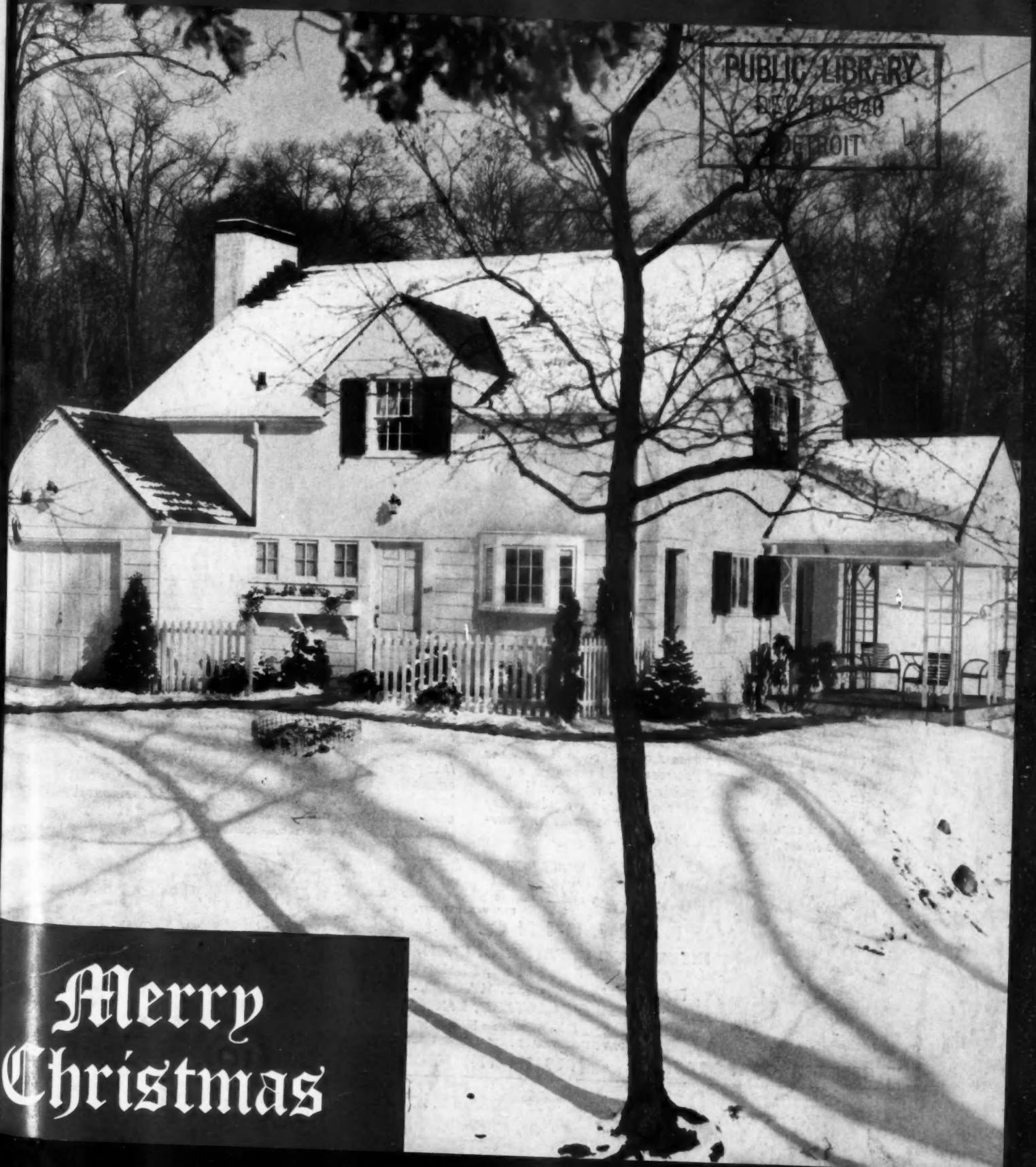


DECEMBER, 1940 - 25 CENTS

AMERICAN BUILDER

AND
BUILDING
AGE

THE WORLD'S GREATEST BUILDING PAPER

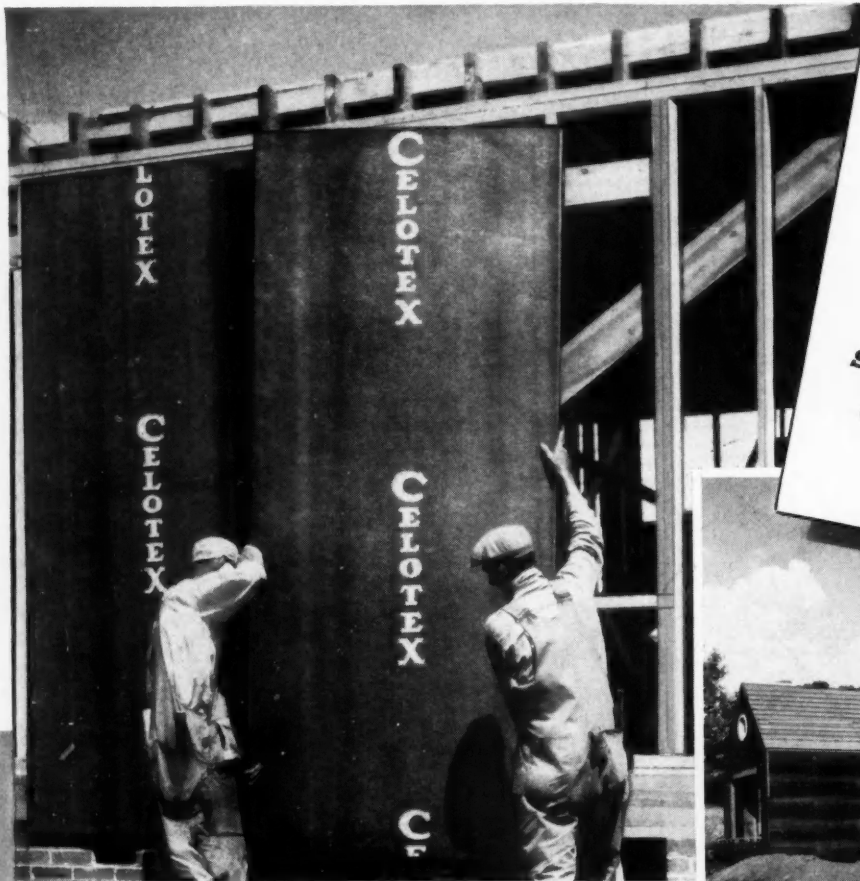


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ALL RIGHT, MR. CONTRACTOR...

Here's the Answer to that Shortage of Sheathing Material:



Celotex Vapor-seal Sheathing



Celotex Center-Matched Vapor-seal Sheathing

... Here's a better sheathing that's always available, that insulates as it strengthens, with 19 years of successful performance to prove its **VALUE!**

YOUR customers need suffer no costly delays due to shortage of sheathing materials if you specify Celotex Vapor-seal Sheathing. And today you can give them *at no extra cost* all the extra advantages of this premium material *with three times the insulation of wood* . . . structural strength equal to diagonal wood sheathing . . . tight wall construction . . . permanent protection against dry rot and termites by the Ferox Process . . . *a guarantee in writing for the life of the building.**

For nineteen years Celotex Sheathing has provided structural strength, insulating efficiency, and all-around satisfaction in thousands of homes. Increasing numbers of architects are using Celotex Vapor-seal Sheathing in competition plans. *And it is preferred by 8 out of 10 insulation board buyers, according to a recent survey.* Available in vertical boards, 4' wide, and in the new 2'x8' horizontal center-matched units.

*When issued, applies only within Continental United States.

CELOTEX

REG. U. S. PAT. OFF.

BUILDING PRODUCTS
INSULATING SHEATHING, LATH, INTERIOR FINISHES
ASPHALT SHINGLES, SIDING, ROLL ROOFING
HARD BOARDS • ROCK WOOL BATTS, BLANKETS
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THE CELOTEX CORPORATION • 919 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS

Published monthly by Simmons-Boardman Publishing Corporation, 105 W. Adams St., Chicago, Ill. Subscription price, United States, Possessions, and Canada 1 year \$2.00; 2 years, \$3.00; foreign countries: 1 year, \$4.00; 2 years, \$7.00. Single copies, 25 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, Ill. Address communications to 105 W. Adams St., Chicago, Ill.

Fenestra shows you how
"HIGH CLASS" A "LOW PRICE"
 window can be

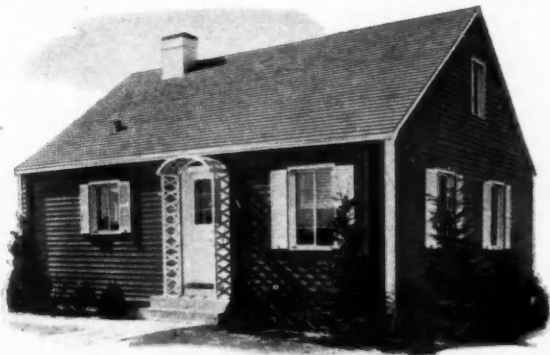


1 By what it gives the **BUILDER**

- **COMPLETE UNIT** — a prefabricated high-grade Bonderized Steel Casement window, already glazed, Redwood cased and outside trimmed, inside wood trimmed, with all hardware attached.
- **LOW FIRST COST** — less than the cost of ordinary windows.
- **JIFFY INSTALLATION** — quickest, simplest, cheapest window installation ever devised; window installed complete on outside in less than 5 minutes, with hammer and nails only.
- **NO SERVICING** — no "comebacks" later; no warping, sticking or rattling.

2 By what it gives the **OWNER**

- **DOUBLE DISTINCTION** — adds beauty both inside and outside.
- **MORE DAYLIGHT** — larger glass areas, narrow frames admit more light through same size opening.
- **BETTER VENTILATION** — from 3 directions instead of one.
- **EASY OPENING** — no warping or shrinking, no sticking or rattling.
- **SAFE CLEANING** — both sides washed from the inside — no sitting on the sill.
- **SUPERIOR WEATHER-TIGHTNESS** — snug-tight against storms.
- **BETTER SCREENS** — "lifetime" screens attached safely, quickly, on the inside.
- **LOW-COST STORM SASH** — uses ordinary, outside, wood frame storm sash.



3 And by the Way it Helps
BUILDERS SELL HOUSES

No wonder the "high quality" of Fenestra helps sell houses. Attention compelling beauty on both the inside and outside appeals instantly to home buyers. The attractive little Cape Cod home shown opposite is an example. It is one of 60 houses the Arnold Construction Company are building in their "Silver Glen" development at East Hartford, Connecticut, in which Fenestra Package Windows are used. Like hundreds of other big builders everywhere, Arnold SELLS and BUILDS continuously. Two other examples are shown opposite in Cleveland and St. Louis.

At the extremely low prices of Fenestra Package Windows, you, too, can give your buyers the many important features of expensive windows. You'll have the advantage over other builders—and save money besides. Ask Fenestra to turn these words into actual performance for you. Mail coupon for facts and prices today.



ST. LOUIS—One of 50 houses in which Schuermann Building and Realty Co., big St. Louis builders, have used Fenestra Package Windows. Reasons for change to Fenestra are given on this page.



CLEVELAND—One of 16 houses in which George M. Colcher, Cleveland builder, has used Fenestra Package Windows. 27 more planned. Colcher says, "They are money-savers and sales-winners."

Fenestra
PACKAGE WINDOW

Detroit Steel Products Company,
 2260 East Grand Boulevard,
 Detroit, Michigan

Please send me the Fenestra Package Window Catalog and Price List.

Name _____

Address _____

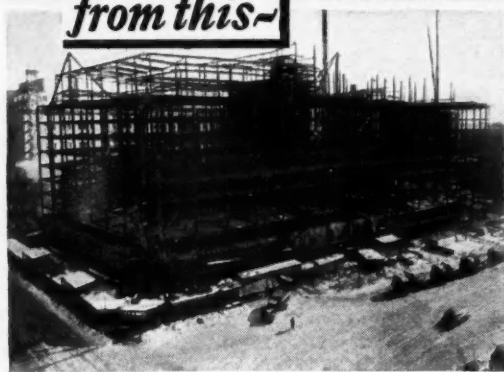
City _____ State _____



~ this ~

8
weeks

from this ~



LAFAYETTE BLDG., 15th & I Sts., N.W., Washington, D. C.
 ARCHITECTS: A. R. Clas & Associates, Washington,
 D. C. Holabird & Root, Chicago, Ill.
 ENGINEER: A. J. Scullen, Washington, D. C.
 GENERAL CONTRACTORS: Thompson-Starrett Co., N.Y.
 CONCRETE CONTRACTORS: Senn-Herrick Corp., N. Y.



A SHORT CUT For the Winter Job

CONSTRUCTION tempo is rapidly changing with America's call for speed—and more speed. As any contractor knows—in concrete construction, the sooner the concrete reaches service strength, the faster the job will move. Many contractors have turned to Lehigh Early Strength Cement, because it steps up their jobs by making service strength concrete 3 to 5 times faster than normal portland cement. It does this in any season—in winter, besides, its quick curing reduces heat protection costs one-half to two-thirds and is added protection against frost damage.

The Lafayette Building in Washington, D. C., is a typical example. With the steel erected and the floors ready for pouring with normal cement, a call came for quick occupancy. The answer to the demand was quick service concrete made with Lehigh Early Strength Cement. Forms were removed in 4 days instead of 14 to 21 as originally specified. Poured in sub-freezing weather, heat curing costs were cut more than half. In 8 weeks, the Senn-Herrick Company completed the basement, 12 floors and roof slab. Other trades stepped-up their work because the concrete quickly reached the specified strength, was ready for use.

You can step up your concrete work for any purpose by using Lehigh Early Strength Cement—you can save time and often reduce costs, too.

The Lehigh Service Department is at your disposal without obligation.

LEHIGH PORTLAND CEMENT COMPANY

Allentown, Pa., Chicago, Ill., Spokane, Wash.

THANK YOU, MR. LEVITT!

*What a leading
New York Builder
says about*



Levitt and Sons, Manhasset, N. Y., Builders
S. Nelson Flooring Co., Richmond Hills, N. Y.,
Dealer

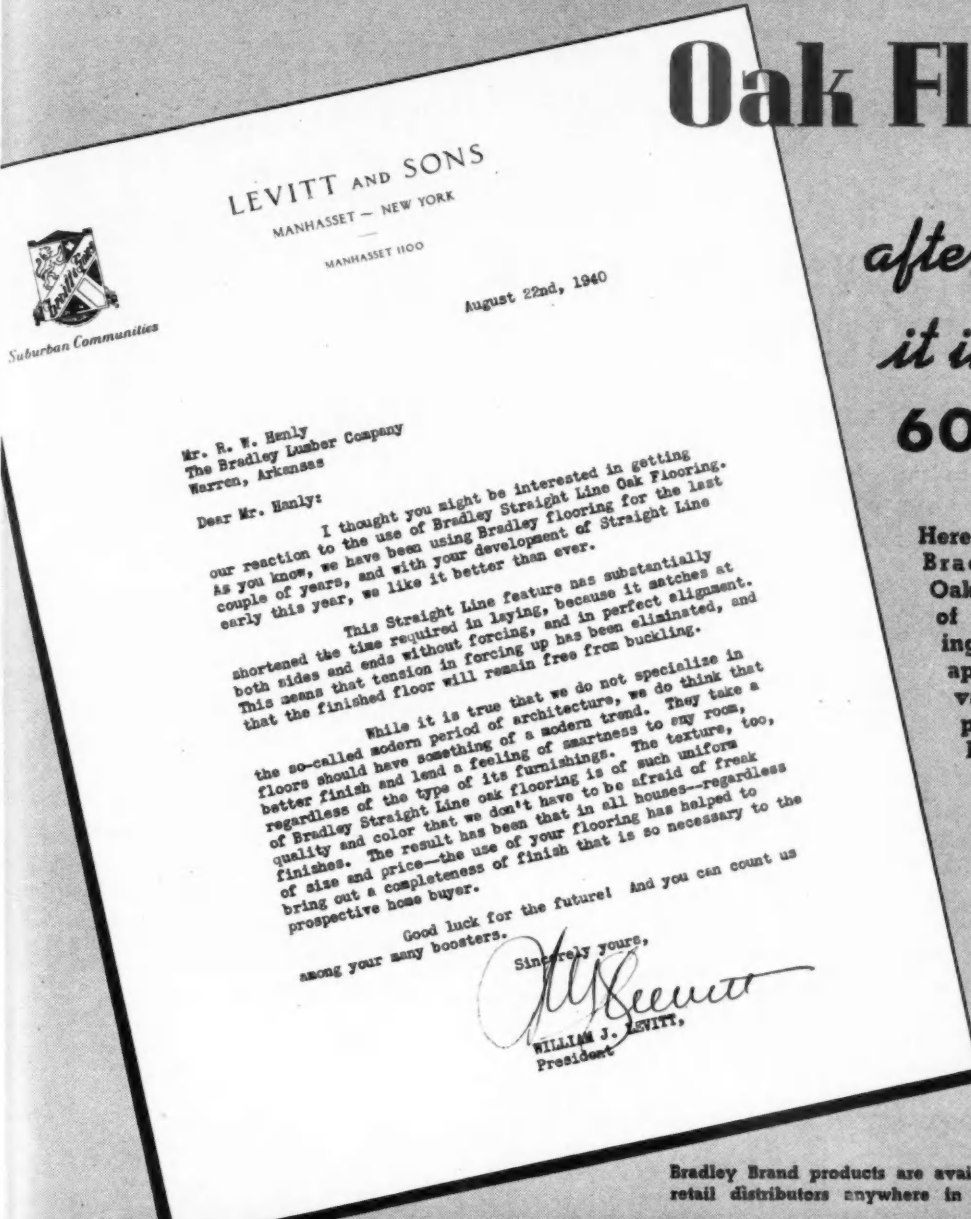
BRADLEY'S STRAIGHT-LINE Oak Flooring

*after installing
it in more than
600 HOMES!*

Here is first-hand proof that Bradley's STRAIGHT-LINE Oak Flooring wins the approval of men who know oak flooring value . . . and holds that approval by delivering that value. Other Bradley Brand products are: Oak Plank Flooring, Oak and Gum Trim and Mouldings, Arkansas Soft Pine Finish and Framing Lumber.



Bradley Brand products are available through local retail distributors anywhere in the United States.



LEVITT AND SONS
MANHASSET — NEW YORK
MANHASSET 1100

August 22nd, 1940

Mr. R. W. Henly
The Bradley Lumber Company
Warren, Arkansas

Dear Mr. Henly:

I thought you might be interested in getting our reaction to the use of Bradley Straight Line Oak Flooring. As you know, we have been using Bradley flooring for the last couple of years, and with your development of Straight Line early this year, we like it better than ever.

This Straight Line feature has substantially shortened the time required in laying, because it matches at both sides and ends without forcing, and in perfect alignment. This means that tension in forcing up has been eliminated, and that the finished floor will remain free from buckling.

While it is true that we do not specialize in the so-called modern period of architecture, we do think that floors should have something of a modern trend. They take a better finish and lend a feeling of smartness to any room, regardless of the type of its furnishings. The texture, too, of Bradley Straight Line oak flooring is of such uniform quality and color that we don't have to be afraid of freak finishes. The result has been that in all houses—regardless of size and price—the use of your flooring has helped to bring out a completeness of finish that is so necessary to the prospective home buyer.

Good luck for the future! And you can count us among your many boosters.

Sincerely yours,

W. J. Levitt
WILLIAM J. LEVITT,
President

BRADLEY LUMBER COMPANY of Arkansas
WARREN, ARKANSAS



Write for these Booklets
 They Record a
**REVOLUTIONARY ADVANCEMENT
 IN TIMBER ENGINEERING!**

THEY explain and illustrate the application of the TECO Timber Connector System to light and heavy structures . . . they record one of the most important and interesting developments transforming the use of lumber as a building material.

These booklets tell how, in seven short years, a new system of joining timbers has changed timber from a carpentry to an engineering material . . . and stimulated the establishment of widespread new facilities for shop fabrication of our lowest cost building material.

No engineer, architect, designer or builder should be without complete information concerning the wide new range of work which has been opened to lumber . . . **YOU SHOULD READ THESE BOOKLETS. THEY ARE FREE.**

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*Use this
 Coupon*

TIMBER ENGINEERING COMPANY, INC., Dept. H-12
 1337 Connecticut Avenue, Washington, D. C.

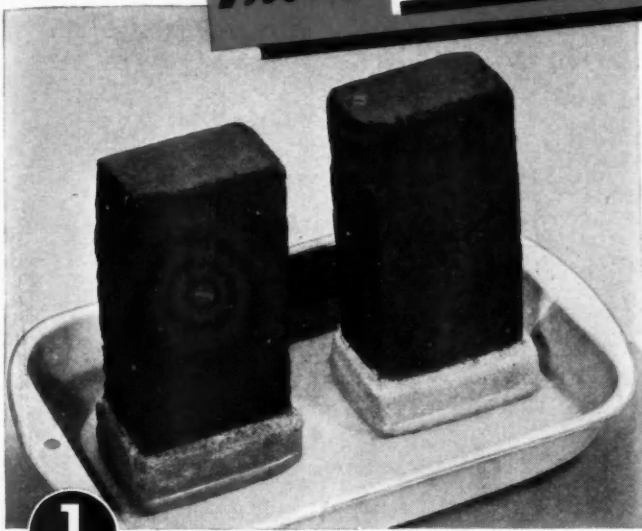
- GENTLEMEN: Please send me without cost or obligation:
 Complete information on the TECO Connector System of construction.
 "Lumber Literature." (Catalog of all Lumber Literature).

Individual.....Firm.....
 Street.....City.....State.....

LUMBER LITERATURE
 Over 120
**INDIVIDUAL
 BOOKLETS**
 MOST OF THEM
FREE FOR THE
 ASKING
 ARE LISTED IN THIS
NEW GENERAL CATALOG
 of
 "Lumber Literature"

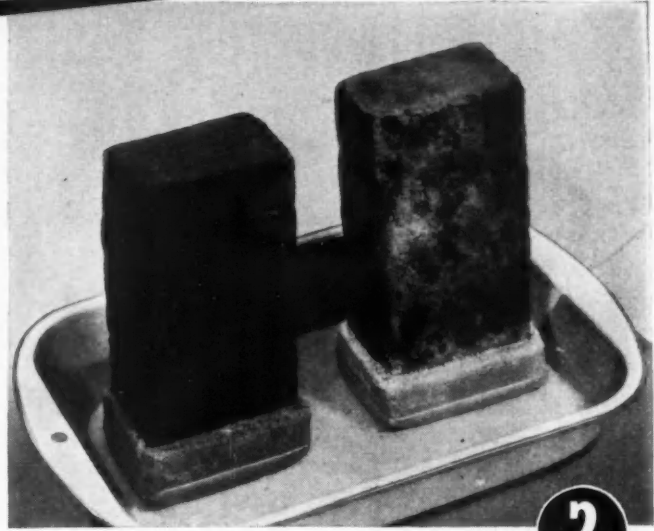
This is the first composite publication of its type which has ever collected in one list all the design and utilization information currently available through all the associations of lumber producers in the United States. **GET YOUR FREE COPY NOW.**

MAKE THIS TEST -
Prove **BRIXMENT is BEST!**



1

"Cap" one brick with Brixment mortar, and one brick with mortar made with portland cement and lime. After mortars have hardened, place both brick in a pan of shallow water. (Photo 1.) . . .



2

Keep about an inch of water in the pan. Even if soluble salts are present in the brick or sand, you will soon be convinced that *Brixment mortar helps prevent efflorescence.* (Photo 2.)

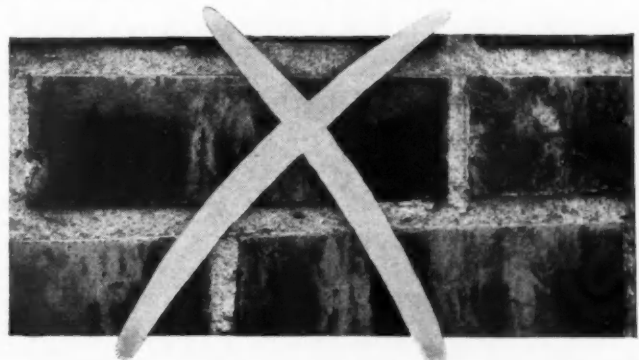
BRIXMENT Mortar Helps Prevent EFFLORESCENCE!

EFFLORESCENCE is an outcropping of minute white crystals on brickwork. When these crystals occur on colored mortar joints, the condition is sometimes mistaken for *fading*.

Efflorescence is caused by the presence of soluble salts in masonry materials. When reached by water, these salts dissolve and are drawn, by evaporation, to the surface of the wall.

Brixment *never causes efflorescence* because it is practically free from soluble salts. Even when such salts are present in the sand or brick, the waterproofing in Brixment mortar usually *prevents them from coming to the surface.*

Bricklayers who have used Brixment mortar for years say they have *never seen* a case of efflorescence on a Brixment wall. If you have been troubled by efflorescence, we suggest that you *try Brixment.*



BRIXMENT

For Mortar and Stucco

He knows the way  to a Woman's Heart
 (AND HER HUSBAND'S  POCKETBOOK!)



**OPERATIVE BUILDER BROWN HAS
A WAY WITH THE WOMEN!**

He knows that a modern Crane kitchen will strike any woman's fancy. He has taken the trouble to find out that Crane is the *best known* of all plumbing brands—as proved by nation-wide, independent surveys. He has seen that a Crane sink and cabinets in the kitchen set a note of quality that styles the whole house.

That's why all houses of this Operative Builder have Crane kitchens—no matter how low the total

price of the house. For he—like hundreds of others—has discovered that Crane quality is NOT expensive . . . available in every price range for every type of house, no matter how small.

There's profit for YOU in this preference for Crane! Take the Crane way to make your houses more attractive, more quickly salable. Visit your nearest Crane Display Room to see for yourself why Crane kitchen equipment is "tops" with so many people. Put Crane quality to work making money for you on the next house you build.

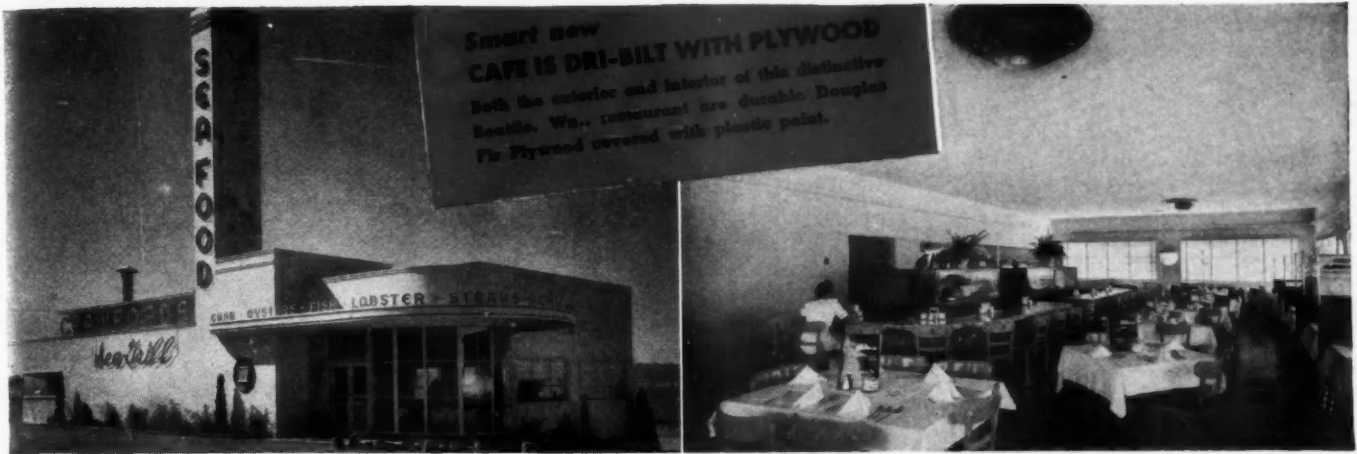


CRANE

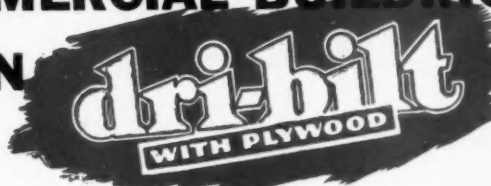
CRANE CO., GENERAL OFFICES:
836 S. MICHIGAN AVE., CHICAGO

VALVES • FITTINGS • PIPE
PLUMBING • HEATING • PUMPS

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



STORES, RESTAURANTS AND OTHER COMMERCIAL BUILDINGS ARE BETTER WHEN **dri-bilt** TOO!



●If you've tried either Dri-Bilt with Douglas Fir Plywood method of construction on residences, you have been able to build more rigid, more livable houses in less time. Many builders report savings of as much as 6 weeks. Such speedy construction is even more important to commercial building owners because they start realizing an income far sooner than when their structures are built conventionally.

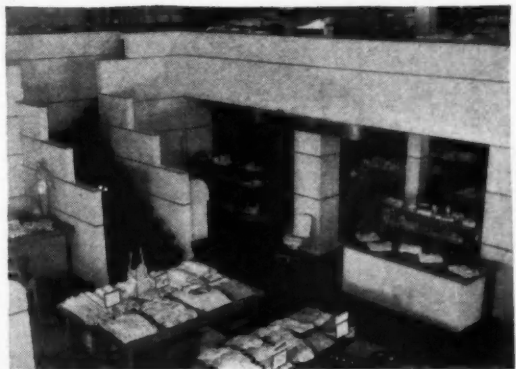
So use Dri-Bilt construction on as much of your commercial work as you can. There is a grade of Douglas Fir Plywood for every building need . . . concrete forms, wall and roof sheathing, sub-flooring, interior walls and ceilings, built-ins and exterior finish. "Grade trade-marks" make buying and identification easy.

MANY REAL ADVANTAGES

Dri-Bilt with Plywood walls and ceilings are crack-proof, wind-proof, puncture-proof. Linoleum or carpet can be laid over a Plyscord sub-floor without danger of board marks showing through. The outdoor type of Douglas Fir Plywood, EXT-DFFPA, is the ideal exterior finish for streamlined structures.

SEND FOR FREE LITERATURE

Write Douglas Fir Plywood Association, Tacoma, Wn., for details about standard Dri-Bilt with Plywood method . . . or DFP Dri-Bilt method, designed for multiple-unit construction. Remember, Plywood for home construction is accepted by F.H.A., as well as approved in the Uniform Building Code.



MAR-PROOF INTERIORS
When Pearson's Inc., Aberdeen, Wn., department store, decided to modernize, it achieved both beauty and durability by using Douglas Fir Plywood.



EXT-DFFPA PROVES FIRE RESISTANCE
The California State Building on Treasure Island was a veritable furnace on Aug. 26. But the exterior walls, built of 7/16" outdoor plywood covered with fire resistant paint, remained standing in spite of terrific heat inside and water pressure outside. Mr. C. E. Seage, Assistant Executive Officer of the Exposition, wrote "The performance of the plywood was most gratifying. In many instances the fire on the inside burned away heavy studding leaving the plywood to withstand vertical loads. The conclusions are that had not the plywood with the aid of the paint resisted the fire in the manner it did, it is possible the spread of the fire would have been much greater."

NEW GRADES OF EXT-DFFPA
There is now a grade of outdoor plywood for every construction service. Most commonly used grades are Sound 2 Sides Exterior and Sound 1 Side Exterior, depending upon whether both sides or only one side of panels are to be exposed. Better grades (Good 2 Sides Exterior and Good 1 Side Exterior) are available on special order. Also being made are Sheathing Exterior and Concrete Form Exterior—the latter for jobs where re-uses up to the physical limitations of the panels are desired.



SPECIFY DOUGLAS FIR PLYWOOD BY THESE "GRADE TRADE-MARKS"



Here's How Public Acceptance For G-E Helped Builder A. P. Simons Sell \$5995 Houses

A. P. SIMONS & COMPANY
Lakewood Estates
OWNERS & DEVELOPERS
DESIGNERS & BUILDERS

VICKERY BLVD. & ABRAMS ROAD
DALLAS, TEXAS

General Electric Supply Corp.
1811 N. Lamar St.
Dallas, Texas

Attention: Mr. Fred Staehle
Gentlemen:

We wish to express our appreciation for the manner in which you helped with our promotion of All-Electric Homes in LAKEWOOD ESTATES. It will interest you to know that all fifteen homes in the program were sold and four others were contracted for immediate consideration.

The interest shown by the thousands inspecting our homes bears out every statement made by the General Electric Company concerning the G-E equipment we are using exclusively in this development.

It is our intention to incorporate all of your electric features in each of the 200 homes in this addition -- because of its beauty and public acceptance.

Very truly yours,

A. P. Simons
A. P. Simons, President

The G-E Home Bureau Offers You The Same Promotion Plan That Helped A. P. Simons

1. *A Tested House Merchandising Plan* — an aid in selling which builders everywhere are using successfully.
2. *An Architectural Engineering Service* — The G-E Home Bureau does not furnish plans, but its staff of experts will check yours and make suggestions — wiring, heating, air conditioning, lighting, kitchens, and laundries.
3. *An Advertising Service* — Tested advertising campaigns, layouts, and copy adaptable to your use.



Mr. A. P. Simons, President of A. P. Simons & Co., finds that G-E equipment satisfies the public's demands for high-quality operating equipment, and that it's national reputation for convenience and economy helps sell more houses.

WHY NOT GET THE FACTS? SEND IN THE COUPON TODAY.

General Electric Home Bureau, Dept. AB-4012
1285 Boston Avenue, Bridgeport, Connecticut
Please send information on your House Merchandising Plan.

- I am an architect
- I am building for resale
- I am building my own home

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

GENERAL  ELECTRIC

NEW IDEA IN HOME BUILDING PAYS BIG DIVIDENDS TO BUILDERS

The "All-Weather-Comfort" Home

Whether you are building one house or one hundred, this Johns-Manville Plan helps you sell! Because it gives you an *Identified* house, one that has sales appeal and publicity values. Furthermore, it has the added customer acceptance of being built with Johns-Manville building materials—the best known name in the building industry.

An "All-Weather-Comfort" Home gives your prospects 3 big values—protection against fire, weather and wear—made possible by the use of these 3 J-M products at the vital points of construction:—



1. A Johns-Manville Roof

Finest quality double-coated J-M Asphalt Shingles—thick-butt type. Fire resistant. Long years of service.



2. J-M Asbestos Siding

Charming as weathered wood, J-M Asbestos Shingles are fireproof, won't rot. Never need preservative treatment.



3. J-M Insulation

Ful-Thick J-M Rock Wool Home Insulation in the attic and J-M Insulation in the sidewalls make the home cooler in summer, warmer in winter.



TYPICAL! Builders everywhere are featuring "All-Weather-Comfort" Homes. J-M materials add fire-safety, year-round comfort and upkeep economy to the selling features. Add little, if anything, to the cost. J-M plaque at right identifies each house, helps builder sell.

A Partial List of Builders who have featured "All-Weather-Comfort" or "Triple Insulated" Homes during 1940

City	Builder	Co-operating J-M Dealer
High Point, N. C.	J. Paul Sanders	Parker-Brown Lbr. Co.
Columbia, S. C.	McGowan, Stubblefield, Walker	Capital Coal & Supply Co.
Battle Creek, Mich.	Chas. W. Ryder	C. R. Brewer Lumber Co.
Kalamazoo, Mich.	P. C. Schram Co.	North Lumber Co.
Worthington, O.	Shuster Bros.	Potter Lumber & Supply Co.
Denver, Colo.	Henry Kern	W. B. Barr Lumber Co.
Port Chester, N. Y.	C. Ernest Dakin	Interstate Lumber & Mill Corp.
Silver Springs, Md.	A. H. Ryan & E. W. Briggs	United Clay Prod. Corp.
Nazareth, Pa.	Jas. Cameline	The Trumbower Co.
Tremont Garden, Va.	W. B. Smith & J. L. Gaddy	Eisinger Mill & Lumber Co.
Arlington, Va.	Jackson Developers	United Clay Prod. Corp.
Lincoln, Nebr.	The Meek Lumber Co.	Babbitt Bros.
Winslow, Ariz.	Harry Pollock	Trading Co.
Ukiah, Calif.	Ray Pearl	Herman Runkle

Planning a demonstration house for 1941? MAIL COUPON FOR DETAILS OF J-M PROMOTION AND LOCAL ADVERTISING!

In selected markets during 1941, J-M, through its dealers, will again assist builders with local advertising and promotion in the demonstration of low-cost "All-Weather-Comfort" Homes. For the higher priced market, J-M offers the "Triple-Insulated House" Plan—proved in hundreds of towns and cities. For details, mail coupon today.

JOHNS-MANVILLE

Dept. AB-12, 22 East 40th St., New York, N. Y.

Please send me full details of the J-M local promotional plan for a Model House featuring J-M materials. We are considering building _____ houses during 1941 in the \$ _____ price range.

Name _____

Address _____

City _____ State _____



JOHNS-MANVILLE Building Materials

"It's bright and cheerful"

says the wife...



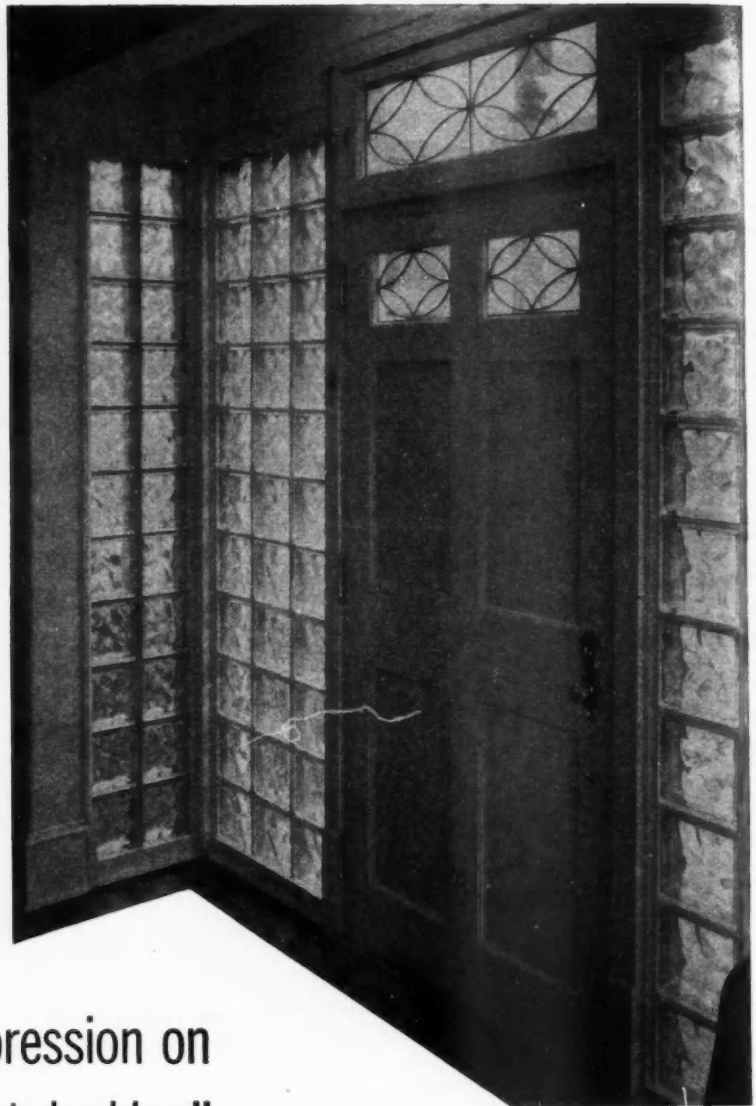
"It's a smart-looking house"

says the daughter...



