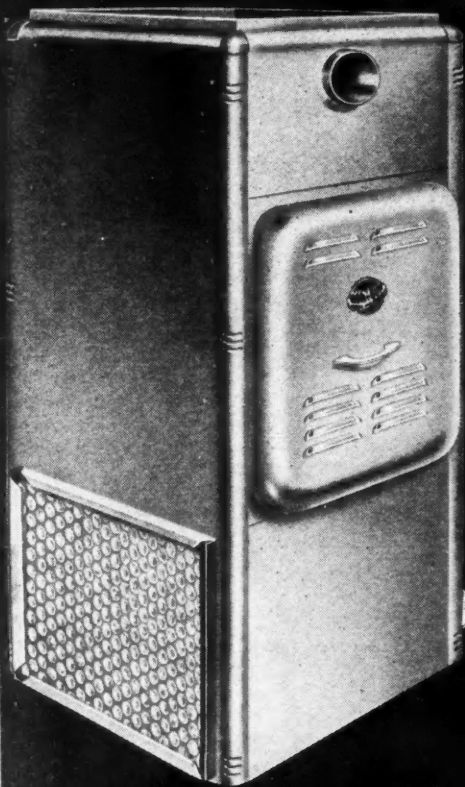
We cannot have both really free private enterprise and policies destructive of it. And no policy is more certainly de-

structive of it than that of subsidy. It has been well said, "The most familiar and ubiquitous form of coercion is taxation." The more government coerces, the more it reduces freedom. And the more it subsidizes, the more it has to use coercion to take from some the taxes with which it subsidizes others.

During the recent political campaign Republican leadership promised a 20 per cent reduction of individual income taxes. Now claims are being made that government expenses cannot be reduced enough to justify this reduction of taxes. But subsidies included or proposed in federal government expenditures are of almost innumerable kinds and aggregate billions of dollars annually. And it is notable that nobody in Washington has estimated how much could be saved by *eliminating all subsidies*—doubtless because almost everybody there, Republican, Democrat, or New Dealer, wants the support of some business, farmer or labor pressure group that wants a subsidy.

Subsidies have become so numerous that probably *every* reader of this page, whether he knows it or not, is both receiving and paying them. Do *you* favor abolition of *all* subsidies? If not, reflect on the following: (1) Whoever you are, the taxes you are paying to provide subsidies undoubtedly exceed the subsidies you are receiving. (2) Most politicians, regardless of party, will continue to use subsidies to buy votes as long as most people show that the only subsidies to which they are opposed are those that they don't get.

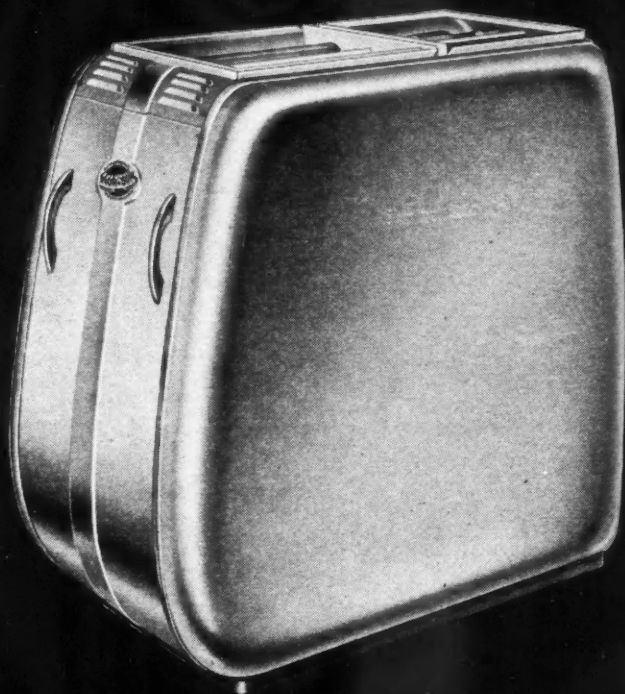
Samuel O. Druan,



For small compact homes
BUILDERS CHOOSE UTILITY
MODELS U-4-O or U-4-G



For larger homes
BUILDERS CHOOSE
MODELS T-6-O or T-6-G



"The sun never
sets with MOR-SUN!"

In either case BUILDERS choose the MOR-SUN pressed
steel forced warm-air furnace, oil or gas-fired, for

Beauty AND BTU'S

FACTORY ASSEMBLED PACKAGED HEAT
EASIER INSTALLATION and EASIER SERVICE

More heat at less cost

MORRISON STEEL PRODUCTS, Inc., BUFFALO 7, N. Y.

Morrison's nationwide dealer organization is at your Service. Write us for the address of our representative nearest you.

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Now your customers will ask you about REYNOLDS *Lifetime* ALUMINUM SHINGLES AND CLAPBOARD SIDING



Reproduced above is the initial full-color center spread in *The Saturday Evening Post* ...beginning a full schedule of 4-color pages in *The S E P*, *Better Homes & Gardens*, *House Beautiful* and *The American Home*.

WE'RE telling your customers about the advantages of aluminum building materials . . . fire-proof, rust-proof, rot-proof, vermin-proof . . . giving better appearance, greater comfort, more *lasting value* for the 1947 building dollar.

There's real building economy in the speedy application of these modern materials. There's also real customer satisfaction in the *lifetime* beauty of aluminum—which weathers to its own soft dull-gray, or takes paint beautifully. Choice of traditional shadow line in individual shingles with clapboard siding, or the handsome vertical lines and big-sheet economy of "Snap-Seal" roofing.

Another big sales point is the *insula-*

tion value! Aluminum reflects up to 95% of all radiant heat. Keeps an interior amazingly cooler in summer—and warmer in winter, with less fuel.

Take advantage of this national advertising! Customers will be asking you about Reynolds Lifetime Aluminum Building Products. Write for literature. Reynolds Metals Company, Building Products Division, Louisville 1, Kentucky.

Available now in any quantity!



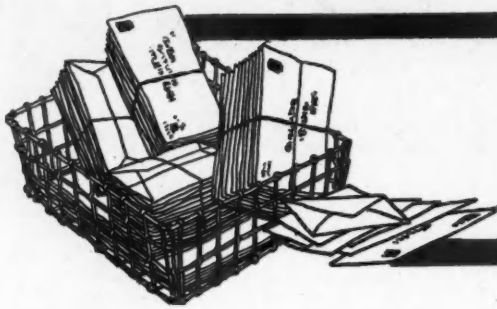
"SNAP-SEAL" ROOFING gives the economy of big-sheet installation plus handsome weathertight interlock which covers all nails. Suitable for finest buildings—home, farm, commercial, industrial.



WEATHERBOARD SIDING gives economical big-sheet coverage in a handsome four-inch clapboard effect. Special corner posts for neat finishing.

Aluminum Corrugated and 5-V Crimp Roofing and Siding, Studs, Trusses, Window Frames, Garage Doors, Reflective Insulation, Complete Aluminum Houses.

Hundreds of millions of square feet already produced and delivered:



Our Readers Say:

Congress speaks

To the Editor: I have been fighting the OPA and similar government controls as they relate to business and that includes rents as well as building materials. What would you think of abolishing all government building agencies except FHA, then set it up so it could operate similarly to the way it operated before the war?

My son who operates our business at Kirksville opened up a 43 lot housing addition in our town with the idea of building homes for veterans. He started the middle of the summer, finally got two houses almost completed and after his experience with controls, has abandoned the idea in complete disgust. After that experience he and I both agree that controls in the building field should be entirely abolished; turn firms loose; let private industry be handled by free competition. I think that applies to sugar, rice, rents, and other commodities the government is trying to control. There might be a temporary advance in prices in some fields but you and I know it is always the "unexpected" that happens so instead of prices skyrocketing after a temporary advance the American buyer will force prices down.—WAT ARNOLD, Representative from Missouri, Republican.

To the Editor: I am of the belief that the government restrictions and controls imposed incident to the war should be removed as soon as possible, taking into account the general national economy.—CLAUDE I. BAKEWELL, Representative from Missouri, Republican.

To the Editor: There is no question but that housing is our major problem, and it will receive the early attention of the 80th Congress. I appreciate having your views on the subject and am glad to have the editorial for reference.—FRED E. BUSBEY, Representative from Illinois, Republican.

To the Editor: I am thoroughly convinced that if all restrictions are removed the American people will build their own homes, and veterans will get houses much faster than they are getting them now, or would get them under any kind of Federal regimentation.—J. E. RANKIN, Representative from Mississippi, Democrat.

To the Editor: I feel heartily in accord with your views and will do everything I can to help in this matter.—THOMAS J. O'BRIEN, Representative from Illinois, Democrat.

The Senators' views

To the Editor: I am especially glad to have your comments on the important subject of housing since I am a member of the Senate Banking and Currency Sub-Committee which is making a thorough study of the housing and rental situation. Your views are appreciated. Thank you for forwarding the editorial to me.—JOHN BRICKER, Republican, Ohio.

To the Editor: Senators Wagner, Taft and I propose to introduce a new housing bill. It will be substantially the same as S. 1592, with a few minor changes. The bill should be ready to present to the Senate in the next two weeks, and you may be sure that I shall co-operate to the fullest extent with my co-sponsors in bringing about enactment of this legislation.—ALLEN J. ELLENDER, Democrat, Louisiana.

To the Editor: I wish to thank you for sending this material to me and feel that it will be most helpful to me since I am considering carefully the housing situation.—BRIEN McMAHON, Democrat, Connecticut.

To the Editor: You may rest assured that your views will receive my most sincere consideration. I am always happy to hear from you on any matters of mutual interest.—C. WAYLAND BROOKS, Republican, Illinois.

To the Editor: I have read this editorial with much interest and appreciate your courtesy in sending it to me and I assure you I shall give to the suggestions contained therein my most earnest consideration.—ALBEN W. BARKLEY, Democrat, Kentucky.

Builders agree

To the Editor: May I extend the appreciation of our builders for your interest in their behalf in the effort which you are making in the home building industry to put it back where it belongs. It is only by the efforts of people in your position, with an unlimited field to work, that the story can be put across.—J. RAYMOND TOBIN, Executive Sec'y., Rochester Home Builders' Assn.

To the Editor: Thank you for your letter of January 20 enclosing copy of editorial to appear in your publication. I am sure that your views on the subject covered will be shared by a vast majority of men engaged in the home building

industry of the nation.—C. PHILIP PITT, Secy., Home Builders Assn. of Md.

One veteran's dilemma

To the Editor: You often give advice through the *American Builder* so am hoping you have had some requests similar to mine and have a possible solution.

I returned to civilian life after 4½ years in the Navy of which 1½ years were in a hospital for a service-incurred disability after spending 2½ years overseas with the 3rd Marine Division.

I re-entered the building business and started the construction of one house to be built for sale. The FHA put on a sales price that is below my cost so after working for three months for nothing I am supposed to lose some cash also. They removed the OPA ceilings but retained the sales price that they placed on the house.

Under the new ruling all the houses started under the veterans priority system have to be sold under the ceilings established. This is supposed to help a veteran.

In my case it will take money out of one veteran's pocket and put it in another vet's pocket. The trouble is that it is my pocket that the money is being taken from. The money I put in the business is real blood money since I saved it while on Guadalcanal, Bougainville, Guam and other islands, and I hope not to lose it without a fight.

My brother after five years in the Army built himself a house and spent more than the allowable \$10,000 limit since it was for his own occupancy. Now he wants to move to another location but he cannot sell the house for what it cost him due to the sale price established by the FHA.

They say the Navy was SNAFU but this civilian mess has it all stopped.

The recent housing authority order saying that veterans could not sell their houses for more than they paid for them is sure letting the veterans have it where it hurts.

The veterans can sell the houses at a loss. There is no law against the veteran taking a loss.

If there is any information that you can give me I sure would appreciate it. Whom can I appeal to? The FHA said they were not interested in my costs.—GEO. J. WHELAN, Ventnor, N.J.

Editor's Note: Suggest that you write to your Senators and your Congressman. They need the kind of information contained in your letter, and it can get results.



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The PLANNING BOARD



The Truscon Planning Board says, "Right now, February 15, the all-important question is deliveries, and it's anybody's guess as to what actually will be the situation later in the

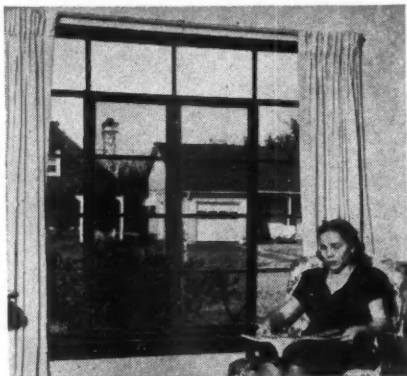
year. Our present delivery schedule for Industrial Windows is 22 to 32 weeks. For Residential Steel Windows (Casement and Double-Hung Types) our entire production is distributed to all districts on an allocated basis and definite shipping schedules vary for different areas. However, we are doing our utmost to increase production to meet the current unprecedented demands. For Industrial Steel Doors shipment is 12 to 14 weeks; for Reinforcing Bars 4 to 6 weeks; Curb Bars 2 weeks. But somewhere along the line the bottleneck on one or more materials may break, and the whole system of production could then be rapidly speeded up. Our suggestion is that you keep in close touch with your Truscon representative."

"The Lady Sure Likes 'Em"

There's one thing you can depend on when a home owner uses Truscon Double-Hung and Casement Residential Steel Windows—you'll have a satisfied, enthusiastic customer.

Take the case of the W. H. Craven family in Oklahoma City, Okla. Mrs. Craven writes:

"As a housewife with two small children, doing my own work, I have found that the



A view of the Truscon Residential Casement Steel Windows in the W. H. Craven Home.

ease with which Truscon Double-Hung and Casement Steel Windows can be cleaned, and the small frame areas involved when we redecorate, made it very worth while to wait until Truscon windows were available.

"We have lived in our house over six years, and have yet to experience sweating or sticking windows. We are convinced that no other window can cope with Oklahoma wind and dust storms so satisfactorily as Truscon Double-Hung and Casement Steel Windows." It's a pretty safe bet that both Mr. and Mrs. Craven are telling their friends about their

pleasure with Truscon Residential Windows, and are making new Truscon prospects and customers thereby. Satisfied customers like that are mighty good business for you, and it's well worth your while to investigate all the Truscon selling advantages.

The trim, slim lines of Truscon Residential Double-Hung Windows produce a clean cur modern beauty that adds distinction to any building. Moreover, their beauty is permanent, because these windows are made of STEEL. Truscon Double-Hung Steel Windows cost no more to buy and install than ordinary windows. Completely factory assembled and delivered ready for installation, their cost will fit the budgets of the most modestly priced homes. They can be economically installed. And, because of their long life they actually cost LESS. Combination screen and storm sash are available at reasonable prices.

In rooms where windows are opened and closed frequently or where ventilation needs are great and varied, Truscon Residence Steel Casements fill a utilitarian need in addition to being decorative. Side hinged casements can be opened to a position that will invite or retard the flow of air as desired. High, small or unusually placed window openings all become more useful and attractive when fitted with Steel Casements.



The W. H. Craven Home at 1112 Lombardy Road, Oklahoma City, Okla.

Screens and storm sash are available at reasonable prices.

Write for complete details on Truscon Double-Hung and Residential Casement Steel Windows.

For Better Reinforcing

Truscon Steel Bars for reinforcing are applicable to a wide range of concrete work, such as concrete slabs, beams and girders, columns, walls and footings; in the construction of buildings, bridges, tanks, and all other concrete structures subject to tension and compression stresses.

These concrete reinforcing bars are special rolled sections of high grade steel, with a series of longitudinal and diagonal ribs so designed as to provide the maximum bond with the surrounding concrete.



Truscon Reinforcing Bar

Truscon Concrete Bar fabricating plants are strategically located throughout the country in order to economically serve our customers. Bars are fabricated in these plants to meet the engineering requirements of individual jobs. They are delivered to the job cut to length, bent, bundled and properly tagged. Write for details.

Steel Doors for Every Industrial Purpose

There's a range of Truscon Steel Doors to meet every type or size service need in any type of structure, from a 2' 7 3/8" swing type for residences, schools, stores, etc., to great mechanically operated doors for airplane hangars with openings of hundreds of feet. The types include swing and slide industrial doors, two-section vertical lift doors, two-section turnover doors, accordion doors, crane and canopy doors, pier doors and hangar doors.

All of these Truscon doors are of steel construction, scientifically designed to provide maximum strength without excess weight. Keep Truscon Steel Doors in mind to meet the demands for an economical, serviceable door in all types of buildings. Write for details.



Truscon Adds New Metal Lath Accessories

Within the past few weeks Truscon has added equipment to fabricate short and wide flange bull nose corner beads, special base screeds, picture mold and casings. The addition of these products will enable Truscon to furnish a more complete line of Metal Lath Accessories. More about this later.

Truscon Curb Bars

Curb bars are manufactured from a specially designed rolled steel section embodying the following distinctive features:

1. Ample width (1 1/2 in.) and thickness of exposed plate.
2. Edges of plate beveled to prevent any possibility of feather edge forming at junction of concrete and plate.
3. Plate surrounds and projects the corner without splitting the concrete into two portions.
4. Absolute anchorage into the concrete.
5. Unit of plate and anchors, both formed from the same section of steel.

Furnished in stock lengths of 10 feet.

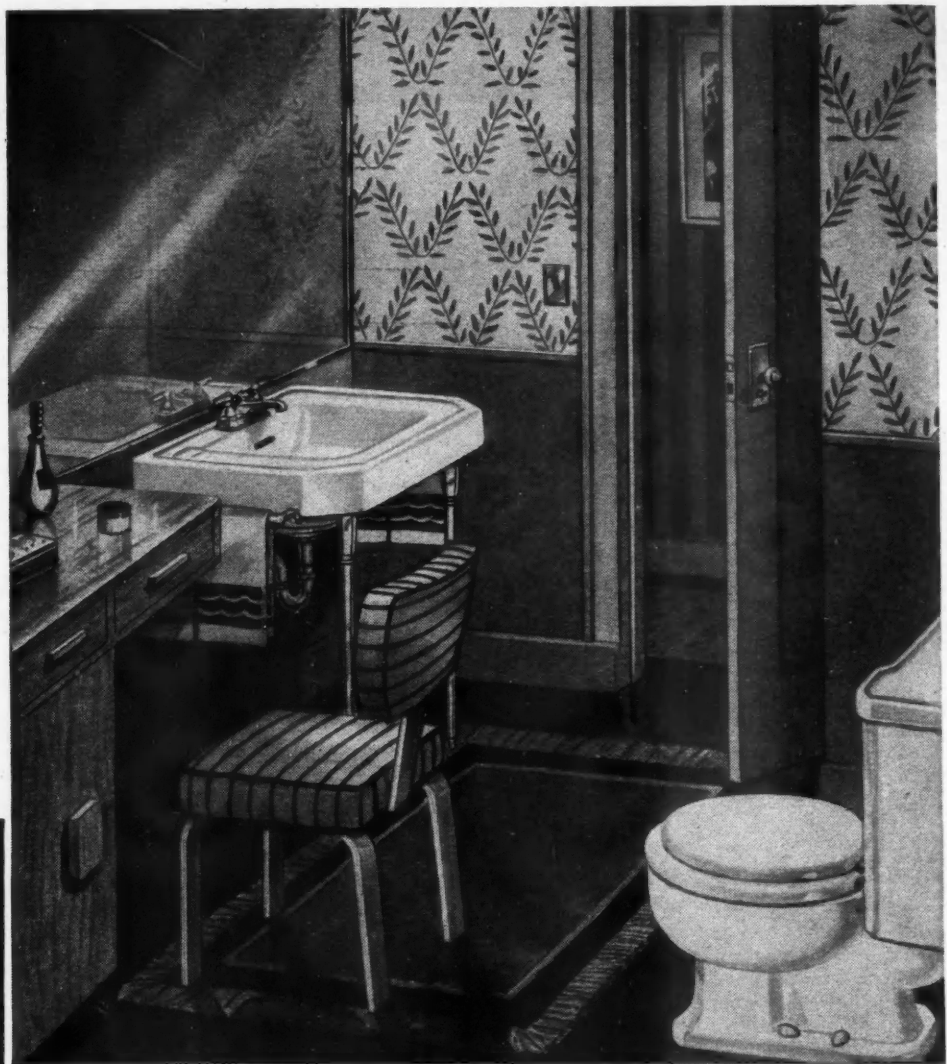
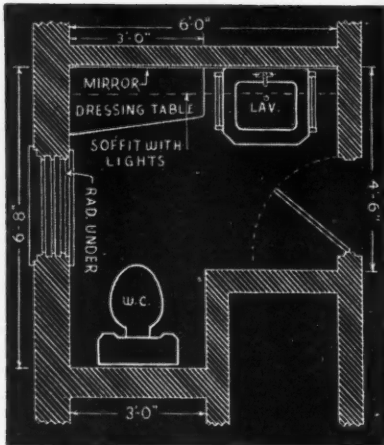
New Literature

A new catalog describing Truscon Steel Joists, Steeldeck Roof, Metal Lath, Concrete Bars and Reinforcing now is ready. Write for your free copy today.



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

This compact arrangement of Kohler fixtures shows interesting economy of space. Dimensions of the longest walls are only 6' x 6'-8", yet there is free access to both the fixtures and the convenient, built-in dressing table.



A KOHLER washroom solves many problems

HOME owners are becoming more aware of the value of added sanitary convenience. The appeal of a Kohler washroom is especially pronounced, for it takes little space, yet it answers many needs—reducing through-the-house traffic, providing convenience for guests, and simplifying child training. Permanent value is added to homes where this practical extra convenience is installed.

There is further practical appeal in the fact that the name "Kohler" stands for first quality at reasonable cost. The high standards of construc-

tion and excellence of design embodied in Kohler fixtures and fittings assure long satisfactory use.

The fixtures in the washroom above are the Jamestown vitreous china lavatory, with Centra mixer-type fitting made of durable chromium-plated brass; and the quiet, smooth-functioning Bolton closet. Kohler quality is now a 74-year-old tradition, safeguarded by the fact that Kohler production is centered in one great plant, with unity of supervision. Write for latest information on products available.

Kohler Co., Dept. C, Kohler, Wisconsin.

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

GIVE BASEMENT FLOORS BEAUTY and HARDNESS
 with **ART-ROC** *Built-in* **COLOR**



Add the Eye-Appeal and Sales-Appeal of Beautiful Concrete Floors . . . at Low Cost!

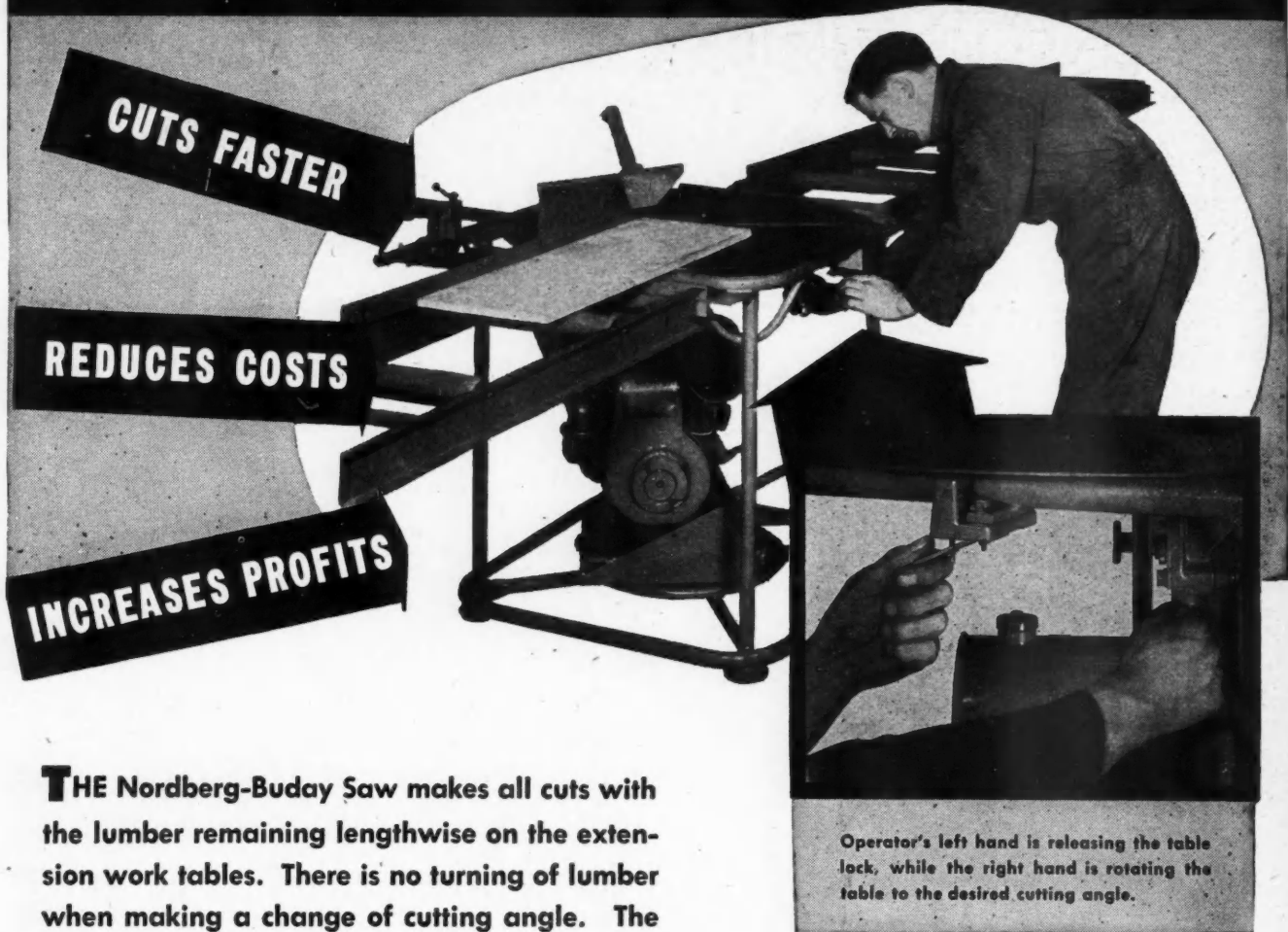
Concrete is a grand material—but who would choose an ordinary, uncolored concrete floor in their basement if they could have a richly colored, super-hard surfaced floor at almost no extra cost! That is exactly what you can give clients with Truscon ART-ROC. Dusted on before finish troweling, ART-ROC Aggregate produces a richly colored BUILT-IN surface which will take all kinds of punishment because it is much harder than ordinary concrete. Any basement, terrace, porch, sun room with such a floor has eye-appeal and sales-appeal which will gratify owners and prospects alike and which gives your work colorful distinction. We invite your inquiries. Write Dept. AR-7, Truscon Laboratories, Division of Devoe & Raynolds Co., Inc., Detroit 11, Michigan.

SEND FOR FOLDER

TRUSCON
ART-ROC
 AGGREGATE
 GIVES
Built-in **COLOR**
HARDNESS
DURABILITY
EXTRA VALUE
 at Low Cost!



The Saw with the Rotating Table



THE Nordberg-Buday Saw makes all cuts with the lumber remaining lengthwise on the extension work tables. There is no turning of lumber when making a change of cutting angle. The rotating unit consisting of table, saw arbor and driving mechanism is turned instead. This is done instantly and without shutting off the power. The result is faster and lower cost cutting. Saving in time and labor soon pays for this saw.

If you are looking for a saw better adapted to your work, one that will cut costs while cutting lumber, investigate the merits of the Nordberg-Buday. A demonstration by a Nordberg-Buday distributor will convince you of its advantages.

Write for Bulletin 132.

NORDBERG MFG. CO.
MILWAUKEE 7, WISCONSIN

Readily Portable

Easily carried by two men — weighs only 340 pounds. With gasoline engine drive, saw can be operated in locations without electric service.

Extension Tables

Two 10 foot steel extension work tables with ball bearing rollers furnished as standard equipment.

Sturdily Built

Welded steel construction withstands hard service encountered in the construction field.

Big Capacity

Twelve inch blade rips a 4" x 4" and cross-cuts a 3" x 12". Will make cross, rip, miter and other cuts.

NORDBERG-BUDAY PORTABLE POWER SAW

Simply turn the Table. Then make the Cut

Miraplas PLASTIC WALL TILE



16 marbled and solid colors

Miraplas—an entirely new beauty treatment in tiled walls. Not a wallboard—not an imitation, but individual solid plastic tiles of conventional size.

Miraplas plastic wall tile increases the value of new construction and it is a "natural" for remodeling. It may be installed over old plaster walls or any smooth surface without costly wall preparation because it is so light in weight. It will not crack, check, peel, warp or rust--and the beautiful colors go all the way through the tile!

Miraplas is setting a new high standard of lifetime tile beauty at a cost well within the reach of the modest budget.

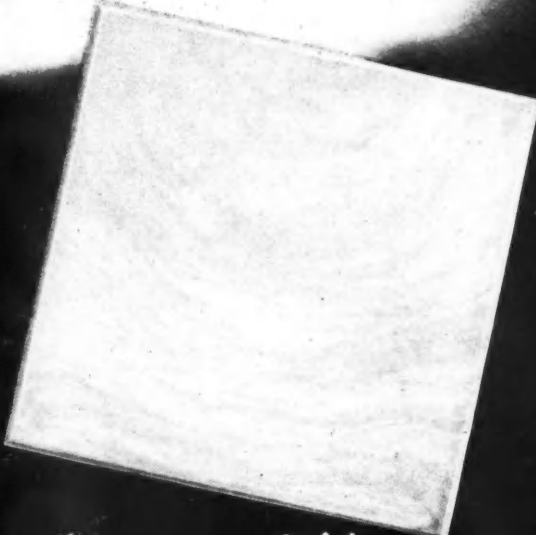
Send for folder showing the 16 Miraplas colors.
A YARDLEY PLASTIC PRODUCT



S & W MOULDING CO.

DEPT. J
COLUMBUS 6

980 PARSONS AVE.
OHIO



quick facts—

- Individual solid plastic tiles
- 16 Marbled and solid colors
- Sanitary—cleans with a damp cloth
- Will not check, warp, crack, peel, chip or rust
- Unaffected by common acids and alkalis
- Lightweight—less than one-half pound per square foot
- Lasts a lifetime
- Moderate cost

Luxurious Winter Comfort



....FOR SMALLER HOMES

MODERN radiant heating is neither luxury-priced nor limited only to larger homes. Smaller homes, too, can feature more healthful, more comfortable, more luxurious winter living with radiant heating, and that means added prestige for home-builder and home-owner.

THE "100" SERIES HEAT EXTRACTOR



This highly efficient radiant heating boiler was designed especially for smaller homes. A water insulated base provides extra safety in kitchen or utility room installations, and a copper coil within the boiler may be included to provide plenty of domestic hot water both winter and summer. The "100" Series Heat Extractor is designed for either manual or automatic firing.

For more healthful, comfortable living . . .
send for your free copy of our booklet—
"PLAN TO BE COMFORTABLE"



The NATIONAL RADIATOR Company

JOHNSTOWN, PENNSYLVANIA

"MY ALUMINUM HOMES ARE TIGHTER AND WARMER THAN ANY I'VE EVER BUILT"

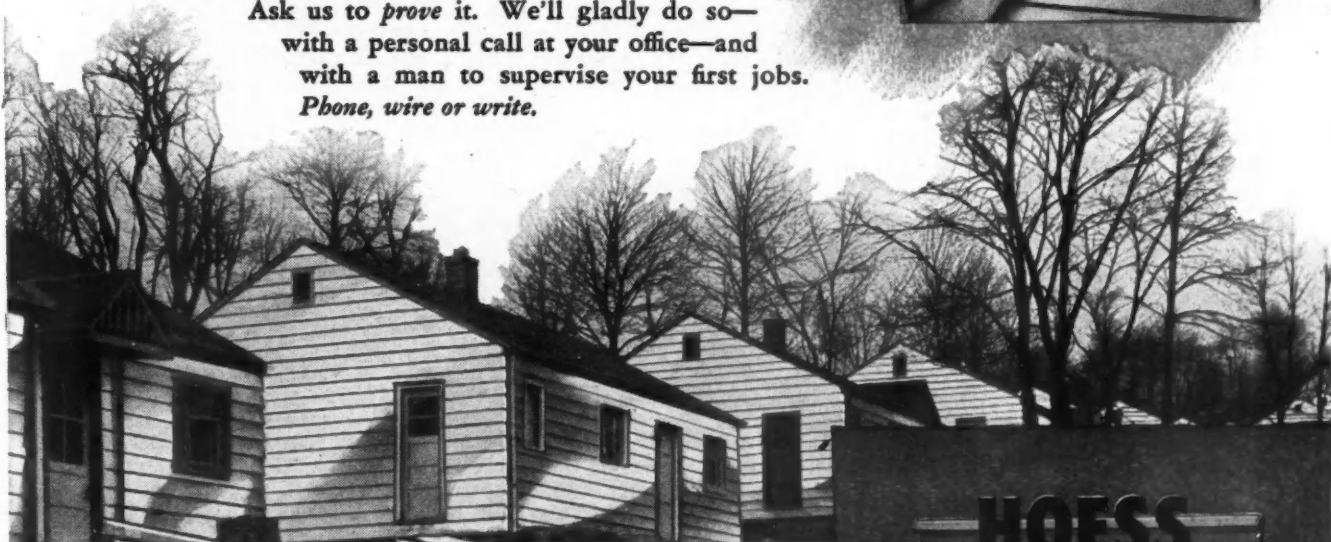


An aluminum surface reflects 95% (yes—95%) of all radiant heat outward in summer—inward in winter. Have you realized the full significance of this statement, we've been making in our advertising? Here is what it means to a home owner when aluminum clapboard siding is applied by the Hoess patented interlocking method. You have the word of K. L. Williamson, prominent Pittsburgh builder. He says: "Our 31 houses built with Hoess Aluminum Clapboard Siding each contain 14,500 cubic feet of space. With a 90,000 BTU gas furnace, we have heated these homes in near zero weather to 70 degrees in 20 minutes.

Heat loss is held at a very minimum. Not only are these the warmest homes I've ever built, but in addition, we had less siding waste than I have ever seen. Our waste was such a negative factor that it need hardly be considered in computing housing costs." And that's only the beginning of the advantages to builder and home owner.

Many leading builders say Hoess Aluminum Clapboard Siding is the answer to lifetime durability for home exteriors.

Ask us to prove it. We'll gladly do so—
with a personal call at your office—and
with a man to supervise your first jobs.
Phone, wire or write.



METAL BUILDING PRODUCTS, INC.

Dept. 16, 8825 Grinnell Street, Detroit 13, Michigan

PIONEER FABRICATORS OF ALUMINUM CLAPBOARD SIDING

HOESS
ALUMINUM
CLAPBOARD
SIDING

**VAPOR
CONDENSATION
YOU CAN SEE
May Be Funny . . .**



but
**"In-Wall"
Condensation
IS NO LAUGHING MATTER**

The same vapor that "steams up" windows can make insulation soggy and impair its efficiency if it condenses within walls. Condensation is the deadly foe of insulation. Uncontrolled condensation can cause wall stains, paint peeling, hasten structure rot. A sure way to lick "in-wall" condensation and give life-long protection to insulation is with a separate vapor barrier. Standard with architects the country over is Bird Neponset Black Vapor Barrier. Applied on the warm side of insulation, Bird Neponset Black safely repels vapor, keeps insulation at peak efficiency. Costs only about \$20. for a \$10,000 building. Consult Sweet's Architectural file, 9b-2, or write Bird & Son, inc., 158 Wash. St., E. Walpole, Mass., for sample.



BIRD & SON, inc. CHICAGO NEW YORK SHREVEPORT
EAST WALPOLE, MASS.

TRENDS

BUILDING MATERIAL — EQUIPMENT — APPLIANCES

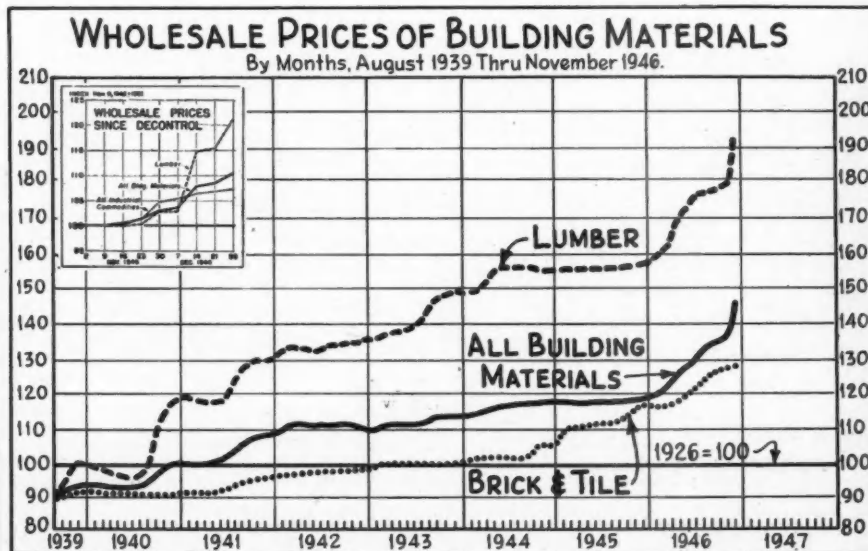
THAT all major building materials are in better supply is borne out by figures on construction activity for January compiled by the Department of Commerce. Total private residential building, exclusive of farm homes, totaled \$648,000,000 in January, an increase of 102.2 per cent over January, 1946. Residential farm construction was up 25 per cent over a year ago. Public residential housing activity showed by far the greatest increase over a year ago, with a jump from \$3,000,000 to \$50,000,000, a percentage increase of 1,566.7.

As we go into the seasonal spring upswing in building, buyers are finding fewer and fewer building material items that are so scarce they constitute a drag on progress. Serious shortages still persist in millwork, cast iron soil pipe, electrical wiring devices and plumbing fixtures. Any serious shortages in other major items have resolved themselves into local or regional situations. Continuation of restrictions on non-residential construction has forced a reduction in the output of brick and tile in many localities, particularly in the East and Middle West. Brick output fell from a peak total of 513,000,000 in October, 1946, to 375,000,000 in December.

The price index on major building materials stubbornly refuses to level off appreciably in spite of considerable pressure as a result of improved relations between supply and demand, plus no small amount of buyer resistance to high prices on some items. As this is written

no accurate figures were available for January and February, but it is the considered opinion of leaders in the industry that the index for those months will show a levelling off of the rapid rise in prices which followed elimination of OPA ceiling prices November 8. The average wholesale price of building materials advanced eight per cent in November, the largest monthly price rise in 26 years. Building material prices at the end of December were 65 per cent above the prewar August, 1939, level. During November paint and paint materials showed the most severe increase over October with a rise of 27 per cent. The price increase for prepared paint was the first since 1941, and was approved by OPA before decontrol. Outside paint is up about 40 per cent, roof and barn paint about 35 per cent and inside paint 25 per cent. Linseed oil prices increased 88 per cent.

Lumber prices have shown substantial increases since decontrol, with advances ranging from 15 to 25 per cent for most construction lumber items. Although oak flooring prices have also increased, large manufacturers have been holding increases to a minimum, so for some time their prices have been as much as \$50 per thousand under those quoted by other concerns. Many building materials did not show any appreciable reaction pricewise to decontrol so that the overall increase has been held to around 10 per cent over OPA days, with production much improved.



Figures from U. S. Department of Labor



**SELL EVANS FOR AMERICA'S LOWEST
- COST AUTOMATIC HOT WATER**

EVANS Automatic Oil-Burning
Water Heaters Satisfy Dealers AND
Customers 100%!

People are clamoring for *more* and cheaper automatic hot water in homes, beauty parlors, medical offices, etc. EVANS meets their needs squarely with a beautiful line of 20, 30 and 45-gallon models. Oil is the lowest cost fuel. A few cents a day for *all* the hot water anyone wants. All the other features, too—quiet, good-looking, odorless, no gas, no electrical connection, completely automatic.

Are you getting all you can out of the vast hot water market? Cash in on it with EVANS. Sales are easy, installation simple, service practically unnecessary, profits good! It's a superbly engineered and quality-built product. Let us give you all the facts. Just drop us a line, now.



**A GREAT FURNACE FOR ANY JOB
REQUIRING UP TO 70,000 B.T.U.**

Here's a gravity unit designed especially for your biggest market. It's rated 70,000 B.T.U. and it delivers fast and steady as long as the thermostat calls for it. Shipped in two packages which one man can handle easily and set up quickly. Handsome Corsican Red baked enamel cabinet. Simple pot-type burner with hi-lo flame. Automatic draft regulator for all-weather efficiency. Excellent economy. Fully approved. Write for literature today.



Heating and Appliance Division

EVANS PRODUCTS COMPANY
PLYMOUTH, MICHIGAN



Sure, it can be done...



Another J. W. Lyon project that will mean better living for 200 families is going up near Oklahoma City. It is one of many developments in that area which offer prospective homeowners the ease

and convenience of General Electric kitchens. These all-electric kitchens are completely equipped, and are scientifically designed to take much of the drudgery out of housework.



**GENERAL ELECTRIC
EQUIPPED HOMES**



J. W. Lyon, well known throughout the Southwest as a leading home builder, is a pioneer of *better living, electrically*. He started to include General Electric kitchens in his homes in 1937—completed and sold several hundred such homes before the war—and, today, is once again building homes that include “the appliances most women want most”—General Electric.

HERE'S THE PROOF!

J. W. Lyon of Oklahoma City says:

"My new homes offer all-electric kitchens, with complete General Electric equipment, at prices any homeowner can afford!"

As an architect or builder, there's one fact you have to face...

People buying homes today want, and expect, completely equipped all-electric kitchens included as a basic part of the house.

You know that, of course. But maybe you don't know this: *you can give people what they want and still keep your homes in the volume-selling price class!*

Just read what one builder, J. W. Lyon of Oklahoma City, has to say about his new development.

"Everyone who can afford a home can afford an extra \$2.50 or \$3.00 a month. And that's about all it costs them for an up-to-date, all-electric kitchen.

"In the new homes that I'm building, housewives rave about the General Electric kitchens. Each one is completely equipped with an automatic Electric Dishwasher, a Range, and a Refrigerator. And the General Electric Steel Cabinets provide plenty of work surface and storage



Better living at lower cost becomes a fact when all the General Electric equipment is included in the long-term realty mortgage. With this "package mortgage," financed by the American First Trust Company in Oklahoma City, there is only a minor difference in initial cost, while economical operation, low maintenance and long life of General Electric appliances can more than offset the slight increase in monthly payments.

space. A General Electric Attic Fan and Washing Machine are also included.

"Such top-quality kitchen equipment costs less to operate, has less maintenance expense, and lasts longer.

"Why, with kitchens like this, it can actually cost the owner less per month to live than in a home where no equipment is included, and he has to buy his own."

Consider these facts, too!

Putting General Electric kitchens into *your* new homes will give your customers what they want—homes designed for better living, electrically. And it won't cost you a cent to do it!

What's more, by offering such completely equipped homes, at fair prices, you help to establish your reputation as a good builder. And a good reputation can be your biggest asset in the years ahead.

And don't forget—*most people want General Electric Appliances!*

Recent national surveys show that 53 per cent of all women, and 51 per cent of all men, prefer General Electric to any other appliances. A preference that is more than twice that for the next most popular brand.

No wonder that in Oklahoma City, Pittsburgh, St. Louis, Denver, Dallas—all across the country—architects and builders are making General Electric kitchens *standard equipment* in their new homes.

How about YOUR new homes?

Why not let General Electric help you plan your 1947 program? For complete information about all-electric homes, with special emphasis on kitchens and laundries, write to Home Bureau, General Electric Company, Bridgeport 2, Conn.

THE APPLIANCES MOST WOMEN WANT MOST!

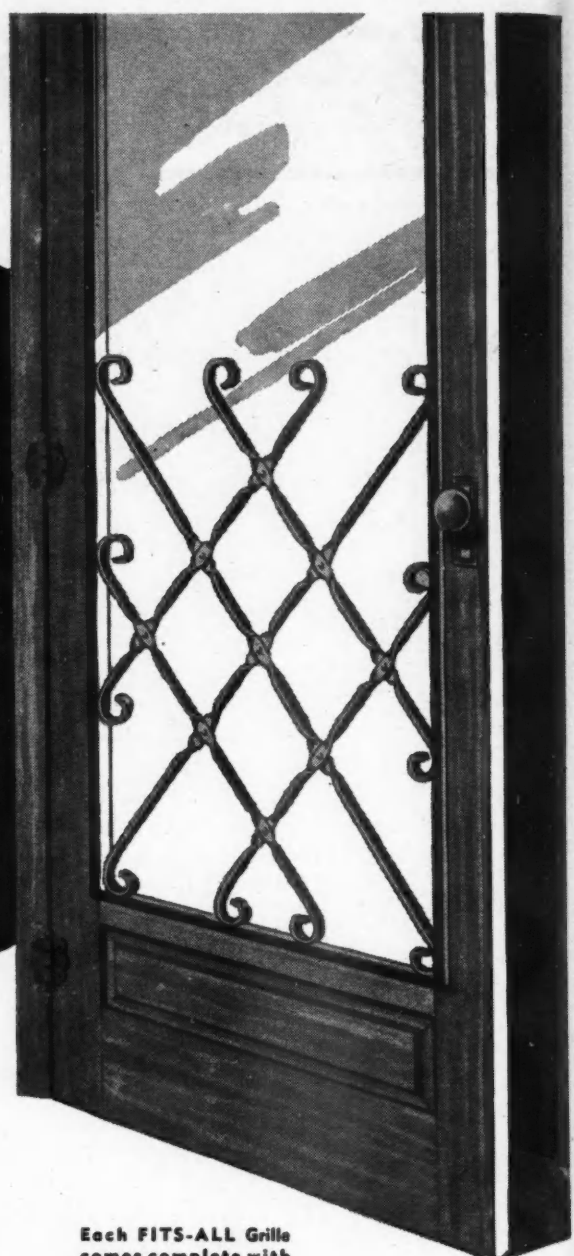
GENERAL  ELECTRIC

IMMEDIATE DELIVERY!

FITS-ALL

A-D-J-U-S-T-A-B-L-E
SCREEN DOOR
GRILLE

◀ No. 1 FITS-ALL Standard Grille For All Doors ▶

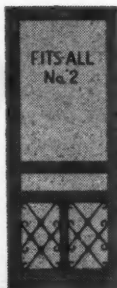
Fully Adjustable Very Sturdily Built
Made of ALACROME "White" Metal

The No. 1 FITS-ALL GRILLES shown on the two doors above are our standard stock grilles that will fit nearly any door. These artistically designed grilles are made of Alacrome metal and have a beautiful, silvery satin finish that will not rust or tarnish. Not only does the FITS-ALL enhance the beauty of a door—it acts as a rigid brace two ways. Our No. 1 FITS-ALL can be adjusted from 18" to 37" between stiles.

Each FITS-ALL Grille comes complete with screws for installing. Packed 12 grilles to a carton.

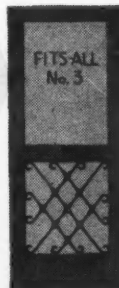
These other sizes are also available

**FITS-ALL
No. 2**



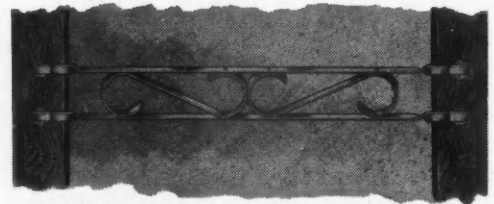
Our No. 2 FITS-ALL is furnished in pairs for the lower panels of screen doors with divided lower sections such as the door at the right. Fits doors from 30" to 36" in width. Packed 12 pairs to a carton.

**FITS-ALL
No. 3**



Our No. 3 FITS-ALL is for the lower section of screen doors with a center crossbar like the one illustrated at right. Fits doors from 30" to 36" in width. Packed 12 to a carton.

NU-WAY PUSH GRILLE



This NU-WAY Alacrome Push Grille comes for both 32" and 36" doors. Light, sturdy, and very ornamental. End caps and screws furnished with each grille. Packed 12 to carton.



MACKLANBURG • DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

FIRST



Dexter not only originated the tubular lock and latch, but was **FIRST** to back the quality and performance of the product with a **lifetime warranty** — a written guarantee packed with every Dexter Tubular. They are **first choice** because they install easier, faster; and because of this assurance of satisfaction.

DEXTER TUBULARS

are

Lifetime Warranted



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

NATIONAL BRASS COMPANY, Mfrs.

Grand Rapids, Michigan

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





Veterans' Housing built to last with MODULAR BRICK and TILE

It's important to meet the great need for veterans' housing now.

But it's equally important to build housing that lasts. That way you protect the veterans' investment and help assure a well housed nation for years to come.

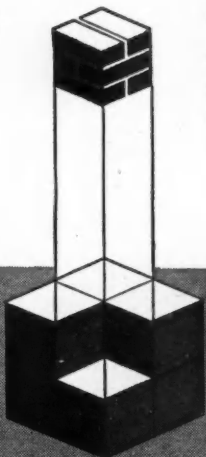
When you build veterans' housing with modular brick and tile, you build at a cost lower than that of other types of construction. You build attractive, quality homes that provide lasting shelter—with less depreciation over the years—and higher resale value.

Cost of building with brick and tile is less because modular clay products fit so well with other materials such as doors and windows built to modular

dimensions. You reduce costly cutting and chipping and other wasteful site alterations. You save time. And you pass these savings on to veterans.

Few materials being used today possess the durable lasting qualities of brick and tile. Few materials provide as much fire-safety and freedom from high upkeep and maintenance charges. Mighty important considerations for long term housing!

Write for our FREE booklets, "8 Small Homes of Brick and Tile," and "Announcing Modular Sizes of Brick and Tile." Send 25 cents for our booklet, "Brick and Tile Cavity Walls," of great value in low cost housing. Address Structural Clay Products Institute, Dept. AB-3, 1756 K Street, Washington, 6, D. C.



SCDI
STRUCTURAL CLAY PRODUCTS INSTITUTE
WASHINGTON, D.C.

Now it will be built with Modular-Designed
BRICK AND TILE

REGISTRATIONS SHOW IT — OPERATORS KNOW IT!




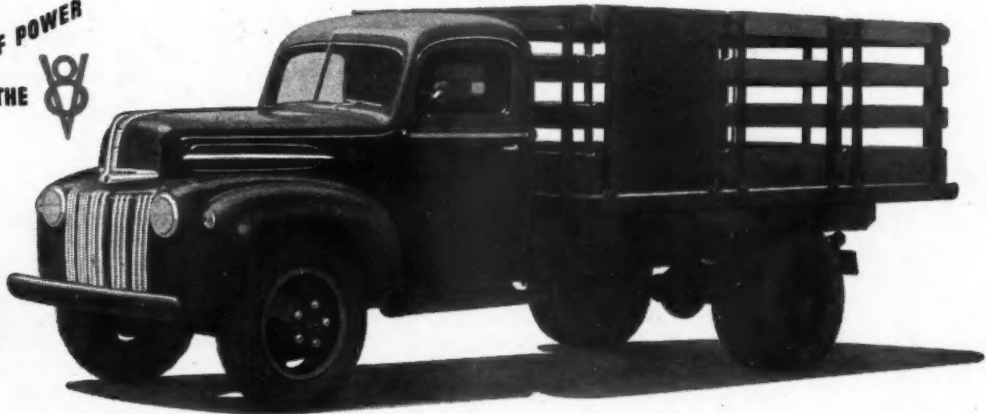
"FORD TRUCKS LAST LONGER!"

**ONE big reason—
FORD STEERING STANDS UP!**

Ford worm-and-roller steering gear reduces *rubbing* friction to a minimum. *Rolling contact* is employed to reduce friction at five vital points. This spares muscle and saves wear. The worm gear (1) is straddle-mounted on two large, opposed, tapered roller bearings (2 and 3). The worm acts upon an easy-turning roller instead of a common sliding cam or split-nut, and this roller is mounted on two needle-type roller bearings (4 and 5). Bearings of both the worm and the sector shafts may be adjusted, thus promoting long life and proper action with less replacing of parts.



THE **6**
YOUR PICK OF POWER
THE 



Available in 134" and 158" wheelbases, and in 1½- and 2-ton nominal ratings, the popular Ford heavy duty chassis is shown with standard Ford 12-foot Platform Stake body, 158" wheelbase.



ONLY FORD GIVES YOU ALL THESE LONG-LIFE TRUCK FEATURES: Your choice of two great engines, the V-8 or the Six—semi-centrifugal clutch that needs no maintenance lubrication—rear axle design that takes all weight-load off the shafts (¾-floating in half ton units, full-floating in all others)—heavy channel section frames, *doubled* between springs in heavy duty models—big, easy-action brakes, with heavy, cast drum surfaces, non-warping and score-resistant

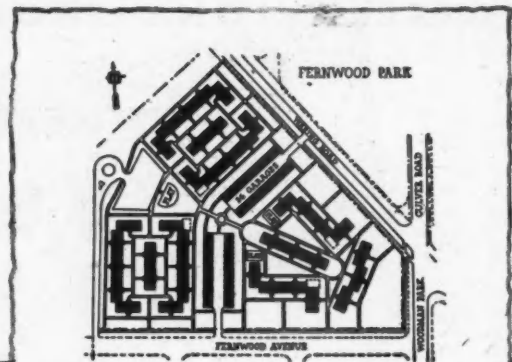
—extra-thick sheet metal in cabs, cowls, skirts and fenders—all told, more than fifty such examples of Ford endurance-engineering.

That's why **FORD TRUCKS LAST LONGER** . . . why, as the national truck count for 1946 just released shows, *more than half of all Ford Trucks in use are at least 9 years old* . . . why there are more Ford Trucks in service now than ever before in history. More than 100 body-chassis combinations to choose from. Ask your Ford Dealer.

MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE

Rochester Plan

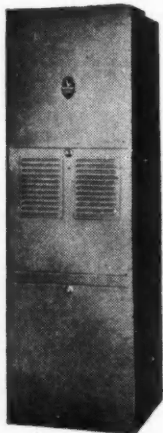
PROVIDES LOW-COST RENTAL HOUSING FOR VETERANS AND THEIR FAMILIES



Thirty-eight four-family buildings on these ten acres provide apartments for 152 families. Project designed by architect C. Storrs Barrows of Rochester, N. Y.

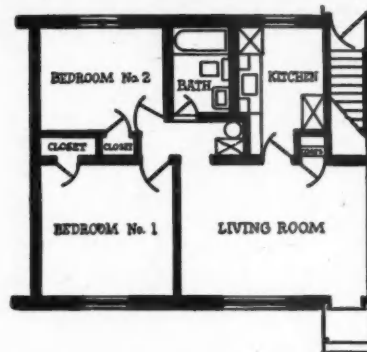


152 Bryant Winter Air Conditioners supply ideal indoor weather, individually controlled



The Rochester Plan, one of the nation's best solutions to the war-created housing shortage, is now a glowing reality . . . only slightly over a year since its conception by the eight banks of Rochester, N. Y. Operated by bank-owned Rochester Civic Rental Project, Inc., a non-profit company, the Plan provides modern living for service veterans and their families at extremely modest rental. Each apartment has three spacious rooms, bath and kitchen complete with range, refrigerator and electric disposal unit. Service facilities include a laundry center with automatic washers, garages and play areas for children.

A distinctive feature of the project is individual apartment heating, supplied by Bryant Model VB-6 Winter Air Conditioners. A vertical forced air unit, the Bryant Model VB is made especially for installation in apartments, basementless homes or any home where space is at a premium. Bryant Heater Co., 17825 St. Clair Ave., Cleveland 10, Ohio . . . One of the Dresser Industries.



Although exterior treatment varies to give these homes individuality, each apartment has the same pleasing, compact interior arrangement.

bryant
GAS
HEATING

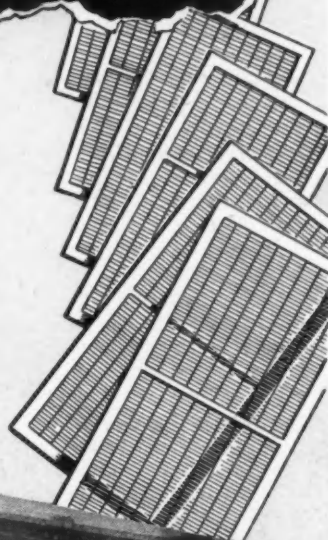


LET THE PUP BE FURNACE MAN

Order **KOOLSHADE** SUN SCREEN *Now*
 TO ASSURE INSTALLATION THIS SPRING!



This actual photo shows the complete visibility through KOOLSHADE



For Cooler Comfort All Summer Long, No Shading Device Known Matches KoolShade's Efficiency

KoolShade Sun Screen makes sun-exposed rooms as much as 15° cooler . . . even on the hottest days! Here's how it works: KoolShade blocks and radiates up to 90% of sun heat rays *outside the window!* Yet vision from inside is clear, and every elusive breeze drifts through.

Where air conditioning systems are used, KoolShade reduces operating costs. On new installations an excellent cooling job can be accomplished with less refrigeration equipment when KoolShade is used on all sun-exposed windows.

KoolShade installs like ordinary insect screen . . . requires no maintenance . . . will never rot, rust or rattle . . . insect proof, too! Order now to assure installation before hot weather sets in!

NOTE THESE VALUABLE FEATURES

- Permanently set at 17° angle for greatest shading efficiency.
- Prevents the fading of valuable drapes and furnishings.
- Easy and inexpensive to install—will not rot, rust or rattle.
- Fits neatly and smoothly into modern architectural design.
- Durable bronze KoolShade also effective as insect screen.

MAIL THIS COUPON TODAY FOR COOLER COMFORT ALL SUMMER! →



Ingersoll
KOOLSHADE SUN SCREEN

PRODUCT OF
BORG-WARNER

* Trade Mark Property of **INGERSOLL STEEL DIVISION - BORG-WARNER CORPORATION**

Partial Installations Can Be Completed If You Act NOW!

Our many customers for whom we made test installations prior to the war, and those who accomplished only a partial installation, can now secure KoolShade for their remaining sun-exposed windows. But we urge you to act now—for the supply is limited.

Ingersoll Steel Division
 Borg-Warner Corp., Dept. B3
 310 South Michigan Ave., Chicago 4, Ill.

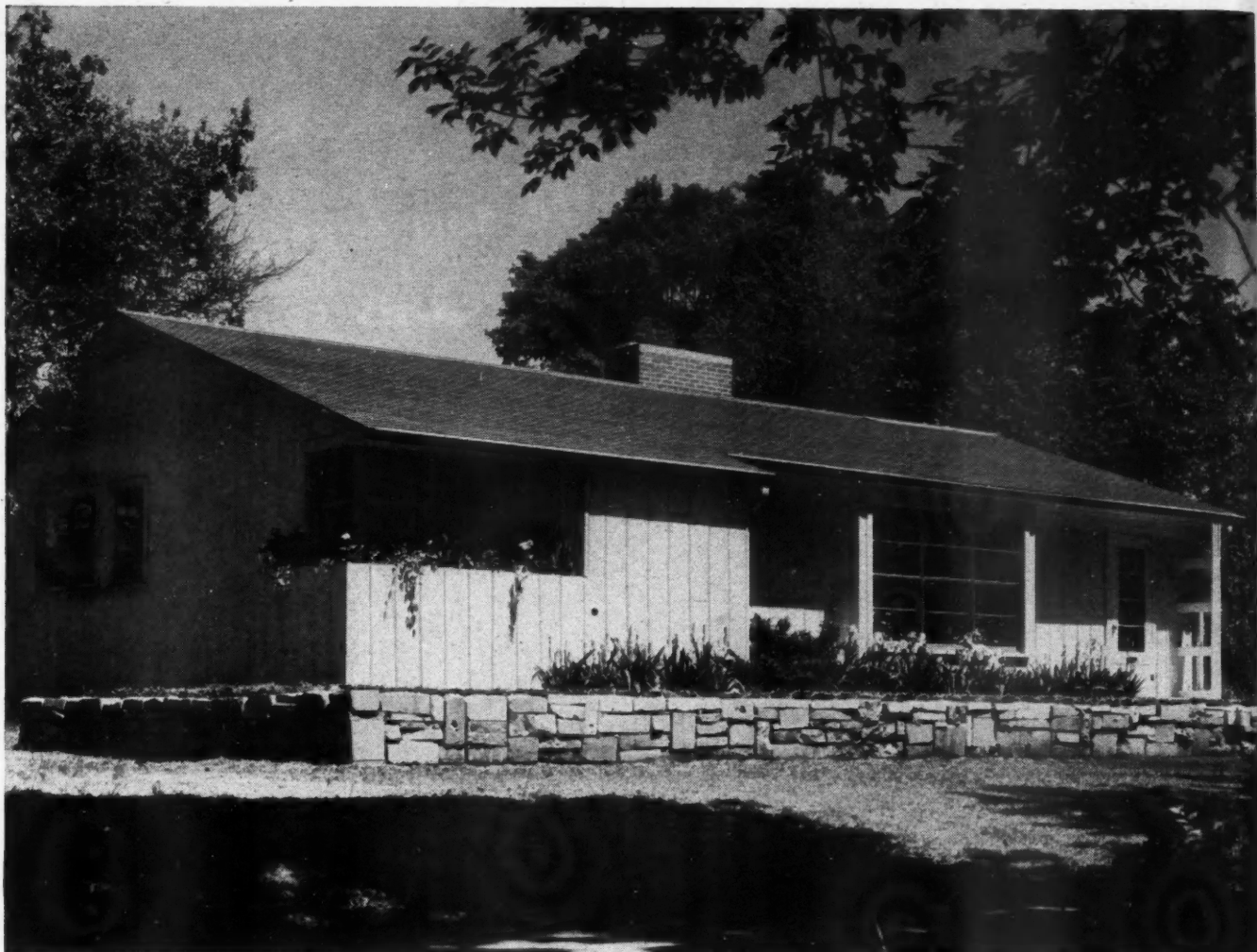
Please send free sample and literature, also the name of my nearest KoolShade distributor.

Name

Company

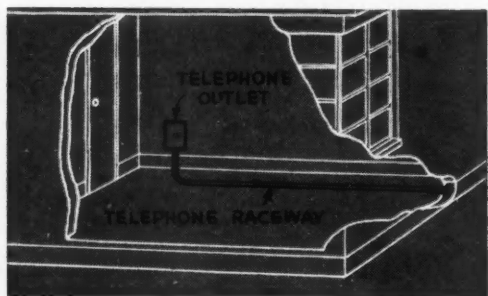
Address

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



Granville Keith, Architect

EVEN MODERN MIDGETS SHOULD BE "TELEPHONE CONDITIONED"



What the up-to-the-minute home misses in size, it makes up for in planning. For one thing, a raceway for concealing telephone wires is provided for *in the plans*.

When there is no basement, the telephone installer generally cannot run wires up through the floor to the telephone location. But a simple wiring channel *installed before the floor is laid*, avoids attaching telephone wires in plain sight on baseboards and around window and door frames.

Every small home should have raceways for telephone wires. Your Bell Telephone Company will be glad to help you plan economical telephone wiring facilities. Just call your Telephone Business Office and ask for "Architects and Builders Service."

BELL TELEPHONE SYSTEM



MULTIPLEX

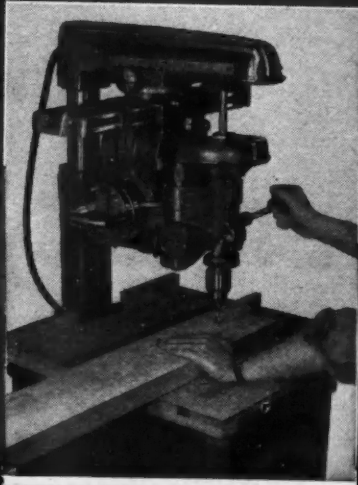
Radial Arm Saw

*with the
versatile
elbow*

The versatility of the MULTIPLEX is amazing. Its performance cuts building costs -- saves time and manpower in any wood working operation. Just a few of its outstanding features --

- ★ Saw directly connected to motor shaft -- can be operated on any angle or plane.
- ★ More mitering capacity -- will handle left hand miters as well as conventional right hand miters.
- ★ Ball bearing mounted yoke moves with exceptional ease.
- ★ All controls within easy, safe reach. Miter, rip and bevel scales accurately calibrated -- read without eyestrain.
- ★ Rugged construction throughout. One MULTIPLEX will perform almost any woodworking operation.

