

TECHNOLOGY DEPT.

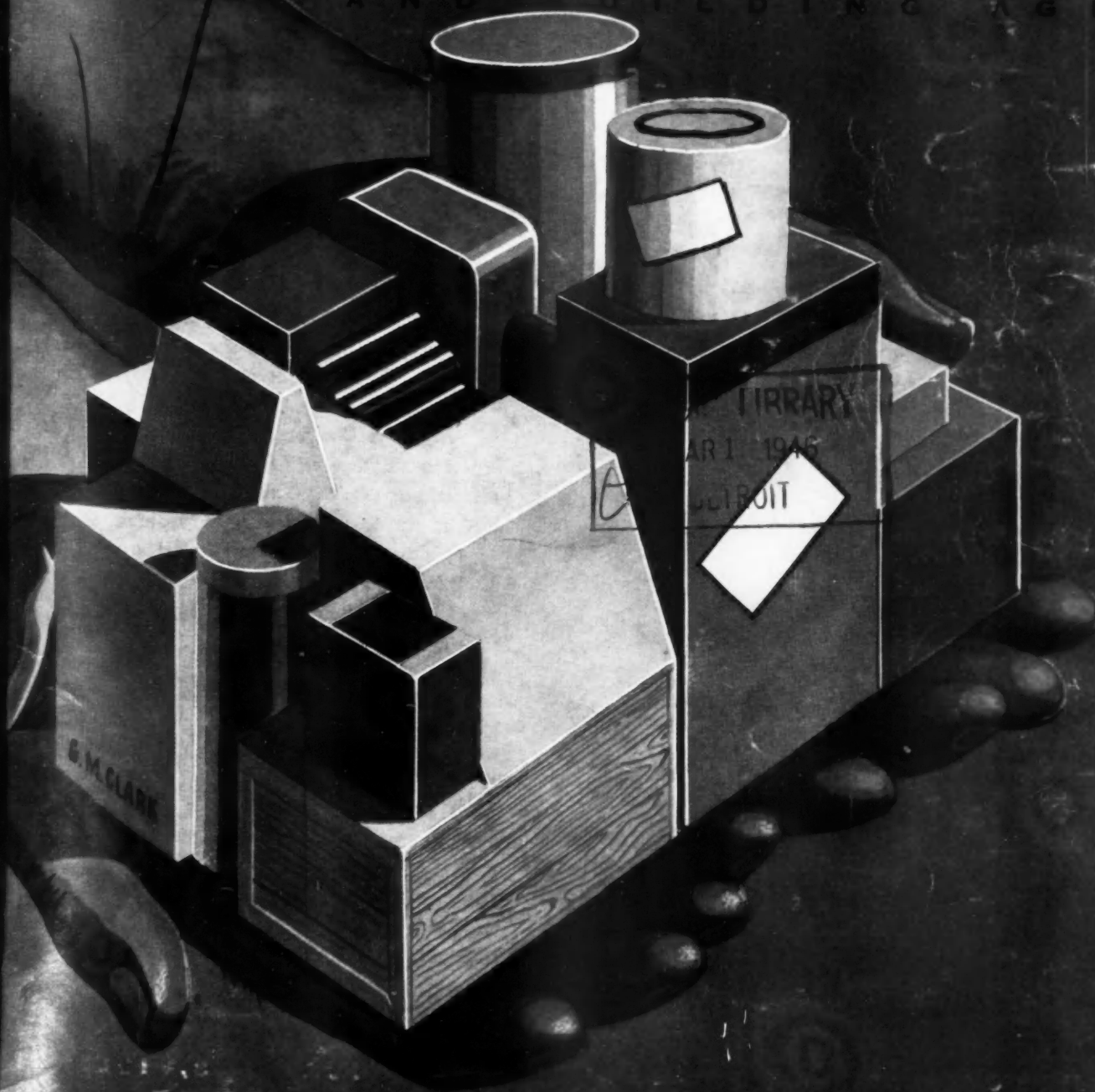
AMERICAN

FEBRUARY 1948
PRICE 25 CENTS

WORLD'S GREATEST
BUILDING PAPER

BUILDER

AND BUILDING AGE



CO
101

Building Products - Review and Preview

TWO

THINGS TO REMEMBER

IN FEBRUARY

1.