"Those glass block panels would give us a bit of privacy and I'll bet they'll cut the heating bills"

says the husband...



Glass Blocks

make a powerful impression on people who are "just looking"

YOU'VE met them by the hundreds—people who say they are "just looking." But you know what they mean—they're looking at a lot of houses hoping that they'll find some house that stands head and shoulders above all others in unique features that mean a more enjoyable, better-appearing home.

After that first look — when the family is alone thinking it over do they remember anything about your house that makes it stand out from

all others? Does it have some "extra" that makes every member of the family want to buy it? PC Glass Blocks provide that "extra." They go to bat for you and win arguments when you're not there to do the selling.

PC Glass Block panels provide daylighting that every member of the family likes to have. They give a home a little dash of individuality that tells a prospect he'd feel pretty smart to be its owner. If he's a fellow who con-

siders cost — and who doesn't — he'll like the savings in heating costs when glass blocks are used in place of big windows.

Stairwells, bathrooms, kitchens, breakfast rooms, bars, game rooms, garages . . . there are many places where PC Glass Blocks can do a real job of selling for you. These blocks are available in various sizes, types and patterns to meet every need. Mail the coupon—today—for complete information about them.



"PITTSBURGH" stands for Quality Glass

GLASS BLOCKS

Distributed by

PITTSBURGH PLATE GLASS COMPANY

and by W. P. Fuller & Co. on the Pacific Coast

Pittsburgh Corning Corporation
2213 Grant Bldg., Pittsburgh, Pa.

Please send me, without obligation, your new book of facts about PC Glass Blocks.

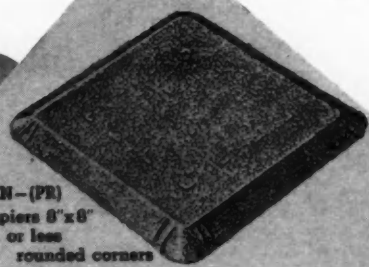
Name _____

Street _____

City _____ State _____

**THESE ARE THE READY-
MADE TECO SHIELDS
WHICH SAFEGUARD
NEW BUILDINGS
FROM
TERMITE
SABOTAGE**

*Specify
THEM!*



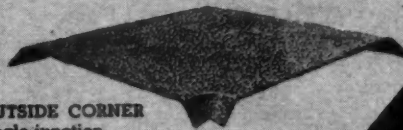
PIER PAN-(PR)
for piers 8"x8"
or less
rounded corners



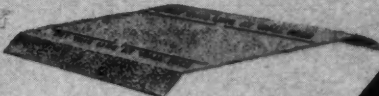
PAN END (PE)
half section Pier Pan



PAN FILLER (PF)
available in 4" and 8" lengths



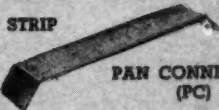
(PL)
PAN INSIDE-OUTSIDE CORNER
for right angle junction



5 PAN STRIP SHIELD (P-60)
for walls 8" or less



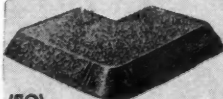
(SI)
INSIDE CORNER STRIP



PAN CONNECTOR
(PC)



PAN DOUBLE INSIDE CORNER (PT)
for T wall



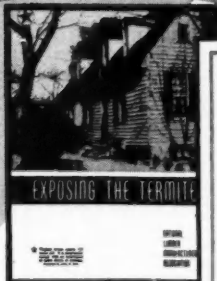
(SO)
STRIP OUTSIDE CORNER
with rounded corner



5' STRIP SHIELD (S-60)



STRIP CONNECTOR
(SC)

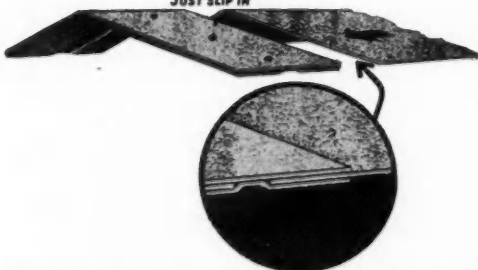


FORESTALL termite damage; in keeping with your reputation for thoroughness, safeguard the property owner. On every new building, make TECO Termite Shields the termite's travel terminus—an impassable scientific metal barrier.

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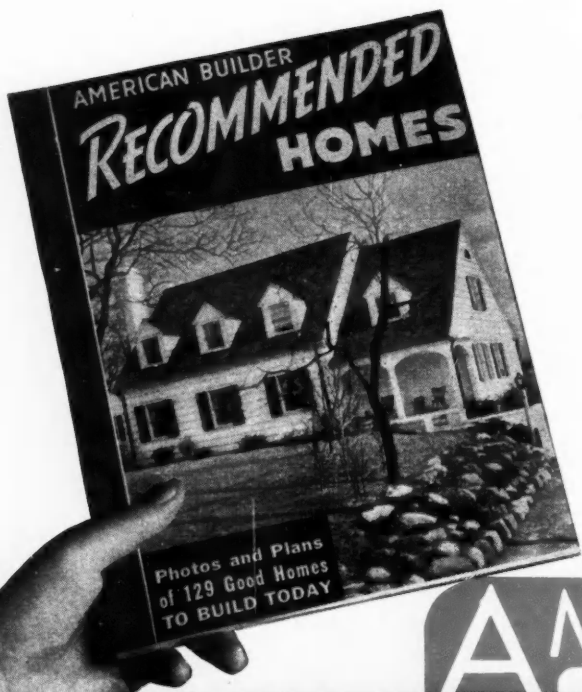


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The ALL AMERICAN SELECTION

During December, as the football season closes, sports writers throughout the country, select All American "Elevens." AMERICAN BUILDER has selected an All American "Eleven" too—eleven home designs that you will find pictured, with plans and construction details, in our sensational plan book "AMERICAN BUILDER Recommended Homes." This "All American Selection" is shown below—and the plan book in which these home designs are shown will be sent to you, entirely free, with your paid subscription to AMERICAN BUILDER. (The "number" for each "All American" is the plan book page on which you will find each design.)

No. 62

A prize-winning Tulsa, Oklahoma, seven room model home of brick and frame, equipped with complete year 'round air conditioning—spacious, well organized rooms, attached garage—two pictures of model efficiency kitchen.

No. 16

Low cost "House of Many Woods"—"Scandinavian" effect achieved with vertical boarding and bright colors for National Retail Lumber Dealers Model Home—full page of construction details, plans and elevation.

No. 63

Efficiency basementless Portland, Oregon, home of brick and shingles, \$1000 prize-winning design—construction details fully explaining how entire flooring is equally and evenly heated by warm air passing through built-in grille-like chamber.

No. 73

This all-gas equipped home from Queens Village, Long Island, is well laid out, has living room, dining room, kitchen and breakfast alcove on first floor, three bedrooms on second floor, and an attached garage with roof deck above.

No. 82

Basementless six room economy home for the country—compact prize-winning design in Northern Illinois home building contest—choice of three exteriors for same plan; elevations and construction details shown.

No. 101

Five room, one floor, English brick design, with future room upstairs, from the Dutchess project in Detroit—one of the compact midwestern small homes of unusually attractive appearance that is very economical to build. Specification Outline of materials used is included.

No. 84

Dallas bungalow that can be built for very low cost—charming economy home of four rooms with compact floor plan, pine panelled kitchen, individual gas heaters in rooms, no chimney required.

No. 57

Another prize-winning design, from Columbus, Ohio—a beautiful Dutch Colonial home which has an exceptionally large, light, airy living room, dining room, kitchen and breakfast alcove on the first floor, three bedrooms, a sun deck, and sewing room on the second floor.

No. 118

Early American Colonial home with master bedroom and bath on first floor—attractive eight room design from Westfield, New Jersey, with red cedar shingle walls of old ivory color, and colonial blue-green shutters, oil burning air conditioning, plant with forced warm air circulation, filtering and humidification.

No. 92

In beautiful Westwood Hills, California, we found this home which has the outward appearance of a small Colonial cottage, but is built on the California plan with six rooms, breakfast nook and two baths grouped around a central patio; the large living room with fire place is particularly charming.

No. 154

An unusually charming Southern Colonial home from Birmingham, Alabama, built in an "L" shape, one one floor—three bedrooms, living room, dining room, two baths and maid's room with private bath. Summer air conditioning is provided by a specially installed attic fan.

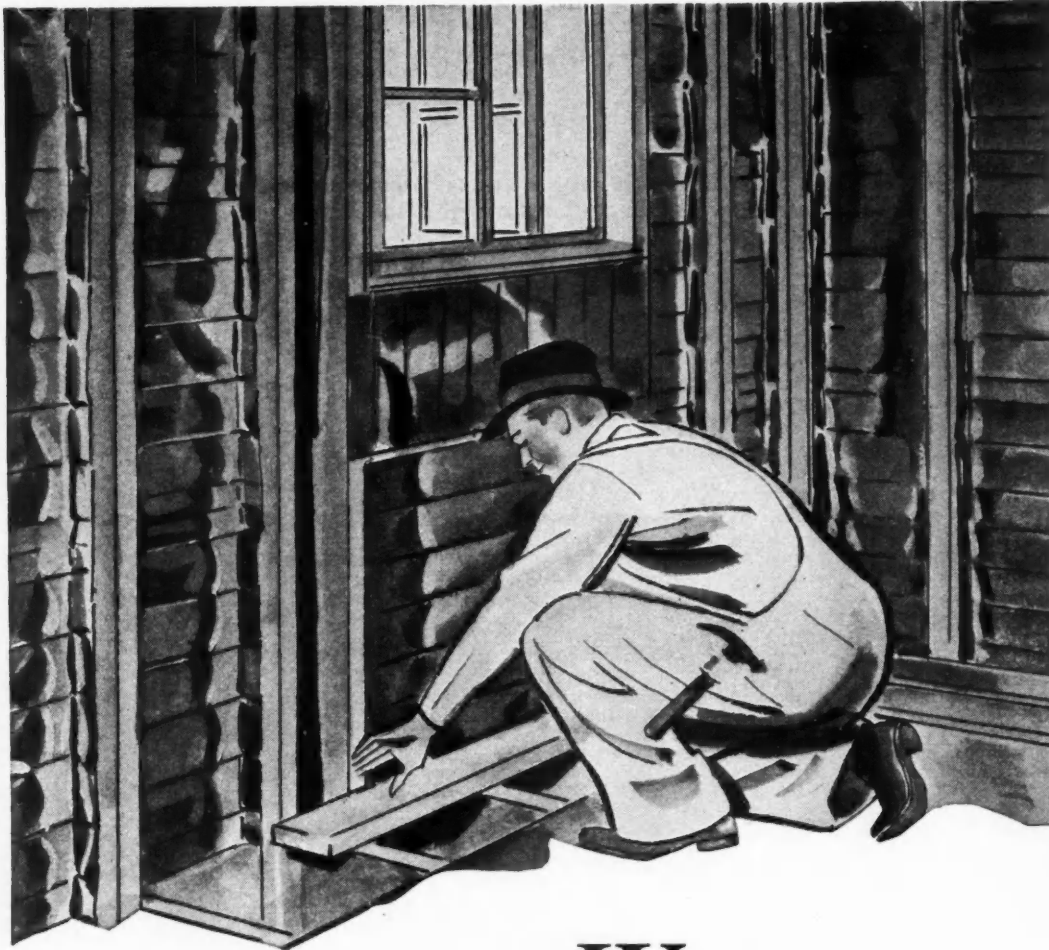
More ALL AMERICAN Material

All electrically equipped Monterey style home from Elkins Park, Pennsylvania . . . Charming Colonial Cape Cod cottage from Cedar Rapids, Iowa . . . Tomorrow's garden home, advanced styling by a well known woman architect . . . A beautiful Montclair home which was quickly sold "because wife liked the kitchen" . . . Mountain home with redwood exterior which won a \$1,000.00 prize, from Altadena, California . . . Low cost two-family cottage from Milwaukee . . . Bride's home and the clever advertising which brought out crowds and resulted in quick sale . . . Modern Colonial, two bedroom, efficiency design from Detroit . . . The "Double Lifetime" home built in Stamford, Connecticut, showing complete construction details for extra long life . . . A selection of four-room home designs with standard floor plan, all built in Charlotte, N. C., to be sold at an average "rental price" of \$30.00 a month—complete elevations shown as well as floor plan, exterior views, and reproduction of advertising used.

"21 Years of Successful Home Building"—an article explaining the construction methods employed by Lang Brothers of Cincinnati, in the construction and sale of 950 homes.
"20 Years of Reliable Home Building"—another article bringing to you the methods used by successful builders; this one tells about Brennan Brothers of West Hartford, Connecticut, who built and sold \$1,500,000 worth of houses during the past 20 years. On the inside cover of "AMERICAN BUILDER Recommended Homes" you will find a convenient chart for quickly figuring monthly payments on F.H.A., 4½% loans—also, there are many articles on general construction details, job pointers, modernizing, and an inspirational article on page 5 which provides hard-hitting sales material under the title, "Today ALL Can Be Home Owners."
This plan book is one of the most valuable we ever have offered, and it is yours entirely free, with your paid subscription for one year or more to AMERICAN BUILDER—simply detach and return the coupon above.

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HOW TO KEEP *Warm* WITH STEEL SHEETS

STEEL SHEETS don't sound very cozy—but they keep a house snug and warm. Last year sheet steel insulation was installed in approximately 500 homes near Pittsburgh. This last winter was one of the coldest winters on record here. In spite of many below zero days, the houses were easy to keep warm. The cost of heating them was much lower than for homes of similar size built with ordinary insulation.

Sheet steel insulation reflects 95% of all radiated heat. This fact is important, for the largest heat losses are caused by radiation. In summer, heat

from the sun is reflected back, keeping buildings cool.

Steel insulation does not depend on a polished surface for its high efficiency. It has a dull coating of lead and tin which does not lose its effectiveness with age. This coating also furnishes complete protection against corrosion.

Already steel insulation is being used by many well-known architects, builders, and industrial firms. It shows great promise because of its low cost and many desirable features. Complete facts, the name of the manufacturer and buying information will be sent on request.

CARNEGIE-ILLINOIS STEEL CORPORATION, *Pittsburgh and Chicago*

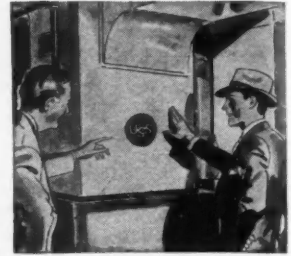
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AMERICAN BUILDER

and Building Age

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PUBLISHER'S PAGE

The Election and Business

THE *American Builder* has no concern with party politics. It is concerned regarding the influence of politics on government policies, and the influence of government policies on business, especially building—if for no better reason than that the amount of business this paper gets depends principally upon the amount of building done.

How, then, about business and the recent election? Well, here are some interesting facts. Total business done in 1936—a national election year—was the largest it had been since 1930. Total business in 1940 has been slightly larger than in 1936; and almost throughout 1940, as in 1936, its trend has been upward. But, paradoxical as it may seem, almost throughout 1940 stock market prices have been lower than in 1936; and while in 1936 their trend was upward, in 1940 it has been downward. In 1936 the industrial average in January, as reported by Dow-Jones, was 145; on the day in November before the national election, 177; and two weeks after the election, 185. In 1940, on the other hand, the average in January was 153; on the day before election only 135; and two weeks after election less than 135—i. e., 50 points, or 27 per cent, below what it was at the same time in 1936.

THE stock market cannot be denied to indicate the degree of confidence most businessmen have in future business profits; and no prolonged increase of business and prosperity can be relied upon unless there is general confidence among businessmen; because without confidence they will not make the investments necessary to prosperity. Why, then, with business larger than in 1936, and its trend upward this year as then, has the stock market, both before and after the election, indicated less business confidence in 1940 than it did in 1936? The principal answer is: *government spending*, already greatly in excess of 1936, and threatening

to become enormously greater owing to its expansion for national defense.

But are businessmen opposed to huge spending for defense? They almost unanimously favor it. But they believe that virtually all government expenditures for all purposes excepting defense should be greatly reduced, and fear they will be maintained or increased, with the result of (1) so advancing taxes that business profits will decrease rather than increase, or (2) the government debt becoming so greatly inflated as to threaten or actually cause uncontrollable inflation of the currency—the worst economic disaster that ever befell a nation.

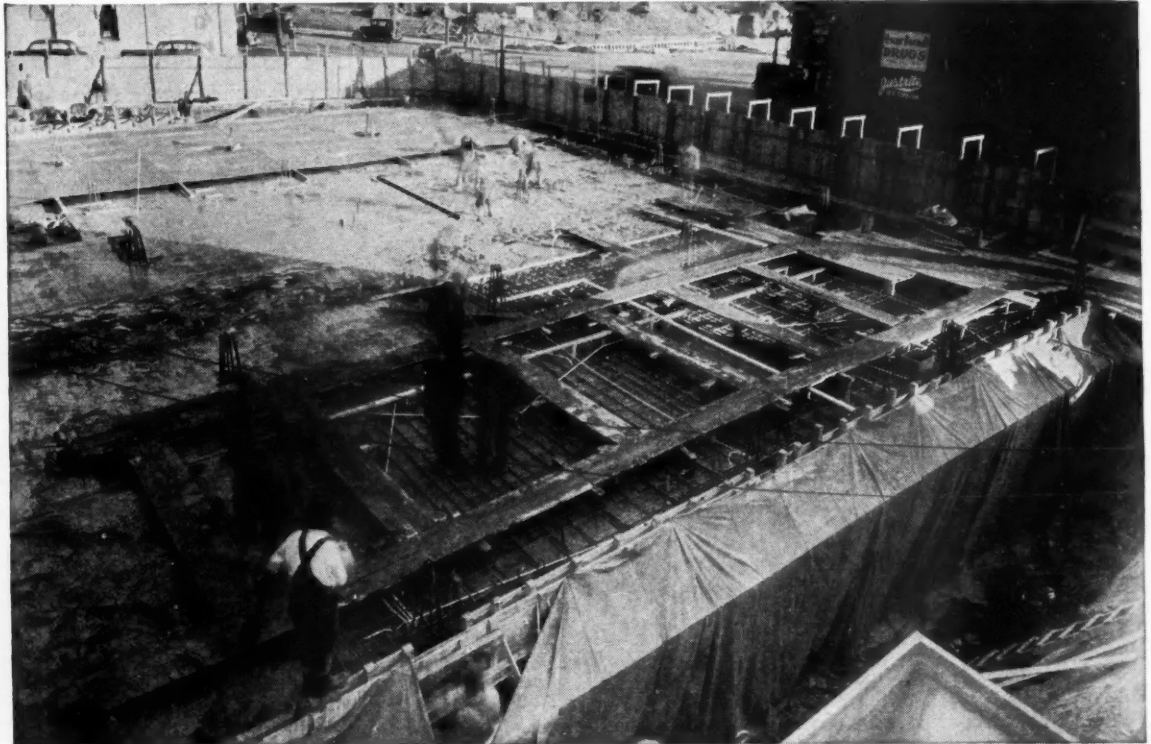
THESE fears are important because they are those of a large majority of businessmen, and because they are well-founded. They largely caused the reduction of President Roosevelt's plurality from about 11 million in 1936 to about 4 million in 1940, and cannot be safely disregarded—any more than can the 22 million votes that were cast last month against the New Deal.

We have heard much from the winners since the election about the need for "unity." Unity in dealing with threats from abroad? Certainly. Unity in support of such domestic economic policies as the administration has heretofore followed—especially improvident and reckless spending just for the sake of spending? Not by a long shot. That's exactly the kind of thing that those 22 million—nearly half the voters—voted against. They meant business; and the administration isn't going to get "unity" by disregarding the views of 22 million voters none of whose votes were bought with money from the federal government treasury.

Samuel O. Dunn,

SIMMONS-BOARDMAN PUBLISHING CORPORATION: SAMUEL O. DUNN, CHAIRMAN OF THE BOARD; HENRY LEE, PRESIDENT; BERNARD L. JOHNSON, ROBERT H. MORRIS, AND DELBERT W. SMITH, VICE-PRESIDENTS; ROY V. WRIGHT, SECRETARY; E. T. HOWSON, ASSISTANT SECRETARY; JOHN T. DE MOTT, TREASURER; EXECUTIVE AND EDITORIAL OFFICES: 105 WEST ADAMS STREET, CHICAGO; 30 CHURCH STREET, NEW YORK CITY.

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'1092 NET SAVING ON HEAT-PROTECTION ALONE, ON 2-STORY WINTER-BUILT STRUCTURE

THIS winter, on vital defense projects, 'Incor' 24-Hour Cement is speeding construction—on summer schedules, at minimum costs. Typical 'Incor' performance:

Concreting on 2-story Southwestern Bell Telephone Co. Building, St. Joseph, Mo., started last December. An admixture had been specified, but Rinehart Construction Co., St. Louis, Mo., contractor, found that 'Incor' made its use unnecessary. Heated concrete was promptly protected; concreting proceeded, even at sub-freezing temperatures. 'Incor' saved:

(1) 21 days' heat-protection @ \$52 a day.....	\$1092
(2) Cost of admixture on 800 cu. yd. of concrete.....	440
(3) 14 days' overhead @ \$48.33 per day.....	676
Total 'Incor' Saving.....	\$2208
Less extra cost of 'Incor'.....	600
Net Saving.....	\$1608

Net 'Incor' Saving: \$2.01 per cu. yd. of concrete placed.

Use 'Incor'* this winter—you will find it pays well. Write for copy of "Cold Weather Concreting." Lone Star Cement Corporation, Room 2234, 342 Madison Avenue, New York. *Reg. U. S. Pat. Off.

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MAKERS OF LONE STAR CEMENT . . . 'INCOR' 24-HOUR CEMENT

AMERICAN BUILDER

AND BUILDING AGE

Home Builders Organize

IN PHILADELPHIA last month the first steps were taken toward formation of an independent, truly national association of residential builders: the National Home Builders' Association.

Readers of *American Builder* need hardly be told that this publication has repeatedly urged the formation of such an association; and it now urges all residential builders to give it their support and membership. There has never been a time when a national organization to speak for residential builders in vital national and local affairs was so sorely needed.

The first official convention of the new home builders' association will be held in Washington early in January, and members of Congress will be invited to attend to hear the problems of the home industry discussed. The groups represented in the organization meeting held in Philadelphia November 12 to 15 comprised several thousand builders who employ more than a million workers. By the time of the January convention it is hoped that many additional home builder associations will have joined, and here again *American Builder* urges its readers to take prompt action. Any builder engaged in the construction and sale of houses is eligible for membership, and it is hoped that local home building associations will be formed to join as a group. The nucleus of the organization is a group of city associations which are already strongly organized. The following officers and directors were elected, to serve until the January convention:

President: George F. Nixon, of the Metropolitan Chicago Home Builders' Association, 180 W. Washington St., Chicago
Vice President: Edward A. Kerr, of the Home Builders' Association of Philadelphia and Suburbs
Executive Secretary: Milton W. Morris, of the Associated Home Builders of San Francisco
A. R. Crow, Builders' Association of Metropolitan Detroit
Col. Wm. H. Evans, Los Angeles
M. C. McCann, Home Builders' Association of Pittsburgh and Allegheny County
Waverly Taylor, Operative Builders' Association of Washington, D.C.
Irvin A. Blietz, Metropolitan Chicago Home Builders Assn.
John H. McClatchy, Philadelphia
Albert Balch, Seattle, Wash.
Julian A. S. Meyer, Richmond, Va.
Carl Gellert, Associated Home Builders of San Francisco
John McC. Mowbray, Baltimore
Charles S. Wanless, Springfield, Ill.
Hugh Potter, Houston, Tex.

The organization meeting took place at the Bellevue-Stratford Hotel in Philadelphia where the National Association of Real Estate Boards was in session. A joint meeting was held which was attended by realtor-builders attending the convention and non-realtor-builders. It was first proposed that the new builders' association be formed as part of the Land Developers and Home Builders' Division of the realtors' association, but this idea was rejected in favor of a wholly independent group. Since,

however, a number of the new directors, as well as President Nixon, are realtors as well as builders, it is expected that this new group of operative home builders will work in harmony with the realtor boards as well as with the mortgage loaning associations, organized labor and other building industry groups.

Headquarters of the National Home Builders' Association will be in or near Washington, where so much is taking place that concerns and affects builders everywhere. A paid executive secretary or manager to represent the members in Washington will be maintained, who will also assist local builders to organize member associations in their own towns.

How a local home builders' association can help promote and improve the business of its members was described at the meeting by Milton Morris, who is executive secretary of the Associated Home Builders of San Francisco. He outlined some of the activities as follows:

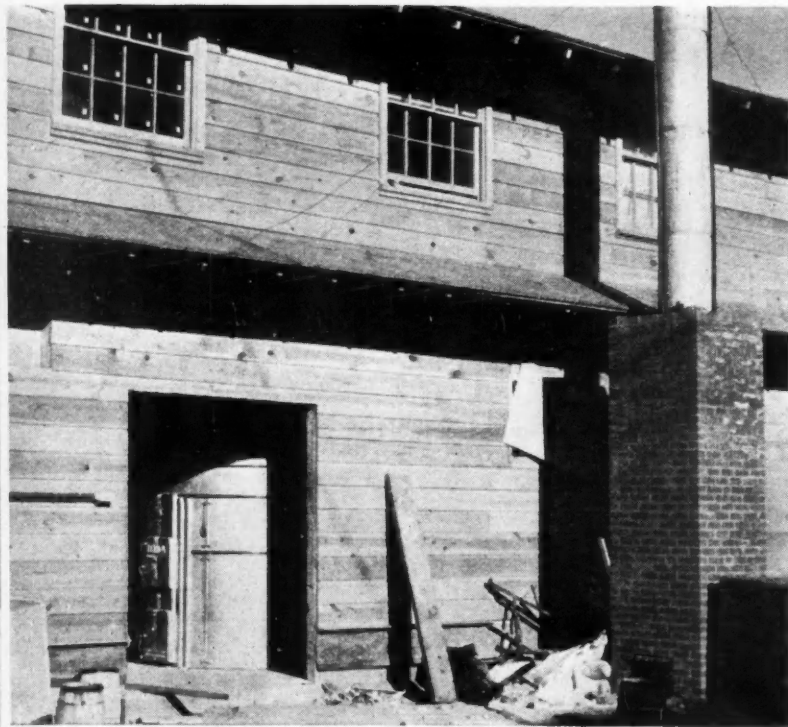
1. **Legislative Representation.** Such a group can get results in respect to local and state laws, ordinances, codes and unfair restrictions.
2. **Group Compensation Insurance.** By operating under a group plan the San Francisco Association was able to refund its members 60 per cent of premiums paid in 1940.
3. **Publicize Home Ownership.** Through advertising, publicity, home shows and promotion the group can increase home building and improve the reputation of builders locally. The San Francisco group sends a small publication to newlyweds and new parents.
4. **Monthly Bulletin.** This is sent to members and keeps them up to date on local building matters and changes in laws.
5. **Architectural Design.** Members have agreed not to build in the same block exact duplicates of any design.
6. **Labor Relations.** The San Francisco association represents members in labor affairs and in arbitration with some 32 crafts. They enter into two to five-year contracts, and there have been no strikes in five years.
7. **FHA Committee.** This is an important group appointed to cooperate with FHA and to iron out misunderstandings or difficulties, or secure changes in interpretations of rulings. The committee meets monthly.

American Builder believes that there is possibility for great achievement and great benefit to builders everywhere in such a national home builders' organization backed by numerous strong local groups. Sound and enlightened leadership will be required, as well as the backing of men who must take a broad national view on questions of policy. Estimates based on residential permit records in the Bureau of Labor Statistics at Washington show that there were in 1938 more than 53,000 residential builders in this country who erected two houses a year or more. From this number it should be possible to form an association of sufficient size and importance to carry great national weight.

This publication urges all associations or groups of home builders to get in touch with President Nixon. In towns where there is now no active builder organization, steps should be taken to get one going and to affiliate with this national body.



ACRES OF BUILDINGS have sprung up in a few weeks at Camp Edwards, as workers rush to meet draft deadline. BELOW: Winter air conditioning coal-fired unit delivers filtered and humidified air in each barrack through duct system. Chimneys are free-standing.



Power Saws Speed U. S. Army Barracks

17,000 men at work on buildings
being rushed to completion at Fal-
mouth, Mass. Winter air condition-
ing systems installed

AS a sample of the furious building activity taking place to house Uncle Sam's big new defense Army, Camp Edwards at Falmouth, Mass., is worth going to a lot of trouble to see.

That's what your *American Builder* correspondent thought as he drove down from Boston, across Cape Cod Canal and out upon the 36-square mile track of flat, isolated countryside that after January 1 will become a military city of more than 30,000.

But getting into a military encampment with a camera in hand is almost as hard to do as getting out of the place will be for the draftees who will live there.

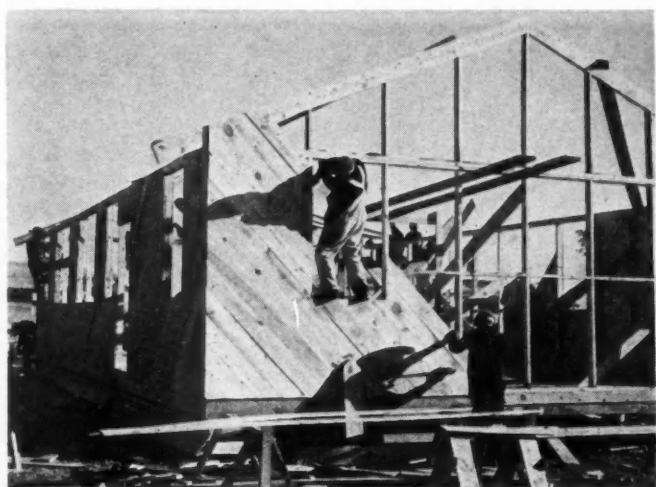
We finally convinced a number of captains, lieutenants,

and finally an officer of the Military Intelligence Service that our pictures would merely show how Uncle Sam is going about the housing of his new Army and how efficiently the construction job is being done. Even after a military pass was issued, the picture-taking was constantly interrupted by suspicious military police who didn't appreciate how interested, in a proper and patriotic way, *American Builder* readers are in what Uncle Sam is doing.

As a matter of fact, if Camp Edwards is a typical example, and there is good reason to suppose that it is, the housing of the United States Army is being done in a spectacularly fast and reasonably efficient manner, and



RADIAL SAW set up on job runs 24 hours a day to precut vast quantities of lumber used in building Camp Edwards barracks.



WORKMEN apply diagonal sheathing to typical mess hall unit. The structure sits on concrete piers equipped with termite shields.



ONE OF A BATTERY of radial saws in central cutting station where stairs, steps, brackets and trim are turned out very rapidly.

the barracks being built are substantial, well laid out, well lighted and well heated. One of the first things to be noted is that Uncle Sam's new group of doughboys will live in winter air-conditioned barracks and will breathe filtered, humidified and scientifically circulated air.

Walsh Construction Company, which is building Camp Edwards, is engaged in a rough and tumble race with time, to complete the \$8,000,000 project on schedule. The builders have approximately three months to build the 1,200 structures at the cantonment, which includes barracks, mess halls, day rooms, officers' quarters, store houses, infirmaries and numerous other buildings. Their weekly payroll is approximately \$900,000. Some 17,000 persons are at work on the project, of which almost half are carpenters.

To get this job done in the shortest possible time, Walsh has adopted mass construction methods and a system of job organization under sub-superintendents. He has used power equipment of all kinds to the maximum.

(Continued to page 61)



TYPICAL BARRACK is two stories high, has winter air conditioning plant, and houses 63 men. Interiors are lined with gypsum board.



FRED C. TRUMP on the job at his latest Brooklyn, N.Y., building project.

Biggest One-Man Building Show

Meet Fred Trump of Brooklyn, age 35, who has built and sold 1,000 houses in the past four years.

By Joseph B. Mason

FRED TRUMP of Brooklyn, although he's only 35 years old, is already almost a legendary character in the building business. He's smart, dynamic, a brilliant organizer. He has built and sold more than 1,000 houses in the past 4 years, with a gross sales value of more than five million dollars.

There are many building men in Metropolitan New York who would like to know how he does it. He has no partners. He borrows no money from banks or loaning institutions. He is his own purchasing agent, cashier, paymaster, building superintendent, construction engineer and sales director. He pays cash for his land up to \$300,000 worth and carries his cancelled checks for the bigger deals around in his pocketbook, to

show, as he did me, that he can write his personal check for amounts into 5 ciphers without any co-signers.

Fred Trump buys his materials for cash, pays off his help weekly in cash, and I have seen him distributing a weekly payroll of \$40,000 at one time.

He's on the job 7 days a week, from 7:30 in the morning till 7:30 at night. He is a big husky, likable fellow, but tough enough to take on anyone on the job. There are less than a dozen home builders in the U. S. who have built more than 150 homes annually in recent years, and Fred Trump is certainly among the top few. In 1940 he has again set a high record by building and selling 300 homes worth over two million dollars.

In May he completed a two million dollar home build-



ROW of Trump homes in Flatbush, Brooklyn, where Trump built and sold 125 houses in three months last summer in \$6,000-\$7,000 class. Floor plan is shown on page 26.

ing operation at Utica and Remsen Avenues, Brooklyn, and then swung full force into his new Flatbush development on East 37th Street.

As success stories go, Fred Trump's ranks among the headliners. He started in as a carpenter just a few years back. His father was a builder but died before Fred was old enough to go into business with him. When he was 27 years old he started his first small home building job on his own, but with some financial backing from his mother. It was a success and was followed by another and larger project. Within a few years his mother withdrew, and from then on Fred Trump has been sole owner, director and financial backer of his projects. He has been likened to Henry Ford in his organization of his jobs and in the fact that he doesn't like to borrow money from the banks. He borrows no money from banks or lending institutions while his houses are under construction. He carries the construction cost without recourse to the banks until the purchaser has secured his FHA loan and Trump is reimbursed for his investment.

The stories that are told about Fred Trump are legion. For example, until last year he never had an office, and carried all his bookkeeping records around in his pocket. The "office" he now has is a little structure of about 90 square feet of space in which the only occupant is a girl to write letters and answer the telephone. He still does most of his office work on the breakfast table at home. He keeps most of his records, including payroll and material disbursements, in a little black book carried in his inside pocket.

Even with more than 100 houses under construction at one time he runs the job single-handed. He has no partners nor even an "executive" assistant. He does have a construction foreman and a sales manager, but the important decisions are



TRUMP is on the job from 7:30 a.m. to 7:30 p.m. every day.



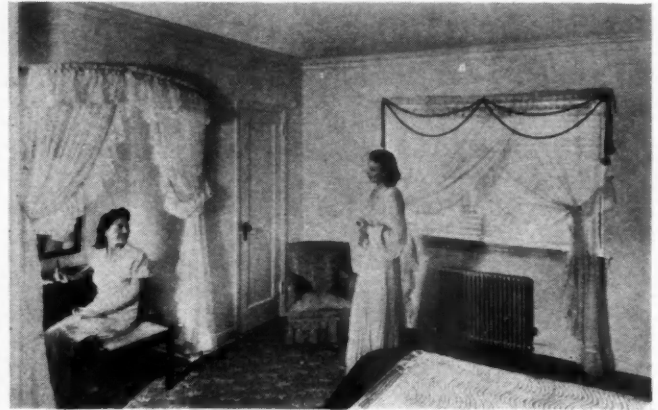
CONCRETE WORKERS rush Trump houses to early completion.



Photos by Art Müller
BEER PARTY for workers. Fred Trump, rear center.



STREAMLINED ORGANIZATION of workers gets job done quickly.

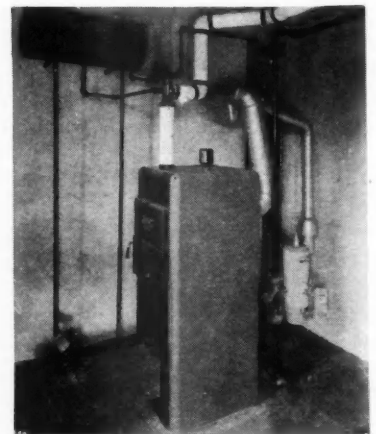
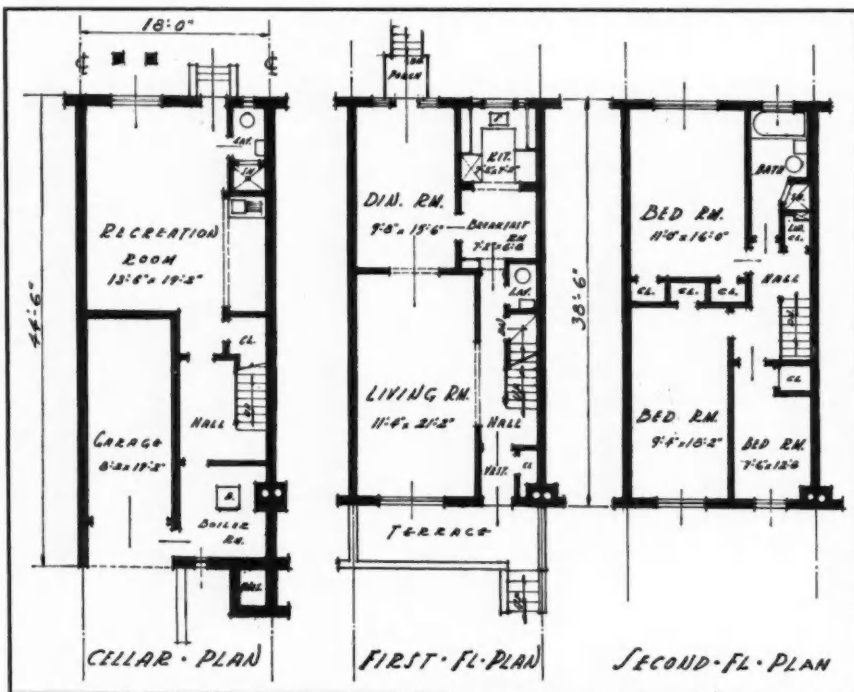


TRUMP home interiors feature (1) living room with decorative fireplace, (2) bedroom with dressing alcove, (3) modern kitchen with dining alcove. "He makes every buyer feel like a king."

all made by Fred Trump himself whenever necessary. "How does he do it?" is a question most frequently asked. As a friend of Fred's once said, "If I knew, I wouldn't tell you; I'd get into the building business myself."