Write for further information and name of nearest dealer.



Optional Conversion: A Versatile Radial Arm Drill Press quickly and easily attached provides exceptional flexibility in drilling, shaping, carving, planing, routing and other operations.

RED STAR PRODUCTS, INC.

3455 VEGA AVENUE, CLEVELAND 13, OHIO U. S. A.



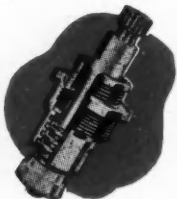
TO THOSE WHO HELP *build* AMERICA

- America is growing. The pioneer spirit is as bright today as it was when covered wagons moved along the Oregon trail. Today, the nation is growing vertically more than horizontally; the builder of big buildings is the pioneer of today.

Eljer has been active in the American construction scene since 1904. More and more Eljer

plumbing fixtures are being installed in new buildings of every kind . . . and there is an Eljer fixture for every need.

Eljer's line covers the complete range of vitreous china and enameled cast-iron fixtures as well as brass trim. To learn more about it, see your nearest Eljer distributor or write to Eljer Co., Box 192, Ford City, Pa.



Eljer Renewable Brass Fittings

Eljer fixtures are available with quality renewable brass fittings . . . featuring the exclusive Eljer Swivel-Disc that virtually eliminates dripping and corrosion. Faucets operate smoothly at the touch of a finger and wear on moving parts is reduced to a minimum.

ELJER CO.

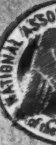
Factories at

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

ELJER CO. . . . FACTORIES AT

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

SINCE 1904 MAKERS OF FINE PLUMBING FIXTURES



NEWS

Milwaukee Construction

Until
many
a unique
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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Milwaukee Home Show House Constructed Under "Big Top"

Until explanations were made recently many Milwaukeeans expected to witness a unique event—a full-fledged circus in January. Instead, they learned a new wrinkle in winter construction, and more fully appreciated that home builders are ingenious.

Because Wisconsin winters are not especially suitable for building houses, Roy Sawyer, builder of the 1947 Milwaukee



Home Show model home, erected a full-sized show tent and carried on despite record snows, ice and frigid blasts. Speed was necessary so that the model house could be completed in time for the show this month.

Oil heaters inside the tent made working conditions comfortable. Following completion of the sidewalls and other ground floor construction, the tent was removed and the roof put on in less than 24 hours.



The house, 44' x 28', featuring all the latest materials and construction principles, was designed by a Milwaukee architect, E. J. Schrang.

Boston 1947 Slate

Augus M. MacNeil was elected president of the Home Builders Association of Boston, succeeding Anthony V. Taurasi, 1946 president, at the association's annual meeting recently. Other officers chosen include Charles E. Dockser, vice president, and Harold M. Hatfield, re-elected secretary-treasurer for a second term. Messrs. MacNeil and Dockser were also named as national directors.

Home Builders Acclaim Foley-Creedon Statement on Housing Policy for 1947

Last December, when President Truman appointed FHA Commissioner Raymond M. Foley as National Housing Administrator, and Frank R. Creedon as Housing Expediter, the home builders of the nation hailed the move as the dawn of a new era

crease the volume of home building, but also to speed the completion of homes and shorten the building time in order that construction costs may be reduced. Accordingly, the removal or modification of controls which no longer fit the current



RAYMOND M. FOLEY



FRANK R. CREEDON

in government-private-home-building-industry relations. Picking up the shattered remnants of the Wyatt housing fiasco, these two men met and agreed that a sound partnership could be set up.

Since then there has been a satisfactory definition of responsibilities, and that each has effectively worked at his job for the common good is evidenced by their recent joint policy statement on the Housing Program for 1947. Their objectives are "to obtain the greatest possible number of dwelling units at moderate cost and to enable veterans to obtain housing that best meets their needs, particularly homes for rent." Although not specifically written into the statement it is apparent that so long as these government officials have their present powers, they intend to use them to accomplish their announced objectives.

The joint statement calls attention to certain shortages in building materials, and follows with a proposal to channel raw materials and use premium payments to increase their production. It also points out that a substantial part of the supply of these materials will be channelled into housing and that all building controls will be relaxed when such relaxation "will contribute effectively to the year's housing objectives."

The attitude toward controls is revealed in the following assertion:

"We now urgently need not only to in-

situation is essential. Controls as such are intricate and burdensome, both to builders and the government. In themselves they impose an added burden on producers, distributors, builders and the government that adds to the time and cost of construction. Where the building and completion of homes will be speeded and made easier, controls are being relaxed."

The limitation on non-housing is being continued until the materials situation improves, although a step-up in authorizations from \$35 million to \$50 million weekly was made, the statement continues, to reflect construction cost rises and the increased needs for facilities generated by the housing program itself.

The importance of rental housing in the overall program is stressed in the Foley-Creedon statement: "Our major objective in 1947," it emphasizes, "is to get the largest possible percentage of new rental construction. Important financing aids are already available. Others are being added or expanded to assist builders of rental projects. They will give special emphasis to the smaller types of rental projects, which can be planned and constructed most quickly. They will promote developments of the investor-occupant project of two-, three- or four-family units. There is also great need for projects ranging from two-family to twenty-family units. These, too, will receive special attention and encouragement."

San Antonio Home Builders Install Officers



PHOTO of speaker's table during San Antonio Home Builders Association Inaugural.

The San Antonio Home Builders Association, which increased its membership by nearly 100 members during 1946, held its first annual inaugural dinner in the Minuet Room of San Antonio's Menger Hotel early in January.

New officers installed included Frank Robertson, named president to succeed V. F. Buchek; G. S. McCreless, vice president; A. L. Cowan, secretary; H. M. Van Auken, treasurer; and Messrs. Buchek and McCreless, national directors. Local directors, in addition to the new officers, are H. C. Thorman, L. E. Fite, L. G. Hodges and Mr. Buchek.

Shown in the photograph above at the

speaker's table during the installation banquet are: (l. to r.) H. H. McDonald; Sam Bell Stevens, president, San Antonio Lumbermen's Association; John Flannery, president, San Antonio Real Estate Board; Mr. Hodges; Mr. Fite; Mr. Cowan; Mr. McCreless; President Robertson; Lee B. Miller, executive secretary, San Antonio Home Builders Association; Mr. Thorman; Mr. Van Auken; C. T. McLeod, FHA district director; A. H. Cadwallader, president, Texas Mortgage Bankers Association; Newton Jackson, president, San Antonio Insurance Exchange; David Young (obscure); and Kenneth Browne.

Tacoma Home Builders Organize

Formal organization of the Home Builders Association of Tacoma, Wash., has been announced by its newly elected president, Edward P. Miller, prominent



EDWARD P. MILLER

Tacoma home builder head of the Miller Construction Co., Inc.

Other officers named are E. R. McKee, first vice president; W. H. Ostruske, second vice president; Joseph Heatley, secretary-treasurer; Rex Harrington, Norman Jardine and Eugene Freigang, directors.

James H. March, nationally known among builders and long active in NAHB affairs, was chosen to represent the Tacoma group on the National Association Board of Directors.

Following his announcement, Mr.

Miller told *American Builder*: "Like all builders, I feel that the recent relaxation of controls will greatly accelerate the building program, and I have followed with considerable interest your contention at various times that building should be left in the hands of the building industry and not handled and controlled by government bureaus."

Mr. Miller is presently developing sites for 118 new homes which he hopes to complete this year. His 1948 program calls for the beginning of a complete new community in one of Tacoma's choicest sections where he now controls approximately 2,000 building sites.

Mahoning Valley Association Honors Retiring President

George W. Hartman, 1946 president of the Home Builders Association of Mahoning Valley, O., was presented a wrist watch at a recent dinner meeting in token of members' appreciation of his fourteen years' service to the association.

New officers installed at the same time were Burton C. Smith, president; Harry Garde, vice president; Jack Heath, secretary; and F. E. Anderson, treasurer.

Membership in the association increased from 54 to 100 during 1946, the group's membership committee reported.

Richmond Builders Re-elect Officers

The Home Builders Association of Richmond recently announced that its 1946 officials had been renamed for the current year, following its first annual dinner meeting. They are: Earl H. Wicker, president; Julian A. S. Meyer, vice president; Carl Fleming, secretary; B. O. Williams, treasurer.

Directors named include Mark C. Bane, Mathias E. Kayhoe, William D. Maxey,



C. G. YAGEL

Eugene B. West and Matt P. Will, in addition to the officers.

C. G. Yagel, executive secretary, reported an increase of 45 new members during 1946.



SHOWN above, left to right: (rear) Eugene B. West, Mark C. Bane, Matt P. Will, William D. Maxey. Front: C. G. Yagel, Julian A. S. Meyer, Earl H. Wicker, and B. O. Williams.

Cleveland Builders Hear Mott

Seward H. Mott, Washington, executive director of the Urban Land Institute, was the featured speaker at the Home Builders Association of Greater Cleveland's meeting devoted to community building problems, last month in Hotel Hollenden.



SEWARD H. MOTT

Because of widespread interest in community development NAHB has arranged with Mr. Mott, who formerly was head of FHA's Land Planning Division, to visit several of the larger cities, where affiliated local associations are established, to conduct clinics on the subject.

Local Association Officials Endorse American Builder Plan

Presidents and secretaries of NAHB affiliated local associations have given their enthusiastic endorsement to *American Builder's* recently announced plan of making subscriptions available, whenever possible, to active members of the local organizations, despite the limitations imposed by the continuing paper shortage.

In announcing the plan, *American Builder* pointed out that the critical paper situation made it impossible to increase its circulation beyond the present level of approximately 80,000, the largest circulation of any trade journal in any field, but because most active members of the NAHB affiliates are actively engaged in home building it believed it could render the greatest service by meeting this demand first.

Since the war the number of *American Builder* subscribers has increased from about 62,000, the figure at which the circulation was frozen during the war years, to the present number of more than 80,000.


Portland Association Installs New Officers

Photograph at right shows retiring president Paul E. Bonelli (left) of the Portland Home Builders Association, Inc., going over the installation-night program with Edwin Sandberg, president-elect. Other new officers are: (left to right) Loyd F. Carter, vice president; Alford Norbraten, secretary-treasurer; and Palmer Biggness, sergeant at arms.

Cortright's Column

By Frank Cortright

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



The predictions are flying thick and fast these days—the air is full of them. Every armchair expert is telling the men who build houses how many houses they will build in 1947.

Most of the experts seem to have settled on the figure of 1,000,000 (which is a nice round figure) as the number of houses that home builders can construct during the year.

One of the first to appear with the figure was the Department of Commerce. Its experts in December tentatively predicted that we could build 1,100,000 houses in 1947, but since that time they've been talking in terms of the one-million-even figure.

The Foley-Creedon housing team, in its latest report, anticipated that "at least one million homes" can be put under construction in 1947 and that, with the carry-over from 1946, "about a million" can be completed. As the source of its figures, the housing team gives "other government agencies" and "various informed spokesmen for the building industry."

The Department of Labor has backed up the Commerce Department estimate. And all the experts who speak for industry groups have settled on the magic phrase—"a million homes in '47."

There's just one catch in all this glowing picture. The men who are making the optimistic predictions aren't the men who will build the houses. It's one thing to sit in a Washington office studying charts and statistics and emerging with the conclusion that a million homes can be built during the year. It's another thing to hire the labor, arrange financing, secure the materials, purchase and prepare the site, and arrange the thousand-and-one details that go into the making of a home.

I'm profoundly grateful that all these forecasters have the confidence and faith that they do in home builders. At the same time, I can't help wondering at their calm assumption that all our problems can be speedily solved. In effect, these predictors are saying: "A tremendous housing job has got to be done and we know it will be done this year. Home Builder George is just the man to do it."

I think the predictors are probably right. I know home builders can build one million homes this year—if government moves out. Present financing problems must be solved; the cost of building materials must level off and be reduced; the construction period must be cut in half; such limitations as the 1500 square foot area, the one bath requirement, and ceilings must be eliminated. Builders must be permitted to construct homes and apartments in all sizes and price classes. The construction of government housing must stop. Labor must uninterruptedly give a full day's work at a fair wage.

All over the country houses are being planned for sale and rent in totally unprecedented volume. A great industry is ready, willing and able to do the job.



NAHB Washington Headquarters Staff



Although well-known to the national directors, who make regular trips to Washington to attend meetings of the Board of Directors, the headquarters staff of the National Association of Home Builders—"the works that make the national organization tick"—is virtually unknown to the vast majority of NAHB's nearly 12,000 members, most of whom hold membership in its more than 100 af-

Shown at the top is the general staff including (seated, left to right) James Hoag, Frank Cortright, Maude O'Neal and James Heaton. Standing are (l. to r.) Peggy Raynor, Joseph Robitscher, Walton Onslow, Larry Holmes and Larry Hansen.

Photo in the center (left) shows Public Relations Counsel Walton Onslow and assistants Ruth Bauman and Joseph Robitscher, and at the right the mail



filiated local associations located in most of the nation's important cities.

Last month *American Builder* showed



room staff (left to right), Emily Brown, Clyde Montuori and Dorothy Mehler.

Lower photo shows NAHB's general



photographs of the personnel of three of NAHB's departments. Above and below are additional pictures of the NAHB staff. office. Maude O'Neal, office manager (standing), confers with Ruth Noll, book-keeper.

Seattle Master Builders Elect Low Hykes to 1947 Presidency

At its annual meeting in January the Seattle Master Builders Association named Low Hykes, prominent Seattle home builder and developer, president to succeed Cliff Mortensen, 1946 president.

Other officers chosen were: V. O. Stringfellow, vice president; Harold Larsson, secretary; Bernhard Dahl, treasurer. Mr. Mortensen, Archie Iverson and



LEW HYKES

Harold Raber were named trustees. Vivian H. Dent is executive vice president, and Irene Jones, executive secretary of the association.

At the meeting a resolution was unanimously adopted, agreeing to reject all quotations or sub-bids from manufacturers or subcontractors which contain "escalator" clauses covering materials and labor.

Closs Named Home Committee Head

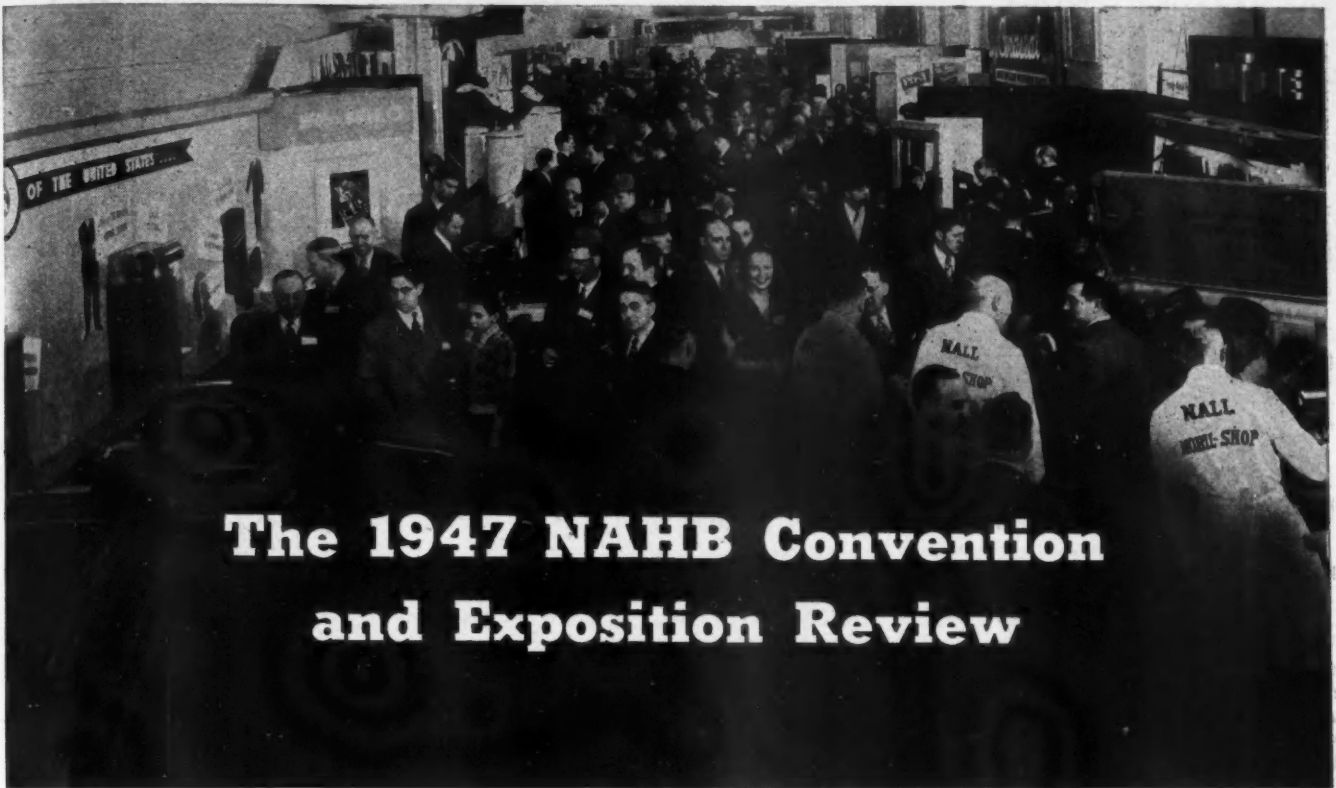
The Home Builders Council of New York, New Jersey and Connecticut has announced that its 500 builder members will erect their own full-scale model home



WILLARD E. CLOSS

on the floor of the Metropolitan Home Show, scheduled for Grand Central Palace in New York on April 19-26. Chairman of the home show committee is Willard E. Closs, Summit, N.J., president of the New Jersey Home Builders Assn.

The design of the model home, prepared by Rudolph A. Matern and Associates, architects, Jamaica, L.I., N.Y., appears in this issue of *American Builder*.



The 1947 NAHB Convention and Exposition Review

NAHB Issues Statement of Policy and Action for 1947

THE National Association of Home Builders, after a short four years of vigorous effort on the part of Frank Cortright, the Washington staff, and hundreds of interested, hard working members, achieved full maturity in organization during the 1947 Annual Convention and Exposition which closed in Chicago on Feb. 27. The accomplishment in that time of the smoothness in organizational procedure which was evident in all phases of the convention's complex structure would have been notable under normal conditions. With the need, however, to direct so many of the association's resources and energies to the fight against public housing and government regimentation of home builders, the accomplishment is little short of phenomenal.

Perhaps the crowning achievement of the convention was the issuance of the association's first positive statement of policy and action, a document that required the undivided attention of the resolutions committee, presided over by Rodney Lockwood, throughout all of the days and most of the nights of the convention. The statement calls for changes in labor and government attitudes, outlines positive procedure for veterans' housing, and stamps the NAHB as the recognized, responsible leader of the home building industry.

Introducing the statement at the closing session of the convention, President Edward Carr said:

"In the first policy action of the 1947 convention, the Board of Directors of the National Association of Home Builders today passed resolutions making the following declarations:

"A pledge, if unimpeded by government or other segments of the construction industry, to produce a totally unprecedented volume of good housing both for sale and rent at lowest possible cost.

"A request for the immediate removal of all federal controls on construction with a recommendation that any necessary limitation of non-housing construction should be done through voluntary local community action.

"A pledge of an Association drive for rental housing construction at lowest possible rents and a recommendation of changes in FHA operations to enable expansion in the low and moderate rent field.

"In connection with labor, the Board's action called for congressional action to abolish the closed shop 'because it is un-American in that it denies the inherent right of free men to work, and permits the maintenance of a legalized monopoly of one of the most important elements in home building.'

"Removal of restrictive labor practices slowing down the home building program and resulting in 'veterans and others having to pay sharply increased prices.'

"Training of more mechanics in the

building trades by removal of obstructive trade union practices limiting admissions.

"The Board of Directors also called for abolition of the National Housing Agency and asked that the Federal Housing Administration be restored to independent status.

"We are determined to meet the veterans' housing need and the full energies of our productive capacity will be directed towards that goal," President Carr said. "We are convinced that this objective can be accomplished only by unhampered functioning of this vast home building industry. The government cannot regulate and legislate the maximum production of homes in this country.

"The best-informed veterans' groups have long since demanded less governmental interference. We who must construct the nation's housing, after earnest efforts to cooperate with the federal government during the last year, now demand the return to a free economy in housing.

"We have set our goal for the production of a new maximum volume of homes each year from this time forward.

"This production can be reached for many years to come if government withdraws to an advisory and assisting capacity; if labor makes available sufficient mechanics who will give a full day's production for a full day's pay; if the manufacturers and distributors of building materials provide quality products at fair prices; and if the lending fraternity provides funds upon reasonable terms."

Lockwood's committee reviewed all committee reports, culled information and conclusions from the panels, and held

(Continued to page 42)

Meet the Newly Elected NAHB Officers for 1947-48

The nation's home builders added another group of able men to the preceding lists of outstanding builders who have served as officers when they named the roster for 1947 at the NAHB Annual Convention and Exposition in Chicago.

Heading the list is Edward R. Carr, of Washington, D. C., who served on the executive committee in 1946 and did an outstanding job in Washington making valuable legislative contacts. He succeeds Joseph Meyerhoff, of Baltimore, whose fine leadership in 1946 set a pace which raised NAHB to new high levels of prestige and weight in national political and economic affairs.

Rodney W. Lockwood, of Detroit, well known to all in the industry for his comprehensive reports on the building material situation early in 1946, was elected vice president for 1947, succeeding Ben Wileman, of Oklahoma City. Mr. Wileman devoted a great deal of time to association affairs in his capacity as second in command during 1946. He also served as chairman of the important public relations committee in 1946.

L. J. Boggs, outstanding builder of Atlanta, Ga., was elected secretary to succeed George J. Goudreau, of Cleveland, Ohio, who turned in a fine record during 1946.

Only key officer reelected at the 1947 meeting was Milton J. Brock, Los Angeles, who retains the title of treasurer.

Regional vice presidents for 1947 are:

John Olson, Worcester, Mass., Region I.

E. M. Spiegel, Dumont, N.J., Region II.

William B. Dixon, Pittsburgh, Region III.

Mark C. Bane, Richmond, Va., Region IV.

George Goodyear, Charlotte, N. C., Region V.

Thomas Coogan, Miami, Fla., Region VI.

Joseph Haverstick, Dayton, Ohio, Region VII.

Arthur Fossier, Chicago, Region VIII.

S. G. Pearson, Minneapolis, Region IX.

O. G. Powell, Des Moines, Iowa, Region X.

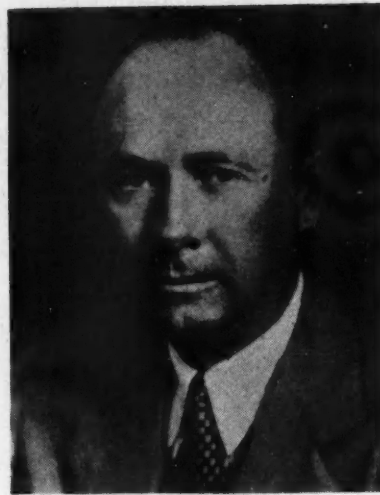
Bill Caruth, Dallas, Texas, Region XI.

Alan Brockbank, Salt Lake City, Region XII.

Charles T. Gore, Denver, Colo., Region XIII.

F. R. McAbee, Seattle, Wash., Region XIV.

L. B. Gibbs, Los Angeles, Calif., Region XV.



EDWARD R. CARR



RODNEY M. LOCKWOOD

NAHB's president for 1947 is one of the nation's leading builders. Long a champion of the home building industry's program to provide desirable living conditions in lower price brackets, Edward R. Carr has led the home building industry on many occasions in advancing the rights of private enterprise in programs to improve the country's housing at all income levels. In his key position as chairman of the Housing Committee and of the Legislative Committee in 1946, Mr. Carr guided and coordinated much of the work of the Association in its programs to speed up housing for veterans and to meet the long range housing needs of the country. Much of his Association activity has been in the field of slum clearance and urban redevelopment. "Eddie" Carr was born in Washington, D. C., and was educated there.

Rodney W. Lockwood, 1947 vice president of NAHB, got into the building business via a law practice. At least one other NAHB officer came in over the same route—Joseph Meyerhoff, retiring president. Young-minded, vigorous Rodney Lockwood has rapidly emerged as one of the most capable spokesmen for American home builders. Competent and shrewd, he rapidly earned the wholesome respect of government officials as well as the affection of the home builders whom he represented in many a hard-hitting government conference over the lagging veterans' housing program.

"Rod" Lockwood's interests are broad. In addition to his successful home building business, he has a busy law practice and participates in local activities. His quick analyses and rapid thrusts are familiar to all.



SAMUEL O. DUNN, publisher of *American Builder*, and officials who gathered in *American Builder's* reception suite at the Stevens to discuss home building for 1947. Seated (left to right) Mr. Dunn and Harold Mueller, president of the L. J. Mueller Furnace Co., Milwaukee; standing, (left to right) Fritz Burns, NAHB past president, Los Angeles; C. F. Block, Carnegie-Illinois Steel Co.; William Keady, president U. S. Gypsum Co.; former NAHB president Robert P. Gerholz, Flint, Mich.; President-elect Edward R. Carr, Washington, D.C.; Paul S. Van Auken, Convention and Exposition director, Chicago; Treasurer Milton J. Brock; Past President Joseph Merrion, Chicago; W. Hamilton Crawford, Convention chairman, Baton Rouge, La.



MILTON J. BROCK

The 1947 treasurer of NAHB was the only key official to be reelected. Milton J. Brock, Los Angeles home builder and contractor, has been engaged in developing residential subdivisions as well as commercial construction for 25 years. He is past president of the Building Contractors Association of California and has been a member of the Executive Committee of the National Association for the past two years. Prior to his election as treasurer he served as director and secretary. In addition to serving as chairman of NAHB's finance committee he has turned in excellent work as a member of the executive committee. He is president of the Southern California Industrial Exposition and Home Show to be conducted in Los Angeles June 12 to 22 this year. Mr. Brock is currently building homes for veterans in the \$9,000 price range.



FRANK W. CORTRIGHT

Frank Cortright was re-appointed to the office of executive vice president of the association. This, of course, was expected, in view of Cortright's executive performance in carrying out the policies of the association. Cortright enters his next year with the recognized talents he brought to the office considerably enhanced as a result of his prominent role in combatting public housing legislation, and numerous proposed additional restrictions on the home building industry. His contacts in official Washington, and his intimate knowledge of legislative procedure in Congress, together with his background in the building industry and in organization work, ably qualify him as the executive officer in charge of implementing the association's statement of policy and action for 1947, announced by President Carr at the concluding session.

Convention and Exposition Highlights

From the time the Exhibition Hall was opened Sunday afternoon at 2 o'clock, until it closed at 5 p.m. Thursday afternoon, aisles and booths were crowded—many times too crowded—during all the hours the hall was open during the convention.

* * *

Record attendance at business sessions during the 1947 convention was evidence home builders are cognizant of their responsibilities and are anxious to solve their knotty problems as an industry.

* * *

The man who traveled the greatest distance to reach the Home Builders convention was J. F. Louw, architect of the firm of Louw and Louw, Capetown, South Africa. Mr. Louw covered more than 7,000 miles and was on the way more than three weeks. Following the convention he visited several states to study the technological progress of American housing projects.

* * *

One-third of the home builders brought their wives with them to the Chicago convention. They were the only women privileged to see the exhibits the first three days. A sightseeing trip, a style show and radio studio programs highlighted entertainment for the wives of home builders.

* * *

A novel idea initiated by Paul Van Auken,
(Continued to page 45)

A photograph of L. J. Boggs, elected secretary for 1947, was not available in time for inclusion in this issue.



GRAND BALLROOM of the "World's Largest Hotel" filled to capacity for the 1947 NAHB Annual Banquet, Wednesday evening, Feb. 26.



Ex-NAHB President R. P. Gerholz tells Congressman Jesse P. Wolcott, chairman of the House Banking and Currency Committee and Convention Banquet speaker, to come to Flint, Mich., and see some really good low-cost houses. Bob shows pictures of his houses published in the *American Builder* and offers them as evidence that Michigan builders are furnishing veterans with the best housing in the world.

Thirteen Year Old Daughter Writes Retiring President



Ellie Meyerhoff, the thirteen-year-old daughter of retiring president Joe Meyerhoff, sent the following letter to her dad from Baltimore while he was attending the convention:

"Dear Dad: How have you been feeling? Great, I hope.

I am feeling the same way. (Great, that is.) You are sure a big man, Pop! At least five people have told me they heard your name mentioned by news commentators a few days ago. I am really proud to be a daughter of a man like you. By the way, what was it about? They didn't tell me that."

This isn't a case of a prophet without honor. Joe gets the honor, though fame plays peculiar tricks.

Dallas Trophy to Be Shared By Four Local Chapters in '47

Instead of selecting the nation's outstanding home builder as recipient of the beautiful Dallas trophy, the Award Committee of NAHB Wednesday, Feb. 26, decided to name four outstanding local chapters, each of which will retain the trophy for three-month periods during the coming year.

The local chapters selected for the honor of holding the trophy for three months each as announced at the annual banquet that evening are: Home Builders Association of Atlanta; New Orleans Chapter of NAHB; Home Builders Association of Richmond,

Va., and Builders Association of South Florida.

The Dallas trophy measures three feet from its base to the topmost feather of the eagle which stands on a globe and surmounts the trophy. Four columns rise from the base to support a cupola, and each of these columns is surmounted by small eagles. The globe rests on the cupola, and the large eagle in turn crowns the structure. Beneath the cupola stands a figure with upflung arms, holding high a wreath.

Registration Exceeded 6,000

Total registration at NAHB's 1947 Annual Convention and Exposition was slightly more than 6,000. Total attendance the last two days skyrocketed to about 11,000 when the passes to the exhibit hall, which had been allotted to exhibitors, were used by visitors.

NAHB States Definite Policy

(Continued from page 39)

hearings for individuals and unofficial groups as preliminaries to drafting resolutions and the policy statement.

Much of the success of the exhibition was due to the close personal attention given to it at all times by Chairman Crawford, and Director Van Auken and his staff.

The beginning of the new year in association affairs marked the close of an administration by Joe Meyerhoff that earned the retiring president the unstinted praise of the entire industry.



NEW YORK architects Arthur E. Allen and Randolph Evans snapped at the convention.

Convention Dailies a Hit

An important feature of the convention and exhibition was the Convention Daily published by the editors of *American Builder*, and distributed by combined forces of the circulation and business staffs of the magazine.

Temporary publication offices were established by *American Builder* editors in a suite at the Blackstone Hotel. Staff members worked on assignment, covering all the open sessions, and maintaining close liaison with the association press room. Two editors were assigned as inquiring reporters, and others had roving assignments in addition to specific duties to obtain personal news items. One of the women members of the staff provided the women visitors to the convention with all the news relative to their activities. Circulation of the daily was about 5,000 a day at the convention, with an additional 2,000 going to interested members of the home building industry who could not attend the convention.



THE Texas delegation of home builders, nearly 200 strong, traveled with music, as can be seen in the above photograph showing their arrival the morning of Saturday, Feb. 22, with the treasured "Dallas Trophy."

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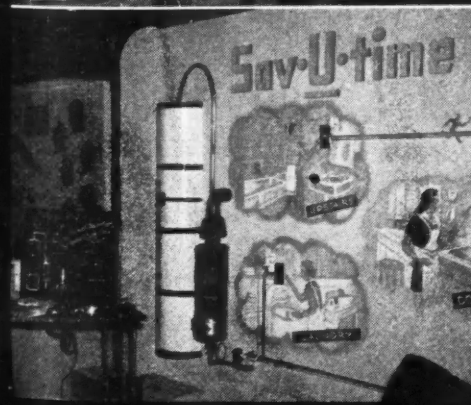
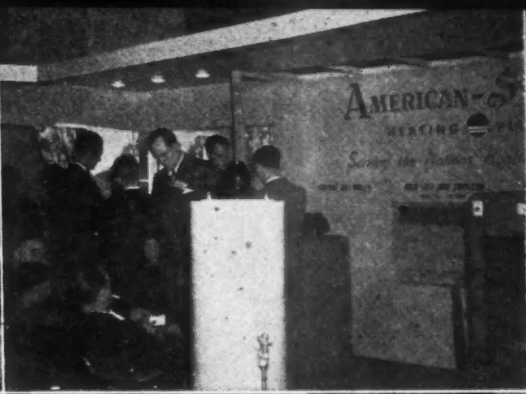
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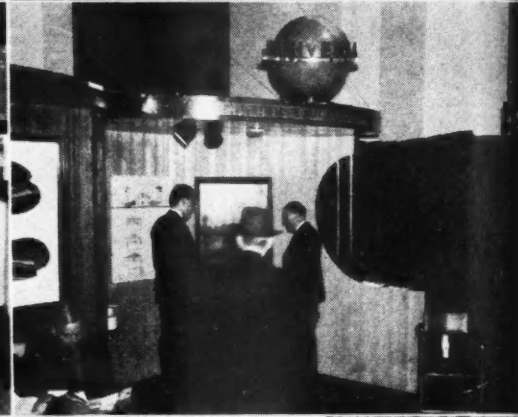
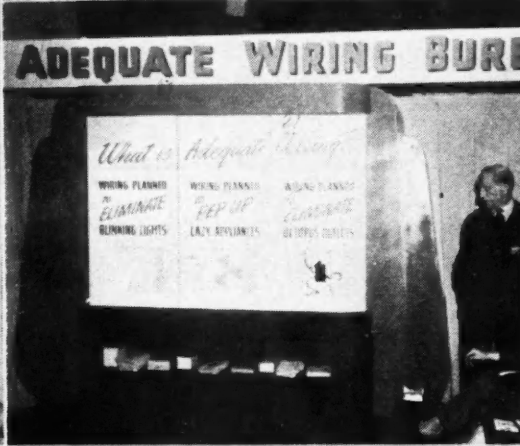
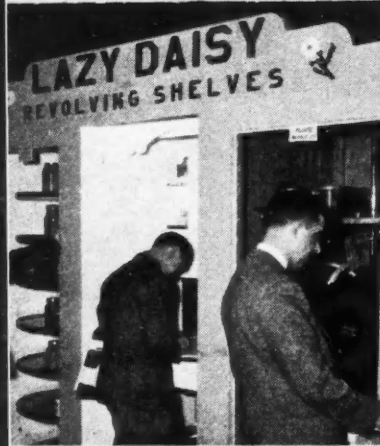
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Exhibitors' Booths Attracted Thousands

THE photographs of convention exhibits presented on these pages were taken by Oscar & Associates, commercial photographers, and the editors of the *American Builder*. They are presented for the benefit of many readers of *American Builder* who did not attend the convention. It is not possible in the space available in this issue to include all the exhibit photographs, but subsequent issues will carry the others.

The consensus of the convention exhibit visitors was that the exhibits this year surpassed those of former years in beauty, interest and educational value. Variety as to types of building products and equipment enhanced the interest. No count was made of the number of visitors to the exhibit hall, but estimates exceeded five thousand. Observers expressed the opinion that most of the visitors made two or more trips to the hall, spending several hours each visit. To get the full benefit of all the information available in the exhibit booths, it was stated by an experienced convention visitor that at least ten hours would be required.

Accurate records of all comments made were kept by association officials with a view to studying them for possible improvements next year. Director Van Auken stated that plans for the 1948 exposition would be under way as soon as the details of the 1947 show are disposed of.

(Continued from page 41)

convention director, was naming the aisles in the Exhibition Hall for the current association officers. Titles were: George Goudreau Place; Ben Wileman Street; Joe Meyerhoff Boulevard; Milt Brock Pike; Joe Merrion Avenue, Frank Cortright Lane and "Ham" Crawford Parkway. The entrance was dubbed Fritz Burns Hall and the east-west lane, from which the others stemmed, was titled Bob Gerholz Alley.

* * *

Press coverage of the 1947 Convention hit an all-time high for number of publications' representatives in attendance and number of words written and wired to the respective editorial offices. Walton Onslow, of Washington, D. C., had three large rooms devoted exclusively to press headquarters with plenty of typewriters for everyone. Press releases were made available promptly.

* * *

Exposition Director Paul Van Auken estimated that about 17,000 persons visited the exhibit hall and studied products on display during the five days the Exposition was open. At no time was it opened to the general public.

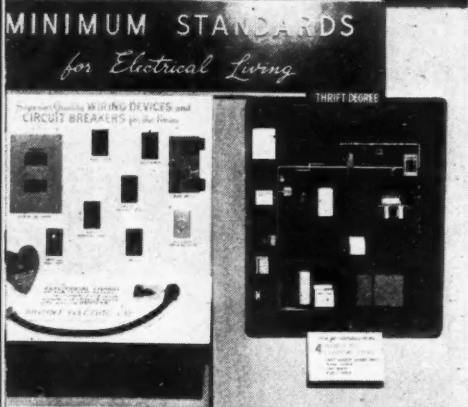
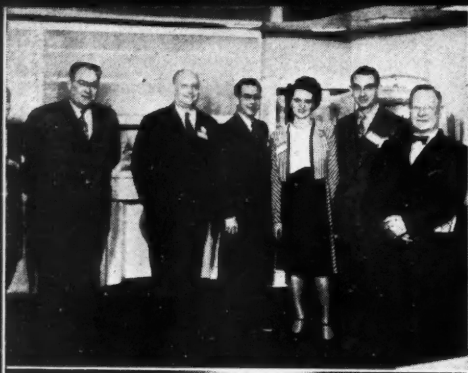
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Limitations on exhibit space available in the Stevens Hotel forced several firms which were unable to obtain adequate booth area at the main Exposition Hall to erect exhibits at the Congress Hotel, two blocks away.

* * *

Mrs. Henny Mollgaard, of Milwaukee, Mrs. Dooley Chalaron of New Orleans and Mrs. R. B. Butler of Tulsa, Okla., were three prominent women home builders very much in evidence in convention activities.

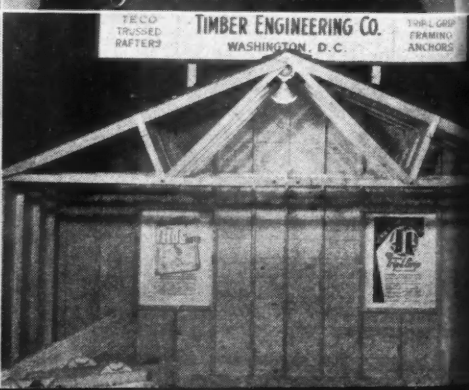
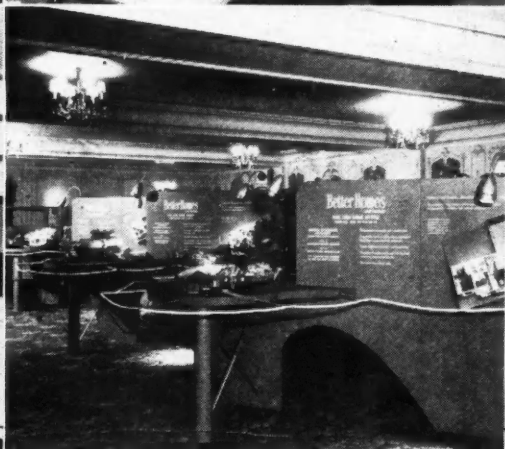
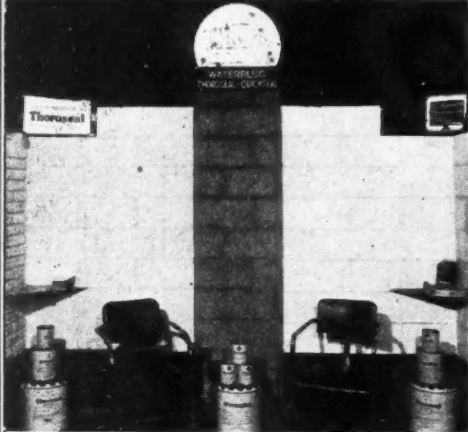




More Exhibit Pictures in April

Space limitations prohibit publication this month of all the photographs of booths and displays. More pictures featuring the excellent exhibits at the NAHB Exposition will appear in the April issue of American Builder.

(Please turn to page 48)





New



4222 PRISCILLA.
Note self-adjusting
latch mechanism.



4224 NEWPORT



4220 REGENCY



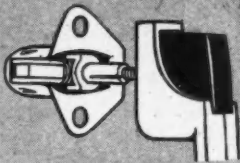
4221 PRINCESS



4223 CENTURY

Full-hand and knob pulls to match, in contrasting or matching colors.

CABINET HARDWARE



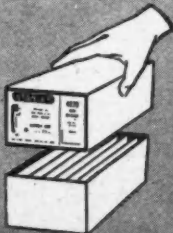
SELF-ADJUSTING LATCH. Unique new "Trigger" latch design... automatically adjustable to doors from 3/4-in. to 1 1/2-in. Also friction catches.



5-KNUCKLE HINGES. Five knuckles for strength. Raised barrel permits door to open full 180°.



"ITEM-IZED" ENVELOPES. Each item comes packed complete with all necessary parts.



PACKED FOR EASY STOCKING. All items packed in same size boxes, with easy-to-read labels giving complete data.

A sure-fire line if there ever was one!

● Beautiful, sturdy and styled after a nation-wide consumer survey. Pressure cast rust-proof alloys give astonishing strength and lasting beauty...the result of years of research. Jewel-like plastics add striking color effects either contrasting or matching.

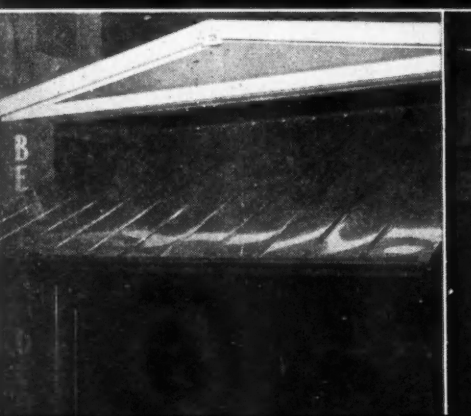
Order a *working* counter display today. Let your customers see how beautiful this new line is...let them actually *operate* these new latches.

Stanley Cabinet Hardware sells itself, for both new cabinets and replacements. The Stanley Works, New Britain, Connecticut.

STANLEY

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS







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"Don't worry about the damp air here—remember, we put in Lumite Screens!"

RUSTPROOF LUMITE eliminates screen upkeep for your clients

• This amazing quality screening will last as long as the building itself—and still look as new as the day it was installed! (Test at right *proves* Lumite won't corrode.) Lumite is absolutely weatherproof and its color can't fade because it's part of the cloth itself. So Lumite *never* needs painting! What's more—

NO STAIN OR BLEEDING—with Lumite, ugly streaking of sills or

sidewalls is impossible... eliminating forever the need to repaint "eyesore" stains every year or so.

NO BULGE—resilient Lumite "gives" without breaking, then recovers its original shape without a trace of bulge.

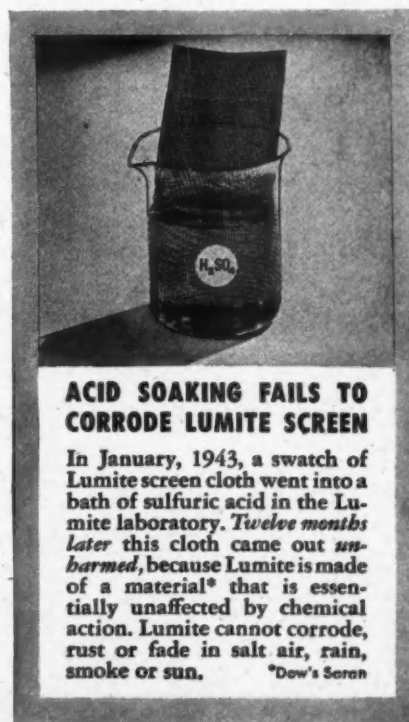
Give your clients permanent freedom from screen troubles—specify Lumite screening! Write for our A.I.A. 35P folder, and free sample.

Sold through Hardware and Lumber Dealers and Screen Manufacturers

LUMITE DIVISION, Chicopee Manufacturing Corporation
47 Worth St., New York 13, N. Y.

LUMITE

THE QUALITY INSECT SCREEN CLOTH

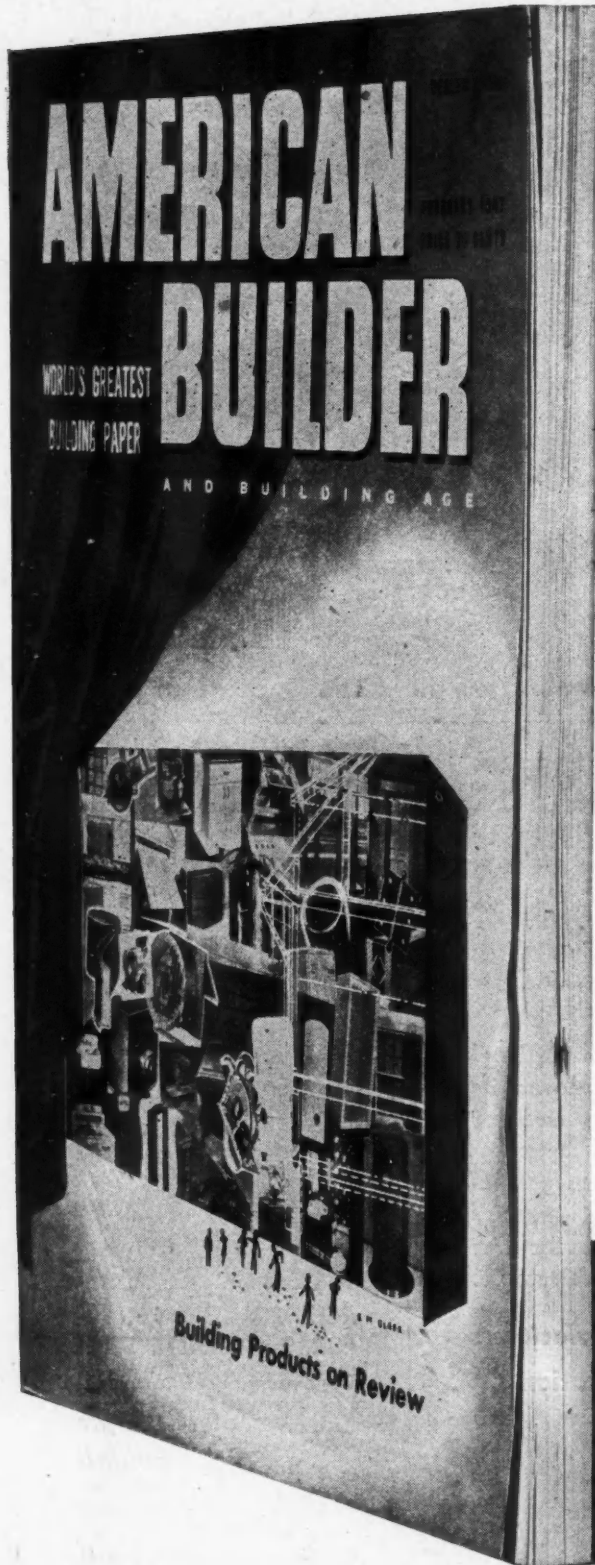


ACID SOAKING FAILS TO CORRODE LUMITE SCREEN

In January, 1943, a swatch of Lumite screen cloth went into a bath of sulfuric acid in the Lumite laboratory. *Twelve months later* this cloth came out *unharmd*, because Lumite is made of a material* that is essentially unaffected by chemical action. Lumite cannot corrode, rust or fade in salt air, rain, smoke or sun.

*Dow's Seren

The Shadow of Buying Influence



American Builder's More than 80 Thousand Circulation Casts its Shadow of Influence Over the Entire Building Field through Every Channel of Distribution.

From Manufacturer to Jobber to Dealer to Builder —The entire chain of distribution is covered by American Builder circulation—Manufacturers' products never leave our shadow.

A twelve time advertiser in American Builder gets the benefit of a million readers a year. These readers are your customers and they are influenced by the factual messages they read in the American Builder. The building industry has soared to an estimated peak of ten billion dollars for 1947. American Builder circulation has kept pace with this phenomenal rise and as a result is in the best position to serve its advertisers.

If you as a manufacturer are an advertiser in the American Builder, be sure that your sales message appears in every issue. If you are not yet an advertiser, plan on starting your sales campaign in the big *April Spring Planning Issue*. Use American Builder's 80,000 circulation to create ready acceptance of your product.

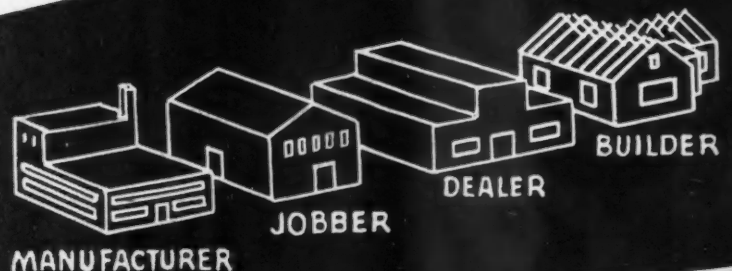
AMERICAN BUILDER

A Simmons-Boardman publication

105 West Adams Street

Chicago 3, Illinois

30 Church Street—New York 7, New York



AMERICAN BUILDER HAS THE LARGEST CIRCULATION OF ANY TRADE JOURNAL IN ANY FIELD

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B

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SEC. A No. 4

THERMAL RESISTANCE VALUES OF BUILDING MATERIALS

The thermal resistance values of various building materials in the table below are taken from the Guide of the American Society of Heating and Ventilating Engineers. These resistances may be used to calculate heat transmission coefficients, as described in their publications. These values must be multiplied by the actual thickness of the material. The adjacent column "As stated or used in construction" shows the thickness of the material as normally used in building.

INSULATING MASONRY WALLS

SEC. B No. 8

INSULATING MASONRY WALLS

STANDARD BALSAM-WOOL

NU-WOOD INSULATING LATH

AIR SPACE

FIBRE CLEAT

"A"

"B"

Masonry walls with openings have low heat resistance. Therefore they should be insulated to minimize heat loss. The insulation should be applied to the exterior surface of the wall, as shown in "A", to prevent heat loss. The insulation should be applied to the interior surface of the wall, as shown in "B", to prevent heat loss. The insulation should be applied to the exterior surface of the wall, as shown in "A", to prevent heat loss. The insulation should be applied to the interior surface of the wall, as shown in "B", to prevent heat loss.

Masonry walls may also be insulated with Masonry Insulation. This is a special type of insulation which is applied to the exterior surface of the wall. It is made of a mixture of portland cement and asbestos. It is applied in a thickness of 1 1/2 to 2 inches. It is applied in a thickness of 1 1/2 to 2 inches. It is applied in a thickness of 1 1/2 to 2 inches.

Material	Thickness (inches)	Thermal Resistance (R)
Asbestos	1/2	0.08
Concrete	4	0.09
Brick	8	0.17
Plaster	1/2	0.03
Insulation	6	0.90
Insulation	12	1.80
Insulation	18	2.70
Insulation	24	3.60
Insulation	30	4.50
Insulation	36	5.40
Insulation	42	6.30
Insulation	48	7.20
Insulation	54	8.10
Insulation	60	9.00
Insulation	66	9.90
Insulation	72	10.80
Insulation	78	11.70
Insulation	84	12.60
Insulation	90	13.50
Insulation	96	14.40
Insulation	102	15.30
Insulation	108	16.20
Insulation	114	17.10
Insulation	120	18.00

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

SEC. C No. 1

BALSAM-WOOL APPLICATION AROUND WINDOWS AND AIR DUCTS

WHEN a wall is framed for windows or doors, narrow spaces usually result on one or both sides. To insulate these irregular spaces, Standard Balsam-Wool Blanket is cut lengthwise with a saw or tin shears, approximately 2 inches wider than the space. A portion of the insulating fibre mat is removed along the cut edge so the warm and cold side liners may be brought together and folded over the edge of the stud and stapled to the stud face. The fibre which is removed may be used to caulk around windows and door frames, as suggested in the drawing. Vapor barrier paper should be applied over sash weight pocket to prevent moisture vapor condensing on sheathing causing paint failure at window frame, casing and siding around window.

Cold air return ducts located in outside walls, if uninsulated, provide a means for a tremendous amount of heat to escape from a house. This loss may be easily reduced by installing Standard Balsam-Wool between the framing in the duct space directly against the outside sheathing, as illustrated. A galvanized sheet metal back is usually placed over the blanket and sealed to the sides of the stud.

Where electric outlets, switches, etc. occur in outside walls, Balsam-Wool should be carefully cut to fit tightly around these fixtures, otherwise moisture vapor may be free to pass into the outer wall space where it may contribute to condensation trouble.

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

how to insulate masonry walls
...see Balsam-Wool data sheets!

Insulating masonry walls is only one of the many insulation subjects covered by Balsam-Wool Data Sheets. These handy sheets represent years of research in gathering vital facts on insulation application—solving tough insulation problems. The whole set of Balsam-Wool Data Sheets—containing 32 sheets in all—is yours for the asking. Just mail the coupon—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 set of Balsam-Wool Application Data Sheets.

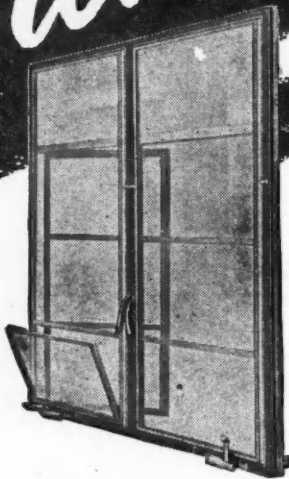
Name

Address

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



New



CECO Storm Windows are precision made of extruded aluminum construction. Rubber weathering seal around the perimeter of the storm sash frame is supplied.

**CECO
STEEL**

CECO Aluminum-Frame Storm Windows

FOR METAL CASEMENTS . . .

There is something new in storm windows, too—Ceco Aluminum-Frame Storm Windows for metal casements—one of the first of the new post-war products to be announced by Ceco. Here new utility and beauty are combined with ease of installation. Gone are the days of wrestling with heavy storm windows installed from the outside because Ceco Storm Windows are easy to take out and put in—from the inside. They can easily be stored—are trim and neat—blend beautifully with the design of any house. Slender frames mean more light gets in. Because Ceco Storm Windows are designed to cover the entire window opening, the condensation problem is defeated. The new Ceco Storm Window fits, no on-the-job planing necessary, and since it is made of lasting aluminum it requires no painting or repainting. Maintenance cost is eliminated.

CECO STEEL PRODUCTS CORPORATION

GENERAL OFFICES: 5701 West 26th Street, Chicago 50, Illinois
Offices, warehouses and fabricating plants in principal cities

In construction products **CECO ENGINEERING** *makes the big difference*



Future Home Buyers...

Will Expect STEEL DOOR FRAMES

The average home buyer has been educated to look for important basic improvements in home construction. The benefits of steel door frames to the home owner are obvious... Permanency, Beauty and the Wear Resistant qualities of steel.

Equally important are the many advantages to the builder. One piece,

all welded construction means that Aetna Steel Door Frames can be installed in a fraction of the time that it takes to erect multiple unit frames... and at a lower cost.

Hinges come welded to the AETNA FRAME, bronze strike plate is furnished and frames are prime coated at the factory.



Send for this Aetna Steel Door Frame Booklet

AETNA STEEL PRODUCTS CORPORATION

Manufacturers of Quality Hollow Metal Doors, Trim and Elevator Enclosures

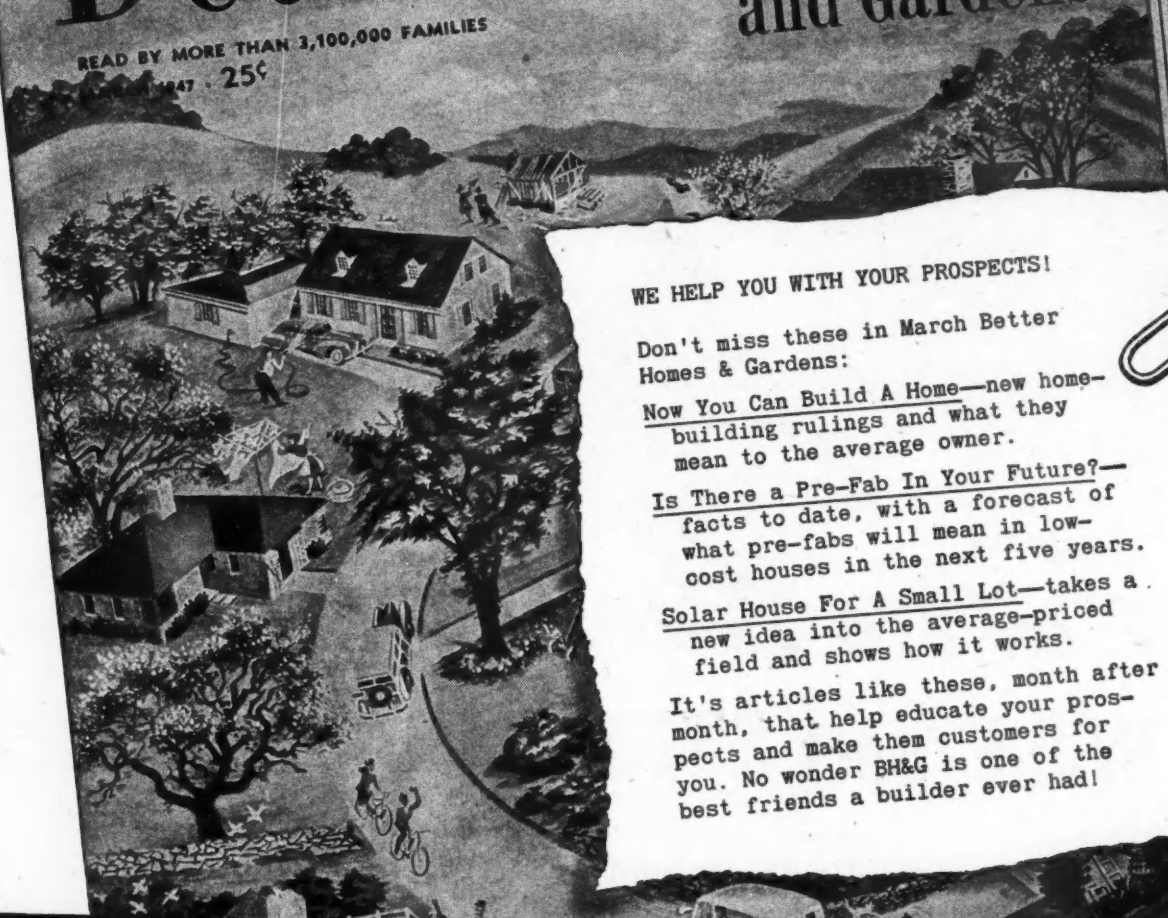
EXECUTIVE OFFICES: 61 Broadway, New York 6, N. Y.



THERE'S NO ^{made} PLACE LIKE HOME

Better Homes and Gardens

READ BY MORE THAN 3,100,000 FAMILIES
1947 . 25¢



WE HELP YOU WITH YOUR PROSPECTS!

Don't miss these in March Better Homes & Gardens:

Now You Can Build A Home—new home-building rulings and what they mean to the average owner.

Is There a Pre-Fab In Your Future?—facts to date, with a forecast of what pre-fabs will mean in low-cost houses in the next five years.

Solar House For A Small Lot—takes a new idea into the average-priced field and shows how it works.

It's articles like these, month after month, that help educate your prospects and make them customers for you. No wonder BH&G is one of the best friends a builder ever had!



America's First Service Magazine

Circulation Over 3,000,000

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WHO WAS BIG LEAGUE BATTING CHAMPION IN 1941?

If you've ever wondered why we continue to advertise Barrett Roofings when we can't always supply you with all you want and can sell right now, here's a good commonsense answer:

We think it's good business for you and for us — now and in the future.

Consider, for instance, how easy it is to forget a popular sports figure of just six summers ago. Consider, also, how much easier it is for people to forget a product...unless they are continually reminded of it.

Public acceptance and demand for Barrett Shingles and Roll Roofings have been built up and maintained through more than 40 years of consistent advertising. We're going to keep right on with this kind of advertising in home-service, farm and national magazines, because we know the present "sellers' market" won't last forever.

When supplies are plentiful again, we want to be sure that home-owners and farmers are still "sold" on Barrett Roofings and the merchants who sell them.

That's just sound business for all of us.



Reg. U. S. Pat. Off.

THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION
40 Rector Street, New York 6, N. Y.

2800 So. Sacramento Avenue
Chicago 23, Ill.

Birmingham
Alabama

BARRETT SHINGLES AND SIDINGS . . . ROLL ROOFINGS
. . . ROCK WOOL INSULATION . . . PROTECTIVE PAINTS
OTHER BUILDING PRODUCTS.

REVOLUTIONARY *NEW BERRY* TRACK TYPE GARAGE DOOR

**A Worthy Team-mate for the
FAMOUS BERRY CANOPY DOOR**

"Complete Unit"
hardware and
weatherstripping . . .
no expensive time-
consuming assembly.

Easy, one-man instal-
lation—in minutes,
not hours.

Super-strong, light-
weight aluminum
construction—built like
a modern warplane.

Feather-Lite opera-
tion—the result of
perfect balancing.

No dangerous, ex-
posed springs or
weights; no gadgets
to get out of order.

Fast, simple track
installation.

Only 2 inches head-
room required.

Operational unit
mounted on jamb . . .
requires only 2½"
side clearance.

Fits standard 8' x 7'
opening.

Built of aluminum . . .
can not rust or rot—
needs no paint.

Shipped, ready for re-
tailing, complete in one
package, 4' 6" x 7 ft.

Exceptional low price
. . . thanks to better
engineering and mass
production techniques

Write for complete information
and descriptive literature

BERRY—America's



No. 1 Garage Door

BERRY DOOR CORPORATION

461 S. WOODWARD AVENUE • BIRMINGHAM, MICHIGAN



First of a series: The Drexel Bathroom

Quality Plumbing **for every building budget**

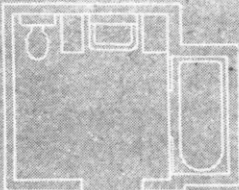
No matter what type of homes you are planning to build, you will find just the equipment your prospects want in the new Crane line.

This line includes bathroom groups, kitchen sinks and laundry trays in a size and style to fit every plan—a price to suit every building budget. The public has always expressed a preference for Crane quality, and in this new Crane line they will find the finest fixtures Crane has ever produced.

The Crane line of quality heating equipment,

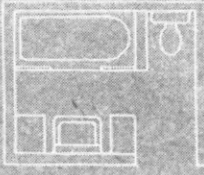
too, is complete, including boilers and furnaces for coal, coke, oil or gas, radiators and convectors, controls, water specialties, pipe, valves and fittings.

Your Crane Branch will gladly discuss your needs and give you an approximate delivery date. They also have available illustrations of the complete Crane 1947 line of plumbing fixtures, photographed in color in actual room settings. Be sure to check your requirements with them.

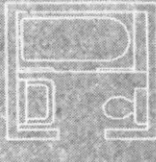


ROOM SIZE—7' x 9'

Special rooms have been designed, built and photographed showing the new Crane bathroom groups and kitchen sinks in actual room settings. This first one illustrates the Drexel Group; others will be shown later. A floor plan of this room is illustrated at the left with two suggestions at the right on how these fixtures can be used in smaller rooms.