Go to the National Association of Home Builders Convention and Exposition at the Stevens Hotel, Chicago, February 25th to 28th. Be sure to visit the Celotex Display and see The Cestmo Model Home, the amazing, easy-to-build, sturdy and modern house that is helping to ease the housing shortage.

2.

The Celotex Corporation is doing everything in its power to increase production, though right now you may not be able to obtain *all* the Celotex building materials you need. Present plants are being expanded—new ones added throughout the country. Just as rapidly as possible, an increasing volume of Celotex building materials will be made available to you.



CELOTEX

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BUILDING PRODUCTS

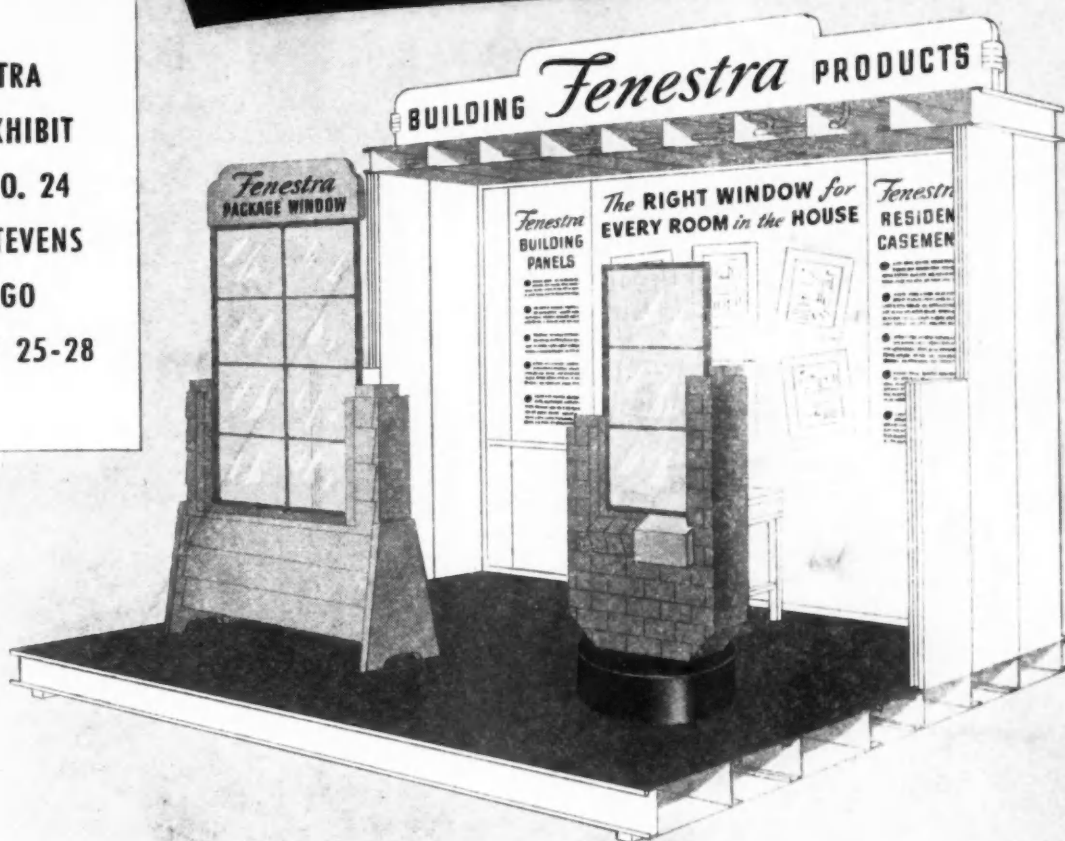
THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

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NAHB EXHIBIT
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HOTEL STEVENS
CHICAGO
FEBRUARY 25-28



If a picture is worth a thousand words...then perhaps seeing the real thing is worth a thousand pictures.