Secret of Success

Trump apparently has ability to organize his men in an efficient and productive way. He likes to get into a job and get out fast. He seems to have a sixth sense for selecting sites that can be purchased at a low cost but which have strong popular appeal. He studies his location with reference to the type of people, their religious affiliations and their interest. As an illustration, one of his communities lies close to several important parochial schools, and the prospective purchasers were predominantly Catholic. He therefore directed the bulk of his sales effort to persons of this faith and stressed the importance of the nearby schools, churches and other religious institutions. A large part of his advertising was done through *The Tablet*, a Catholic paper, and one of the model homes he opened to the public was called *(Continued to page 63)*



ABOVE: Heating plant features forced circulation hot water, well insulated pipes. Left: Typical 2-story row house unit in latest Trump community is 18' x 44'-6". Outside basement entrance makes it possible for owner to rent basement as a small apartment with kitchenette and bath.

INDEX TO 1940 HOUSE DESIGNS AND PLANS

ALL HOUSE DESIGNS WITH FLOOR PLANS published in the AMERICAN BUILDER during the year 1940 are listed and classified in this index. Date and page number on which each house appears are given opposite name of type, such as Colonial, English, French, Modern, etc.

1 STORY HOUSES—

- 2 ROOM— { COTTAGE—July, p. 69.
- 3 ROOM— { COTTAGE—Mar., p. 61.
- 4 ROOM— { COLONIAL—Oct., p. 52; Nov., pp. 47, 49; Dec., pp. 34, 41.
DUTCH COLONIAL—Dec., p. 41.
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LOW COST—Jan., p. 42; Apr., p. 95; May, pp. 44, 68, 70; June, p. 46; July, p. 55; Sept., p. 35; Oct., pp. 51, 62; Dec., pp. 38, 39.
- 5 ROOM— { COLONIAL—Jan., p. 42; Mar., p. 64; Apr., pp. 71, 91; May, pp. 55, 92; June, p. 57; July, p. 61; Aug., pp. 46, 47, 52, 53; Oct., p. 42; Nov. pp. 41, 44, 45, 46; Dec., pp. 34, 42, 44, 45.
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- 6 ROOM— { COLONIAL—Oct., p. 43.
CALIFORNIA—Mar., p. 63; Oct., p. 54.
MODERN—June, p. 59; Dec., p. 43.
COTTAGE—July, p. 56.
- 7 ROOM— { CALIFORNIA—Jan., p. 41.
- 8 OR MORE ROOMS— { CALIFORNIA—May, p. 58.

1½ STORY HOUSES—

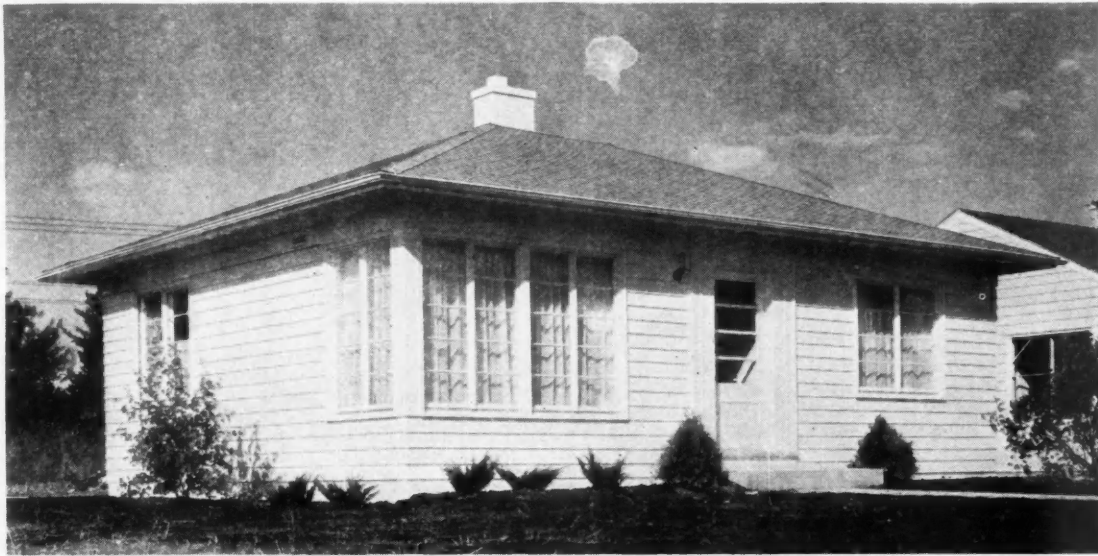
- 4 ROOM— { ENGLISH—Oct., p. 44.
- 5 ROOM— { COLONIAL—Apr., p. 74; Sept., p. 53; Oct., p. 56; Nov., p. 48.
DUTCH COLONIAL—Jan., p. 42.
NORTHWEST COLONIAL—Mar., p. 59.
COTTAGE—Feb., p. 81.
- 6 ROOM— { COLONIAL—Feb., pp. 71, 75, 77, 88; Mar., pp. 60, 67; Apr., pp. 138, 139; July, p. 53.
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- 7 ROOM— { COLONIAL—Mar., p. 68; Apr., pp. 87, 92; May, p. 47; July, p. 62; Oct., pp. 45, 58; Dec., p. 32.
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- 8 OR MORE ROOMS— { COLONIAL—Sept., p. 50.
FRENCH—Nov., p. 59.

2 STORY HOUSES—

- 5 ROOM— { COLONIAL—Sept., p. 39.
MODERN—Aug., p. 48.
LOW COST—Feb., p. 50.
- 6 ROOM— { COLONIAL—Feb., pp. 69, 82; Mar., pp. 70, 71; Apr., pp. 66, 70; June, pp. 51, 98; Aug., pp. 51, 56; Oct., p. 59; Nov., p. 56; Dec., pp. 30, 33, 35.
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- 7 ROOM— { COLONIAL—Feb., p. 80; Mar., p. 72; Apr., pp. 136, 137; Dec., p. 31.
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- 8 OR MORE ROOMS— { COLONIAL—June, p. 62.
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MISCELLANEOUS DESIGNS—

- Apartment—Feb., p. 96; Apr., pp. 96, 97, 98, 105; May, p. 60; July, p. 71; Aug., p. 40. Cold Locker Plant—June, p. 72. Duplexes—Feb., pp. 90, 92; Mar., pp. 78, 79, 80; Apr., p. 102; June, p. 69; July, p. 67; Nov., p. 55. Row Houses—Mar., p. 73; May, pp. 62, 88, 90; Sept., p. 41; Dec., p. 26. Service Station—Apr., p. 100. Stores & Offices—Mar., p. 74; Apr., p. 105; May, p. 61; June, p. 75; Oct., p. 65; Nov., p. 53; Dec., p. 46. Tourist Courts—Mar., p. 77; June, p. 70; Aug., p. 59.



THE first of the ten "Design for Happiness" homes completed in Toledo, Ohio, by Builder Dale M. Garnsey. Extra large window area is provided in this small home; wide eaves afford shelter from storms and the sun. TruCost figures for this and other designs will be found on pages 72 to 79.

Glass "Extras" Appeal to Home Buyers

CONVINCED that greater utilization of glass in houses makes them more appealing to prospective buyers and consequently more salable, Dale M. Garnsey, a Toledo contractor, is introducing a nation-wide home promotion program by the Libbey-Owens-Ford Glass Co., and the Federal Housing Administration by building ten dwellings. They have been tabbed the "Design for Happiness" houses after the model used in the FHA-sponsored movie of that title. The first one of the group to be completed is pictured on this page.

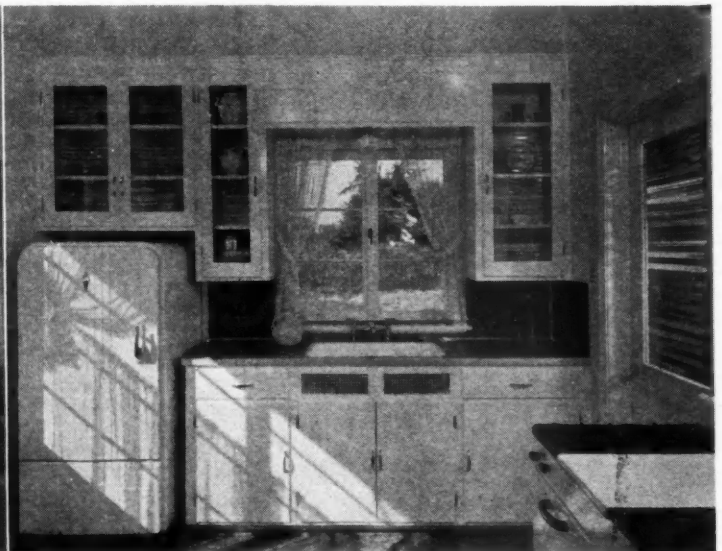
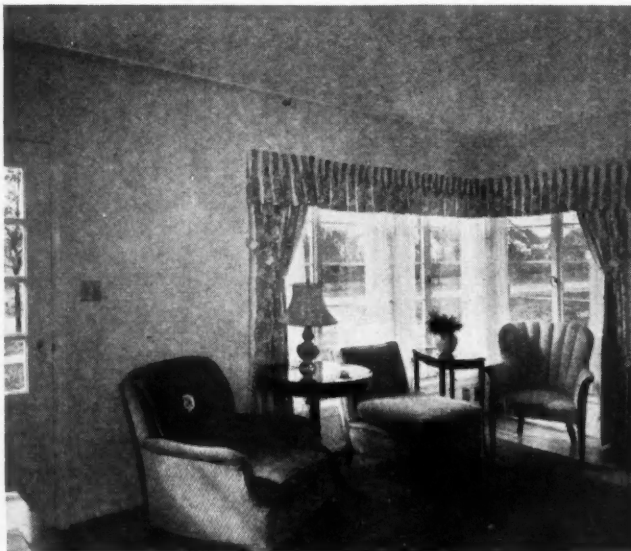
Mr. Garnsey has achieved his goal at surprisingly little extra cost, the entire "glass package" inside the houses having a retail price of \$75 at the lumber yard where materials were bought. The added value which the people inspecting the house placed on these features makes the modest price of each house and its 50x120-foot lot seem very reasonable. When they learn that the houses can be purchased on payments of less than \$27 a month to retire

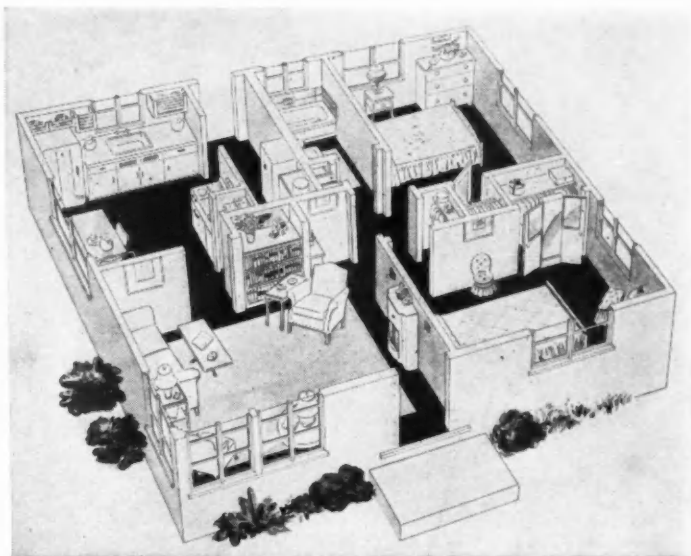
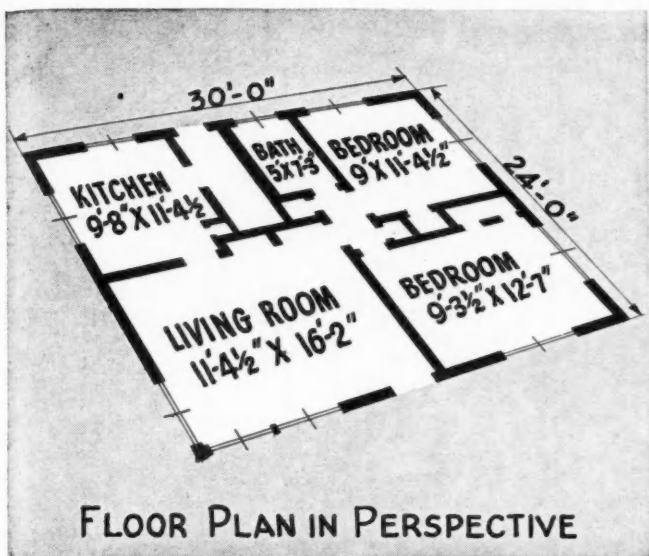
the principal, pay the interest, insurance and taxes—well, it appears that the ten houses will be only a start for a subdivision.

Windows received first consideration, and their glass area in each of the homes is 170 square feet, or 119 per cent greater than in an ordinary structure of the same size. This amount of glazing is doubled in reality for every opening is fitted with storm sash. The larger windows benefit the interiors with more light and cheerfulness, and provide cross-ventilation in every room. Horizontal gliding sash windows are being used in all of the residences.

The houses are weather-conditioned on all four sides, top and bottom. Fiberglas insulating blankets are laid in the whole ceiling area, and below the sub-flooring. Combined with the extra windows at all openings, the insulation completes the two-point protection that cuts fuel bills from 30 to 40 per cent.

THE corner window treatment in the living room, as shown below, gives a sunroom effect and assures plenty of light and air. The well lighted modern kitchen is compact and efficiently arranged; new louvrex glass is used in the utility room door and cabinet doors.

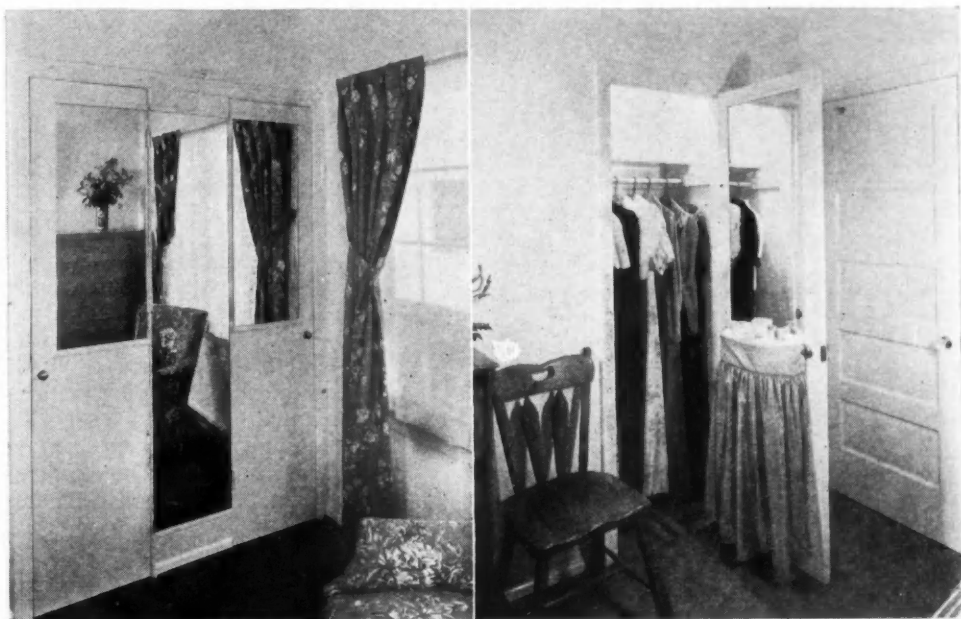




THE floor plan of this Toledo house, built by Dale M. Garnsey, is shown above in perspective; four rooms, bath and utility room are arranged within an over-all of 30 by 24 feet. The furnishings arrangement is presented in the picture plan sketch at the right.

The builder has not called it quits with glass at the windows. Plate glass mirrors are installed in every room, colorful Vitrolite structural glass extends twenty-four inches high around the three walls above the bathtub, and louvrex glass is utilized in the kitchen and at other vantage points.

In the No. 1 "Design for Happiness" home, a 38x50 inch clear panel of mirror was placed above the built-in bookcase and is highly decorative as well as utilitarian. It catches a fine view through the bank of windows opposite, and at the same time seems to push
(Continued to page 62)



FOUR of the glass highlights, located in the sketch above at the right, are shown here close up. Above, left, the triple-view mirror is installed on the closet doors which are hung to swing toward each other; above, right, the second bedroom has a plate glass mirror attached to the inside of the closet door above a small, built-in dressing table, before which a bench or chair can be placed when open. Below, left, bath is equipped with fixtures of latest design, mirrored medicine chest and Vitrolite around tub; below, right, mirrored book niche in living room brightens up the corner.





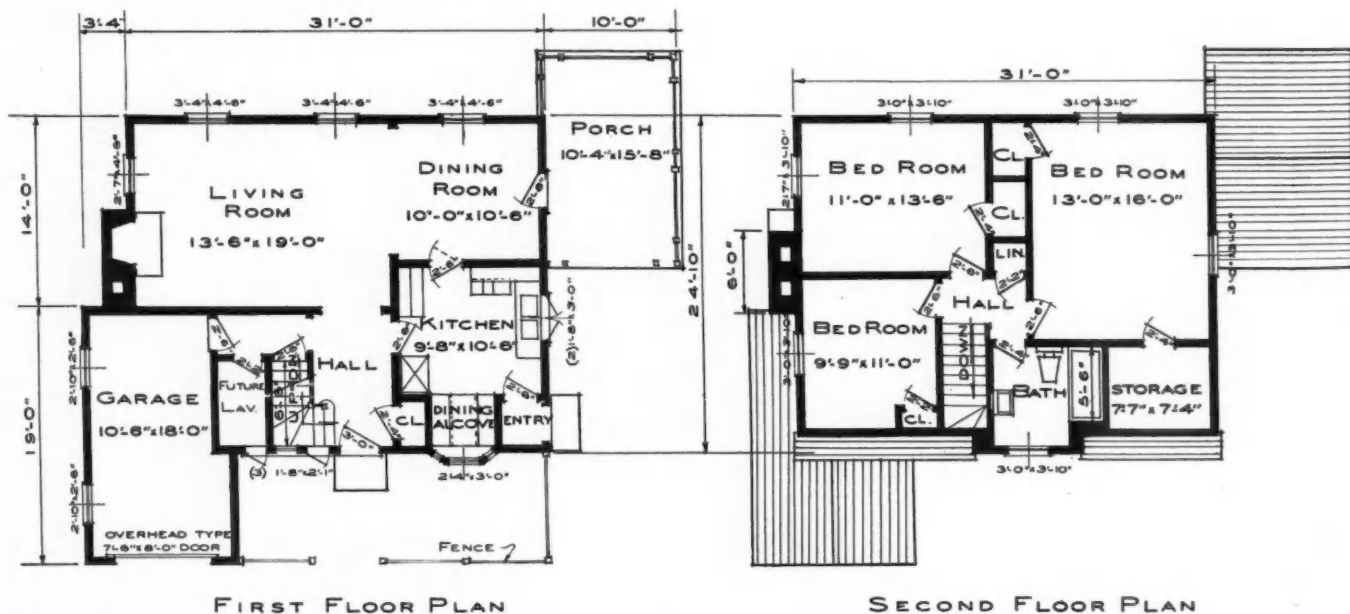
Front Cover
Home
"Winter on
Villard Hill"

CHRISTMAS CHEER is radiated by this attractive small home in the Villard Hill section of Dobbs Ferry, N.Y. Set on a large wooded plot the house takes advantage of its attractive setting, with a fine open porch, conveniently located garage and spacious living room. The architect is Frank Kronfeld of Mt. Vernon, N.Y.; the builder, Gramatan Improvement Co.

Snug Homes
for
Winter Living

MOST articles about home ownership talk about the joys of life in the country in the good old summer time. But here is one time when we're going to talk about the good old winter time, which is pictured at its white and glistening best in the accompanying pictures.

As a matter of fact, when a house is well built, well insulated and equipped with modern automatic heating, most of the old problems of winter are eliminated. No one seems to have invented an automatic sidewalk shoveler yet—but some people like



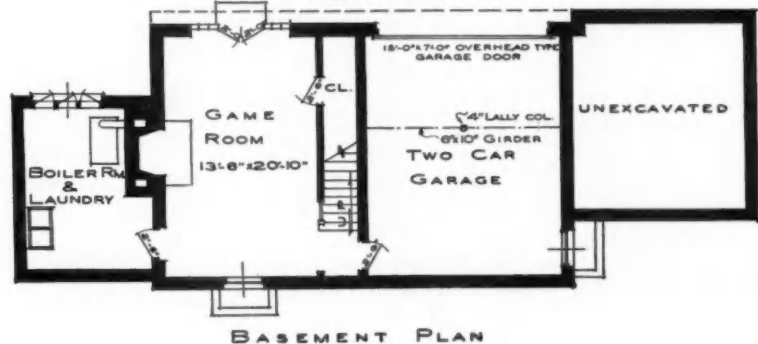
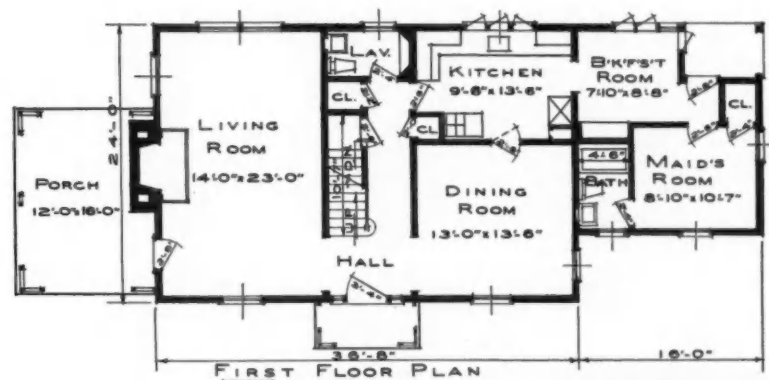
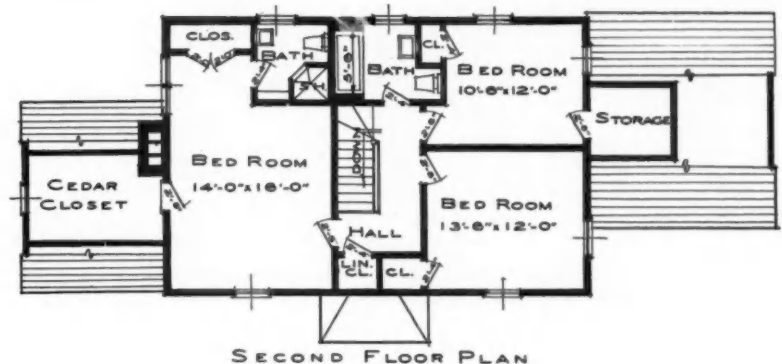
FIRST FLOOR PLAN

SECOND FLOOR PLAN

EXCELLENT CIRCULATION is provided in this plan, with spacious living and dining quarters away from street. There is a good-sized hall, well-laid out kitchen with dining alcove. Cubage 18,000.

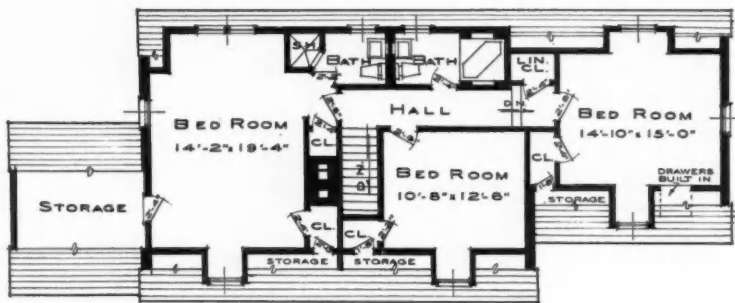


IT'S COLD OUTSIDE but warm within this Villard Hill Colonial home. The sloping site makes it possible to use the basement for game room and two-car garage. Layout is economical, with two bathrooms, lavatory and kitchen served by one soil pipe. Living room has three good exposures and opens upon a very attractive 12' x 16' porch. For a moderate-sized house the plan gives an unusual amount of livable space.

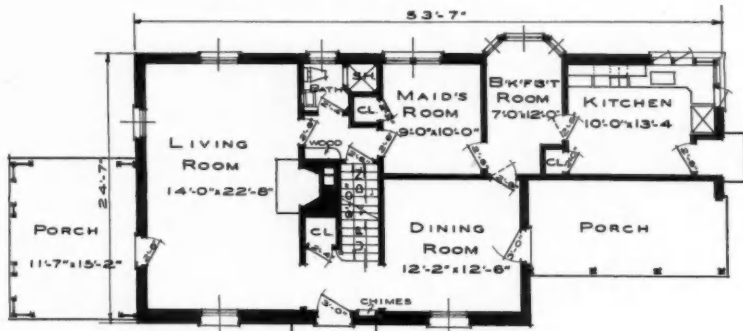


to shovel snow as pleasant exercise. Actually, a brilliant morning with the surrounding countryside covered with a mantle of white is a sight home owners highly prize.

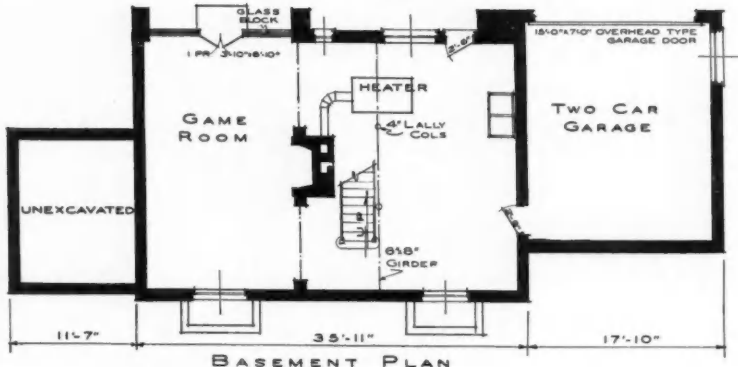
The four houses illustrated with this article were photographed on such a day, and the charm of winter living in modern homes is well portrayed. All these houses are located in the Villard Hill section of Dobbs Ferry, N.Y., and were built by the Gramatan Improvement Co. from plans by Architect Frank Kronfeld of Mt. Vernon, N.Y. They illustrate a number of the important features that contribute to comfortable living in the country in summer or winter. For example, they are all well insulated and equipped with automatic gas-fired hot water systems with concealed radiators. Windows are weatherstripped and tight-fitting to keep out the winter winds. The garages are so placed as to be accessible in bad weather, and are equipped with overhead-type



SECOND FLOOR PLAN



FIRST FLOOR PLAN



BASEMENT PLAN

SNOW COVERED but not snowbound is this stone front Colonial on a spacious corner lot in Villard Hill section of Dobbs Ferry, N.Y. Designed by Architect Frank Kronfeld, and built by Gramatan Improvement Co., both of Mt. Vernon, N.Y., the house takes advantage of the sloping site to provide a fine game room and two-car garage in basement. The house has three bedrooms and two baths upstairs, a maid's room and bath downstairs. Plumbing layout is economical, although the framing of this house is somewhat complicated. House is well insulated, using gas-fired hot water heating system.

doors that are not easily obstructed by piles of snow. Two of the houses have unusually fine recreation rooms which make ping pong and other sports a pleasant way to while away the winter evenings.

Villard Hill is an attractive subdivision in Westchester County and is located on a 500-foot elevation overlooking the Hudson River. It was formerly the private estate of the Villard family and was purchased by Captain Joseph M. Patterson, the prominent newspaper publisher, and his Bentro Realty Co., to be turned into a subdivision for fine suburban homes. Streets were laid out to curve attractively through the well-wooded hilltop. All utilities and electric wires were put under ground to preserve the natural beauty of the surroundings. The Gramatan Improvement Co. has built a number of houses in this section, both on contract and for sale. For the most part, houses of Colonial design have been constructed in a price class ranging from \$9,000 to \$30,000.

While the setting is countrylike, due to the wooded sites, the houses are completely modern in their equipment and furnishings.

**Snow Covered
Home in the
Woods—30' x 23'**



WELL PROPORTIONED and with good details is this Villard home. Main part of house is only 30' x 23', yet it has six good-sized rooms, including a 12'-6" x 22' living room. Cubage is 18,250. Large closet in master bedroom provides space for extra future bath.

Included in the materials and equipment used in the four houses illustrated with this feature are the following:

FOUNDATIONS—12" cinder concrete blocks with a layer of waterproof cement.

WALLS—Frame construction, No. 1 Douglas fir framing.

INSULATION—1" Balsam-Wool insulation in walls and second floor ceiling, by Wood Conversion Co.

HEATING—1-pipe forced hot water heating system with gas-fired General Electric and Bryant boilers. Thrush pumps, Richvar concealed radiators.

HOT WATER HEATERS—Whitehead gas-fired water heaters with Monel metal storage tank.

HARDWARE—Corbin hardware of Colonial design.

ROOFS—Black Pennsylvania slate over 30-lb. building felt.

WALL SHINGLES—Certigrade red cedar shingles.

LINOLEUM—Armstrong.

KITCHEN CABINETS—Boro Wood Products.

GARAGE DOORS—Craw-Fir-Dor overhead type door, Crawford Door Co.

EXTERIOR TRIM—Idaho white pine.

WINDOWS—Curtis Silentite insulated windows.

FLOORS—Oak floors with Minwax finish.

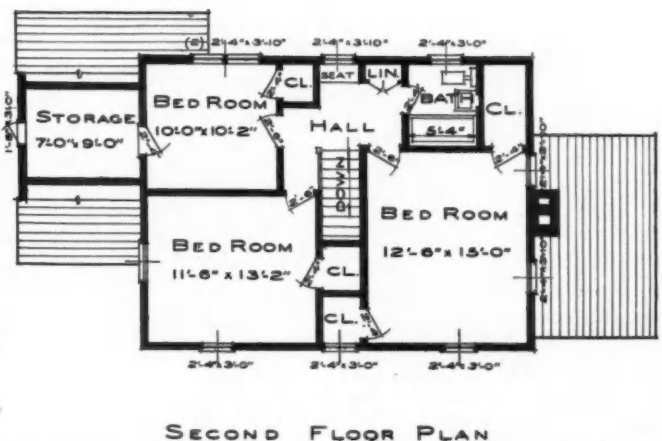
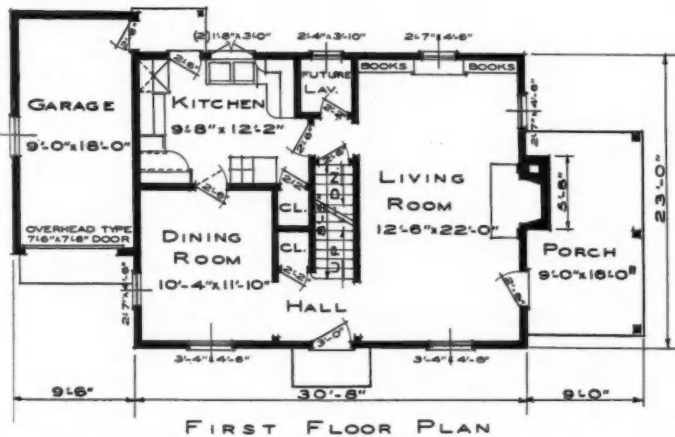
PLUMBING FIXTURES—Standard fixtures by American Radiator & Standard Sanitary Corp.

FLASHING—Gutters and downspouts, Anaconda copper.

WATER PIPES—Anaconda brass.

PLASTER BASE—3 coats of plaster over metal lath.

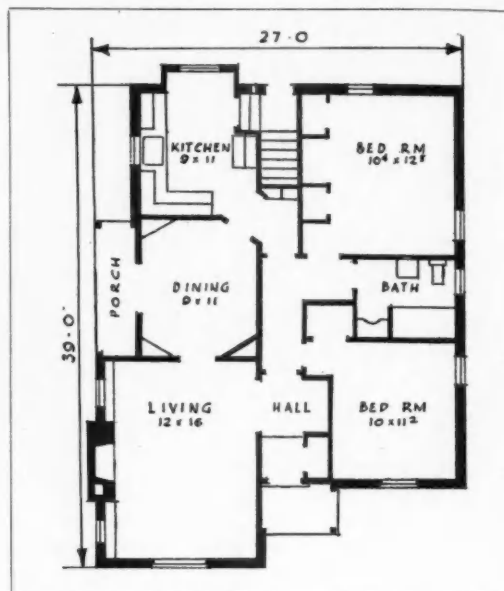
PAINT—Pure lead and oil.



CENTER HALL PLAN provides many features of a larger house. An extra room can be easily added with a slight change in garage roof. Living room has unusually good exposure.

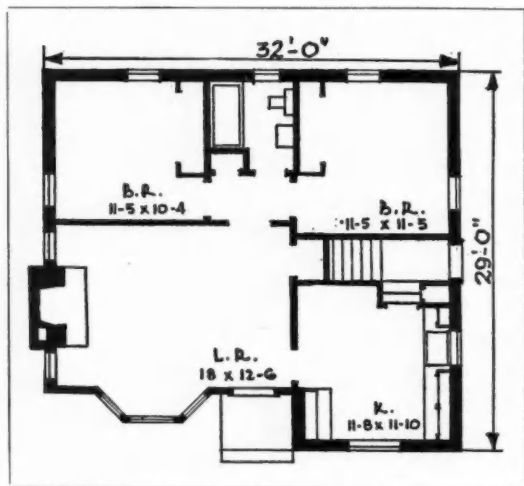


BUILT by Milo F. Gonser, this compact five-room design has through hall circulation, vanity in tiled bath, Celotex insulation, corner cabinets in octagonal dining room, Curtis millwork, Niagara gas conditioner, and Sonneborn floor finish.



Four Reasons for Detroit's Home Progress

These Designs from the Builders Association Exhibit Show Latest Developments



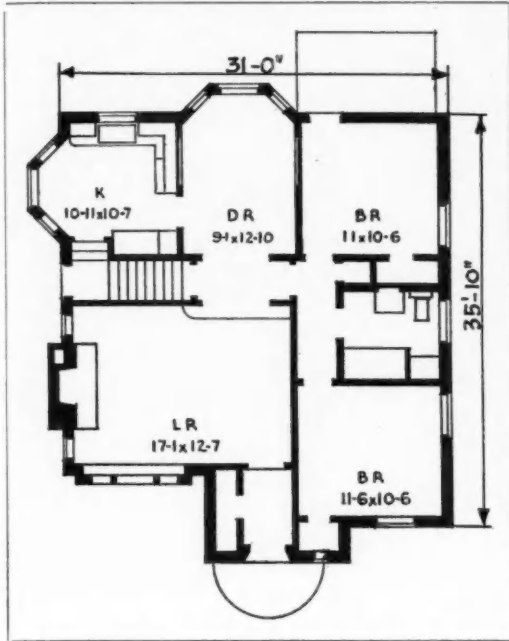
THE Builders Association of Metropolitan Detroit, in presenting this year's home show entitled "Models on Parade," offered the public an opportunity to inspect a group of 32 demonstration homes. In one spot, it was possible to inspect the last word in design, planning, materials and equipment which the representative group of members exhibiting believed would best present building progress.

The houses line both sides of the street for two blocks and cover a moderate cost price range. In size, they run from four to six rooms. As in former years, thousands of visitors inspected the project and numerous sales were made for duplication in all sections of the city.

Four of the designs are presented on these two pages (the prize winning home built by Harry Durbin was shown in the October *American Builder*), and are typical of style and size ranges covered. Features common to all are natural fireplaces, modern kitchens with built-in cabinets and breakfast alcove space, plenty of closets, many of the ward-

THIS trim little four-room design by Builder A. L. Doenges has five-room efficiency, with eating space either in the kitchen corner or living bay. As one of the houses in the Builders Association of Metropolitan Detroit demonstration project, its charm had wide appeal. It featured automatic gas heat, recreation room, built-in wardrobes and tile bath.





W. R. GORDON & Co., Detroit designers and builders, erected this home in the 1940 Builders Association project and featured unfinished second floor with gas-fired conditioning unit large enough to heat it when completed. Besides this flexibility, it has Rezo doors, Standard fixtures, Savutime hot water control, breakfast bay, Air-O-Cel in side walls and rock wool in ceiling, tile kitchen.

robe type, extra conveniences in the tiled baths, cross ventilation and good circulation between rooms.

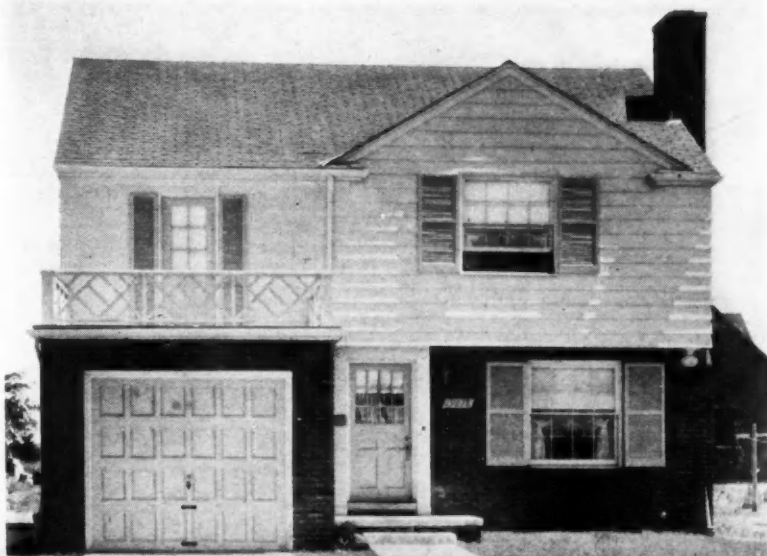
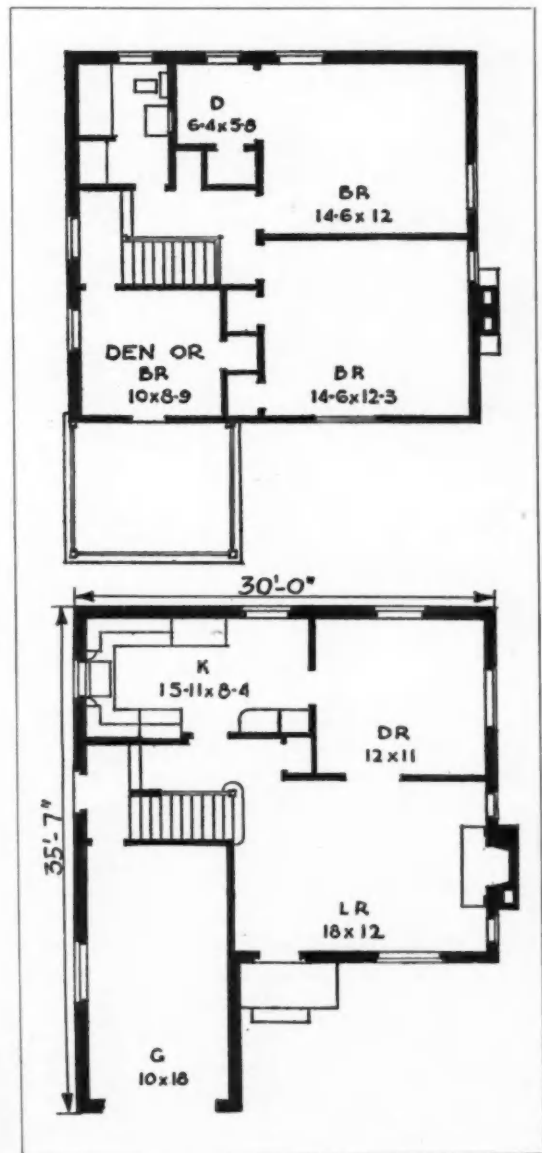
The Gonser house, above on the opposite page, has the unusual plan feature of a connecting hall which separates the three living areas and allows access to any room of the house without going through any other room.