ROOM SIZE—7½' x 6'



ROOM SIZE—5½' x 5'

CRANE

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

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

VALVES • FITTINGS • PIPE
PLUMBING AND HEATING

HOW TO GIVE RESIDENTIAL FLOORS

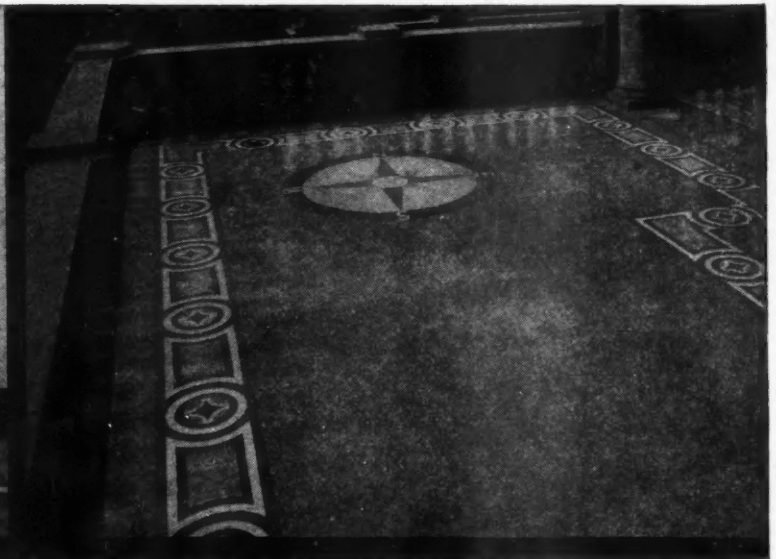
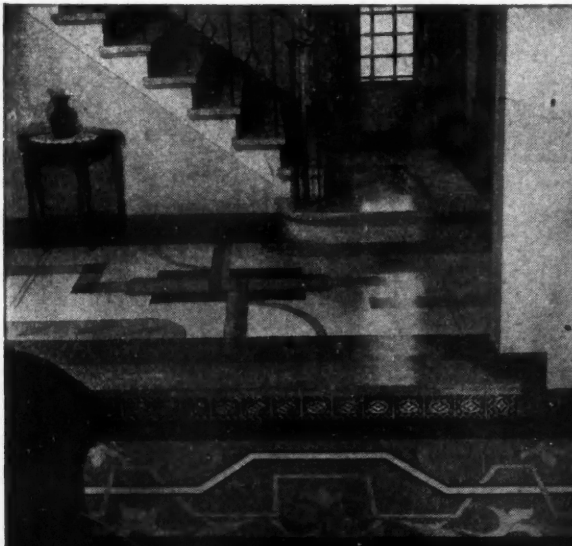
*more beauty
longer life
unlimited design*



Perhaps you think of residential floors as limited to one or two types of materials. But, don't overlook terrazzo—the flooring that lifts your homes out of the ordinary. Terrazzo—used at numerous places in a home—adds a distinctive charm and beauty, provides sanitary, vermin-proof, enduring surfaces that require no costly maintenance, and gives an individuality offered by no other type of flooring.

IDEAL FOR RADIANT HEATING

Terrazzo's conductivity—due to the marble chip content—lends itself ideally to floor type radiant heating installations. For this use, terrazzo provides an enduring surface that is also a good conductor of heat. And, by using Medusa White Portland Cement and mineral color pigments, an untold variety of color, shades, and designs may be obtained.



WIDE VARIETY OF RESIDENTIAL USES

Shown on this page are a few residential terrazzo installations—all made with Medusa White Portland Cement as a matrix. The plasticity and workability of this cement, plus its ability to display marble chips in their true colors—make it the ideal matrix for all terrazzo. Plan now for residential terrazzo—in recreation rooms, hallways, foyers, porches, bathrooms, and wherever long lasting beauty is desired. Use Medusa White—the original White Portland Cement—for better terrazzo. It has a service record of 40 years of satisfaction.

MEDUSA

PORTLAND CEMENT COMPANY

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Also made by Medusa Products Co. of Canada, Ltd., Paris, Ontario

"FIFTY-FIVE YEARS OF CONCRETE PROGRESS"

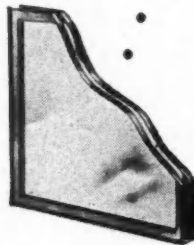
Thermopane

REG. U.S. PAT. OFF.

NOW MADE IN

55

STANDARD SIZES



Thermopane*, the original windowpane that insulates, keeps on gaining in popularity. Its insulating efficiency makes practical the modern trend to larger windows in architectural design... an efficiency proved through actual use from Iceland to Mexico.

That's why we have expanded our standard sizes to 55—based on American Standards' Association 4-inch modular

PICTURE WINDOWS			
(3/4" Plate Glass and 1/2" air space)			
Width Height		Width Height	
35 1/2	x 48 1/8	48 1/2	x 50
55 1/4	x 48 1/8	56 1/2	x 50
75	x 48 1/8	64 1/2	x 50
35 1/2	x 60 3/8	72 1/2	x 50
55 1/4	x 60 3/8	80 1/2	x 50
75	x 60 3/8	96 1/2	x 50
42	x 66	64 1/2	x 58
42	x 72	72 1/2	x 58
84	x 66	80 1/2	x 58
84	x 72	96 1/2	x 58
96	x 66	116 1/2	x 58
96	x 72		

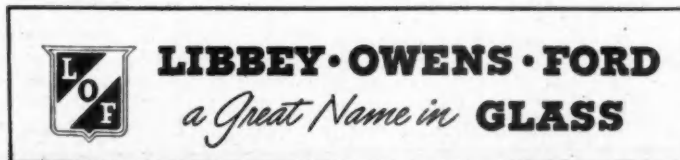
DOUBLE HUNG WOOD WINDOWS			
(DSA Window Glass and 1/4" air space)			
2-Light		4-Light	
Width	Height	Width	Height
24	x 24	24	x 11 5/8
28	x 24	28	x 11 5/8
32	x 24	32	x 11 5/8
36	x 24	36	x 11 5/8
40	x 24	40	x 11 5/8
44	x 24	44	x 11 5/8
24	x 28	24	x 13 5/8
28	x 28	28	x 13 5/8
32	x 28	32	x 13 5/8
36	x 28	36	x 13 5/8
40	x 28	40	x 13 5/8
44	x 28	44	x 13 5/8

RESIDENTIAL STEEL SASH			
(DSA Window Glass and 1/4" air space)			
Width Height		Width Height	
16	x 12	14	x 10
16	x 11 5/16	14	x 9 5/16
14	x 12	14 3/4	x 12
14	x 11 5/16	17 1/4	x 12
		12	x 12

construction. This means greater design flexibility for the architect, more opportunity for the use of this time-proved insulating glass unit.

Consult your nearest L·O·F distributor for latest information about delivery dates and the complete range of non-standard sizes. Or write for our latest Thermopane folder. Libbey-Owens-Ford Glass Co., 1837 Nicholas Bldg., Toledo 3, Ohio.

*Reg. U.S. Pat. Off.



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If you would like to have an up-to-date source of information covering the light construction industry—American Builder will give you the latest information on:

- *new and improved products, materials and equipment*
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Also to be included in future monthly editions are:

- *articles, designs and plans of homes, stores, motels, summer establishments, small town airplane hangars and roadside stands*
- *one complete blueprint in each issue—comprises a series of blueprints of modern homes*
- *Monthly Review of National Association of Home Builders*
- *American Builder Better Detail Plates*
- *Practical "How-To-Do-It" features*

Be prepared for the progress ahead by sending us your order today.

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Your Name

Street

City Postal Zone State

NAME OF YOUR FIRM

Please indicate your position in the above named firm:

If Owner of Business, please state

If not, give Title or Position

PLEASE NOTE—

Kindly check your principal activity

Builders and Contractors:

- Builders and Contractors specializing in Residential or Light Commercial or Light Industrial Building.
- Contractors specializing in Heavy Building Construction.
- Builders and Contractors engaged in both Residential or Light Commercial or Light Industrial Building and Heavy Building Construction, *not specializing in either.*
- Contractors specializing in all types of Heavy Construction *other than Buildings.*
- General Contractors engaged in Heavy Construction of both Buildings and other than Buildings, *not specializing in either.*
- Special Trade Contractors, contracting for only such parts of Building Construction as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical, painting, concreting and excavating.

Distributors:

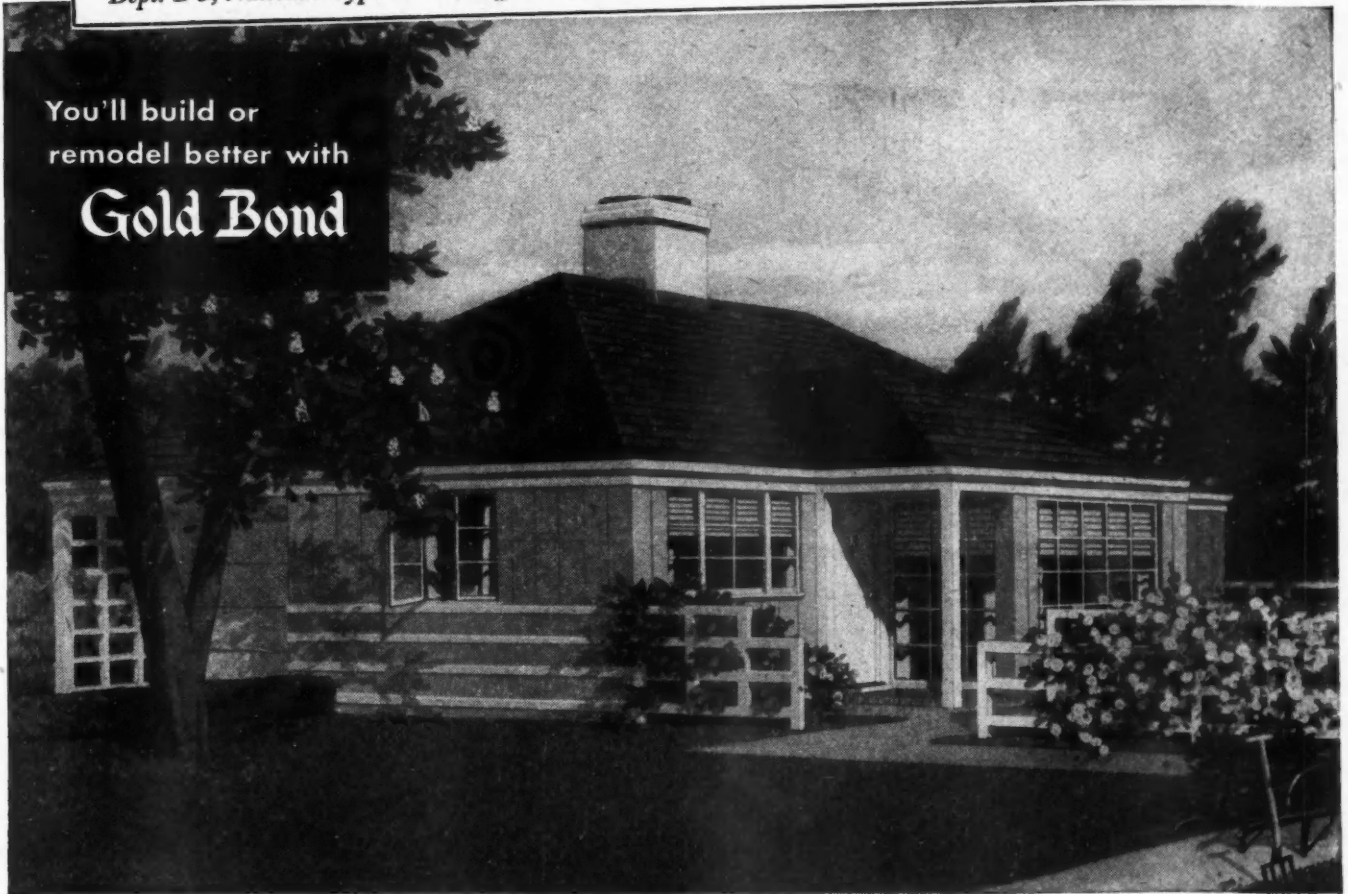
- Retail Dealers—lumber, building materials and installed equipment.
- Wholesalers, Jobbers and Manufacturers' Agents of lumber, building materials and installed equipment.
- Distributors of Construction Equipment.

If none of the foregoing applies, please advise the type of business with which you are affiliated:

Type of Business

Here's a low-cost house with a wide awake, down-to-earth look about it! Now in its second big year, the colorful Gold Bond ad series in the *The Saturday Evening Post* is giving your customers straight-from-the-heart advice about building better, stronger, longer lasting "homes" the Gold Bond way...without spending a penny extra. The "be patient, be choosy, be happy" theme of this latest ad is as timely and practical as the charming little house itself. And, by the way, if you'd like a look at the floor plans, write Dept. B-3, National Gypsum Co., Buffalo 2, New York.

You'll build or remodel better with
Gold Bond



You can start building sooner if you start planning now. See your local Gold Bond Dealer!

Wonder how many Post readers feel the way I do?

"Someday we're going to have our house, Bill and I. With grass around it, and the blue bowl of the sky over it, and a tree of our own to carve a couple of hearts on if we want to. We're saving, and planning, and each day brings us closer to moving in!"

The house you will build will be a "wonder house" too. For, since Dad built, modern science has taken a hand in new construction materials and methods. Outer walls, for example, now add greater strength and fireproofing when Gold Bond storm sealed gypsum sheathing supplies the base for outside finish. Inside walls and ceilings will give years of trouble-free service when they're made

of Gold Bond fireproof gypsum lath and plaster.

Heating costs are reduced as much as 40% in new and old homes with fireproof high-efficiency Gold Bond Rock Wool insulation. And summer comfort is doubled.

You can plan on these scientific building improvements and many more to give you a house that is better in every respect than any that has ever been built before. A house that will serve for many long and happy years with the least amount of repair and upkeep expense.

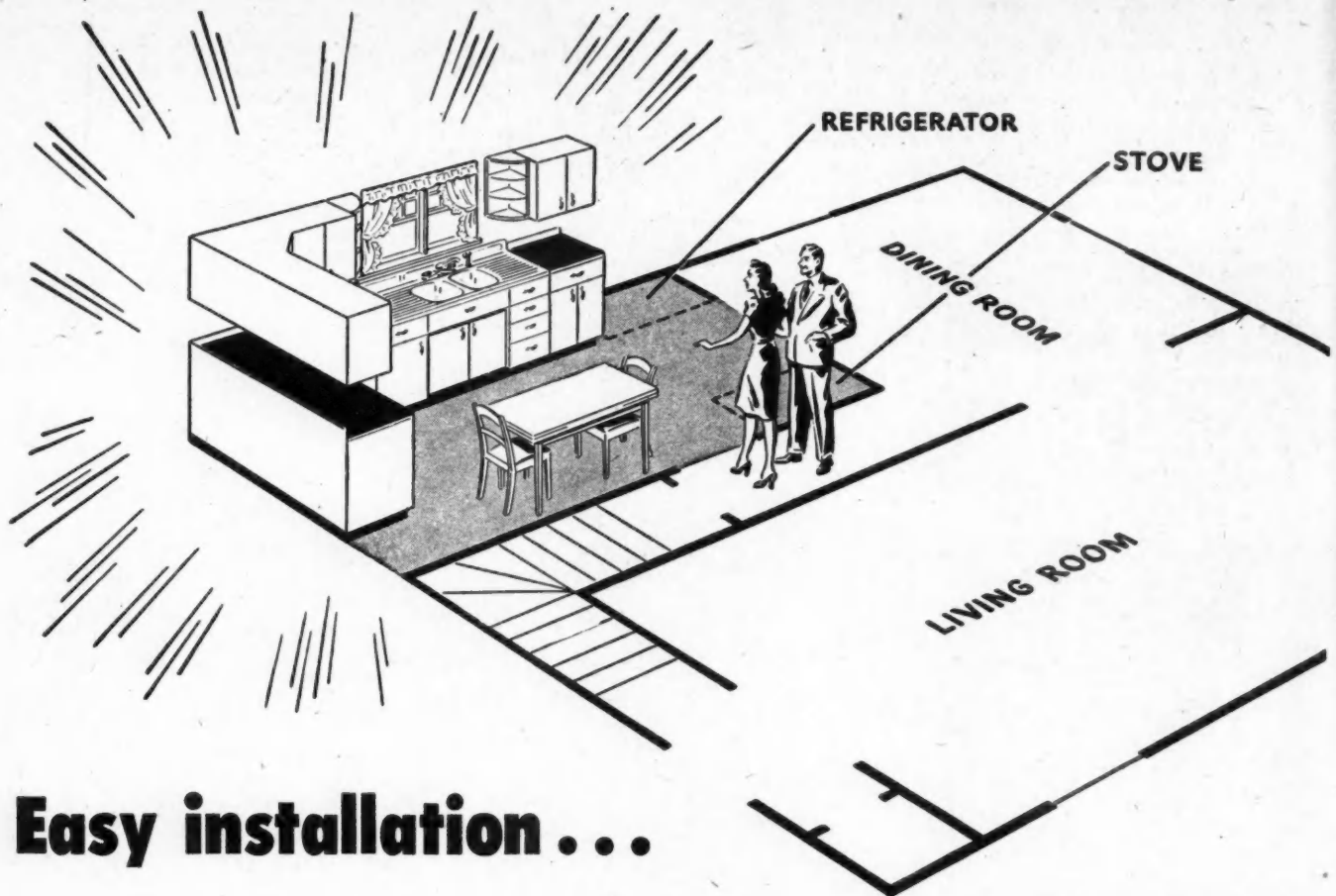
There are over 150 research produced Gold Bond products that cost no more to specify and use than

ordinary building materials. Each of them is engineered to do a specific job better. If you want Gold Bond results, be sure to speak to your architect and builder about using Gold Bond products!

Today our entire production can't keep up with demand. But just the same our more than 10,000 Gold Bond lumber and building material dealers are doing their best, helping veterans to get housed, helping their customers in every way they can. See your Gold Bond dealer first whether you plan to build or remodel. He can help you get what you want, and get it better. Not always right away but tomorrow sure! National Gypsum Co., Buffalo 2, N.Y.

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.

<p>DEMAND THESE SIX GOLD BOND FEATURES IN YOUR NEW HOUSE</p>	<p>GOLD BOND FIREPROOF GYPSUM SHEATHING</p> <p>Big, weatherproofed panels of Gold Bond Storm Sealed Gypsum Sheathing add structural strength and built-in fire protection. Costs less than old-style sheathing.</p>	<p>GOLD BOND FIREPROOF GYPSUM LATH</p> <p>Gold Bond Gypsum Lath is the perfect plaster base. Can't warp, expand or contract. Adds fire protection and structural strength for better wall and ceiling construction.</p>	<p>GOLD BOND FIREPROOF GYPSUM PLASTER</p> <p>Gold Bond Gypsum Plaster is especially processed to bond perfectly with gypsum lath. Builds fireproof, rock-like walls and ceilings with greatest durability and beauty.</p>	<p>GOLD BOND FIREPROOF FINISH LIME</p> <p>Over the plaster, goes a coat of Gold Bond Finish Lime. This is the smooth white finish that you see in a new house before the wallpaper or paint is applied.</p>	<p>GOLD BOND FIREPROOF ROCK WOOL INSULATION</p> <p>Builds a fireproof blanket of insulation around the house for greater year-round comfort, family health, and fuel savings up to 40%. Available for new or old homes.</p>	<p>GOLD BOND FINISH 1 HOUR WALL PAINTS</p> <p>Dries in one hour with no objectional odors, after-odors. Easier to apply. This modern decoration is now available at your dealer's in a full range of colorful tones.</p>
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Easy installation . . .

one big advantage of Youngstown Kitchens

With construction costs soaring, consider this when planning kitchens—

Youngstown units arrive completely finished with hardware in place. The easy-to-handle cabinet sinks, wall and base cabinets and accessories can be combined and installed by any good workman in a few hours.

There is no costly fitting, hanging, or painting . . . a major saving in your building budget. Yet this ease of installation is only one of the outstanding advantages in Youngstown Kitchens (see right).

For sturdy steel Youngstown units are *standardized* and *mass produced* to the highest specifications. Combinations can be arranged according to a wide selection of Youngstown suggestions, available through your dealer, or to fit any plan of your own.

All equipment is white-enamelled steel. Sink tops are porcelain enamel. Design and finish harmonize perfectly with any range and refrigerator.

A complete Youngstown builder's service in or near your community is assured by 60 experienced Mullins' Field Men and 7500 trained Youngstown dealers throughout the U.S.A. For name of your nearest distributor or field man, just write—

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO

Porcelain Enamelled Products, Large Pressed Metal Parts,
Design Engineering Service


Other Youngstown advantages

-
- Low cost
-
- Wide selection
-
- Easy handling
-
- Modern styling
-
- Top quality
-
- Sold everywhere



Youngstown Kitchens

BY MULLINS

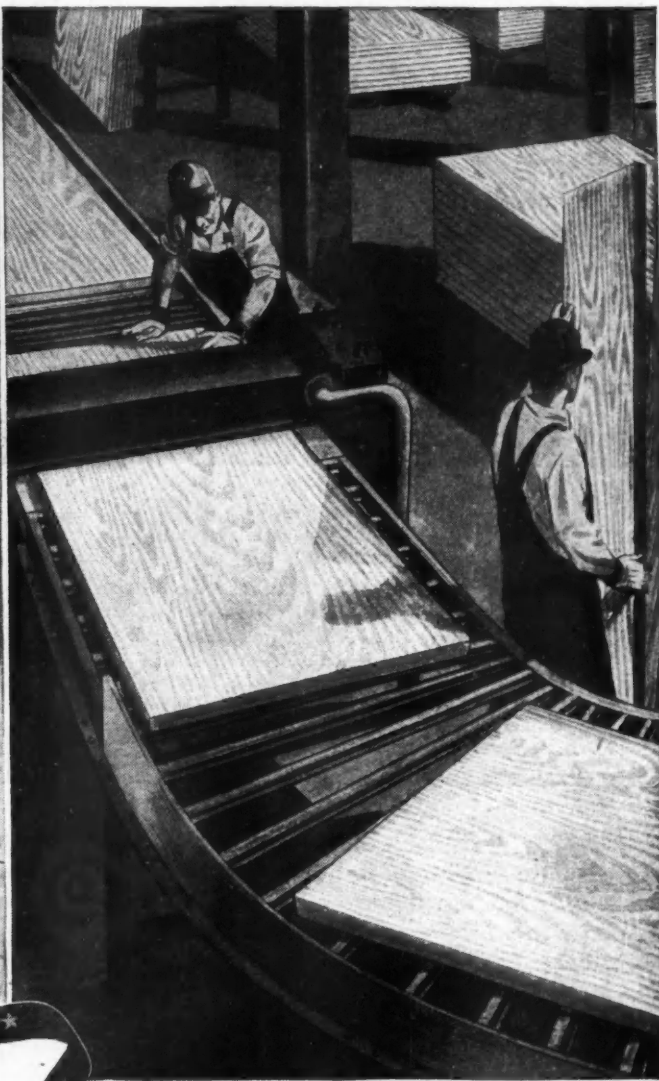
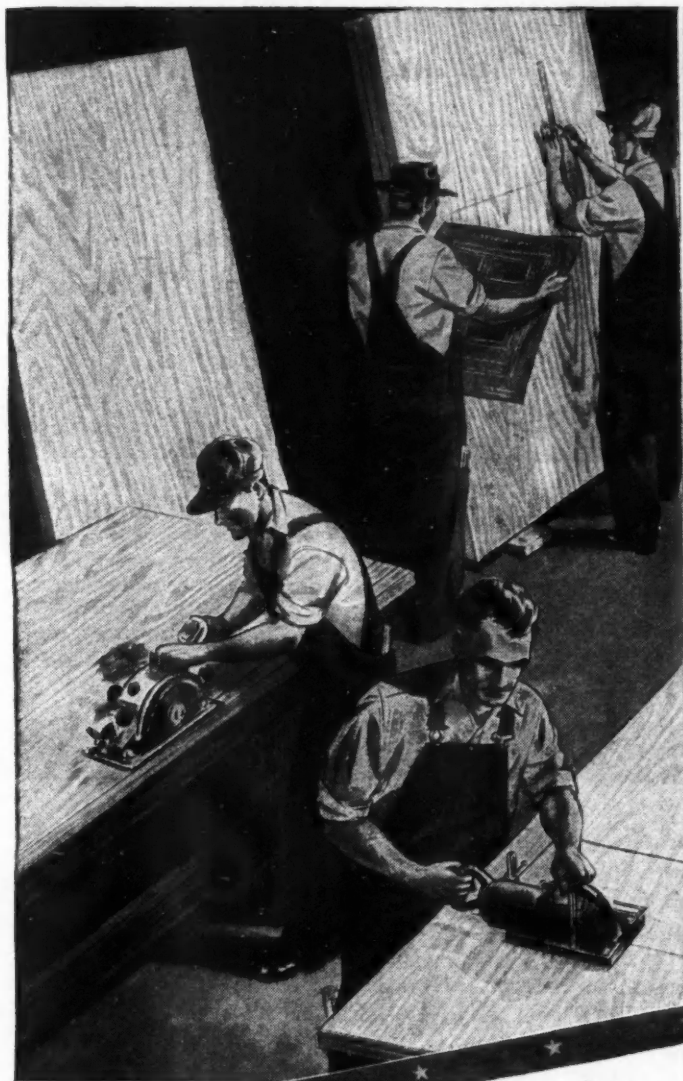


Stock Sizes Mean Door and Plywood Dividends for Our Customers—

Percentage-wise, it's quite a dividend. By concentrating all our production on stock size doors and plywood, production can be increased a minimum of one-third.

For instance, the man-hours required to cut three lights, will produce a complete stock door. Odd sizes and other special details further limit production

by added labor and material demands. The elimination today of all special doors — and concentration of our manpower and machines on stock sizes is a policy dictated by our customers' needs. It means more Roddiscraft Doors and Plywood for everybody — plus stocks in the warehouses for delivery where and when you want them.



Roddiscraft
Roddis Lumber & Veneer Co.
 MARSHFIELD, WISCONSIN

Roddiscraft WAREHOUSES

- CAMBRIDGE 39, MASS. 229 Vassar Street
- CHICAGO 8, ILL. 1440 W. Cermak Road
- CINCINNATI 2, OHIO. 457 E. Sixth Street
- DALLAS 10, TEXAS. 2800 Madill Street
- DETROIT, MICH. 11855 E. Jefferson Ave.
- KANSAS CITY 8, MO. 2729 Southwest Blvd.
- LOUISVILLE 10, KENTUCKY ... 1201-5 S. 15th Street
- LONG ISLAND CITY, N. Y. ... Review & Greenpoint Ave.
- MARSHFIELD, WIS. 115 S. Palmetto Street
- MILWAUKEE 8, WIS. 4601 W. State Street
- NEW YORK CITY, N. Y. 920 E. 149th Street
- SAN ANTONIO, TEXAS. 727 N. Cherry Street

DEALERS IN ALL PRINCIPAL CITIES

My first choice
is radiant heat!



My first choice
is convection heat!



**Modine Convector Radiation gives you these
two heating principles blended into one!**



1

RADIANT HEATING

Mild, radiant heat in just enough quantity to offset heat loss from window areas — that's what those arrows represent, coming from the Modine Convector Panel below the window. To this we add . . .

2

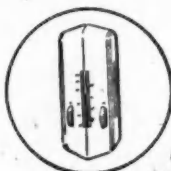
CONVECTION HEATING

Warmed air circulated by Convection Heating. Hot water or steam passes through copper heating unit which draws cooler, floor-line air into bottom of convector where it's warmed, rises and then passes out through grille.

Result: Dependable new heating comfort for moderate cost homes and apartments . . . distinctive room charm and cleanliness without unsightly radiators! Yes, Modine Convector Radiation provides a modern, blended heating system for modern living — a heating system that makes possible individual room control — that responds almost instantly to sensitive automatic controls — that gives you gentle air circulation without the use of moving parts that wear out. If you're planning to build a new home or apartment, specify Modine Convector Radiation . . . look for Modine's representative in the "Where-to-Buy-it" section of your phone book . . . write for complete information and free descriptive literature! MODINE MANUFACTURING CO., 1701 Racine Street, Racine, Wisconsin.



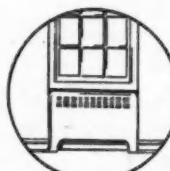
MODERN
BEAUTY



CLOSE TEMP-
ERATURE CONTROL



EASY TO
INSTALL



ADDS TO
LIVING SPACE



PRICES
FOR TODAY'S
HOMES AND
APARTMENTS

Modine
CONVECTOR RADIATION



PHOTO BY MAKERS OF ARMSTRONG'S LINOLEUM.

Ever think of selling private daylight?

HOME BUYERS are looking for light, bright homes and you can give them exactly that—and more—when you use Insulux Glass Block.

Insulux brings in softly diffused light—and gives privacy, too. Prying eyes can't see in; ugly views are blocked out.

Important, too, are the extra values of this versatile building material. Insulation value is high, simplifying heating and air conditioning problems. No painting is required and being impervious to grease and moisture, Insulux will not rot, rust or corrode. To keep Insulux sparkling, just wipe with a damp cloth.

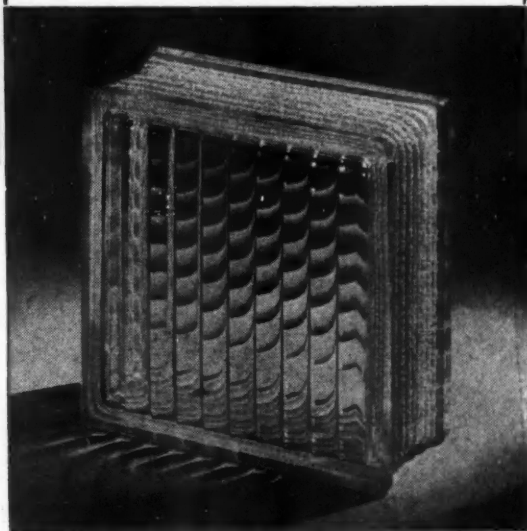
There are many places for Insulux in the homes you are building. Insulux Glass Block in kitchens, bathrooms, entrance halls, and laundries will make your homes more saleable—remember, too, the special buyer appeal of Insulux interior partitions.

Kitchens are news these days—and Insulux Glass Block is ideal for a variety of interesting, practical kitchen uses. Just one idea: a breakfast bar daylighted by a floor-to-ceiling Insulux panel. Un-sightly back-of-house views are eliminated, but diffused daylight pours in.

OWENS - ILLINOIS

INSULUX

GLASS BLOCK



Insulux Glass Block is a functional building material—not merely a decoration. It's a sales-maker for builders. Investigate!

SEND FOR FREE BOOKLET

OWENS-ILLINOIS GLASS COMPANY
 Dept. D-53, Insulux Products Division, Toledo 1, Ohio
 Gentlemen:
 Please send me your free booklet, "Beautiful Homes."

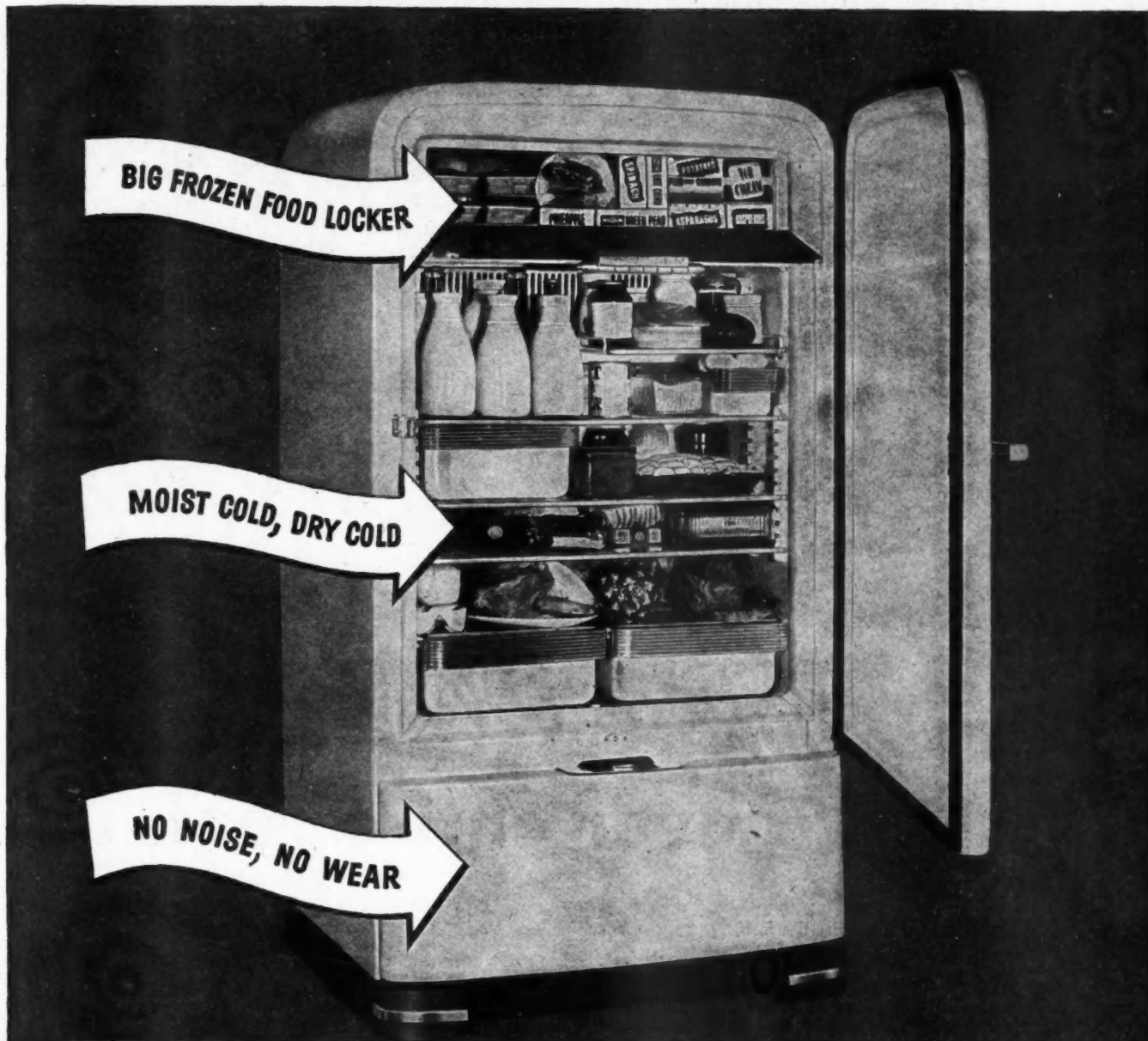
Name _____

Firm Name _____

Address _____

City _____ State _____

more convenience . . . more value



BIG FROZEN FOOD LOCKER

MOIST COLD, DRY COLD

NO NOISE, NO WEAR

BIG FROZEN FOOD LOCKER

Up to 60 packages of frozen meats, poultry, vegetables, fruits, biscuits can be stored in Servel's big convenient Frozen Food Locker. It helps housewives save hours of shopping time, plan new and delightful menus in every season.

MOIST COLD, DRY COLD

Servel's big dew-action fresheners are ideal for keeping garden vegetables and fruits. Salad greens actually crisp up, perishables stay safe and appetizing. And fresh meats keep tender for days in the Servel meat keeper.

FLEXIBLE INTERIOR

The 1947 Servel offers an amazingly practical flexible interior. For extra roominess, shelves are adjustable to eleven positions. And they're Plastic Coated for the utmost in rust- and scratch-resistance.

The GAS Refrigerator



Gives  **DOUBLE COVERAGE**
over entire roof...

● You know how standard Tite-On Shingles have skyrocketed into best-sellers in the re-roofing business. Now here's a new Tite-On—a **Dubl-Coverage Tite-On Shingle** that's just as sure to do a big job for you in the new building field.

This latest Ruberoid product has the same exclusive wind-proof, storm-proof features as standard Tite-Ons. The new Tite-On shingle actually gives *double coverage* over the entire roof area! These are all features that will appeal to every new home builder. The combination of new **Dubl-Coverage Tite-On Shingles** and Standard

Tite-Ons gives you outstanding competitive advantages in both the new and the re-roofing markets!

Dubl-Coverage Tite-On Shingles are the latest in a succession of Exclusive Feature products brought to you by Ruberoid. Backed by strong, continuous advertising, the unequaled selling advantages of this new **Dubl-Coverage Tite-On Shingle** will build *new and profitable* business for you.

The RUBEROID Co.

Executive Offices: 500 5th Ave., New York 18, N. Y.
ASPHALT AND ASBESTOS BUILDING MATERIALS

RUBEROID

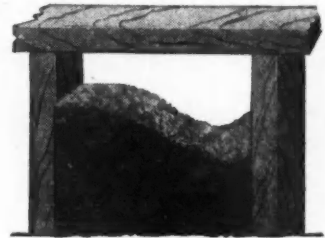
DUBL-COVERAGE TITE-ONS

Armstrong's Insulating Wool WON'T SETTLE



Up at the top of the studs is where many insulation jobs eventually fail. The normal vibration of the building causes many insulation materials to settle and pack down, leaving a heat-wasting gap.

An insulation job can prove to be good or bad, depending upon whether or not the insulation stays permanently in position. Here's what happens to many ordinary insulations. Vibration of the building causes the insulation to settle and pack down, leaving an uninulated space at the top of the building wall.



THIS WON'T HAPPEN with Armstrong's Insulating Wool. In addition to being bonded to the vapor-seal paper, the small glass fibers of this Fiberglas* blanket act like millions of coiled springs that press outward, holding the material firmly and permanently in place. Armstrong's Insulating Wool is protected by paper on BOTH sides—vapor-seal paper on the inside, breather paper on the outside.

The extraordinary stability of this insulation made of Fiberglas was proved long ago in re-

frigerated truck bodies. There, where vibration is extreme and constant. Fiberglas is installed with a friction fit and it doesn't settle.

If you want to provide an insulation that will continue to give satisfaction to the home owner far into the future, use Armstrong's Insulating Wool. It won't rot, burn, or pack down. For samples and complete information, write today to Armstrong Cork Company, Building Materials Division, 1603 Lime Street, Lancaster, Pennsylvania.



TEMLOK AND MONOWALL ARE REGISTERED TRADE-MARKS.

*REG. U. S. PAT. OFF.. OWENS-CORNING FIBERGLAS CORP.

ARMSTRONG'S BUILDING MATERIALS

TEMLOK • INSULATING WOOL • MONOWALL • HARDBOARDS • INSULATED SIDING

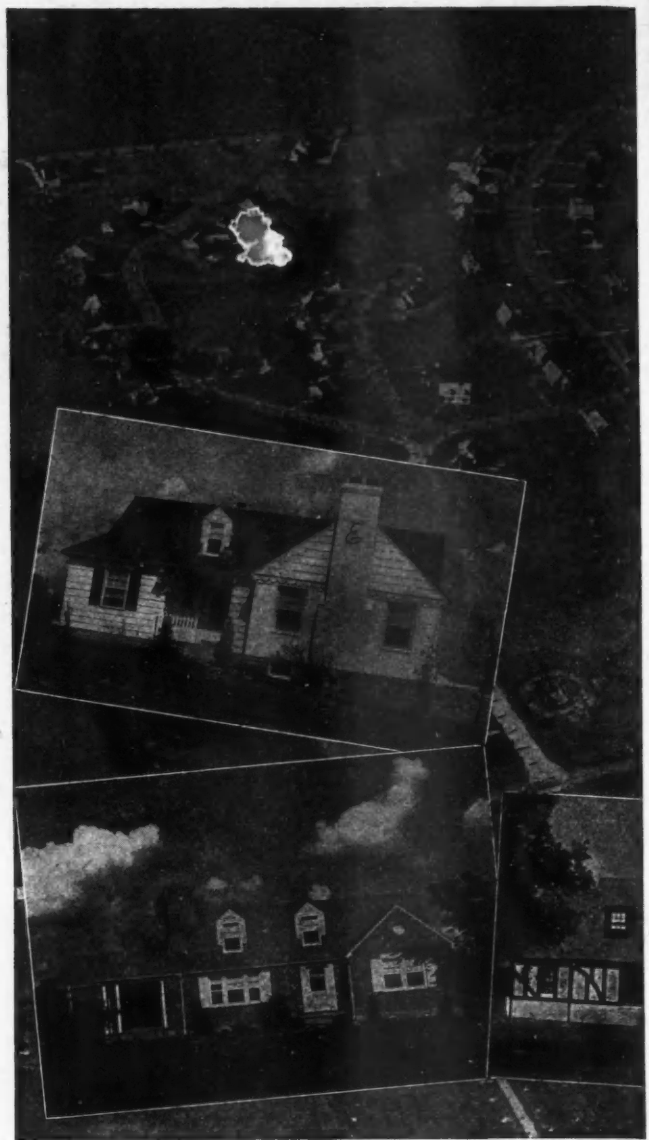
to help you sell use P&L

Color—good color—will not only help you sell houses today, but also in the competitive market to come. The new, authoritative P&L Paint colors deliver the decisive punch that makes quick sales. They create the impulse to buy as they have a welcoming air of freshness that people just want to live with. They are the result of exhaustive studies to determine the best possible decorative effects.

These outstanding new colors are economical in use, too. They go further, in less time, and "hide" in fewer coats. P&L Paint colors are used just as they come in the can—no time is wasted in tinting, mixing and matching on the job—painting begins immediately.

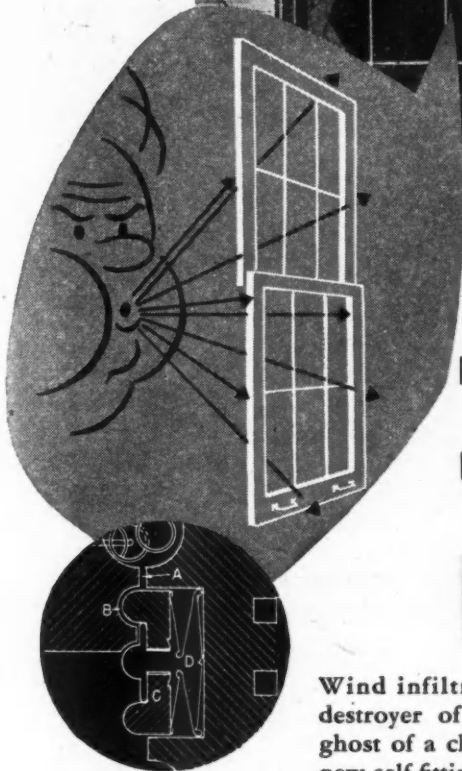
Use these new Pratt & Lambert paints, enamels and stains as a springboard to place you head and shoulders above the competition which is sure to come.

Ready now, are modern P&L Painting and Varnishing Specifications, covering high-grade, medium-priced and low-cost homes. Write for yours today. Pratt & Lambert-Inc., 80 Tonawanda Street, Buffalo 7, N. Y.



PRATT & LAMBERT
paint and varnish





HARDLY A GHOST OF A CHANCE
 FOR *Wind* TO GET THROUGH
 NEW SELF-FITTING SILENTITE

Wind infiltration—that fuel-eating destroyer of comfort—has hardly a ghost of a chance to get through the new self-fitting Silentite window.

Thanks to scientific engineering, the new Silentite has "floating" weather-stripping. The wood sliding bars, which are seated on full-length bronze weather-strips, press tightly against moving parts of window and keep each in firm contact with the sash, regardless of its position.

At the head, a spring leaf is compressed by the top rail when the sash is closed, providing a weather-tight fit. At the meeting rails, interlocking weather-strip members solve an age-old problem. At the sills, another spring leaf weather-strip foils infiltration.

No wonder this new Curtis self-fitting Silentite is 20% more weather-tight even than the original Silentite—which was America's first "insulated" window!

Here are some additional reasons why you'll want to specify CURTIS SILENTITE!

- * Silentite is a Wood Window—and wood is a natural non-conductor of heat and cold. It is toxic-treated to give it longer life.
- * Amazingly easy operation—famous Silentite spring suspension. No weights, cords or pulleys to get out of order.

- * New locking safety—new self-fitting Silentite locks in two positions. Window can be left open 6 inches for ventilation and yet be securely locked.
- * Easy installation—sash put in with minimum effort. Windows accurately pre-fitted at factory—no fitting required on job.
- * Streamlined beauty—sturdy, one-piece narrow mullion, more glass area for given openings.



MAIL THE COUPON FOR COMPLETE FACTS ABOUT THIS AMAZING WINDOW IMPROVEMENT

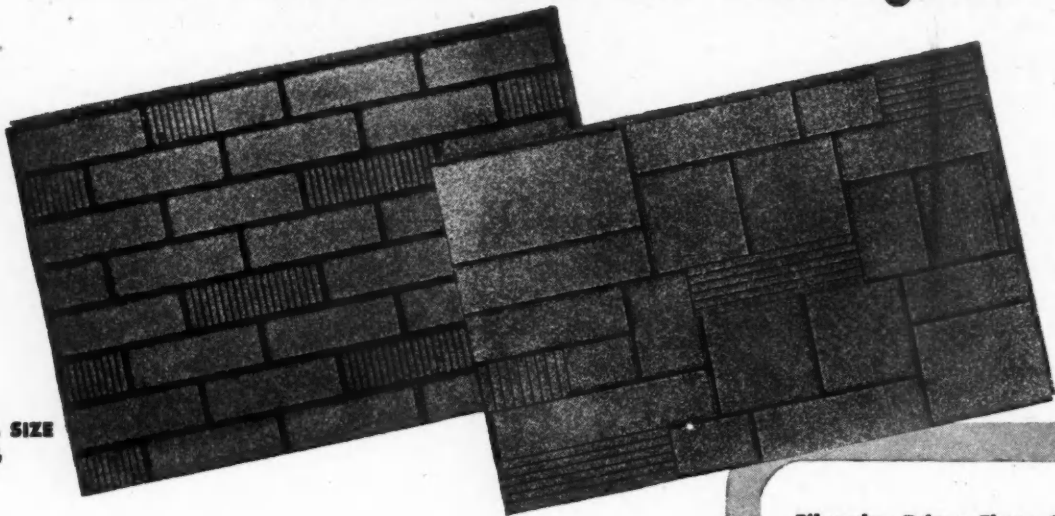
CURTIS COMPANIES SERVICE BUREAU
 AB-3S Curtis Building
 Clinton, Iowa

Gentlemen: Please send me your new book on the new Silentite Window line.

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

A NEW FORD-V-NEER[★]

... with base of Fiberglas^{*}



NEW PANEL SIZE
24 x 36

... an improvement in siding, so sensational that it makes conventional sidings out-of-date!

By using Fiberglas in place of the usual organic fiber base, Ford has developed a new and revolutionary type of siding. It marks the greatest advance in years in the use of structural materials for the manufacture of siding.

The Fiberglas base cannot absorb moisture, will not rot or decay, will not burn, and is termite-proof. These are only a few of many outstanding features that make this new Ford-V-Neer a leader in a new era of greatly improved sidings.

This new Ford siding made with Fiberglas retains every advantage of the old type base, and adds new desirable qualities that other bases do not have. Indeed, it is hard to imagine any important quality that Ford-V-Neer does not now bring to the modernizing and weather-proofing of buildings.

Dealers and builders who have learned to expect this kind of pioneering from Ford can recommend this new Ford-V-Neer with confidence. The eighty years' record of Ford leadership in developing new and improved roofings and sidings is behind this outstanding new Ford-V-Neer.

Fiberglas Brings These Advantages To Famous Ford-V-Neer:

1. Because it is made from inorganic material it cannot rot or decay.
2. It is fireproof.
3. It cannot absorb moisture.
4. Its fibers of inorganic glass are vermin and termite proof.
5. Though light weight, it is extremely strong and durable.
6. It combines high insulating qualities with excellent sound absorption.
7. It cannot shrink—it is easy to cut.

*

OWENS-CORNING
FIBERGLAS



FORD ROOFING PRODUCTS CO.
111 WEST WASHINGTON STREET
CHICAGO 2, ILLINOIS

★ FORD-V-NEER is a product of the Ford Roofing Products Co. A rigid panel-type exterior wall covering 5/8" thick, made up of five thicknesses of moistureproof material, including Fiberglas. Available in brick or stone pattern (see above) in a wide variety of colors. Panels are 24"x36", with ship lap edges on four sides. When sealed with Ford-V-Neer plastic, it makes a solid, weather-tight job. Panels are perfectly matched and can be cut and fitted around windows and gables.

ASPHALT ROOFINGS • SHINGLES • SIDINGS • FORD-V-NEER



Maybe you need more horse power to build more houses

Like most home builders you are no doubt finding out that prewar cutting techniques with lightweight power tools simply cannot keep up with the building pace you are setting today.

Wartime experiences of building contractors who used DeWalts to roll out barracks and war workers' homes proved that heavy duty tools with the greatest amount of horse power unquestionably help the worker produce more.

Postwar DeWalt Saws for builders feature newly developed, streamlined motors...motors powered

to cut lumber on a full scale production basis around the clock...motors so built that no lubrication is needed. There are many other features that make the DeWalt Saw the finest equipment available to builders today.

By putting a new high-powered DeWalt on your job, you can build better, faster and at lower cost.

Write for latest catalog and complete information about DeWalt. Address: DeWalt Products Corporation, 13 Fountain Avenue, Lancaster, Penna.

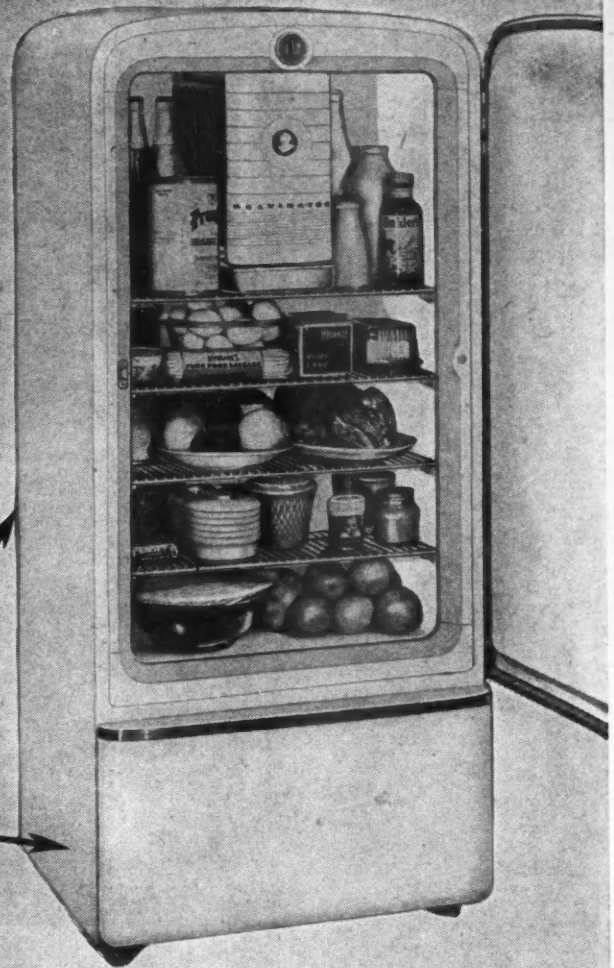
SEE the new DEWALT SAW at the 1947 National Home Builders Show in Chicago in February

DE WALT

**Holds 50% more ...
uses no extra floor space!**

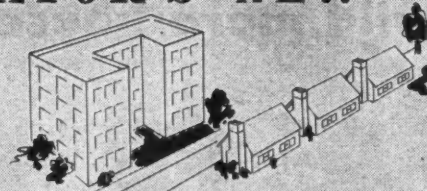


*Only 3 7/8" higher
Still 23 7/8" wide*



See KELVINATOR'S NEW "SPACE SAVER"!

FOR APARTMENTS



AND LOW COST HOMES

Introduced only two months ago, Kelvinator's new "Space Saver" Refrigerator has become one of the year's most talked about developments among builders and architects.

They have found it the ideal answer to that problem of providing a family-size refrigerator and also allowing extra space for other labor-saving electrical appliances.

See it to appreciate how Kelvinator engineers and

designers have achieved 50% more room—a grand total of 6 cubic feet of storage—in a cabinet only 3 7/8" higher and using no more floor space than preceding 4 cu. ft. models. And note, too—that's it's a Kelvinator . . . quality through and through, from its handsome Permalux finish to its famed Polarsphere cold-making mechanism with an outstanding record of trouble-free performance.

AND LOOK AT THESE FEATURES!

High Speed Freezer—Made of stainless steel for permanence, beauty . . . faster, concentrated cold. Frozen food storage, too.

Room for Tall Bottles—Extra room for tall bottles on both sides of freezer. Greater height between shelves increases storage.

Handy Chilling Tray—Dual purpose, chilling and defrosting tray . . . an unbreakable, drawn aluminum container.

Sturdy Shelves—Made of closely welded steel bars, plated to keep their brightness. Dishes slide easily but won't tip over.

Beautiful Exterior—Made of welded steel with a lustrous, long-wearing Permalux finish . . . completely stain-resistant.

Kelvinator



DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT



REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS • WATER HEATERS

AMERICAN BUILDER

L D I T O R I A L

Privileges and Duties

ARTICLE 1 of the Amendments to the Constitution says that "Congress shall make no law . . . prohibiting . . . the right of the people peacefully to assemble, and to petition the Government for a redress of grievances." That statement was included as one of the first provisions of the Bill of Rights to guarantee the people the right to advise their elected representatives on all matters affecting the public welfare. Thus, by implication, the framers of the Constitution leave no doubt that in addition to the three branches of government they specified—legislative, executive and judicial—they assumed the existence and the need of a fourth branch, an advisory branch in the form of an enlightened, vocal, public interest in government.

It is, therefore, not only a right but a duty for all citizens possessing specialized information to make that information available to legislators at such times as it shall be useful to them in framing legislation and voting on proposed measures. That duty long has been recognized by industrial, professional and labor groups, who with admittedly not infrequent selfish motives, have nevertheless been indispensable to congressmen and senators, none of whom can be specialists in all of the numerous and complex measures upon which they are expected to vote. Recognizing that this so-called "lobby" system of gathering and dispensing authentic data is not perfect, and that it has suffered, and perhaps will continue to suffer, abuses at the hands of special privilege seekers, it does work, and it is a dynamic expression of democracy in action.

Its greatest weakness has been spotlighted glaringly in the past three years by the OPA and the NHA. These agencies were within their legal rights when they supplied honest information to Congress, and definitely outside their legal and ethical bounds when they supplied unreliable data. Whether they were within their legal rights as government employees, unremovable through the process of elections, when they employed personnel and spent public funds to influence the people in favor of bureau-conceived legislation opposed by industry groups of voters, is at least questionable.

Legal or not, however, the public relations tactics employed by NHA and OPA against free private enterprise in the home building industry clearly prove that a new and continuing function of the home building industry, in all of its branches, is to acquaint the public with the same facts that are given to elected representatives of the public. This is especially true since many congressmen construe their duty to be that of expressing the will of their constituencies.

Dozens of new housing bills are in the making. A few of them are good. Most of them are extremely dangerous. How the new Congress will act does not depend on the party labels of its members. It depends on the quality of the factual information supplied by the home building industry, and on the will of the voters back home. Nineteen hundred forty-seven will be a big home building year, possibly the biggest ever known. It is in the public interest that home building volume does not abate in the years that follow. It will not if Government does not interfere. Government will not be permitted to interfere if industry tells all the facts all the way from the grass roots to the Capitol.

Building Spotlight for 1947 Focuses on

Shift in building emphasis and relaxation of government controls will favor construction of rental units to meet housing needs in communities throughout the nation

PRESIDENT TRUMAN set the pace for building in 1947 last December when, following the collapse of the ill-fated Wyatt Veterans' Emergency Housing Program, he declared:

"I am determined that a vigorous housing program will continue to be carried out in 1947. . . . The main point for emphasis is rental housing. . . . Within the total number of homes to be built, it is of major importance that a maximum number of rental units be provided. . . . To increase the proportion of rental units, we intend to use all available means. . . . The great bulk of this task will fall upon private enterprise."

As if to give voice to the President's pronouncement, nearly 10,000 of the nation's leading home builders discussed ways and means of building rental housing under today's conditions during the NAHB convention in Chicago last month, which was keyed to the theme, "Private Enterprise Can Do the Job."

The current demand for rental housing does not result alone from the war. In 1940, the Census Bureau reports, over 56 per cent of all occupied dwelling units were rented, a proportion that had increased from

LEFT—New Jersey plans thousands of units.



NORTH CAROLINA—Court-type projects like one shown above are popular investments.



MARYLAND—Two-family homes are planned.

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ILLINO

on Rental Housing

around 52 per cent in 1930. Yet, during that prewar decade, new construction for home ownership gained headway as contrasted with new housing for rent—this, despite the fact that in many large cities, such as New York, Chicago, Los Angeles and Washington, D.C., where population growth or transiency was greater than in most areas, rental housing was in heavy demand.

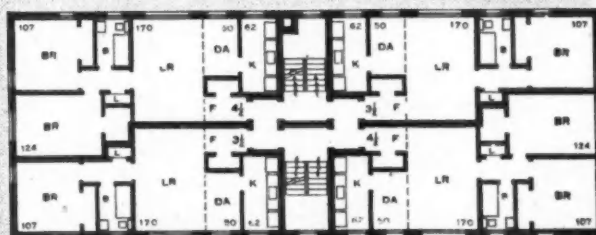
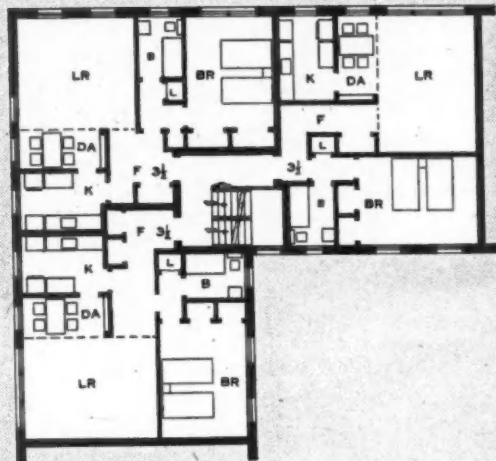
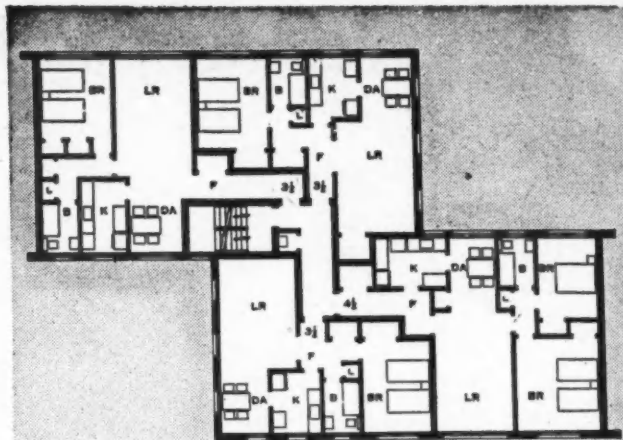
Today, practically every community in the country offers a potential market for new rental property. Traditionally, the larger the community, the higher the percentage of families living in rented quarters. The important consideration, however, is that, in all urban centers, a substantial proportion of the people, whether from necessity or choice, rent their homes rather than own them.

Recognizing this fact, numberless communities are now encouraging production of rental accommodations in the form of individual dwellings, duplexes, semi-detached or row houses, garden-type walk-up buildings, or elevator apartments. The demand appears particularly acute in many smaller communities, where a profitable field for builders seems open through relatively small projects ranging from eight up to perhaps thirty-six units.

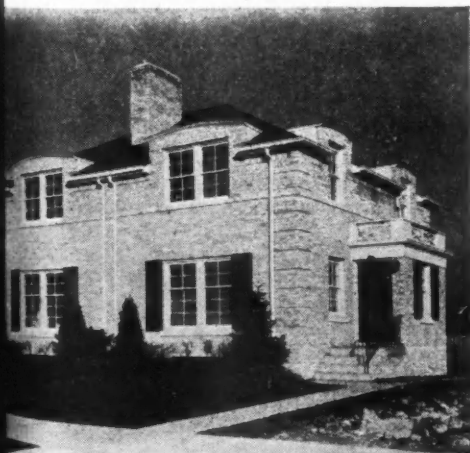
In line with President Truman's declaration "to use all available means," new incentives, speedier action, and increased financial stability are offered builders and sponsors of rental housing projects by recent changes in Federal Housing Administration procedures and policies. These changes, all designed to encourage more construction of housing for rent under conditions of greater security, affect rentals, mortgage terms, tax depreciation, property requirements, procedures of various types, and other matters.

From the standpoint of financing, Title VI of the National Housing Act offers most liberal terms. With an insured loan up to 90 per cent of *necessary current cost*, an efficiently operating sponsor-builder may recover through the mortgage substantially all cash expenditures. A mortgage insured under Section 608 of the Act may amount to as much as \$5 million in original principal amount and \$1,500 a room for that part of the mortgage attributable to dwelling use. The amount may be increased up to \$1,800 under certain conditions.

These and other incentives promise that the building spotlight will be focused on rental housing during 1947.



THE above layouts feature economical construction, with privacy, safety, adequate ventilation and convenience of arrangement.



ILLINOIS—A duplex suitable for narrow lot.

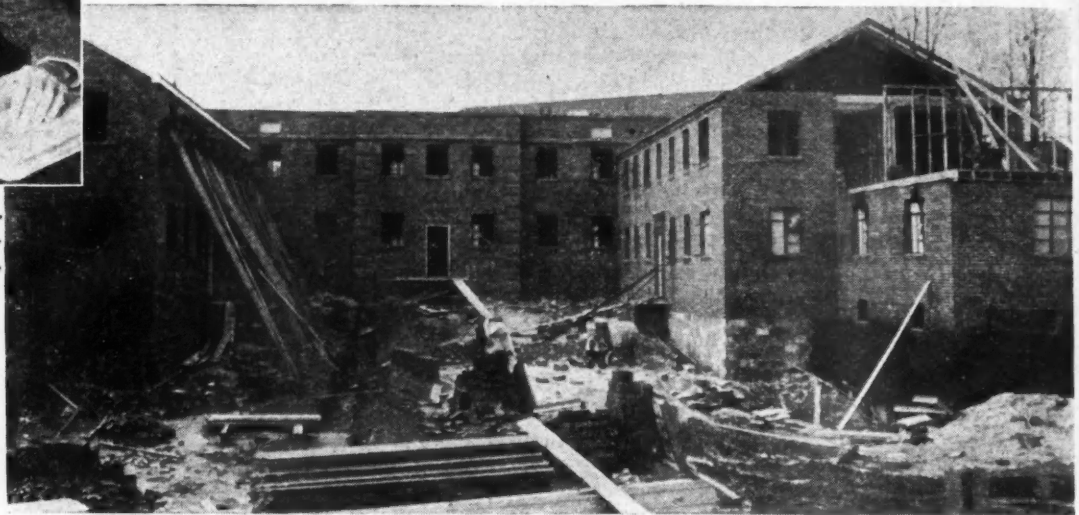


OREGON—This six-family court-type development provides an excellent rental income.

Rental Housing in the Nation's Capital



ALBERT W. WALKER, owner and builder of Bradley Boulevard Apartments.



ACTIVITY is manifested in each of the units in the fourth section. View was taken in court of unit 21.

A total of 609 rental units will be available in Chevy Chase, Maryland, when the fourth section of a project started in 1942 is completed.

UNTIL the year 1942, Albert W. Walker, a builder of prominence in Washington, D.C., had confined most of his activities in the building field to the development of large subdivisions in and around the nation's capital.

With the approach of hostilities further activity in the home field was held in abeyance, but with the rising tide of workers coming into Washington, it soon became apparent that the existing rental units that were available would not meet the increasing demand.

Mr. Walker, therefore, taking

cognizance of this fact, turned his thoughts immediately to apartment house planning and in March, 1942, broke ground for the first section of the Bradley Boulevard Apartments consisting of 160 apartments located in Chevy Chase, Md. Periodically, from that time on, the second section consisting of 134 apartments and the third section of 138 apartments has been built. The fourth section which is now under construction will contain, when finished, 177 apartments. The project when complete will total 609 rental apartments of 3½ and 4½ rooms which

will rent from \$62.50 to \$67.50 per month.

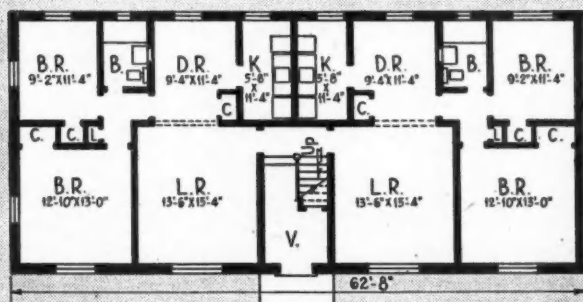
In preparing the overall pattern or layout, the architects, Schreier and Patterson and Wilfred V. Worland, Associate, considered the rolling nature of the terrain and placed the buildings in such a manner as to avail themselves of the advantages that the site offered.