That's why we urge you to give a few minutes of your time at the NAHB Show in Chicago to Fenestra's Exhibit.

We've planned this exhibit to match—as closely as we possibly can—typical residential installations of Fenestra Steel Windows and Building Panels. Displays will show how the Fenestra Package Window combines casement, storm sash, and

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your home can include a*
Bonus Basement



ARCHITECT: KENNETH M. NISHIMOTO
RIVERS, ARIZONA

As you've probably already found out, one of the thrills of planning the building or remodeling of your home is deciding what kind of recreation room your basement will boast. And you're due for still another thrill, if you take this advice: *heat your new home with Bituminous Coal.* For then you can have a "Bonus Basement"—furnished and paid for in a few years' time by the sizable savings that come from using this lowest-cost, most dependable of all home-heating fuels.

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If you'll take advantage of the special offer described at the right, we'll send you real help and suggestions for planning your Bonus Basement. Then talk it over with your architect or builder.

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

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

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

(This is one of a series of advertisements now appearing in home-makers' magazines)

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**WIRING & SYSTEMS
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National Electric
PRODUCTS CORPORATION
Pittsburgh 22, Pa.



Mister Jones is having a house...

and he'd like to get it over with!

YOU CAN GIVE IT TO HIM WEEKS SOONER

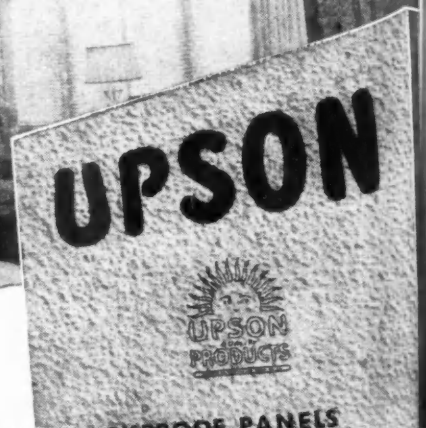
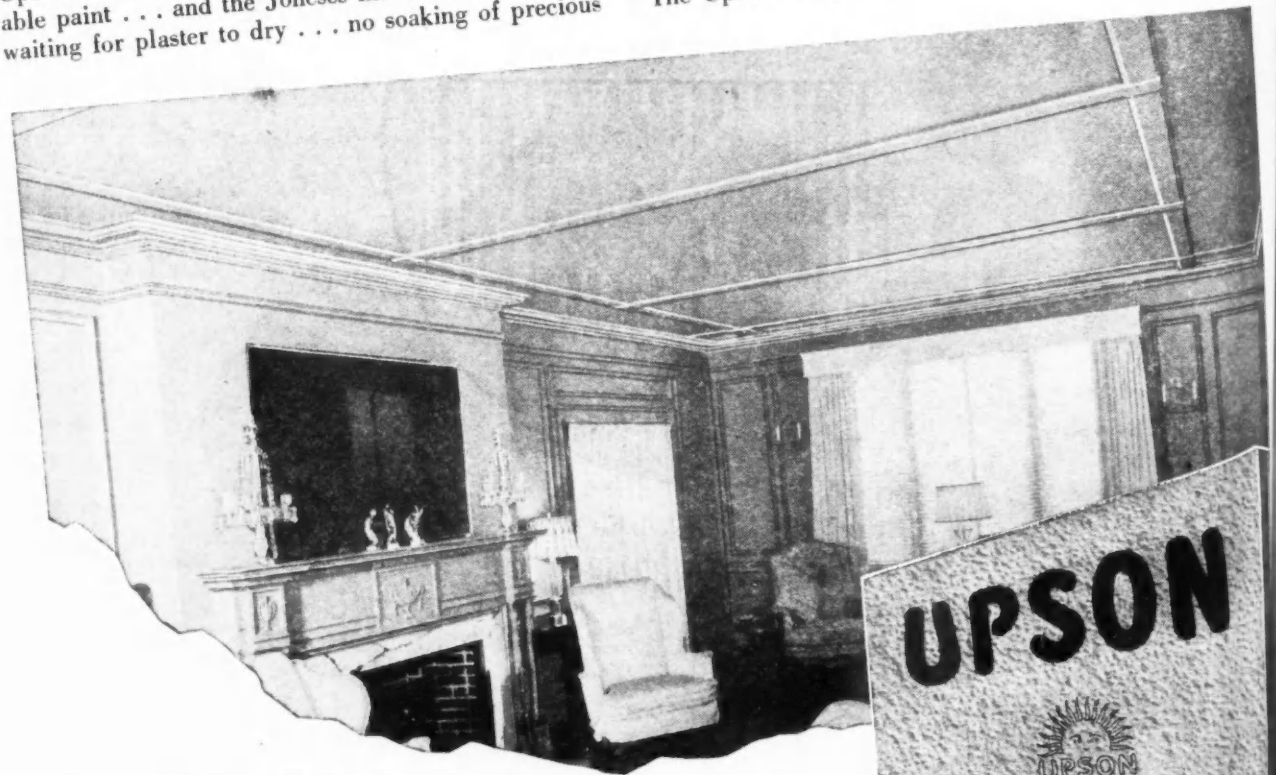
If you'd been waiting and waiting and waiting for something you had dreamed about, you'd be impatient, too!