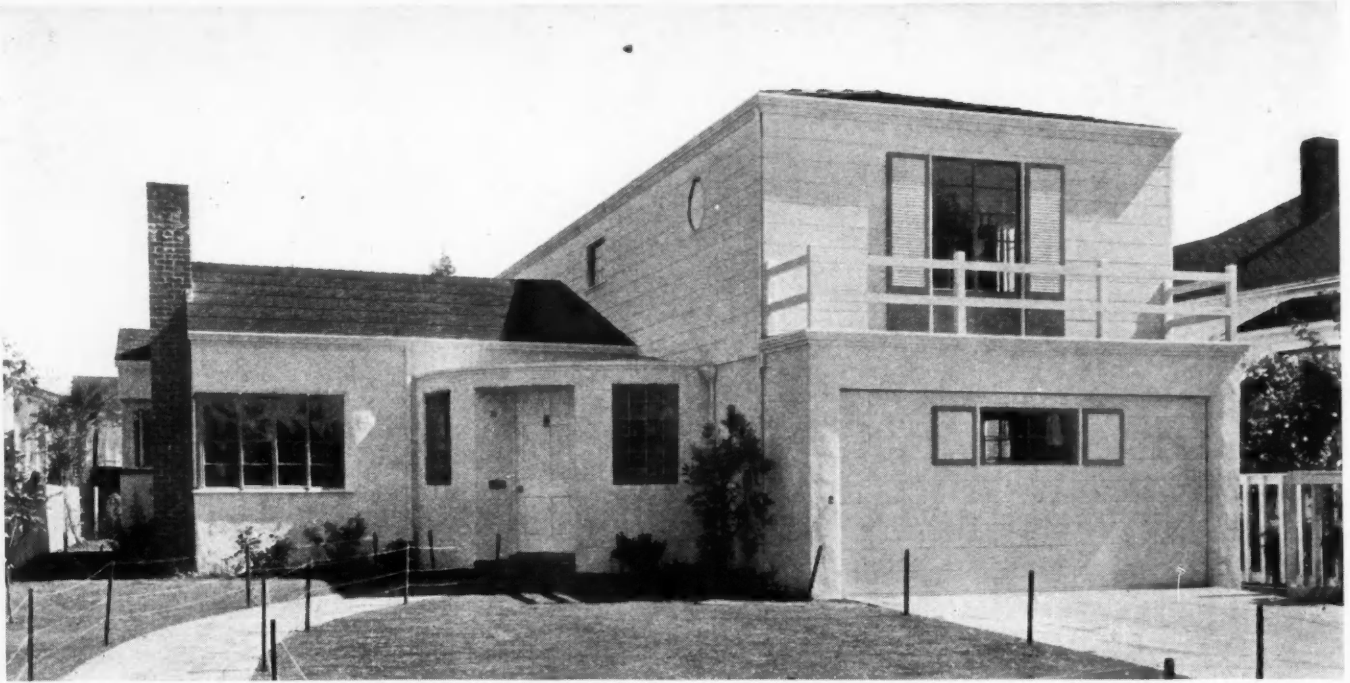
The Doenges house presents a most unusual and attractive exterior for the small design. Stone, wide Colonial siding, brick and red cedar shingles are nicely combined with a pleasant balance.

The Gordon exhibit, above, has a sunken living room in keeping with the English type exterior with projecting timbered window grouping, dormer and stone trim.

The Vorys design is quite different in plan, with connecting hall running at right angles to the depth. On the second floor, the small bedroom or den works in nicely over the garage; rear bedroom has dressing alcove.

THE design below, with plans at right, by A. R. Vorys, was one of the two-story homes in the Detroit show. Six rooms and attached garage are efficiently arranged for extra livability featuring good circulation, two well arranged bedrooms, N. S. W. windows, Overhead garage door and Bard conditioner.





SAN JOSE Modern American Display Home was used successfully to demonstrate construction methods and color styling.

California Model Features Color in Design

THAT prospective home owners are definitely interested in the way a house is put together during all the stages of construction was amply demonstrated in connection with the promotion of a most unusual type of model home in San Jose, Calif. The Modern American Display Home was the name given to this demonstration which was officially open to the public during construction; no count was kept of the hundreds who inspected the place week days, but crowds of over 2,000 visitors came out to see it on week ends. Builder W. B. Reese sold six houses during this period.

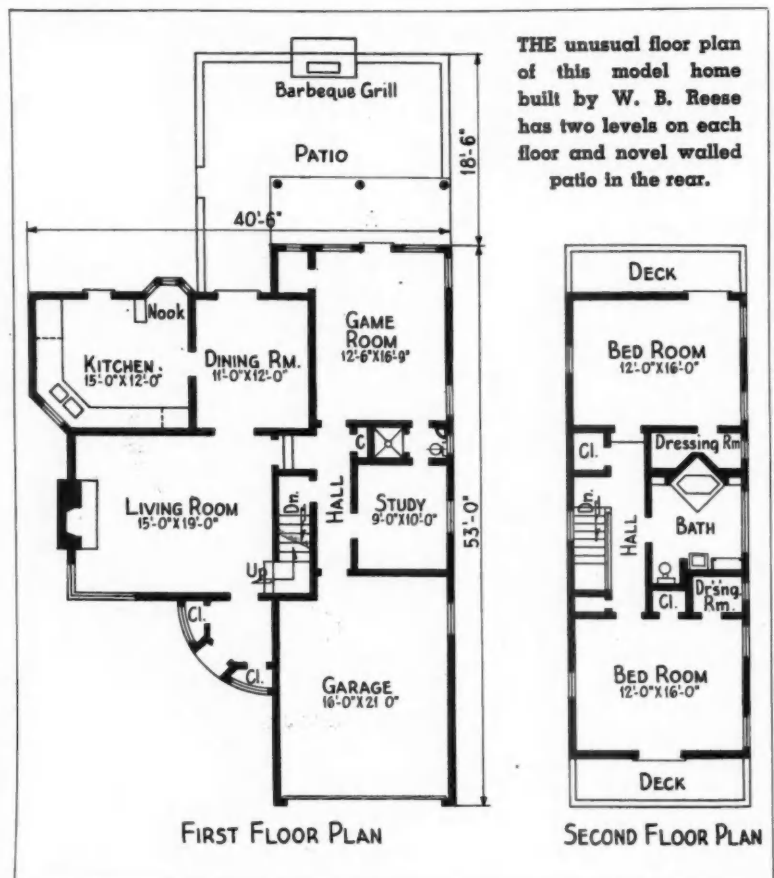
This San Jose display home was inspired by the Sherwin-Williams Home Decorator booklet designed by Rockwell Kent, and is a striking exhibit throughout in the use of color in decoration. There are many novel features such as opening the garage door by remote control from the panel board of the auto, and illumination of the glass riser as one approaches the front door step.

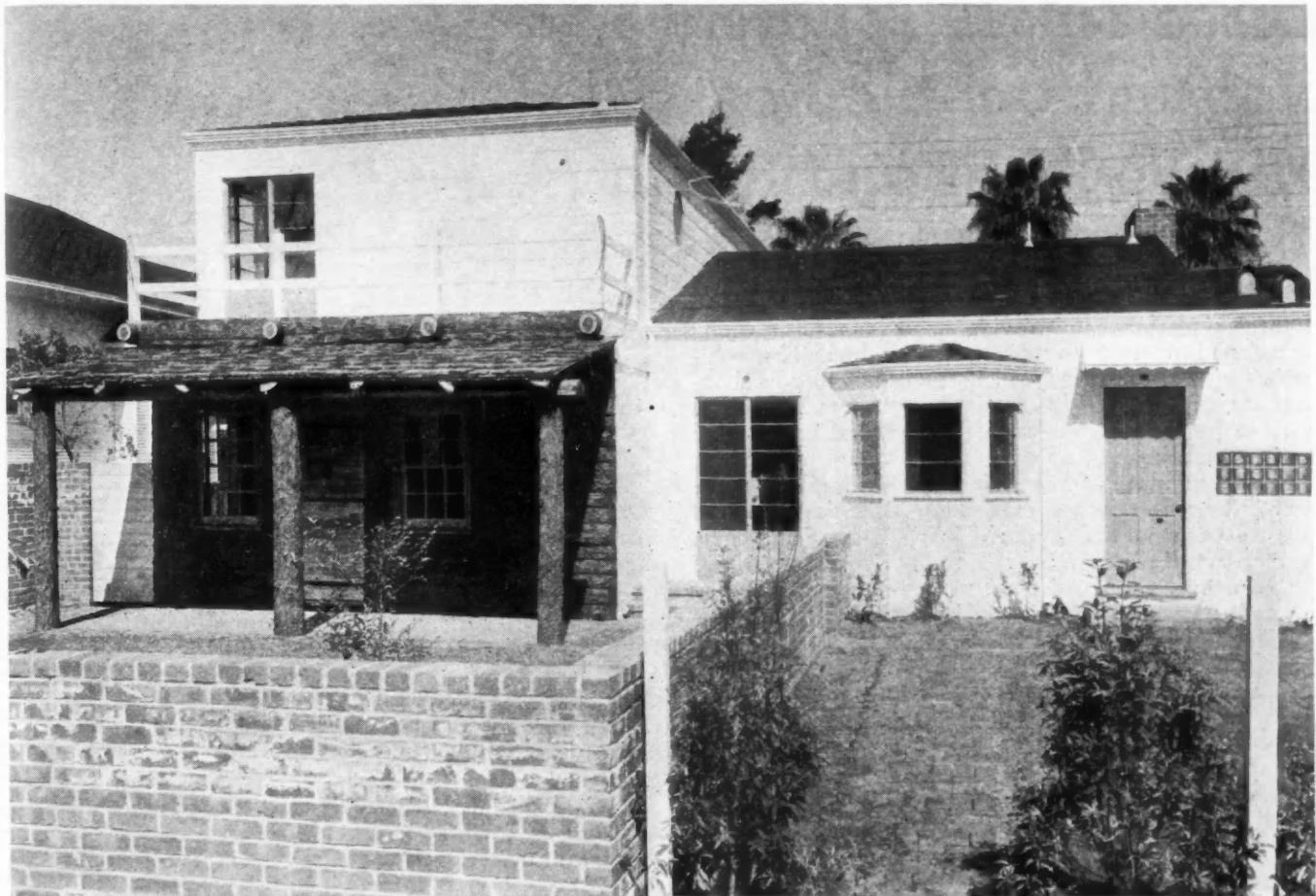
Inside an oak grill, having a cold air return to the furnace, replaces the first two risers of the stairway. There is a sliding door between the living and dining rooms to give privacy. The living room fireplace is oblong in shape, with the opening at the extreme left side; at the right is a door to a wood box, which can be filled from the outside of the house. The entire face, six-inch mantel and hearth are of black Carrara glass.

The kitchen walls are of "Toroplate" enamel-finished Masonite board. The breakfast nook in the bay has seats built in and upholstered in white leather. Kitchen cabinets are finished in a white enamel satin treatment, while the lower cabinet tops and splashboards

are of tile in a light coral shade matched by the flat stippled wall finish on ceilings and cupboard interiors; the linoleum is in a marbled effect.

Game room and study ceilings are of Celotex set tile





REAR VIEW of Builder Reese's Modern American California home is surprising with its rustic porch, having a wood slab rear wall, shake roof and brick floor within the brick walled patio off the game and dining rooms.

pattern, with walls of the former in knotty pine which has been scarfed and painted bone white, knots wiped out and the whole glazed with color to match the knots. A closet bar off the game room, also serving the outer patio, is finished in the same way as the game room. Study walls are of random with colored plank, and a linoleum floor to harmonize.

In the bath a paneling of Masonite with non-gloss Art Metal finish has been used with main walls in shades of blue and recesses for toilet, lavatory and dressing table in a dusty peach tone. The entire outer wall is of PC glass blocks with transoms above. A "Standard" Neo-Angle tub is enclosed with mirror glass in a novel angular placement.

Because of the unusual plan in this house, a problem was encountered in the framing of the rear portion where one bedroom is above portions of the game and dining rooms. A study of the plan will show that the living room, kitchen and dining room are two-steps above the level of the

balance of the first floor, while the rear bedroom is one step up from the level of the other second floor rooms. Clever use of paint played a large part in solving this mechanical problem; the explanation of how it was accomplished is as follows:

The dining room ceiling is partially within the one-story wing, the balance coming within the two-story section. The 12-inch difference in ceiling height was overcome by raising the floor level of the rear bedroom and then building in bunk beds to take care of this difference. Then of course, the bedroom ceiling level would have been a foot lower than that in the other rooms, so the 8-foot height was re-established by going up into the attic space, and giving the room a flat angle cut-off at the ceiling on all four sides. Since this projected far into the ceiling area, the pitch being one foot rise and three foot run, there would have been a queer looking effect produced if the usual method of decorating had been followed. The difficulty was overcome, however, by dividing the sidewall into 6-inch stripes and applying a rather dark dusty rose color at the base, then graduating these divisions up to a white ceiling in the center. By keeping these bands distinct from one another, an optical illusion was achieved which makes the ceiling appear much higher and the stripes seem to be concaved.

These rear rooms on both floors overlook a brick walled patio containing a barbecue pit and incinerator and is partially covered by a rustic canopy, thus providing shelter from sun and rain for this outdoor living area. It will be noticed that the first floor projects beyond the second here at the rear, as is also the case in the front, with balconies above these projections.

A MODERN AMERICAN DISPLAY HOME
 With suggestions & plans from the **CONTEMPORARIES** House Decoration
 by **ROCKWELL KENT**
 As featured exclusively in The San Jose Evening News

BUILDER: W.B. REESE
 INTERIOR DECORATIONS EXECUTED BY L. LION & SONS CO.
 PAINT COLOR STYLING BY PAULINE WHITE, SAN JOSE HOME CO.
 PLANS & SPECIFICATIONS FROM OFFICE OF JAMES BETH

SUB-CONTRACTORS

PLUMBING: MILLER-GURNEY	ELECTRICAL: SARTINA ELEC. CO.
CEILING: GOLDWIN BROS.	ROCKWOOD
STUCCO: GEORGE ORLANDI	BARWOOD PLUMBING & SUPPLY CO.
PAINTING: BETSIE PAINTING SERVICE	TILE WORK: SAN JOSE TILE CO.
LANDSCAPING: L. LION & SONS CO.	LANDSCAPING: NEWMAN BROS.

CONCRETE: Transit Mix
LUMBER & MILL WORK: Catalina
INSULATION: Best Wall
DRY WALL BOARD: Best Wall
DECK COVERING: Griffin Top
BAKER SHAVEL WALL FINISH: Knapdale

BRICK & STUCCO: FERRARI'S BROS. & SONS CO.
LIGHTING FIXTURES: MODERN FIXTURE CO.
HARDWARE & STEEL: SAN JOSE HOME CO.

FINISH HARDWARE: Schlar Locks
GARAGE DOOR OPERATOR: Motor Driven
PAINTS & FINISHES: Sherwin-Williams
FURNACE: "Clippert" Broad Cut
PLUMBING FIXTURES: MILLER-GURNEY
ELECTRICAL WIRING: "Confident Red Seal"
LIGHT SWITCHES: "Mercury" Labels
SPECIAL LIGHTS: "Revolution" Lenses
BATHROOM VENTILATION: "Wind-Stop"
STEEL SASH: STEEL SASH CO.
GLASS BLOCK: "Pittsburgh" Company
FURNITURE: "Averton" Modern
RUGS & DRAPERIES: L. LION & SONS CO.
RANGE: "Westwood" C.R.C.
REFRIGERATION: "Westwood" C.R.C.
LINK BENCH: "Mercury"
LAUNDRY SERVICE: "Mercury"
GLASS & GLAZING: TONY'S GLASS SHOP
PLUMBING TELEPHONE SERVICE: P.C. TEL. CO.

THIS sign in front of model home displays name of sponsors, contractors and products.

Three Small Concrete Homes from the East, Middle West and South

IN MANY sections of the country, programs have been undertaken to provide small homes for young married workers to either rent or buy. Three examples of such projects which furnish both sound investment and decent low-cost living quarters are shown on these pages. The plans are all basic, and have rather similar arrangements of four rooms and bath on one floor, although one of them has unfinished space on the second floor for future expansion. Likewise, they all have concrete sidewalls, poured in place or of masonry. Further use of concrete is made in floors or roofs.

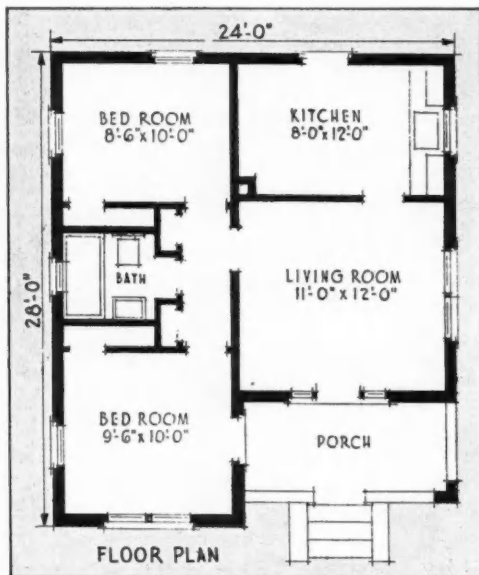
Shown below is a street of twelve low-cost masonry houses in Houma, La., which is the result of four similar



units built in 1936. The same floor plan has been employed with alternate units reversed. They were designed and built by A. J. Falgut, builder, of Morgan City, La., for Charles E. Boudreaux of Houma, who was holding a number of residence lots as an investment. The first four houses, which cost under \$2,000 each, rented so readily that it was decided to build similar houses, slightly larger, on all the lots. The later houses cost approximately a third more.

Both exterior walls and partition walls of all the houses are built of 8 x 6 x 12" concrete masonry units made with oyster shell aggregate. Each house has living room, two bedrooms, kitchen and bath on one floor. Bathrooms and porches have concrete slab floors. Roofs are covered with cement asbestos shingles.

Simplicity and absence of non-essentials characterize two concrete masonry houses in Cedar Rapids, Ia., built by Contractor O. H. Lundquist and illustrated above with the floor plan. Except for variation in the placing of doors and windows in the front facade, the houses are alike in plan. Each has two bedrooms, living room, kitchen and bath all on one floor. A detached garage was provided with both houses.



THE floor plan at the left of the row of low cost houses shown below has four rooms and bath with dining space provided in the kitchen; screened porch adds living space.



THE view at the left shows some of the houses in this group of twelve built in Houma, La., by A. J. Falgut as low-cost, appealing rental units.



THESE two Cedar Rapids, Ia., houses built by O. H. Lundquist have a similar plan except for the placement of entrance.

Exterior walls are built of 8 x 8 x 16" concrete masonry units made with lightweight aggregate. The interior walls are furred and finished with a rigid insulation board and plaster. The exterior walls are painted; those of one are finished with white portland cement paint, while the other house is finished in light brown.

The floors of both houses are a cast-in-place concrete slab on 8-inch precast concrete joists. In one house the floors of the living room and two bedrooms are finished with hardwood blocks while the kitchens are finished with linoleum cemented down. The bathroom floors are finished with tile.

According to the contractor, one of the houses was sold before it was completed, and the other shortly after. Below, is the third example in which concrete was the design medium; in this case reinforced construction was used for two four-room New England cottage-type houses built for wage earners in Hartford, Conn. Walls, floors and roof are cast-in-place as integral units.

The walls are 8 inches thick, formed against plywood panels. The floors are of 5-inch reinforced concrete slab, as are the pitched roofs. The roofs were cast over a lower form supported on shores. Reinforcement was set

in the forms and a fairly dry mix of concrete applied. This was struck off with a screed. The roofs were painted red. No roofing material was used as a covering. Floors were finished with a red topping.

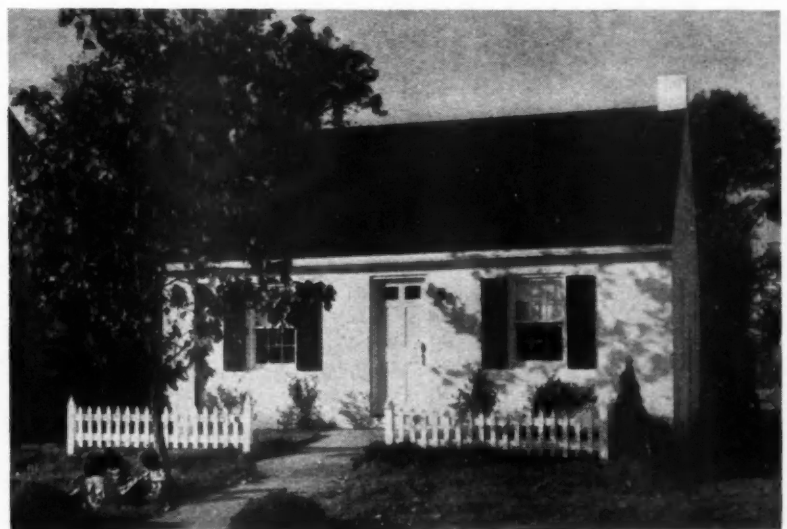
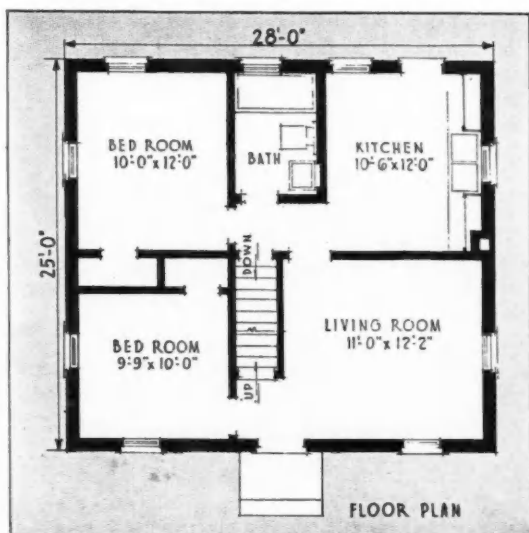
The houses were built by the Maple Realty Company, and were designed by Mylchreest & Reynolds, architects, Hartford.

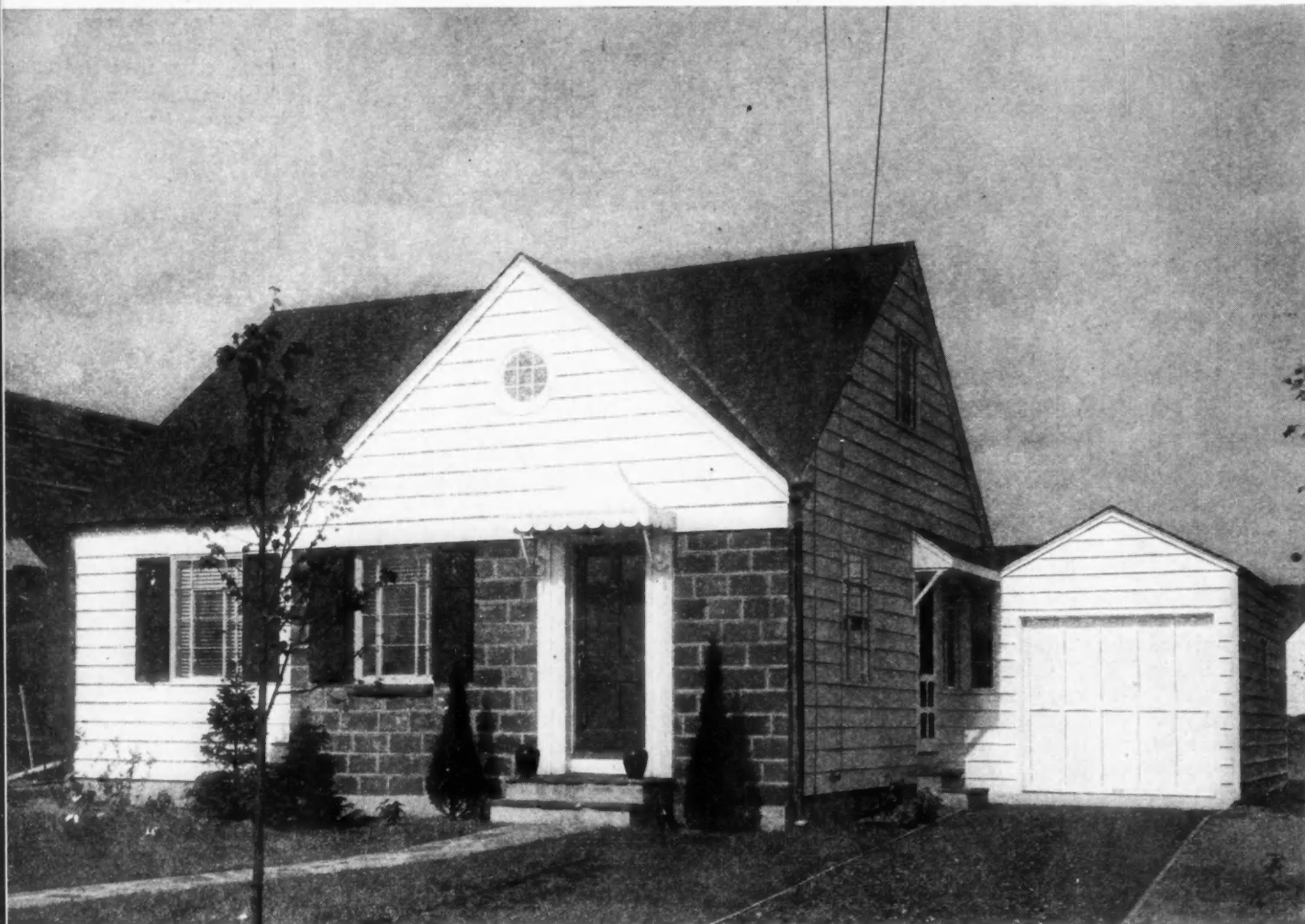
The plan has been reduced to the simplest elements, but has the additional provision of stairway to the second floor, where space is left unfinished and can be used later on for one or two more bedrooms. This space meanwhile provides extra storage room which is much appreciated in small homes. These houses likewise have living room, two bedrooms, kitchen and bath on the first floor.

In all the houses shown on these two pages, hall space has been reduced to a minimum, and partitions are simply arranged to keep down construction costs.

With the ever increasing demand for adequate housing as part of the national defense program, particularly around urban industrial areas, as well as normal housing needs, such designs as these can be used as the bases for developments, to which can be added any extras desired.

THE simple little four-room cottage below was designed for wage earners in Hartford, Conn. Within its dignified exterior there are simply arranged the essentials of living space on the first floor, and unfinished room above for storage or extra sleeping quarters.





ONE OF THE POPULAR Radrock Estates homes at Fair Lawn, N.J., built by Whyte Construction Co., from plans by R. C. Hunter. Although the exterior is much different, the plan of the above house is similar to the two Dutch Colonials shown on the opposite page.

Variety of Design at Radrock—Pleasant Curved Streets

IN last month's *American Builder* the construction methods employed by the W. H. Whyte Construction Co. in its Radrock Estates development at Fair Lawn, N.J., were described in detail. On this and the following pages are presented four additional Radrock designs by Architect R. C. Hunter, also of Fair Lawn.

The three designs pictured at right and above have the same floor plan—a compact, two-bedroom design with 17' x 11' 8" living room and an unusually large kitchen and dining nook. An important feature of this plan is the economical fashion in which the kitchen and bathroom plumbing are placed back to back. The placement



STREET SCENE at Radrock, showing interesting variety of design.

of the basement and attic stairs is also good. An attractive feature of these two houses is that there is additional space upstairs for extra bedrooms to be added later.

A remarkable feature of these Radrock designs is that while they are all built of standard 4 x 8 plywood panels made in the shop of Whyte Construction Co. at nearby Hackensack, they still have a variety of exterior treatment and an interesting design that is most attractive.

Furthermore, Architect Hunter has done a good job in planning the placing of the houses on the streets, giving them a variation in spacing and alternating the placing of the houses with the broad side and narrow side towards the street. He has created color and interest in the exterior treatments through use of different materials. The two designs on this page, for example, make use of local New Jersey stone of a deep red tone which was salvaged from an old house that stood on the site.

Another feature of the Radrock Estates development that contributes to its attractiveness is the fashion in which the builders have laid out the entire development with curved streets and attractive vistas instead of the old-fashioned, and now rather discredited grid-iron pattern.

Winter is not holding up construction at Radrock, since the building of the plywood panels that make up the framework of the house goes on in a warm shop.



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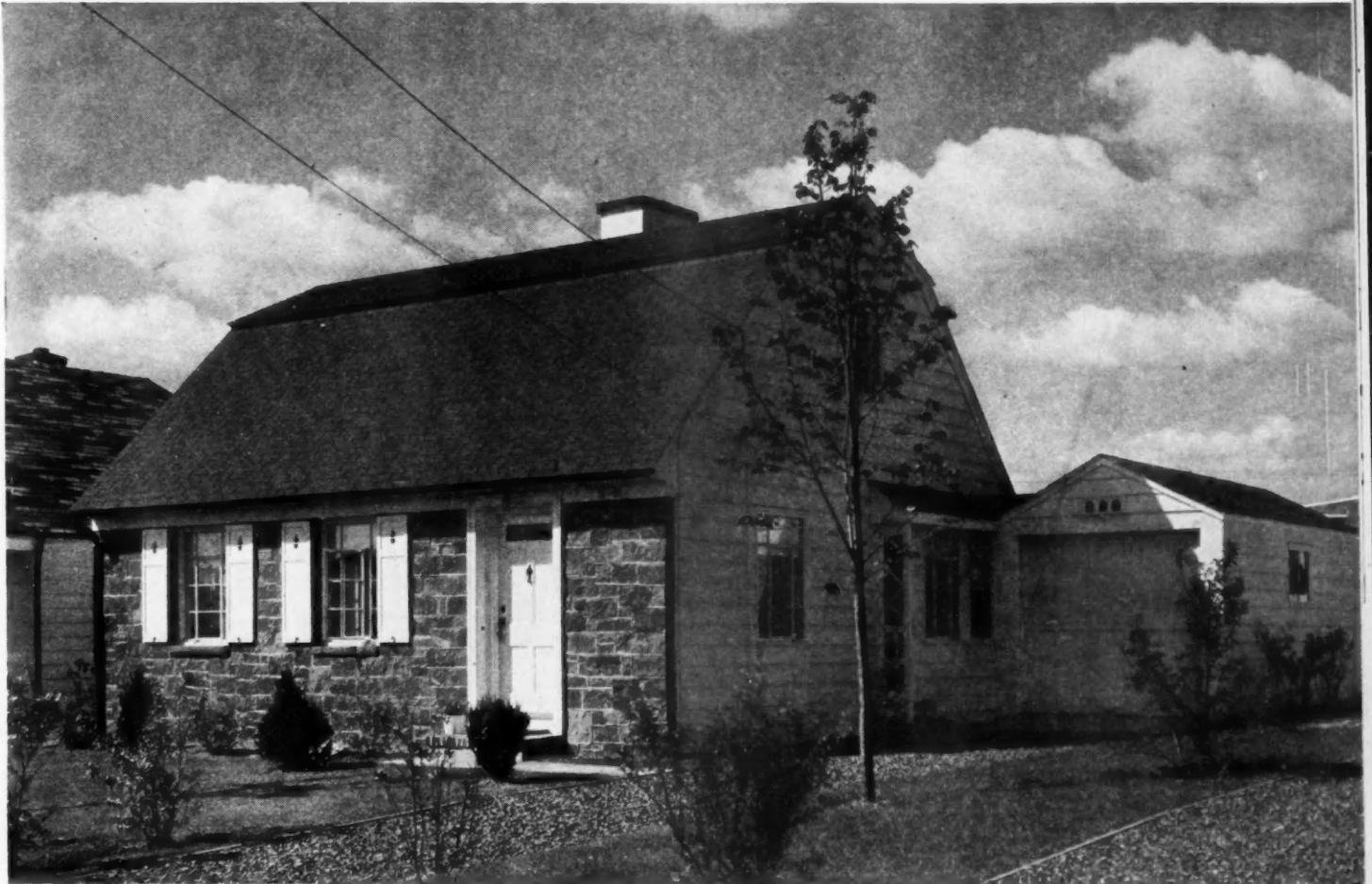


Photo by Adolph Studly



Two Fine Dutch Colonials at Radrock. R. C. Hunter, Architect

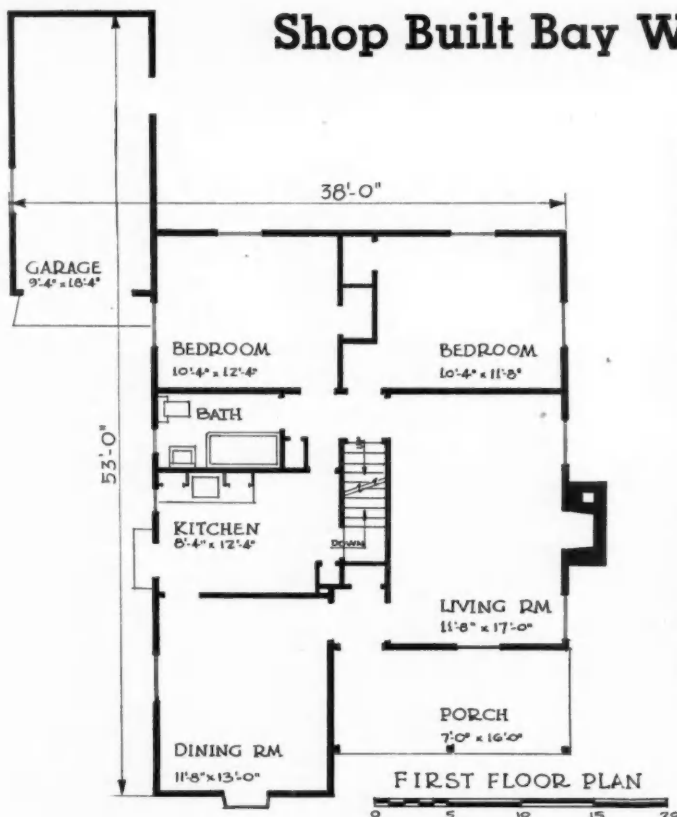
UNUSUALLY appealing are these Dutch Colonial designs constructed of standardized 4 x 8 plywood panels built in the shop of Whyte Constr. Co., and located in Radrock Estates at Fair Lawn, N.J. The upper house is particularly suitable to this locality, since both in its design and in the use of local deep-toned red stone it harmonizes with local tradition. Houses have gas-fired winter air conditioners, and because of the thorough insulation and un-

usually tight construction, fuel bills have run considerably under the utility estimates. The 17' x 11' 8" living room is large enough for dining space at one end. There is also an alcove in the kitchen where many meals would be eaten. Bath and kitchen plumbing are back to back, and the attached garage is convenient to the side entrance and cleverly related to it by a small overhanging roof, supported by a trellised post.



Photo by Adolph Studly

Shop Built Bay Window—Livable Front Porch



THE attractive bay window in above Radrock Estates, N.J., design was completely built at the shop as part of a standard plywood panel, then hauled to the job and set into place with other standardized units. All doors and windows are built into the panels in the shop under controlled conditions, where they are made thoroughly weathertight. The above design and floor plan, like those on the two preceding pages, is one of the more recent and most popular 5-room Radrock designs by Architect R. C. Hunter of Fair Lawn, N.J.

This floor plan has much to recommend it, with the two bedrooms placed at rear where they have privacy and away from any street noises. The bathroom and kitchen plumbing is placed back to back for economy. Basement and second-floor stairs are cleverly placed to "insulate" the kitchen and bath. The dining and living rooms are unusually spacious and there is space upstairs for additional bedrooms to be added later if the owner desires. The exterior color scheme is good, with the red cedar shingles painted an attractive grey. Roof ridges are painted white.