One of the noticeable features of this development is the abundance of sunlight that obtains in every apartment, the generous are available for children's play, and the lack of crowding in the placement of the buildings.

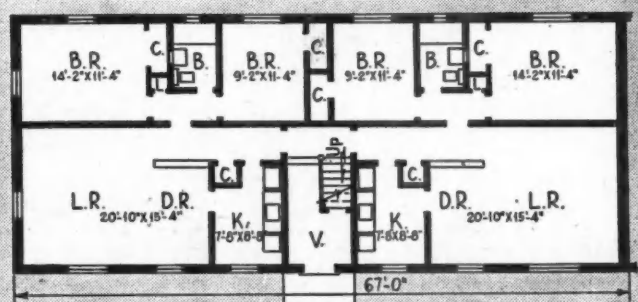
The entire development is composed of four basic building units, each containing four apartments, which are variations of the 3½ and

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FIRST FLOOR PLAN UNIT "A"



FIRST FLOOR PLAN UNIT "B"

UNIT "A" above is a typical 4½-room apartment, and UNIT "B" above is a typical 3½-room apartment.



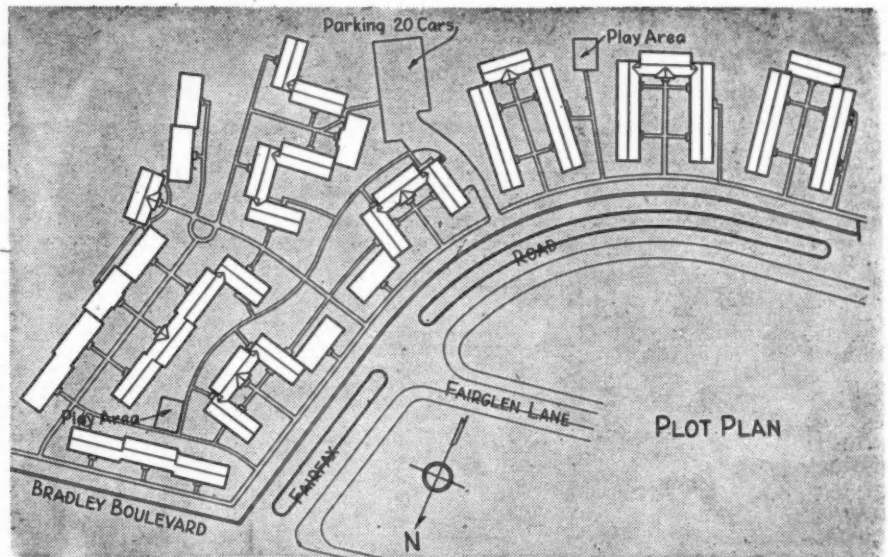
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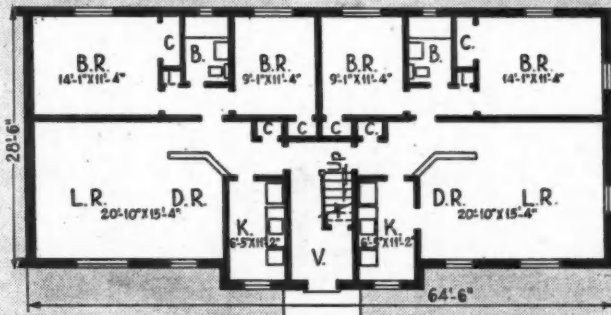
TYPICAL courts in section two and three. All buildings follow a standard pattern. TYPICAL entrance to garden apartments.

4½ room set-ups. These building units are then placed in relation to each other as shown on the plot plan, to form the overall pattern of each section. In this manner a measure of economy was established through standardization of plan as well as the exterior design where a consistent pattern has been adhered to.

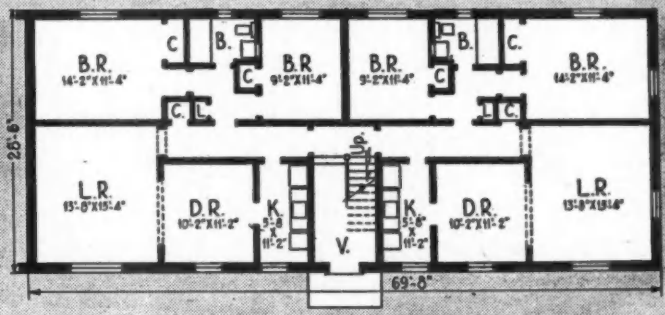
Buildings are of semi-fireproof construction with concrete foundations, brick walls, asbestos shingles, cinder blocks, dividing stair halls, and wood partitions. All lumber and plumbing pipes are pre-cut on the job, and all painting is sprayed on. Stoves and refrigerators are furnished with each apartment. Bendix washing machines and laundry trays are provided in each basement unit, together with ample storage space.



PLOT plan of the fourth section of the Bradley Boulevard Apartments.



FIRST FLOOR PLAN UNIT "C"

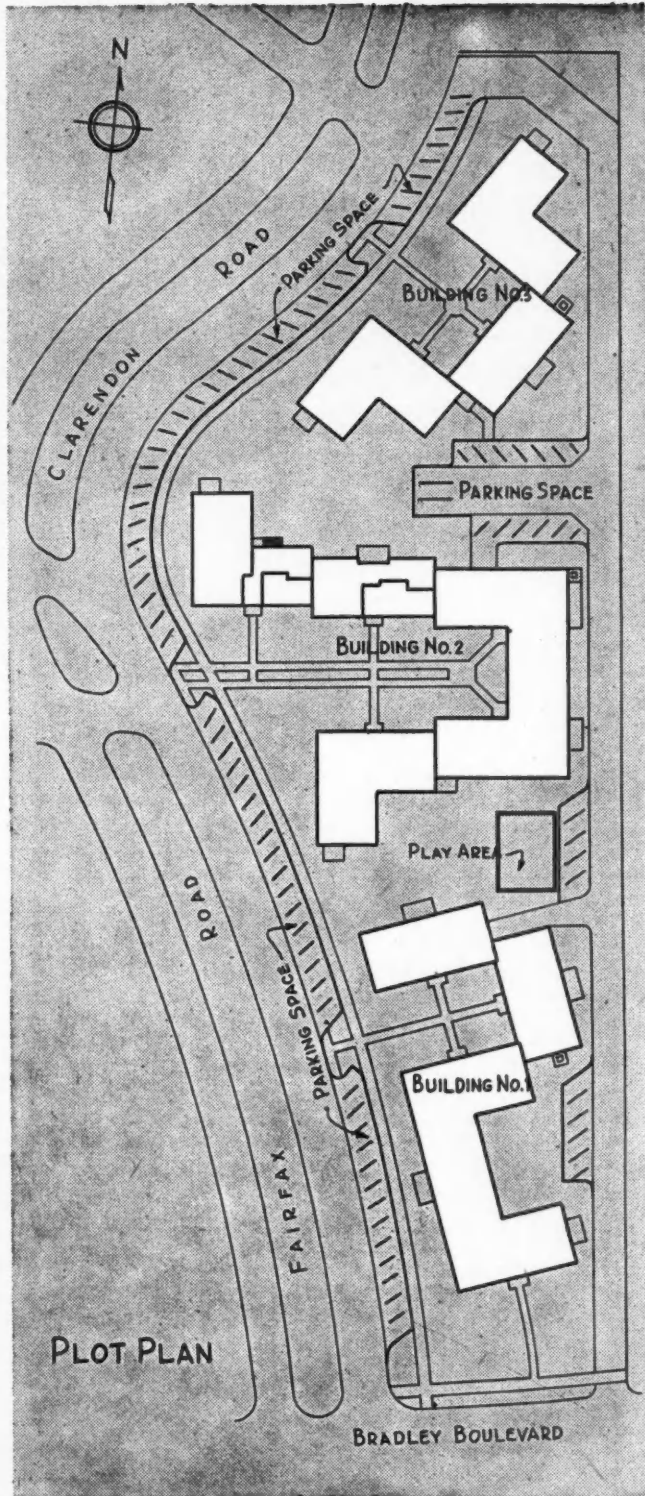


FIRST FLOOR PLAN UNIT "D"

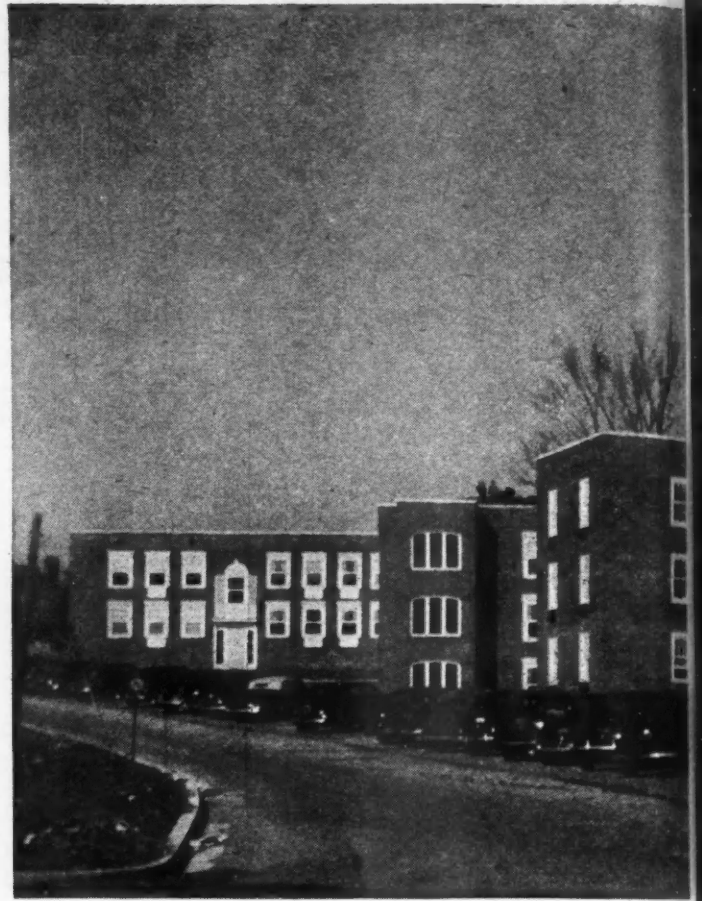
UNIT "C" is a typical 4½-room apartment with circulating hall. UNIT "D" is a variation of the typical 3½-room apartment.

Rental Housing in Our Nation's Capital

Another large project comprising three separate buildings with 90 rental units is nearing completion in Chevy Chase, Md.



PLOT plan of the total development showing all buildings.

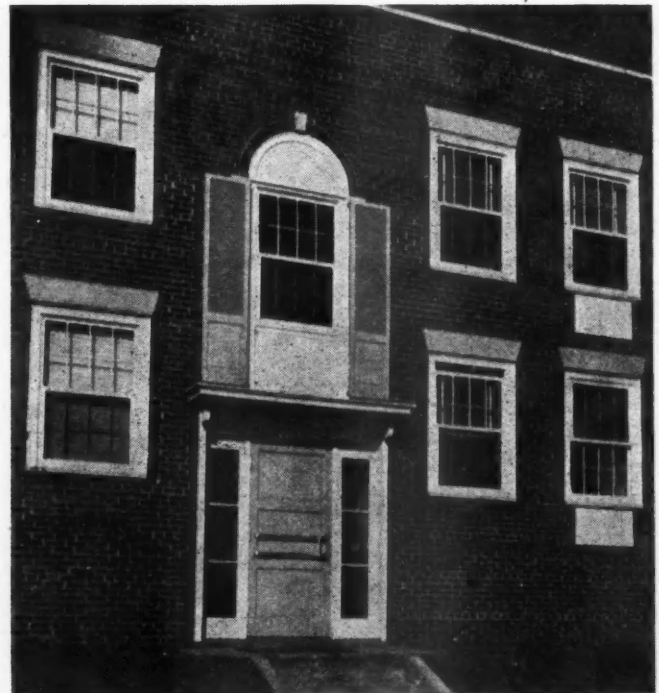


THE architects have varied the character of the

design

EXFAIR GARDENS, a large multiple apartment house development in Chevy Chase, Md., which is shown on these pages, has been conceived and built by L. E. Breuninger and Sons, Inc., builders, Washington, D.C., from the plans of Kirkhuff and Bagley, architects, Chevy Chase, Md.

Mr. built in an These and the tiple



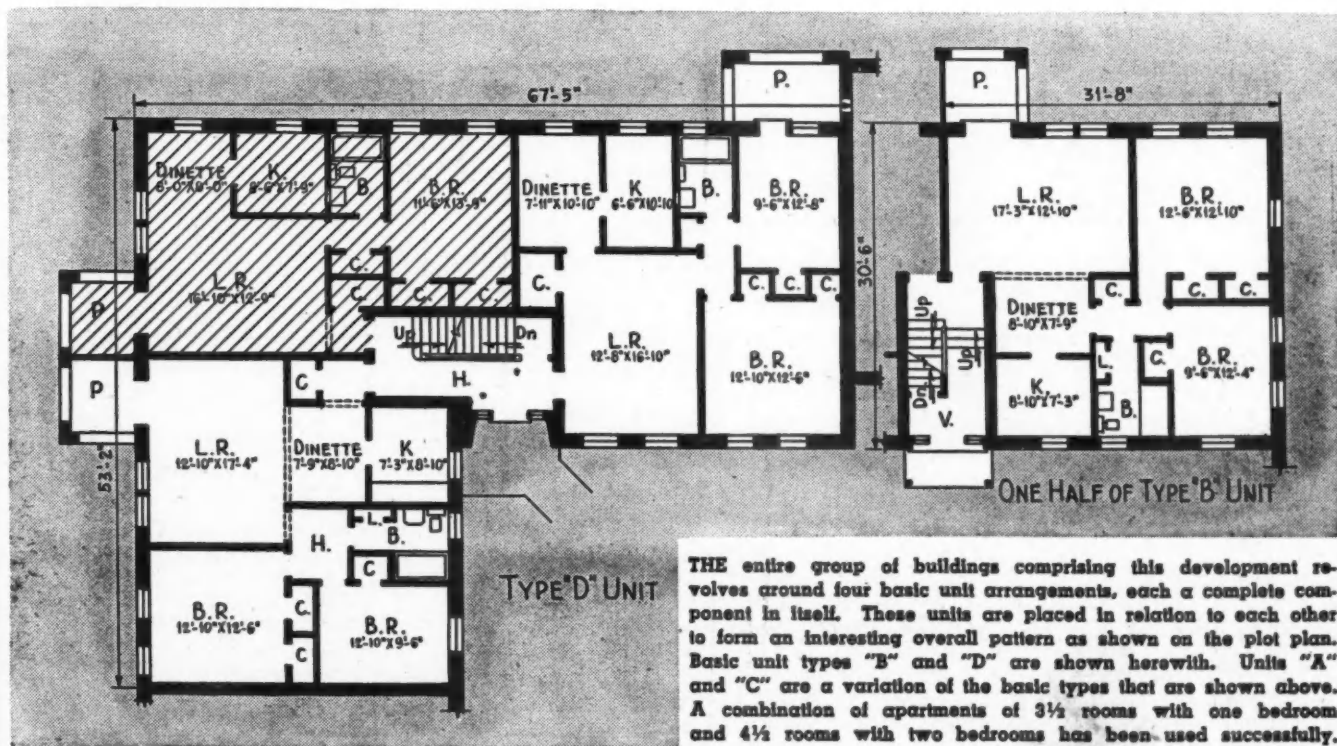
DETAILED view of one of the entrances to building No. 2.

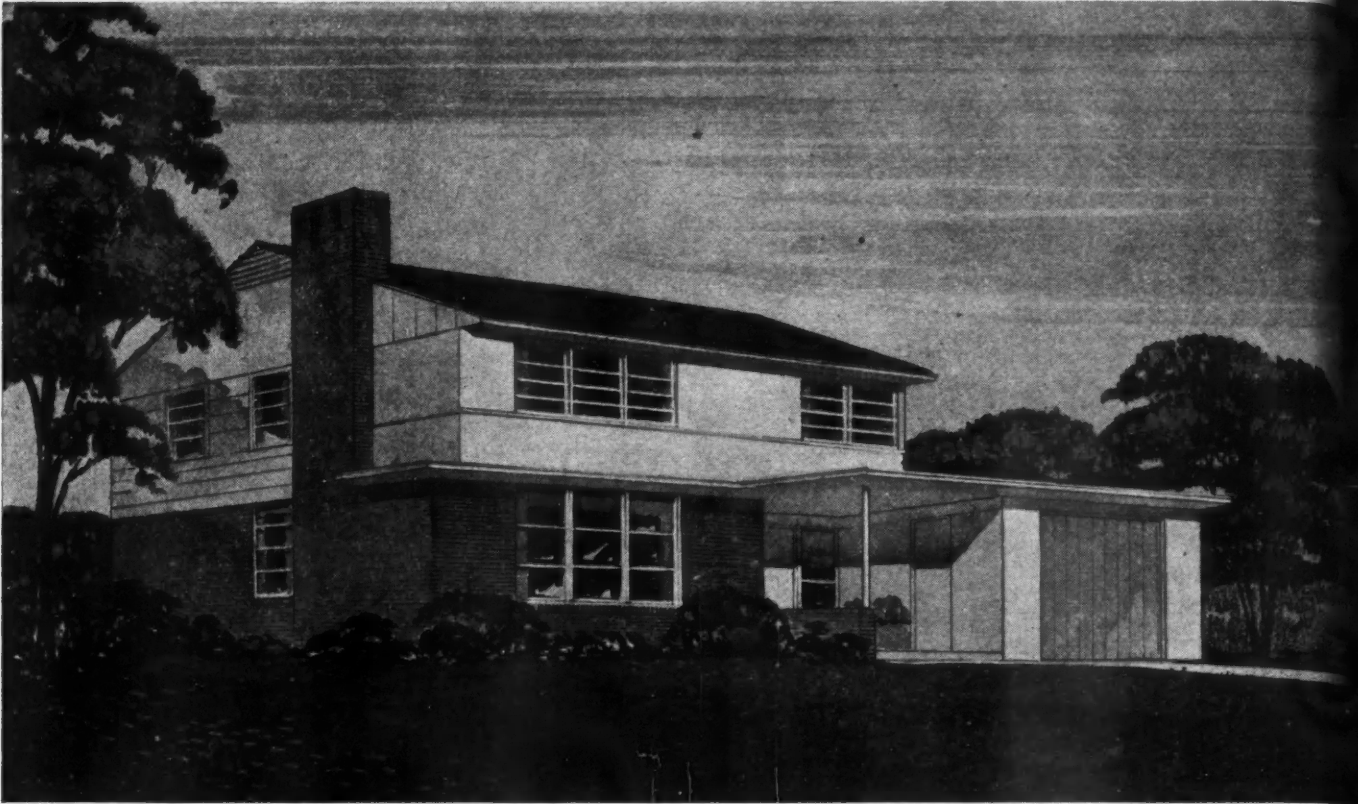


design on each individual building to avoid a repetitious similarity, yet maintaining a unity of expression.

Mr. Breuninger is not a stranger to this field, having built a number of other large apartment house projects in and around the nation's capital prior to the war. These buildings represent the cumulative experience and thinking in the management and operation of multiple rental housing units over a period of years.

Emphasis has been laid on the standardization of unit types to form the pattern of each individual building. By this method variations in plan arrangement can be obtained. By eliminating grass plots and by adding a small area between buildings Nos. 2 and 3, parking space is created.





Designed for a medium sized family, the house above contains all the elements for good, modern living.

A Modern Adaptation of a Prewar Model

ANICKA BLUEPRINT HOUSE No. 3

In the number three house of this series by Walter T. Anicka, architect, Ann Arbor, Mich., presented on this and the accompanying pages, he has taken as his basis for consideration a popular prewar model and has adapted it to present day modes and living standards.

Recognizing the advantage of the standard 28x25 foot two story Colonial house of the "Thirties" and the great appeal that it had to the operative builder because of its simplicity and economy of construction, he then maintained its overall shell and proceeded to develop its contents along modern thinking.

Increased glass area in all the rooms is, of course, one of its outstanding features. The forward position of the attached garage in relation to the house proper and the porch extension are tied to the front elevation by the continuous roof line which carries over and forms a canopy over the front windows. The flat roof over the garage, permitting it to be used as an airing balcony in emergencies, together with the shallow low pitched main roof, further emphasize the

modern effect prevailing throughout.

The basic plan answers all the requirements of the "two children, one car" small house client. The first floor contains a lavatory convenient to the kitchen and the out-of-doors. An added upstairs feature is a second lavatory. Note that *all* plumbing is on one stack. If the second floor lavatory is not required, it could then be turned into a cedar closet.

The open plan arrangement as it applies to the living and dining room has been adopted. A fireplace and cupboard of simple detail with plywood facing extending to ceiling is a feature of one end of the living room. An alternate plan of a portion of the first floor, to permit direct access from the front hall to the kitchen, has been provided in the attached blueprints. Three large bedrooms, bath and lavatory in addition to ample closet space occupy the area on the second floor.

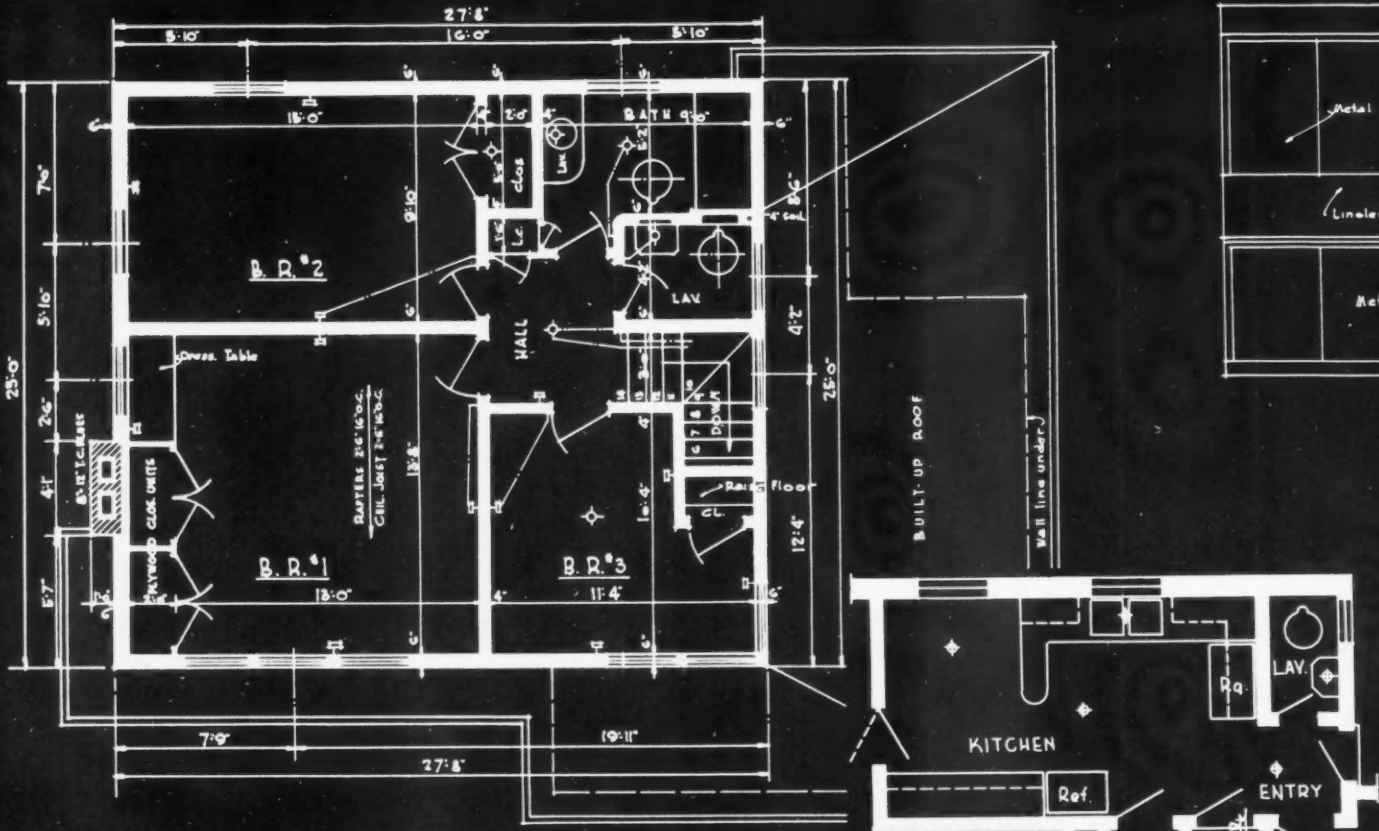
The exterior facing is a combination of brick veneer on the first floor and flush plywood around the garage and porch. Second floor walls are covered with ten-inch wide siding and plywood.



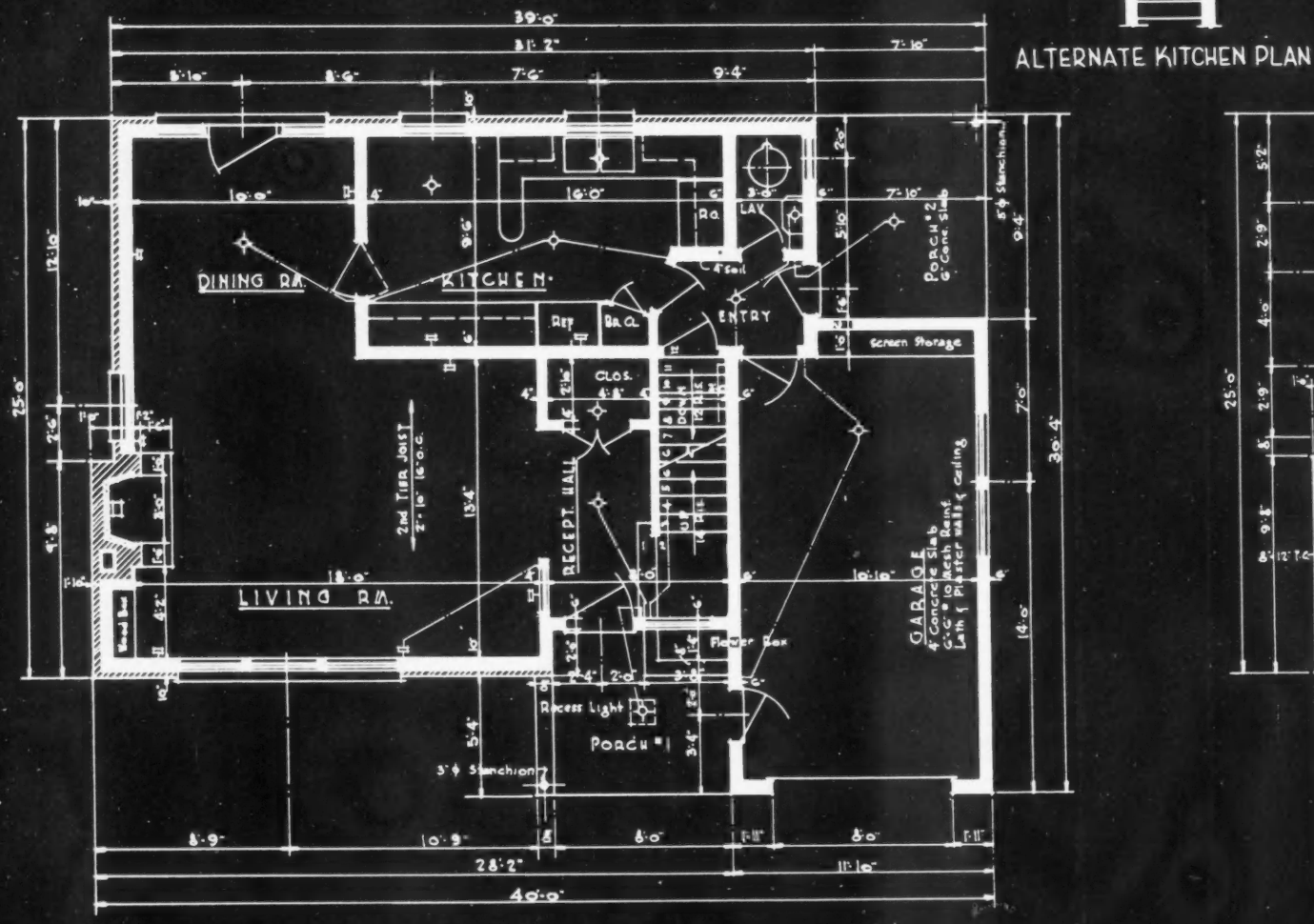
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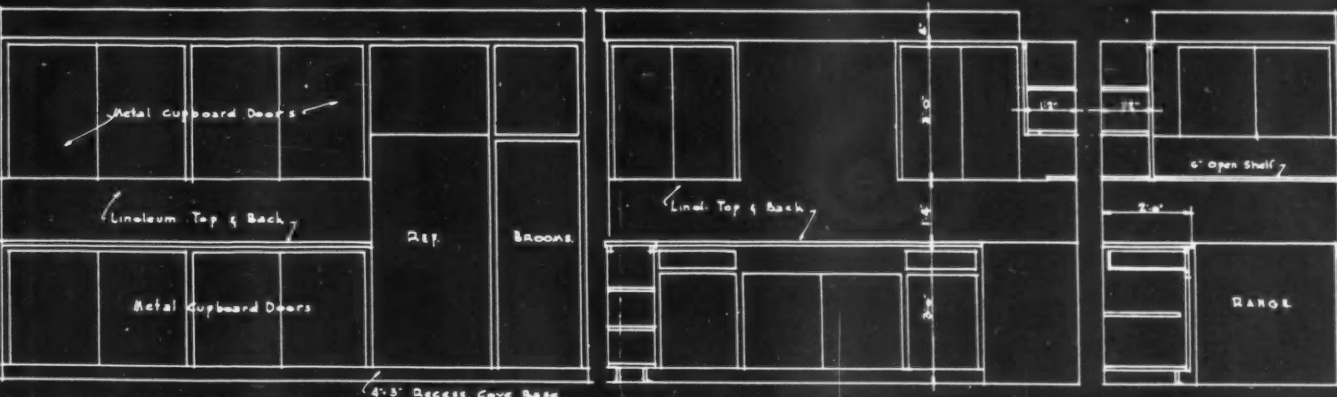




SECOND FLOOR.

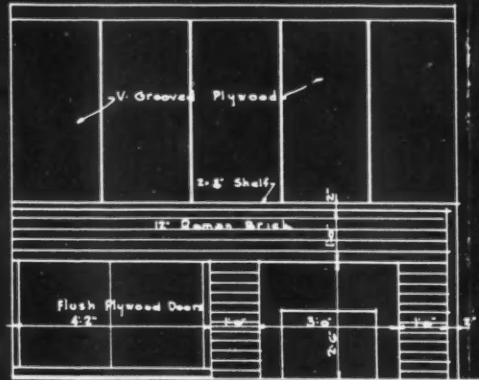


FIRST FLOOR.

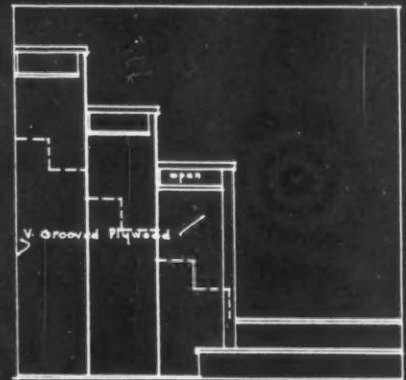


4'-3" Recess Cove Base

KITCHEN DETAILS.

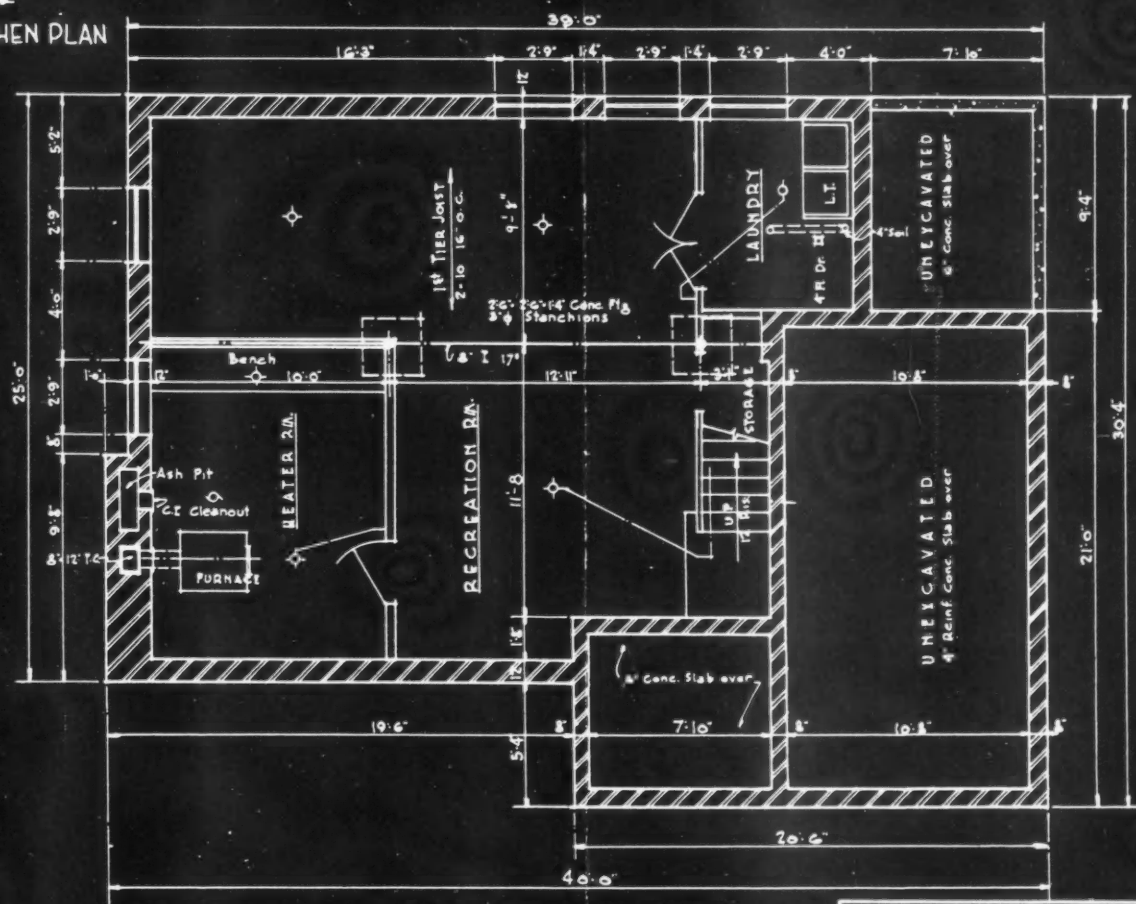


L.P. FIREPLACE.



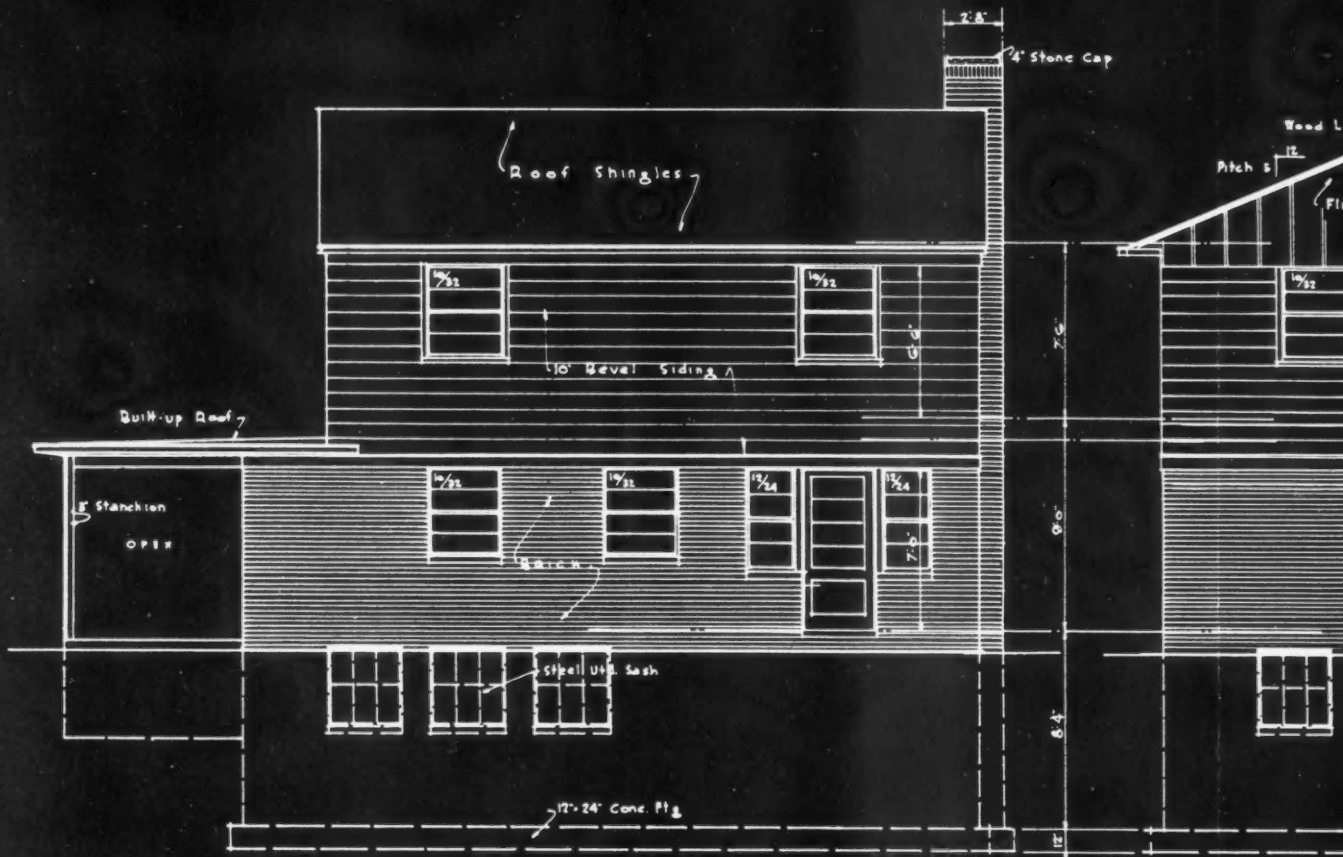
STAIR WALL.

KITCHEN PLAN

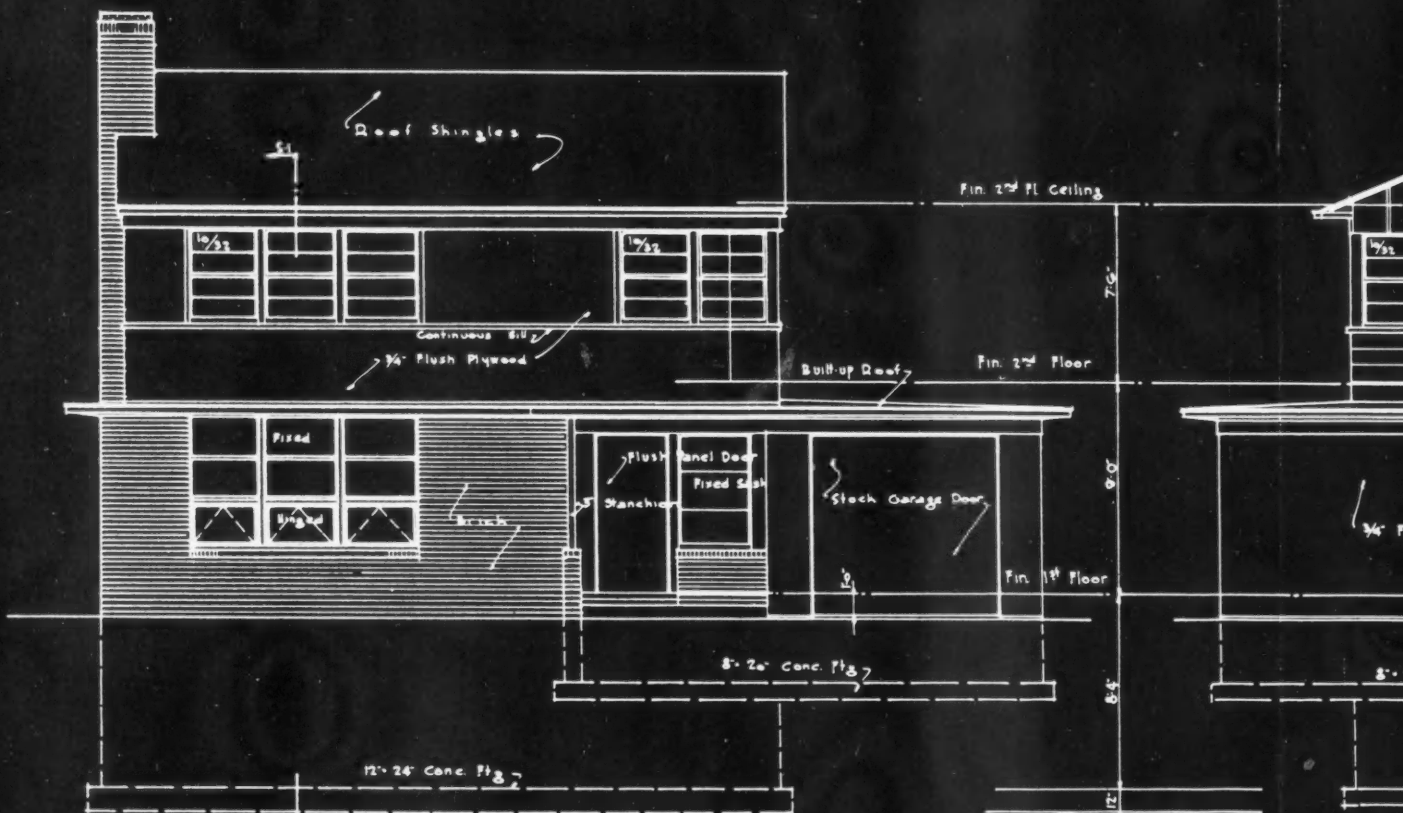


BASEMENT.

DESIGN NO. AB 116
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
 WALTER T. ANICKA ARCHITECT.
 Ann Arbor Michigan.
 Simmons Boardman Pub. Corp. 105 W. Adams St. Chicago, Ill.

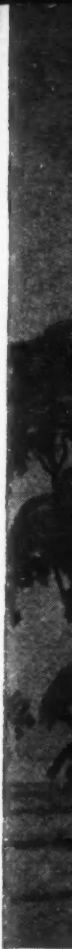


· R E A R ·



· F R O N T ·

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SCALE 1/8" = 1'-0"



THE





THE simplicity expressed in this modern house design with its variety of materials, is a direct, honest expression of good taste.



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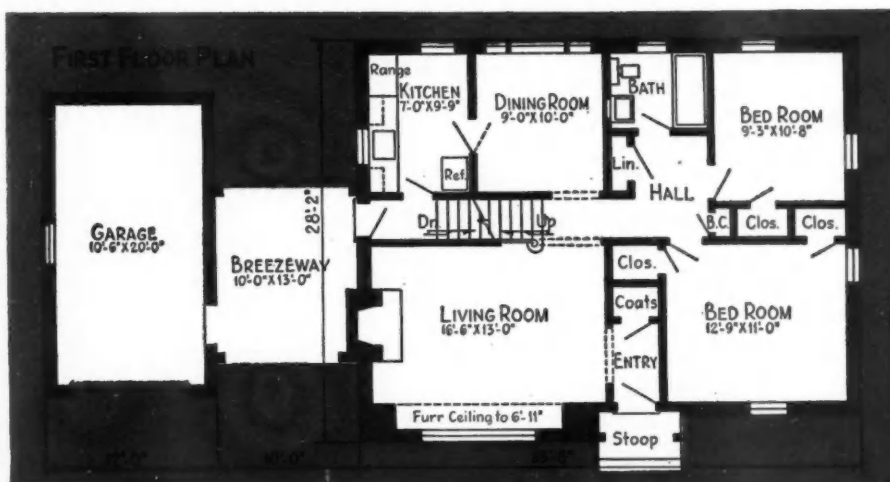
Three Houses Designed for Builders for Today's Market

The traditionally modern designs of Rudolph A. Matern, New York architect, are used extensively throughout Long Island by operative builders

IN planning a home today, the problem is to create a living space that will provide its owner with the greatest amount of utility commensurate with economy, with the emphasis placed on family needs and how people would actually like to live.

Rudolph A. Matern, one of the younger and more progressive members of the architectural profession, has made a thorough study of the small house and its problems, particularly as it relates to the operative builder who starts from scratch and develops a complete community of homes. He treats every house as a separate unit, thereby avoiding the stigma of row housing, yet maintaining a uniform pattern throughout.

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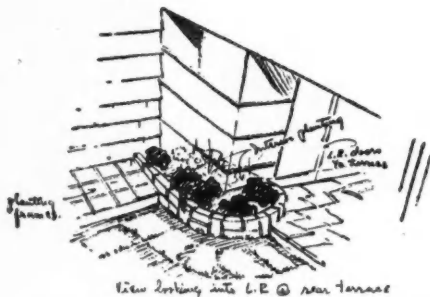


Model Home for Greater New York Home Builders' Exhibition

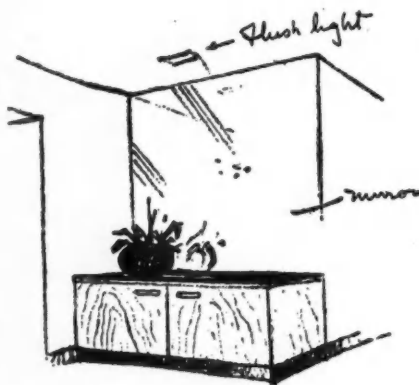
Home Builders Council of New York, New Jersey and Connecticut selects a house designed by Rudolph A. Matern, architect, for construction at the Metropolitan Home Show to be held in Grand Central Palace in April.



LONG, sweeping horizontal lines characterize this house traditional in design.



THE out-of-doors is literally taken into the house with the aid of the stone faced planting area which is divided by a full length glass wall at corner of living room.



Hall Lin. Cab.
- mirror over

MIRROR placed in hall behind built-in counter height linen cabinet increases apparent depth and spaciousness of this area.

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This house has many features that will appeal to builders and their customers in all parts of the country. While it follows a traditional Colonial pattern so widely accepted throughout the East, it nevertheless can feel right at home in any community in the country. Fundamentally a ranch type house, this basic one-story, two-bedroom layout can be developed into a one-story, three-bedroom dwelling by

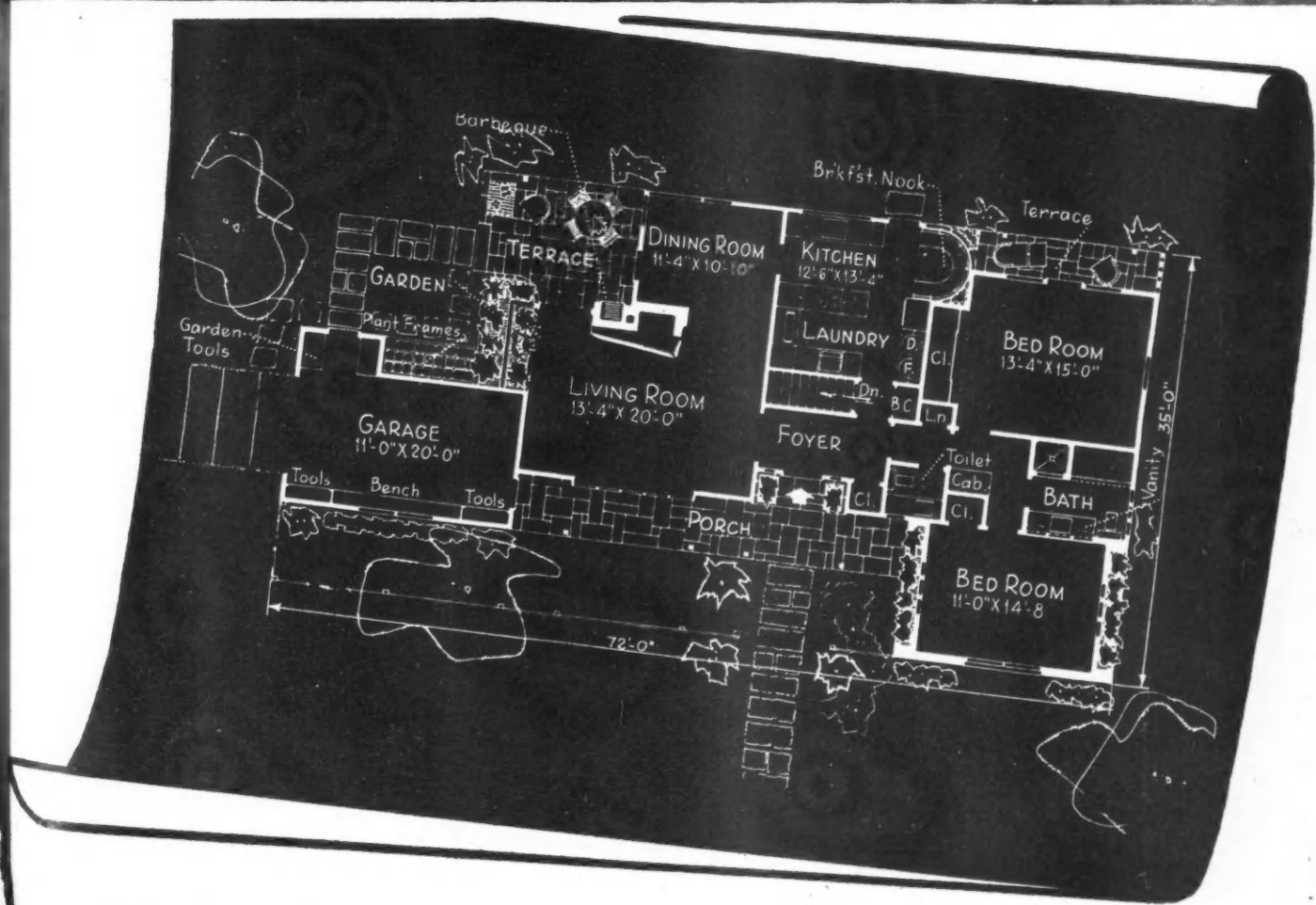
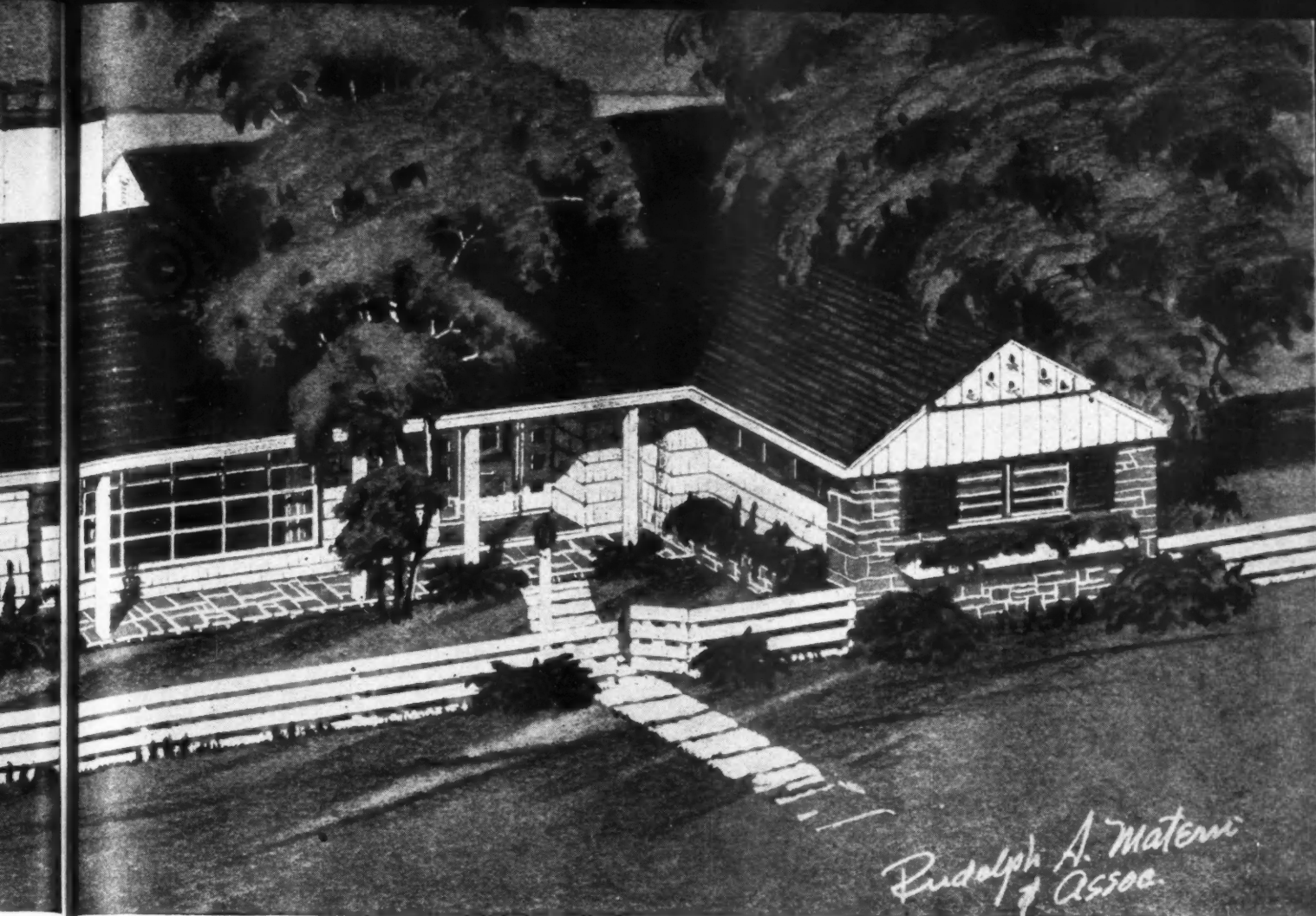
extending and enlarging the bedroom wing. By providing a stair to the second floor over the present basement stair, and with a slight increase in the pitch of the roof, it can be converted into a story and a half house with several bedrooms and bath on the second floor. This house is extremely flexible and has a great many potentialities with slight changes in plan.

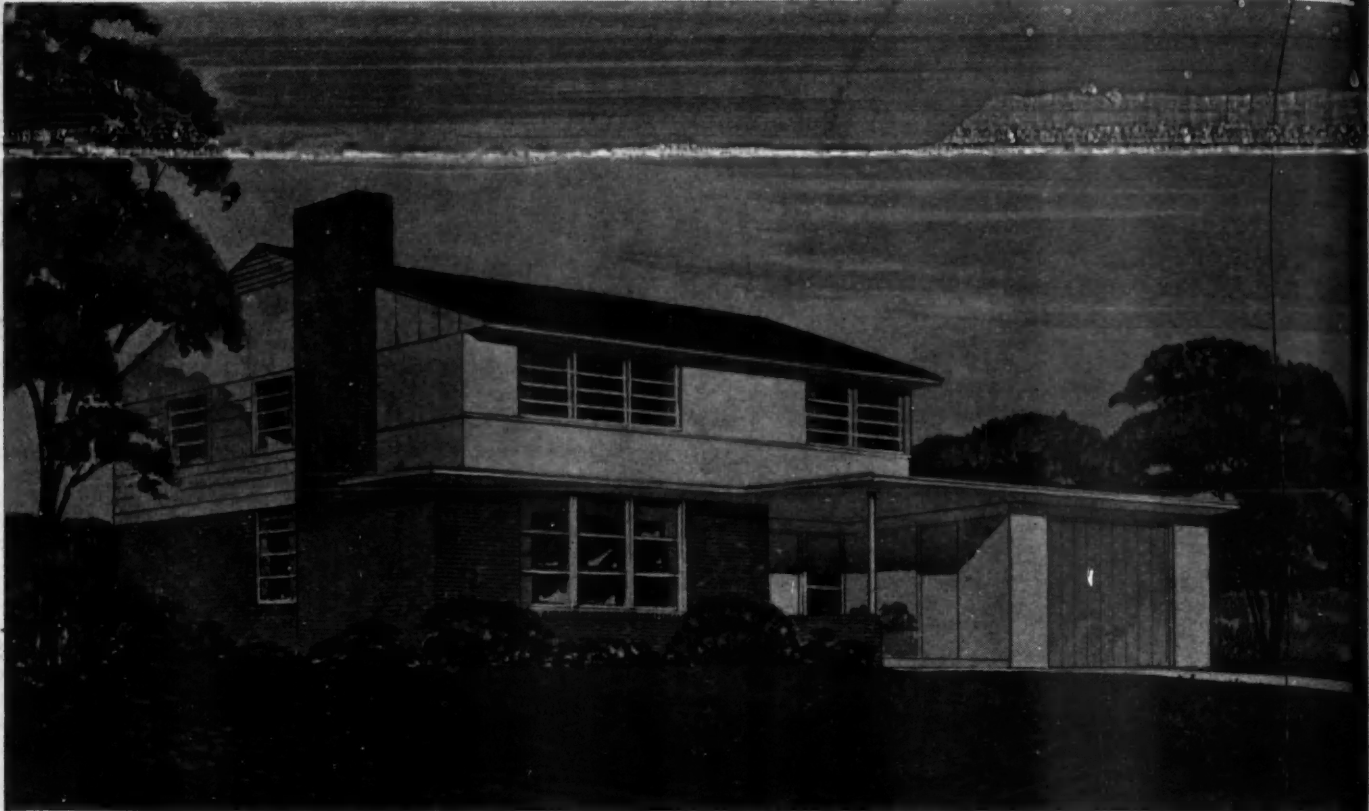
Examination of the plan will indicate how well the architect has provided for splendid circulation throughout the house without resorting to the use of a major room as a traffic artery. The house has been divided into three zones, namely living, service and preparation, and sleeping, and yet ready access from the front hall has been maintained to all areas.

Mr. Matern, the architect, who has designed a great number of fine homes in the Long Island and surrounding areas, and who enjoys an enviable reputation among his own colleagues and the builders as well, says that the house was designed to give the maximum consideration to comfortable living commensurate with economy of area.

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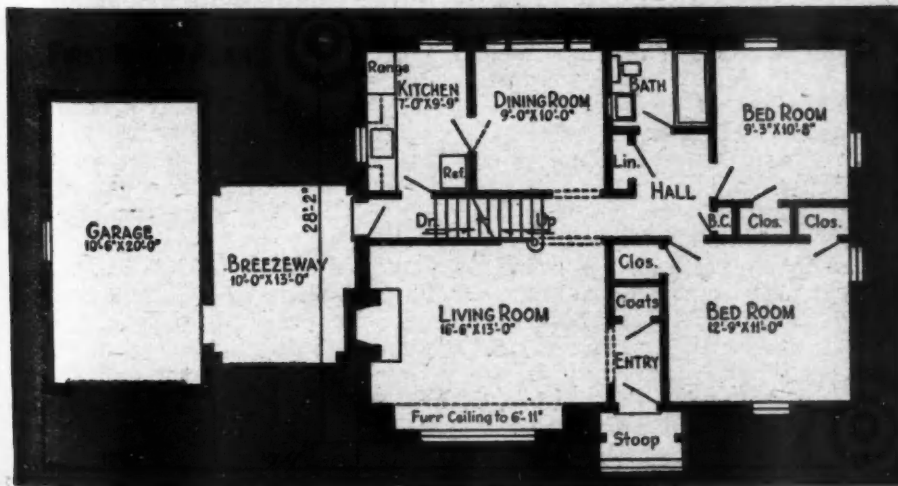
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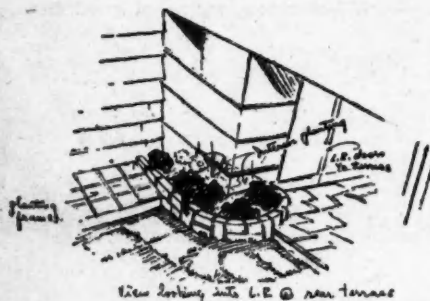


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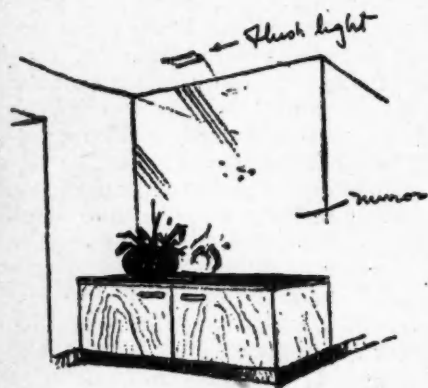
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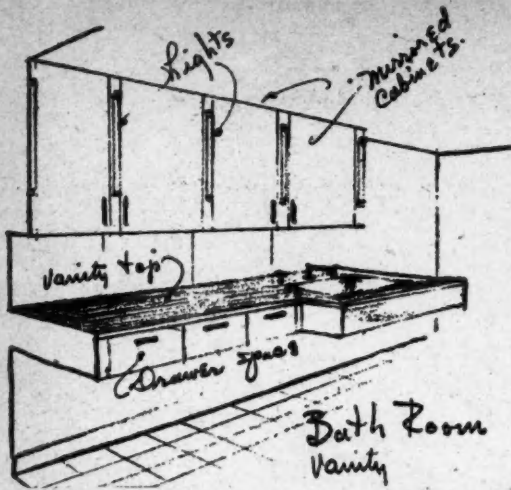
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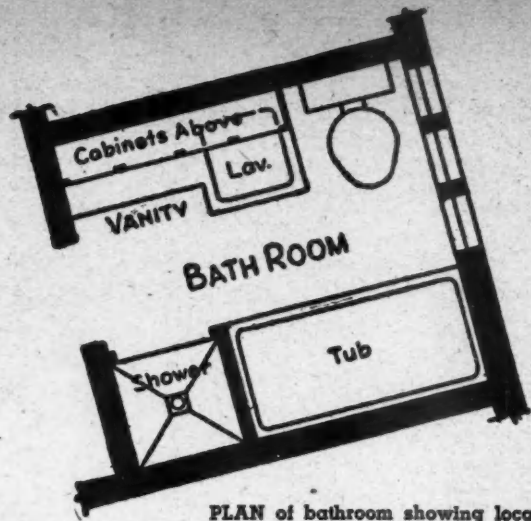
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(Continued to page 90)



A VANITY with mirrors above extends along wall of bath.



PLAN of bathroom showing location of vanity.

the same level as the outside garden area, the two being separated by a plate glass window, is a splendid example of the manner of opening up the interior to the out-of-doors. The fireplace forms a separation of the living room from the dining room. Both rooms are served by the terrace, which embraces a barbecue, built-in to the fireplace masonry, and a pool at the far end. This area, covered as it is, may be used for outdoor dining and picnics.

The master bedroom, ample in size, contains a recessed closet space with flush lights built into the furred down ceiling. The sliding doors enclosing this area are covered with decorative wallpaper as shown in accompanying sketch. The front bedroom, smaller of the two, has windows on either side placed high on the wall to permit use of the area below for furniture arrangement.

A complete bathroom and a powder room are provided which are placed close together for construction savings. A built-in dressing table or vanity with mirrored panels above as

shown in the accompanying sketch is a feature of this room. Linen storage is taken care of in the usual manner, with the addition of a cabinet in the hall with mirror above as per sketch on the other page.

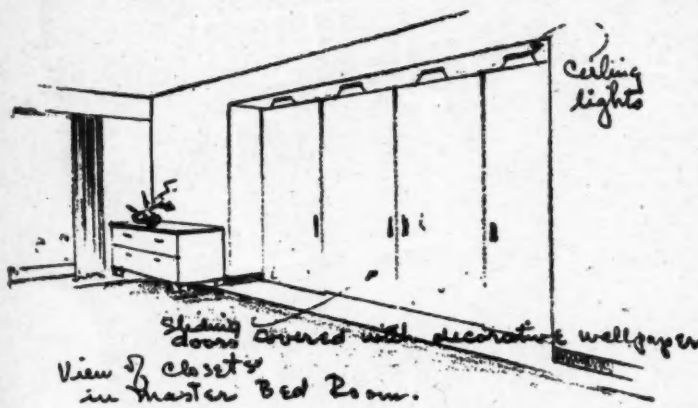
From the kitchen, the work area of which is conveniently close to the powder room, the busy housewife has direct access to the front door, the rear yard, and the basement. The overall kitchen area is divided into three sections, laundry, kitchen, and breakfast nook, each one sufficiently large to take care of its requirements.