And by using a new, tested type of wall and ceiling construction—Upson Panelling—you can actually cut Mr. Jones' house waiting time two to six weeks.

Remember, these thick, rigid panels go right on over the framework of new construction to form the interior finish. The rich, beautifully pebbled inside finish of Upson Panelling is then decorated quickly with washable paint . . . and the Joneses move in. No weeks of waiting for plaster to dry . . . no soaking of precious

floors and trim with hundreds of pounds of water. And best of all—NO CRACKS now or ever to mar the beauty of the walls and ceilings. The painted surface of Upson Panelling cleans easily with a few strokes of a damp cloth.

There are millions of Joneses . . . and they're all eager to be home-owners as quickly as possible. The situation is critical today. And fortunate is the prospective home-owner who can secure Upson Panels for his new home. For war has proved and tested this new faster method of constructing beautiful, durable walls and ceilings. The Upson Company, Lockport, New York.



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Upson Products are easily Identified By the Famous Blue-Center

PACEMAKER IN CRACKPROOF PANELS

FEBRUARY

VOL. 68 1946 NO. 2

AMERICAN BUILDER
AND BUILDING AGE

C O N T E N T S

AMERICAN BUILDER and BUILDING AGE

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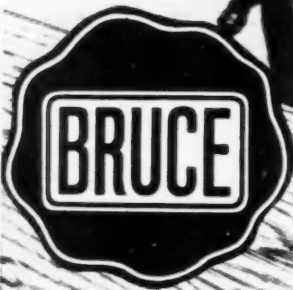
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For Tomorrow's
Homes the Winner
Will Be Bruce
Finished Floors!