Many Materials in Novel Texas Design

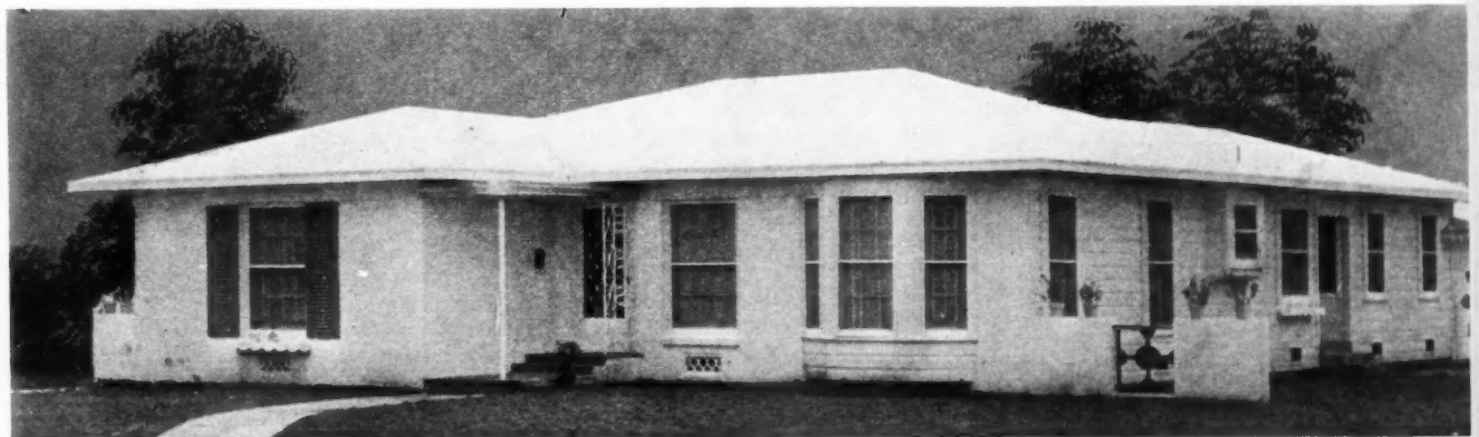
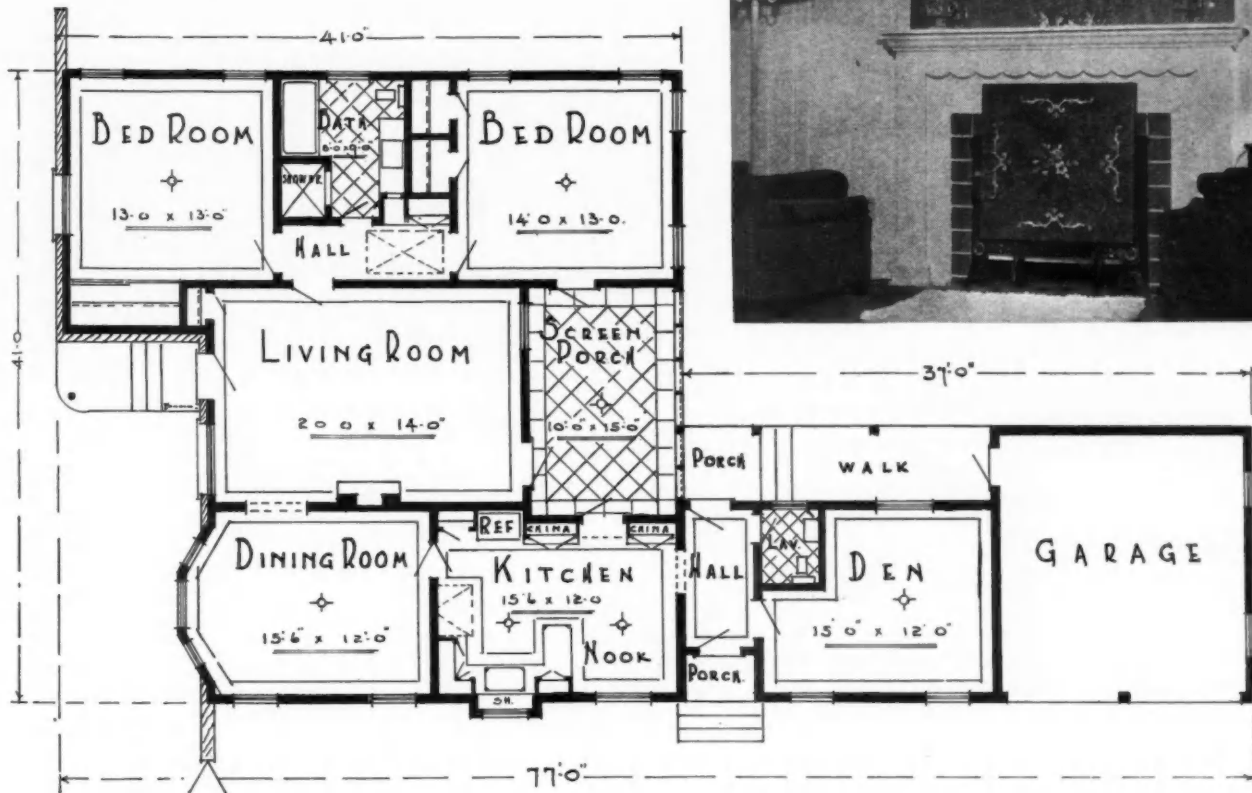
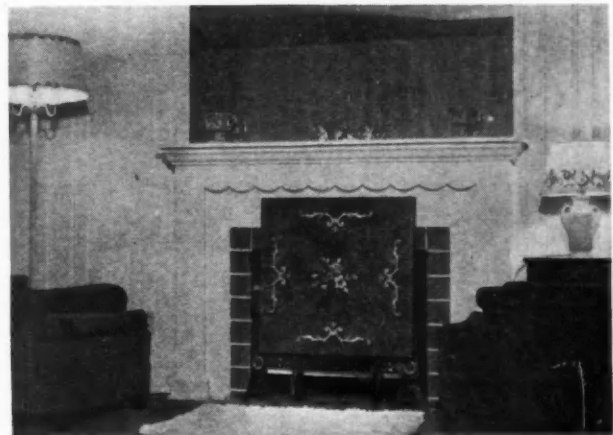
FROM its white Bondex painted, built-up tar and gravel roof, to its reinforced concrete beam type foundation set on clay piers, this Houston, Tex., home combines many unusual features built into it by its owner-designer, Architect H. D. Frankfurt. Some seventy different kinds of materials were used, including concrete, brick, glass block, Sheetrock, insulation board, rock wool, Arply, Masonite hard board, ceramic tile, linoleum, and terrazzo.

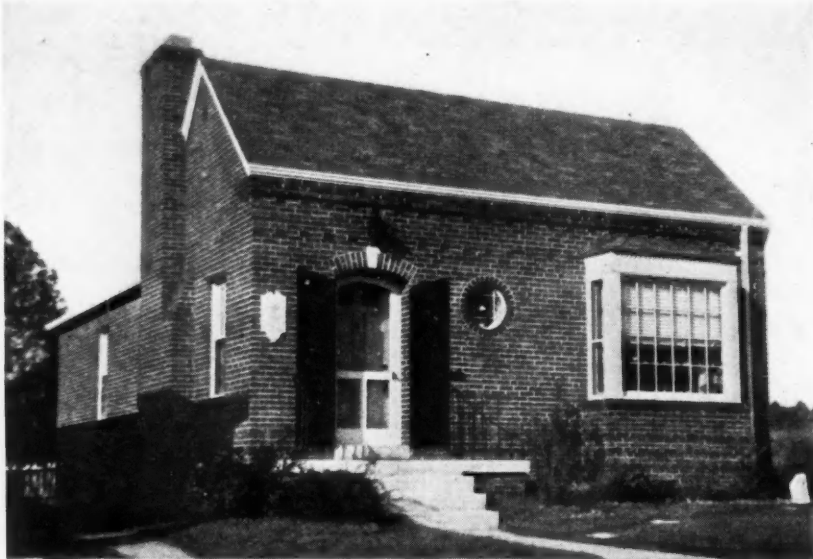
The exterior lines are quite modern, with a wide overhang of the heat-reflecting roof, which shades the side-walls. The entrance canopy is faced with stainless steel. Front exterior wall and projecting screens are of brick veneer painted white; balance of exterior is wide siding.

For the southern type rambling plan, there is no waste space, yet good circulation throughout has been se-

cured; the enclosed porch connects the master bedroom, living room, kitchen and rear hall, while a covered passageway gives sheltered access to the two-car garage. Kitchen and breakfast room are combined with fixtures and equipment carefully grouped for easy working conditions. Built-in cases, electric clock, tiled shelf above sink, china cabinets, and linoleum covered and chrome trimmed counter tops make this room attractive to the housewife. The den with its cheerful, colored Weatherwood walls is set off by itself and has a handy lavatory and cross ventilation. The good sized bath has a separate shower stall, dressing table lavatory, and imported tile walls and floor. An attic fan above the insulated ceiling assures living comfort in the hottest weather; in cool weather individual gas heaters are used. The large windows are weatherstripped and bronze screened.

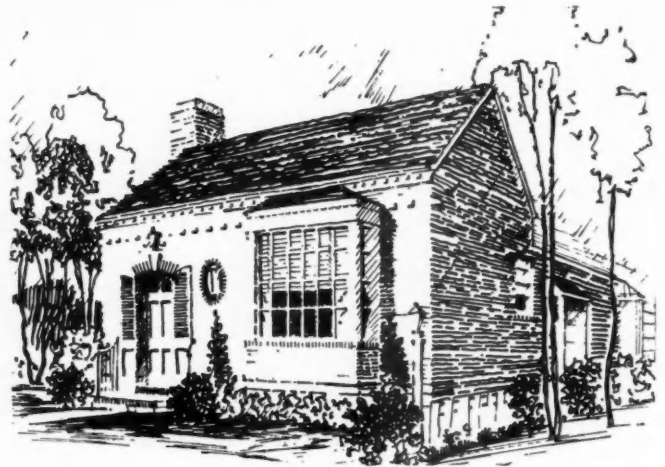
RIGHT: Tile-faced mantel, plate mirror and vertical board paneling in Houston, Texas, house shown at bottom of page with floor plan.





FIVE-ROOM one-story home designed by architect Ralph R. Hohlt, and built in St. Louis, Mo., by B. Altmueller Construction Co., is arranged for placement on narrow city lot; over-all, 25'8" x 38'8".

BELOW: Architect's perspective sketch showing other side of this design which has principal rooms arranged so that at least one window overlooks front or rear, to assure good light and ventilation.



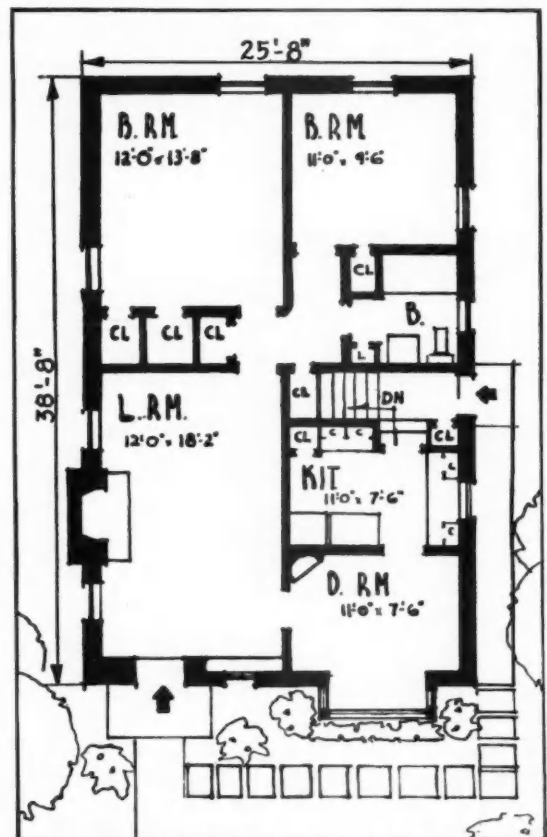
Plans Distinctive Small Home for Narrow City Lot

THIS carefully planned little five-room St. Louis home is the result of a good deal of thoughtful effort on the part of Architect Ralph R. Hohlt to provide a larger amount of livability within a compact over-all size suitable for the average urban lot. There is a great deal of character and charm in the Colonial exterior done in brick, and it combines such details as corbelled cornice, arched entrance head and flanking shutters, and circular and bay windows.

In the plan, economical arrangement minimizes waste space, and at the same time includes such features as natural fireplace, knotty pine wainscot and built-in corner cabinet in dinette, built-in kitchen pantry space, ironing board and cabinets, bathroom linen closet, and twin wardrobes in master bedroom.

Construction materials and equipment are as follows: 12-inch poured concrete foundation, 4-inch face brick over 8-inch hollow tile, Certain-teed asphalt shingles, 4-inch rock wool over ceiling, red oak floors, painted pine interior trim, L-O-F "A" quality glazing, Sherwin-Williams paints, Standard Sanitary fixtures, Williamson coal-fired winter conditioner. B. Altmueller Construction Co., builders. Cubic contents, 21,800 cubic feet.

AN outstanding feature of this attractively designed little city home is the amount of storage space; there are eight closets, conveniently placed throughout, including a blanket closet.





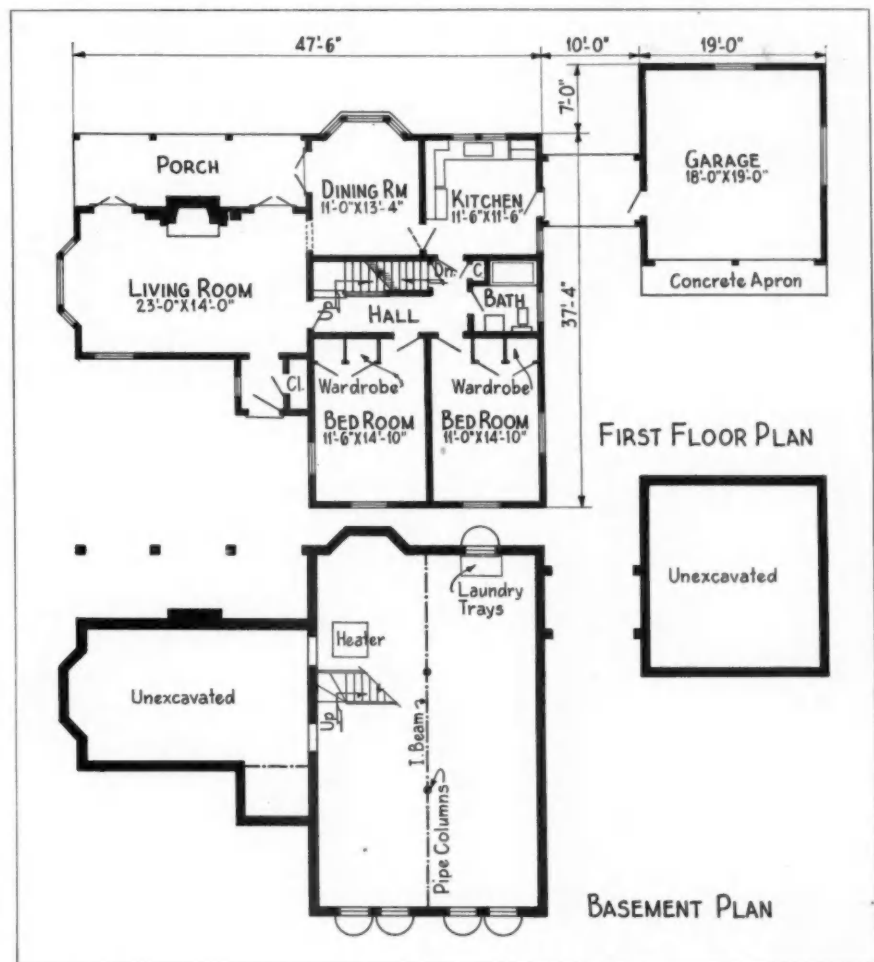
Five Rooms and Plenty of Space to Grow

USUALLY the home which has possibilities of future expansion through the use of unfinished second floor space is of the smaller type of design. Here, however, Mills & Sons, Chicago builders, have worked out a plan for a rambling country home, such as has been increasingly popular of late, which can be expanded from its present size of five large rooms to seven rooms and two baths with two-car garage and connecting covered terrace.

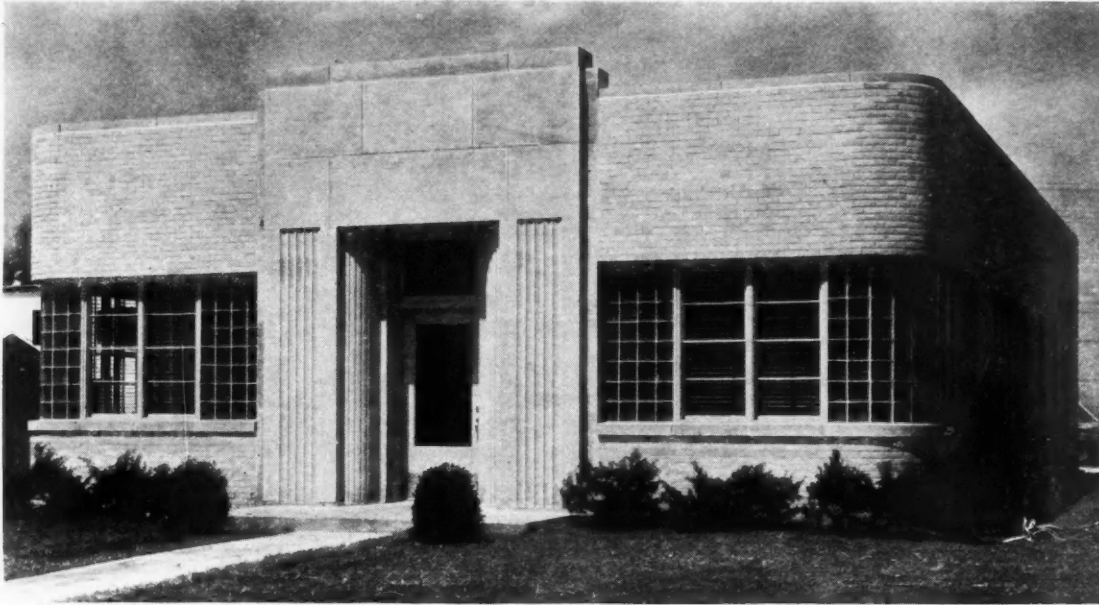
It was designed by Frank M. Howard for their Glen Oak Acres development, and is built on a wide wooded lot. A large living porch can be reached through three pair of French doors opening off the living and dining rooms. The circulation has been carefully worked out so that the two first floor bedrooms, bath and stairs to second floor and basement are all off a closed center hall, assuring complete privacy, but at the same time being readily accessible from either the kitchen or the living room. Two bays give added refinement to the design, and in the basement, utilities are grouped at one end leaving a large area for recreation. When the second floor rooms are finished, there is still plenty of storage space over the living room wing.

The exterior is covered with quarter-sawn red cedar siding, and 265 lb. Flintkote asphalt shingles are used on the roof. Oak flooring over sub-floor

on 2 x 10 joists is used throughout except linoleum in kitchen and bath. The sidewalls are insulated with Balsam-Wool, and four inches of rock wool cover the ceiling. Sunbeam gas-fired winter conditioning, Standard fixtures and Modern steel kitchen cabinets are other items.

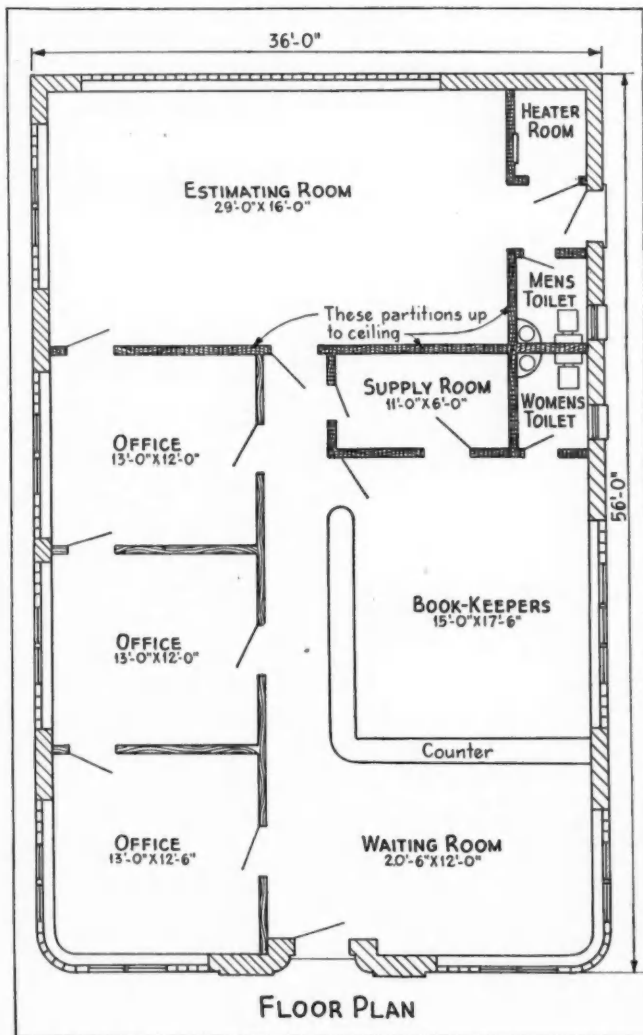


AS can be seen at the right, this Mills & Sons design, built in the country near Glenview, Ill., offers very good livability for its rambling type. Dining room, living room and porch overlook the woods to the rear of lot.



THE Daniel Construction Company, Birmingham, Ala., has its quarters in this streamlined building, which it erected.

Modern Features Combined in Small Office



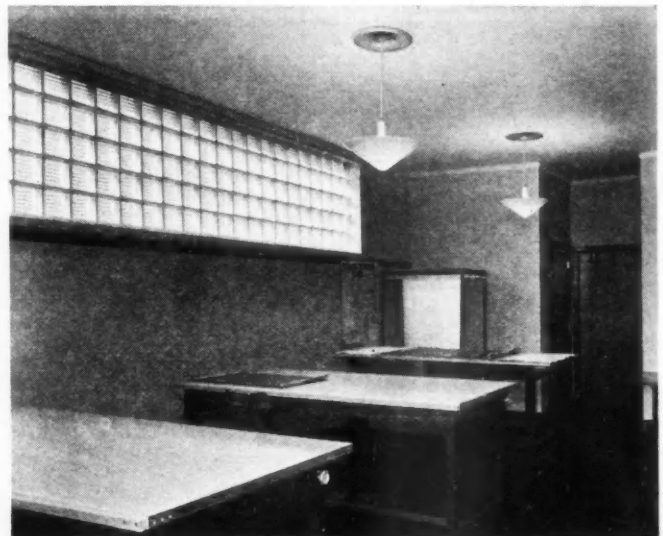
THE PLAN of the Daniel Construction Company offices indicates how the space, being entirely free of columns, was divided.

A STREAMLINED office building for its own use was recently completed in Birmingham, Ala., by the Daniel Construction Company, which engages in general construction work. Charles H. McCauley of Birmingham was the architect. The building is of buff brick and limestone.

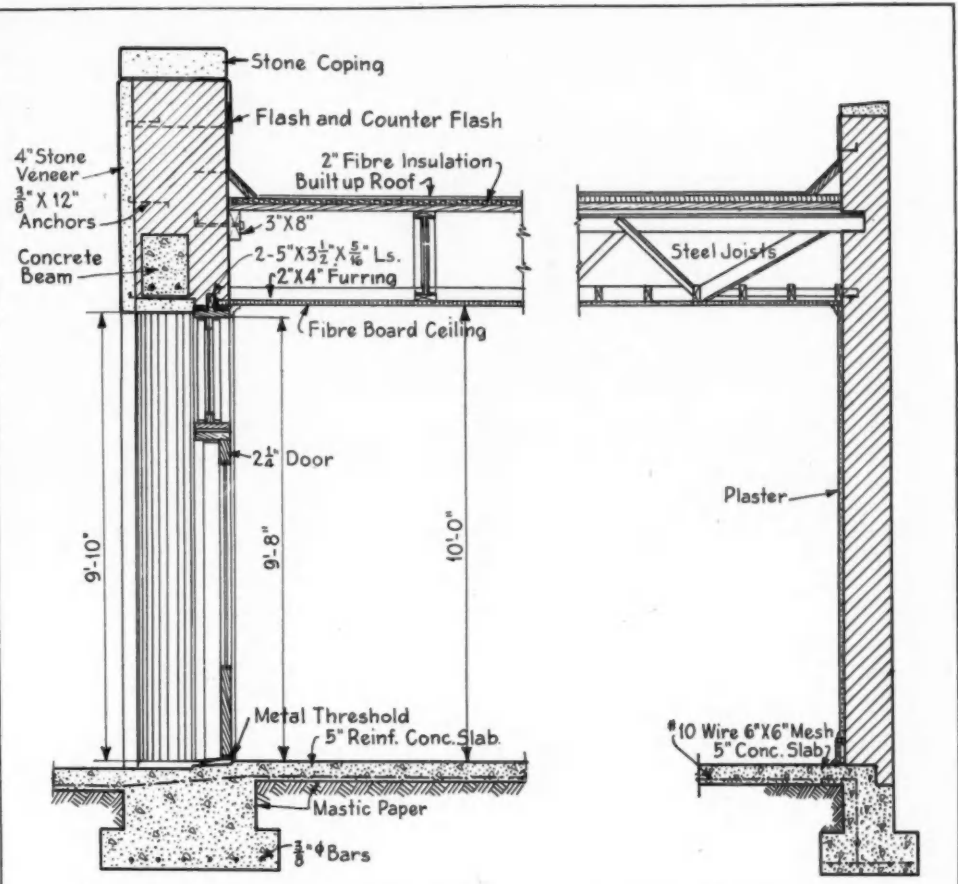
A novel feature of the building is the cantilever construction in front which permitted the placing of glass bricks in the corners without any obstructing columns. The reinforced concrete cantilever beams around the front of the building are 8 inches thick and 24 inches high as detailed on the second page.

The building is 36 feet wide and 56 feet long and another feature is the use of clear span steel joists, which

THE large estimating room across the rear of the building is shown below; a large panel of glass block provides adequate daylighting which can be supplemented by light from special fixtures.



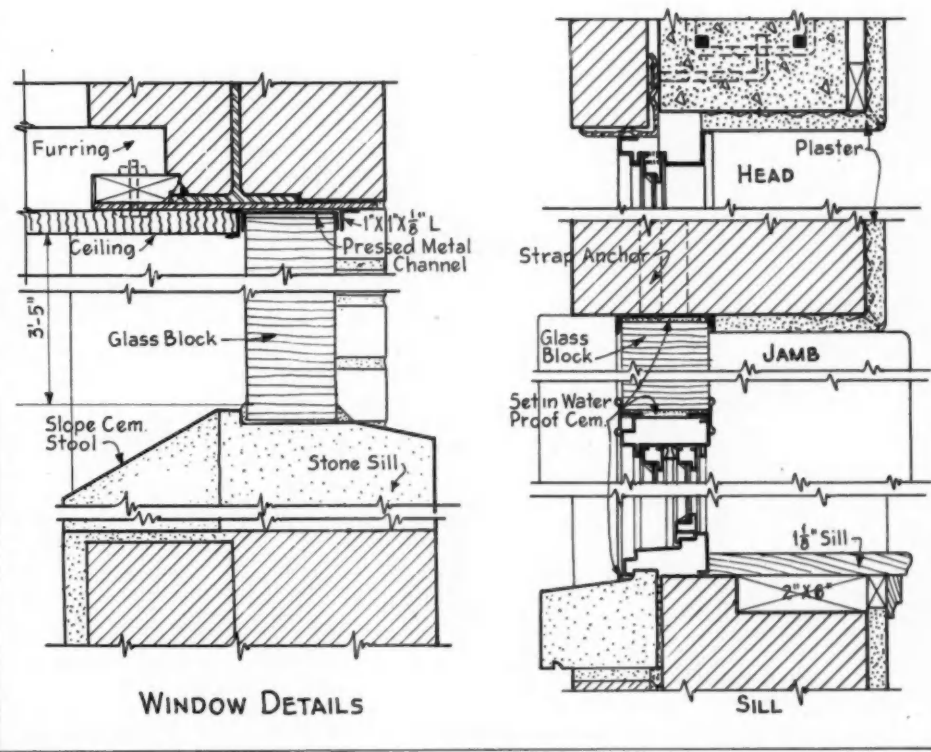
IN THE drawing at the right, two sections indicate floor, wall and roof construction. Reinforced concrete beam at front cantilevers around ends above special window construction that is non-loadbearing.



SECTION THRU FRONT ENTRANCE

TYPICAL WALL SECTION

THE TWO window details indicate construction at the large rear panel of PC glass blocks, and at the front where glass blocks are combined with Truscon double-hung windows.



WINDOW DETAILS

eliminate any column obstructions in the offices.

The offices have a complete system of air conditioning with gas being used for winter heating. The conditioned air outlets are of the latest type (products of the Anemostat Co.) being an integral part of the lighting fixtures which are Westinghouse direct-indirect type. The Carrier air conditioning system makes it feasible to keep the windows closed the year around.

Other equipment includes double-hung steel windows, Venetian blinds, asphalt tile block flooring, woodwork of veneer paneling and cold water drinking fountains. A new feature is an electrical plug strip along one side of the wall at desk height for plugging in electrical bookkeeping machines. There is a plug every six inches.

The building is divided by plywood partitions into an entrance foyer, equipped with leather upholstered sofas and chairs, a main accounting room, separated by a con-

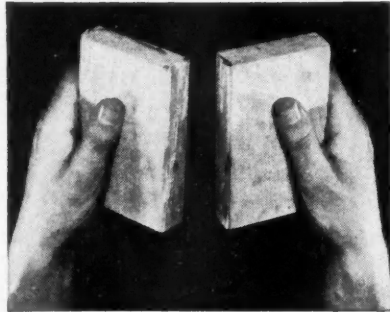
venient counter from the foyer, three private offices, a supply room and a large estimating room. Men's and women's toilets and cloakrooms are in the rear. The building is located in a part of the city where parking space is plentiful. Contents are figured at 20,160 cubic feet; over-all dimensions are 36 by 56 feet.

SERVICE TO READERS

EACH ITEM in this department is numbered for convenience of readers. Please use the coupon on page 54 for requesting further product information or new catalogs. Mail coupon to American Builder Reader Service, 105 W. Adams St., Chicago; or write direct to manufacturers at addresses given, mentioning your profession, occupation or business connection with building industry.

WHAT'S NEW IN BUILDING MATERIALS

AB267 United States Plywood Corp., New York City, is now manufacturing Weldwood Plastic Resin Waterproof Glue—bacteria-proof, stain-free and economical. It is easy to mix in cold water and can be used immediately after mixing. A plastic resin, it comes in the form of a finely divided powder. Jobs can be handled within two hours after gluing, and worked after four hours.



Demonstrating Remarkable Holding Properties of Weldwood Plastic Resin Waterproof Glue.

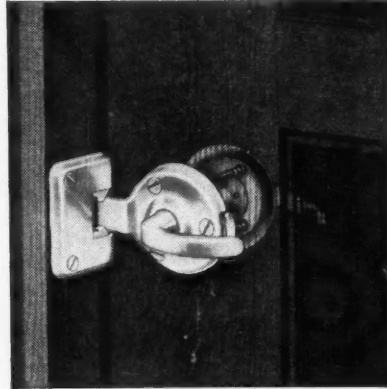
AB268 Cornell Iron Works, Inc., Long Island City, N.Y., has introduced an interlocking drive-in metal fence and curb edging for walks and driveways. It is supplied in hard zinc or gal-



Vertical Section of Metal Lawn Edging and Stake, along walk or driveway.

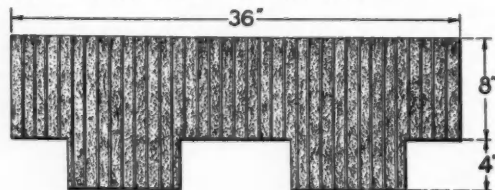
vanized steel. The installation is very simple. Ground is cut out to fit buried section of each length, stakes are driven in at 3 foot intervals and ground tamped in. The connection of abutting sections is conveniently made with two metal pins, like assembling toy train tracks. These Cornell curb edgings are made in single and double depths, 4" deep or 7" deep respectively. The standard stock lengths are 12 feet.

AB269 An improved non-mortise latch for outswinging screen or storm doors, made of solid brass, has been developed by The H. B. Ives Co., New Haven, Conn. Its installation is simple, as it is only necessary to drill one hole for the spindle and notch the stop for the latch case. It latches easily and locks securely. The two locking jaws have an independent action to insure positive, easy latching and the locking spring is properly balanced to give an easy and secure locking mechanism. It is unaffected by normal shrinkage or swelling of door.



New Ives Latch for Screen Doors.

AB270 A new design in square butt asphalt shingles of heavy weight is offered by The Lehon Co., Chicago. Especially designed to meet FHA specifications, this new asphalt shingle known as "Mule-Hide Cor-Du-Roy Super Nu-Square Tab," weighs approximately 210 lbs. per square. The tabs are cut in such a way that when the shingles are applied they form a pattern of perfect squares. Mechanical advantages of the Cor-Du-Roy texture are that its alternate ribs and grooves prevent "side drift" and serve as expansion joints, which allow the shingle to expand and contract easily with extreme changes in temperature. This shingle measures 12 x 36" and has 100 strips to a square. Four colors are available.



Readers Service Department Continued to Page 50

FOR QUICK, CONVENIENT SERVICE, USE COUPON, PAGE 54

AB271 Vitramic asbestos siding, a new product of The Ruberoid Co., New York City, is announced in an embossed mailing card, black, green and white, to show the extreme whiteness of this new material. In appearance Vitramic is like thatched wood shingles painted white. The surface is so hard it cannot be scratched with a knife and so resistant to dirt and so easily self-cleanable that no paint or stain is required.

AB272 "Steel for Modern Living" is offered as a handbook for homemakers by the Carnegie-Illinois Steel Corp., Pittsburgh. It is a 16-page brochure in full colors illustrating the present day uses of steel in bathrooms, kitchens and elsewhere around the house; also, steel for structural and insulation uses.

AB273 "Flue Planning for Modern Homes" is a 12-page illustrated data sheet compiled by the National Coal Assn., Southern Bldg., Washington, D.C. Architects and builders will find this book valuable as it discusses common errors in chimney construction, sizes of flues, height of chimneys, flue linings, chimney locations, foundations, materials, insulation and fireplace design and construction.

AB274 "Koppers Specifications" is a comprehensive handbook of 36 pages well illustrated with working drawings, covering built-up roofings, waterproofing, dampproofing, flashing and roof insulation. Additional data sheets on specific waterproofing and dampproofing problems are also available.

AB275 "Manual of Dierks Standardized Interior Trim" is an illustrated brochure of 16 pages and covers featuring the packaged door and window trim furnished in Arkansas soft pine by the Dierks Lumber & Coal Co., Kansas City, Mo. Dierks "Trimpak" and colonial mouldings are featured.

AB276 New J-M Building Materials catalog, just announced by the Johns-Manville Corp., 22 E. 40th St., New York City, covers a wide variety of uses for these materials in the construction or remodeling of every conceivable type of building—residential, commercial, farm or industrial—ranging from modest cottages to monumental structures. New colors and color blends recently announced are shown in full color.

Ever been left
Out on a limb
 on deliveries?



You'll welcome the fast delivery of

★ **MESKER** ★

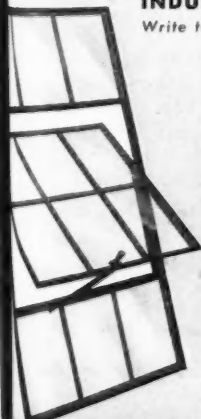
STEEL WINDOWS

There's one thing Mesker dealers pride themselves on . . . besides the fact that they sell a better window . . . they always offer you **SERVICE** with a capital "S"! After all, Mesker does have the largest perpetual warehouse stock available . . . serving the whole Central States area. You get fast, direct delivery . . . no transshipping. Your shipments come complete, in one movement . . . and you get **OVER NIGHT DELIVERY** up to 300 miles away, and second day service up to 600 miles away. If your job is located beyond the 600 mile zone, your orders are filled from our tremendous auxiliary warehouse stocks conveniently spotted all over the map. For there are Mesker stocks of Steel Windows in Denver, Tulsa, Indianapolis, Wichita, Cincinnati, Orlando and Miami. So . . . wherever you are . . . you know you'll never be left out on a limb on deliveries when you ask your dealer for **MESKER STEEL SASH**.

MESKER BROTHERS • ST. LOUIS, MO.

CASEMENT WINDOWS • DETENTION WINDOWS • INDUSTRIAL WINDOWS
 INDUSTRIAL DOORS • METAL SCREENS • MONUMENTAL WINDOWS

Write today for complete details on the Mesker Dealer Plan. Your territory may be open



Free

Everything you
 need to know about
STEEL SASH
 in One Book!

Mail This Coupon Now!

MESKER BROS., 424 SOUTH 7th ST., ST. LOUIS, MO.

Gentlemen: Please mail me a free copy of the 32-Page Illustrated Steel Window Price List.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____

SERVICE TO READERS

EACH ITEM in this department is numbered for convenience of readers. Please use the coupon on page 54 for requesting further product information or new catalogs. Mail coupon to American Builder Reader Service, 105 W. Adams St., Chicago; or write direct to these manufacturers mentioning your profession, occupation or connection with building industry.

WHAT'S NEW IN BUILDING MATERIALS

AB277 On a recent trip we were impressed by the number of business offices that have been panelled in cypress. A real estate office, brokerage firm and an advertising agency were examples. Most of the panelling was of V-joint pattern, in random widths. Clear, black cypress and knotty cypress, as furnished by the Florida Louisiana Red Cypress Co., Jacksonville, Fla., seem to be the most popular types.



Business Office Finished in Cypress.

AB278 A screw with a recess instead of a slot in the head so that it clings to the tapered point of the special driver is offered by the American Screw Co., Providence, R.I. These are liked because their holding power is greater, driving is easier and faster—one hand is free to hold or steady the work, driver does not slip and scar woodwork or break glass. These "Plus Phillips" screw look better; and the driver fits the recess better.

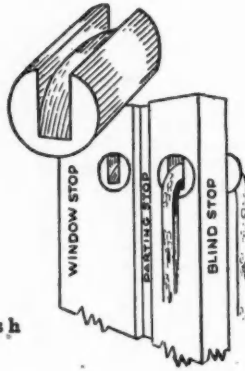


AB279 Many alert lumber dealers in all parts of the country are now featuring pre-fit windows, frames, screens, blinds and other items of exterior millwork bearing the "NDMA Seal of Approval." This seal denotes preservative treatment in accordance with the minimum standards of the National Door Manu-



facturers Assn., Chicago. The vast majority of the leading manufacturers of stock windows, frames and doors are licensed to apply the Seal of Approval. A list of such manufacturers is available.

AB280 "Use Honeycutt Sash Cord Saddles and save 25 to 35 cents on every window," is the advice of Honeycutt Mfg. Co., Inc., Kansas City, Mo. Honeycutt Sash Cord Saddles are made of specially selected kiln dried birch, treated with oil. They are carefully manufactured and thoroughly inspected before shipping. They use standard cord—either No. 7 or 8. With these frictionless wood saddles instead of pulleys there is no metal to rust, no oiling needed and nothing to cut cords or to jam or jump. They are simple to install. "Windows that will always work, now cost less," says Mr. Honeycutt.



Honeycutt Sash Cord Saddle.