The garage contains ample space for storage, work bench and tool closet. Access may be had directly from the garage to the outdoor plant frames, an attractive feature to many home owners who like to get the jump on the growing season.

While the basic house as shown on these pages will be built on the exhibition floor by the Home Builders Council, a number of individual builders in the area have indicated their intention of constructing one or more homes based on this plan and vari-

ations of it, to be offered for sale in their own developments. They feel that many home-hungry prospects will be included in the 100,000 visitors who will be expected to view the house.

When asked by *American Builder* just what the possibilities are for an extended market of custom-built and designed homes in the immediate future, Mr. Matern said: "I expect to be extremely busy from now on serving the type of clientele that demands individuality and style in its new home. The demand for that type of house will definitely be on the increase providing, of course, that labor gets in and 'pitches' and does the kind of a job that it has done in the past, and that it is capable of doing again in the future. The future trend of this market is predicated upon the ability of the building industry to hold the line against any appreciable increases in the cost of labor and materials that go into the construction of a home and its furnishings which are also a vital part of the cost of the completely modern home of today."



RECESSED closets with overhead lighting in end wall of bedroom.



PLAN of recessed closets in master bedroom.

Another sign claim

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BUFF colored brick walls, aluminum windows with trim and cornice painted green, blend the house into its surroundings.

Modern Design Invades Conservative

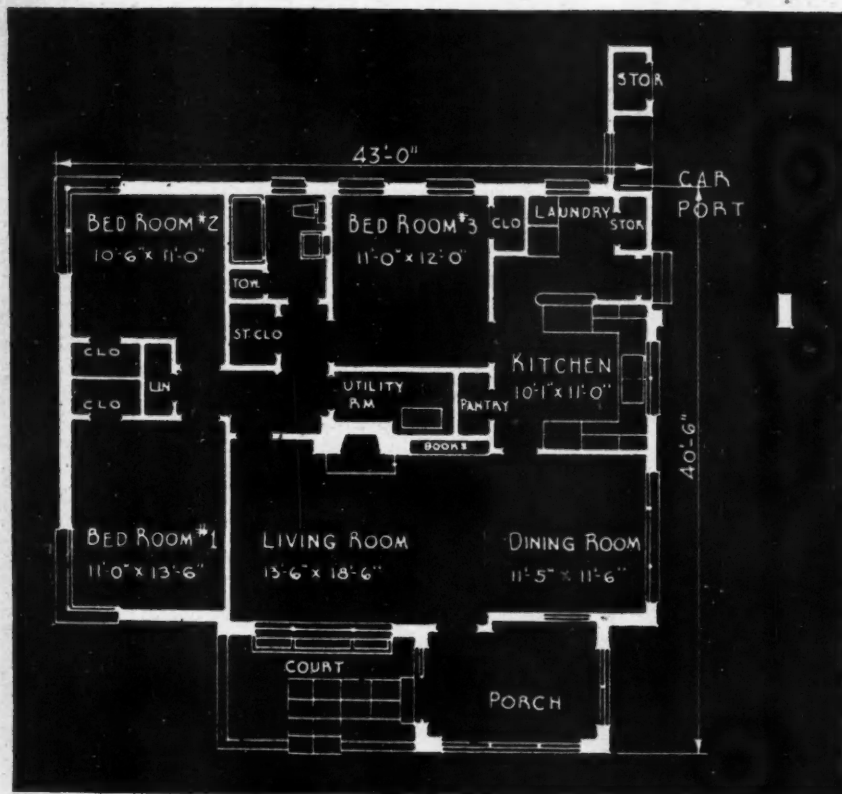
Wanting something good yet not expensive, an ex-Army officer has his demands met in a modern house in an otherwise traditional section

LIKE the majority of home owners, R. W. Holmquist of Birmingham, Alabama, an ex-Army officer recently out of the service, was unfamiliar with the various phases of building; therefore he placed his building problem in the hands of Greer-Holmquist and Chambers, architects and builders.

Taking into consideration the nature of the sloping terrain and the fact that solid rock was right up at the surface and that thus digging for joist clearance or a basement was prohibitive, immediately dictated to Greer-Holmquist and Chambers, architects, the nature and type of dwelling to be placed thereon would be a basementless modern house. Much of the success of this project was due to the open mindedness and willingness of the owner to build a house of this character in an otherwise extremely traditional area.

With a desire to develop a house that would require the minimum of upkeep and maintenance, the architects decided to use a concrete slab floor laid on a slag fill on the ground. The fact that it was placed on solid rock eliminated all future trouble with termites, dampness in enclosed areas and excessive settlement. It also dictated to a certain extent a type of radiant panel heating system to be installed in the floor.

In recalling these decisions the





VIEW in kitchen looking toward laundry.

South Area

owner says: "I must admit that any skepticism I may have had during the blueprint stage has completely disappeared. I cannot deny that the best feature of my new home is the heating system. The comfort factor is the thing we appreciate most. When we enter the house on a cold day we are comfortable immediately and don't have that feeling of wanting to hug a hot stove. Also, we have noticed that leaving the bedroom windows wide open on a cold night doesn't mean getting up in a cold room. The room temperature seems to remain constant even though we have more than ample ventilation. Before installation we were told by a heating engineer that radiant heat was not practical for southern homes because of the extreme temperature ranges between day and night, but we have found that the system responds quickly and efficiently to temperature changes with no sense of any discomfort on our part whatsoever."

The house is located at the entrance to a residential subdivision on a "pie shaped" corner lot that faces the intersection. This makes the house face northwest and all the rooms get some sunlight every day during the winter. In the summer the cornice overhang keeps out undesirable heat rays. Entrance is through a small intimate courtyard to a tiled floored porch.



LIVING room view toward dining room. No radiators or warm air outlets, yet comfortable.



TEST run on piping to guard against leaks.



VIEW of compact gas fired heating plant.



J. C. Nichols, Dean of C Master Community B



Kansas City developer completing one house a day in Prairie Village, newest addition to famous 5,000-acre Country Club District, which has been precisely planned and maintained as a consistently high-class residential area for over 40 years. This is Part I of a series of articles on this firm's operations.

ONE of the world's most famous and favorably known community developments continues to grow in size and value as an urban residential area. Under the experienced and astute guidance of J. C. Nichols, chairman of the board, and John C. Taylor, president, the J. C. Nichols Company, Kansas City, is expanding operations in Prairie Village, a new section of the 5,000-acre Country Club District, which has been under continuous development for over forty years. Prairie Village, one of the Nichols Company's small home areas, is located in that part of the Country Club District which extends into Johnson County, Kansas.

All the experience gained in forty-odd years of successful land development, community planning and home building is being applied in this latest addition to the Kansas City Country Club District, which is an outstanding example of what careful land planning and strict, self-perpetuating building restrictions will do to maintain consistently high residential neighborhood standards.

In 1905 Mr. Nichols started the Country Club District with a ten-acre development in a direction contrary to the trend of the city's growth at that time, and beyond what was then the city limits. He and John C. Taylor worked forenoons with their crews grading streets and building narrow board sidewalks and spent their afternoons selling in those early days. Their enterprise and initiative paid dividends. Today the Country Club District is made up of some fifty contiguous subdivisions. There are also four 18-hole golf courses, developed by the Nichols Company, 17 churches, 15 schools, including one named after Mr. Nichols, 12 miles of beautifully landscaped boulevards and parkways, 120 miles of paved streets, all for the use and enjoyment of the 50,000 residents in the District.

Current operations involve construction of low-cost two-bedroom story and story-and-a-half houses, 75 per cent of which have additional bedrooms on the second floor. The houses, with garages attached, are being placed in long blocks with curvilinear streets on lots with a minimum frontage of 65 feet. Some of the blocks are more than 2,000 feet in length, connecting with major through-traffic streets.



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City Planners, Builder

The shortages of materials and labor posed the usual problems for the Nichols Company during 1946 so that between April 1946, and January 1947, only ten houses were completed. Last August the firm started changing from conventional on-site methods to a combination precutting, preassembly operation, patterned largely after a system originally worked out by Dave Bohannon of San Francisco.

A large workshop was erected adjacent to the site to house two radial arm saws, a small rip saw and two jig tables. Using six interior and exterior variations of a basic house plan, structural members are all cut in the shop, assembled into exterior and interior wall panels and nailed together on simple jigs. The exterior wall panels are also covered with fir plywood sheathing on the jigs so when panels leave the shop they may be erected completely ready for exterior wall covering and interior partition finishing.

Using eight men in the shop, all the outside panels, inside panels and garage panels can be cut and assembled and all rafters precut for one house in a day. The meticulous care exercised by the Nichols organization to avoid any tendencies toward monotony in the appearance of houses in the Country Club District prohibits 100 per cent standardization. With six different elevations involving minor floor plan changes and major roof line variations, houses are being assembled, ready for roof sheathing on foundations already boxed, in about 80 man-hours.

Separate crews move along the streets doing their especially assigned work. First the excavating is done, then cement block foundations are laid, followed by a crew to lay the floor joists and subflooring. Then another crew moves in to set up the first floor exterior walls, all interior partitions and second floor joists, which takes less than a day. This crew is followed by men who erect the gable ends and assemble roof framing, ready for sheathing and shingles which are applied by still another crew. Roof coverings vary, with No. 1 Red Cedar shingles, Certain-teed and Old American asphalt shingles all being used. Exterior wall coverings include bevel siding, Red Cedar shingles, Ruberoid asbestos cement shingles, machine cut shakes and split shakes. Johns-Manville loose rock wool insulation is used in all houses.

Much of the trim and woodwork for these houses is being made in the Nichols Company woodworking plant at the present time, although ordinarily most of it would be purchased from millwork manufacturers. When available, Andersen window frames are installed in the houses. All windows are weatherstripped and equipped with spring sash balances.

When construction was started on the current Prairie Village development, the firm adopted dry-wall construction. U. S. Gypsum Sheetrock with taped joints is used universally with wallpaper as the finish covering. Interior woodwork is painted. Bruce factory-finished flooring is standard in all rooms except the kitchen and bathroom where linoleum is laid over plywood.



J. C. NICHOLS,
Chairman of the Board,
J. C. Nichols Company

The accomplishments of J. C. Nichols as a land planner, community developer and home builder during the past forty years have established him as an outstanding authority on these subjects. Individuals, firms and municipalities from all over the world come to his office seeking advice, which he is always glad to give. He is the author of numerous pamphlets on city planning, residential property development and restrictions, outlying shopping centers and related subjects. His self-perpetuating restrictions, evolved from experience and proved by practice, are considered as one of the most constructive contributions made to subdivision development.

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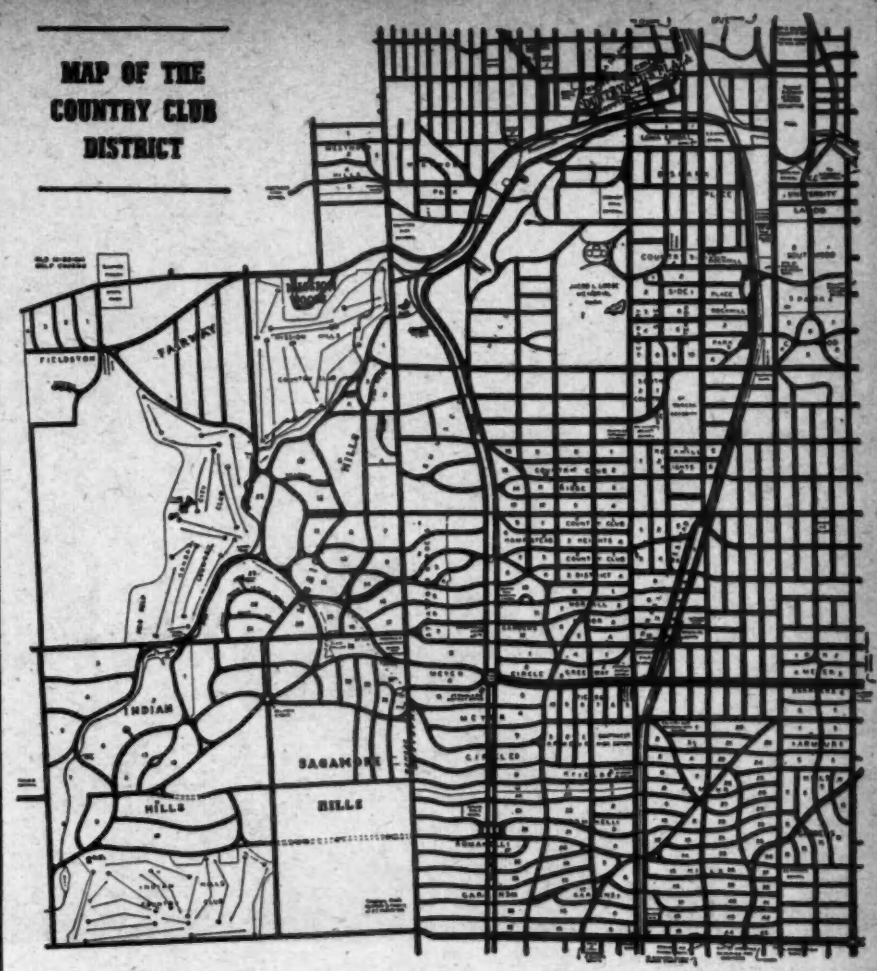
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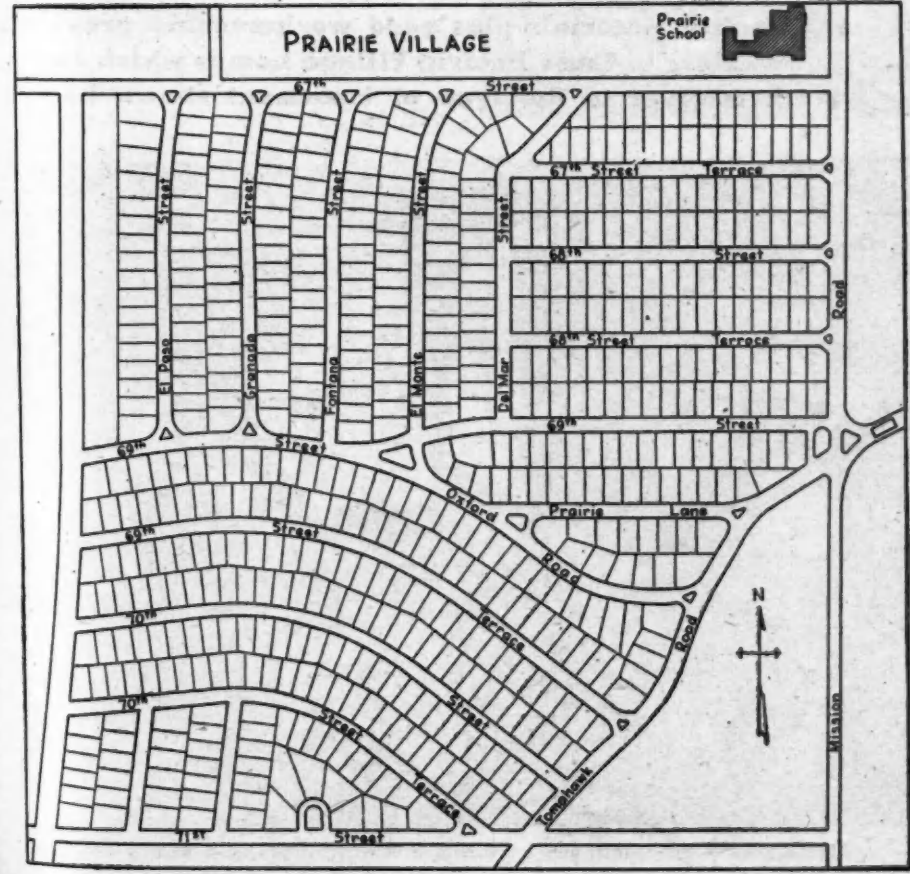
Every house has an 8x15-foot covered porch overlooking the rear lawn.

Concrete slab floors of these porches, along with the rear steps, are poured in one simple operation made possible by a specially designed set of forms. The demountable forms for the slab portion are supported by the piers and kept in place by an ingenious arrangement of wedges. Concrete is poured over a crib constructed of three-inch I-beams and 3 x 5-inch angle irons. When the cement is set, forms are knocked out to leave a reinforced slab resting on piers. This has proved to be just as economical as a wood floor. The same set of forms is used for about 25 jobs. During cold weather calcium chloride is used in the mix to protect concrete from freezing prematurely.

**MAP OF THE
COUNTRY CLUB
DISTRICT**



ABOVE is plat of 5,000-acre Country Club District. Below is plat of present development, Prairie Village, adjoining southwest corner of plat above, but which is not shown here.



- Department Heads,
J. C. Nichols Company**
- Chairman of the Board—J. C. Nichols
 - President—J. C. Taylor
 - Vice President and Treasurer—Frank R. Grant
 - Secretary and Legal Counsel—F. A. Guy
 - Loan Department—J. N. Frost
 - Sales Manager—Miller Nichols
 - Director of Sales—D. M. Kennard
 - Architect—Edward W. Tanner
 - Residence Building—Supt. on Job—Earl W. Horitor
 - Commercial Construction—Supt. on Job—Herbert V. Pennington
 - Supt. of Building Construction—J. V. Walker
 - Secretary of Homes Associations—Faye D. Littleton
 - Horticulturist and Nursery—Stanley R. McLane
 - Supt. of Field Construction and Engineer—Ansel Mitchell
 - Secretary of Plaza Merchants Assn.—Bernice Nault
 - Maintenance Manager—C. S. Pitrat
 - Business Properties Manager—G. W. Tourtelot
 - Farm Department—Ray D. Jones



LIVING ROOM interior of one of the houses being built in Prairie Village. The fireplace is standard in all homes.

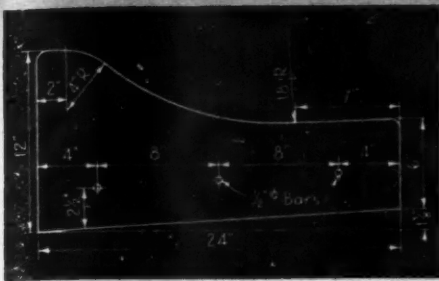
Quality materials plus good workmanship provide interiors in these Prairie Village homes which lend themselves to the type of treatment shown here.



PLENTY of planned closet space.



AMPLE storage and counter space is provided in each kitchen. Note folding wall table.



CUTTING curbs for driveways is not necessary with this new curb.

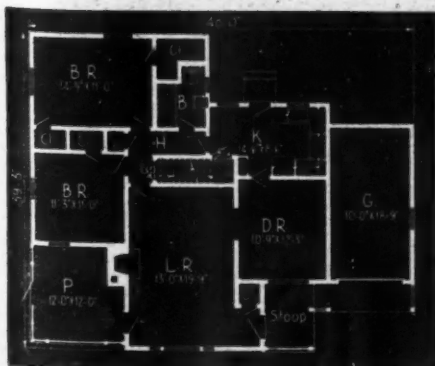
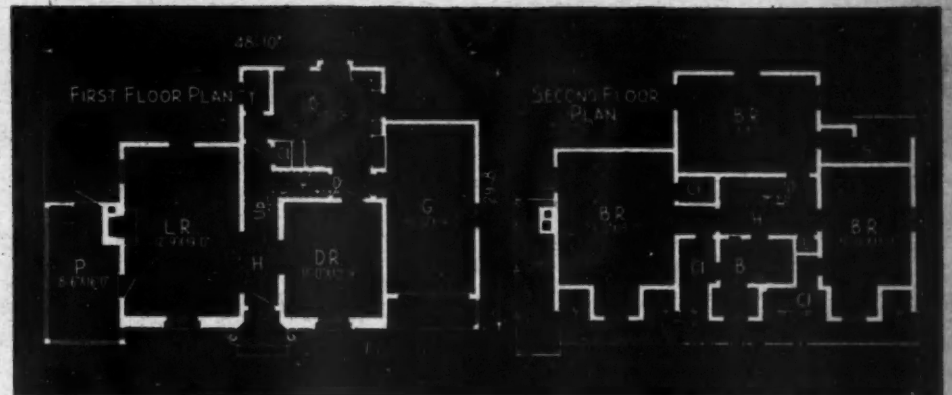
Attached garages are all equipped with upward-acting doors. Currently the firm is building all doors in its own shop and hanging them with Sturdee hardware. A new type street curb used by the Nichols Company for the first time in Prairie Village, eliminates breaking curb lines for garage driveways. The low curb slopes up on a curve gradually from the street pavement to permit easy negotiation from any angle.

Sale prices of houses now being built by the Nichols Company range around \$10,000-\$11,000. Purchasers have the privilege of making their own choice on wallpaper, although a maximum amount to be paid by the company is specified. Purchasers also have the privilege of ordering additional work on the houses, such as second floor finishing, special bathroom treatment, finished basements, etc., to be done at the buyer's expense by subcontractors employed by the Nichols Company.

All lawns are sodded and completely landscaped by the Nichols Company, which operates its own nursery along with a staff of landscape specialists who execute a pre-determined plan of over-all landscaping for whole streets and subdivisions. Maintenance of the areas is perpetuated through nineteen home associations. Details on these home associations, the self-perpetuating restrictions, land planning, platting, shopping district developments and other activities of the Nichols Company will be described in future articles.

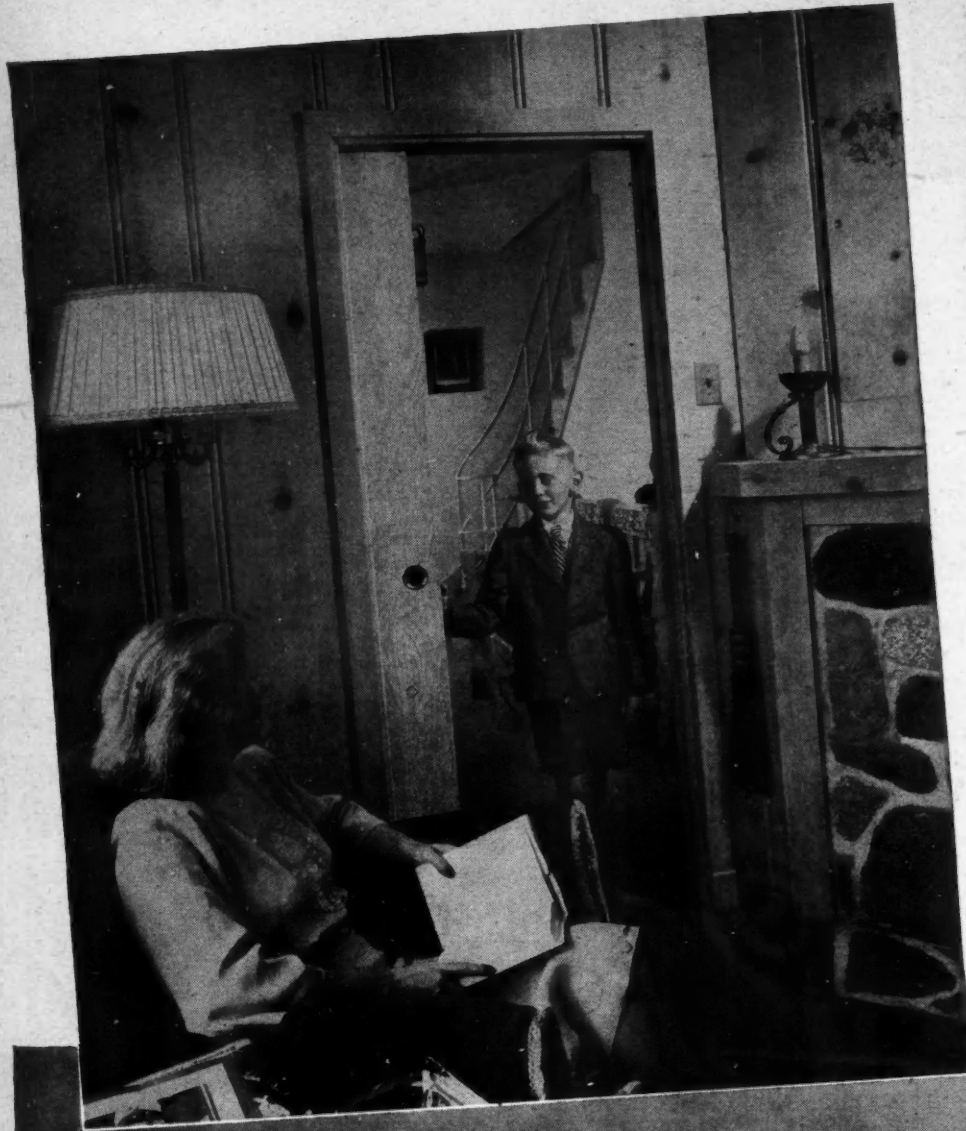


AVERAGE-PRICED Country Club District home designed and built by the Nichols Company.



THIS IS another of the Nichols-designed average-priced homes. Floor plan at left.

Better Home Building in BRITISH



The postwar residence of Clarke W. Markle, Vancouver, B. C., designed and built by the owner, embodies many interesting features of modern building materials characteristic of the area in which the house is built.

KNOTTY PANELED den, with glimpse through Sav-A-Space door to entrance hall with wrought iron stair rail in distinctive modern style.



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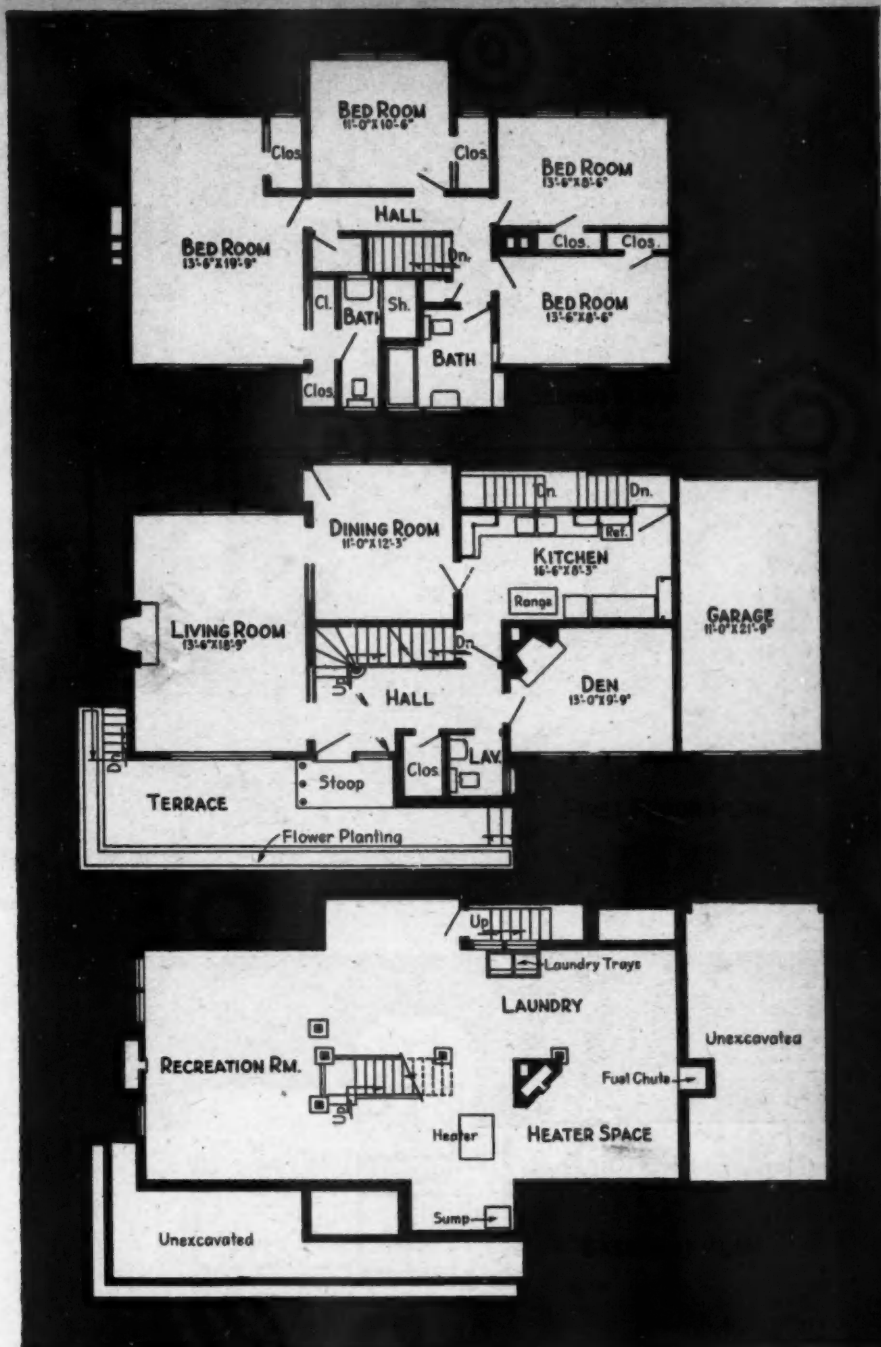
COLUMBIA

CANADIAN home builders, relieved of certain wartime restrictions, are busy with high grade residential projects as well as the smaller homes. One of these better postwar homes is the Vancouver, B. C., residence of Clarke W. Markle, a lumber and plywood executive of Fraser Mills who gained quite a reputation through the war years as a home designer and promoter of good small homes for sale. This house, of characteristic stone, stucco and wood construction, has eight rooms, four baths, attached garage and a fully developed basement.

Colored field stone, off-white stucco, and gray-green rough cedar siding with slightly lighter trim, give a palatial effect. The long planting area enclosing the front porch and concealing the steps not only leaves the impression of a much wider house, but adds pleasing warmth in the winter months with the creeping type evergreens and heather. In the summer, gayety is expressed by adding bright colored dwarf flowers. The hand-split shakes also enhance the sturdy structure of this home.

Referring to the interior views, the living room has walls and ceiling in sky tint, and wall-to-wall carpeting in platinum beige, which offers a picturesque background for the attractive hand-carved antique white fireplace. The ceiling at each end of the room is furred down covering the drapery track, allowing the draperies to clear the windows when open.

Throughout the house many of the doors are of the Sav-A-Space sliding type as developed by the Douglas fir plywood and door industry.



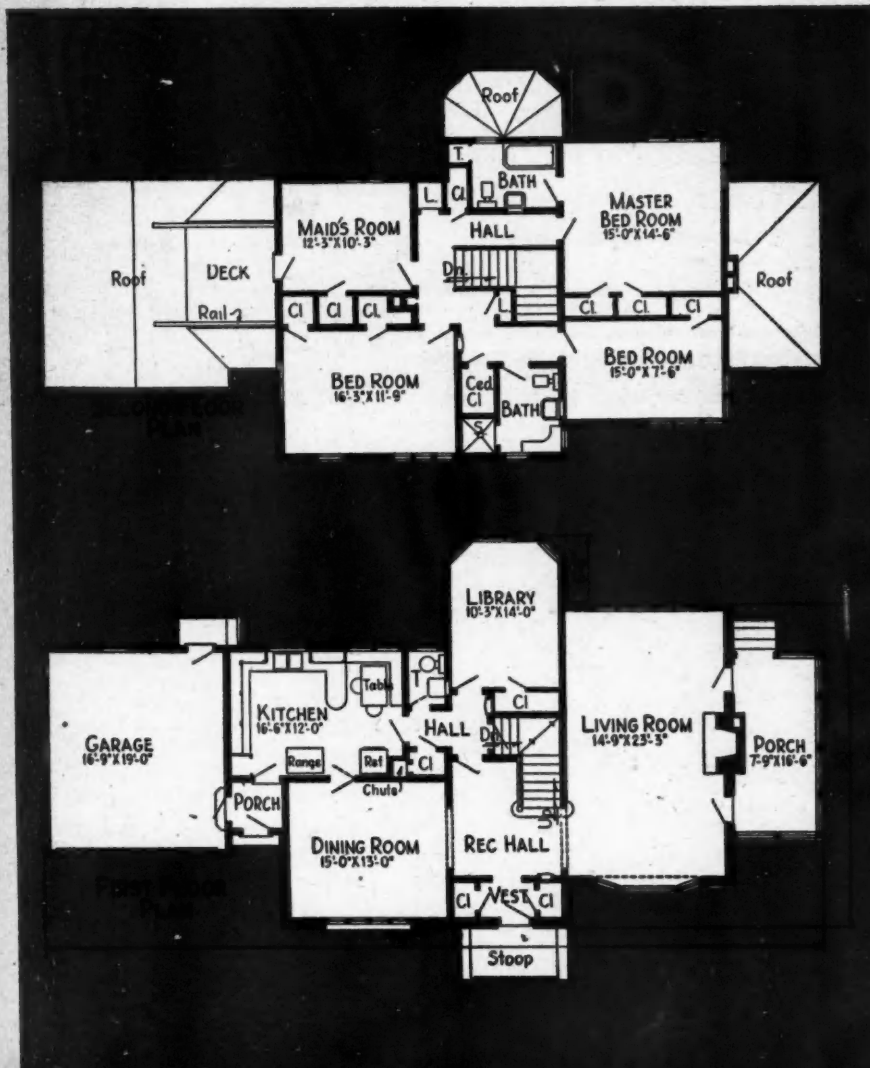
RECESSED light at steps for safety.



ANTIQUe furniture makes delightful contrast with plain walls and carpeting.



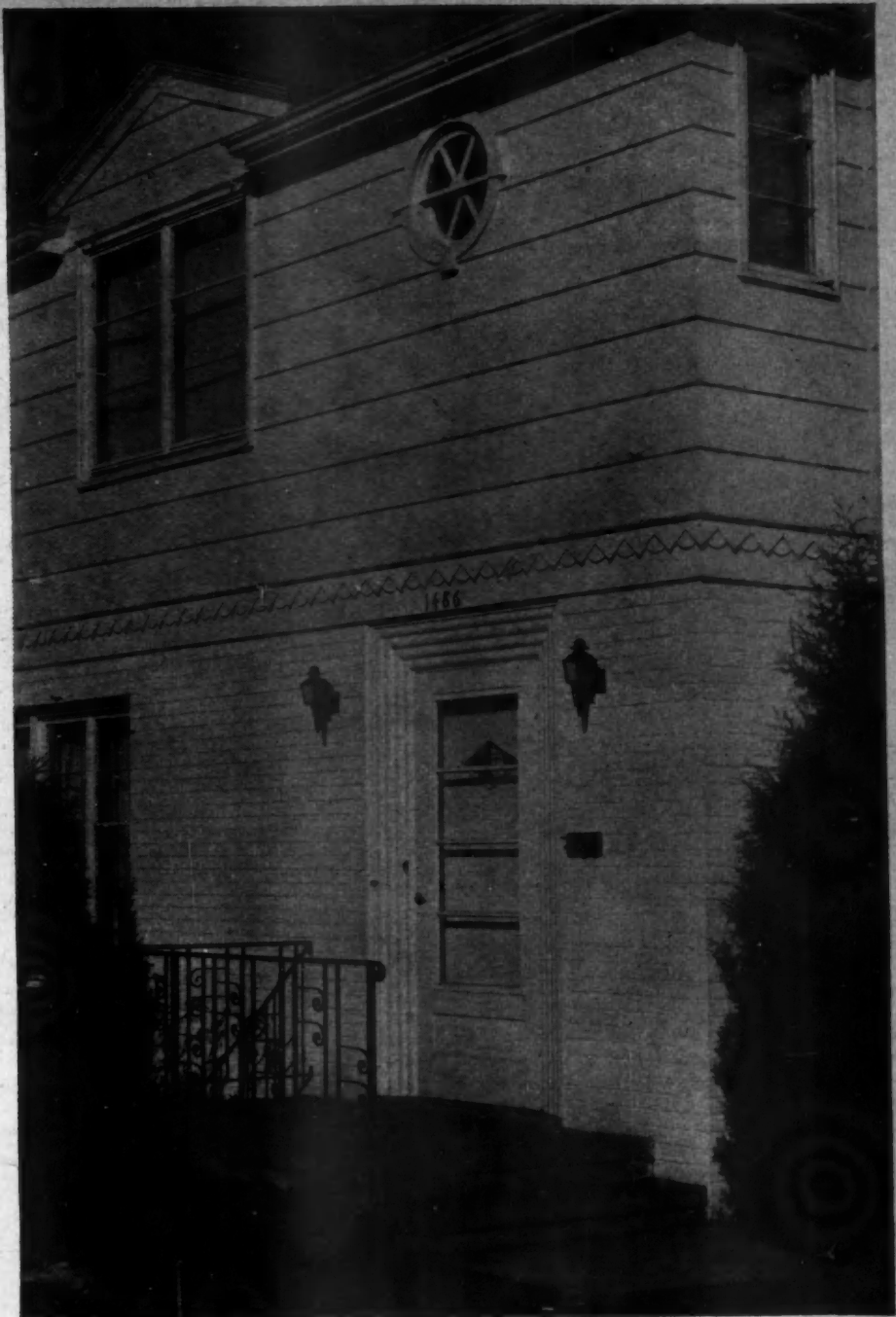
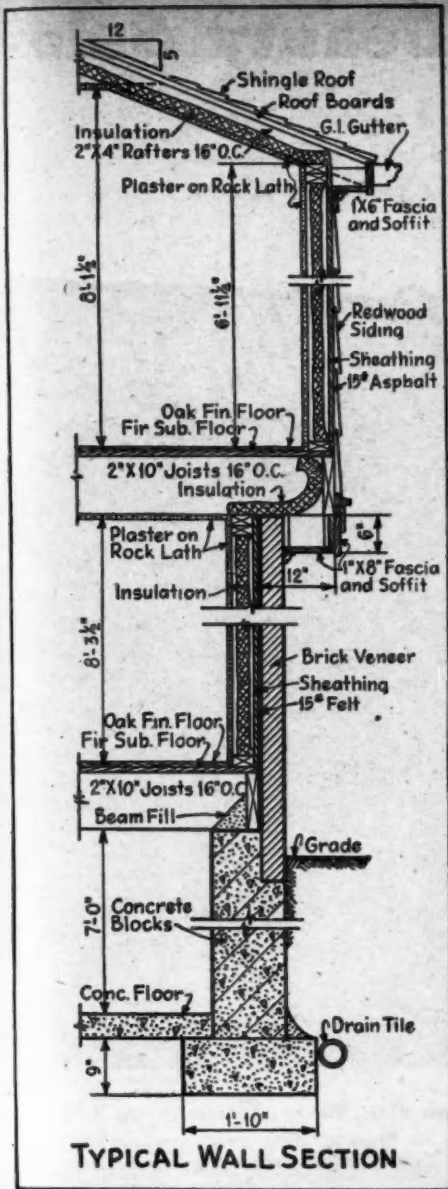
THE combination of painted brick and wide siding has been used with pleasing results in the house shown above.



A Spacious House for Comfortable Living

DURING the course of the past year some of the recent work of Norman R. Johnson, one of the younger and more progressive members of the architectural fraternity, has been featured in the pages of the *American Builder* at various times.

Mr. Johnson's introduction to the home building field started in his early years as an apprentice to his father, who has been an established builder since 1902. After receiving his degree from the University of Minnesota he continued in his chosen field in partnership with Mr. Johnson, Sr., combining the designing and planning together with the actual construction work. This part-



FRONT entrance motif shown at right. Moulded wood frame adds a note of interest to a simple door treatment. Ornamented belt course above door carries around front of house.

nership continued until about eight years ago when he decided to open his own office for the practice of architecture. Since that time he has been extremely active in the field of residential and apartment house building, having designed and had built approximately one hundred houses and rental units in each year.

This past year he has collaborated with operative builders in producing some 300 houses of the type available for the returned veteran.

The houses designed by Mr. Johnson, of which there are a great number in the Twin Cities, all follow a distinctive pattern reminiscent of the traditional Colonial, and yet with an accent that leans to a modern

expression. When asked by the *American Builder* what the future trend in house design would be, this enlightened young man said: "When production increases in some of the scarce commodities such as sealed double glazing, then designs that will emphasize large glass areas, open planning, and solar heating will definitely come into vogue. The reluctance on the part of the public to accept wholeheartedly the flat roof concept of a house as proposed by some of the more extreme element in the profession presupposes that the sloping roof will still find favor with the majority of the builders."

When asked what kind of material would continue to be used by the

prospective builder, he said: "Up in this northwest section wood is still the most popular material. When you consider that it is necessary to strip a brick wall on the inside with 2x2's and then place a blanket type insulation between to protect house from the elements, you can see that it is easier and cheaper to start with an ordinary wood stud wall."

The house shown on these pages which was designed for Mr. and Mrs. C. M. Silverman of St. Paul, Minn., is located on Edgcombe Blvd., along a high promontory at the edge of the city. Its site throws the house into bold relief with the windows in the rear looking out over the Mississippi

(Continued to page 148)

Modern Beauty Salon

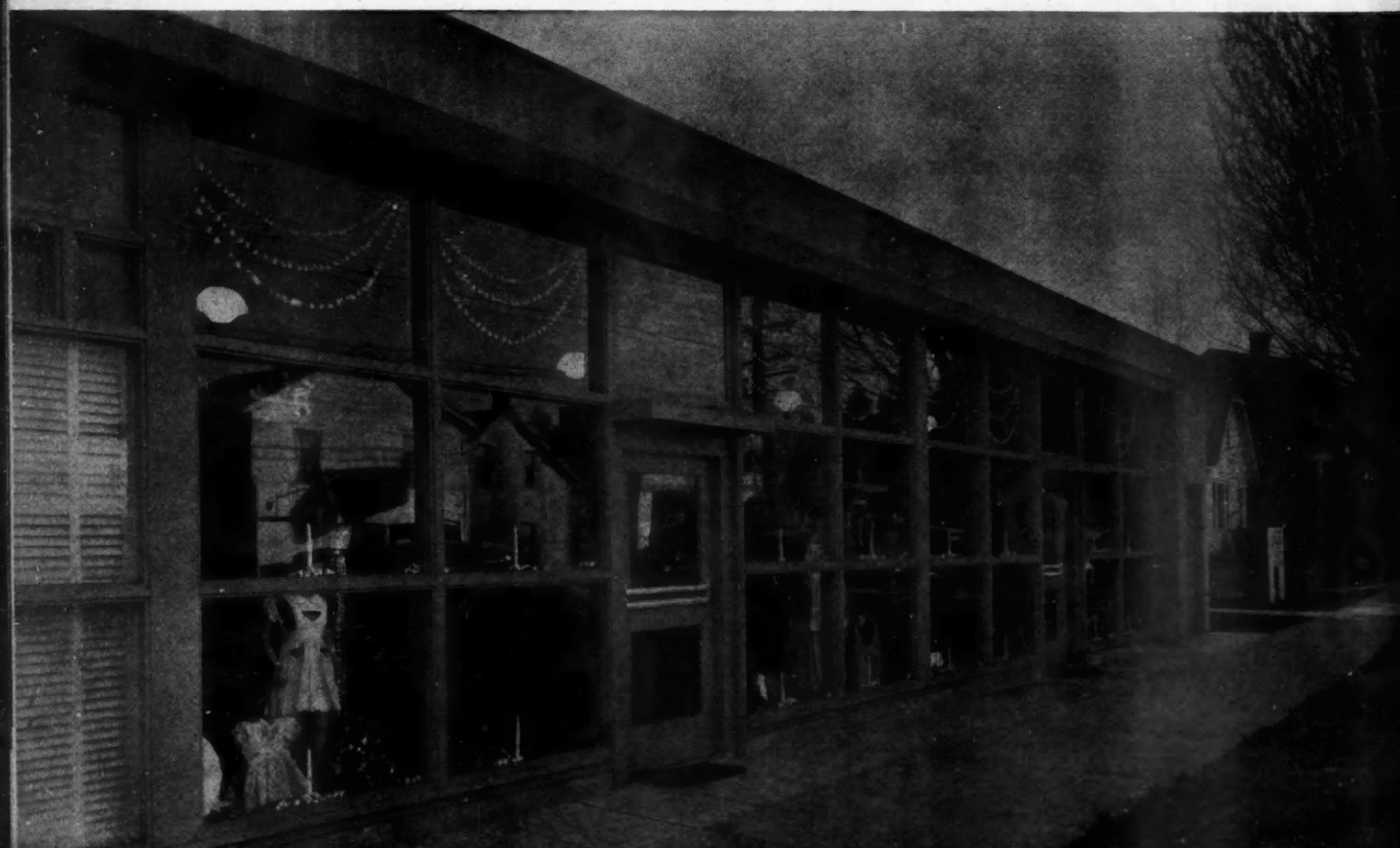
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ABOVE: Floor to ceiling glass expanse in corner of beauty shop. BELOW: View on Madison street. Heavy window muntins add interest.

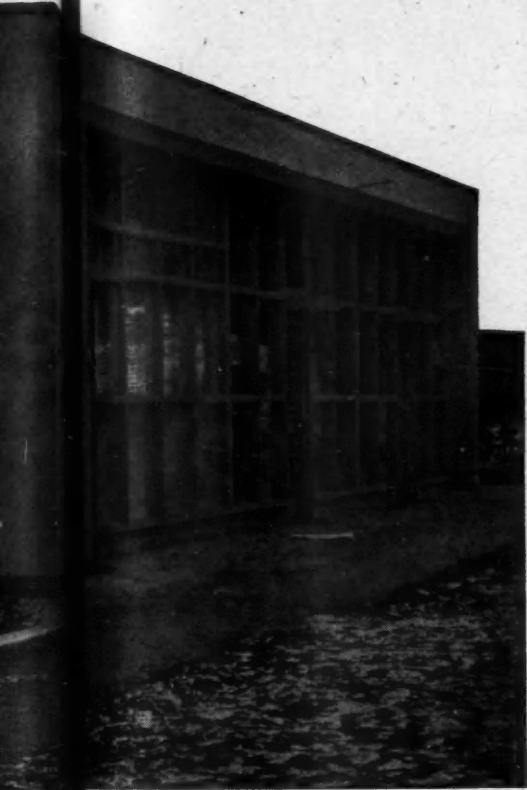
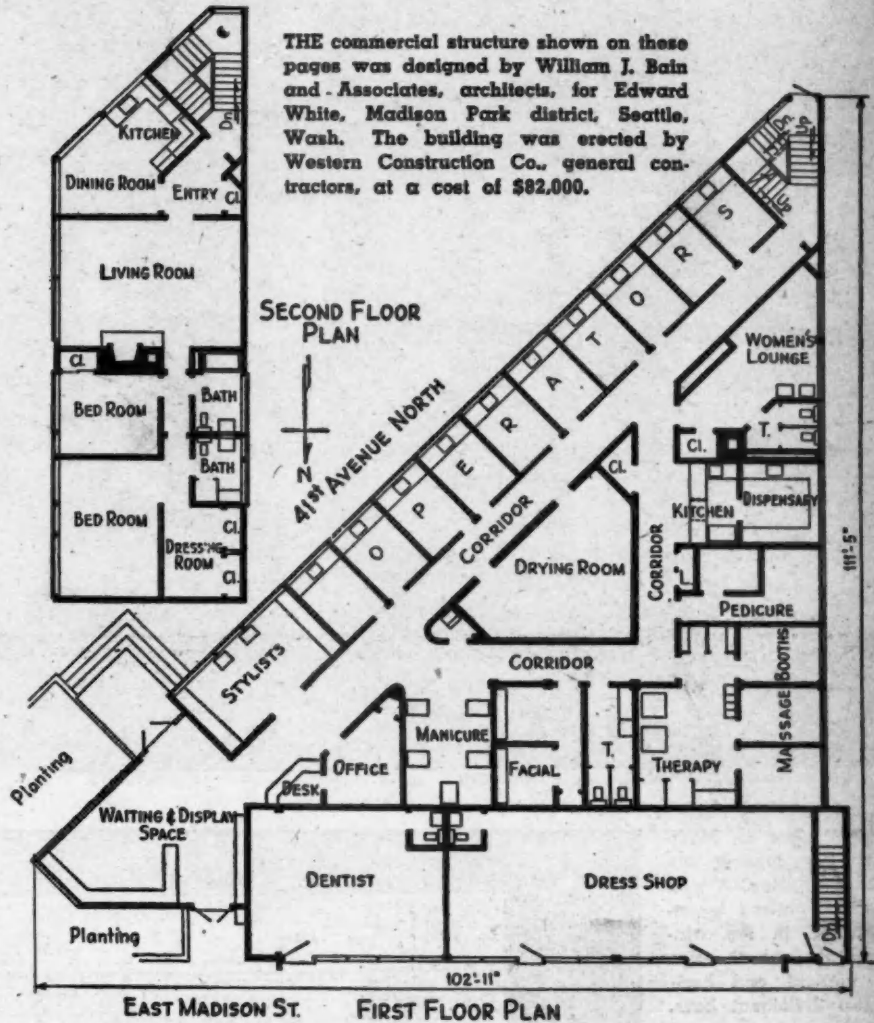


VIEW
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and Shop Building for Suburban Area

In introducing a modern theme into this building the architects have produced a design that in addition to meeting the needs of an exacting client has provided space for fine rental units

THE commercial structure shown on these pages was designed by William J. Bain and Associates, architects, for Edward White, Madison Park district, Seattle, Wash. The building was erected by Western Construction Co., general contractors, at a cost of \$82,000.



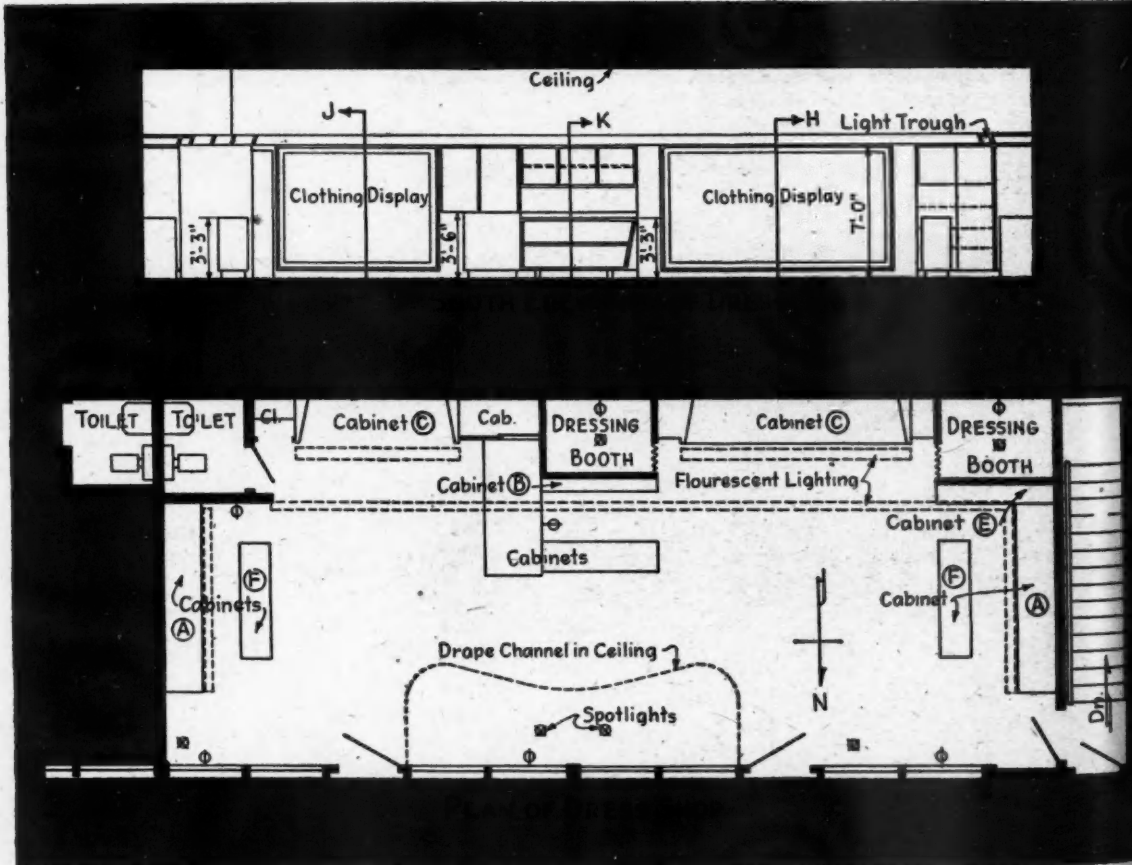
interest.

VIEW below shows stair well leading to second floor apartment entirely enclosed in glass. Entrance to beauty salon shown at right below. Battery of high windows permits placement of furniture below for seclusion.





NIGHT view on Madison street looking into the dress shop. A well defined pattern is established in the windows through the use of vertical and horizontal divisional bars.

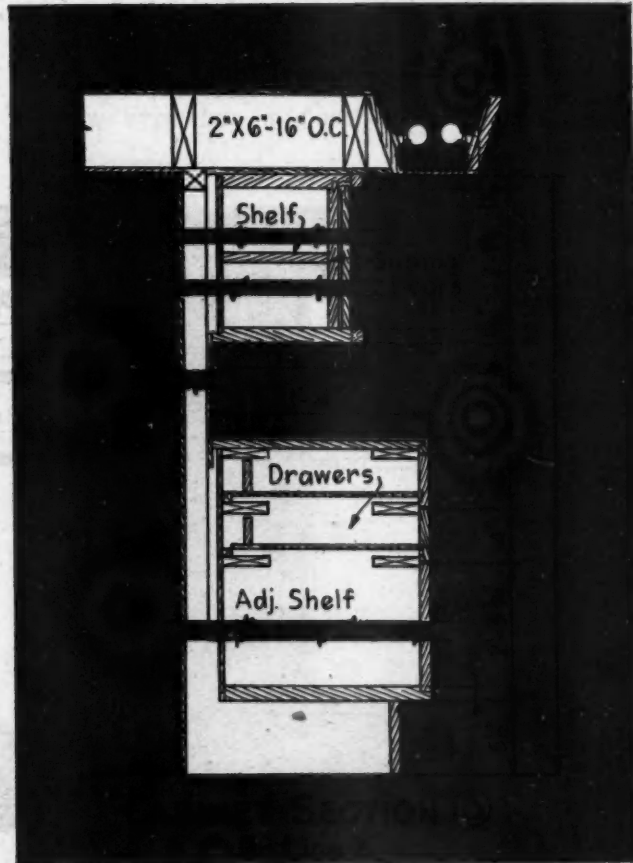
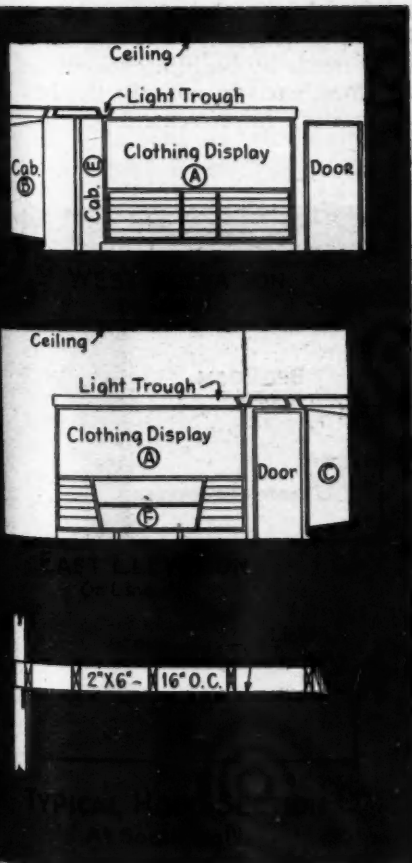
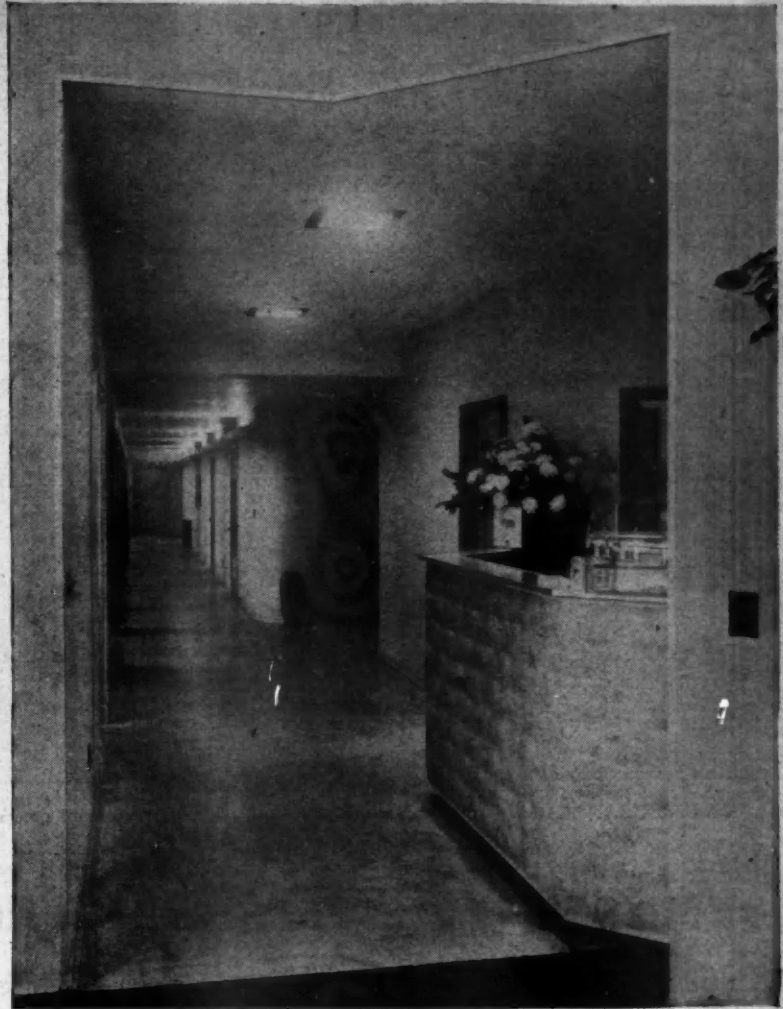


PLAN of dress shop complete with layout of fixtures and the elevation of display cases on rear wall of store shown in sketch, right.

A practical approach to the proper functioning of the various specialty shops that are contained in this building is indicated on these pages.



AN abundance of light is obtained in the interior of waiting and display space shown above. View at right looking down corridor in Beauty Salon from desk.



DETAILS and elevations of some of the special cabinet work that has been built and installed in attractive Women's Dress Shop.



MINOR CHANGES in details, color scheme, and plan arrangement provide variations in the overall appearance of houses.

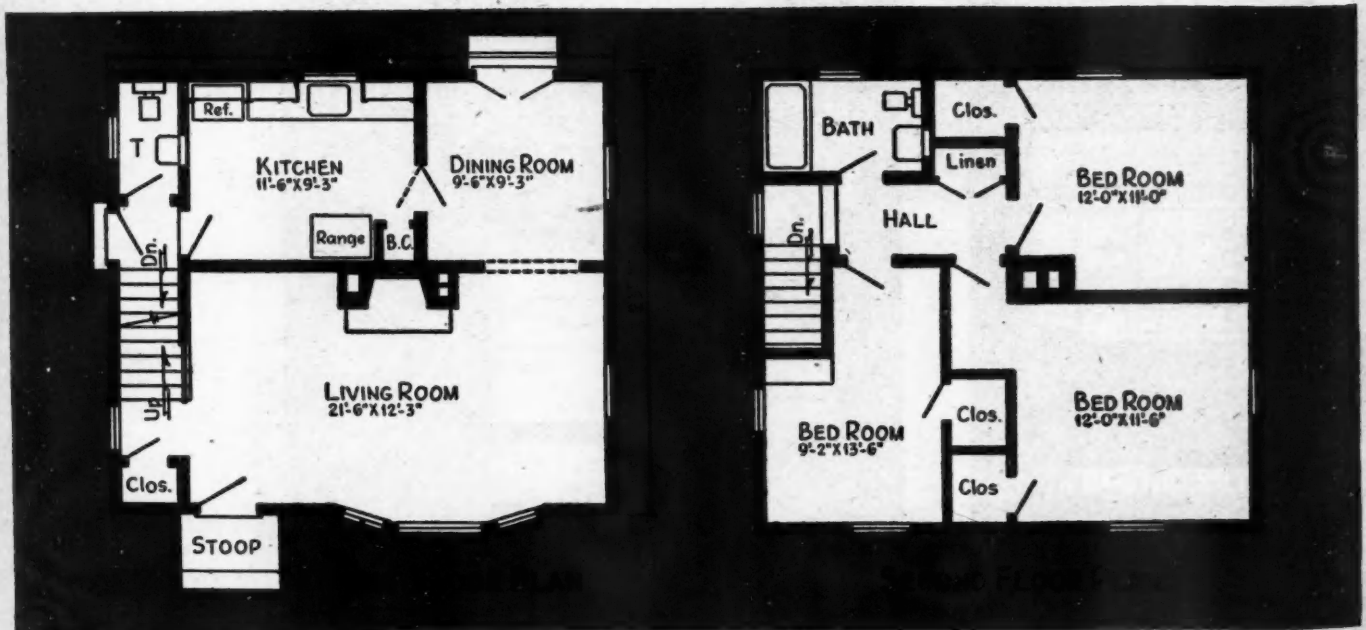
Seventeen Veterans Meet Their Housing Problem

ON the banks of the Maumee River in a suburb of Toledo, Ohio, stands a modern monument to the fortitude of seventeen ex-G.I.'s who would not be denied comfortable, modernly heated and ventilated homes for their families, despite the shortages and other entanglements

in which the nation finds itself today. The story of this achievement in these times has many ramifications. It is the story of the kind of co-operation that is obtainable from all branches of the housing industry once the principals become determined enough, and have what it

takes in the way of the old pioneering spirit that started America on its road to power.

Briefly, this is the story of how seventeen ex-G.I.'s are meeting their housing needs by building seventeen new homes, each to contain the latest of modern improvements to suit



PLANS of typical house. Variations are obtained by reversing the plan, and changing the location of fireplace and windows.

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OTHER Inwood Place homes under construction, indicating victory over shortages.

This project is a monument to the fortitude of ex-G.I.'s who obtained modern homes despite shortages



L. R. SHREWSBURY and H. A. Schneider, contractors who were formerly Army pilots.

their individual needs—and at moderate cost.

The Maumee project is being hailed throughout the country as an example of what can be accomplished even in times like this. To the uninformed bystander, completing a home like that of Mr. Read's, who was one of the movement's leaders and whose home was completed first, may seem like a modern miracle with sixteen other houses following in its wake.

To Mr. Read and his associates, who can well remember the blow by blow account of their uphill fight, the

Inwood Place project represents a combination of hard work which was accomplished despite pessimistic predictions and a wide variety of obstacles that would certainly have discouraged the less courageous.