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- 3 **Perfect Filling**—Highest quality silex filler is rubbed into wood as flooring moves down the finishing line.
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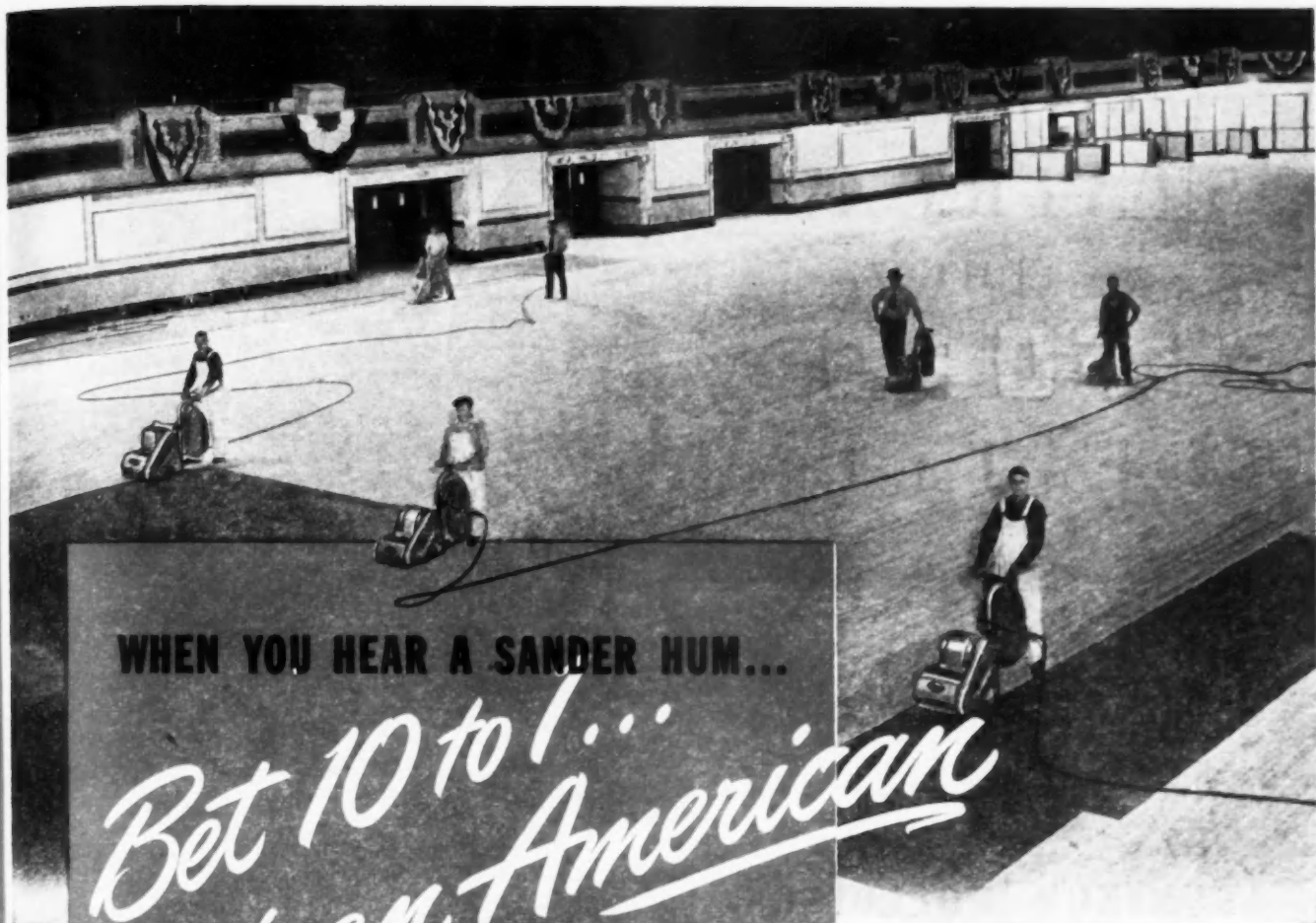


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Beauty
Floors*

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The finest flooring in our history—Bruce Finished Flooring with the new Factory Finish—will be available as soon as manufacturing conditions permit. New technical developments will give Bruce Finished Flooring greater beauty, longer wear, greater cleaning ease. This is truly America's newest flooring sensation—worth waiting for.

BRUCE FINISHED FLOORS



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*Bet 10 to 1...
It's an American*

More American floor sanders are turning out bigger profits for floor contractors every day. These men whose livelihood depends on good equipment rely on American Service, available in thirty distribution centers throughout the country. Supplies, abrasives, parts and additional equipment are always within a local area... no need for long correspondence with a factory miles away.