AB281 A new pattern has been added to the line of metal siding corners manufactured by the F. D. Kees Mfg. Co., Beatrice, Nebr. It fits Pattern No. 105 drop siding, nominal width 8", Pattern No. 106, and California Redwood Assn. Pattern 271. These metal corners take the place of corner strips on frame buildings and give the effect of a butt-mitred corner; but they save the slow, accurate work of cutting and fitting the siding. Then they protect the corner joints so that they do not warp or spread open. Like all Kees siding corners, this new size is made of galvanized sheet steel, accurately formed to fit the siding and chemically treated so that it can be painted the same as wood. The Kees line of metal siding corners includes patterns for all widths of lap siding up to 12", and for the more popular patterns of drop siding. The manufacturer will send samples, free on request.



Kees Metal Corner

AB282 "The Certain-teed Way to Roofs of Beauty" is announced as the most elaborate shingle catalog in the history of the Certain-teed Products Corp., 100 E. 42nd St., New York City. A brochure of 24 pages, it is characterized by a vivid use of color using a new process of printing to reproduce exactly the new colors in the company's shingle line.

AB283 "Reference Tables for Masonry and Concrete Construction" is a little vestpocket book, chuck full of information compiled by the Lehigh Portland Cement Co., Allentown, Pa. Into 24 pages it puts practically everything a man needs to know for specifying, constructing or estimating concrete and masonry.

AB284 The Master No-draft Sash Balance is demonstrated in a new folder by the Master Metal Strip Service, 1720 N. Kilbourn Ave., Chicago. This is a spring balance and weatherstrip combined and fits old or new windows.

AB285 Metal Mouldings for Frames and Display Cases are illustrated in an attractive broadside by the Colonial Sales Corp., 928 Broadway, New York City. These mouldings are available in chromium, copper, brass, bronze, nickel, silver, aluminum and stainless steel. A large line is illustrated and priced.

AB286 The new "How-ell-dor" developed by the Howell Mfg. Co., Eddystone, Pa., is presented in a well illustrated 24-page handbook. This is an upward-acting type door for residential garages, service stations, warehouses, etc. The economy door, the standard door, as well as special design doors are included.

AB287 A Wall Chart, size 15 x 20", has been prepared by The Rawlplug Co., Inc., 98 LaFayette St., New York City, entitled "Dimensional Chart for Expansion Bolts and Screw Anchors." It gives tables for wood and lag screws, machine bolts and machine screws, proper size anchor and proper size hole to drill for each.

AB288 "Wood Preservation" is a 24-page illustrated brochure by the Protection Products Mfg. Co., Kalamazoo, Mich., explaining fully the use of "Woodlife" for preserving exterior woodwork against decay, blue stain, moisture and water absorption, swelling, shrinking, warping, checking, grain raising and termites.

AB289 "Wrought Iron For Radiant Heating Installations"—A new technical bulletin has been prepared by the A. M. Byers Co., Pittsburgh, Pa. It gives the theory of radiant heating, outlines installation methods and presents a record of corrosion resistance for this severe pipe service.

Readers Service Department Continued to Page 52

FOR QUICK, CONVENIENT SERVICE, USE COUPON, PAGE 54

INTRODUCING

MASONITE*

CELL-U-BLANKET

NEW FLEXIBLE INSULATING MATERIAL IN BLANKET FORM



MASONITE Cell-U-Blanket offers you a new and superior insulating blanket that is water and wind proof, provides a positive vapor barrier, does not shrink, sag or settle, is light in weight and easy to apply.

Between its asphalt-saturated coverings is a fixed but flexible core of Cellufoam—the sensational new insulator so widely adopted by makers of refrigerators, automobiles and other industrial products requiring the finest insulation.

In the adjoining column is a summary of Cell-U-Blanket's many features. Builders and Lumber Dealers are invited to write for samples and detailed information. Just send the coupon.

QUICK FACTS ABOUT MASONITE CELL-U-BLANKET



Size. Each roll of Masonite Cell-U-Blanket covers an area of 125 square feet of wall, ceiling or floor area.



Economical. Low price plus installation economies produce welcome savings in insulation costs.



Low Heat Conductivity. Lowest of all standard insulating materials for home use. Thermal "K" factor .26.



Vapor Barrier. Prevents passage of moisture through wall, and provides positive control of condensation.



Lightest Weight. Less than thirty pounds per roll. All unnecessary weight has been eliminated.



Does Not Shrink. Integral, flexible mass neither settles nor sags. The core can sustain its own weight.



Permanent. Termite treated, mould-proofed and rot-proofed. Lasts as long as the wall to which it is applied.



Easy to Apply. Cut with shears. Apply with staples or nails. Special flange provides quick installation.

*Trade Mark Reg. U.S. Pat. Off. "Masonite" identifies all products marketed by Masonite Corporation. Copyright 1940, Masonite Corporation

Cellufoam Products Division
MASONITE CORPORATION
 111 W. Washington St.,
 Chicago, Illinois



MASONITE CELL-U-BLANKET
 Sold by lumber dealers everywhere

Dept. AB-12-40

Please send me free samples and detailed information about Masonite's new Cell-U-Blanket Insulation.

Name _____

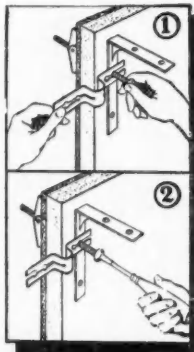
Address _____ City _____ State _____

SERVICE TO READERS

EACH ITEM in this department is numbered for convenience of readers. Please use the coupon on page 54 for requesting further product information or new catalogs. Mail coupon to American Builder Reader Service, 105 W. Adams St., Chicago; or write direct to these manufacturers mentioning your profession, occupation or connection with building industry.

NEW MODELS, POWER EQUIPMENT & TOOLS

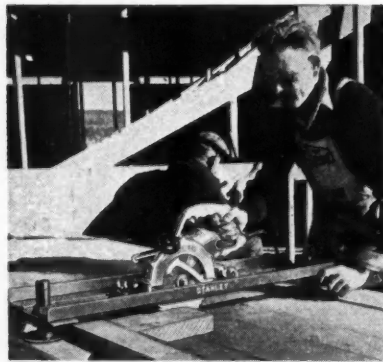
AB290 A new Toggle bolt clamp has been developed by The Paine Co., 2982 Carroll Ave., Chicago, to help the installation of all toggle bolts up to 1/4" diam. It is made of steel with recesses on opposite sides of the slots providing a positive threading action. When toggle bolt is ready to be tightened, you pull it tight against inside of wall, slip clamp over bolt thread flush against fixture to be anchored and screw bolt tight with screw driver.



New Toggle Bolt Clamp Offered Free.



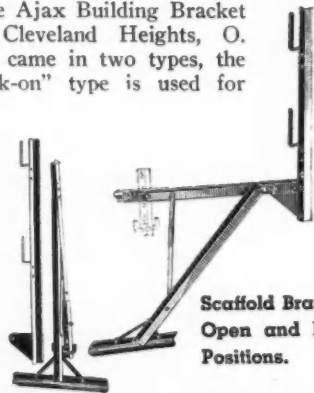
AB292 A new structural steel saw frame, readily adjustable for use with Stanley Safety Saws Nos. W-7, W-8 and W-9 for square, bevel and bevel mitre cuts has been developed by Stanley Electric Tool Div., New Britain, Conn. The user will find that it eliminates laying out and marking each piece of lumber and that it is a real time-saver as a guide in cutting lumber to exact size desired. The frame is adjustable for height from mini-



Stanley Saw Frame No. 158.

num to maximum capacity of saw by moving clamp nuts on each end of frame. Stop pin in front clamp drops into bored holes in bench at any angle for other than straight cuts.

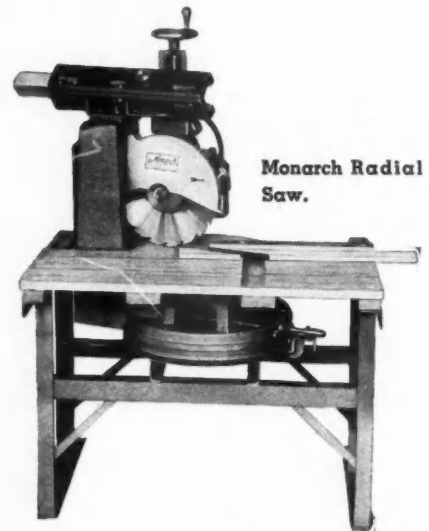
AB293 "Universal" scaffold brackets are an improved product of the Ajax Building Bracket Co., Cleveland Heights, O. They come in two types, the "Hook-on" type is used for



Scaffold Bracket in Open and Folded Positions.

new house construction, while the "Nail-Or-Screw-On" type is for repairing, siding, etc. There is an extra deep thrusting brace bar to balance load pressure; a 20" cross brace prevents side swing. Standards are included for 2 x 4 guard rails to be attached or detached without wrench. The plank supports have nailing holes every 6 inches.

AB294 One of the popular versatile power woodworkers is the Monarch Uni-Point Radial Saw of the American Saw Mill Machinery Co., Hackensack, N.J. The illustration shows this machine set for cutting vertical 20 degree included angle. The unit is mounted on a rigidly welded steel frame which insures permanent accuracy combined with portability and ease of operation.



Monarch Radial Saw.

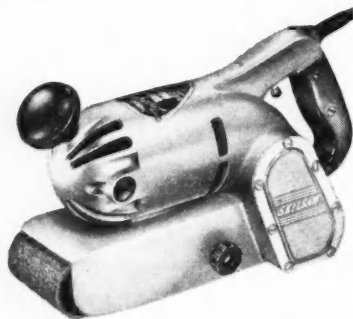
AB295 New folding all-metal sawhorse legs are offered by Wagner Mfg. Co., Cedar Falls, Ia. This is one of the most useful items ever developed for the building industry. These all-metal legs fold for easy transportation—never wear out—set up in seconds with any 2 x 4



Wagner Sawhorse Legs.

or 2 x 6. Save material—save time. Alligator grip holds legs securely. Two heights—24" and 30" are furnished. They are ideal for temporary tables, stands, counters, etc., hundreds of uses in addition to a building mechanic's regular sawhorse employment.

AB296 Cutting Tools for Fiber Board—the new "Bevil Devil" set for grooving, slicing, beveling and rabbeting insulation boards is featured in a new illustrated broadside by Kimball Mfg. Co., Inc., 1707 Greenleaf Ave., Royal Oak, Mich. A dealers' price list is included and numerous samples of work, including ornamental joints and grooving, are illustrated. Extra blades of the strong safety razor sort are furnished with these tools.







Skilsaw Announces New Compact Belt Sander.


tures are a die-cast aluminum frame, ball-bearing construction and a powerful sturdy universal motor, a bakelite handle, trigger-type momentary switch and a patented "touch-control" lever which permits quick changing of belts. The belt travels at a speed of 600 sur. ft. per minute. A variety of belts are obtainable adapting the tool perfectly for use on wood and metal, for removing varnish and for polishing.

Readers Service Department Continued to Page 54


FOR QUICK, CONVENIENT SERVICE, USE COUPON, PAGE 54


JACK FISCHER WAS A WIDE-AWAKE BUILDER, WHO LIKED TO BUILD AND SELL GOOD HOUSES.

IN HIS SPARE TIME  HE LIKED TO PLAY TENNIS  AND GO TO FOOTBALL GAMES.  BUT MOST OF ALL HE LIKED TO FLY IN AIRPLANES. 

IN FACT, HE WANTED TO BUY AN AIRPLANE OF HIS OWN. BUT HE NEEDED MONEY 


AND THE LAST GROUP OF HOUSES HE HAD BUILT HADN'T SOLD. JACK FISCHER WAS


DEPRESSED.  ONE DAY THE AIRPLANE SALESMAN ASKED HIM TO GO FOR A


RIDE.  THEY FLEW OVER JACK'S EMPTY HOUSES AND JACK FELT SADDER THAN


EVER. TO MAKE MATTERS WORSE, HE GLANCED DOWN AND SAW CROWDS OF PEOPLE

LOOKING AT HOUSES BUILT BY A COMPETITOR. THEN JACK NOTICED SOMETHING THAT

GAVE HIM AN IDEA.  IT WAS THE BEAUTIFUL COLORED ROOFING ON THOSE OTHER


HOUSES.  THAT MUST BE THE ANSWER, HE DECIDED. SO THE SAME AFTERNOON


HE TELEPHONED  THE BARBER GENASCO DEALER IN TOWN AND ASKED ABOUT

BARBER COLORED ROOFS. THE BARBER DEALER RUSHED OUT  RIGHT AWAY WITH


SAMPLES AND PRICES AND THE WHOLE BARBER STORY. AND JACK FISCHER BOUGHT BARBER


GENASCO ROOFS FOR ALL OF HIS EMPTY HOUSES.  SUDDENLY THE CUSTOMERS

BEGAN TO ARRIVE AND THE HOUSES BEGAN TO SELL.  WELL, JACK FISCHER WAS

SO DELIGHTED  THAT HE HAD TO TELL EVERYBODY ABOUT THOSE BARBER GENASCO

ROOFS . . . HOW THEY'RE THE ONLY ROOFS MADE WITH TRINIDAD NATIVE LAKE ASPHALT

 . . . HOW MANY YEARS THEY WILL LAST . . . ALL ABOUT THEIR BEING

"FIRE-SAFE"  . . . AND THE LOVELY RANGE OF "STYLED" COLORS. NOW YOU

COULDN'T PROVE THAT THE BARBER ROOFS ALONE SOLD ALL THOSE HOUSES, BUT YOU CAN

BE SURE IT HELPED SELL THEM. AND THAT'S WHAT YOU WANT TO KNOW, ISN'T IT? LET

THE BARBER REPRESENTATIVE SHOW YOU SAMPLES AND PRICES. YOU'LL BE SURPRISED

HOW LITTLE THEY COST. BARBER ASPHALT CORPORATION, BARBER, N. J.



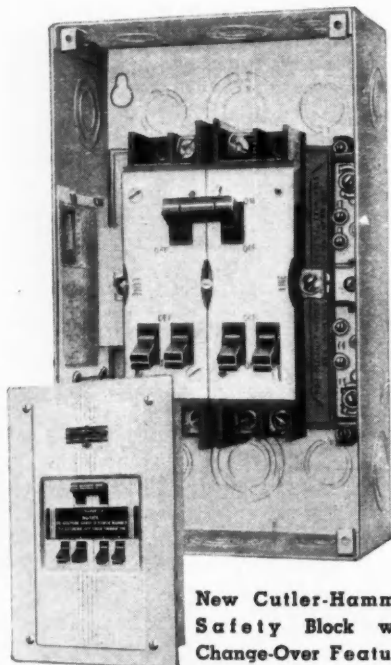
P. S. Jack Fischer got his airplane !

SERVICE TO READERS

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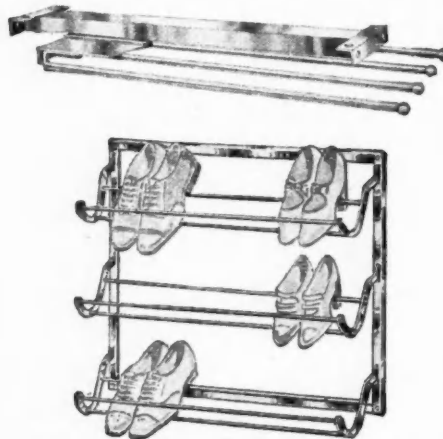
EQUIPMENT ITEMS FOR MODERN BUILDINGS

AB297 Cutler-Hammer, Inc., Milwaukee, now offer the type MB Multi-Breaker assemblies with an insulated groundable neutral combining the construction of the insulated and grounded neutral. Simply inserting a screw in a tapped hole of the insulated neutral bar grounds the neutral and the case. This new construction is primarily an aid to electrical wholesalers and contractors. The wholesaler need carry only one type of device.



New Cutler-Hammer Safety Block with Change-Over Feature.

AB298 How to get more closet space is a problem in most homes. In fact, lack of closet space is Mrs. America's No. 1 pet peeve. And no wonder! The average closet is usually too small, awkwardly shaped and poorly equipped with only a cross bar and a few impractical single hooks. K-Veniences, as perfected by Knap & Vogt Mfg. Co., Grand Rapids,



Two of Many K-V Items; Above is Towel Rack. Below, Three-Tier Shoe Rack.

solve this problem; and sales minded builders are putting them into every home. They not only make the most of available closet space, but provide a handy, orderly place for all apparel, and make every closet a model of housekeeping efficiency. Smartly designed, beautifully finished, and surprisingly inexpensive, they are easily attached to door or wall.

AB299 The new Frantz Complete Garage Door Unit, the No. 10 "Over-the-Top," is presented in a new 4-page data sheet. In this, unit door and hardware are completely pre-fitted for openings 8 feet wide by 7 feet high. The door is of laminated fir and weighs 85 pounds.

AB300 "G-E Home Wiring Handbook," a guide for planning electrical wiring for homes, has been issued by the General Electric Co., Appliance and Merchandise Dept., Bridgeport, Conn. It is a book of 24 pages and covers, full of practical and important information for architects, builders and electricians.

AB301 "So . . . You're Going to Build a Home?" is the intriguing title of a 4-page consumer broadside on modern heating with radiators. A companion piece, "Beauty and Freedom," illustrates Capitol Red Top boilers with the slogan, "Freedom from Work and Beauty for Your Basement."—United States Radiator Corp., Detroit, Mich.

AB302 The MotorStokor and its service to home builders is featured in a 4-page broadside entitled "Anthracite Heat Made Completely Automatic by MotorStokor is Comfortable, Clean, and Economical."—MotorStokor Div., Hershey Machine & Foundry Co., Manheim, Pa.

AB303 "Gas and Electric Logs for the Fireplaces of Today" is a beautiful 16-page portfolio by Strait & Richards, Inc., Newark, N.J. A popular number is the 3-stick "Driftwood" model in either oak or birch. These gas logs are provided with a vaporizing water pan for moistening the living room air, a most interesting feature.

AB304 A new Stainless Steel Cabinet is offered by the National Metal Products Co., Waterloo, Ia., and featured in a new 8-page brochure. This cabinet comes in three different styles and sizes complete with the polished plate-glass mirror and electric side lights. This new National brochure is a real style book on bathroom cabinets and mirrors.

AB305 "Rusticraft Fences" and their many uses are featured in a new 12-page brochure by the Rusticraft Fence Co., Malvern, Pa. Included are imported French picket fences, chestnut hand-hewn post and rail type, English hurdle fences and two styles of horse-back gates, besides farm and estate gates.

AB306 "Anaconda Copper Tubes and Fittings for Heating Lines"—A beautiful booklet, 28 pages and covers, showing in detail a complete copper and brass pipe installation of hot water heating lines in residential work. Suggested procedure is given for selecting correct copper tube sizes. Improved copper fittings are explained with clear directions for doing the work.—The American Brass Co., Waterbury, Conn.

CLIP AND MAIL TO CHICAGO

Reader Service Department,
American Builder,
105 W. Adams St., Chicago, Ill.

(Dec. 1940)

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

Numbers

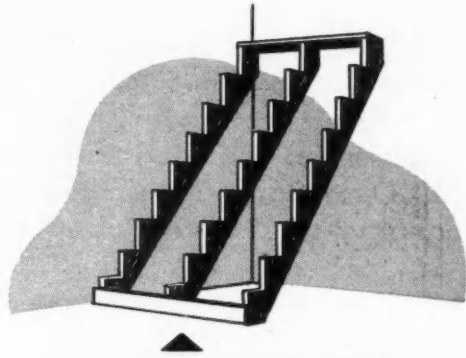
Name

Street

City..... State

OCCUPATION*

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

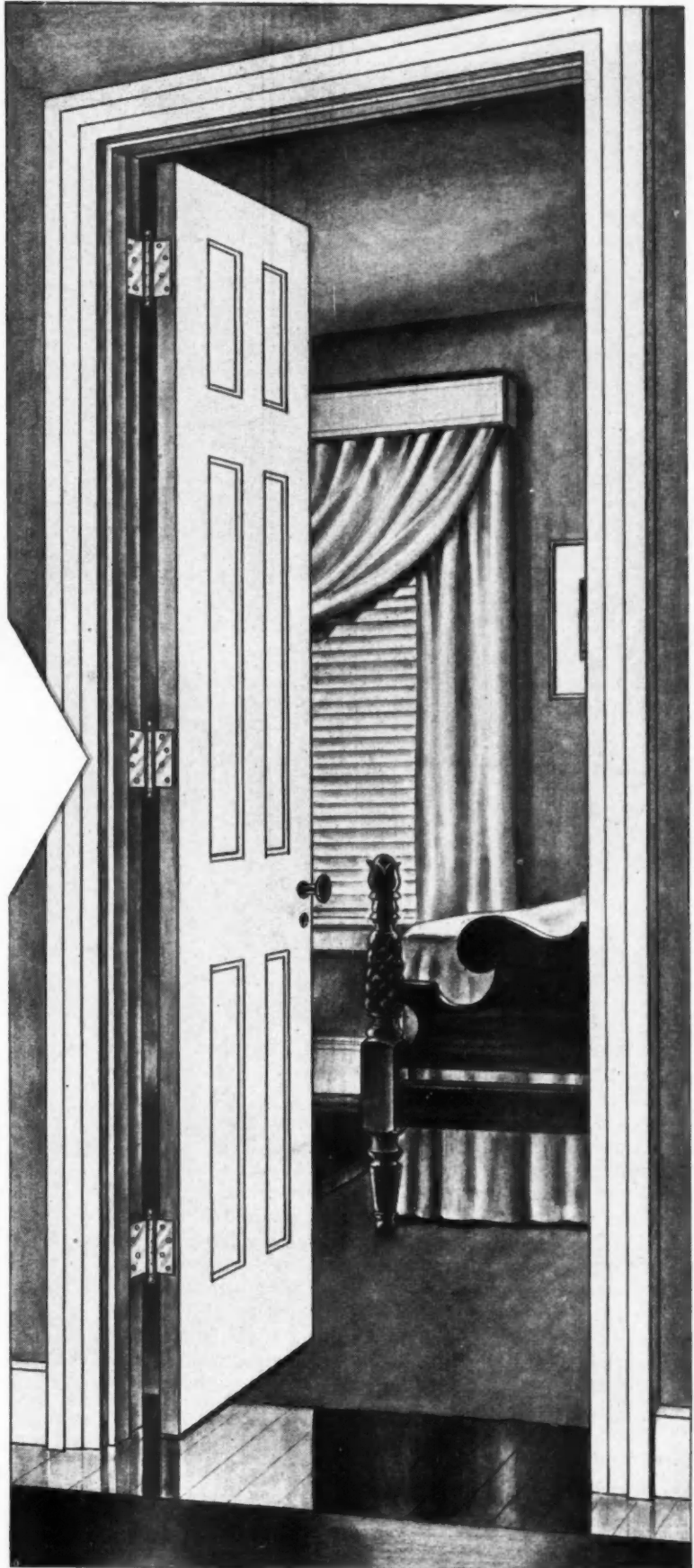


**THE CENTER STRINGER
MAKES A STAIRWAY SOUND . . .**

**The stairway with a center stringer
is firm under your step...The treads
don't sag or warp...squeaks are out.**

THE CENTER BUTT Keeps The Door Hanging Straight And True

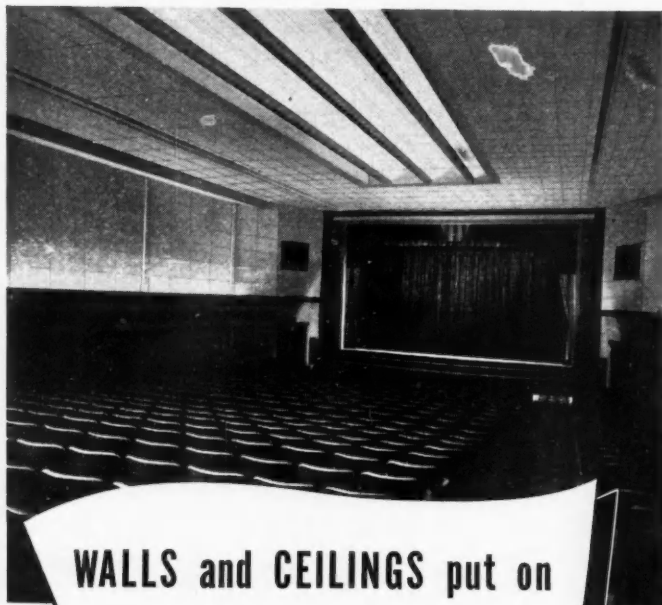
Where's there a wood door that's not prone to warp? You can correct this situation, if you put the third butt on every door in the house. It holds the door in line, keeps the latch and lock clicking to a perfect fit. Remember, thin doors are more apt to warp than thick doors! And it may cost more to repair a single warped door than to put the third butt on every door in the house. Your clients will thank you later if you figure every job "three butts to a door." The Stanley Works, New Britain, Connecticut.



STANLEY

TRADE MARK

Customers admire the colorful walls and ceilings in the Orleans Theatre auditorium, Orleans, Mass. Panels and planks of ash, coral, cream, and white Temlok De Luxe were used for this decorative effect. Contractor: Samuel W. Poorvu, Boston. Architect: Herman L. Feer, Boston. Dealer: Mass. Lime & Cement Company, Cambridge, Mass.



WALLS and CEILINGS put on
a show in this modern theatre

*The Interior Is Finished with Colorful,
Practical, and Profitable TEMLOK DE LUXE*

ARMSTRONG'S Temlok De Luxe enjoys wide acceptance in all kinds of commercial and residential buildings—and for good reasons! This smooth surface structural insulating board offers practical and decorative advantages to the building owner, and profit advantages to the builder.

Temlok's attractive, factory-applied colors, and the panel, plank, and board sizes available, offer decorative possibilities almost unlimited. The efficient insulation provided saves building owners fuel in winter and increases summer comfort. High light-reflection value cuts illumination costs. The noise-quieting quality of Temlok De Luxe is another welcome feature. Another factor, and one highly important both in new construction and remodeling, is the time saved on Temlok installations. There's no waiting for plaster to dry—nor for painting, either. Buildings are ready for occupancy weeks sooner.

Write today for full facts and samples of this customer-pleasing interior finish made by the makers of Armstrong's Linoleum. Address Armstrong Cork Company, Building Materials Division, 979 Concord Street, Lancaster, Pennsylvania.



NEW TEMLOK DE LUXE STRUCTURAL UNITS give customers approximately 50% more insulation at approximately the same installed cost with new Temlok De Luxe Structural Units—made in $\frac{3}{4}$ " thick panels and planks—in white and cream. Added strength permits installation on 16" centers to furring, or direct to framing members when true, even, and properly bridged or blocked.

ARMSTRONG'S TEMLOK INSULATION

De Luxe Interior Finishes • Lath • Sheathing • Hardboards • Monowall

News of the Month

Building Activities and Meetings

October Residential Building Volume \$30,000,000 Over Same Month Last Year; Financing at 12-Year High

RESIDENTIAL building in 37 eastern states, for the month of October, amounted to \$148,469,000, as compared to \$118,303,000 for October, 1939, according to F. W. Dodge figures. This represents a substantial gain of slightly more than \$30,000,000, or an increase of about 25 per cent. Statistics for the four classes of construction in 37 eastern states are as follows:

37 Eastern States	Oct., 1940	Oct., 1939	Sept. 1940
Residential	\$148,469,000	\$118,303,000	\$152,372,000
Non-Residential	136,405,000	72,684,000	101,295,000
Public Works.....	73,220,000	50,359,000	59,898,000
Utilities	24,975,000	20,450,000	34,086,000
Total	\$383,069,000	\$261,796,000	\$347,651,000

FHA has reported that October applications for new home mortgage insurance were 26 per cent higher than a year ago and that financing was at the highest autumn level in twelve years.

Residential Builders Organize Nationally

THE National Home Builders' Association, consisting of existing local associations of operative home builders, and launched at Philadelphia the week of Nov. 16, at the same time the National Association of Real Estate Boards was in session there. George F. Nixon of Chicago was elected president, Edward A. Kerr, Philadelphia, vice president; and Milton W. Morris, San Francisco, executive secretary. A strong board of directors was named including representatives of local home builder associations in Detroit, Los Angeles, Seattle, Richmond, Baltimore, Philadelphia, Houston, Pittsburgh, Chicago, Springfield (Ill.) and San Francisco. This new national association, with a membership including the outstanding home builders in the nation, will dedicate itself to the promotion of home ownership, better living standards for the American family and greater efficiency in building methods.

The first national convention of home builders to be sponsored by the new association will be held in January at Washington, D. C. At that time a constitution and by-laws will be submitted for ratification, officers elected for 1941 and a national legislative program will be proposed.

GEORGE F. NIXON, first president of new National Home Builders' Association.



Bohannon Elected

DAVID D. Bohannon, prominent residential builder of San Francisco, was elected chairman of the Land Developers and Home Builders Division of the National Association of Real Estate Boards, at the recent convention at Philadelphia. He brings a broad experience in the real estate and building field, and is expected to give the realtor-builders an aggressive leadership during the coming year.

Regional vice chairmen of the Land Developers and Home Builders Division, as elected at the same meeting, were as follows: Central Atlantic, Harold W. Cheel, Ho-Ho-Kus, N. J.; Great Lakes Region, Benjamin F. Bills, Chicago; New England, Forris W. Norris, Boston; North Central, Jesse L. Schroeder, Omaha; Northwest, Albert Balch, Seattle; South Central, John W. Coyle, Oklahoma City; Southwest, Fritz B. Burns, Los Angeles; Southeast, James Stockton, Jacksonville, Fla.

The new executive committee consists of Irvin A. Blietz, Chicago; Harold Cheel, Ho-Ho-Kus, N. J.; Fritz B. Burns, Los Angeles; John McClatchy, Philadelphia; Albert Balch, Seattle.



**"I walk 5 miles a day
in my kitchen
... naturally I want a floor that's comfortable"**



Here's an attractive and well-planned kitchen, designed by the Armstrong Bureau of Interior Decoration. The floor is Armstrong's No. 0456 Straight Line Inlaid Linoleum with feature strips of orange, oriental blue, and canary yellow. Walls are covered with Armstrong's Linowall . . . the washable, linoleum-like wall covering.

GIVE the lady of the house a break when you plan her kitchen and pantry . . . and she'll be much more likely to move in. Give her a restful resilient floor of Armstrong's Linoleum—the brand that she knows is best.

Easy to Clean

This linoleum actually cushions footsteps—is springy and comfortable underfoot. And it also puts an end to tiresome floor scrubbing, because all the care it requires is dusting, occasional washing and waxing. Expensive refinishing isn't needed. The colors don't wear off

because they run through the full thickness of the composition.

From your own point of view, you'll find Armstrong's Linoleum is an easy floor to work with. More than 200 colors and patterns are available to you. Custom-cut or ready-cut insets and smart borders can be added for very little extra.

Don't forget to tell your customers that you are using Armstrong's Linoleum. That's a nationally advertised name they know and respect. For full information, see *Sweet's* or write for file-sized booklet. Armstrong Cork Company, Floor Division, 1218 State Street, Lancaster, Pa.



**ARMSTRONG'S FLOORS
LINOLEUM**

Rubber Tile - Linotile (Oil-Bonded) - Asphalt Tile - Cork Tile - Linowall Wall Covering

WINTERIZE and WEATHERPROOF

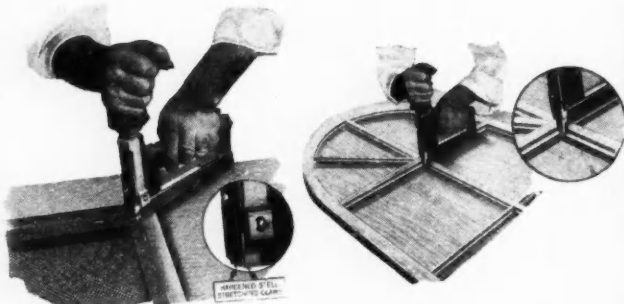
TENTS, BARRACKS, CAMPS, OFFICES and BUILDINGS of EVERY DESCRIPTION with

MARKWELL "TRIGGER FAST" TACKERS

IDEAL FOR TACKING:—

INSULATION—SCREEN WIRE—BURLAP—ROOFING PAPER—WINDOW SHADES—PLASTER BOARD—WEATHER-STRIPPING—MOULDINGS—CANVAS—BEAVER BOARD—VENEER and most ANY BUILDING MATERIAL

- EIGHT TIMES FASTER
- MORE SECURE
- CHEAPER



"RB3" SCREEN TACKER

For attaching screen wire to screen windows and screen doors. Staple straddles 6 strands of wire, insuring extremely fine holding power. Equipped with Screen Wire Stretching Claws. Loads 105 "RB" (5/16" leg) Tinned Steel, "RBTC" (5/16" leg) Tinned Copper Rust-Proof and "RBC" (5/16" leg) all-Copper Rust-Proof Staples. A special model for Rabbeted Screens.

"RB3" SASH BAR TACKER

Especially constructed for "TOE-NAILING" by Sash and Door Factories. Equipped with 3/4" Extension Driver. Eight times faster than "hammer and tack" or brads—and lots more secure. Also ideal for tacking Weather-Stripping. Loads 105 "RB" (5/16" leg) Tinned Steel and "RBTC" (5/16" leg) Tinned Copper Rust-Proof and "RBC" (5/16" leg) all-Copper Rust-Proof Staples.



BEAD NAILERS

Faster and lots more secure in attaching bead to sash. The Bead Nailer is equipped with adjustable gauge enabling the staple to be centered on the moulding—or placed in any desired position.



MOULDING NAILERS

For nailing screen moulding to frames—faster than hammer and brad; holds more securely. Furnished in various models to accommodate different sizes of staples to suit your type of moulding.

CLAMPING BENCHES
WIRE STRETCHERS
MITRE CUTTERS

A. MARKWELL MFG. CO., Inc. 200 HUDSON ST. NEW YORK, N. Y.

New "Quicklag" Circuit Breaker

NEW perfection in circuit protection is attained by a new small circuit breaker recently announced by the Westinghouse Electric & Manufacturing Company. Designed primarily for the protection of lighting, appliance, and motor circuits in homes, buildings, stores, and factories, this new "Quicklag" circuit breaker introduces a new principle to circuit protection. The new breaker successfully combines for the first time in a single unit a co-operative magnetic and a thermal trip—something which no breaker has ever done before. It is available in ratings of 15, to 35 amperes, single pole only, 250 volts a-c and 125 volts d-c.

The combination of the Bi-metal thermal and the magnetic trip actions gives the new device the advantage of instantaneous trip on short circuits combined with the well known advantage of time-delay for momentary overloads such as those caused by lamp, appliance, or motor inrush currents. The thermal action is designed to take care of inrush currents for all the common combinations of household appliances without causing an unnecessary service outage. The magnetic action gives instantaneous circuit opening for all short circuits, even those in the lower current ranges—down to 200 amperes, such as are caused by incomplete flexible cord shorts.

Numerous other features make this new breaker outstanding. Its size is smaller per watts capacity than that of any similar circuit breaker before it. There are no live parts exposed to accidental contact. Calibration is permanent and is sealed against tampering. Contacts are low-resistant and tests show that even after years of service, they remain so. The operating mechanism gives a quick make and break, and arcs resulting from heavy current interruptions are quickly snuffed out by the "De-Ion" grid assembly.



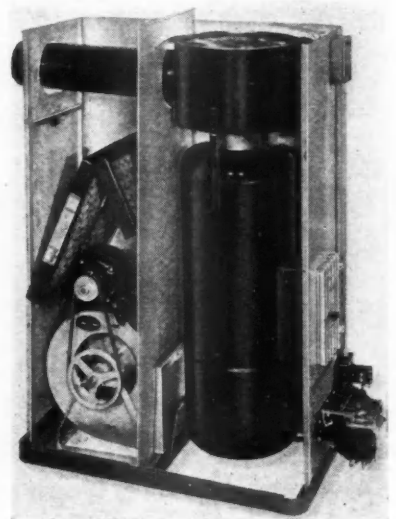
NEW device to give protection to electrical circuits.

Controlled Heat Conditioning Furnaces

A 75,000 Btu capacity controlled heat furnace designed expressly for small homes with basements has been developed by the Hoffman Specialty Company, Inc., New York City. Clean cut, neat and compact, this unit is a distinct addition to any home. It filters, warms and circulates the air; the humidifier is optional. Well built, it reflects sound engineering practice, has long life and gives trouble-free performance. Other features of this furnace are listed as: No. 1 oil burned completely without soot or odor; perfected Hoffman mechanical draft, 2-stage, flexible flame burner; welded steel combustion chamber and special economizer extract all useful heat units from every drop of oil burned; quiet operation.

This company is also offering a similar unit for homes without basements, or stores, service stations, garages and the like. Of 70,000 Btu capacity, it requires floor space of only 22 1/2 x 22 1/2 inches.

The units are shipped assembled, completely wired and equipped with combination fan and limit control, all burner controls, thermostat, draft regulator and filters; humidifier is optional.



CUTAWAY view of one of the new types of oil-fired units designed for small homes.

New Oil Heat Units for Low Cost Homes

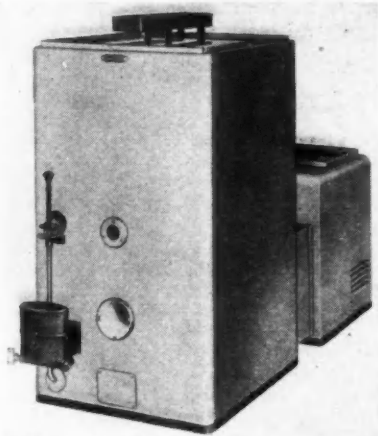
THREE options—manual operation, automatic gravity-type heating, and complete winter air conditioning—are offered in a new oil burning furnace made especially for the heating of low cost homes, by Perfection Stove Company, Cleveland, Ohio.

Known as the "Series 80 Superfex," the furnace has a built-in burner, combustion chamber, and long-flue-travel radiator of heavy sheet steel, with stainless steel in the combustion chamber top. The casings have double walls.

Furnaces are available complete for any one of the three types of heating. Where first installed for manual operation, the installation later can be made automatic by the addition of a thermostat, electrically operated oil valve, limit control, and humidifier. In both cases the capacity is 53,000 Btu at the bonnet.

The third of the series—complete winter air conditioning—includes adding a blower and air filter unit to the automatic furnace. The electric blower motor operates also a small blower to provide additional air for combustion, thus increasing the maximum oil consumption and boosting the heating capacity to 70,000 Btu at the bonnet.

The furnace without the blower unit is 25-1/16 inches wide and 28 inches deep. With the blower unit included, the dimensions are 25-1/16 inches by 58 1/2 inches.