The story of Inwood Place began nearly a year ago, shortly after these seventeen Toledo G.I.'s returned from the war. It was preceded by the spectacle that by now is ancient history to many thousands of ex-G.I.'s—"no vacancy" signs in front of every apartment building; homes priced away beyond all reasonable

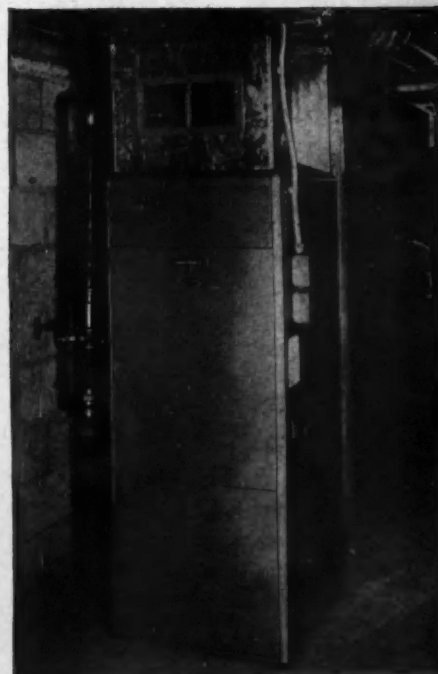
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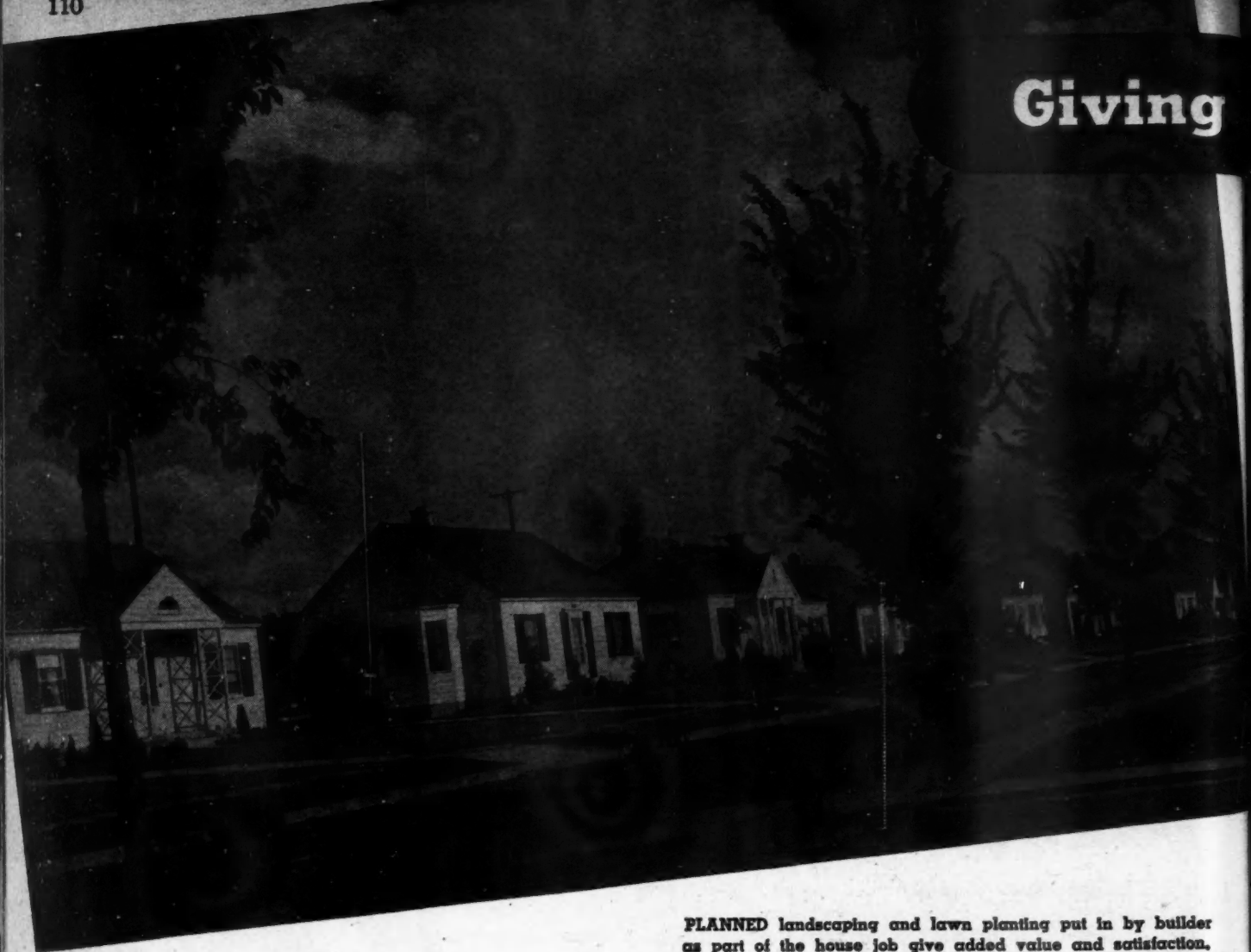
INNOVATIONS such as storage panel for tools in basement are provided in these houses.



AN improvised table for drafting, etc., installed under the rake of basement stair.



JANITROL gas-fired winter air conditioning unit installed in basements of homes.



PLANNED landscaping and lawn planting put in by builder as part of the house job give added value and satisfaction.

Gerholz-Healy, Inc., Flint, Mich., are building for the future of their clients and of themselves by providing "plus" features in low-cost houses to give purchasers extra quality and livability. Part II of a series.

BUILDING houses in the market which has prevailed in recent months has been a temptation for many builders to sacrifice maximum lasting value and livability for expediency and speed. One of the many thousand conscientious building firms with eyes on the future which has brushed aside this temptation is Gerholz-Healy, Inc., of Flint, Mich. Like many other home builders in all parts of the nation, Robert P. Gerholz is building his own future, the future of his firm and the future of the industry in his area every time one of the houses is finished. In spite of high prices, shortages and delays, therefore, every care is exercised to make certain each house embodies the best in materials, workmanship and equipment.

In last month's issue of *American Builder*, some of the "plus" features of Gerholz-Healy houses were described and illustrated. Such items as kitchen ventilating fans, built-in package receivers, laundry chutes, two chests in each bathroom, Thermopane and Twindow sealed windows, all copper water piping, an extra large heavy duty automatic hot water heater, and others which were listed are being placed as standard features in Gerholz-Healy houses because the firm wants the purchasers of its homes to have lasting value and maximum livability. Considera-

tion for the needs of young, growing families by providing room on the second floor of a story-and-a-half house for extra rooms and bath facilities with heat ducts and plumbing brought up and capped is a factor. Careful planning of garage space to provide facilities for storage of bicycles, garden and lawn tools, etc., always pleases the home purchaser.

Extra heavy electrical wiring to serve all of today's appliances along with those which could conceivably be added in the future is incorporated in these houses. In addition to installing heating plants which are adequate for all requirements, Mr. Gerholz also makes it a point to obtain furnaces which are economical and simple to operate, as well as economical and simple to service and keep in good repair.

In addition to building quality and livability into each house, Gerholz-Healy houses are placed on lots of ample area in subdivisions that are systematically and painstakingly planned to give lasting value as single family residential neighborhoods. Well planned use of a minimum number of basic floor plans and elevations with numerous variations in window, entrance, garage and exterior coverings as well as planned landscaping removes any danger of monotony or semblance of row housing in these

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g Lasting Value in Low Cost Homes

low-cost homes. Landscaping is a definite part of each house job in the Gerholz-Healy operation, and the firm spent upwards of \$54,000 on lawns and shrubbery in its 600-house Bassett Park addition in Flint. All lawns were seeded with Scott's lawn seed and Scott's turf builder to give the home purchaser a completely landscaped and planted lawn.

Mr. Gerholz is convinced that for at least the next ten years the biggest portion of his firm's house building business will be with World War II veterans, and all his efforts for many months past along with his plans for the future have been to satisfy their long-range housing needs.

January 1 this year, Gerholz-Healy expanded its public relations and promotion department, primarily to do more toward better satisfying the housing needs of veterans and other young people in Flint. "It is our considered opinion," says Mr. Gerholz, "that we are standing on the threshold of a new era in home building. We are also convinced that our office was not properly organized before January 1 to render the most efficient service to our clients, the largest share of whom are veterans. To them housing is a serious problem and in many instances they have experienced bruising disappointments. They want to know what the score is, and our attempt to give it to them is the principal objective of our new department. At least 60 per cent of our current business is with veterans. They are America's finest who kept faith with us, and we, as home builders, will not let them down."

Mr. Gerholz keeps an accurate, live application file of bona fide house buying prospects, most of whom are veterans. Each application is serviced regularly by means of a telephone call or personal interview, not only to bring Gerholz-Healy up to date on whether the prospect is still good, but to take the prospect into the firm's confidence as to how the house building work is progressing and thus do as much as possible to keep spirits up and attempt to give the veteran and his family an optimistic outlook on possibilities for housing. Service calls on applications are now being made several times each month. Such a plan, of course, implies that a list of applicants for houses be held to a workable number.

Gerholz-Healy have also been selling houses under a packaged mortgage plan, including a kitchen range and
(Continued to page 160)



LANDSCAPING has paid handsome dividends for many builders. The use of quality lawn seed and preparation materials plus well-planned shrubbery planting lend luxury and individuality to these low-cost Gerholz-Healy homes in 600-home Bassett Park addition.



GERHOLZ-HEALY plan to continue extensive landscaping work in the new 300-home Mott Park addition.

When Building with Concrete Masonry,

IN recent years the employment of concrete masonry in residential construction has forged to the front because of such inherent advantages as appearance, economy, ruggedness, fire safety, adaptability to all types of masonry wall construction, and its general availability. These advantages of concrete masonry have definitely established it as a building material which meets modern construction demands in a highly creditable manner.

The use of concrete masonry has been extended until it is now employed in the construction of all types of build-

ings. It is regularly used for both load bearing and non-load bearing walls, or partitions, as backing up for all types of facing materials, for fireproofing, as floor fillers, and for almost every building construction use where a masonry unit is required.

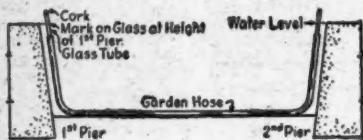
The drawings shown on these pages are intended to be helpful to the workman so that he may approach a job with full knowledge of the best methods of handling the materials he is called upon to use. Through a study of these plates a great deal of time may be saved on the job.

<h3>BUILDING WITH CONCRETE MASONRY</h3>	<p>COMMON SHAPES AND SIZES OF CONCRETE MASONRY UNITS. UNITS ARE ALSO MADE IN HALF LENGTHS AND WIDTHS OF 6-8-10-12 IN.</p> <p>① THREE CORE BLOCK ② CORNER BLOCK ③ PARTITION BLOCK ④ JAMB BLOCK ⑤ BULL NOSE BLOCK FOR STREAMLINE CORNERS ⑥ JAMB BLOCK FOR WOOD SASH</p>	<p>LAY OUT BUILDING FIRST</p> <ol style="list-style-type: none"> 1. PUT UP BATTER BOARDS AT CORNERS. 2. OUTSIDE EDGES OF BUILDING PLUMB LINE. 3. MAKE LENGTH OF WALL TO FIT CONCRETE MASONRY UNIT, USUALLY 16 IN. <p>WHEN LENGTH "A" EQUALS LENGTH "B" THE CORNERS ARE SQUARE WHEN OPPOSITE SIDES ARE EQUAL.</p>
<p>SET BATTER BOARDS AT SAME ELEVATION - A HOSE WITH GLASS TUBES IN EACH END MAY BE USED TO DO THIS</p> <p>WATER LEVEL GLASS TUBES (SAME SIZE) HOSE</p> <ol style="list-style-type: none"> 1. SET BATTER BOARDS AT ONE CORNER AS AT RIGHT 2. PLACE HOSE AS SHOWN. 3. FILL WITH WATER UNTIL WATER LEVEL IS AT TOP OF BATTER BOARD "A". 4. MARK WATER LEVEL AT OPPOSITE END "B" AND SET BOARD TO MARK. 	<p>ADEQUATE FOOTINGS ESSENTIAL</p> <p>GROUND LEVEL DIG</p> <ol style="list-style-type: none"> 1. DIG TRENCH DOWN TO FIRM SOIL BELOW FROST. 2. MAKE BOTTOM OF TRENCH FLAT AND LEVEL. 3. FORMS TO MAKE FOOTINGS PROPER SIZE. FOR LARGE BARN W-24, 8'-12" FOR HOG HOUSES, POULTRY HOUSES ETC. W-16, 8'-8". 4. FILL WITH 1:2:4 CONCRETE. 5. REMOVE FORM AFTER CONCRETE HARDENS 6. SWEEP OFF TOP OF FOOTING BEFORE LAYING CONCRETE MASONRY 	<p>START LAYING BLOCK AT CORNERS</p> <ol style="list-style-type: none"> 1. PLACE MORTAR FULL WIDTH ON FOOTING. 2. USE CORNER BLOCK WITH ONE FLAT END AT CORNERS. 3. PLACE BED MORTAR HERE FOR NEXT COURSE. 4. BUILD CORNERS UP USING MASONS LEVEL TO KEEP PLUMB AND STRAIGHT. <p>FOOTING</p>
<p>BUILD WALL BETWEEN CORNERS</p> <p>STRETCH LINE BETWEEN CORNERS TO LAY BLOCK TO.</p> <p>A 1x2" WITH SAW MARKS 8 IN. APART HELPS TO SPACE COURSES AT CORNERS. BED JOINTS ARE ABOUT 3/8 IN. THICK. BLOCK SHOULD BE DRY WHEN LAID IN WALL.</p>	<p>MORTAR RECIPE</p> <ol style="list-style-type: none"> 1. FOR WALLS ABOVE GRADE MIX 1 MEASURE MASONRY CEMENT (MEETING FED. SPEC. TYPE II) AND 3 MEASURES MORTAR SAND OR 1 MEASURE PORTLAND CEMENT, 1 MEASURE LIME PUTTY OR HYDRATED LIME 6 MEASURES MORTAR SAND PLUS ENOUGH WATER TO MAKE IT WORKABLE 2. FOR WALLS IN CONTACT WITH EARTH MIX 1 MEASURE PORTLAND CEMENT AND 3 MEASURES MORTAR SAND PLUS WATER 	<p>APPLYING MORTAR</p> <ol style="list-style-type: none"> 1. MORTAR IS PLACED ON BOARD BY THE HELPER. 2. POINTED TROWEL IS USED TO HANDLE MORTAR. 3. STAND BLOCK ON END TO PLACE MORTAR FOR VERTICAL JOINT. <p>MORTAR</p>
<p>PLACING BLOCK</p> <ol style="list-style-type: none"> 1. THIS BUTTERED BLOCK IS PICKED UP AS SHOWN AND SHOVED FIRMLY AGAINST BLOCK PREVIOUSLY PLACED. 2. LINE TO LAY BLOCK TO. <p>BED JOINT</p>	<p>SETTING BLOCK</p> <ol style="list-style-type: none"> 1. BLOCK IS LEVELLED BY TAPPING WITH TROWEL. 2. EDGE OF BLOCK JUST TOUCHES LINE. 3. EXCESS MORTAR IS SCRAPPED OFF. 	<p>MORTAR JOINTS ARE TOOLED AFTER MORTAR HAS BECOME QUITE STIFF</p> <p>ROUNDED "O" OR "V" SHAPED TOOL IS RUN ALONG JOINT TO COMPACT MORTAR.</p> <p>TOOLED JOINTS</p>
<p>BUILD AROUND DOOR FRAME</p> <ol style="list-style-type: none"> 1. BRACE DOOR FRAME. 2. BUILD WALL AGAINST DOOR FRAME. 3. USE FULL LENGTH AND HALF JAMB BLOCK (STEEL SASH) NEXT TO FRAME. 4. BOLTS THROUGH FRAME AND LAID IN MORTAR JOINT HOLD FRAME IN WALL. 5. STRIP FITS INTO BLOCK. <p>JAMB BLOCK (STEEL SASH)</p>	<p>STEEL SASH BUILT INTO CONCRETE MASONRY WALL</p> <ol style="list-style-type: none"> 2. FLANGE ON WINDOW EXTENDS INTO RECESS IN JAMB BLOCK 3. FILL RECESS WITH MORTAR 4. PRECAST CONCRETE SILL 1. JAMB BLOCK FOR STEEL SASH SET SILL IN MORTAR. 	<p>USE REINFORCED CONCRETE LINTELS ACROSS OPENINGS</p> <p>TWO-PIECE LINTEL FOR STEEL SASH. ONE OR TWO-PIECE LINTEL FOR WOOD FRAME.</p> <p>STEEL WINDOW FRAME SETS IN BETWEEN LINTELS ALSO INTO SILLS.</p> <p>LINTELS ARE REINFORCED TO CARRY WALL LOAD ABOVE OPENINGS</p> <p>DRIP</p>



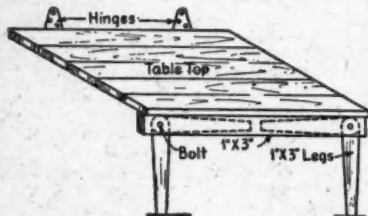
How-To-Do-It Pointers

How to Level Piers and Batter Boards



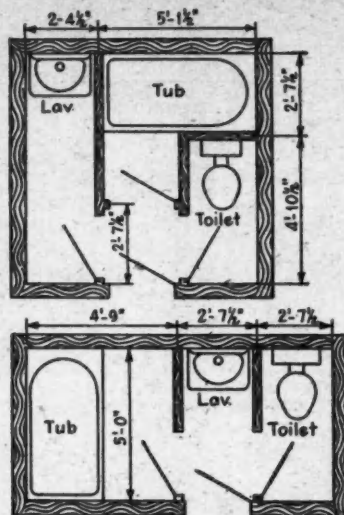
Take a fifty foot water hose and remove the metal ends. Insert approximately six inches of glass tubing in each end where metal has been removed. Fill hose with water and cork both ends. Hold one glass up to height of pier and mark glass. Raise or lower other end of hose until water in first tube coincides with mark. William L. Dodds, Star City, Arkansas.

How to Make a Handy Work Table



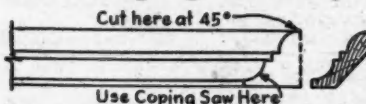
Where space is limited the use of a hinged table such as is shown here can be used in kitchen or basement. To install simply fasten one side of the table securely to the wall with proper hinges. When the table is not in use the legs can then be turned to rest in back of the 1 x 3 inch strip which has been secured to the outer edge of the table. Bolt legs to strip. Joseph P. Entz, Woolford, Alberta, Can.

How to Increase the Utility of Small Bath



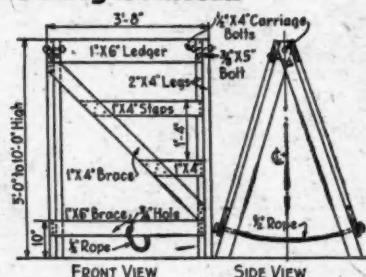
In remodeling or in the planning of a new home where more than two people are to be considered, the two suggestions shown above are offered. Each fixture is provided with its own separate enclosure, made up of studs and plaster or plywood as shown. Thomas B. Weiss, Hazleton, Pa.

How to Make a Joint with a Coping Saw



Cut any moulding at an angle of 45 degrees and the line of the cut will be a perfect outline of the mould. Regardless of its shape the mould will fit perfectly in the mitre box. Russell Wood, Calgary, Alta., Canada.

How to Make a Folding Scaffold



These jacks were used by a plasterer recently. They are simple to make—safe, strong and easy to use and to carry around. They fold flat and fit in the bed of a pickup truck. J. G. Caldwell, San Mateo, Calif.

Functional Design Suggests Simplification

By R. J. Alexander

THE design of today's homes, whether they be functional or traditional, is still accomplished by the orderly and pleasing arrangement of details and by the wide use of appropriate materials.

Houses are still made up of walls, a roof, cornices, doors, windows, and a chimney. Wall and roof coverings have not changed appreciably in a good many years. A wiser use of these exterior coverings has resulted in a simple straightforward style in residential design.

The appearance of windows and doors is much the same as it was years ago. Average window sizes have increased due to a desire on the part of the home owner for lighter and more livable interiors. The mechanism of windows in particular has been bettered considerably in recent years, factory weatherstripping and prefitted being especially noteworthy.

The functional type house features the judicious use of materials more or less native to the locality, simplicity of design and very little in the way of ornamentation. Low, wide cornices are appropriate and the roof pitch should be kept as low as the proper use of materials will permit.

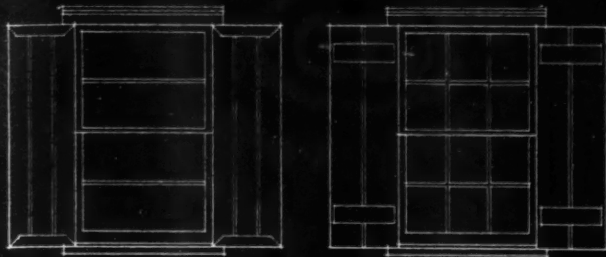
Stone and brick are suitable for use around entrances and in the construction of chimneys and fireplaces. Ample proportions are required to achieve proper design of these features.

Wide beveled siding with a thickness of at least three quarters of an inch is appropriate as a wall covering. Double coursed wood shingles with a minimum exposure of twelve inches will give the broad horizontal lines which are characteristic of the style.

In contrast with the traditional type house a free use of color is permissible. Placed among houses of conventional design a functional house with bold coloring will be outstanding.

The interior of the functional type house should convey a feeling of spaciousness and livability. Rooms should be designed and located for multiple use. Some items of furniture may be built in. Manufacturers have developed new wallboards and coverings, together with suitable mouldings that are adaptable to present day design trends.

NO. D. 29. DESIGN DETAILS. FUNCTIONAL TYPE HOUSE.



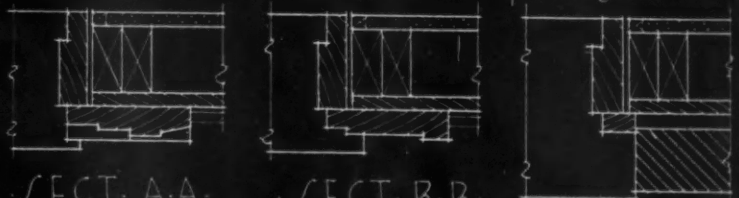
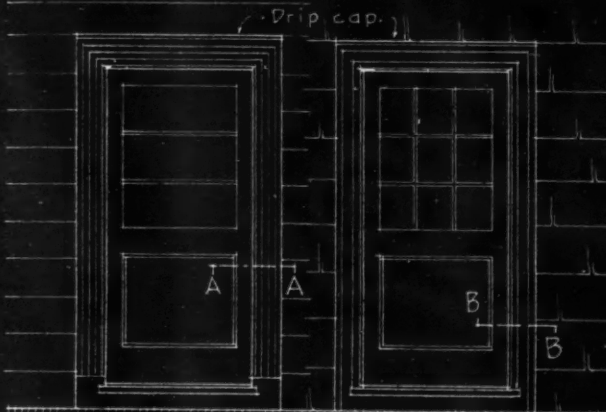
WINDOWS AND BLINDS.



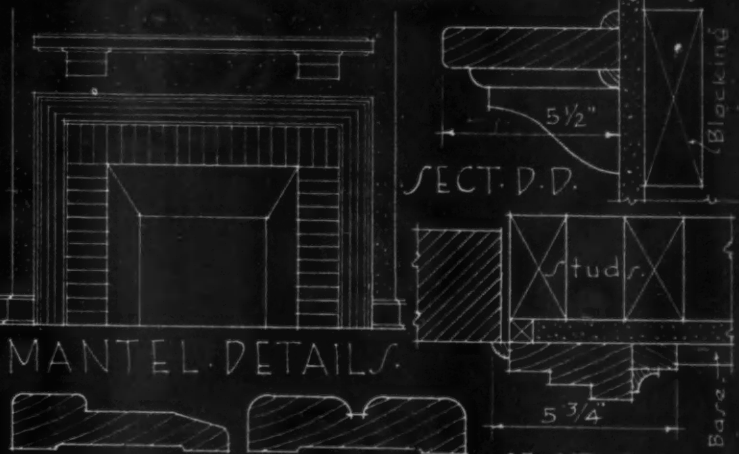
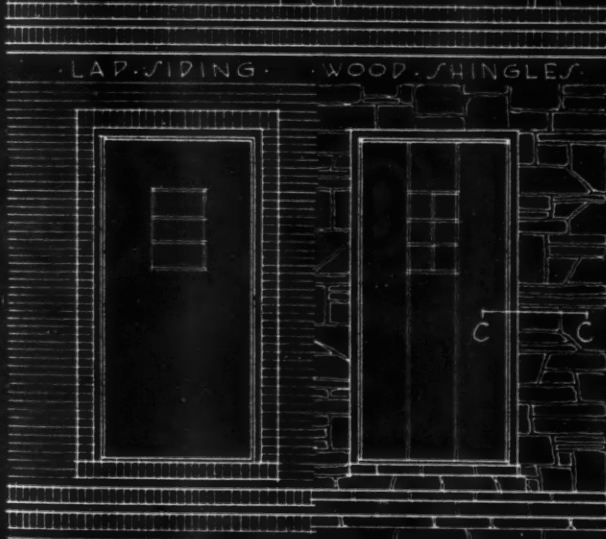
EXTERIOR ELEVATION. INTERIOR ELEVATION.

PICTURE OR VIEW WINDOWS.

Note: May be single pane of insulating glass; requiring no storm sash, or single sheet of plate glass.



SECT. A-A. SECT. B-B. SECT. C-C.
DOOR FRAME DETAILS.

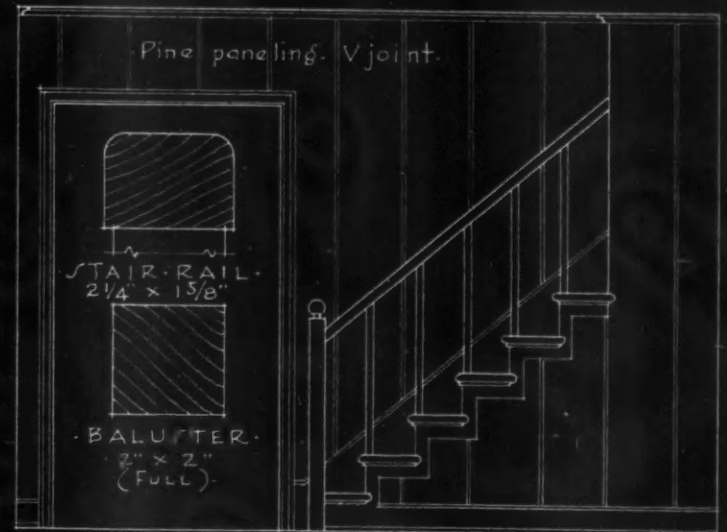


MANTEL DETAILS.
SUGGESTED CASINGS. SECT. D-D. SECT. E-E.

BRICK. STONE.
EXTERIOR DOORS & FRAMES.



FLUSH. ONE PANEL. INSERT PANEL.
INTERIOR DOORS.



DETAILS OF STAIRWAY.

"PREFABS"

Hamill & Jones, Los Angeles, add new models to line of manufactured houses, garages and guest houses. Firm has five-man crews trained to move on home site and erect their structures in shortest possible time.

A MANUFACTURED house, designed and built to meet the needs of Californians, is being produced by Hamill & Jones, Los Angeles, in several different models, with either two or three bedrooms. The house featured here is their three-bedroom model and although up to the present time their operations have centered in the area adjacent to their plant, plans call for eventual nationwide distribution.

Structural members of the house are of wood in the conventional sizes, cut and assembled on jigs in the factory. Wall, roof and floor sections are completely finished and ready to erect when they leave the factory. As a result of an ingenious plan for fastening sections together by means of bolts, wood siding and interior plywood or gypsum wallboard put on the panels at the factory fit together with tight joints when the house is erected. The roof sections, like the sidewalls, are completely finished before being shipped, including the application of wood shingles. Floor sections likewise are ready to lay when they arrive on the job site.

The conventional architectural lines of these houses, plus adequate-sized rooms, plenty of window area, closet and storage space are features which Hamill & Jones have emphasized in their planning. The houses have been on the market for over a year, although the new models were just recently developed.

One of the chief factors emphasized by the manufacturers of these houses is that when the sections are bolted together the house is completely finished on the interior and exterior, except for installation of wiring, plumbing and heating. Cost of the various parts of the house is approximately as follows: panels for the building itself, \$3,184; flooring, \$273; plumbing, \$775; electrical kit, \$134; interior wallboard or plywood, \$538; kitchen cab-



ALL sections interlock and are bolted together at the joints.



ROOF sections arrive ready for erection complete with shingles.



EXTERIOR elevation of new three-bedroom Hamill & Jones house.

for Thousands in California

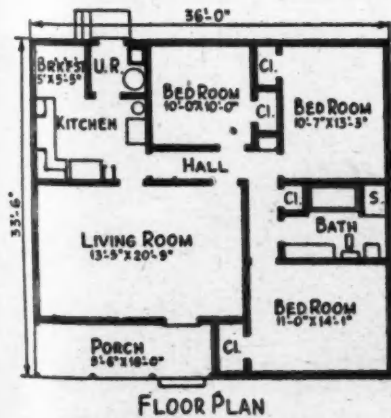
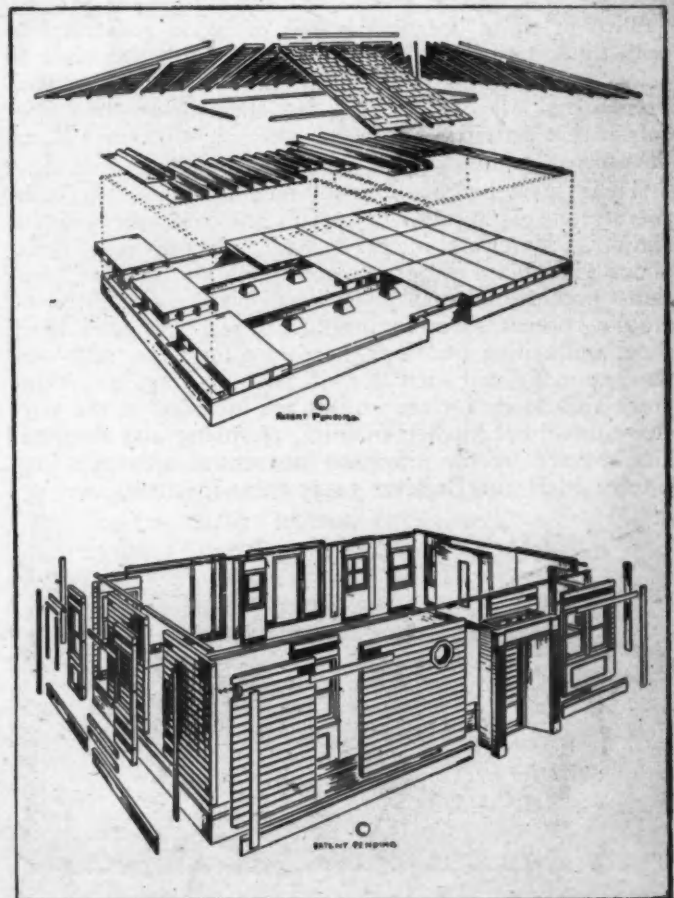


INTERIOR walls may be of prefinished plywood or gypsum board.

DRAWINGS below show the various parts of a typical H&J house.

inets, \$197; sink top, \$74; medicine chest, \$13; furnace, \$116; delivery, \$120. Total about \$6,000. The firm finds it costs about \$3,000 for the foundation and labor for erecting and finishing the house.

Although the houses are engineered to conform with a majority of building codes and to satisfy organized labor, the firm has a plan whereby erection on the site selected by the owner is done by the manufacturer's own personnel. The company has organized five-man crews specially trained in erecting the Hamill & Jones houses. When a house is delivered to a homesite, the plan calls for dispatching one of the special crews to erect every section and part of the house in the shortest possible time. The firm also manufactures utility houses, guest houses and garages, which along with the regular houses are sold through dealers who are franchised by Hamill & Jones.



THIS is the floor plan of a new Hamill & Jones 3-bedroom manufactured house. Here a breakfast nook is adjacent to the kitchen and the bathroom includes a shower-stall in addition to a built-in tub.

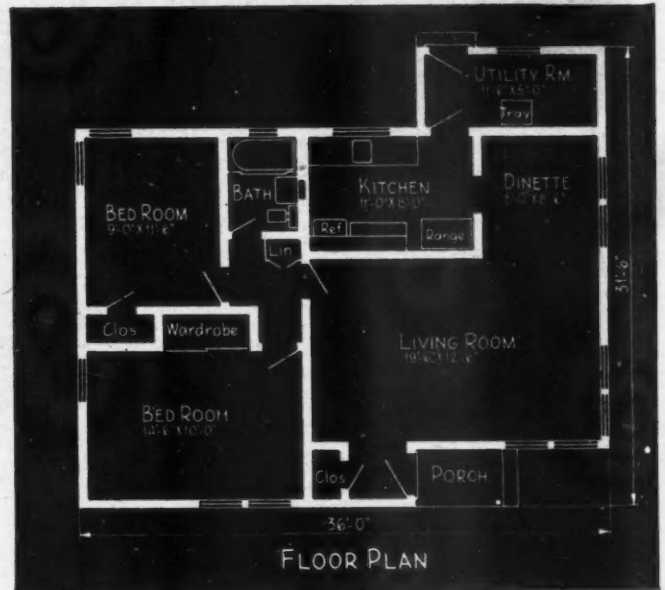


HIP roof and wing give this prefab house long, sweeping lines.

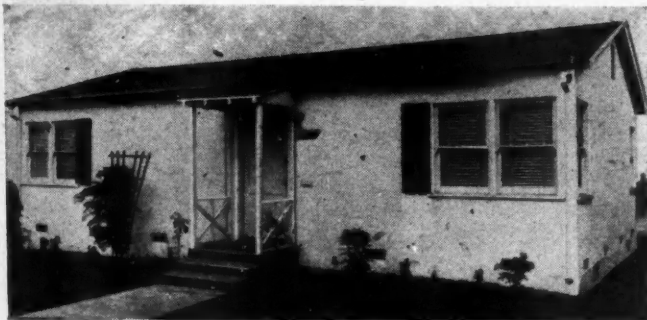
"Your Home in a Hurry" is slogan of Prefabricated Home Builders, Los Angeles, who offer one, two, and three-bedroom houses.

Two or three bedroom homes of wood construction, with the exterior and interior finish for the purchaser to select and install, have been announced by Prefabricated Home Builders of Los Angeles. Previously their prefabrication activities had been confined primarily to production of cabins and garages.

Their three-bedroom model now includes two bathrooms, one equipped with a tub and the other with a shower. Materials included with the purchase price, about \$5,500, are girders, joists, rough flooring, wall sections precut and nailed, ceiling joists, hangers, roof framing precut, sheathing, asphalt or wood shingles, base, shoe, and ceiling moldings, hardware for doors and windows, porch detail such as roof, posts, railing, etc. Windows and doors for the houses are included in the purchase price, but kitchen cabinets, plumbing and electrical kits selected by the purchaser are extra, although Prefabricated Home Builders carry them in stock.



BASIC floor plans conform to a standard design but any house may be completed by the purchaser to suit individual tastes.



THERE are 792 square feet of floor space in this two-bedroom house.



THIS truck is loaded with all the parts for one complete house.

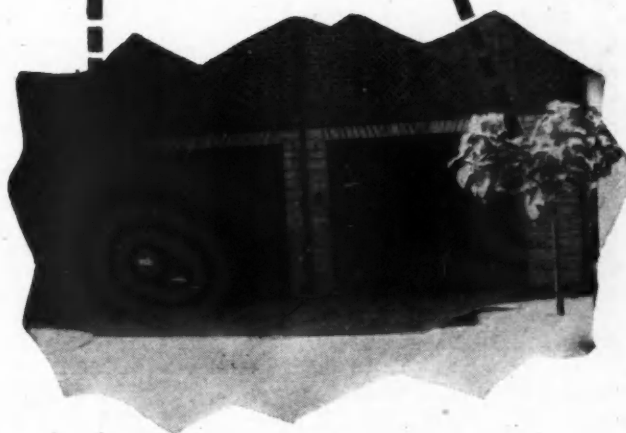
for the OTHER "FRONT DOOR"
Specify
Ro-Way OVERHEAD TYPE DOOR



With today's garage being built "Up Front" as an integral part of the modern home, the appearance of the car entrance becomes almost as important as the front door.

When you specify RO-WAY Overhead Type Doors, you're selecting a door designed for "good looks," as well as for extra durability and easy operation. Your clients will like the smooth way these doors "float up" and "glide down" . . . without sticking or sagging.

RO-WAY OVERHEAD TYPE DOORS are easy to operate in any kind of weather and give lasting satisfaction and service because they have these FIVE exclusive improvements—



1. FRICTION-REDUCING TRACK
2. "DOUBLE-THICK TREAD" TRACK ROLLERS
3. "TAILOR-MADE" POWER SPRINGS
4. "CROW'S FOOT" OUTER BEARING SUPPORT
5. RUSTPROOF HARDWARE

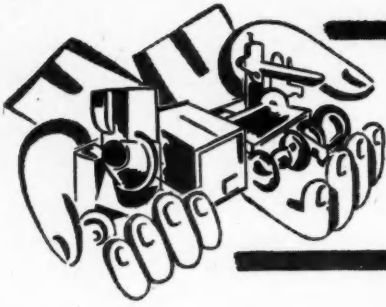
Dependable RO-WAY sales and installation service is available all over America. Write for free catalog. See our catalog in Sweet's.

ROWE MANUFACTURING COMPANY

719 HOLTON STREET

GALESBURG, ILL., U.S.A.

There's a Ro-Way for every Doorway!



NEW PRODUCTS

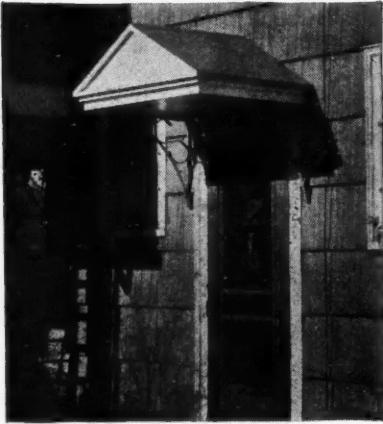
Offered by Manufacturers

HEAVY DUTY BENCH GRINDER AB3701

A 6-inch heavy duty bench grinder designed for better service in grinding, tool sharpening, wire brushing and buffing is offered by the Black & Decker Mfg. Co., Towson, Md. Housings of die-cast zinc are streamlined to improve working clearances. Steel wheelguards and covers are wide enough to accommodate a standard 3-section wire wheel brush without any change in the guard. Adjustable U-shaped tool rests fit around the grinding wheel. A machined hole on the face of the grinder provides for mounting attachments. To prevent accidental contact, the button switch is recessed in the housing.

READY-MADE DOOR CANOPY AB3707

An aluminum canopy, finished in white with green roof and attached with two ornamental steel brackets for use over any outside door, is the newest product of The Tel-O-Post



Co., Akron, Ohio. It is 48 inches wide, 32 inches deep, 17 inches tall, and will hold over 300 lbs. without sag. Installation is simple and can be accomplished in less than twenty minutes.

BRICK PRODUCING MACHINE AB3710

A vibrating machine that produces 28 bricks per minute for all construction purposes including fireplaces, chimneys, walks, wells, tanks, and fill-ins is now available. Designed for high production at low-cost, the machine produces a concrete brick uniform in size and density, with smooth finished sides and sharp edges and corners.

A heavy duty vibrator assures long life and peak performance. A built-in electronic control allows operator to vary the amplitude of vibration at

will, permitting wide range of mixes and aggregate selections. The machine uses plain wood or steel pallets of any thickness, and requires a minimum of power consumption.

This machine is a product of R. S. Reed Corp., Three Rivers, Mich.

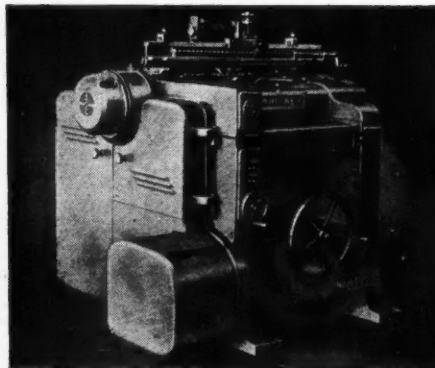
PORTABLE RADIAL SAW AB3709

A new light weight portable 12-inch radial saw has been added to the Monarch Uni-Point line of woodworking machinery. Manufactured by The American Saw Mill Machinery Co., Hackettstown, N.J., the saw has a 3 by 16-inch crosscut and 20½ inch wide ripping capacity, and can be carried and plugged in anywhere there is electric current. Made principally of light, non-rusting magnesium, the unit, complete with carrying frame and 1½ h.p. electric motor, weighs approximately 200 pounds and is so compact it will go through a 30-inch doorway.

A booklet describing the unit in detail can be had from the company.

NEW WHITNEY PLANER AB3702

Baxter D. Whitney & Son, Inc., Winchendon, Mass., is now manufacturing a planer of medium capacity with wedge raising bed for the low-price field. Designed for the small woodworking plant, cabinet factory, or carpenter shop, it has one-piece base; 4-knife round cutterhead; 4½ in. diameter cutting circle; 4 power driven rolls; sectional infeed roll; sectional chip-breaker of new and improved type; all gears accessible, fully protected; planes stock 1/16 in. to 8 in. thick; feeds 20 to 60 ft. per minute; finger-tip controls at left side



of machine; built-in cutterhead and feed motors, and the Whitney standard knife-grinder, knife setting and truing devices. The planer is shipped, ready to wire and start running.

SPACE-SAVER REFRIGERATOR AB3703

A new electric refrigerator with a storage capacity of six cubic feet but requiring no more floor space than the four cubic foot model is now being



produced by the Kelvinator Nash Corp., Detroit, Mich. The machine is designed for apartment and multiple-housing projects. Overall: width, 24-1/16 in.; depth 26¾ in.; height 55-3/16 in.

GLIDE-AWAY GARAGE DOOR AB3704

The Steel Door Division of the Stamping Products & Manufacturing Co., 628 East Forest Ave., Detroit 1, Mich., offers an upward-acting type garage door. Constructed of N-A-X High Tensile Steel, specially treated to resist rust and corrosion, the door is easily operated through a spring lock. Named "Glide-Away" it lifts right out of snow or ice, rises overhead and glides away, assuring complete clearance and easy, effortless parking. A single door is 8 ft. wide by 7 ft. high and can be adapted to new construction or modernization.

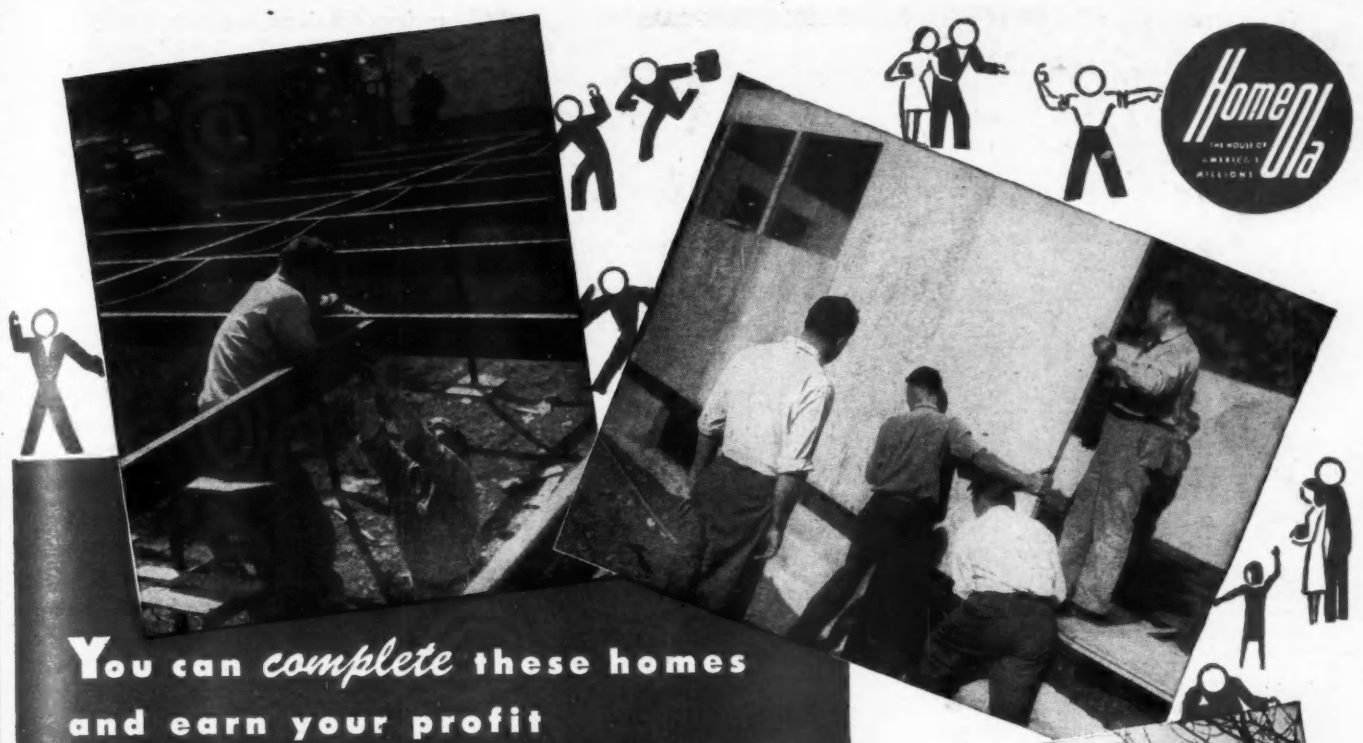
IMPROVED DOOR CONTROL AB3711

A new type door control with positive closing action is now available. Operating on a simple mechanical principle, the action of the control is such that the door is made to close relatively fast up to a point about one inch short of being fully closed and is then automatically slowed and quietly eased into its closed position. Unit is a product of the B. L. Mallory Co., 1201 East Eight Mile Road, Hazel Park, Mich. (Continued to page 122)

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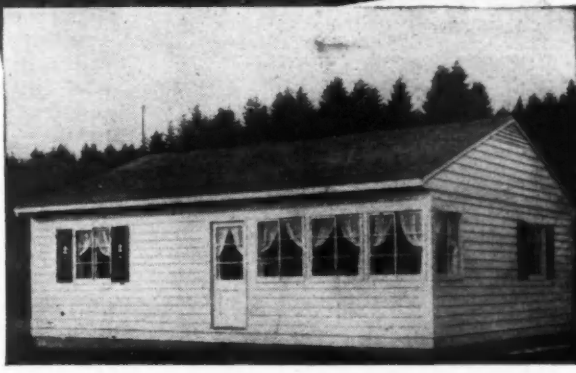


**You can complete these homes
and earn your profit
within 2 weeks!**

You can earn *quick* profits by building HomeOla Manufactured Homes because they can be erected *ready for occupancy* within two weeks. There's no waiting or hunting for scarce parts because the furnace, hot water heater, all plumbing, electrical fixtures and wiring—*everything* that has been holding up construction of conventional houses, is furnished by the HomeOla factory. Your men can work steadily.

Completed HomeOla houses sell from \$3,000 to \$16,000, depending on which of the seven models are erected. For subdivisions, these models provide endless variety.

You can be sure of owner satisfaction with the completed home, because HomeOla has a thousand enthusiastic owners from coast to coast and Alaska. The FHA has accepted it nationally, the RFC issued HomeOla the first guaranteed market contract, and the National Bureau of Standards has found that all parts exceed conventional specifications by substantial margins.



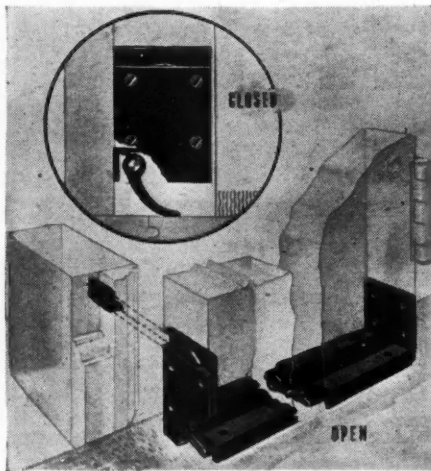
Write today for a quotation, stating: 1) floor plan preference, 2) number of houses wanted, 3) delivery date at specified destination.

THE HOMEOLA CORPORATION 9 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS
MANUFACTURERS OF STANDARDIZED HOUSE PARTS

(Continued from page 120)

DOOR SEAL AB3712

A draft eliminating door seal that anyone can install is being manufactured by The V & L Home Utilities Corp., Rockford, Ill. Named "Draft Bloc," the seal is of all metal construction with molded rubber sealing plate



which is carried between a pivot plate and the actuating lock. Upon closing the door the sealing blade is automatically pressed against the floor, adjusting itself to any size opening under the door up to 1 1/4 inches. As the door is opened it snaps up out of sight, permitting the door to pass over a thick rug without scraping. It fits all standard doors of any thickness and can be used either outside or inside.

ROTARY DRILL PRESS PLANER AB3709

A Safe-T-Plane which will plane, rout, panel, bead or rabbet to any depth in woodworking materials, and which is easily fitted to any drill



press in 30 seconds, is being distributed by A. D. McBurney, 939 West 6th Street, Los Angeles, Calif. Its positive cutting action eliminates scraping or tearing in hard, medium or soft woods including balsa. Special cutters are provided for square shouldered cuts and for work on non-ferrous metals and plastic products. For precision work, only one blade setting is necessary.

SIMPLE-SIMON BAND SAW AB3705

A new Model "80" Simple-Simon band saw has been placed on the market by the Hamer-Nixon Corp., 402 Swetland Building, Cleveland 15, Ohio.

Thirty-seven inches in height and twenty-two and one-half inches wide, the new saw features double ball bearing suspension of each wheel with lifetime grease seals; hardened, adjustable roller guides; and a safety guard over the blade. The saw body is heavy ribbed of high tensile aluminum, rigid, but light and strong.

The precision-balanced wheels provide smooth operation and a heavy spring retains tension on saw blade, reducing breakage. The cast, ribbed table tilts from 0° to 45°.

NEW BERRY GARAGE DOOR AB3713

The Berry Door Corp., Birmingham, Mich., has announced a new and revolutionary type of track hardware for the production of a Berry aluminum garage door that tilts up



and rolls completely inside the garage. The door fits a standard 8 x 7 foot opening, and needs only two inches of head room and 2 3/4 inches of side clearance. Installation is greatly simplified by factory assembling of the mechanism.

Builders and home owners now have a choice between the canopy type of Berry door that swings up outside the garage, and one that rolls inside. The pressure of a finger is enough to open the Berry "track" door. Power is supplied by a completely enclosed power unit on each side of the door. There are no exposed

springs, and no weights.

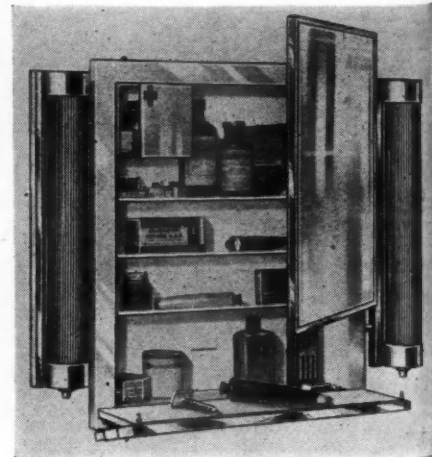
Installation is a one-man job. Weatherstripping, lock and striker plate are factory applied.

IMPROVED THRU-WALL FLASHING AB3714

A new thru-wall flashing designed to prevent leaks and seepage in building walls, streaks, stains, and efflorescence which so often disfigures a building, and the rusting of spandrel beams, was recently put on the market by the Chase Brass & Copper Co., Waterbury, Conn. Outstanding new features are: Sawtooth corrugations that form a mechanical key bond in the mortar, vertically and laterally; perfect drainage; provisions for expansion and contraction; interlocking overlap which requires no soldering; stiff counterflashing face that hugs the wall tightly after the base flashing has been installed; and the ease with which it may be bent.

NEW TYPE BATHROOM CABINET AB3706

Faries Manufacturing Co., Decatur, Ill., has developed a bathroom cabinet complete with fluorescent fixtures and a drop shelf on which to place toiletries while in use. Other features are a "Safe-T-Chest" for safe storage of poisonous drugs, a handy razor blade disposal, and an inside tooth brush holder. The cabinet, named "Park Lane," is bonderized for rust protection, and is finished in polished chrome



and white baked enamel. The fixture shades can be opened to obtain greater illumination for shaving or applying cosmetics.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

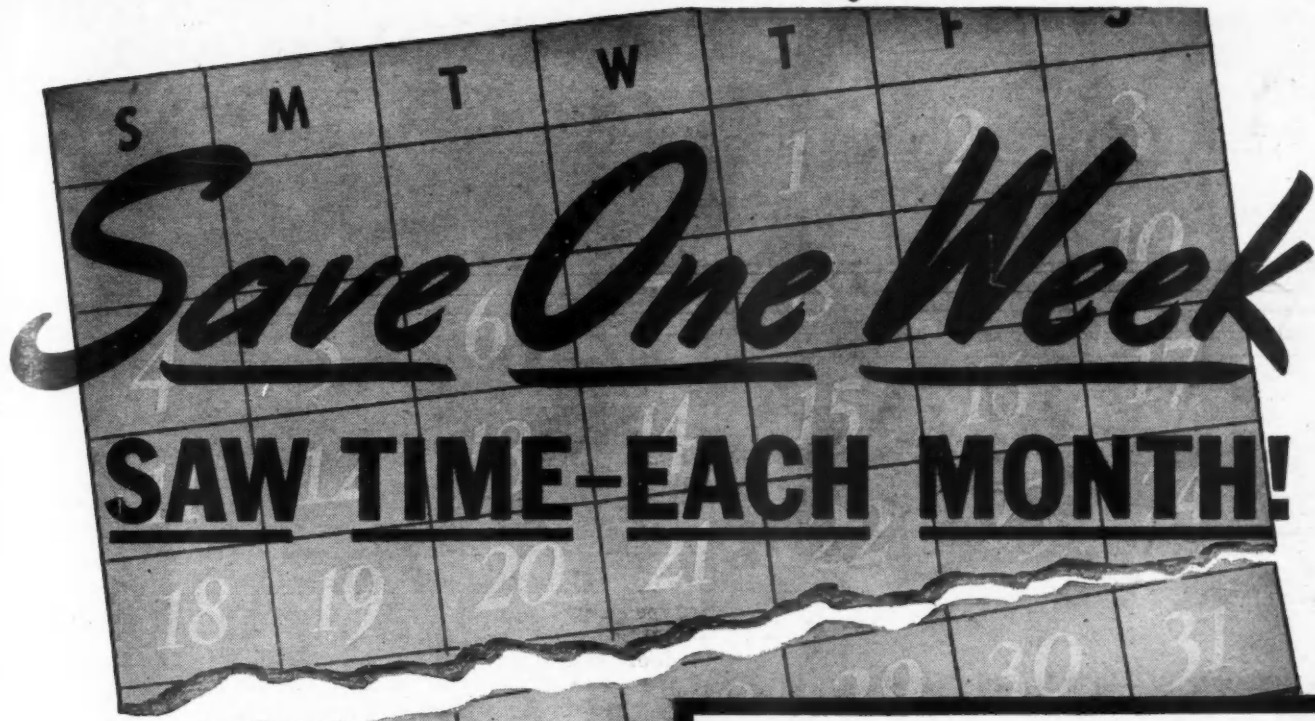
American Builder, 105 West Adams Street, Chicago 3, Illinois

NAME ADDRESS

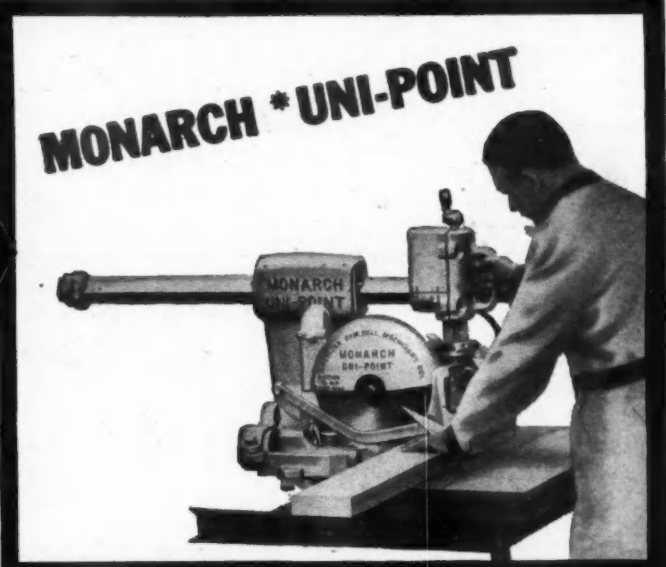
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| AB3706 | AB3707 | AB3708 | AB3709 | AB3710 |
| AB3711 | AB3712 | AB3713 | AB3714 | |

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder.



... with this
NEW PORTABLE
 Radial Saw
 built of magnesium



4 IMPORTANT DIFFERENCES

LIGHTEST—Constructed of magnesium, this new Portable Monarch Uni-Point is the lightest, most compact 12-inch radial saw in the world. Now, at a low first cost, you can enjoy Monarch Uni-Point's famous advantages right at your elbow for week-in-week-out extra profits.

AT LEAST 25% FASTER—Exclusive one point cutting with Monarch Uni-Point, ends costly waste motions . . . speeds up production so you can save at least one whole week's saw time each month.

ALL-PURPOSE—You can make any kind of production cut in wood with your Portable Monarch Uni-Point. Its rigidity and machine tool construction assure absolute accuracy. And its big 3 by 16-inch crosscut and 20½-inch ripping capacity leads the field for radial saws of similar size and mobility.

SAFEST—Has no hazardous, jutting arm. This and other protection features make a Monarch Uni-Point Radial saw the one you'll be safest with for greater, more economical production. Send today for full information.

Write for booklet on
 the PORTABLE
 MONARCH UNI-POINT
 — IT'S FREE —>



For a Larger MONARCH UNI-POINT

Available also is stationary Model AJ, larger and mounted on open steel frame table, for heavier production. With its 16-inch blade powered by 3 HP or 5 HP motor, this popular Monarch Uni-Point model has set radial saw records everywhere. Crosscut capacity 4¼ inches deep by 25 inches wide and 0 to 31 inches for ripping.

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

AMERICAN SAW MILL MACHINERY CO.
 Manufacturers of Saw Mill and Woodworking Machinery
 50 Main Street • Hackettstown, New Jersey

**PresTile National Advertising
pre-sells your customers**



EACH month, through Better Homes & Gardens, American Home and other magazines, more and more homemakers are learning about the advantages of using PresTile . . . the quality tileboard with its plastic beauty baked in. While we are striving to meet overwhelming demand, PresTile continues to advertise as an aid to dealers, contractors and architects.

PRESTILE MANUFACTURING COMPANY
2860 LINCOLN AVE., CHICAGO 13, ILL.

PRESTILE

"It's Plastic Beauty is Baked In"

Catalogs and HOW-TO-DO-IT INFORMATION

- 295—CONSTRUCTION DATA AND HANDBOOK**—published by the A. C. Horn Co., 43-36 Tenth St., Long Island City, N.Y., gives pertinent information on caulking and glazing compounds, construction details, floor materials, paints and coatings interior and exterior, weights and measure tables, and how to measure flat surfaces. Charts and diagrams are used throughout.
- 296—STAINLESS STEEL CABINET SINKS**—is the subject of a colorful 4-page folder prepared by the Elkay Manufacturing Co., 1874 South 54th Ave., Chicago 50, Ill. Details of construction and design are given.
- 297—AIR-CONDITIONED AWNING**—is the title of a beautifully illustrated 4-page booklet released by the Kool-Vent Metal Awning Corp. of America, Keystone Bldg., Pittsburgh, Pa. Featured are full-color photographs of actual installations.
- 298—THE MAHOGANY BOOK**—Sixth edition is now available from the Mahogany Association, Inc., 75 East Wacker Drive, Chicago 1, Ill. This issue features a new cover and uses more modern designs than earlier issues; the usual color plates of the various types of figures found in mahogany and which are of such value in the trade are included.
- 299—CEMENT BLOCK MACHINE**—product of Ford Cement Block Machine Co., Cedar Falls, Ia., is featured in a 4-color pamphlet. Important features of the machine are described and illustrated, as are the 30 different types of blocks it makes.
- 300—PORCELAIN ENAMEL ON STEEL IN ARCHITECTURE**—is the subject of a 32-page 8½ x 11 brochure in two colors issued by Carnegie-Illinois Steel Corp. The advantages of porcelain enamel on steel for both exterior and interior applications are pointed out and illustrated with attractive sketches. Copies are available from any office of the U.S. Steel subsidiary companies: Carnegie-Illinois Steel Corp., Chicago or Pittsburgh.
- 301—PLAN TO BE COMFORTABLE**—is the title of a 22-page booklet prepared by The National Radiator Co., Johnstown, Pa. How to select a heating system and the proper medium to convey the heat to living quarters are principal topics. This is a useful guide to remodelers and prospective builders.
- 302—VARLAR STAINPROOF WALL COVERING**—is the subject of a series of Technical Data Sheets available from Varlar, Inc., 6-154 Merchandise Mart, Chicago 59, Ill. Description, specifications and laboratory tests of Varlar's stainproof, fireproof and colorfast qualities are given in detail.
- 303—ALUMINUM WINDOWS**—of Alcoa aluminum with concealed built-in integral sub-frames are described and illustrated in a full-color 8-page booklet prepared by Cupples Products Corp., 2650 South Hanley Road, Maplewood, St. Louis 17, Mo. Specifications and installation details are covered at length.
- 304—ESSENTIAL APPLIANCES**—for heating, ventilating, cooling and cooking as manufactured by the Utility Appliance Corp., 4851 So. Alameda St., Los Angeles 11, Calif., are treated at length in a 2-color 16-page booklet available from the company. Model units, their dimensions and performance data are featured.
- 305—ADEQUATE WIRING SYSTEMS**—is the theme of a 22-page full-color booklet prepared by Pass & Seymour, Inc., Syracuse 9, N.Y. Practical suggestions are given as to what type and how many outlets and switches are needed in the average home.
- 306—ROOF TRUSSES**—product of the American Roof Truss Co., 6850 Stony Island Ave., Chicago 49, Ill., are de-

(Continued to page 166)

Rambling Houses ... AND OTHER UNUSUAL TYPES EASILY HEATED WITH J&C WINTER AIR CONDITIONERS



Long rooms and unusual floor plan of the modern home illustrated presented a difficult heating problem that was quickly solved with a J & C Winter Air Conditioning Unit.

With the trend of modern home design veering sharply from the conventional, unusual heating problems are presented due to the increasing popularity of long rooms . . . widely separated rooms . . . ells, and other projections. In the complete line of J & C Winter Air Conditioners, you will find exactly the right unit to provide plenty of warm, clean, filtered air to every portion of rambling type houses or those of unusual design. The J & C engineered design of greater direct radiation area captures more usable heat per unit of fuel. One-piece welded construction prevents heat loss and leakage of soot and noxious fumes into the air stream. Smart new cabinet styling blends harmoniously with recreation rooms and insures an attractive finished installation.

Where heat requirements are greater, J & C POWER RATED* Heaters, producing from 380,000 to 3,800,000 Btu with gas, oil, or coal firing give complete designed-to-the-job coverage of this heating field . . . apartment buildings, churches, factories, warehouses, and processing. Single-unit J & C Heaters, POWER RATED* to the job, provide excellent heat control without the cost and added work of multiple installations.

* POWER RATED Heaters are designed-to-fit-the-job . . . provide specified Btu output to meet big requirements.

A PRODUCT OF 
JACKSON & CHURCH CO.
 SAGINAW, MICHIGAN





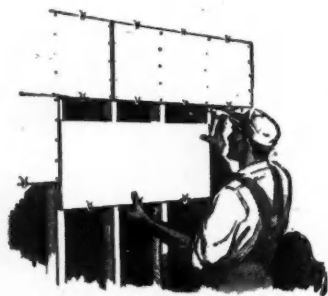
For Inside Walls —
GIVE YOUR CUSTOMERS

Double FOR THEIR MONEY!

Double-duty Insulite Lok-Joint Lath does two things for the price of one:

(1st) Serves as a plaster base, (2nd) Insulates.

That's double value for the money—a bonus to your clients—a talking point for you. Double-duty Insulite Lok-Joint Lath nails on fast, saves time, makes a stronger plaster bond.



ONE MATERIAL
Double USAGE

INSULATES AS IT
BUILDS AS IT



DIVISION OF
PAPER



MINNESOTA & ONTARIO
COMPANY

"Insulite" is a registered
trade mark, U.S. Pat. Off.

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News, Views
and Comments

On and Off the Record

NEW HOMES IN 1947—*American Builder* survey shows that 22,000 builders and contractors will build 910,200 new single family homes this year. Another survey by *American Builder* shows that 7,826 builders and contractors will erect 44,451 apartment buildings containing 282,263 units this year. Total is 1,192,463 new residence units.

BIGGEST YEAR—Barring widespread strikes, and assuming relief from rent controls, 1947, on the basis of the surveys, will be the biggest home building year of all time.

RESTRICTIONS—Government restraints on home building are still with us. The modifications in restrictions were not made to free home builders from the paralysis imposed by government during 1946. They were made for political reasons, and to give the public the idea that government had given the ball and a green light to builders.

PRICE CEILINGS—The removal of the \$10,000 ceiling on new homes does not represent a retreat by government from home building controls. With the removal of the price ceiling came the imposition of a size limit—1500 square feet. The result is a switch from price to size ceilings, and government thus continues its attempt to force builders to build for a class rather than for the market.