Whether you have a one-man business or employ twenty, every minute your sander is running, it's making you money. That's why successful floor contractors choose American.

So, the next time you hear a floor sander hum... you can bet ten to one it's an American.

THE AMERICAN FLOOR SURFACING MACHINE COMPANY
511 SO. ST. CLAIR ST. • TOLEDO 3, OHIO

The American Line includes...
American Standard and Little
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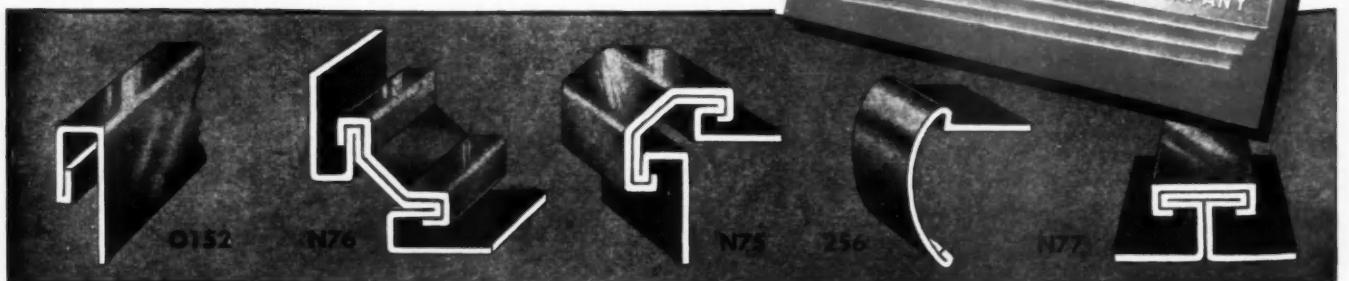


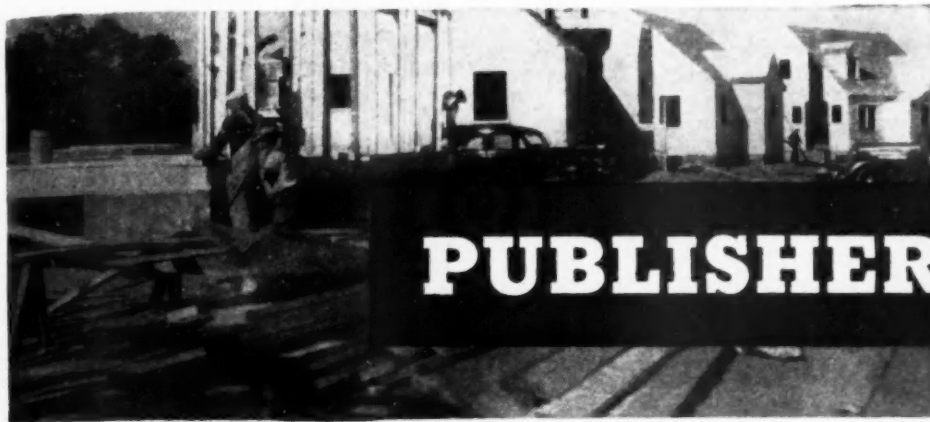
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STAIRCASE
THE
FORD
TREATMENT

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STAINLESS STEEL
AND
ALUMINUM MOULDINGS

For all staircase work. Your customers will be delighted with the smart, modern appearance. You'll be delighted too with Ford service, not only for staircases but for all moulding work. Kitchens, bathrooms, recreation rooms—any place where moulding is used—you can find a Ford Metal Moulding properly shaped for easy installation. Over 500 types and sizes of Stainless Steel Snap-On, Stainless Steel and Aluminum nosings, edgings, angles, channels, tee-shapes, and special sections of decorative trim in shining Mirro-Brite or satin finish.

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329 East 45th Street, New York 17, N. Y.