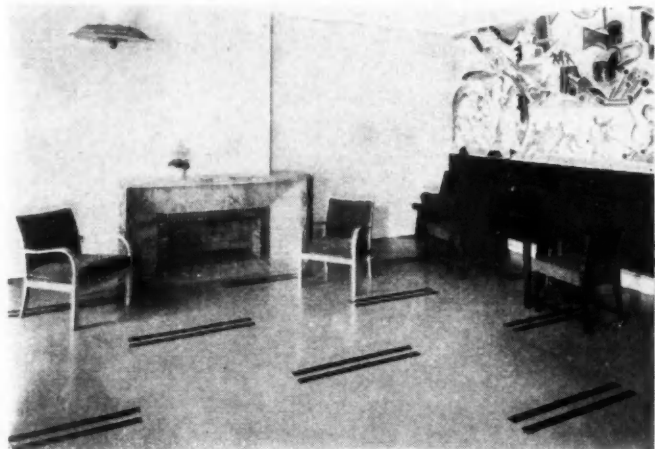
COMPLETE winter conditioning unit for small jobs.

Number of Two-Family Units Decreasing

THAT the nation's renters are seeking their own homes in increasing numbers, as shown by a decrease in the construction of multi-unit dwellings and apartments, is brought out in the Eighth Annual Report of the Federal Home Loan Bank Board to be published shortly.

"In the early Twenties, two-family homes represented from 15 to 20 per cent of all newly built units," the report will say. "The census of 1930 still showed 15 per cent of existing homes in this type of dwelling. Recently the share of two-family homes in total new construction has decreased to less than five per cent. Other evidence of the change in demand is the reported difficulty of financial institutions in disposing of old properties of this type."

* * *



THE attractive floor in this modern room is a recent development of the Goodyear Tire & Rubber Co., Akron, Ohio; named Wingfoot flooring, this new medium gauge covering is made in rolls 36 inches wide, available in seven colors. It is applied in the same manner as linoleum, and is resilient and fire- and stain-resistant.

INSULATION TACKER

by **MARKWELL**

It's Trigger Fast

does the job

- FASTER
- CHEAPER
- more SECURELY

THE Markwell INSULATION Tacker has won universal acceptance by Builders and Contractors for speedy fastening of ALL TYPES of INSULATION, such as Balsam Wool, Hinde & Dauch, Insulite, Red Top Wool, Reynolds Metallation, Rockwool, Silvercote, Etc.

Its one-hand operation permits use of the other hand to hold insulation in place so that it can be tacked exactly in the position desired. No fussing, no fumbling, no "banged" fingers . . . just a trigger action and the insulation is tacked firmly. Staples driven flush . . . no tearing of the insulation.

Four Sizes for one machine

MARKWELL precision STAPLES

The SAFE Way To Tack Insulation

Also Excellent as

SCREEN TACKER

THIS Markwell TACKER is also ideal for attaching Screen Wire to screen windows and screen doors. . . FASTER and MORE SECURELY to the frame, minimizing sag. Double-pointed staple straddles six to eight strands of wire, which firmly grips wire and prevents tear and pull as in single-pointed tack method.

MARKWELL

*Point Drivers
Glaziers Points*

FINEST quality, carefully packed.
furnished in zinc or steel

CLAMPING BENCHES, WIRE STRETCHERS
MITRE CUTTERS, LUMBER CRAYONS

Magnetic Brad Driver

MAGNETIC—for driving brads in difficult corners

WRITE FOR FREE Catalog
of MARKWELL Woodworking Equipment
and Special Industrial Staplers

A. MARKWELL MFG. CO., Inc.

200 Hudson St.
New York, N. Y.

SEND FOR THIS HELPFUL NEW DATA FILE



Only Complete File of Its Kind Ever Issued

● NOW . . . to save your time on flooring problems, Bruce has assembled a complete new file on Streamline, Block, Plank, and Strip floorings, and Floor Finishing. This new data file gives you stimulating ideas plus helpful information on all types of hardwood floors. Includes comprehensive book on floors published by the Department of Commerce. Hundreds of colorful illustrations show a wide variety of flooring effects . . . in homes, offices, stores, schools, etc. It explains how various types of floors are laid . . . gives complete information on various finishing methods. Get your copy of this helpful new file while our supply lasts. It's FREE! Just mail the coupon!



E. L. BRUCE CO.



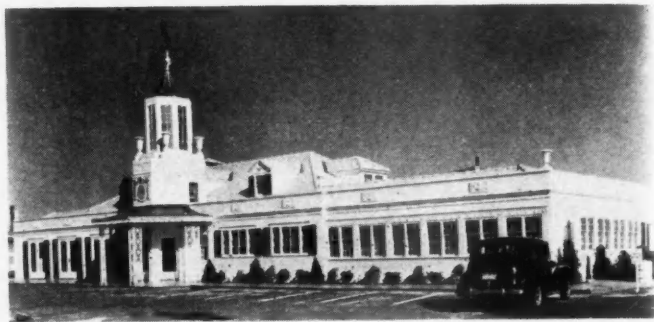
1640 Thomas Street
Memphis, Tenn.
HARDWOOD FLOORINGS—
FLOOR FINISHES—TERMINIX

E. L. BRUCE CO., 1640 Thomas Street, Memphis, Tenn.
Gentlemen: Please send me free copy of new Bruce Data File on hardwood floorings and floor finishing.

Name.....

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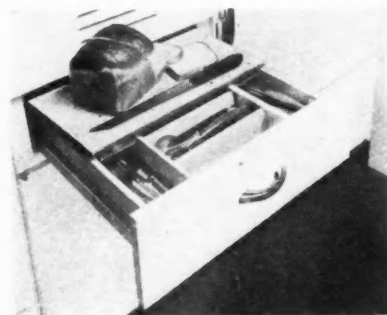
City..... State.....



THE complete new exterior on this Cambridge, Mass., restaurant (above) of the Howard Johnson chain proved a powerful stimulus to trade in the face of competition. Tempered Presdwood sheets applied with adhesive and nailed in place over sheathing panels and then painted a glossy white were used as the finish.

Packaged Apartment House Kitchens

THE kitchen in a package, complete in every respect from cooking to refrigeration equipment, and ready to install as a unit, finds its newest and most highly-engineered expression in a series of seven new packaged apartment house kitchens that have been presented by the appliance and merchandise department of the General Electric Co., Bridgeport, Conn. The new units, one of which is illustrated, represent several years of experience and development on the part of the engineering staff of the G-E electric sink and cabinet section, during which time studies have been made not only from the consumer viewpoint, of the kitchen as an organized work center, but of the various assemblies and elements as an efficient and harmonious unit.



BUILT-IN cutlery drawer with sliding breadboard (right) is one of the features of the new complete apartment type kitchens shown below.



Power Saws Speed U. S. Army Barracks

(Continued from page 23)

Outstanding in the power equipment employed is a battery of radial power saws that is used to pre-cut a large part of the lumber used in the barrack and mess hall construction. Walsh purchased seven of the new Monarch Uni-Point radial saws made by American Saw Mill Machinery Company from the Charles J. McCarty Company, well-known building equipment dealer of Boston. These are the Junior portable model equipped with a 2-horse-power motor—light enough to be moved about where needed and yet powerful enough to handle any requirement.

The saws were distributed about the job, several in one central sawing shed and others in temporary shelters close to groups of barracks under construction. Many of the saws have been operated practically continuously, 24 hours a day, since being installed.

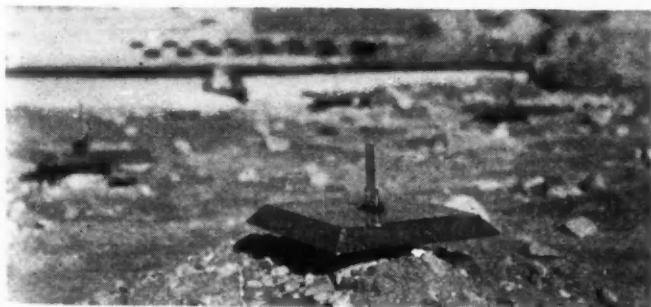
To handle the great volume of lumber, extra long tables were built at either side of the saw. Two men were stationed at each side of the saw operator to feed the material in and take it away. The saws operate on the uni-point principle, with saw and motor attached to a tilting column. Saw blade always enters work at the same point, and cross-cutting or plain or compound angles can be cut without raising or lowering. One of the biggest jobs performed was the cutting of stairs and steps for the barracks, which if done by hand would have taken thousands of extra hours of precious time.

The vast size of the Camp Edwards project made it desirable to organize the job under sub-superintendents. Each sub-superintendent has a specified group of buildings entirely under his control. He has a certain group of trucks allotted to his use, and these trucks have large placards attached with the name of the superintendent. The traffic problem at the site of the cantonment is a difficult one. When shifts are changing and thousands of workmen are coming to the job and leaving in their automobiles, it has been found necessary to set up one-way roads in which the cars travel four abreast. Since Camp Edwards is in an isolated area many miles from a town of any size, workmen have to come to work in cars. Many of them drive as far as thirty or forty miles each way every day, and live in summer camps, cabins, cottages, resort hotels and even trailers, all up and down the Cape Cod section.

The buildings Uncle Sam is erecting to house his soldiers are substantial and apparently expected to be used for some years. They are built of standard frame construction, using diagonal sheathing and flooring and ship-lap exteriors. Interiors are finished in gypsum board. The structures are mounted on concrete piers fitted with copper termite shields. Several carloads of stovepipe were used as forms for the circular piers.

The typical barrack building is a two-story structure

(Continued to page 62)



COPPER termite shield in place on pier after fill was made.

FLEXIBILITY for every job.... on the job!

Hundreds of builders never start a job without their DEWALT because its remarkable flexibility and dependable performance saves time, money and material by handling every job... on the job.

SAVES 20% TO 30%
These builders know, too, that DEWALT saves 20% to 30% in fabricating costs... it places the facilities of a complete woodworking plant on the job. From foundation to interior trim DEWALT cuts perfectly to help build better houses. Joists, studs, headers, rafters, etc... are custom cut on the spot.

SAVES TIME!
DEWALT takes the labor out of carpentry and speeds fabrication... one sawyer and helper keep 8 to 10 carpenters busy nailing up. DEWALT converts short pieces ordinarily wasted into close-fitting base blocks,

bridging, fire stops, etc... just another reason why... you can't afford to be without DEWALT.

SAVES DOLLARS!

Every time you mark off material and cut it with hand tools you're losing hard-to-make dollars. So don't wait for the next job... let DEWALT finish your current work ahead of schedule and earn you more money. Furthermore... DEWALT equipped builders are busy builders... they can give more house for the money.

GET THE FACTS YOURSELF!

Make us prove these claims. Ask for an "on the job" demonstration... it won't cost you one cent. Write today... or telegraph at our expense.

DEWALT PRODUCTS CORPORATION
459 Fountain Ave., Lancaster, Pa.

Over **50** wood-cutting cost cutting Operations with **ONE** machine!



PORTABLE POWER
For every Purpose and Purse.
Terms to suit you.



Staircases

OF WESTERN PINES



... ANOTHER INTERESTING USE of these versatile woods. Smooth, soft-textured, uniform in grain, Western Pines acquire an enduring sheen equally well with paints, enamels or stain. They lend themselves to finely traced detail and exacting workmanship on intricately designed woodwork.

Your emphasis on the decorative possibilities of Western Pines can't help but bring business to you.

THE WESTERN PINES WILL DO YOUR NEXT JOB BETTER—TRY THEM

Western Pine Association, Yeon Building, Portland, Oregon

*Idaho White Pine

*Sugar Pine

*Ponderosa Pine

*THESE ARE THE WESTERN PINES

Power Saws Speed U. S. Army Barracks

(Continued from page 61)

with large windows and plenty of them to provide good light and air. Each barrack building, which accommodates 63 men, is equipped with an individual winter air conditioning unit, the "Aire-Flo" made by Lennox Furnace Company. Eight hundred of these systems are being installed in Camp Edwards.

The Lennox unit is a coal-fired system capable of delivering 446,800 B.t.u. per hour. The air is heated, filtered, humidified and circulated through an ample duct system which distributes it evenly throughout the building. The air temperature is automatically controlled by thermostats and a forced draft fan. The squirrel-cage type blower delivers 5,610 cu. ft. of air per minute, which passes through nine 20" x 20" filters. Humidification is accomplished by overhead type humidifiers with float-valve control.

As a result of this practical and highly efficient installation the air in the barracks will be changed frequently and constantly replenished by fresh air from the outside. While this system is a far cry from the pot-bellied stoves of former army camps, it is a sensible and well justified move on the part of Army authorities. Not only will the operation of this system insure better health and fewer colds among the soldiers, but it is actually far more economical as to fuel consumption than the inefficient individual stoves of former days.

Early Strength Cement Used

At the start of the Camp Edwards job the contractors used standard Portland cement supplied by the Universal Atlas Company, but as the need for speed became more apparent and the approach of cold weather threatened to slow concreting, it was decided to shift to high early strength cement. For a time, as high as 600 barrels a day of Atlas High-Early were used in the foundation and pier construction. Some 30,000 cu. yds. were required for the job. The use of the high early cement cut protection and curing time from 60 to 70 per cent and permitted the early stripping and reuse of forms. Even more important was the fact that it produced a high strength, serviceable concrete in a few days' time, permitting the framing and construction operations to go ahead without delay.

* * *

Glass "Extras" Appeal to Home Buyers

(Continued from page 29)

the wall back and make the room look larger.

Continuing on through this Garnsey-built house to the kitchen, one sees horizontally glazed polished louvres used in the cabinet doors and in the door opening into the utility room. It lends a note of distinction to the space which readily impresses. The housewife's consternation over having to answer a doorbell summons without knowing whether she has cinnamon on her cheek or a smudge on her forehead was taken care of by installing a vanity mirror in the kitchen!

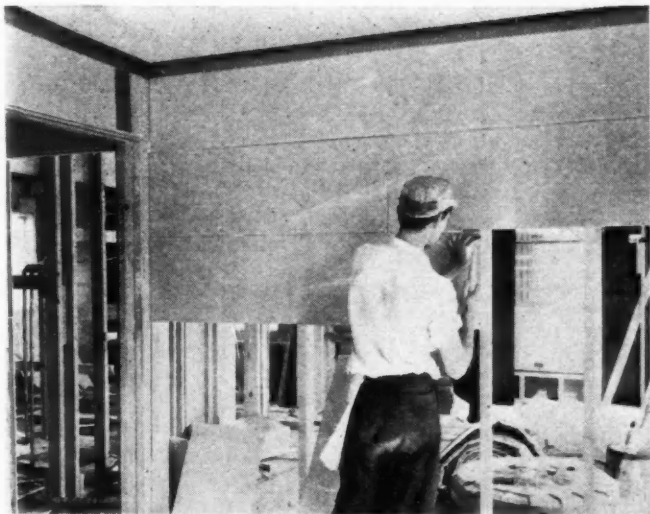
A dressing alcove effect is provided in one bedroom by mirroring the fronts of the two doors on the closet and having a full length panel of mirror between them. When the doors are opened, a triple-view may be had. Space ordinarily taken up by a dressing table is saved in the second bedroom by attaching a large plate glass mirror to the inside of the closet door above a curved shelf for beautifying aids. When the door is closed the "vanity" is out of the way.

Jade Vitrolite was used in the bathroom above the

ripple-bottom tub. Mr. Garnsey is using the material in the other nine bathrooms also and will choose colors harmonizing with wall treatments. Mirrors continue from the medicine cabinet around the corner to afford double vision for shavers.

To provide heating in keeping with all the other modern features in the residences, the builder selected Janitrol "attic installation" gas furnaces. The heating units are suspended from the roof rafters, with warm air ducts extending over the ceiling to directional flow type registers at the six-foot level in rooms. Cold air returns are gathered through a centralized plenum under the floor and extend up through the partition between the kitchen and utility room to the furnace. Even temperatures are controlled with a thermostat in the living room.

Nationally advertised building materials are used exclusively in Toledo's "Design for Happiness" houses. All framing lumber, for example, is Weyerhaeuser 4-square No. 1; USG Fiberglas blankets insulate the ceiling and the floor; doors are from the Morgan Company; Libbey-Owens-Ford manufactured the window glass, polished plate glass in the mirrors and the Vitrolite; the windows are from the Andersen Corporation and the medicine cabinets are the Miami make. Frostbrand hardwood oak



APPLYING plaster base in Toledo "Design for Happiness" homes.

flooring is laid in the living room, two bedrooms and halls. Other construction and equipment features include:

Foundation, concrete footings 6 inches deep and at least 8 inches wider than supported foundation walls, which are 8 x 8 x 16-inch concrete block; exterior, 2 x 4 inch studs (sheathed in some cases with USG Weatherwood and in others with wood), building paper, and clapboards, stained shingles, or vertical siding; interior, three coats of plaster over Rocklath base; roof, Carey 210 lb. asphalt shingles laid on 15 lb. asphalt saturated felt; paint, lead and oil; plumbing, Briggs fixtures.

* * *

Biggest One-Man Building Show

(Continued from page 26)

"The Tablet Model Home." He secured the endorsement of the local church officials who were glad to see several hundred new families of their faith move into the neighborhood where they would be convenient to the churches and schools and become faithful parishioners. In another development the buyers were predominantly
(Continued to page 64)

STRAIGHT-LINE GEAR DRIVE ON

Speedmatic
gives

11% MORE POWER



Here's Why!

SPEEDmatic uses Helical Gears . . . the most modern form of Straight-Line Drive. Cuts down friction resistance; minimizes power loss and gear wear. Result: 98% of motor power usable in cutting power.

● Every mechanic knows that power applied in a straight line is more efficient than power that turns an angle. That's why SPEEDmatic actually delivers to the cutting blade 11% more of its motor power than possible with other drives. You get Power-to-Spare . . . the fast, clean sawing that's making SPEEDmatic the outstanding popular choice of builders, wherever jobs are toughest and speed essential.

● See for yourself what a big day's work SPEEDmatic will do. Your local Porter-Cable man will gladly demonstrate. No obligation. See phone book for address. And write us direct for Modern Sawing Methods—a practical booklet on time-saving suggestions.



AGENCIES: 267 Lafayette St., NEW YORK:—1303 Girard Ave., PHILADELPHIA:—2414-30th St., WASHINGTON:—4016 St. Clair Ave., CLEVELAND:—14 Smith St., DETROIT:—737 South Western Ave., CHICAGO:—1622 N. 12th, MILWAUKEE:—101 Forrest Ave., ATLANTA:—1000 Tchoupitoulas St., NEW ORLEANS:—4543 Bryan, DALLAS:—101 Main St., HOUSTON:—1421 Seventeenth St., DENVER:—2031 Sante Fe, LOS ANGELES:—269 Seventh St., SAN FRANCISCO:—1743 First Ave., SEATTLE. In other cities consult phone directory.

TAKE-ABOUT Sander
Pays off BIG

Take-About has brought faster, smoother, easier sanding to hundreds of builders. Better finishing of doors, sash, panels, frames. Sands joints, removes paint, edges and cleans plywood. 101 uses in the shop and on the job.

PORTER-CABLE MACHINE CO.
1721-1723 No. Salina St., Syracuse, N. Y.
Representatives in principal cities in U.S.A.

FOR MEN WHO USE PORTLAND CEMENT

AT TEMPERATURES

BELOW **50° F.**

YOU KNOW the effects that *freezing* temperatures have on concrete. But are you aware of these facts:

1. Temperatures above freezing—even as high as 50° F.—seriously affect the strength of concrete.
2. Solvay Calcium Chloride in the mix produces a remarkable increase in early strength, particularly at lower temperatures . . . increases final strength 7 to 12%.
3. Calcium chloride provides extra cold weather protection—shortens protection period—cuts cost of labor, heaters, fuel and canvas.
4. Calcium chloride accomplishes uniform curing—makes the mix more workable, thus producing denser, more waterproof concrete.
5. Does all this without changing the normal chemical action of the portland cement.
6. Results of tests by the National Bureau of Standards, Portland Cement Association, American Road Builders Association, and Highway Research Board are contained in our 48 page book "Calcium Chloride and Portland Cement"

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use **SOLVAY CALCIUM CHLORIDE**
with all
PORTLAND CEMENTS

SOLVAY SALES CORPORATION
40 Rector Street New York, N. Y.

Gentlemen: Kindly send me a free copy of your booklet "Calcium Chloride and Portland Cement"

Name.....
 Affiliated with.....
 Address.....
 City..... State..... 34-1240

Biggest One-Man Building Show

(Continued from page 63)

Jewish, and most of the sales promotion and advertising was directed to persons of this faith.

Whatever the exact cause, certainly Trump's developments have been phenomenally successful from a sales viewpoint. As to construction organization and methods, he has also developed a technique that has gotten results.

Part of Trump's success may be explained by the fact that he has specialized largely in row houses where he can develop mass production methods to the highest extent. When he starts a job Trump likes to build at least 100 houses at one time, and on several occasions he has had as high as 200 homes in the various stages of construction at one time. His steam shovels dig their way down a whole block with a record loss of time. He uses standard steel forms and high speed concrete mixers that turn out the 12-inch solid concrete foundations in a hurry. His masonry crew is particularly well organized. He uses a large but well organized crew and turns out a big volume of work in a short time. His regular crew of brick masons will turn out 12 houses a week without trouble.

Trump has developed mass production methods to the ultimate. He will build scaffolding the length of a city block—and it will be alive with workers.

They Like Row Houses

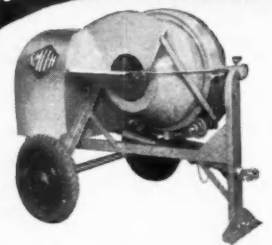
The typical Trump row house, as illustrated with this article and shown in the accompanying floor plans, is an 18'x44'-6" two-story unit that sells in the \$6,000-\$7,000 class, complete with all equipment. They are designed by Architect Arthur Fahr of 90-23 161st St., Jamaica.

The houses have good-sized rooms, with two or three

SMITH
FEED CHUTE CHARGING
Speeds up the Job!

Wide
Low Charging Hopper
on a
SMITH 3½-S Tilter

Drum Opening
of Average
3½-S Mixer



BIG TARGET — compare the feed chute equipped Smith Tilter with the average "tub" mixer which has no feed chute and a drum opening only 18" in diameter.



EASY LOADING — just rest the bag of cement on the feed chute and let the cement flow into the drum.

THE SMITH 3½-S is the **ONLY** small tilting mixer equipped with a feed chute. This chute offers five big advantages that make for more efficient operation:

1. Provides a big, 31" wide target for the shovelman to shoot at.
 2. Makes loading easy since chute is only waist high.
 3. Prevents material from spilling to ground.
 4. Permits cement to be added directly from bag.
 5. Speeds up the charging operation.
- Other Smith features include famous "End-to-Center" mixing action — fast "Tilt and Pour" discharge — pneumatic-tired, roller bearing disc wheels. Write for literature.

The T. L. SMITH CO.
 2849 N. 32nd St. • Milwaukee, Wis.

MIXER MANUFACTURERS' FOR MORE THAN 40 YEARS

bedrooms and a truly remarkable basement. The basements are completely finished and have an outside entrance adjacent to the garage. Piping for an extra kitchenette and bathroom is installed so that the owners can, if they wish, rent the basement as a one-room and kitchenette apartment. To provide a warm dry floor Trump lays 2 x 4 end-matched pine flooring over the concrete.

The Trump homes are substantially built and equipped with many attractive features such as hot water heat, upward-acting garage doors, brass plumbing, copper radiators and gutters, tile roofs, concrete porches and steps.

"He makes every buyer feel like a king" is the way one observer summed up Fred Trump's homes.

For his garage doors Trump has adopted the unique and economical idea of using three standard 2' 6" x 7' fir doors, 1 3/4" thick. These are attached together with a metal band and equipped with Frantz, Jr. "Over-the-Top" hardware.

Other standard materials and equipment used in Trump's latest East 37th Street, Flatbush project are as follows:

HEATING—Bell & Gossett hot water heating system with National boiler and radiators. The owner is offered a choice of an oil burner or an A. G. P. gas burner.

HOT WATER—Ruud gas hot water heater or conversion unit.

WINDOWS—Truscon economy-type steel casement windows.

H BEAMS—Steel H beams, Bethlehem Steel Co.

CEMENT—Alpha Portland cement.

GLASS—Owens-Illinois glass blocks used in kitchens and dining nooks. (Continued to page 66)

INCREASE YOUR PROFITS ON WALLBOARD SALES WITH



Wilson WALLBOARD TRIM

Wilson Metal Wallboard Trims are correctly and smartly designed . . . easy to install . . . easy to sell . . . and reasonably priced. For use with all types of wallboard material. (Cap molds available with slotted flanges.)

FREE — Send today for FREE folder in full color, showing latest Wilson Wallboard Trims in actual size.



WILSON METAL PRODUCTS CO. ★ COLUMBUS, OHIO

SISALKRAFT is LOW in APPLIED COST



It's Plain as 2 + 2:
Cost of building paper + Cost of putting it on = APPLIED COST

For Example:

You save money in many ways when you APPLY SISALKRAFT. It's tough — stands rough, fast handling without tears or rips. One man can put it on, even in strong wind. Less lapping, patching and piecing. Less waste. These savings greatly reduce the total Applied Cost of SISALKRAFT. It actually costs little if any more, on the building, than flimsy building papers.

Why not put this QUALITY feature into every home you build? SISALKRAFT is the one BEST building paper.

AND HERE ARE TWO MORE APPLICATIONS THAT PAY OFF



Use this tough, waterproof paper to cover stock piles and materials, protect machinery from the weather, close in and protect winter construction. It's available in rolls and blankets of almost any width.

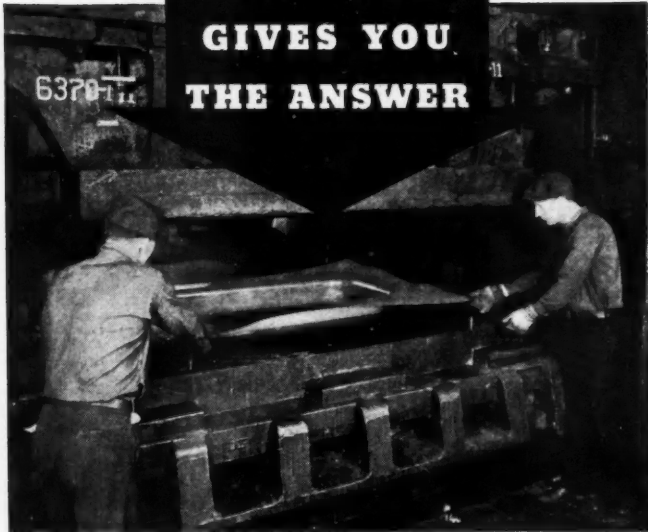
The protection of copper — at 1/5th the cost. A thin electro-deposit sheet of pure copper bonded with asphalt to tough kraft paper, and reinforced with sisal fibre. Send for this complete folder illustrating its applications.

The SISALKRAFT Co., 205 W. WACKER DRIVE, CHICAGO, ILL.
New York San Francisco



What is formed iron plumbing ware?

**THIS PRESS
GIVES YOU
THE ANSWER**



Formed Iron Plumbing Ware is a *modern* product, *formed*, as you see above, on giant presses. This efficient process makes for great strength, freer styling, and a highly uniform base for porcelain enameling.

And when the metal used is ARMCO Ingot Iron, you are assured that the base is ideal for this purpose. This metal is "the world's standard enameling iron."

The porcelain enamel comes in many attractive colors, and is acid-resisting *at no extra cost*. When you order Formed Iron Plumbing Ware based on ARMCO Ingot Iron, you get all these advantages *plus* the widespread acceptance for ARMCO Ingot Iron brought about by more than 25 years of national advertising. Write for information. The American Rolling Mill Company, 3041 Curtis Street, Middletown, Ohio.

ARMCO INGOT IRON
A NAME KNOWN TO MILLIONS



Biggest One-Man Building Show

(Continued from page 65)

PLUMBING FIXTURES—American Radiator & Standard Sanitary equipment.

ROOF TILE—Ludowici-Celadon red tile on mansard roof.

INSULATION—Mineral wool insulation in attic.

KITCHEN CABINETS—Boro Wood Products Co. cabinets with built-in sink.

PLASTER—U. S. Gypsum Co. plaster over Rocklath plaster base.

GARAGE HARDWARE—"Over-the-Top" Junior hardware by Frantz Mfg. Co.

BATHROOM CABINET—United Metal Box Co.

DOOR CHIMES—NuTone Chimes, Inc.

Other important features of the Trump homes include a fenced-in children's play yard, two open porches, separate basement entrance, solid oak stairway, finished recreation room with built-in bath, Venetian blinds, decorative fireplace, unusually attractive "daylight" glass brick kitchen.

* * *

Keeps in Circulation

Riverside, Cal.

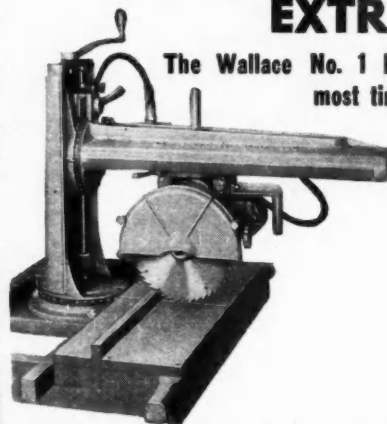
To the Editor:

We have just received your handsome book of *Recommended Homes*, sent this year without our solicitation. We very much appreciate your attention in this matter. I think you would be gratified to know that the previous book, *Buyer-Approved Homes*, has shown a circulation of ten times in five months. We think this very satisfactory.

RIVERSIDE PUBLIC LIBRARY,
By C. F. Woods, Librarian.

FOR EXTRA PROFITS— EXTRA ACCURACY— EXTRA SPEED!

The Wallace No. 1 Radial Saw saves the most time on:



- X-CUTTING
- MITERING
- RIPPING
- DADOING
- ROUTING
- SHAPING
- FLUTING
- GROOVING
- CUTTING TILE

Safe, speedy, accurate in operation. Cuts up to 4" material. Saws rafters on a production basis, without marking! Also studs, joists, sheathing, cripples, flooring, wedges, etc.

After framing is up, machine is used for making and fitting cabinet work and trim.

Saves from \$75 to \$200 on small residential contracts,—proportionately more on heavy construction.

If you want to speed up your work,—make more money,—write today for bulletins on the Wallace No. 1 Radial Saw.

J. D. WALLACE & CO.

136 S. California Ave.

Chicago, Ill.

LETTERS from Readers
on All Subjects
 Facts, opinions and advice
 welcomed here

How to Build to a Budget

Charleston, S. C.

To the Editor:

One of the contractors here suggested my writing to you in the hope that you might be able to help me with my house plans. I have already gone to considerable expense to have plans drawn by an architect and now find to my sorrow and distress that it cannot be built within reason here in Charleston.

Are the plans as published in your magazine available? If so, how much are they? In order to give you some idea of our requirements, I shall mention them here and possibly you may have just the plans for us. The lot, which is 100' x 200', faces almost south, overlooking the inland water route to Florida. The living room, which we should like to have on the left side of the house in order to take advantage of the exposure and view, must be rather large—approximately 14' x 22' plus. There must be a sizable dining room, adjacent to the living room, a kitchen and a small den or study which might be converted into a guest room and adjacent—a small bath. On the second floor, we should like two or three bedrooms and a bath. The cost of the house must not run more than six thousand dollars, preferably lower if possible. We should like a New England type, Colonial or a type suitable for this part of the country. The exterior we should like brick veneer, painted or left as is.

If you can be of service to me in this capacity, or have any suggestions that will facilitate the matter, I shall be very grateful. We
 (Continued to page 68)



The Plentiful, Soft, White Wood You Can Depend Upon For All Interior And Exterior Fine Finishes

—from your Dependable Supplier

Carpenters, cabinet and pattern makers—in fact, all woodworkers like its:

Soft texture—close, straight, uniform grain—Easy workability and surfacing—Light color—Paint holding properties—Strength and light weight—Nail holding ability without splitting—Ease of gluing, low rate of shrinkage and ability to stay in place.



Trade-Marked—Grade-Marked

Southern Pine — Southern Hardwoods — Ponderosa Pine — West Coast Woods
 Oak Flooring

The all-purpose characteristics of ponderosa pine make it readily saleable for almost unlimited uses from fine cabinets to exterior trim and light framing. It is always good business to maintain a full inventory of ESSCO Ponderosa Pine.



EXCHANGE SAWMILLS SALES CO.

1111 R. A. LONG BUILDING

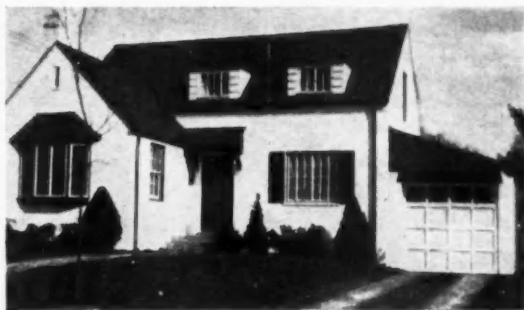
KANSAS CITY, MO.

MORE
for Your
MONEY

5 EXTRA VALUES

—yet
NO EXTRA COST in
Rō-Way

OVERHEAD TYPE DOORS



Attached Residence Garage with Ro-Way Door.

- 1
- 2
- 3
- 4
- 5

"Crow's Foot" Outer Bearing Support—Rigidly holds the chain sheave wheel in permanent alignment. No twist . . . no sag to cause friction.

"Ro-To Live" Spring—A powerful *Floating Torsion Spring* (used on some models), gives perfect balanced lifting power, and ends side-drift and binding.

"Zip-Lock" Adjustment—Used on Ro-Way Doors having Twin Torsion Spring Power. Permits instant easy adjustment of spring tension.

"Tailor Made" Spring—Each spring is individually made for the Ro-Way Door on which it is used. Each is power-metered to the weight of the door.

Parkerized and Painted Hardware—Ro-Way Hardware and Tracks are given finest known protection against rust and corrosion . . . same method as used on fine motor cars, refrigerators, etc.

Authorized Distributors in all Principal Cities will give you prompt service on Extra Value Ro-Way Doors for Residential, Commercial and Industrial uses.

Write for Ro-Way Door Folders, Prices and complete information

ROWE MANUFACTURING CO.

707 Holton Street • Galesburg, Ill., U. S. A.

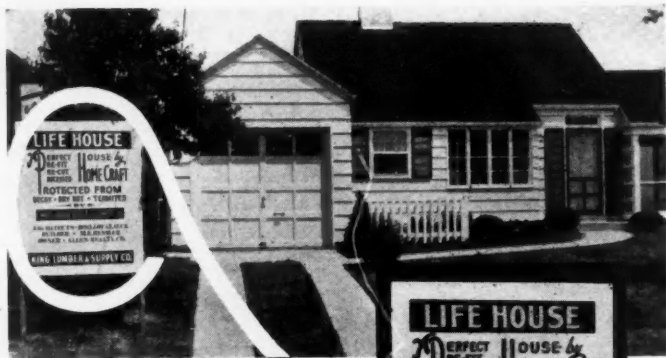


Garage of U.S. Government Marine Hospital, New Orleans, La.



Ro-Way Industrial Garage Doors are widely used.

"There's a Rō-WAY for Every Door Way"



**IT HELPS
YOU
Sell!**



Aggressive builders are using Wolmanized Lumber* to put even more *life* into their selling programs. Many exploit "Wolmanized Lumber" job signs, pointing them out to prospective buyers with an explanation like this:

"A feature of this house is Wolmanized Lumber. It makes the structure last longer without repair. We put Wolmanized Lumber in sills, joists, and sub-floor, to give dependable protection against damage from decay and termite attack. It costs a little extra, but protects against much more expensive repairs and replacements."

Actually, effective protection of an ordinary house with Wolmanized Lumber adds less than 2% to the total cost. It makes a good selling point, and gives results which banks and financing agencies approve. Ask us to send samples of folders and job signs which you can use to make Wolmanized Lumber help you sell more houses faster. AMERICAN LUMBER & TREATING COMPANY, 1645 McCormick Building, Chicago.

HIGH QUALITY AT LOW COST—Used at danger points, Wolmanized Lumber adds little to the cost, but it is quality material, always pressure treated according to one standard set of specifications, and sold by name from coast to coast. You can depend on it.

*Registered Trade-mark



**WOLMANIZED
LUMBER**

LETTERS—

(Continued from page 67)

are becoming desperate, after having received bids from so many contractors which are prohibitive.

WILLIAM A. PROUT, Professor,
Medical College of the State of South Carolina.

Answer :

I am not at all sure that the kind and size of house you mentioned can be built for the price you name. Certainly in many territories it is impossible to provide a six-room and two-bath house with a 14 x 22 ft. living room and the modern equipment you require at \$6,000. Perhaps you have been reading some of the consumer or architectural magazines that frequently publish some of the misleading or incomplete, or wholly uninformed estimates of the cost of home building.

The only advice I can give is that you review this important point in your mind, and then possibly start over again with a different approach if you are determined to keep the price at this fixed amount. Through some of your local lumber dealers or builders I am sure you can get much better advice on building costs. If you do not know a reliable builder you might have one recommended by a prominent lumber dealer. After checking the builder's record and soundness so that you have become convinced of his reliability, sit down with him and find out how big a house can be built for the amount of money you have available. After you have agreed on the basic outlines of the house, that is, the dimensions, basic equipment and prepared a rough outline of the specifications, he can give you a definite estimate that will be reliable. You can then call in, if you wish, an architect who will prepare plans that do not exceed these specifications.

One of the principal difficulties, we find, repeated over and over is that many architects do not have an adequate knowledge of building costs. They naturally want to give a home owner everything he wants and the finest kind of home. In trying to do this, however, they develop a Cadillac appetite for a Ford income.

American Builder is not in the plan business and believes that the designing and construction of homes should be worked out locally.—EDITOR.

MAKE BIG MONEY

MAKE



SURFACING FLOORS

American Floor Sanders are making big money for a lot of men (we'll send you their names and pictures). There is no reason in the world why you shouldn't also be making this big money.

BE OWN BOSS

You already know a lot about the building game and this is a real chance to get into something for yourself and be your own boss.

EASY TO RUN

American floor sanders are easy to run. There is no hand scraping the American way and no skill required—in fact, inside of a few hours you can run one as well as an "old timer." American Sanders are easy to take from job to job and you don't need any helpers.

Sometime during every man's life he has to decide whether to go ahead and "be somebody" or stay in the same old rut.

GET DETAILS

Find out more about this interesting money-making work today by signing and sending in the coupon below for free details.

RETURN COUPON BELOW

AMERICAN FLOOR SURFACING MACHINE COMPANY

511 SO. ST. CLAIR ST. TOLEDO, OHIO

Gentlemen:

Send complete details and prices without cost.

I want to go into floor surfacing business.

I would use sander in my contracting business.

Name

Street

City State

Likes Craft Articles

San Jose, Calif.