1500 SQUARE FEET—Recent compilations show that the great bulk of new homes always has been in the size bracket 1500 to 2500 square feet. Thus, the new ceiling on areas aims at the minimum size for the largest market bracket. The area ceiling is just another way of saying that all new homes must be small ones.

VETERANS' PRIORITIES—Discontinuation of HH priorities on December 24, and institution of a system of government permits for home building still leaves the control of home building in the hands of government agencies. The effect of the permit system depends on the intelligence of the administering agency head.

MEETING THE MARKET—Complete removal of priorities and permits, and complete removal of ceilings of all kinds, would permit building for the market, and eliminate the

possibility of glutting the market with homes of a given size. Some Washington officials frankly are afraid to remove all home building ceilings. They fear that even a negligible number of very large houses would offend organized veteran groups. Thus, while some officials in government guardedly admit the uselessness and in some cases the danger of area ceilings, the ceilings will stay until somebody convinces the veterans that ceilings are more harmful than beneficial in getting adequate housing for veterans.

MORGAN L. FITCH—This Chicago realtor, new president of the National Association of Real Estate Boards, charged that "The rent control plot is designed to turn private property into a public utility." Citing a CIO spokesman before the Senate Banking and Currency Committee, Fitch said that the witness made out a case for permanent housing shortages, with the result that if his advice is followed veterans will be told that there is no price at which they can be given a place to live. "Of course," added Fitch, "they will hear that they have cheap rent, but they will also hear that the price of this cheap rent is no place to live."

80th CONGRESS—After a month the new Congress was reported to be near the end of the toil of organizing with a new party majority. Organizing a new Congress, particularly with a change of party control, might look easy to the voter back home. It is anything but that. The long, tortuous process of setting up committees and procedures is a penalty of a democratic form of government.

HAWKES BILL—This bill calling for removal of rent ceilings on new construction, and a raise of fifteen per cent in rents on existing structures, was the only measure pertaining to the housing situation that had been proposed by the first of February.

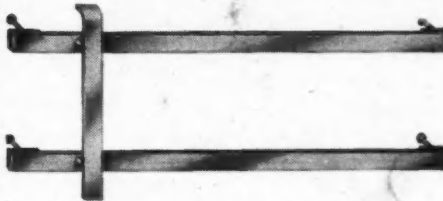
LULL BEFORE STORM—The quiet on the legislative housing front is not to be construed to mean that the public housers have silently folded their tents and left the field. Quite the contrary. There are literally dozens of new housing bills being framed, and some of them already have been dumped into the hoppers of both houses for committee consideration.

THE
NEW

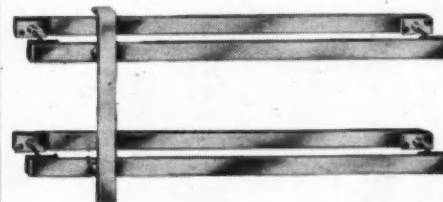
SARGENT PUSH and PULL BARS

■ A new line of handsome, long-wearing Sargent Combined Door Pulls and Push Bars is now available from your Sargent distributor.

Today, with more merchandise available, the public is proving that it has not lost its esteem for quality. That is why these new bars are made entirely of high-strength extruded aluminum alloy, and finished with a transparent, almost sapphire-hard impervious finish that combines gleaming beauty with hard wear.



■ Sargent produces these bars in two stock sizes—25" center-to-center of door stile, and 31" center-to-center. Included with each unit are Phillips recessed head screws for installation without marring or scratching the bars. You are sure to provide complete satisfaction every time you install Sargent Combined Door Pulls and Push Bars.



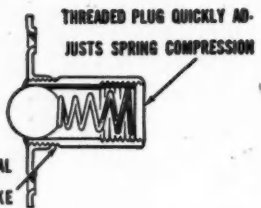
■ Your nearest Sargent wholesaler can give you prompt delivery now. For his name and address, write today to Sargent & Company, New Haven, Conn.

SARGENT
REG. U.S. PAT. OFF.

SARGENT & COMPANY
NEW YORK • NEW HAVEN, CONN. • CHICAGO
Makers of "Lifetime Locks for Lifetime Use"

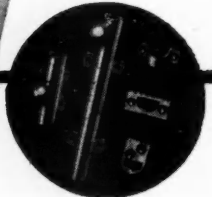
AN HONORED NAME IN HARDWARE FOR ALMOST A HALF CENTURY

ADAMS-RITE

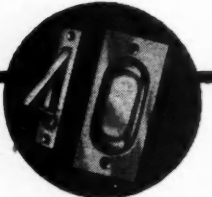


BARREL IS THREADED FOR LATERAL ADJUSTMENT OF GAP AT STRIKE

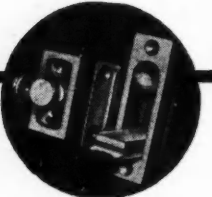
IT'S THE BALL IN A RITE BALL LATCH— that makes it superior to latches of the plunger or bullet-type. The patented RITE Ball Latch cannot jamb because the steel ball, rotating at any angle, allows the door to always open and close in an easy, positive manner. Ball-bearing action, RITE design and two-point adjustment make the RITE Ball Latch the most satisfactory in its field. Use it on communicating and service doors with dummy trim. Use it on top of louvre doors, on wardrobes and accordion doors. A smaller size is also available for use on most cabinet doors.




RITE BRASS SURFACE BOLTS are extruded in patented girder shape— $\frac{3}{8}$ "— $\frac{1}{2}$ "— $\frac{3}{4}$ " widths. Adjustable on job for throw required.



RITE SLIDING DOOR HARDWARE includes Flush Pulls, Edge Pulls, and Jamb Bolts,—all available in a number of styles and finishes.



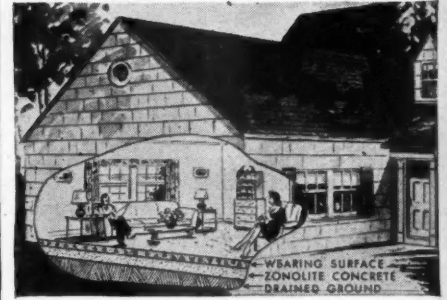
RITE JAMB BOLTS In two styles—of solid brass. Mount in rear stile of door to positively lock a door from inside only. Useful on windows.

QUALITY HARDWARE FOR  NEARLY HALF A CENTURY

ADAMS-RITE MANUFACTURING CO.
540 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U. S. A.

Insulating Concrete In Radiant Heating Jobs

ARCHITECTS and builders are finding Zonolite insulating concrete a good foundation on which to lay radiant heating coils. After the insulating concrete has been poured and allowed to set, the pipe system is installed. A hard concrete topping is then applied, so that pipes are actually encased in ordinary concrete, the density of which permits



rapid heating of the topping. This directs heat upward into the room, and eliminates heat loss into the ground.

In basementless houses insulating concrete forms an efficient, permanent insulating floor, eliminating the dampness and chill which accompany ordinary concrete floor installations.

Insulating concrete is made by mixing Zonolite stabilized concrete aggregate, in place of sand, with Portland cement and water. This mix may be poured into place on the site of a basementless house. Over the insulated floor a topping of ordinary concrete or magnasite may be placed.

* * *

L. O. Taylor of Shevlin Pine Died February 18

L. O. TAYLOR, vice president and general manager of the Shevlin Pine Sales Company of Minneapolis, passed away suddenly early Sunday morning, Feb. 18, after a heart attack.

Mr. Taylor, a well known figure in the lumber industry, was born in Iowa on May 13, 1886, and was a graduate of St. John's at Delafield, Wis. His first connection with the lumber industry was at Laurel, Miss., and from there he went to the West Coast where he spent a number of years in Washington and Oregon. He joined the Shevlin organization in 1919 when he became a member of The Shevlin-Hixon Co. at Bend, Ore., and in 1932 was elected vice president of the Shevlin Pine Sales Company at Minneapolis.

Mr. Taylor is survived by his wife, three daughters and a son.

* * *

Fir Door Institute Plans Product Refinement Program

SIMULTANEOUS with the announcement of new officers elected at the annual meeting, the Fir Door Institute from its headquarters at Tacoma, Wash., issued the statement that an intensive new program of product refinement will shortly be under way.

"Determined to improve constantly fir
(Continued to page 130)

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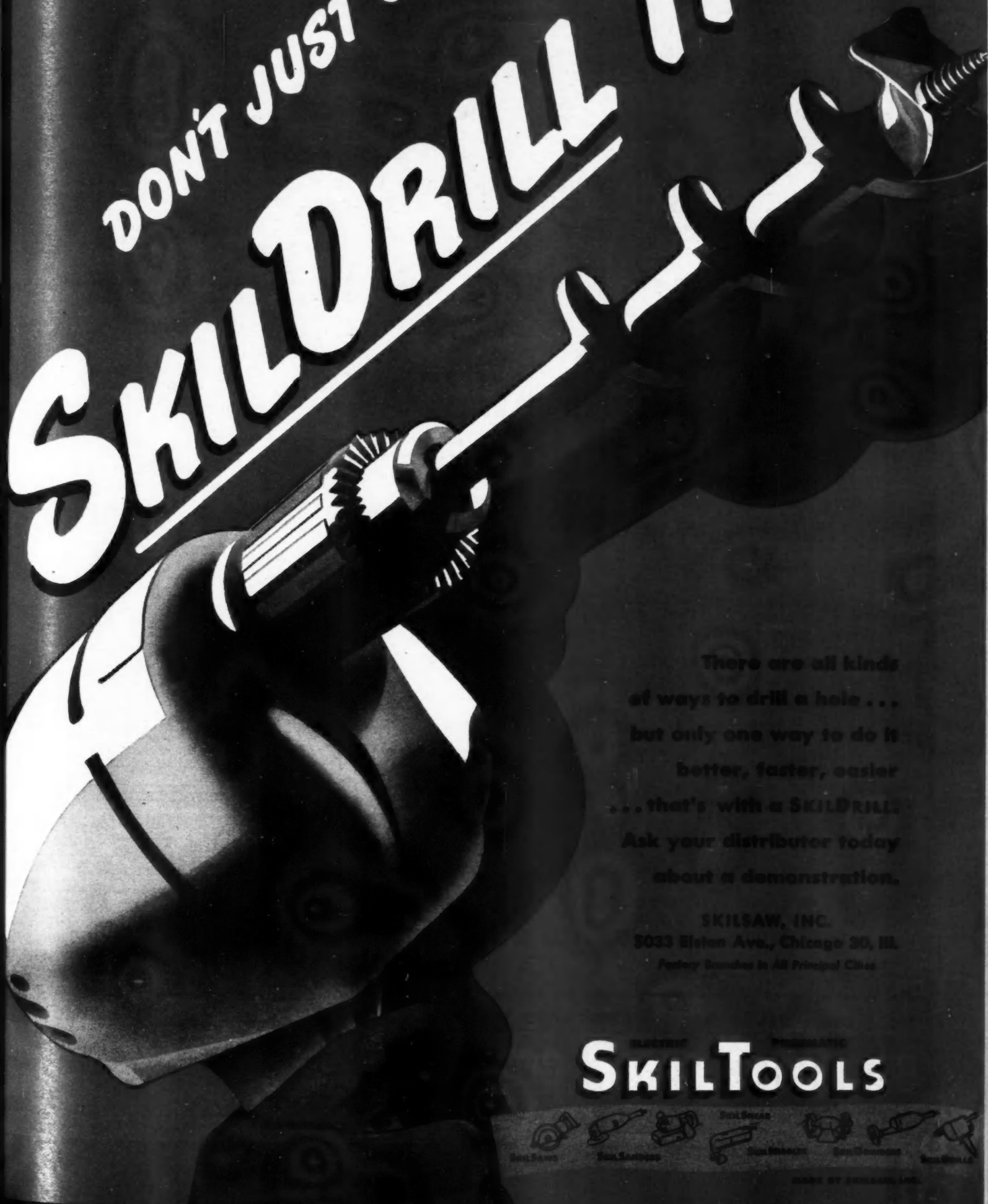
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DON'T JUST DRILL IT...

SKILD RILL IT!

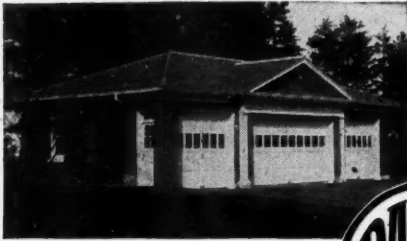


There are all kinds
of ways to drill a hole . . .
but only one way to do it
better, faster, easier
. . . that's with a SKILD RILL.
Ask your distributor today
about a demonstration.

SKILSAW, INC.
3033 Elston Ave., Chicago 30, Ill.
Factory Branches in All Principal Cities

SKILTOOLS

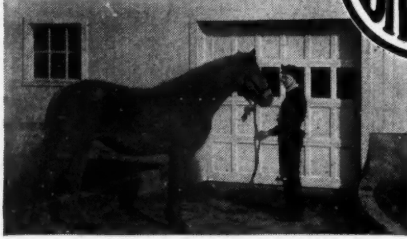




A beautiful residence garage using two sizes of standard Barcol OVERdoors.



A standard Barcol OVERdoor in an ice-manufacturing plant storeroom.



This modernized horse barn employs standard Barcol OVERdoors for space and heat saving.



Small manufacturing plants, service garages, and the like have standard Barcol OVERdoors.

Standard Barcol OVERdoors

SOLVE LOTS OF PROBLEMS —IN LOTS OF PLACES...

Sturdy construction, readily adaptable design, and ease of operation make the *standard* Barcol OVERdoor useful for many other applications in addition to its regular use on residence garages. A few of these are suggested in the pictures above. Remember — consider a *standard* Barcol OVERdoor whenever you have an unusual or difficult door problem that needs solving. Consult your Barcol representative.

Only the Barcol OVERdoor has all of these features

1. ROLLER-CRANK CLOSING ACTION.
2. SELF-LATCHING BOLTS.
3. TWIN-TORSION TAILORED SPRINGS.
4. CONTINUOUS VERTICAL TRACK BRACKETS.

FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

BARBER-COLMAN COMPANY

104 MILL ST.

ROCKFORD, ILL.

(Continued from page 128)
doors for maximum utility and beauty, our industry is launching a more elaborate and exacting system of quality control during production and industry grade-marking for ready identification in the field," N. O. Cruver, newly-elected president of the door institute and president of The Wheeler-Osgood Co. of Tacoma, stated.

In addition to Cruver, who succeeds J. P. Simpson, general manager of Buffelen Lumber and Manufacturing Co. of Tacoma, other new officers of the institute are: R. E. Seeley, vice president of Simpson Industries, Inc., of Seattle, vice president; A. C. Peterson, Buffelen sales manager, treasurer; Herman Snider, production manager of Acme Door Co. of Hoquiam, Wash., secretary; and Herman E. Tenzler, president of Northwest Door Co. of Tacoma, trustee.

The officers act as a management committee for affairs of the ten-factory industry.

* * *

Clegg Heads Chicago Chapter of Producers' Council

ROBERT R. CLEGG, district sales manager of the American Lumber and Treating Co., has been elected president of the Chicago chapter of the Producers' Council, national association of building products manufacturers. He succeeds Harold Lockett, H. H. Robertson Co., retiring president.

Other officers named at the Council's annual business meeting include E. E. Hornung, Aluminum Company of



ROBERT R. CLEGG

America, vice-president; George W. Bornquist, Bornquist, Inc., secretary; and J. L. Stewart, Celotex Corp., treasurer.

Clegg has been an active worker for seven years in the organization's affairs, heading a number of important committees, and served as vice-president during 1946.

* * *

Bredahl Heads Westinghouse Better Homes Department

APPOINTMENT of A. Carl Bredahl as manager of the Better Homes Department of the Westinghouse Electric Corporation has been announced by J. M. McKibbin, assistant to vice president.

(Continued to page 134)

A Screwdriver is all you need

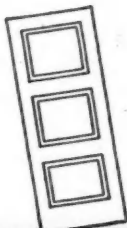
To Adjust
Tru-sized
REG. U. S. PAT. OFF.
 Door Jamb
 to Variations
 in a given
 Door Size!

Only 10 minutes to install!

SHOCK-ABSORBER LEAF SPRINGS MAKE ACCURATE VERTICAL ALIGNMENT QUICK AND EASY!

Variations in door sizes used to require extra work to make doors and jambs fit accurately. The new Tru-sized Door Jamb eliminates this, because it is quickly and easily adjusted with only a screwdriver!

This variable adjustability is just one of the many advantages of Tru-sized Door Jamb! Add together all its many advantages, and you'll find installation time cut from 1-1½ hours for ordinary jambs to 8-10 minutes for Tru-sized Jamb!



Use Tru-sized Doors in Tru-sized Jamb for a perfect Installation

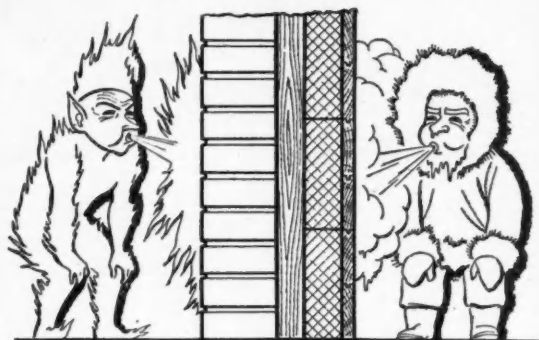
The Shock-Absorber Leaf Springs assure accurate fit for life . . . and there's *no planing, no trimming, no squaring*, with Tru-sized Jamb—all this time-consuming work is either eliminated or done at the factory!

Investigate the many advantages of the new Tru-sized Jamb TODAY!

THE WHEELER, OSGOOD COMPANY

Plants and General Office: Tacoma 1, Washington

NEW YORK OFFICE	1326 Empire State Building, New York 1, New York	Phone: Penn. 6-2954
CHICAGO OFFICE	134 So. LaSalle Street, Chicago 3 Illinois	Phone: State 5335-6-7
SAN FRANCISCO OFFICE	3045 19th Street, San Francisco, California	Phone: Valencia 2241
LOS ANGELES OFFICE	P. O. Box 7685 Del Valle Station, Los Angeles 15, Calif.	Phone: Vandike 6326
TACOMA OFFICE	1216 St. Paul Avenue, Tacoma 1, Washington	Phone: Main 8101



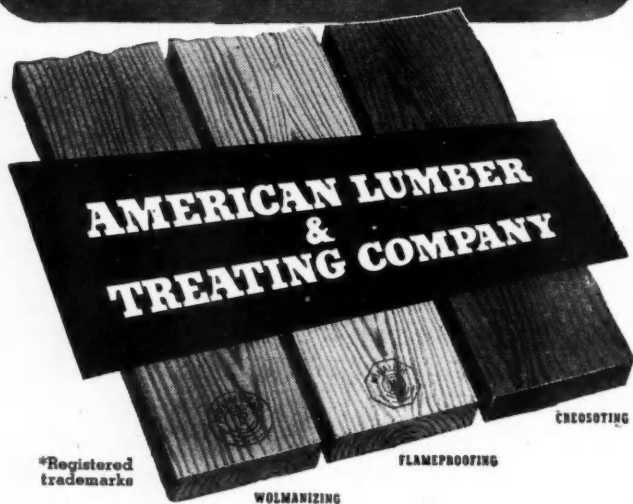
Wolmanized Lumber* doesn't mind the "rain" that falls inside a wall

Moisture squeezed out of super-cooled air is always a problem in refrigerated structures. And that moisture (or melting ice and frost) plays havoc with ordinary materials.

Use Wolmanized Lumber there and decay can't get a start. It's standard structural lumber made highly resistant to decay by pressure treatment with Wolman Salts* preservative.

YOU SAVE ON UPKEEP

This pressure-treated lumber costs little more than untreated wood. You save money by eliminating expensive replacements. There's no odor. And this treated wood can be painted.



*Registered trademarks

WOLMANIZING

FLAMEPROOFING

CREOSOTING

1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS

Now Ready

House Construction Details

By NELSON L. BURBANK

Author of "Carpentry and Joinery Work"

This new details book will combine the best features of two predecessors: *Building Age Construction Details* and "American Builder's" *Good Construction*. The material is based largely on reproductions of house construction details which have appeared in *American Builder* and *Building Age*.

The various sections are presented in construction sequence. They constitute a working guide in detailing every step in the construction of a dwelling, from foundation to finish. Scale drawings and reproductions of photographs, many showing step-by-step procedure, with just enough text to explain general principles, make this book particularly suitable for the carpentry shop drafting room.

Latest building materials, including a large section on veneer paneling, are shown. New equipment, machine methods of assembly of equipment and building short-cuts are pictured. The details represent standardization recommended by housing organizations and other authorities. The complete cross-index will enable contractors, carpenters, architectural draftsmen and students to locate any particular detail quickly.

Chapter Headings

Floor Plans, Sets of House Plans—Excavations, Foundation Forms, Foundations—Sills, Girders, Joists, Sub-Flooring—Outside Walls—Inside Walls—Wall Sheathing, Ceiling Joists—Roof Construction, Bay Construction, Roofing—Cornices, Porches—Exterior Wall Construction—Interior Wall Coverings, Interior Trim—Stair Construction—Windows—Doors—Hardware—Closets, Shelves, Built-In Equipment—Finished Flooring—Chimneys, Fireplaces—Scaffolds—Garages—Heating, Air Conditioning—Elements of Electric Wiring for Modern Homes—Insulation, Sound Proofing—Gates, Garden Furniture—Shopcrafter's Corner—Camps, Cabins, Cottages—Farm Buildings—Wood Connectors—Prefabrication, Modern Building Materials—Painting, Finishing—Modern Homes.

314 Pages, 1500 illustrations, index, 8 1/8 x 11, cloth, \$4.00.

(Money Back if Not Entirely Satisfactory)

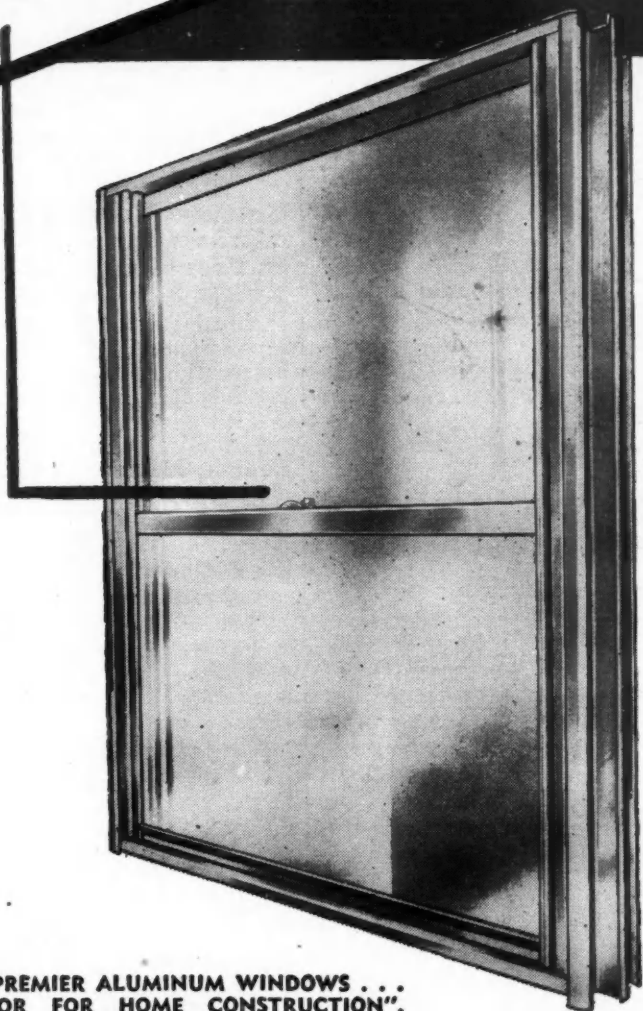
Book Department

**AMERICAN BUILDING and
BUILDING AGE**

30 Church Street, New York, N. Y.

**HERE'S
ADDITIONAL
PROOF**

**... "PREMIER ALUMINUM
WINDOWS ... SUPERIOR
FOR MODERN HOME CONSTRUCTION"**



NEW..

TIME-PROVED, CAM-TYPE LOCK.
Cadmium plated steel. Insures weather-tight seal at top and bottom of window.

NEW..

STRAIGHT-MULLION. For quick, easy, attractive construction of multiple window units.

NEW..

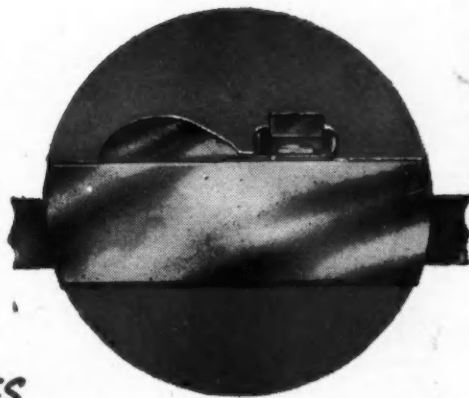
CORNER-MULLION. Simple interlocking corner mullion for multiple window units ending in corners.

YES, "PREMIER ALUMINUM WINDOWS ... SUPERIOR FOR HOME CONSTRUCTION". Built for use in modern construction techniques — insure complete customer satisfaction because they are rust proof, have spring sash balances, admit more light, are stainless steel weatherstripped, glazed with Everseal ... AND ... Despite rising prices of materials PREMIER ALUMINUM WINDOWS are now being sold at new lower prices!

2 STYLES

2 Light and 4 Light

30 STOCK SIZES



A NEW 16-PAGE MANUAL FOR DEALERS Complete. Factual. Accurate. Contains detailed drawings of all PREMIER developments. Clip the coupon. Order your copy today.

World's Largest Manufacturer of Aluminum Windows

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Ralph Hueszagh, Architect

"Born with a 2000-year-old pedigree!"



A whiter white for your buildings, with EAGLE Ready-To-Use WHITE LEAD PAINT

Plan to give your buildings the brilliant white gloss of new Eagle Ready-To-Use White Lead Paint! It's a whiter white . . . and it stays white longer. Besides this unique advantage, don't overlook the exceptional smoothness of Eagle RTU White Lead Paint. It literally flows on; covers completely, leaves practically no brush marks. Because it's ready to use it's a real time-saver, too.

Being lead, this marvelous paint defies wear and weather . . . has all the tough, protective qualities made famous by white lead for over 2000 years. No other paint surpasses its combination of beauty, durability and economy. Backed by 103 years of Eagle-Picher paint-making experience—your assurance of highest quality. Eagle RTU is being made available as rapidly as production will permit. Two forms: Primer Sealer and Outside White Finish Coats One, two and five gallon pails.

THE EAGLE-PICHER COMPANY
Cincinnati (1), Ohio
Member of the Lead Industries Association



OLD RELIABLE SINCE 1843
Eagle White Lead in oil



(Continued from page 130)

Technical director of the company's Better Homes Department for the past two years, Mr. Bredahl has been active in promoting better electrification for homes. The Westinghouse Home Wiring Handbook, which has had wide circulation among architects, engineers, electrical contractors and builders, was written by him.

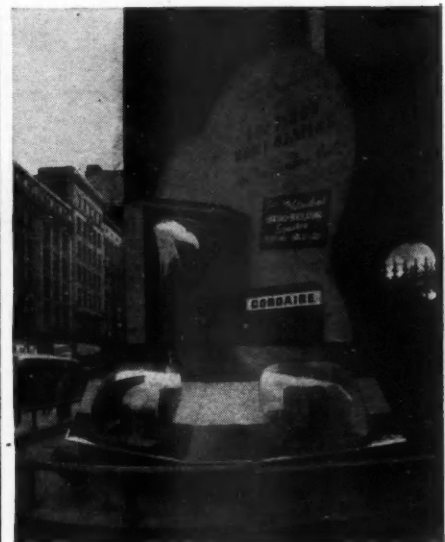
Mr. Bredahl joined Westinghouse in 1943. He is a registered professional engineer and is a member of the National Society of Professional Engineers, the Engineering Society of Western Pennsylvania, the Illuminating Engineering Society and the American Institute of Electrical Engineers.

* * *

Unusual Heating Display Attracts Interest In Cleveland

An unusual outdoor display on heating attracted thousands of persons in Cleveland during the Seventh International Heating and Ventilating Exposition the week of January 27-31.

The display was erected by the Coroaire Heater Corporation at Ninth



Street and Euclid Avenue, on space made available by the Cleveland Trust Company.

Of special interest was the story of the evolution of one floor heating conveyed in four scenes encased in B-29 Plexiglass blisters. The first portrayal was that of the crude Indian wigwam with its open fire, the second that of the pilgrim open stone hearth which was a revolutionary step in the progress of home heating. The third portrayal was that of the cast iron base burner generally referred to as the old "pot belly stove" of the eighteen hundreds. These three phases were compared with a new Coroaire fully automatic winter air-conditioning one floor heating unit. This display is being made available to Coroaire distributors and will soon be seen in many key spots throughout the country.



PROVED!

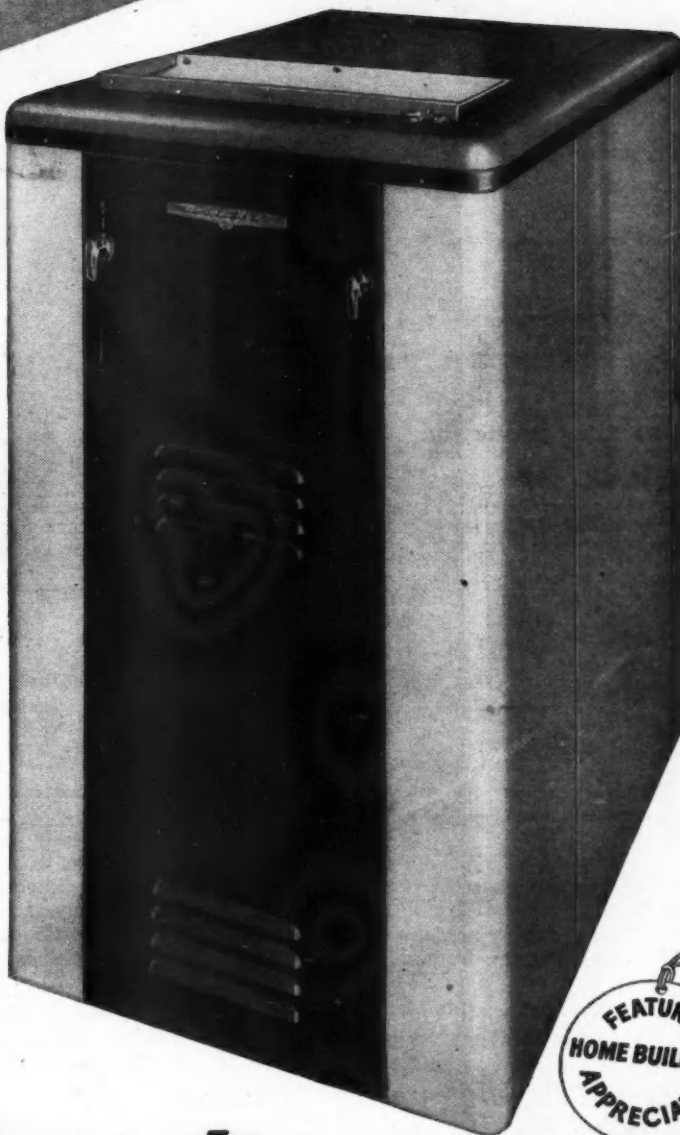
-EASIER TO INSTALL

Easier to install? Yes! And quicker! And cheaper! More reasons for the *extra* profits that builders make from these new oil-burning winter air-conditioning furnaces.

Why easier, quicker and cheaper to install? . . . The completely assembled power unit helps. So does factory-wiring and testing. Also the minimum of moving parts. And the perfect fit of every piece. Then the new design—so simple that experience and strength aren't needed to assemble this sensational new unit.

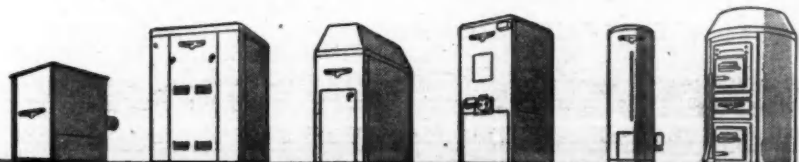
Some other features for bigger profits for builders are: the Vacuum-Draft . . . "Whirlator" combustion head . . . stainless steel combustion chamber . . . single motor . . . horizontal fire tunnel . . . 17-foot flue ramp . . . inverted flue outlet . . . and centralized, visible servicing, including lubrication.

There are also definite reasons why builders clear bigger profits on all other Norge-Heat furnaces and water heaters now coming off the production lines.

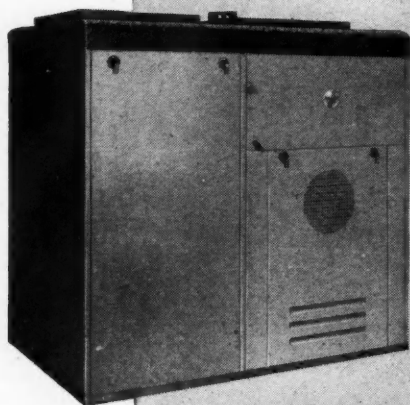


Norge Heat

Division of Borg-Warner Corporation • 574 East Woodbridge Ave., Detroit 26



MEET THE NEEDS OF
ANY SIZE HOME WITH...

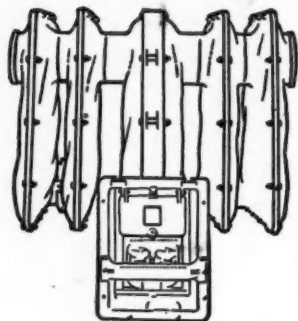


NIAGARA

SERIES 20

Gas-Fired
WINTER AIR
CONDITIONERS

... with the famous
Niagara Cast Iron Heat
Exchanger ... noted for
operating economy.



• Whether the houses you build are large or small . . . of compact design to fit today's greatest needs, or with space for future finishing of additional rooms . . . you can assure every heating requirement, present and future, with the correct-size Niagara.

The famous Niagara Series 20 Gas-Fired Winter Air Conditioners are available in five capacities, ranging from 57,600 to 129,000 BTU.

There's a Niagara furnace to meet every heating requirement and to provide for future needs where additional rooms are to be finished later. Installation of the correct Niagara unit will assure lasting satisfaction and economy.

The low-operating cost of Niagara Series 20 Units is due not only to the efficient burners and completely automatic controls

but especially to the design of the distinctive Niagara heat exchanger—cast in our own foundries. The copper-chrome-iron alloy combustion chamber and the cast-iron radiating sections are corrugated at opposing angles to extract more heat and to provide greater heating surfaces for the conditioning of the air that passes through the ducts.

The Niagara line includes also a compact gas-fired winter air conditioner designed especially for utility room and apartment installations, and gas-fired and coal-fired gravity furnaces—products of 55 years' experience.

See your Niagara dealer or write for descriptive folder.

NIAGARA FURNACE DIVISION
THE FOREST CITY FOUNDRIES COMPANY
2500 WEST 27TH STREET • CLEVELAND 13, OHIO

NIAGARA

GRAVITY AND WINTER AIR CONDITIONING UNITS

Forst Heads Tile Council

HE Tile Council of America, which recently celebrated its second anniversary, has elected D. Parry Forst, president of the Robertson Manufacturing Co., Trenton, N.J., as chairman for 1947, and A. R. McMannis, sales manager of the United States Quarry Tile Company, Canton, Ohio, to the newly created office of vice-chairman.

Members of the seven-man advisory committee named for the year are: C. H. Burchenal, president of the Cambridge Tile Mfg. Company, Cincinnati, Ohio, and outgoing chairman



D. P. FORST

of the Council; V. M. Alexander, president of the National Tile and Mfg. Co., Anderson, Ind.; Norris E. Phillips, vice president and treasurer of the Olean Tile Co., Olean, N.Y.; R. E. Jordan, Jr., treasurer of Mosaic Tile Co., Zanesville, Ohio, and Richard F. Bailey, president of the Pacific Tile and Porcelain Co., Hynes, Calif.

Member plants of the Tile Council produce 93 per cent of all floor and wall tile manufactured in the United States. Volume this year is expected to reach a total of 95 million square feet, greatest in the industry's history.

"Continued research to reduce installation costs in homes, commercial and public buildings, vigorous promotion of new uses of tile and an intensified drive to stimulate tile-setting apprentice programs throughout the nation" are called for in the Council's 1947 program.

* * *

P & L Exhibit New Products

AN array of new and improved paints and varnishes was introduced to the builders at the Pratt & Lambert NAHB exhibit.

Developed by Pratt & Lambert technicians during and immediately after the war, the products are the result of discoveries made and advantages gained through the use of new and improved raw materials.

They include wall coatings for interior flat wall work, which come in twenty-five colors and can be used right out of the can; new type enamels, keyed to these wall colors for finish, in sixteen attractive shades; oil stain with which to achieve natural wood effects; floor finishes in four

(Continued to page 138)

BLUEPRINT FOR Better Heating



Key points in comfort and home-owner satisfaction are these White-Rodgers automatic temperature controls.

Because exhaustive tests have proved them better, more and more leading manufacturers of heating equipment supply White-Rodgers controls as standard.

The beautiful White-Rodgers Room Thermostat fits in with any decorative scheme. The accuracy and dependability of all White-Rodgers controls keep home buyers satisfied and reduce your service problems.

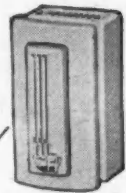
See that the heating plants you install are equipped with White-Rodgers automatic controls.



WHITE-RODGERS ELECTRIC CO.

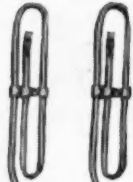
ST. LOUIS 6, MISSOURI

Controls for Refrigeration • Heating • Air Conditioning



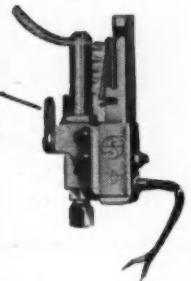
ROOM THERMOSTAT

Modern in design, attractively finished in Ivory and chrome, the Series 120 Room Thermostat harmonizes with any decorative scheme.



FAN and LIMIT CONTROL

Protects warm air furnace against excessive temperature and provides accurate fan control. Direct reading dials permit quick, positive settings.



GAS SAFETY PILOT

Positive safety is assured with the White-Rodgers Gas Safety Pilot. Fast acting, it recycles automatically and may be put back in operation by relighting only.



DIAPHRAGM GAS VALVE

Diaphragm Gas Valve is smooth in operation and high in capacity. May be operated manually before electric power is connected or in event of power failure.



STANLEY NAIL HAMMERS

Put Skill In Your Hands

For a good nail hammer, specify Stanley No. 51½—first choice of carpenters and skilled woodworkers for its driving and nail pulling qualities.

Head is drop-forged from selected steel, heat treated and hardened for strength and toughness. Handle is shaped from young, straight grain hickory. Head is securely wedged to handle.

Look for the Stanley trade mark on the head of the hammer you buy.

THE TOOL BOX OF THE WORLD

STANLEY

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

(Continued from page 136)

degrees of luster: gloss, satin, dull and flat; and exterior paints.

Another feature of Pratt & Lambert service to builders announced at the show is the availability of paint specifications for low-cost, medium-priced and high-grade homes. These specifications are based upon surveys and contacts with builders to determine their requirements and preferences in finishing materials and colors. They cover all painting operations and are designed to help the builder solve his decorating problems. Any builder who furnishes the price range of his houses may obtain the proper paint specifications from the nearest Pratt & Lambert office.

* * *

American Roof Truss Opens Los Angeles Office

TO meet increased demands for American trusses designed especially to resist earthquakes and other disturbances, The American Roof Truss Co., Chicago, has opened an



WILLIAM H. WADDINGTON, JR.

office at 282 W. Santa Barbara Ave., Los Angeles, Calif. William H. Waddington, Jr., vice president, is in charge.

Since opening the Los Angeles office, the company reports American roof trusses have been specified for 21 building projects on the West Coast.

This is the first branch to be established by the company, which is now in its 25th year.

* * *

Industry Outlook Promising Says Davis of Norge

IN a statement to the press issued at the Heating and Ventilating Exposition at Cleveland, C. S. Davis, Jr., vice-president and general manager of Borg-Warner's Norge-Heat division, said:

"Never before has so much interest been shown in home heating and air conditioning, yet consumers have been wondering why there is not more production and lower prices now that price ceilings are off. As we see it, their questions will be answered in the near future in so far as our industry is concerned. In spite of material shortages, production of heating equipment during the last

(Continued on page 140)

NORTHWEST MIXERS

do many jobs
at home...on farms

MODEL
NWSD-43

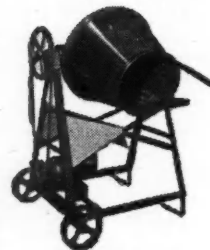


Northwest all-steel mixers mix and clean—better, easier, faster . . . give users long, dependable service.

MODEL NWSD 43 (above) is rated at 3½ S. Mixes a full half-sack of cement at one time. Equipped with Clinton air-cooled 2 h.p. engine; pneumatic tires; high-speed bearings; retractable tow bar trailer hitch; V-belt drive. Weighs 450 lbs.

MODEL NW 13 SD (right) mixes

cement, fertilizer, feeds, seeds, whitewash, kalsomine, casein paint—cleans vegetables, metal parts. Equipped with Clinton air-cooled 1½ h.p. engine. Capacity, 3 cu. ft. Weighs 280 pounds.



Model NW-13-SD

See Northwest Mixers at your building supply dealer, or write direct for illustrated folders, specifying models interested in.

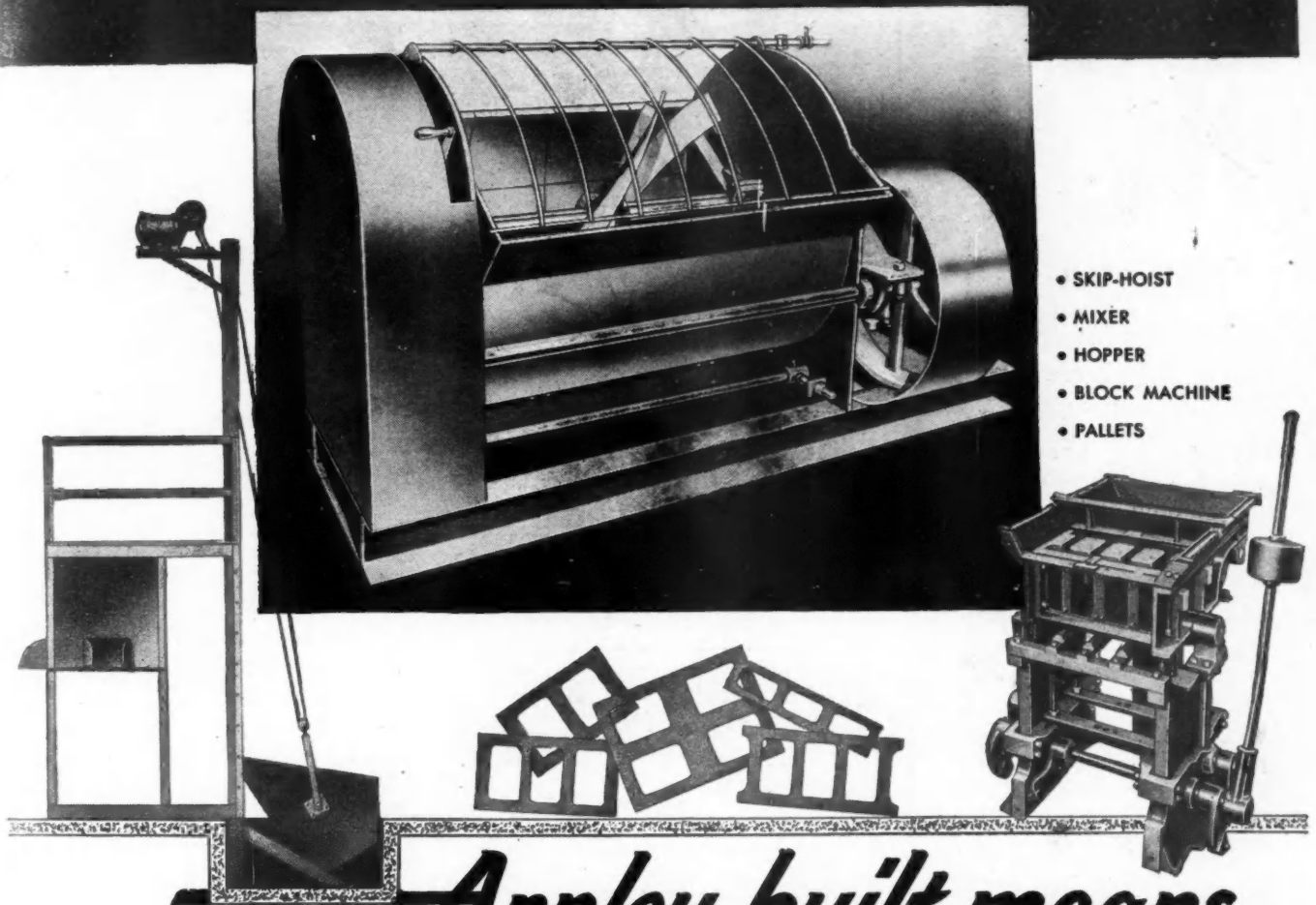
NORTHWEST

Tube and Metal Fabricators

2658 S. E. Tenino Street, P. O. Box 2310

PORTLAND 14, OREGON

SPEAKING OF MIXERS..



- SKIP-HOIST
- MIXER
- HOPPER
- BLOCK MACHINE
- PALLETS

Appley built means **PRECISION BUILT!**

Fast discharge and mixing time of Appley's rotary blade mixer are specially planned for the all Appley concrete block production line.

The stationary drum is lined with tough interchangeable chrome alloy castings. Manganese steel mixing blades, adjustable for wear, may be removed without disturbing

the main shaft. For smooth, dependable performance, jack and main shafts rotate in self-aligning roller thrust bearings. Cast steel bull gear has machined teeth.

All Appley machines are assembled from precision-machined, heavy duty parts. Any worn part may be easily replaced.

--for profits--build quality block APPLEY all the way

J. W. APPELEY & SON

INCORPORATED

829-831 NINTH STREET, NORTH

ST. PETERSBURG 4, FLORIDA



MONSANTO CHEMICAL COMPANY

presents

REZ

For a ready-to-use sealer and primer which protects floors, doors, sash, millwork and plywood better and more economically...ask for Rez.

Rez is especially formulated to penetrate into the wood fibers. It leaves a tough resin deposit, thereby minimizing absorption, grain raise and decay.

Rez provides an ideal base for any type finish—paint, stain or varnish.

If Rez is new to you or if you want current supply information on this easy to apply, quick-drying sealer and primer, see your dealer or jobber today.



WESTERN DIVISION

Seattle • Los Angeles
Portsmouth, Virginia

(Continued from page 138)

quarter of 1946 was well ahead of pre-war levels, will continue to rise during the first half of 1947."

Continuing, Davis said, "As a manufacturer, we do not view the eventual 'buyers' market' with alarm, but rather consider it a healthy condition for the nation, as a whole, unless businessmen in general fail to maintain sensible pricing during the coming period of declining demand for their product."

* * *

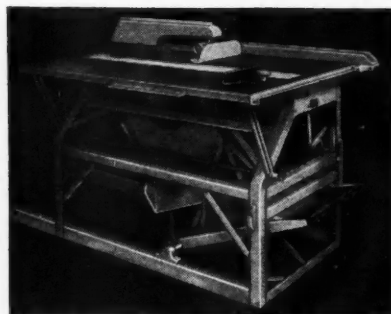
Wingfoot Homes to Expand Production

THE former Walworth Navy Valve plant at Washington Park, Ill., has been leased by Wingfoot Homes, Inc., a Goodyear subsidiary, for the production of Wingfoot Homes, P. W. Litchfield, chairman of the board of the Goodyear Tire & Rubber Company, has announced.

A two-bedroom portable house, the Wingfoot Home, is currently being manufactured at Litchfield Park, Ariz.

"The acquisition of the Illinois plant," Mr. Litchfield said, "will pave the way for the output of 7,500 additional Wingfoot Homes annually. Litchfield Park is now turning out four a day in the limited pilot plant originally built to develop mass production techniques. The factory at Washington Park will permit the installation of four production lines which by early spring should be turning out around 150 homes a week."

GET BEARCATS ON YOUR JOBS



for FASTER SAWING

You'll cut costs plenty—with Bearcat! Fast, foot-pedal swing cut-off . . . Rip, cut-off at all angles. Portable from job-to-job . . . Rugged, welded steel frame and top . . . Heavy-duty ball bearings. Two sizes: XCO (above) for heaviest jobs, XJR for-home-builders. QUICK DELIVERY.

Write TODAY for Literature!

DEALERS—SOME AREAS STILL OPEN

THE PAXSON CO.
37 "A" Ave., Dowagiac, Michigan



BUILDING BEARCATS FOR 25 YEARS

If You INSULATE You Must VENTILATE

To Avoid Condensation

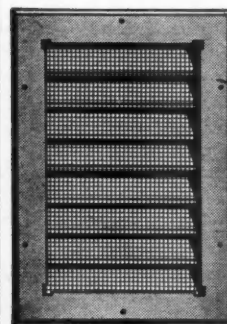
When You Ventilate Install



and You Install the Best



Your customer will be better satisfied if you install Arr-O-Line, and you can sell at least two on every job! Materials are rustproof, acid resisting and corrosion proof. Face frame is Masonite Presdwood, no seams, spotwelds, rivets or screws. Well screened, dipped and sprayed, neutral gray finish. Arr-O-Line gives unobstructed air travel, and their construction allows for expansion.



Standard Arr-O-Line Louvers

are good for the life of any standard building. Can be installed from the inside. Made in 11 sizes.

Special Arr-O-Line Louvers



These louvers are especially designed for new construction. They make a neat job—no exposed nails—and are easy to install. Just remove louver, nail frame to sheathing, replace louver, and the job is done!

Get Them from Your Dealer or Jobber If You Have a Special Louver Problem, Write Us Because

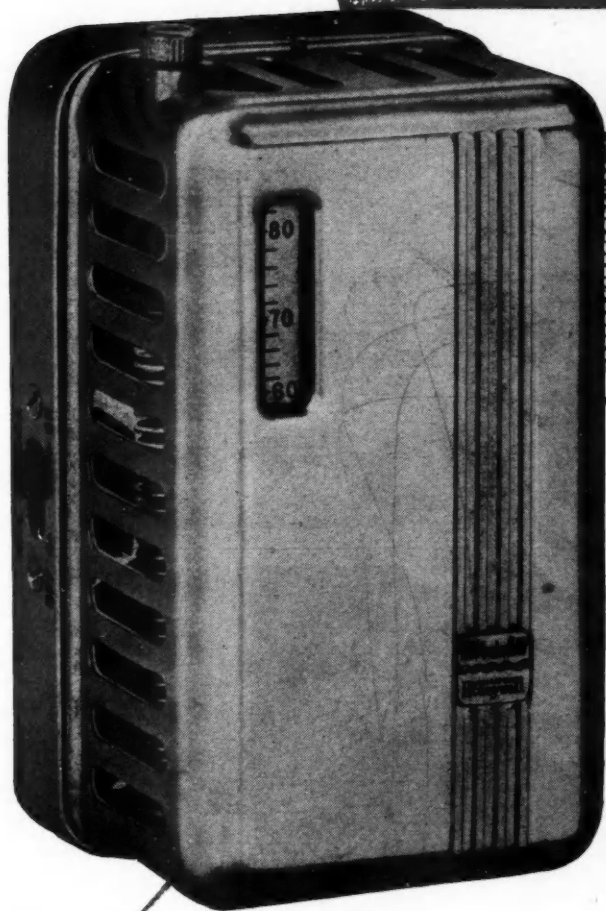
LOUVERS ARE OUR BUSINESS

ARR-O-LINE, Manufacturers
3066 Fourth Ave., So., Minneapolis 8, Minn.

Prospective Home Owners

ARE DEMANDING

MODUFLOW



THE DEMAND for Moduflow is snowballing! It's big now and growing every day. Proved performance is one reason. Families already enjoying the amazing new heating comfort Moduflow control provides are telling others. The word's getting around. And to stimulate this fast-spreading demand is the powerful Moduflow advertising campaign. Month after month Moduflow ads are reaching prospective home owners. That's what builds acceptance—creates demand.

Take advantage of this demand by boosting Moduflow as a forceful sales feature. It's a natural for identifying yourself with the new, progressive home improvements. Remember, Moduflow heating control systems are available now. Include Moduflow in your plans and thinking.

Call the nearest Honeywell branch for further information. Minneapolis-Honeywell Regulator Company, 2655 Fourth Avenue South, Minneapolis 8, Minnesota . . . In Canada: Toronto 12, Ontario.

MINNEAPOLIS
Honeywell

CONTROL SYSTEMS

SYMBOL OF QUALITY



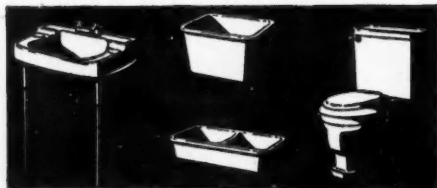
..on Vitreous China Plumbing Fixtures

BEHIND this mark of quality stands an organization devoting its facilities exclusively to the manufacture of VITREOUS CHINA plumbing ware. Its plants are located strategically, so that deliveries can be effected with the least loss of time and thus provide the maximum in service!

For your present building requirements Universal is operating to full capacity, producing Lifetime Vitreous China Lavatories, Laundry Trays, close-coupled Closets, Flush Tanks, Toilet Bowls, Single and Double Kitchen Sinks.

UNIVERSAL SANITARY MFG. CO.
New Castle, Pa.

Camden Pottery Div. Pacific Pottery Div.
Camden, N.J. Redlands, Cal.



2



Seventeen Veterans Meet Their Housing Problem—

(Continued from page 109)

levels; a scarcity of materials with which to build homes of their own; restrictions, premiums, and despair.

Twelve of the seventeen veterans were employed by the same Toledo manufacturer and together they discussed their problems. After a few preliminaries they decided that they might accomplish collectively what each of them found to be impossible individually.

That is when the Inwood Place Association was born—an activity which has restored to these ex-soldiers and sailors their rightful heritage, decent, comfortable homes for themselves and their families.

An association was incorporated and Mr. Read, one of the movement's leaders, was chosen chairman of the board. A Toledo loan association advanced a loan of \$150,000 for construction of the homes and agreed to handle the entire financing either under the G.I. Bill of Rights or FHA upon completion of the structures.

Finding a contractor was difficult but, with the assistance of their banker, the group got in touch with two ex-Army pilots who had good records in the local contracting field. The seventeen ex-G.I.'s talked the same language as the two ex-pilots, and it wasn't long until the deal was completed. (Continued to page 148)

Apply Your INSULATION



WITH THE DUO-FAST HAMMER TACKER!

Insures fast, easy, positive tacking of batt or reflective insulation—and tacking on building paper. One hand operation—other hand free to hold material. Loads 168 DUO-FAST Staples. Gun type tacker also available for working in close, awkward positions.

Write today for details

FASTENER CORPORATION
888 Fletcher St., Chicago 14, Ill.



NEW KWIK-MIX 3½ S Dandie Saves Labor

End discharge feature of new Kwik-Mix 3½-S Dandie concrete mixer eliminates turning and backing loaded wheelbarrow. Barrow men save time and ½ the usual effort, get more concrete hauled every shift. Complete, thorough mixing action. Kwik-Mix Dandie quality in every detail. New bulletin just out. Ask for your copy today.

723

KWIK-MIX COMPANY

Koehring Subsidiary, Port Washington, Wis.

PRODUCES 28 BRICKS PER MINUTE
VI-BRIK-CRETE
NEW HOPPER FEEDS MOLDING



- MODERATE INITIAL INVESTMENT
- 60 VIBRATIONS PER SECOND
- LOW PRODUCTION COST
- FOR QUALITY CONCRETE BRICKS
- EASY TO OPERATE
- STURDY

ALSO MANUFACTURERS OF THE **LITTLE DAVE BRICKMAKER**
LOW COST HAND OPERATED MACHINE

R. S. Reed Corporation

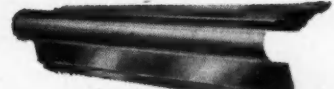
340 EAST HOFFMAN ST.
THREE RIVERS, MICHIGAN

NICHOLS *Aluminum* roofing accessories

FOR CORRUGATED ALUMINUM, COMPOSITION and
WOOD SHINGLED ROOFS



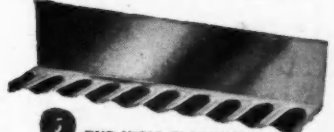
1 CORRUGATED RIDGE ROLL
.019" thick, 12" girth, 2" roll.
Covers one sheet width — 24".
Length 28" with either 1/4" or
2 1/2" corrugations to match roof-
ing sheet. Pkd. 100 pcs. per ctn.



2 PLAIN RIDGE ROLL
.019" thick, 1 1/2" roll, 8" girth,
2" roll, 10" girth, and 2" roll,
14" girth. 10 foot lengths. Packed
250 feet per carton.



3 ROOF EDGE AND BARN BATTEN
Roof edging: .019" thick, 4"
girth, 10 ft. long. Packed 250 ft.
per carton. Barn Batten: .019"
thick, Style A. Assorted lengths
6 to 10-ft. Pkd. 1000 ft. per ctn.



4 END WALL FLASHING
.019" thick, 10" girth, 28" length.
Covers one sheet width — 24".
Available in 1/4" and 2 1/2" cor-
rugations to match roofing sheet.
Packed 100 pieces per carton.



5 SIDE WALL FLASHING
.019" thick, 10" girth, 10 ft.
length. Available in 1/4" and
2 1/2" corrugations. Packed 250
ft. per carton.



6 GAMBREL ROOF JOINT .019" thick, 12" girth, 28"
length. Covers one sheet width — 24". Avail-
able in 1/4" and 2 1/2" corrugations to match
roofing sheet. Packed 100 pcs. per ctn.

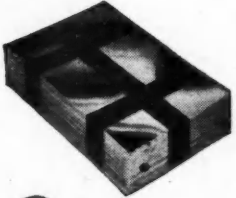
**GIVE MODERN APPEARANCE
... LONGER ROOF LIFE**

It's easy to sell these attractive, modern looking roofing accessories because everybody knows the many advantages of aluminum. Naturally, since aluminum can't rust or rot, and never needs painting, it is the choice for longer roof life because of its many economies. It's easier to install, too!

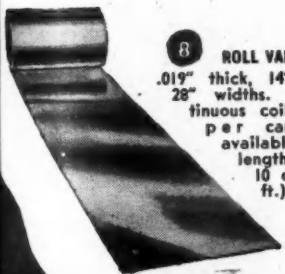
In addition to the nice profits the sales of NICHOLS ALUMINUM ROOFING ACCESSORIES bring, you will also enjoy the added profits this line of new roofing accessories will suggest in other allied building products in your store. Order a stock TODAY.



ROOFING NAILS
3/4" and 2 1/2" lengths
— No. 10 gauge
(.135" dia.) wire.
3/4" packed in 50
lb. kegs, 2 1/2" pkd.
in 40 lb. kegs.
Furnished with or
without 3/8" tapered
neoprene washers.



9 FLASHING SHINGLES
.019" thick. Available in
5" x 8" and 8" x 10" sizes.
5" x 8" packed 500 pcs.
per carton. 8" x 10"
packed 250 pcs. per ctn.



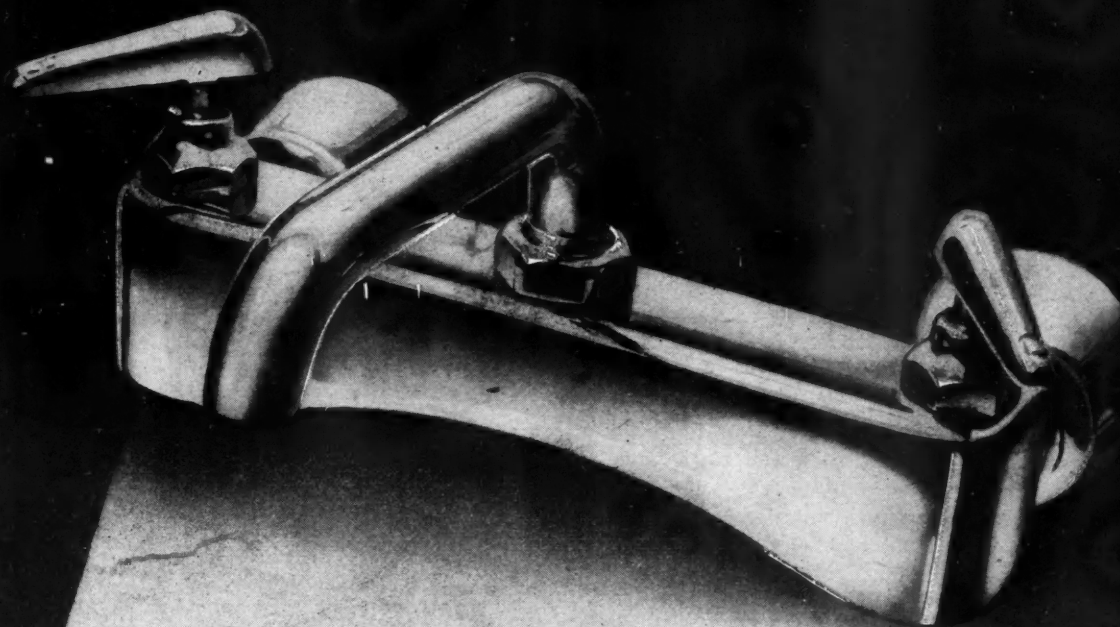
8 ROLL VALLEY
.019" thick, 14", 20" and
28" widths. One con-
tinuous coil of 50 ft.
per carton. Also
available in 10 foot
lengths. Packed
10 coils (100
ft.) per carton.

NICHOLS WIRE & STEEL CO.

Main Office: DAVENPORT, IOWA

Warehouses: Battle Creek, Mich. • Mason City, Iowa

The **COMMODORE**
WALL TYPE SWING SPOUT FAUCET



Introducing . . .

Again GENERAL has created new beauty and quality in swing spout design . . . the Commodore Wall Type Swing Spout Faucet. Made from brass stampings and precision machined brass fittings, the completed Commodore receives a heavy chrome finish which is jewelry-polished to perfection. The Commodore Wall Type Swing Spout Faucet is acclaimed as representative of the finest in the line — a tribute to the advanced brass engineering and production skill that distinguishes all GENERAL products.

Launched with extensive program advertising, Commodore is proving to be a plumbing industry sensation. Take advantage of this powerful new stimulant to your plumbing business.

Write GENERAL about Commodore.



GENERAL TIRE & RUBBER COMPANY
OF CALIFORNIA

Plumbing Division Sales Office: 608 South Fair Oaks Ave., Pasadena 2, California, U.S.A.

Here's Why Builders Like the INGERSOLL UTILITY UNIT

1. FASTER INSTALLATION!

Saves much time and trouble over that expended on conventional installations.

2. ONE SOURCE!

All Kitchen, Bathroom, Heating and Electrical Equipment is purchased from one distributor.

3. COMPLETE FINANCING!

Both refrigerator and stove can go on the buyer's long-term mortgage with the house itself.

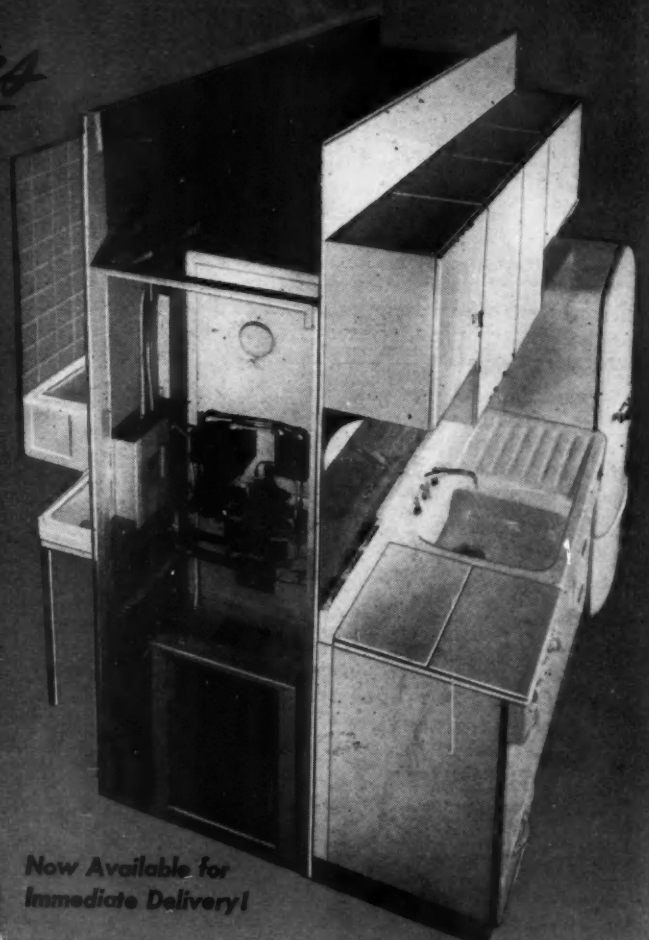
4. EASY TO SCHEDULE!