To the Editor:

The class of articles in the *American Builder* that have appealed and have helped me most are: How to Estimate, How to Swing Doors and How to Cut Rafters.

I should appreciate your kindness if you would publish articles by some recognized authority on how to build bay windows, how to build dormer windows, and how to build stairways.

CHAS. I. HART.

Wants Multifamily Designs

Omaha, Neb.

To the Editor:

How about a series of articles, pictures and plans on four-plexes? The demand for this type of small investment property seems to be increasing rapidly. I have designed and built several four-plexes myself, but would like to get the other fellow's slant.

STUART P. KNUTSON, Architect.

Always Glad to Help Stimulate Building

Chicago, Ill.

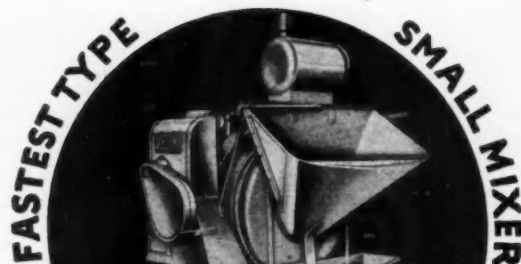
To the Editor:

I am about to start a local newspaper campaign for the sale of small homes and would like permission to use some articles in your October issue.

These articles will be incorporated in our advertisements, some of them in their complete form and some of them only in part. They have appealed to me personally so strongly, that I believe they have great pulling power. Hence, my reason for wanting to use them.

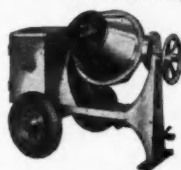
The articles referred to are: Page 39, "15 Reasons for Building Now," and the two pictures, "Rent or Own"; page 40, "So Much for So Little," and "Put your Rent Money to Work"; and Page 41, the charts under the title, "Home Ownership vs. Rent Paying."

(Continued to page 70)



30% to 40% MORE CONCRETE with this Latest Jaeger 3 1/2 S

- Load Measuring Batch Hopper (12" lower) while you mix and discharge — fast as a power loader.



3 1/2 S HIGH SPEED TILTER TRAILER
Also 5S, 7S, 10S, 14S
Power Loader Non-Tilts with Automotive-Type Transmission, Machined Steel Drum Tracks.

- Criss-Cross "Re" - Mix Drum gives more thoro mix, faster discharge.
- Accurate Measuring Water Tank is fast, syphon type.
- 3 3/4 H.P. Air-Cooled Wisconsin Engine — lightweight, compact.
- End Discharge Design — handy to pour, fast to trail on Timken Bearings, Springs, Pneumatic Tires.
- Most advanced mixer on market. Get new Catalog and prices.

THE JAEGER MACHINE CO.
521 Dublin Ave. Columbus, Ohio

JAEGER 1940 SPEEDLINE

The Home of Ohio White Finish

From this quarry, in the heart of the world's purest deposit of Dolomite, comes the rock from which the *Original Ohio White Finish* and its famous twin, *Hawk Spread*, are made. Both brands are always packed in distinctively marked *Red Zig Zag Bags* — your assurance that the finishing lime inside is of uniform high quality: fresh, fat and fluffy — and it spreads far.

The Ohio Hydrate & Supply Co.
Woodville, Ohio





**WITH THE Payne
DUPLIX FURNACE**

Features sell homes. And a PAYNE Duplex Furnace is a "double-barreled" selling feature... in customer acceptance, in its exceptional economy. ☆ Pre-sold by national advertising, the PAYNE Duplex is engineered for lasting, trouble-free service... provides two-way comfort with one-way cost. Compact, requiring no floor space, it fits beneath room partition... cuts installation costs. A flexible, fuel-saving furnace that helps turn "warm" prospects into soundly sold clients! ☆ For this or any heating equipment, first investigate PAYNEHEAT at your local dealer, or write us. You can be doubly sure of PAYNEHEAT. Double-tested by A.G.A. and PAYNE Testing Laboratory.

PAYNEHEAT
Payne FURNACE & SUPPLY CO., INC.
BEVERLY HILLS • CALIFORNIA

- Forced Air Units
- Modern Consoles
- Floor Furnaces
- Duplex Furnaces
- Zoneair Units
- Gravity Furnaces

KINGSTRIP

the NEW combination spring sash-balance and weatherstrip

● Here is the latest equipment for double-hung windows, an efficient, smooth, silent, easily installed spring sash-balance, integral with a protective metal frame lining that provides a perfect weatherstrip seal for both upper and lower sash.

Reduces double-hung window installation costs by 1/2

Kingstrip Sash-Balance, designed for both new, factory pre-fit windows and replacement work is decidedly economical, saving as much as half the cost of old-fashioned pulleys, weights and cords and box frames. Permits use of weathertight plank frames. Special aluminum alloy metal. Double construction. Compression seal at stops. Made for standard round grooved sash.

● Kingstrip is ideal for old window replacement. Covers up pulley holes and permits insulation of leaky box frames.

SEND COUPON TODAY FOR CIRCULAR

Note double construction and compression type edges against stops.

PROTEX

Protex Weatherstrip Mfg. Co.
4512 S. Western Ave.
Chicago, Illinois

PROTEX WEATHERSTRIP MFG. CO.
4512 S. Western Ave.
Chicago, Ill.
Please send me circular of the NEW Kingstrip Sash Balance.

NAME _____
ADDRESS _____

LETTERS—

(Continued from page 69)

I am a subscriber under the firm name of the Uptown Lumber Company, Chicago.

JOSEPH J. HURLEY.

More on "Build for Security" Issue

Boston, Mass.

To the Editor:

We have read with interest your issue of October 1940, and we are extremely anxious to use the charts on pages 39, 40 and 41, for distribution to our radio listeners. May we reproduce them with a credit line for your good publication?

Perhaps you will be interested in this radio program. We have broadcast 101 times over a Boston radio station under the sponsorship of New England's largest retail building supply house, L. Grossman Sons, Inc.

The Housing Clinic is designed to aid the families of moderate means in the building of new homes; and the information is rendered as a public service to the families of New England. This feature has aroused considerable interest among prospective home owners and building men. It is doing a good job in explaining the principles of good housing through expounding the theories of the FHA.

JASON N. SILTON,
The Housing Clinic of the Air.

Modern Design with New England Appeal

Springfield, Mass.

To the Editor:

I am returning the film of the modern home pictures in your July issue, page 59. Here in New England we have seen modern types of homes occasionally, some of them at the New York World's Fair, but it has seemed significant that, despite the interest in them, and the requests for the source of plans whenever I have pictured one in my Sunday department, these same people invariably end by building something which conforms to the conventional lines of other years. I believe my reaction would be

Practical Accounting and Cost Keeping for Contractors

This practical book describes the easiest and best methods of keeping all kinds of contractor's records, time keeping, cost keeping, bookkeeping, Social Security records, estimating forms, etc. It illustrates and explains book-keeping systems for the smallest builder or the largest general contractor. It shows how to keep costs on the job and in the office, how to prepare intelligent estimates, and how to draw up contracts and sub-contracts.

170 pages, 300 illustrations, 8 1/2 x 11 1/2 inches, cloth, \$2.50.

Hogg's Wage Tables for Building Contractors

This handbook prevents mistakes and saves time when figuring pay rolls. There is a complete set of wage tables worked out by quarter hours for any length of time from 1 to 60 3/4 hours, and every wage rate from 30 cents, increasing by 2 1/2 cents per hour, to \$2.25 per hour. It also includes all odd rates, such as \$.68 3/4. You simply refer to the table showing the rate per hour and then follow down to the nearest quarter hour.

190 pages, 4 1/2 x 6 1/2 inches, thumb-indexed, flexible, \$2.50.

BOOK SERVICE DEPARTMENT

AMERICAN BUILDER and BUILDING AGE

30 Church Street New York, N. Y.

much the same if I were in the same position.

However, this particular modern design took my eye as no other ever did—the interior especially—and I forthwith had a keen desire to reproduce it and outline my own reactions to it. I am quite positive that a great many women are going to take to that style of home, both outside and inside, and I am curious to see how general that reaction will be.

You may be interested to know that I have received as high as 900 requests for such information as the source of detailed plans and specifications, costs, etc., for houses pictured in our little Sunday department. A lot of this naturally is curiosity, but I recall one cottage, an adaptation of a New England Colonial type, which proved unusually popular. To my knowledge no less than 11 houses were built in accordance with the plans, which, fortunately, were procurable.

HARVEY L. GRAY, Home Modernizing Editor,
Sunday Union & Republican.

On the Job as Helper

Seligman, Ariz.

To the Editor:

I will certainly appreciate it very much if you will kindly send me your reprinted pamphlet on the "Asbestos Siding Application Methods for Long Life," and the other article to follow.

Also I wish to state that I think your magazine *American Builder* is the finest published. In fact, as far as I am concerned the rest can stop publication.

Most publications (unlike yours) are of absolutely no use to the small builder, especially to the person that is not a "graduated" builder. I recently built a little home for myself in my spare time after work, and *American Builder* was my helper. I live in a very small town (600 by the last census), and am employed by the A.T. & S.F. Railway Co. as chief engineer in the small power plant. Your publication has kept me up to date in what the building industry is doing, and we have the most modern little home in town. Without your help it would have been just another house.

JOHN A. FEETHAM.



This attractive small concrete house is one of forty built in industrial Chicopee, Mass., by H. D. Fiedler and Associates. Prices, with lot, ranged from \$2,800 to \$3,500.

They came....
They saw....
They bought....
40 more like this
CONCRETE

DEMONSTRATION HOME

H. D. Fiedler, of Highland Park in Chicopee, decided that specializing in good construction—with firesafe concrete—should be just what the doctor ordered for his market. Then, because he couldn't pass out samples of concrete houses, HE BUILT A DEMONSTRATION HOME.

On one day in June, 15,000 people visited this house. They walked on its sag-proof floors... touched and felt the fine-textured wall finishes... saw for themselves the features which distinguish concrete houses from less durable types of construction.

Look at the Sales Record!

Very soon 40 similar homes were under construction (many now completed) and plans for a total of 95 were under way.

If that doesn't convince you people want concrete, consider this; over 45,000 families have chosen this modern construction in the past four years! They like its beauty and comfort; its firesafety; its resistance to storms, termites and decay; its low upkeep and high resale value that combine with moderate first cost to make concrete the cheapest house to own.

Profits for You

Cash in on the aggressive national advertising being done by this Association. Build a firesafe concrete demonstration home now. Write for new booklet, "Suggested Designs for Small Firesafe Concrete Homes" (free in U.S. or Canada).

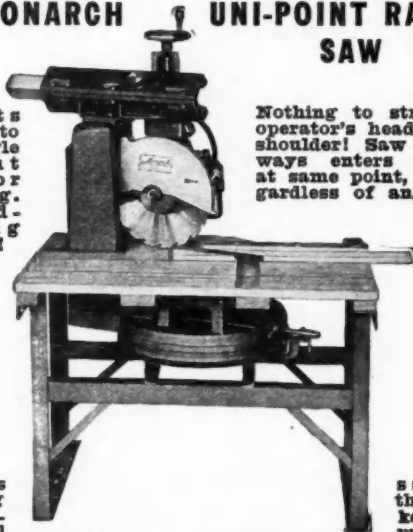
PORTLAND CEMENT ASSOCIATION

Dept. 12-3, 33 W. Grand Ave., Chicago, Ill.

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

TO BELIEVE . . . YOU MUST SEE! New MONARCH UNI-POINT RADIAL SAW

Saw tilts instantly to any angle without raising or lowering. Cuts adjusting time 90%!



Nothing to strike operator's head or shoulder! Saw always enters cut at same point, regardless of angle.

This amazing new universal woodworking machine saves time, trouble, and money. Incredibly faster and more convenient than any other

ery conceivable cut or form practically any operation you desire!

FREE 15 DAY TRIAL!

YOU DON'T BELIEVE IT?

Let us demonstrate these sawing miracles to you.

Note: The Monarch Uni-Point is made in several models. State capacities and type of work. Investigate!

AMERICAN SAW MILL MACHINERY CO.

Makers of Fine Woodworking Machinery, including Modern Saw Benches, Band Saws, Jointers, Planers, Mortisers, Lathes, etc. Also Everything for the Saw Mill.

60 MAIN STREET

HACKETTSTOWN, N. J.

CUPBOARD DOORS
THAT FIT SNUGLY



ANY WOMAN WILL THANK YOU



Adds Years
of Service
to the Life
of Wood
Products

One home in a lifetime—she should have the kind of kitchen she wants. And you, the lumber dealer, will save many a headache on complaints and replacements. Cupboard doors will give your owner the non-warping, snug-closing satisfaction she expects. And the same thing is true of all doors, outside and inside, as well as other millwork.

WOODLIFE TOXIC WATER REPELLENT is so inexpensive per door that your customer won't hesitate one second when you quote the trifling extra. Costs you nothing—saves you many dollars of expense and ill will. Look into this—no obligation to get full details.

Protection Products Mfg. Co.

Mfrs. of PRESERVATIVE SOLUTIONS for **19** Years
Research Laboratory and Plant KALAMAZOO, MICH.

**BETTER BUILDINGS
AT LOWER COST**



1/3 saving in labor, 1/2 in mortar and 1/3 lower material costs are some of the savings made in DUNSTONE buildings. Multiple sizes offer wide flexibility, permitting solid, veneer or hollow wall construction,—all in full range of color and texture.

YOUR OPPORTUNITY

The manufacture of DUNSTONE offers big money-making possibilities for the man equipped to supply the building trade in his territory with this exclusive product. We equip you with new and revolutionary line production machinery, permitting large production with only one or two men. Equipment costs but a fraction of what would be required for other processes of equal capacity.

INVESTIGATE

Write today for complete information. Let us show you how present manufacturers are making outstanding progress in a business that offers unlimited opportunity for growth, expansion and profit.

W. E. DUNN MFG. CO.
450 W. 24th St., Holland, Mich.

**"TruCost" Estimating Figures
for Home Designs in this Issue**



The Editors have prepared a 28 PAGE EXPLANATION of American Builder's "TruCost" system of quick, accurate estimating and offer it to anyone interested at 25 cents per copy. Please enclose payment when ordering. Address American Builder, 30 Church St., New York City.

Page 29, December; Garnsey, Bldr.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Trench Walls, 108 lin. ft.; Excavation per ft. deep, 26 cu. yds.; Outside Walls, 10.25 sqs.; First Floor, 7.20 sqs.; Ceiling, 7.20 sqs.; Roof Pitch, 5" rise per ft. run; Roof, 11.00 sqs.; Hips and Valleys, .80 lin. ft.; Cornice, C & F, 124 lin. ft.; Cornice, 24", 124 lin. ft.; Partitions, 90 lin. ft.; Inside Finish OS Walls, 108 lin. ft.; Front and OS French Doors, 1 opg.; Rear and Grade Doors, 1 opg.; Inside Doors and Cased Opgs., 12 opgs.; Windows and Casements, 10 opgs.; Attic Vents, 6 opgs.; Chimney, 20 lin. ft.; Porch Floor, .24 sqs.

Page 30, December; Kronfeld, Archt.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 132 lin. ft.; Trench Walls, 96 lin. ft.; Basement Floor, 700 sq. ft.; Garage Floor, 175 sq. ft.; Excavation per ft. deep, 31 cu. yds.; Outside Walls, 23.00 sqs.; First Floor, 7.00 sqs.; Second Floor, with fin fig., 7.50 sqs.; Ceiling, 16.25 sqs.; Roof Pitch, 8" rise per ft. run; Roof, 11.50 sqs.; Hips and Valleys, 18 lin. ft.; Cornice, C & F, 175 lin. ft.; Cornice, 4", 78 lin. ft.; Partitions, 134 lin. ft.; Inside Finish OS Walls, 264 lin. ft.; Front and OS French Doors, 2 opgs.; Rear and Grade Doors, 1 opg.; Garage Door 8 ft. wide, 1; Inside Doors and Cased Opgs., 18 opgs.; Windows and Casements, 24 opgs.; Chimney, 30 lin. ft.; Main Stairs, 1; Porch Floor, 1.84 sqs.; Porch Ceilings, 1.60 sqs.; Porch Beam, 42 lin. ft.; Porch and Balcony Post and Newels, 13; Porch Roof, 2.20 sqs.; Porch Cornice, 46 lin. ft.

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Page 31, December: Kronfeld, Archt.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 162 lin. ft.; Trench Walls, 84 lin. ft.; Basement Floor, 648 sq. ft.; Garage Floor, 408 sq. ft.; Excavation per ft. deep, 55 cu. yds.; Outside Walls, 26.00 sqs.; First Floor, 11.00 sqs.; Second Floor, with fin. flg., 9.60 sqs.; Second Floor, without fin. flg., .50 sqs.; Ceiling, 24.60 sqs.; Roof Pitch, 9" rise per ft. run; Roof, 15.25 sqs.; Cornice, C & F, 196 lin. ft.; Partitions, 254 lin. ft.; Inside Finish OS Walls, 300 lin. ft.; Front and OS French Doors, 3 opgs.; Rear and Grade Doors, 1 opg.; Garage Door 15 ft. wide, 1; Inside Doors and Cased Opgs., 27 opgs.; Windows and Casements, 35 opgs.; Gable Sash and Louvers, 1 opg.; Chimney, 32 lin. ft.; Main Stairs, 1; Porch Floor, 2.25 sqs.; Porch Ceilings, 2.25 sqs.; Porch Beam, 56 lin. ft.; Porch and Balcony Post and Newels, 20; Porch Roof, 3.00 sqs.; Porch Cornice, 60 lin. ft.

Page 32, December: Kronfeld, Archt.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 162 lin. ft.; Trench Walls, 54 lin. ft.; Basement Floor, 840 sq. ft.; Garage Floor, 340 sq. ft.; Excavation per ft. deep, 49 cu. yds.; Outside Walls, 23.00 sqs.; First Floor, 10.00 sqs.; Second Floor, with fin. flg., 10.00 sqs.; Second Floor, without fin. flg., 4.25 sqs.; Ceiling, 23.40 sqs.; Roof Pitch, 12" rise per ft. run; Roof, 18.00 sqs.; Hips and Valleys, 30 lin. ft.; Cornice, C & F, 300 lin. ft.; Partitions, 325 lin. ft.; Inside Finish OS Walls, 320 lin. ft.; Front and OS French Doors, 3 opgs.; Rear and Grade Doors, 3 opgs.; Garage Door 15 ft. wide, 1; Inside Doors and Cased Opgs., 28 opgs.; Windows and Casements, 31 opgs.; Chimney, 30 lin. ft.; Main Stairs, 1; Porch Floor, 3.25 sqs.; Porch Ceilings, 3.25 sqs.; Porch Beam, 68 lin. ft.; Porch and Balcony Post and Newels, 19; Porch Roof, 2.40 sqs.; Porch Cornice, 44 lin. ft.

Page 33, December: Kronfeld, Archt.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 108 lin. ft.; Trench Walls, 100 lin. ft.; Basement Floor, 690 sq. ft.; Garage Floor, 162 sq. ft.; Excavation
(Continued to page 74)

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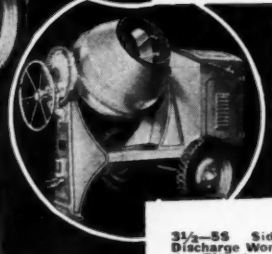
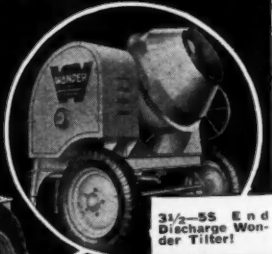
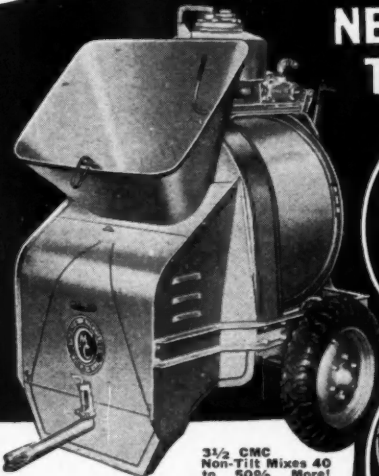


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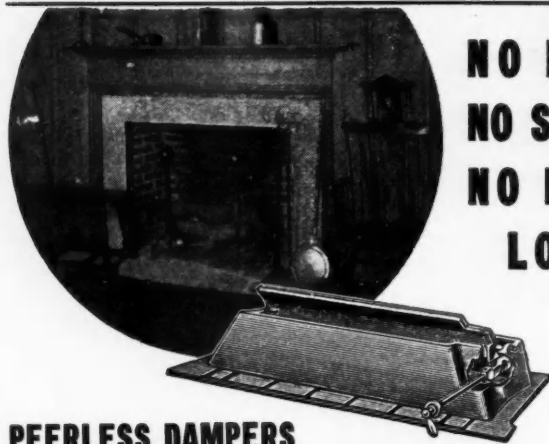
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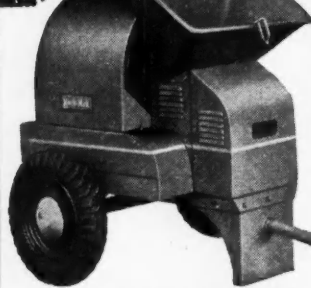
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TruCost Figures—

(Continued from page 73)

per ft. deep, 29 cu. yds.; Outside Walls, 25.00 sqs.; First Floor, 6.90 sqs.; Second Floor, with fin. flg., 6.90 sqs.; Second Floor, without fin. flg., .63 sqs.; Ceiling, 15.40 sqs.; Roof Pitch, 9" rise per ft. run; Roof, 12.30 sqs.; Cornice, C & F, 175 lin. ft.; Cornice, 4", 62 lin. ft.; Partitions, 198 lin. ft.; Inside Finish OS Walls, 216 lin. ft.; Front and OS French Doors, 2 opgs.; Rear and Grade Doors, 2 opgs.; Garage Door 8 ft. wide, 1; Inside Doors and Cased Opgs., 18 opgs.; Windows and Casements, 19 opgs.; Gable Sash and Louvers, 1 opg.; Chimney, 32 lin. ft.; Main Stairs, 1; Porch Floor, .48 sqs.; Porch Ceilings, .24 sqs.; Porch Beam, 10 lin. ft.; Porch and Balcony Post and Newels, 1; Porch Roof, .36 sqs.; Porch Cornice, 12 lin. ft.

Page 34, December; Gonser, Bldr.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 132 lin. ft.; Trench Walls, 24 lin. ft.; Basement Floor, 864 sq. ft.; Excavation per ft. deep, 38 cu. yds.; Outside Walls, 16.75 sqs.; First Floor, 8.64 sqs.; Ceiling, 8.64 sqs.; Roof Pitch, 7" rise per ft. run; Roof, 10.00 sqs.; Hips and Valleys, 24 lin. ft.; Cornice, C & F, 145 lin. ft.; Partitions, 184 lin. ft.; Inside Finish OS Walls, 132 lin. ft.; Front and OS French Doors, 2 opgs.; Rear and Grade Doors, 1 opg.; Inside Doors and Cased Opgs., 13 opgs.; Windows and Casements, 15 opgs.; Gable Sash and Louvers, 2 opgs.; Chimney, 26 lin. ft.; Porch Floor, .60 sqs.; Porch Ceilings, .60 sqs.; Porch Beam, 44 lin. ft.; Porch and Balcony Post and Newels, 4; Front Porch Roof, .25 sqs.; Front Porch Cornice, 12 lin. ft.

Page 34, December; Doenges, Bldr.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 122 lin. ft.; Trench Walls, 10 lin. ft.; Basement Floor, 800 sq. ft.; Excavation per ft. deep, 34 cu. yds.; Outside Walls, 15.00 sqs.; First Floor, 8.00 sqs.; Ceiling, 8.00 sqs.; Roof Pitch, 7" rise per ft. run; Roof, 11.00 sqs.; Hips and Valleys, 20 lin. ft.; Cornice, C & F, 140 lin. ft.; Cornice, 24", 20 lin. ft.;

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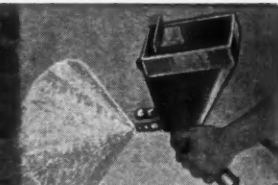
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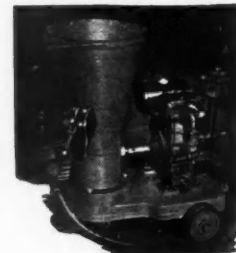
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Page 35, December; W. R. Gordon & Co., Bldrs.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 145 lin. ft.; Trench Walls, 40 lin. ft.; Basement Floor, 1085 sq. ft.; Excavation per ft. deep, 50 cu. yds.; Outside Walls, 21.00 sqs.; First Floor, 10.85 sqs.; Second Floor, without fin. flg., 6.00 sqs.; Ceiling, 10.85 sqs.; Roof Pitch, 12" and 16" rise per ft. run; Roof, 13.25 sqs.; Hips and Valleys, 60 lin. ft.; Cornice, C & F, 155 lin. ft.; Partitions, 158 lin. ft.; Inside Finish OS Walls, 145 lin. ft.; Front and OS French Doors, 2 oppgs.; Rear and Grade Doors, 1 opg.; Inside Doors and Cased Oppgs., 14 oppgs.; Windows and Casements, 23 oppgs.; Gable Sash and Louvers, 2 oppgs.; Chimney, 34 lin. ft.; Main Stairs, 1; Porch Floor, 1.30 sqs.

Page 35, December; Vorys, Bldr.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 110 lin. ft.; Trench Walls, 50 lin. ft.; Basement Floor, 650 sq. ft.; Garage Floor, 180 sq. ft.; Excavation per ft. deep, 28 cu. yds.; Outside Walls, 26.00 sqs.; First Floor, 6.50 sqs.; Second Floor, with fin. flg., 7.50 sqs.; Ceiling, 16.00 sqs.; Roof Pitch, 7" rise per ft. run; Roof, 9.60 sqs.; Hips and Valleys, 28 lin. ft.; Cornice, C & F, 164 lin. ft.; Partitions, 110 lin. ft.; Inside Finish OS Walls, 220 lin. ft.; Front and OS French Doors, 2 oppgs.; Rear and Grade Doors, 1 opg.; Garage Door 8 ft. wide, 1; Inside Doors and Cased Oppgs., 14 oppgs.; Windows and Casements, 22 oppgs.; Gable Sash and Louvers, 1 opg.; Chimney, 34 lin. ft.; Main Stairs, 1; Porch Floor, .24 sqs.; Balcony Post and Newels, 4; Garage Roof, 1.00 sqs.; Deck Rail, 36 lin. ft.

Page 36, December; Reese, Bldr.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Trench Walls, 260 lin. ft.; Garage Floor, 336 sq. ft.; (Continued to page 76)



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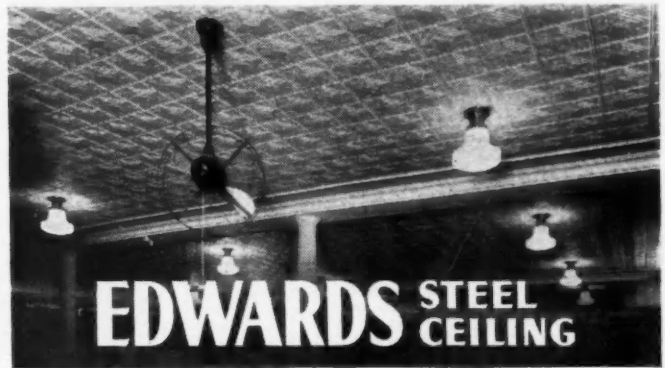
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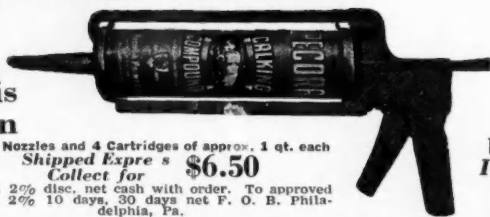
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TruCost Figures—

(Continued from page 75)

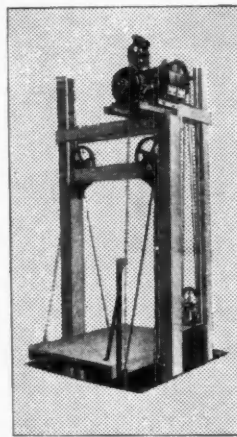
Excavation per ft. deep, 44 cu. yds.; Outside Walls, 33.75 sqs.; First Floor, 11.50 sqs.; Second Floor, with fin. flg., 8.00 sqs.; Ceiling, 19.50 sqs.; Roof Pitch, 7" rise per ft. run; Roof, 20.00 sqs.; Hips and Valleys, 50 lin. ft.; Cornice, C & F, 270 lin. ft.; Partitions, 250 lin. ft.; Inside Finish OS Walls, 260 lin. ft.; Front and OS French Door, 5 opps.; Rear and Grade Doors, 1 opp.; Garage Door 15 ft. wide, 1; Inside Doors and Cased Opps., 24 opps.; Windows and Casements, 24 opps.; Gable Sash and Louvers, 1 opp.; Chimney, 26 lin. ft.; Main Stairs, 1; Deck Post and Newels, 12; Deck Roof, 1.20 sqs.; Porch and Deck Rail, 48 lin. ft.

Page 38, December: Falgut, Bldr.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Trench Walls, 128 lin. ft.; Excavation per ft. deep, 21 cu. yds.; Outside Walls, 10.40 sqs.; First Floor, 6.00 sqs.; Ceiling, 6.00 sqs.; Roof Pitch, 6" rise per ft. run; Roof, incl. Porch, 10.00 sqs.; Hips and Valleys, 100 lin. ft.; Cornice, incl. Porch, 20", 108 lin. ft.; Partitions, 98 lin. ft.; Inside Finish OS Walls, 104 lin. ft.; Front and OS French Doors, 2 opps.; Rear and Grade Doors, 1 opp.; Inside Doors and Cased Opps., 9 opps.; Windows and Casements, 11 opps.; Chimney, 20 lin. ft.; Porch Floor, .50 sqs.; Porch Ceilings, .50 sqs.; Porch Beam, 18 lin. ft.; Porch and Balcony Post and Newels, 1; Porch and Deck Rail, 15 lin. ft.

Page 39, December: Lundquist, Bldr.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 104 lin. ft.; Trench Walls, 18 lin. ft.; Basement Floor, 650 sq. ft.; Excavation per ft. deep, 28 cu. yds.; Outside Walls, 13.00 sqs.; First Floor, 6.50 sqs.; Ceiling, 6.50 sqs.; Roof Pitch, 8" rise per ft. run; Roof, 8.75 sqs.; Cornice, C & F, 110 lin. ft.; Cornice, 4", 53 lin. ft.; Partitions, 96 lin. ft.; Inside Finish OS Walls, 104 lin. ft.; Front and OS French Doors, 1 opp.; Rear and Grade Doors, 1 opp.; Inside Doors and Cased Opps.,



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Page 39, December; Maple Realty Co., Bldrs.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 106 lin. ft.; Trench Walls, 15 lin. ft.; Basement Floor, 700 sq. ft.; Excavation per ft. deep, 29 cu. yds.; Outside Walls, 13.50 sqs.; First Floor, 7.00 sqs.; Second Floor, without fin. fig., 5.00 sqs.; Ceiling, 7.00 sqs.; Roof Pitch, 9" rise per ft. run; Roof, 10.00 sqs.; Cornice, C & F, 120 lin. ft.; Cornice, 4", 56 lin. ft.; Partitions, 96 lin. ft.; Inside Finish OS Walls, 106 lin. ft.; Front and OS French Doors, 1 opp.; Rear and Grade Doors, 1 opp.; Inside Doors and Cased Opps., 8 opps.; Windows and Casements, 14 opps.; Gable Sash and Louvers, 2 opps.; Chimney, 30 lin. ft.; Main Stairs, 1; Porch Floor, .24 sqs.

Page 40, December; Hunter, Archt.

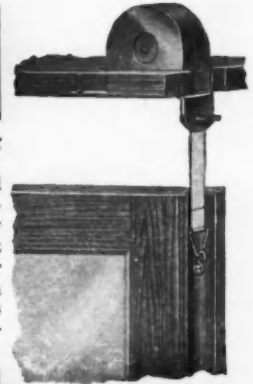
"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 118 lin. ft.; Trench Walls, 68 lin. ft.; Basement Floor, 748 sq. ft.; Garage Floor, 170 sq. ft.; Excavation per ft. deep, 32 cu. yds.; Outside Walls, 19.50 sqs.; First Floor, 7.48 sqs.; Second Floor, without fin. fig., 4.50 sqs.; Ceiling, 9.00 sqs.; Roof Pitch, 10" rise per ft. run; Roof, 11.50 sqs.; Hips and Valleys, 50 lin. ft.; Cornice, C & F, 200 lin. ft.; Partitions, 120 lin. ft.; Inside Finish OS Walls, 118 lin. ft.; Front and OS French Doors, 1 opp.; Rear and Grade Doors, 1 opp.; Garage Door 8 ft. wide, 1; Inside Doors and Cased Opps., 14 opps.; Windows and Casements, 19 opps.; Gable Sash and Louvers, 1 opp.; Chimney, 30 lin. ft.; Main Stairs, 1; Porch Floor, .25 sqs.; Porch Ceilings, .25 sqs.; Porch Beam, 10 lin. ft.; Porch Roof, .25 sqs.; Porch Cornice, 20 lin. ft.

Page 41, December; Hunter, Archt.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 117 lin. ft.; Trench Walls, 84 lin. ft.; Basement Floor, 720 sq. ft.; Garage Floor, 170 sq. ft.; Exca- (Continued to page 78)

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TruCost Figures—
(Continued from page 77)

vation per ft. deep, 32 cu. yds.; Outside Walls, 18.50 sqs.; First Floor, 7.20 sqs.; Second Floor, without fin. fig., 5.00 sqs.; Ceiling, 8.85 sqs.; Roof Pitch, 12" and 7" rise per ft. run; Roof, 14.00 sqs.; Hips and Valleys, 10 lin. ft.; Cornice, C & F, 200 lin. ft.; Cornice, 12", 48 lin. ft.; Partitions, 124 lin. ft.; Inside Finish OS Walls, 117 lin. ft.; Front and OS French Doors, 1 opg.; Rear and Grade Doors, 1 opg.; Garage Door 8 ft. wide, 1; Inside Doors and Cased Opgs., 14 opls.; Windows and Casements, 19 opls.; Chimney, 36 lin. ft.; Main Stairs, 1; Porch Floor, .50 sqs.; Porch Ceilings, .50 sqs.; Porch Beam, 12 lin. ft.; Porch and Balcony Post and Newels, 2; Porch Roof, .60 sqs.; Porch Cornice, 12 lin. ft.

Page 42, December; Hunter, Archt.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 132 lin. ft.; Trench Walls, 75 lin. ft.; Basement Floor, 900 sq. ft.; Garage Floor, 170 sq. ft.; Excavation per ft. deep, 38 cu. yds.; Outside Walls, 18.00 sqs.; First Floor, 9.00 sqs.; Second Floor, without fin. fig., 6.00 sqs.; Ceiling, 10.50 sqs.; Roof Pitch, 10" rise per ft. run; Roof, incl. Porch, 16.00 sqs.; Hips and Valleys, 24 lin. ft.; Cornice, incl. Porch, C & F, 225 lin. ft.; Partitions, 132 lin. ft.; Inside Finish OS Walls, 132 lin. ft.; Front and OS French Doors, 1 opg.; Rear and Grade Doors, 2 opls.; Garage Door 8 ft. wide, 1; Inside Doors and Cased Opgs., 15 opls.; Windows and Casements, 19 opls.; Chimney, 34 lin. ft.; Main Stairs, 1; Porch Floor, 1.20 sqs.; Porch Ceilings, 1.12 sqs.; Porch Beam, 24 lin. ft.; Porch and Balcony Post and Newels, 3.

Page 43, December; Frankfurt, Archt.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Trench Walls, 260 lin. ft.; Garage Floor, 3.80 sq. ft.; Excavation per ft. deep, 60 cu. yds.; Outside Walls, 24.00 sqs.; First Floor, 17.00 sqs.; Ceiling, 17.00 sqs.; Roof Pitch, 5" rise per

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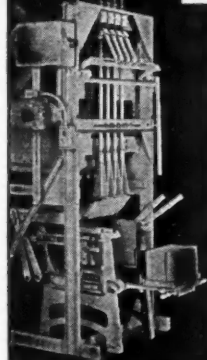
Page 44, December; Hohlt, Archt.

"TRUCOST ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 137 lin. ft.; Trench Walls, 16 lin. ft.; Basement Floor, 950 sq. ft.; Excavation per ft. deep, 40 cu. yds.; Outside Walls, 17.00 sqs.; First Floor, 9.50 sqs.; Ceiling, 9.50 sqs.; Roof Pitch, 7" and 12" rise per ft. run; Roof, 14.00 sqs.; Hips and Valleys, 28 lin. ft.; Cornice, C & F, 175 lin. ft.; Cornice, 4", 40 lin. ft.; Partitions, 142 lin. ft.; Inside Finish OS Walls, 137 lin. ft.; Front and OS French Doors, 1 opp.; Rear and Grade Doors, 1 opp.; Inside Doors and Cased Opps., 15 opps.; Windows and Casements, 17 opps.; Gable Sash and Louvers, 3 opps.; Chimney, 38 lin. ft.; Porch Floor, .32 sqs.; Porch Rail, 8 lin. ft.

Page 45, December; Mills & Sons, Bldrs.

"TRUCOST" ESTIMATING FIGURES FOR THIS HOUSE: Basement Walls, 124 lin. ft.; Trench Walls, 74 lin. ft.; Basement Floor, 890 sq. ft.; Garage Floor, 342 sq. ft.; Excavation per ft. deep, 37 cu. yds.; Outside Walls, 29.00 sqs.; First Floor, 12.00 sqs.; Second Floor, without fin. fig., 8.00 sqs.; Ceiling, 12.00 sqs.; Roof Pitch, 8" rise per ft. run; Roof, 25.00 sqs.; Hips and Valleys, 75 lin. ft.; Cornice, C & F, 300 lin. ft.; Partitions, 150 lin. ft.; Inside Finish OS Walls, 150 lin. ft.; Front and OS French Doors, 4 opps.; Rear and Grade Doors, 2 opps.; Garage Door 8 ft. wide, 2; Inside Doors and Cased Opps., 14 opps.; Windows and Casements, 23 opps.; Gable Sash and Louvers, 3 opps.; Chimney, 28 lin. ft.; Main Stairs, 1; Porch Floor, 2.30 sqs.; Porch Ceilings, 2.30 sqs.; Porch Beam, 50 lin. ft.; Porch and Balcony Post and Newels, 8; Porch Roof, 3.50 sqs.; Porch Cornice, 54 lin. ft.

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