Can be installed before, during or after construction of the building framework. No time lost waiting.

Acceptable to FHA, Building and Loan Agencies and Banks. Approved by Underwriters' Laboratories and the American Gas Association.

Information of interest to building contractors is contained in an illustrated brochure, furnished on request. Use the coupon below.

Ingersoll Steel Division • Borg-Warner Corporation, Chicago



Now Available for
Immediate Delivery!

The Ingersoll Utility Unit is a single, engineered assembly of all the equipment for a complete Kitchen, Bathroom and Heating Plant, adaptable to almost every type of small or medium-sized home.

This widely-known midwestern contractor has used hundreds of Ingersoll Utility Units in such projects as illustrated below. Here is his statement based on experience.

Threlk

Building Contractor, says:

"The Ingersoll Utility Unit is a sound, practical contribution to modern home building. Besides its obvious advantages to the home owner, it offers special benefits to the contractor. It cuts down his procurement problems and paper work, simplifies basic construction, saves time and trouble in installation, and assures owner satisfaction. In fact, the use of these units will speed completion of my current projects by two or three months."



SAVE 25 to 50% on Form Labor
With Atlas Labor-Saving SPEED Forms

WHEN LEADING builders everywhere use and recommend the Atlas process of Concrete Form Construction again and again on job after job, you can be sure of this—it is doing a better job at a worthwhile saving in time, material and money compared with the forms previously used. Savings of 25 to 50% are an every day occurrence with Atlas SPEED Forms.

A Designed Steel Form with strength built in—good for reuse indefinitely without repair. Easy to assemble with non-clog wedge bolts—only a hammer is needed . . . a particular advantage where skilled labor is scarce for semi-skilled or unskilled labor can set, move and strip these new forms easily and rapidly.

Forms line up straight and true. No studs needed in wall forms, no joists in slab forms. Adjustable to suit any condition.

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 Day & Zimmerman
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 F. H. McGraw & Company

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Forms are set and moved most economically in large panels by using cranes, but can be easily set, stripped and moved in smaller units by hand. Weight per unit only 40 to 45 lbs. Patents Pending

NOW IN USE ON OVER 25,000 BUILDINGS



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Whether it's a cottage or a mansion, Sisalkraft gives every home an extra measure of protection against moisture, wind, dirt and dust.

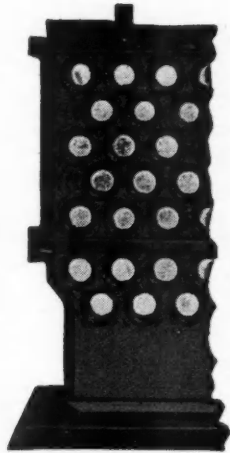
Wacker Drive, Chicago 6, Ill.

Nothing, Copper Armored Sisalkraft for all effective insulation and moisture barrier.

Compare COR-O-AIRE

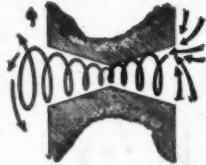
WITH ANY OTHER HEATER ON THE MARKET

HERE'S HOW THE MAGIC VENTURI TUBES WORK!

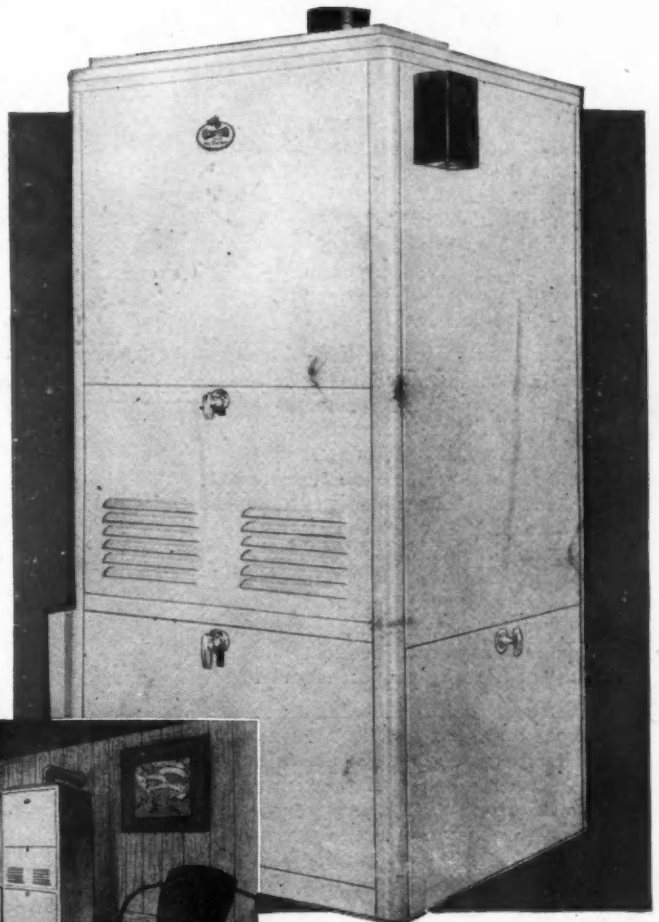


28 FEET FLUE TRAVEL — Hot gases, inside the heater, must travel around these tubes for a distance of 28 feet before they can escape. Compare this with 8 feet or less in an ordinary heater.

5 TO 1 WIPING ACTION — Air entering rear of tube is made captive and is given a spinning action when it approaches small diameter at center (like water spinning through a funnel). This spinning or wiping action of the cold air makes possible a thorough heating of every cubic inch of air drawn from remote parts of the house. Compare this with the superficial action of ordinary heaters.



Here's why Cor-o-aire is out-selling other gas fired heaters. It has the exclusive, patented, cast iron Venturi tube heat exchanger which according to users' reports heats an average five room home (in the Great Lakes area) for the cost of a light bill.



FOR BASEMENT INSTALLATION IT'S THE COR-O-AIRE HI-BOY

It heats, cleans, humidifies and filters for complete winter air conditioning. Sturdily built—finished in Blue Hammerloid enamel. A.G.A. approved controls—quiet operation—complete safety features.

SPECIFICATIONS

COR-O-AIRE HI-BOY — Model 85-S-HB

- width overall.....26"
- depth overall.....28"
- height overall.....59½"
- intake (cold air) .. 16" x 25"
- discharge.....8" x 25"
- weight.....566 lbs.



It's a completely self-contained package—a handsome unit that will fit into any decorative scheme. Phone your nearest COR-O-AIRE distributor or write us direct for further information.

THE COR-O-AIRE HEATER CORPORATION • General Offices, Cleveland 15, Ohio



Coro-aire

"THE SCOTCH HEATER" — HEATS A HOME FOR PENNIES A DAY

ready cash...

YOURS FOR THE ASKING
...THROUGH inventory financing



Contractors, operative builders, and building construction suppliers frequently find themselves stymied by lack of sufficient working capital. If you are in that situation, the Tidewater Method can help you raise the ready cash you need—*quickly*—on the security of your current inventory.

Here's how it works. Tidewater establishes public warehousing conditions at the place where the goods are stored . . . at the scene of operations, or on your own premises. It inventories and stores the materials suitably . . . appoints custodians from your own staff. You are then issued warehouse receipts which are welcomed by your bank as sound collateral for loans, at low, secured-loan rates. You draw upon the pledged merchandise as needed, reducing the amount of the loan proportionately.

Tidewater will field-warehouse practically any materials, fixtures, and items of equipment used in building construction . . . the bigger the volume, the greater the advantage. This simple, time- and money-saving financing system is proving its worth throughout the country. Let us explain how you can profit by the Tidewater Method of inventory financing.



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- Port Street Newark 5, N. J.
- Bankers Trust Building Norfolk 10, Va.

(Continued from page 142)

On July 5, the first spadeful of earth was turned, signalling the beginning of construction. On Oct. 4, 1946, the first unit was completed. Since that time the construction work has been steadily going ahead with new houses being regularly completed. By spring these seventeen fighting men hope to hoist the victory signal by watching the eager faces of their children enjoying their new surroundings.

* * *

A Spacious House

(Continued from page 103)

River and the cliffs beyond. The plan, which is large and spacious, was therefore oriented to take advantage of this site condition.

The house is entered through a vestibule and hall which is extremely essential in this area. The rooms then extend themselves in an orderly manner from the reception hall, with splendid circulation to and from each one. The luxury of an open porch with its unparalleled view which adjoins the living room is revelled in by the owners. A complete basement with large recreation room, laundry, etc., and a second floor containing four large bedrooms and two baths together with the large livable area on the first floor result in comfortable living.



CLIPPER BLOWERS

Here's a complete, packaged unit engineered for ventilating kitchens, bathrooms, ticket booths, X-ray rooms, toilets and other small rooms. Mounted between ceiling joists and vented outside, the Clipper traps and expels unwanted air.

Not a blade-type fan, but a quiet squirrel cage blower. Patented construction removes motor from air stream for greater efficiency, longer life, easier servicing. At leading dealers from coast to coast.

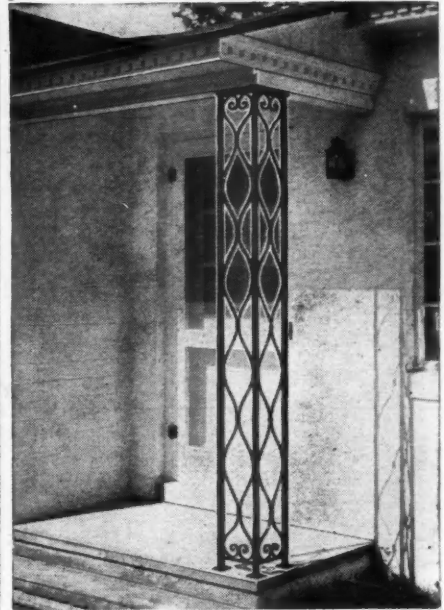
The Clipper is hidden in the ceiling with only an inconspicuous "dripless" ceiling grille visible. Motor and blower instantly removed without tools for service.



TRADE-WIND MOTORFANS, INC.
 5705 S. MAIN STREET LOS ANGELES 37 CALIF

Mr. Builder!

of Today's Homes,
 use **ORNAMENTAL IRON** for
OUTSTANDING APPEARANCE



Make this seeing test. Cover the hand-wrought iron PORCH PANEL, then note the difference to this small home. This stock PANEL, size 7'-0" was quickly installed with 6 screws.

- USE *some* ORNAMENTAL IRON on any low cost home you build, because with our low prices you gain so much for so little in distinction and appearance value.
- Coffman's original designs are outstanding and are manufactured in stock sizes for fast modern building methods.
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- With our catalogue you can plan in advance, know your costs, and save time and money.
- Only the best in ornamental iron workmanship and material.

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- PORCH & BALCONY PANELS
- SILHOUETTE HOUSE NUMBERS
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Manufactured by
The R. G. COFFMAN CO., INC.
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WOODA B. ELLIOTT
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 MANUFACTURERS' SELLING AGENT



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INSELBRIC
THE NAME THAT BECAME AN INDUSTRY

GIVES YOU THE PROTECTION OF AND ONLY *INSELBRIC* Certified Registration

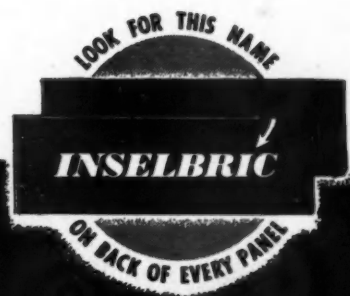
An Inselbric Certificate of Registration is the most valuable insurance policy you can give your Inselbric customers. It registers the name and address of every Inselbric application permanently with the manufacturer. It certifies that genuine Inselbric has been applied. It protects the customer and it protects you. It insures good will and customer confidence that make selling easier and more profitable. It's another exclusive feature and another reason why leading dealers insist upon INSELBRIC.

Write for Details of Our Inselbric Store Plan

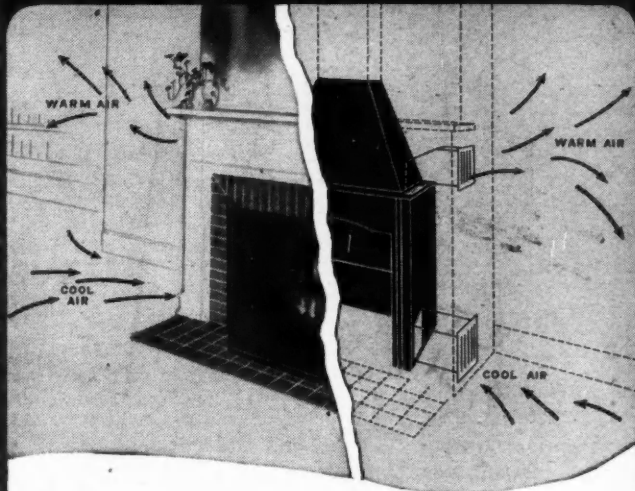
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JONES & BROWN, INC.
National Distributors of Inselbric and Inselstone
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The **HEATILATOR*** Saves Labor and Materials

The Heatilator unit makes any style fireplace easier to build. There's no damper or smoke dome to install, no throat or firebox to form. All these are built-in parts of the Heatilator. Saves time, materials, labor. *Proved* all over America for 2 decades in thousands of homes and camps.

Circulates Heat—Will Not Smoke

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*HEATILATOR is the registered trade name of Heatilator, Inc.

HEATILATOR Fireplace

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...FOR MOISTURE-PROOFING BASEMENTS...

use **BARRIERCOAT**
A CARBOZITE PRODUCT

Being impervious to water and moisture-vapor, BARRIERCOAT effectively and permanently seals-out moisture and seepage. It is readily applied without heating by unskilled workmen, and is used to protect insulated siding, plaster board, wood, cement, masonry and other materials. Bonded on the interior surfaces of insulated siding, it bars moisture-vapor transmission; bonded on the exterior surfaces of basement or foundation walls, it keeps basements permanently dry. Barriercoat is a pure, natural hydrocarbon—it is not an emulsion and cannot be emulsified. It resists the action of acids, alkalies, salts and other destructive agents. It locks deep into surface pores, quickly dries to a hard, pliable, non-porous, time-defying film.



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today!

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to get that floor in..



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"It's a
**MONEY
MAKER**
for me"



● "Yes, my American floor sander has been a steady money-maker. Both new and old floors have kept me busy with good-paying work, month after month. And there are plenty of jobs ahead all the time! Yes, I'm busy."

This is typical of the experience of enthusiastic American owners everywhere!

Throughout America, thousands find that American floor sanding machines make profits for them that consistently exceed their original expectations.

There's REAL MONEY for you in floor surfacing! Send today for "tell-all" booklet entitled "Opportunities in Floor Surfacing". Not a catalog—it's a general introduction to getting into something for yourself... being your own boss. Use coupon and enclose 25c in coin or stamps to cover handling.



AMERICAN Floor Sanders

● The American Floor Surfacing Machine Co.
511 So. St. Clair St., Toledo 3, Ohio
● Enclosed find 25c in stamps or coin for booklet "Opportunities in Floor Surfacing", telling me how I can be my own boss.

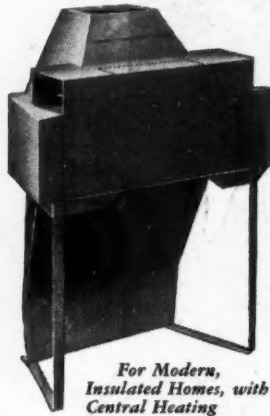
Name _____

Street _____

City _____ State _____

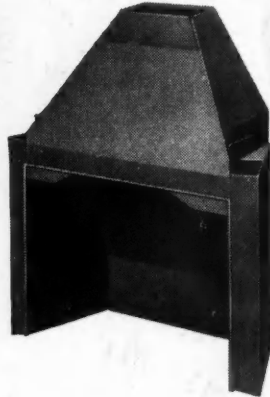
FIREPLACE UNITS FOR ALL YOUR CUSTOMERS

More sales—better profits for you—with the Bennett Line—Fireplace Units, Dampers (Steel and Cast-iron), Clean-outs, Ash Dumps, Lintel Bars, etc. . . . to fit every prospect's requirement. *Only Bennett builds two types of Fireplace Units, to meet all building needs.*



For Modern, Insulated Homes, with Central Heating

For Camps, Cottages, Southern Homes and Play Rooms



BENNETT
Fresh-Aire
FIREPLACE UNIT

Fresh air, from outdoors, is heated and circulated thruout the room. No loss of expensive furnace heat up the chimney . . . no cold, unhealthy floor drafts—and no smoke!

The unit cannot interfere with the traditional beauty of the fireplace—it's hidden within the masonry. . . . Easier and quicker to build. Mantel may be designed with complete freedom.

EVERY FIREPLACE OWNER WANTS . . .



BENNETT
Warm-Aire
FIREPLACE UNIT

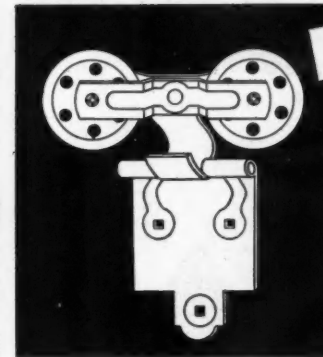
Draws cool air from floor level, heats and recirculates it . . . throughout the whole room! Keeps air fresher. Furnishes a complete form for the mason—saves your customers' construction and operation costs. . . . No smoke. Adaptable to any mantel design.

Write us for FREE FIREPLACE CATALOG at 347 Market Street.

BENNETT-IRELAND INC.
Chartered in 1906
NORWICH, NEW YORK

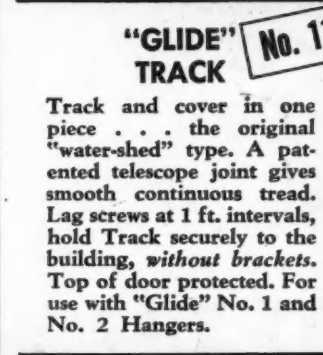
HERE ARE CLOSE-UPS OF OUR "STARS"

POPULAR GARAGE AND BARN DOOR HARDWARE



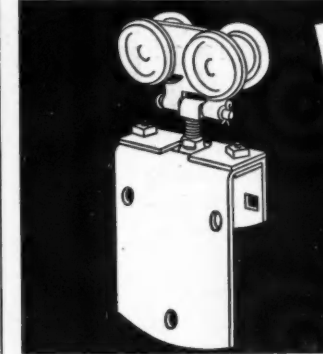
No. 1 "GLIDE" HANGER

Applied to inside of door . . . out of the weather . . . takes any thickness of door. You can't derail "Glide" Hangers. Have great strength because door is carried directly under center of Track. Smooth operating because of large wheels, roller bearing-equipped. For doors weighing up to 750 lbs.



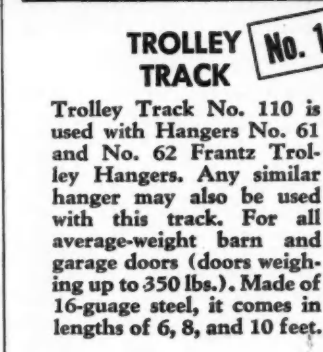
"GLIDE" TRACK No. 111

Track and cover in one piece . . . the original "water-shed" type. A patented telescope joint gives smooth continuous tread. Lag screws at 1 ft. intervals, hold Track securely to the building, without brackets. Top of door protected. For use with "Glide" No. 1 and No. 2 Hangers.



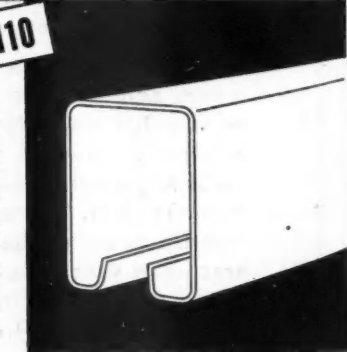
No. 61 TROLLEY HANGER

For doors weighing up to 350 pounds and from 1 3/4" to 2 1/2" thick, Trolley Door Hanger No. 61 is tops. Set No. 62 includes pair of No. 61 Trolley Hangers, three track brackets, two end caps, and necessary bolts. Hanger has vertical and lateral adjustments, flexible joint allowing door to swing out.



TROLLEY TRACK No. 110

Trolley Track No. 110 is used with Hangers No. 61 and No. 62 Frantz Trolley Hangers. Any similar hanger may also be used with this track. For all average-weight barn and garage doors (doors weighing up to 350 lbs.). Made of 16-gauge steel, it comes in lengths of 6, 8, and 10 feet.



Frantz offers a complete line of hardware for home, garage, barn.

FRANTZ

GUARANTEED BUILDERS HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

That's* for Me!



decides
Mrs. Doakes

Trust a good housekeeper to know what's what in smooth-working window hardware . . .

And 134,456,000 magazine readers agree with her Forceful advertising in leading home service magazines is now carrying the Grand Rapids "Invisible" story to millions of convenience-conscious home-planners and home-makers. (Also widely advertised in trade journals to architects, builders and dealers.)



*She means the



The dependable spiral sash balance

Quickest and easiest of all balances to install—three screws do the trick. Performance-tested in the laboratory and in windows of thousands of pre-war homes. Perfect for large volume building operations because of speed and economy in installation. Simple adjustment without removing sash. Same size balance fits upper and lower sash. 10 standard sizes meet 95% of all your residential installations.



Complete data on specifications and installation

Write today for fully-illustrated, complete information on planning, sizes, installations, etc. for Grand Rapids Invisible Sash Balance.

GRAND RAPIDS HARDWARE COMPANY
Grand Rapids, Michigan



Grand Rapids Sash Pulleys

"The recognized standard of quality for a half century"

No. 103 face plate, cone bearing type and Nos. 173, 109, 110 sawtooth drive type sash Pulleys cover 95% of all sash pulley requirements.



FOR HIGH SPEED TRUE CUTTING USE COMETS

Precision accuracy, blazing speed mark all Comet Radial Power Saws. They are further distinguished by their ability to give around-the-clock service for years without sacrificing speed or accuracy. Where there is volume work to be done, Comets are put to it by more and more builders. Comet preference is truly based on Comet performance. Order from your dealer, or write direct.

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COMETS cut quicker



Gives you
1 1/2 to 27 1/2 times more
INSULATION!

One pound of INSL-COTTON covers 1 1/2 to 27 1/2 times more area than one pound of any other available type insulating material—with greater insulating efficiency than any other type. Laid 3 inches thick, a pound of Insl-Cotton covers 4 1/2 square feet. The various other available types of insulating materials, spread the same thickness, will cover only 1/6 to 2 2/3 square feet. These figures, computed from Department of Agriculture tables, add up to less work for you and your installation crew . . . less freight charges per job . . . less strain on the structure being insulated.

INSL-COTTON EXCEEDS FHA, FPMA AND HH-1-528 SPECIFICATIONS . . . Insl-Cotton's "K" factor is only 0.24—the highest insulating efficiency found in government supervised tests! Harmless to handle . . . resilient, non-packing . . . flame-proof and fire-retarding . . . moisture and vermine resistant . . . a sure source of profit for you!

*** Certified** Only flame-proof, fire-retarding cotton insulation made under government supervision can make this claim.

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Dealers . . . Distributors . . . Mail Coupon for full information on Insl-Cotton. Some territories still open for this competitively priced insulation.



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: Distributorship Architect Contractor

The Originators of Flame-Proof, Fire-Retarding Cotton Insulation

INSL-COTTON DIVISION
 TAYLOR Bedding Mfg. Co.
 TAYLOR, TEXAS

Door Hanging Problems?

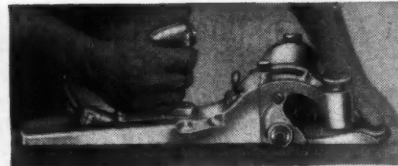
. . . Not when you use
STANLEY-CARTER EQUIPMENT!

DOOR HANGING ceases to be a problem when you equip yourself with Stanley-Carter Electric Tools. You can hang doors in a fraction of the time necessary with hand tools . . . and do the work better and more accurately.

For fitting, the powerful, 18,000 R.P.M. Carter J-5 Plane gives you smooth edges and bevels. Cuts equally well with or against the grain.

For hinges and lock faceplates, a Carter Hinge Butt Router with T3 and T1 templets makes perfect mortises every time in a matter of seconds. The Carter Lock Mortiser—lightest one on the market—cuts clean lock mortises in 30 seconds per mortise.

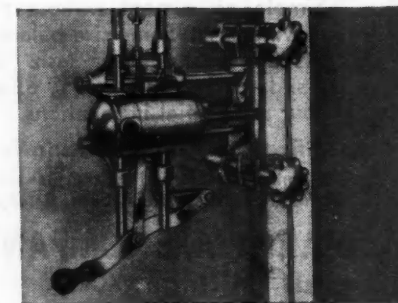
Write for full information on these proven time savers. Stanley Electric Tools, Stanley-Carter Sales Department, New Britain, Connecticut.



Carter J-5 Power Plane. Fully adjustable for straight or bevel cuts up to 45°. Cuts paper thin or up to 3/16". Mounted in bench bracket it becomes a high speed joiner.



Hinge Butt Router HB4A. With door and jamb templet this 3/8 H.P., 18,000 R.P.M. router can mortise 75 doors and jambs a day, accurately. No shimming or recutting. Also used with lock face templet.



Lock Mortiser. Simple, self-centering adjustments quickly adapt for all doors and locks. Height rod permits succeeding doors to be mortised without further adjustment.



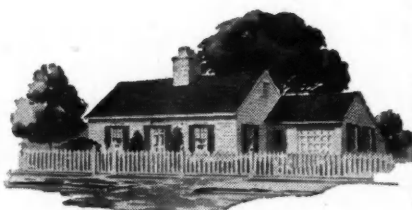
Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS



Insures low maintenance costs

Weather plays a very important part in the maintenance costs of homes—but not when you use Homasote Insulating and Building Board. This wood fibre board is *weatherproof* . . . a fact attested by letters from hundreds of home owners.



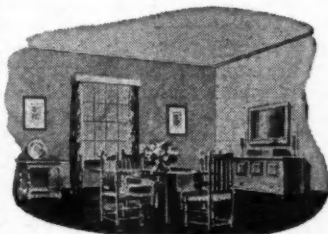
Homasote offers a combination of great structural strength with high insulating value in one material. Because Homasote comes in big

sheets (up to 8' x 14')—you have less handling, fewer nailings, fewer wall joints, less waste.

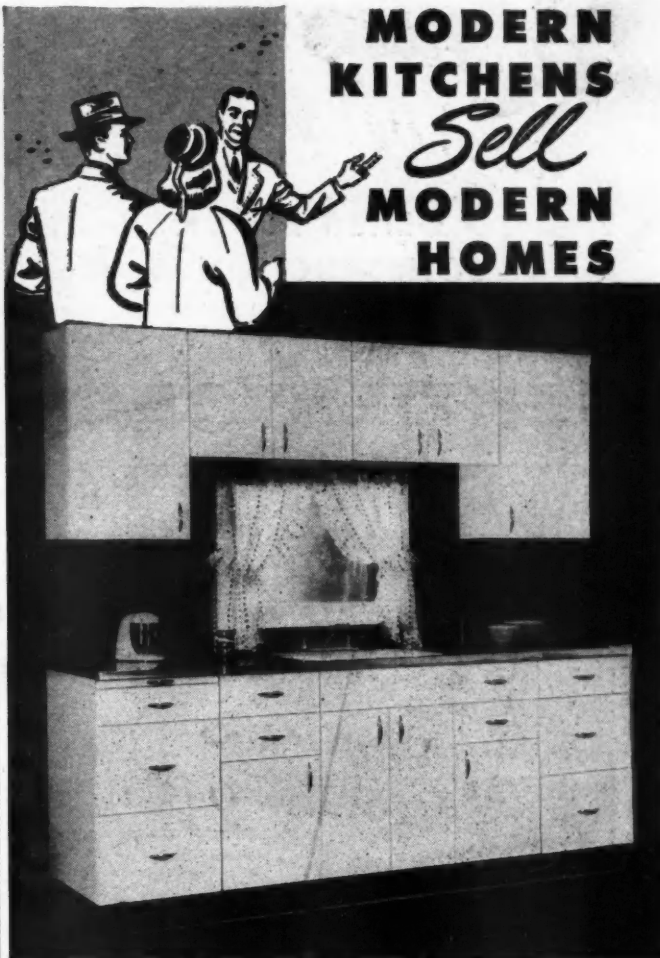
Homasote is *practical*—use it for interior walls; see the fine crackproof base it provides . . . perfect for paint or wall-paper. Add roof and sidewall sheathing of Homasote to get top *insulating value*. And for *strength* as well as insulation—use Homasote for subflooring, ceiling and exterior walls.

Homasote has proved itself by 30 years of successful application on residences, garages and structures of many different types.

We invite architects and builders to send for a copy of our new booklet, describing some of the many uses for *weatherproof* Homasote. The book gives physical characteristics, performance charts, specification data and application instructions. Write for your copy today.



HOMASOTE COMPANY, Trenton 3, N. J.



Guiberson STEEL CABINETS WITH FORMICA TOPS HAVE HIGH-QUALITY SALES APPEAL

That all-important room, *the kitchen*, is the heart of the modern home, and that's why Guiberson steel cabinets are such a big factor in the sale of *any* home. Their beauty, durability and utility have an appeal that will *sell* the homemaker. Made of steel to last a lifetime, handsomely styled Guiberson cabinets are finished in baked-on white enamel for enduring beauty. They have long-lasting Formica tops and incorporate many exclusive features to please the homemaker. Installation is simple, fast, and requires no high-priced labor. With Guiberson cabinets in your plans, the kitchen will sell the home.



MATCHED UNITS FOR MANY COMBINATIONS

The popular Guiberson Sink Cabinet, made of extra heavy sheet steel with Formica tops and precision roller bearings for drawers and shelves. Flat, durable hardware and heavy insulated drawer and door fronts.

Guiberson's 5 basic Cabinet units are adaptable to almost any installation.



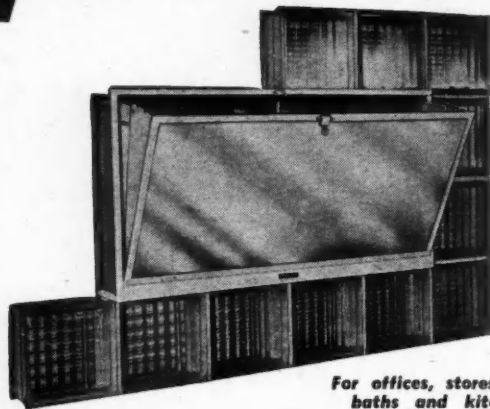
SEE THE NEAREST GUIBERSON DISTRIBUTOR OR WRITE TO

THE *Guiberson* CORPORATION
P. O. BOX 1106 DALLAS, TEXAS

*Add beauty
and ventilation*

TO GLASS BLOCK
CONSTRUCTION with

WINCO VENTILATORS

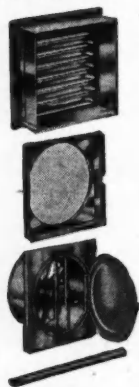


For offices, stores, home
baths and kitchens.

Admits light and ventilation like a window—will not admit rain, flies or insects when open. Constructed of heavy steel with built-in V-lintel. Baked enamel finish. Transom type positive lock. Complete with "vened" glass panel and exterior bronze screen which should be removed during construction. 6 sizes: for 6" or 8" blocks.

—and WINCO VENTILATING FANS

EASY
ASSEMBLY



Beautiful-Efficient

For home kitchens and offices. Metal frame easily installed in 6" or 8" glass blocks, in openings of 1 or 4 block displacement or in standard frame walls. Others for 9" to 13" brick walls. Complete with fan, motor and automatic door switch.

See your glass block dealer or distributor or write for detailed specifications and illustrated literature.



Ventilator Co. INC.

1435 VERONICA AVE. • ST. LOUIS 15, MO.

HEATING EFFICIENCY AT ITS BEST!

HYDROTHERM

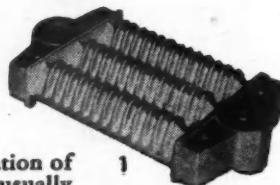
Trade Mark Reg. U. S. Pat. Off.

**AUTOMATIC
GAS-FIRED BOILERS
FOR HOT WATER
HEATED HOMES**



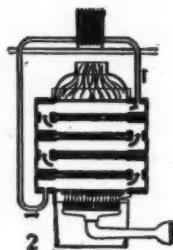
2HW3
288 sq. ft.
installed radiation
Weight: 234 lbs.
Size: 13"x26"x26"

Engineers rate it the most efficient gas-fired boiler with the **HIGHEST BTU output for its size and weight!** It has a higher capacity in ratio to size and weight than ever before attained. HYDROTHERM'S fully patented unique construction induces a rapid and positive circulation of water through the heating system, usually without the aid of pumps. It can be economically installed by one man. Compact and smartly jacketed for room or basement. HYDROTHERM is available in standard ratings to cover heating requirements of small homes, multiple family and apartment houses.



SCIENTIFICALLY DESIGNED HEAT TRANSFER UNITS AND IMPROVED WATER CIRCUIT

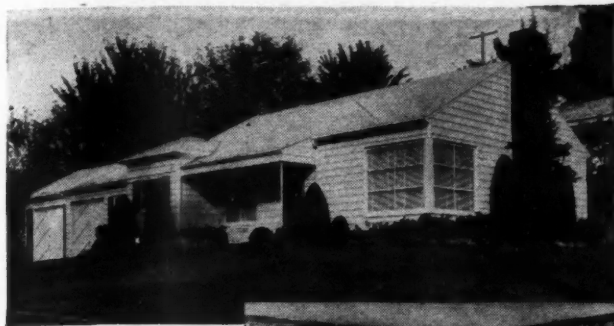
1. TUBES - scientifically overlapped ribbed tubes and uniquely staggered section arrangement means more heat transfer surface is surrounded by the radiant flame.
2. WATER CIRCUIT - zig-zag flow of water thru horizontal sections prevents undesirable internal circulation within absorption unit. Generates positive pressure which assures rapid and continuous circulation of hot water thru entire heating system.
3. HEAT TRANSFER - deep ribbed, staggered, horizontal sections of patented design provide a tremendous heat absorbing surface in a minimum of space. Assures highest fuel economy.



WRITE FOR NEW ENGINEERING BOOKLET AM-3

HOOK & ACKERMAN, Inc.

18 EAST 41st STREET • NEW YORK 17, N. Y.



**you
build**



**with
beauty**

In homes the country over these radiant woods furnish touches of mellow charm. It is truly said you build with beauty when you choose the Western Pines.*

Versatile and economical, they fit in whenever distinguished woodwork is wanted, endowing any room with evengrained loveliness.

Because these properly seasoned, carefully selected fine woods weather exceptionally well they lend themselves to exterior use too. Year after year they silently recommend the creative ability of the architect, the integrity of the builder; prove always a sound and comforting investment.

DO YOU—PLAN?—BUILD?—FINANCE?

If so, you'll want one, perhaps both, of these free booklets in your files. You'll find them very useful when talking to clients and customers. A postcard request brings them to you. "Western Pine Camera Views"—A 28-page picture-portfolio of architectural ideas. "We are Going to Build Our New Home of Wood"—It cites many very good reasons. Address—Western Pine Association, Dept. 3B, Yeon Building, Portland 4, Ore.

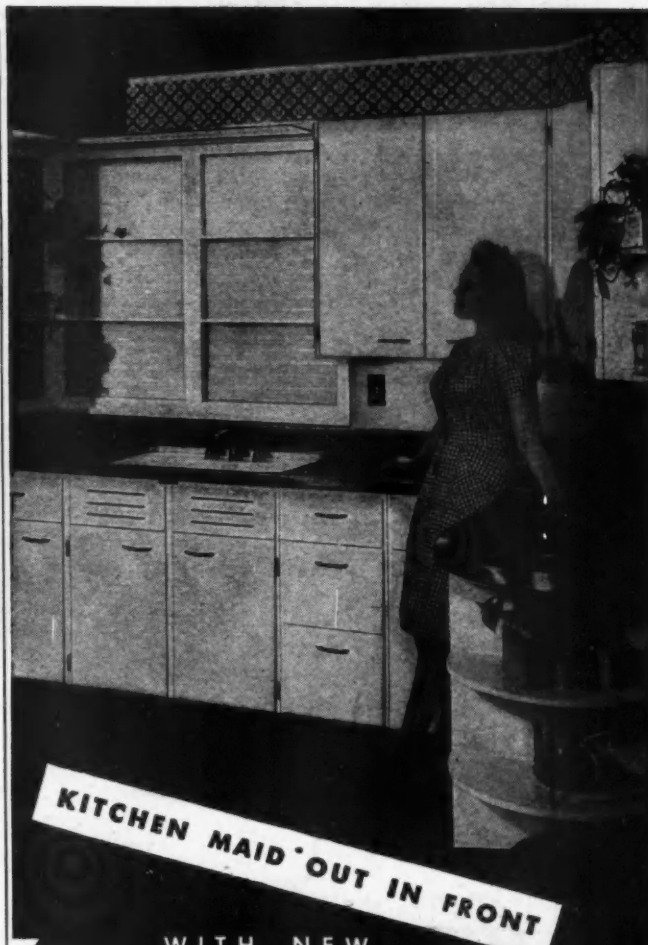
*Idaho White Pine

*Ponderosa Pine

*Sugar Pine

THESE ARE THE WESTERN PINES

Well-manufactured — thoroughly seasoned — rigidly graded — by all Association member mills



KITCHEN MAID 'OUT IN FRONT

WITH NEW

Appliance Styling



Kitchen cabinetry with the warmth of wood and the simplicity and distinction of modern Flo-line design—that's Kitchen Maid with new *Appliance Styling*.

Factory-built in standard units, and factory-finished, it meets all requirements of architect, builder and housewife.

Composite Construction of wood, metal and latest compositions, assures strength, flexibility, easy acting doors and drawers—lasting beauty. Numerous convenience features help minimize kitchen work.

See latest Sweet's Catalog or write for folder "Kitchens That Sing". The Kitchen Maid Corporation, 203 Snowden Street, Andrews, Indiana.

The increased demand for Kitchen Maid still exceeds production, but that condition is expected to change in 1947.

KITCHEN MAID
CABINETS

Appliance Styling • Composite Construction

HOLES In A Hurry



**MODEL 125
1/2 INCH DRILL**

with *Mall Drills*
REG. U.S. PAT. OFF.

Maximum speed, power and stamina in MallDrills cut valuable time from drilling in metal, plastics and wood. They leave clean, accurate 1-inch holes in form boards for ties or clamps. They will not stall under hand pressure . . . run cool under load . . . are compact in design for use in close quarters . . . light in weight and easy to handle. Slight pressure on the trigger switch releases more than enough torque to handle any drilling job.

Sturdy constructed for long service with helical cut, hardened steel gears, die cast aluminum housings and high quality 3-jaw geared chucks. Commutator can be serviced and brushes replaced without dismantling the drill.

5 POWERFUL MODELS

- Model 143T —1/4" capacity—2500 rpm.
- Model 143TP—1/4" capacity—1800 rpm.
- Model 153 —5/16" capacity— 800 rpm.
- Model 380 —3/8" capacity— 800 rpm.
- Model 125 —1/2" capacity— 500 rpm.

Available in 2 voltages—110-volt AC-DC or 220-volt AC-DC.

Ask your dealer or write for literature on MallDrills, MallSaws, Mall Concrete Vibrators and Mall Chain Saws

POWER TOOL DIVISION

MALL TOOL COMPANY

7737 South Chicago Ave.

Chicago 19, Illinois

★ 25 Years of "Better Tools For Better Work"



**A NEW WAY TO
BEAT THE HEAT
WITH COTTON**

**DRAMATIZE
YOUR SELLING OF
COTTON
INSULATION!**

Even the white hot flame of a blowtorch at 1800° F. fails to penetrate the fibers of this powerful barrier against cold. Cotton Insulation gives 36% greater insulating efficiency flame proof safety!

enjoy comfortable the year around

A blowtorch demonstration will help you sell the flameproof advantages of Cotton Insulation more quickly and effectively than a thousand words. The full column advertisement reproduced here will prepare an audience of 6,000,000 home owners and prospective builders to hear and see your sales presentation on Cotton Insulation.

**THE ABOVE ADVERTISEMENT
WILL APPEAR IN MARCH ISSUES OF**

- BETTER HOMES AND GARDENS
- HOUSE AND GARDEN
- SMALL HOMES GUIDE

ALSO IN APRIL ISSUES OF

- AMERICAN HOME
- HOUSE BEAUTIFUL

**TOTAL
READERS
OVER
6,000,000**




FREE! Send for your copy of the new sales folder on Cotton Insulation. It gives you many suggestions for dramatizing the powerful sales story of this amazing product. Write today — it's FREE. Address National Cotton Council, Box 18, Memphis 1, Tenn.

Look for this emblem when you buy.

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

**BUILD
BETTER
HOMES**

Faster
with



SAFWAY SCAFFOLDING

Safway Tubular Steel Scaffolding can be used to advantage throughout an entire home construction job. From the laying of the excavation blocks to the placing of the finished siding, it's a timesaver that encourages better quality workmanship. Safway . . . designed for lifetime usage . . . is practically indestructible. It can be erected in minimum time to meet any size or shape requirement. It is easy to store when not in use. And remember that on top of all this, Safway will pay for itself in no time.

FREE . . . Valuable Booklet

Write today for your copy of this valuable booklet telling all about Safway Scaffolding and equipment and how it can help you increase your operating efficiency. Ask for Bulletin No. AB 347.

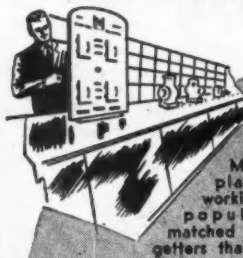
Distributors In Principal Cities





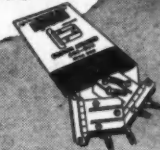
SAFWAY STEEL PRODUCTS, INC.
MANUFACTURERS OF TUBULAR STEEL SCAFFOLDING AND EQUIPMENT
6213 WEST STATE STREET, MILWAUKEE 13, WISCONSIN

Why NATIONAL LOCK CABINET HARDWARE is so easy to sell



DISPLAY

Modern counter display boards with working samples of four popular designs in matched sets — Attention-getters that increase Sales!



PACKAGING

Each item is individually packed in an envelope complete with necessary screws and instructions for applying. Eliminates loss of small parts and protects the finish, fool.



STYLING

Product design is a powerful selling force! These smooth, smartly styled designs mean quick, profitable sales. A sure-fire combination . . . sheer beauty plus rugged utility. You'll find that Smart Styling Sells 'Em!

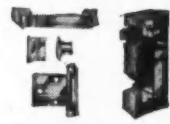


No. 140 DISPLAY BOARD

FOUR POPULAR STYLES IN MATCHED SETS OF SPARKLING CHROMIUM



DELUXE



PREMIER



ARISTOCRAT



UTILITY

THE increasing popularity and demand for Smartly Styled National Lock Cabinet Hardware is no secret. Customers just can't help taking a second look at the brilliancy and attractiveness of the No. 140 Display Board shown above. Here is a 24-hour silent salesman that will do a real selling job for you. Now that lumber, paints and other building materials are coming back on the market—there's going to be a lot of kitchen cabinet remodeling and refinishing. Alert dealers will take advantage of this profit-packed business by ordering a stock with display board TODAY.

NATIONAL LOCK COMPANY



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

Giving Lasting Value in Low Cost Homes—

(Continued from page 111)

refrigerator. Beginning this spring, a washer is being added. For the first five years, under the packaged mortgage plan used by Mr. Gerholz, the buyer makes payments on major appliances along with his regular mortgage payments. "The packaged house mortgage deal," says Mr. Gerholz, "makes a lot of sense to us. We are just neophytes in that phase of the business, but we are thoroughly sold on its sound merits and are determined to completely explore all its possibilities. Approximately one-third of our clients have wanted it to date although we have not pushed it very hard. This spring we will pull all the stops and give it the works. Owners need it and mortgagees want it. FHA has given the green light, and will insure when appliances are included in the specifications. We are solving the service problem by having men in our own organization take care of that."

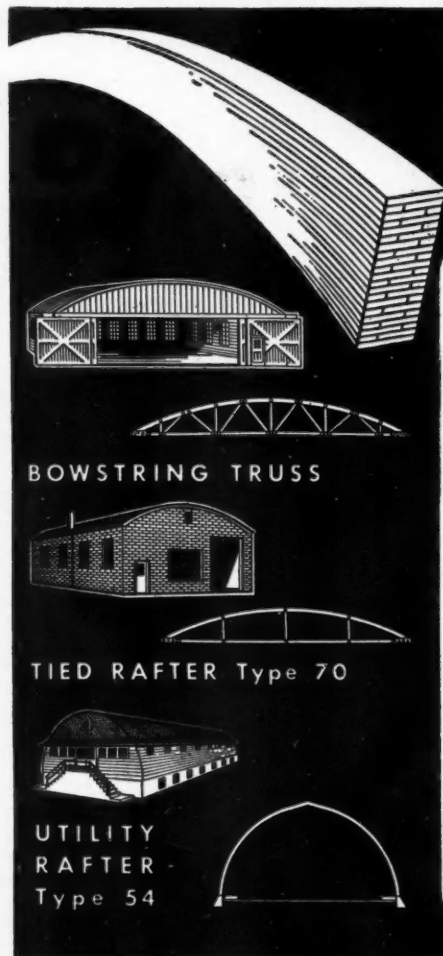
* * *

Ruud Capacity Up 400 Per Cent

THE establishment of new plants has given the Ruud Manufacturing Company an overall production capacity 400 per cent greater than that of pre-war years, according to R. H. Lewis, Ruud president, and have established Ruud as the world's largest manufacturing network solely devoted to the manufacture of gas water heaters.

In addition to existing facilities, two new factories, one in Kalamazoo and one in Santa Cruz, Calif., were recently completed and equipped. While Santa Cruz will direct the greater portion of its production to West Coast distribution, the new Kalamazoo plant will add greatly to Ruud national figures. Actual stepped-up production, however, will be delayed until supplies of raw materials are correspondingly increased.

(Continued to page 164)



BOWSTRING TRUSS

TIED RAFTER Type 70

UTILITY
RAFTER
Type 54

RILCO BUILDINGS

Look Better - Are Stronger

● Rilco glued laminated trusses, arches and tied rafters are widely used in airplane hangars, warehouses, stores, garages, factories and dairy barns.

Wherever wide post-free spans and economical construction are desired, Rilco framing offers unusual value.

Rilco glued laminated framing is four times stronger than arches or rafters that are nailed. Rilco framing is engineered for great load bearing strength and wind resistance.

It's no wonder that more and more new commercial structures are being built the Rilco way. Rilco framing makes buildings that are modern and attractive in appearance—strong—easy to erect. There's a Rilco Rafter for every type of building.

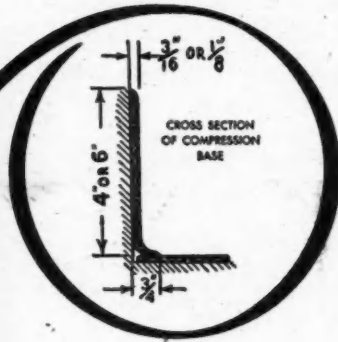
RILCO LAMINATED PRODUCTS, Inc.

A WEYERHAEUSER INSTITUTION

1667 FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

*It's New!
It's Different!*

WRIGHT-ON-TOP COMPRESSION BASE



U.S. Pat. No. 2,300,084
Canadian Pat. No. 417,081

Here is a new, patented wall base that forms the ideal bond between walls and floors of every type. Introduced before the war restricted the use of rubber—and now again available—Wright-On-Top Compression Base has passed the tests of schools, hospitals and public buildings where cleanliness, long life and easy maintenance are primary factors.

Because this base is set on top of the flooring, border scribing is eliminated—saving time and money on installation. And because the flexible Wright-On-Top base is installed under pressure, it stays snug to the floor despite floor shrinkage . . . acts as a seal against dirt and water. The patented Wright-On-Top is extremely durable . . . won't scratch or scuff . . . is resistant to chemicals, grease and stains . . . never needs refinishing.

Wright-On-Top Compression Base is available for shipment in the quantities you need. So no matter what type of flooring you are selling, recommend the use of Wright-On-Top Compression Base. It's practical—easy to install—adds the finishing touch to your flooring job—and makes you an extra profit.

PLAN YOUR WRIGHTFLOR NOW!

Although the supply of Wrightflor is limited at present, production is constantly increasing. Start building your Wrightflor business now. Be in a position to cash in on the big profit possibilities of this leader in the rubber tile flooring field. Write for details.

TAYLOR MANUFACTURING COMPANY

Wright Rubber Products Division

3050 W. Meinecke Ave.,

Milwaukee 10, Wis.

WRIGHT RUBBER TILE

Flooring of Distinction

CONTRACTORS and BUILDERS Start the New Year right WITH **THOROSEAL**

THOROSEAL fills and seals cracks and all other defects in the surface, equalizes the absorption of each individual unit comprising the surface without checking or cracking.

The surface of any type of old or new stucco walls, manufactured block, brick or tile can be waterproofed and protected with THOROSEAL.

Contractors, homeowners and every type building owner have water problems, wet basements and defective exterior walls, which need sealing and protection.



An example of disintegrated stucco surface on an otherwise well-built home and how the stucco was sealed, waterproofed and interior of home made dry with one heavy application of THOROSEAL.



The above photograph shows the same stucco home after it received one heavy application of THOROSEAL, which, after being applied for one year, shows no leakage or dampness on the interior of the building.

Finish coat of SNOW WHITE QUICKSEAL will be applied during 1947.


Have your local lumber or building supply dealer order for you.

Standard Dry Wall Products, Inc.


BOX X

NEW EAGLE, PENNA.



FOR EXTRA CIRCUITS
with the New 
MAIN AND RANGE
SERVICE UNIT

Available
 in 60 amp.
 "Series"
 and
 100 amp.
 "Parallel"
 connections.

In planning tomorrow's "dream home" be sure to include  Main and Range and branch circuit Service Equipment. Small and compact and easy to install, this new unit is designed specifically to meet the need for adequate service for electric ranges, water heaters and other heavy appliances.

See your dealer for complete information or write for Bulletin No. 74.

Frank Adam
 ELECTRIC COMPANY
 ST. LOUIS

Universal
LEVEL-TRANSIT



with coated optics

Rugged — accurate — highly dependable, the Universal Level-Transit offers builders an all-purpose instrument of unexcelled practicality and versatility. Quickly converted from a precision level to a highly accurate transit in two easy motions.

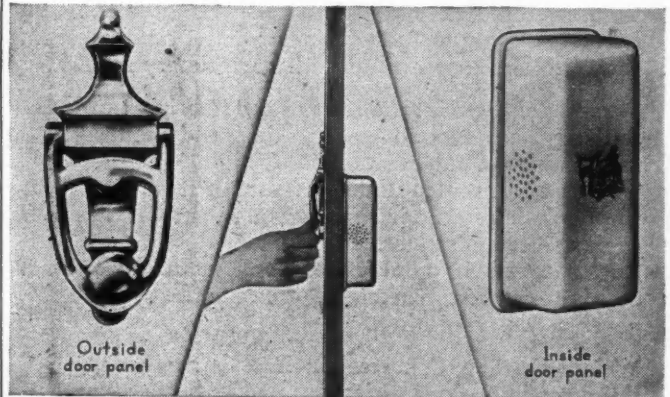
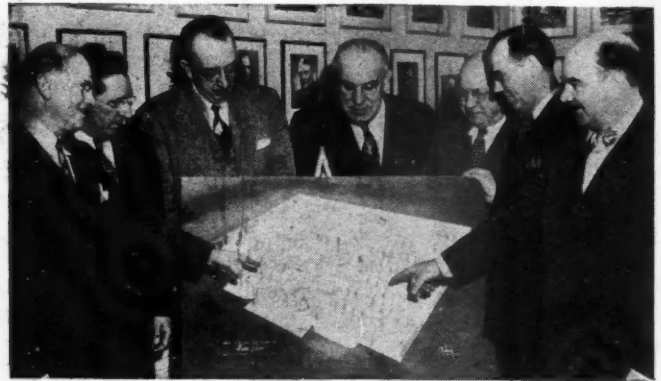
Patented ball-bearing race assures perfect adjustment under severest conditions. Telescope 12" long, 25 power, horizontal circle 4 1/2" with Verniers to 5 minutes. Write today for full information — also free booklet, "How To Lay Out Building Lots."

DAVID WHITE
 COMPANY

317 West Court Street,
 Milwaukee 12, Wisconsin
 Manufacturers of instruments
 for engineers, surveyors and builders.

**Southern California Builders Group
 Plans Second Annual Home Show**

MEMBERS of the executive committee of the Second Annual Construction Industries Home and Building Exposition of Southern California, June 12 to 22, at the Pan-Pacific Auditorium, Los Angeles, are shown discussing plans for the event with other building trades officials. With industrial and home exhibits planned by manufacturers, distributors and contractors in both national and local construction industries, exhibit space has already been more than three-fourths sold out, according to Fred J. Tabery, show managing director, 3443 S. Hill St., Los Angeles 7. Shown left to right are: Milton J. Brock, exposition president; Frank Jani, exposition second vice president; Lawrence B. Gibbs, exposition secretary; A. L. Stone, exposition treasurer; Earl T. Heitschmidt, chairman, Construction Industries Committee, Los Angeles Chamber of Commerce; Earl S. Anderson, exposition first vice president; Fred J. Tabery, exposition managing director. The first show to be sponsored by this group was conducted last year.



AUTHOTONE CHIMES

ARE IDEAL FOR ALL HOUSING

Because they're mechanically operated and trouble-free. The builder saves cost of wiring and electrical accessories.

Because it's now so easy for builders to offer the extra beauty of musical door chimes.

Because the AuthOtone "Suburban" bar chimes and "Mayfair" cathedral chimes are the only chimes that combine the traditional beauty of a solid brass door knocker with the new beauty of melodious chimes. Because the AuthOtone line is complete. Send for Bulletin 110.

AUTH ELECTRIC COMPANY, INC.

34-20 45th STREET



LONG ISLAND CITY 1, N. Y.

Offices in

Principal Cities

SINCE 1892



BETTER STYLE IN BUILDERS HARDWARE BY

HARDWARE "Harmony"

IN A COMPLETE CYCLE
OF TRADITIONAL
PERIOD DESIGN

Sager embraces a full octave of traditional and period design. And in each design there is a harmonious selection for inside and outside use. Sager meets the designer's idea of setting and atmosphere; and the builder's need for the practical virtues of easy installation, precise operation and long life. Always look to Sager for harmony throughout.



NORTH CHICAGO, ILLINOIS

STEEL CASEMENT WINDOWS

Immediate Deliveries

CROFT offers 30 years of experience and new production methods. This background enables us to offer immediate shipments.

See our catalog in Sweet's or write today for your copy.



CROFT STEEL PRODUCTS, Inc.
370 Lexington Ave., New York 17, N. Y.



**TWO ROOMS
FOR ONE!**

It's easy with Modernfold, the accordion-type door! And you get the *one large room* back again by folding the doors to wall. Study the floor plan. It shows a living-room-library combination but Modernfold works equally well in dividing a large bedroom into two smaller ones. Its space-saving advantages can be used successfully for closets, kitchens, bathrooms, etc. Get full details today. Remember Modernfold . . . fabric-covered for beauty, metal-framed for rigidity and strength.

Doors can be delivered in 30 to 45 days after acceptance of order at factory.



NEW CASTLE PRODUCTS
NEW CASTLE, INDIANA

Dealers in all principal cities in the United States and many foreign countries

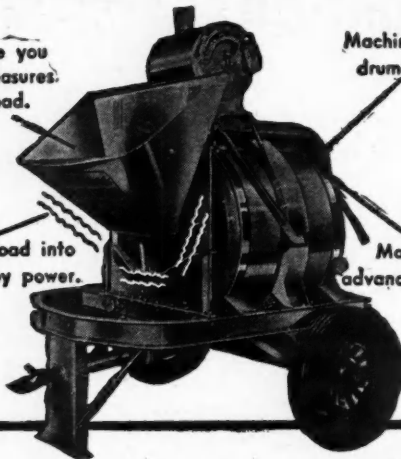
Mix up to 50 yards a day with JAEGER 3 1/2 "AUTO LOADER"

Loads while you mix and measures as you load.

Machined steel drum tracks.

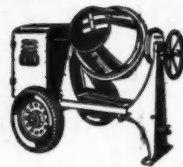
SHAKES load into the drum by power.

Many other advanced features.



Automatic Shaker-Batcher loads QUICK-AS-A-FLASH

Loads and measures while you mix, then shakes material into drum by power. Fast as a power loader. Mixes more batches a day. Ask today for our latest Catalog M-5.



3 1/2 Tilter; Non-Tilts up to 565 size

THE JAEGER MACHINE CO.

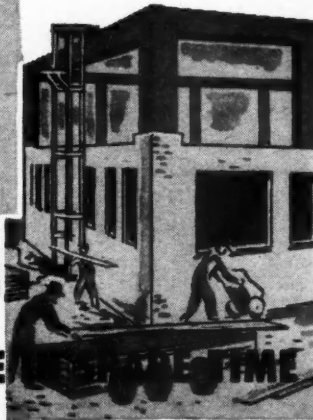
Main Office and Factory Columbus, Ohio

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(Continued from page 160)

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Curtis Announces Changes In Personnel Management

THE retirement of two well-known Curtis executives, R. S. Whitley, vice president in charge of production at Clinton, Iowa, and Harold Purvis, division manager at Minneapolis, has brought about management personnel changes, it is announced by G. L. Curtis, president of Curtis Companies, Incorporated, Clinton, Iowa.

Mr. Whitley, associated with Curtis since 1912 and vice president since 1919, will retire on April 1. He will be succeeded by H. C. Snyder, who has served as his assistant for many years. Mr. Snyder's service record dates from 1910.

Mr. Purvis, who retired on February 1, has been succeeded by H. O. Sugg. A member of the Curtis Clinton organization since 1924, Mr. Sugg was first in various departments of the Clinton office and factory, and later in charge of different eastern sales territories. In his new assignment, Mr. Sugg will be located at Minneapolis.



ABOVE: H. C. Snyder and R. S. Whitley.

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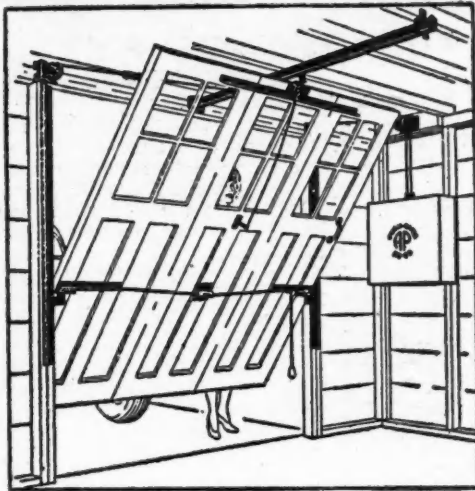
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Architectural Engineer

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(Continued from page 124)

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307—KEWANEE HI-TEST BOILER—suitable for all fuels, solid, liquid or gas, hand or mechanical fired, is illustrated with diagrams and cuts in Catalog 89a issued by the Kewanee Boiler Corp., Kewanee, Ill. Full specifications are given and dimensions tabulated in detail.

308—DESIGN FOR BETTER LIVING—is the title of a 24-page 2-color booklet offered to dealers and others interested in the 1947 line of Coleman gasoline appliances by the Coleman Co., Inc., Wichita, Kans. The book describes and illustrates the many uses of gasoline lamps, lanterns, irons, burners and portable cooking units.

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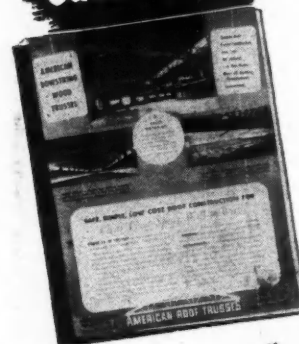
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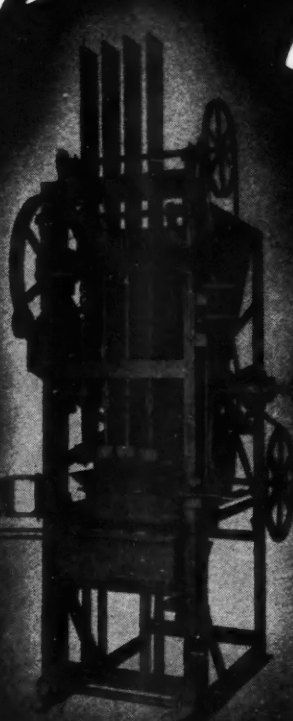
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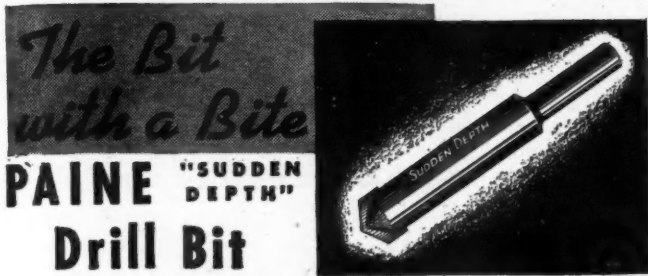


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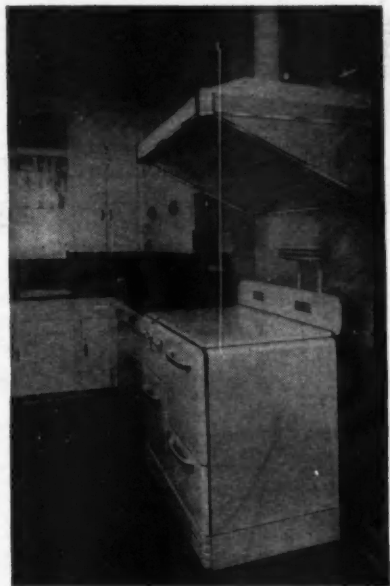
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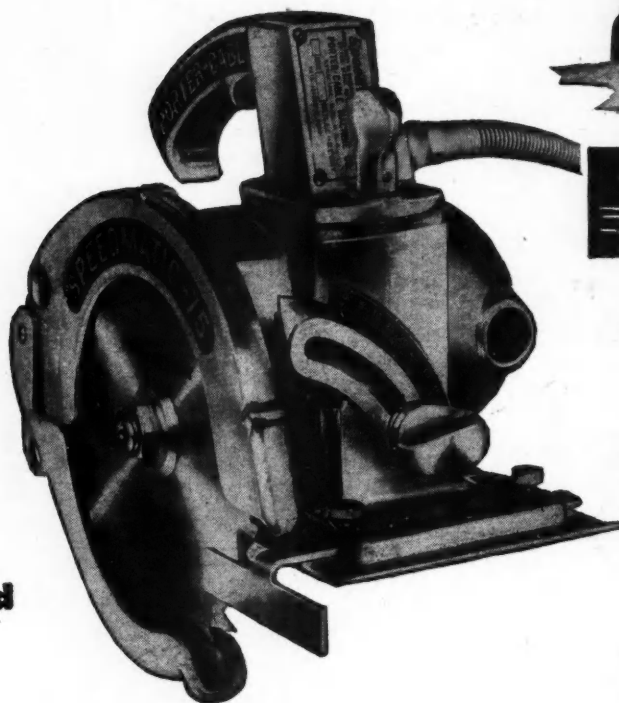
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