PUBLISHER'S PAGE

Price-Fixing Versus Production

WE are seeing it proved again in this country, as it has been proved in history so many times, that attempts of government to fix prices in time of peace do more harm than good. Government price-fixing in time of war, when most people are influenced by patriotism to obey, and to help cause others to obey, all government regulations, may be beneficial. But the more patriotic people are, the more disposed they are likely to be to rebel against dictation from government in time of peace, especially if they consider it unjustifiable in method, purpose and effect.

Government is trying to use its war powers to fix prices and rentals although the war is over. It is helping labor unions in their efforts to increase labor costs, while trying to prevent the increases of prices and rentals that are the natural effects of increases in labor costs. The government's ostensible purpose is to prevent inflation. But the best way to prevent inflation or anything else is to prevent the cause or causes of it.

Advances in labor costs cannot, in the long run, be prevented from causing increases in prices. They can be prevented even temporarily from increasing prices only at the cost of curtailing business profits, or causing business losses. And no sane management of a business will produce at a loss that it can avoid or increase its production without reasonable expectation of thereby increasing its profits.

Those trying to enforce ceilings on prices and rentals regardless of increased costs disregard or do not know that the establishment and maintenance of two kinds of *economic balance* are essential to high level construction, production and employment. The prices of *different industries* must be so balanced as to enable each industry and its employees to exchange all they can produce for the products of other industries and their

employees. And the payrolls and profits of *each industry* must be balanced in accordance with the special requirements of that industry if it is to contribute its share of total national production and employment.

The only means by which these two kinds of economic balance can be established and maintained is *free and equal competition*. They are hindered from being established and maintained by monopoly practices of either business or labor. They cannot possibly be established and maintained under government policies of backing labor monopolies and fixing prices and rentals. For, obviously, the free competition and the profits made under such competition, which are the essential driving forces of private enterprise, are wholly incompatible with the dictation of wages, prices and rentals by monopolies and government.

Everybody desires the prevention of inflation. But in the long run demand and supply, not government controls, will determine prices and rentals. The demand for increased housing, goods and services is enormous. Only greatly increased construction and production can supply this demand. Therefore, the purpose of all government, business and labor policies should be to increase construction and production as rapidly as practicable. They are the only means by which supply can be made to equal demand.

Prevailing government and labor policies, by restricting construction and production, hinder increase in the supply of housing and goods while the demand for them continues increasing. Hence, they are the best means that could be adopted to make certain the inflation which it is the ostensible purpose of government controls of prices and rentals to prevent.

Samuel O. Drumm,

Marlite
**BEAUTIFUL
 DURABLE
 PRACTICAL**
**Interior Wall
 and
 Ceiling Paneling**

for **NEW CONSTRUCTION OR
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 TO EVERY DECORATIVE
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Plastic-finished Marlite is the modern interior wall and ceiling paneling that is at once beautiful, durable and practical . . . equally well suited for new construction or remodeling; in all types of rooms and buildings wherever attractive, easily-maintained interiors are required . . . exclusive high-heat-bake finish resists dirt, grime and moisture penetration. Engineered to endure, Marlite assures customer satisfaction that means more sales and profits for you. Adaptable to a thousand uses, it offers almost limitless opportunities to alert dealers who know what Marlite can do—for their customers and for them.



Here Are *Marlite* Profit-Building Features:

EASY TO INSTALL—Marlite comes in large, wall-size panels that can be quickly and easily cut to application size with regular carpenter's tools. Makes modernizing economical; saves time and labor on new construction.

DURABLE—Marlite panels are 5/32" deep—and built to last. Its sealed surface provides a stain-proof, easy-to-clean surface that will retain its original gleaming beauty for years.

MINIMUM MAINTENANCE—Whether you're selling a housewife, an institutional director or a store owner, Marlite's easy-to-clean surface has distinct appeal. Just wiping the smooth surface of plastic-finished Marlite will restore all its original color and attractiveness. Think what a selling feature that can be!

ADAPTABLE—Marlite is suitable for all interior surfacing. In every room in every building, there's a

market, and a need, for Marlite. Perhaps it's a food store in which an attractive, sanitary interior is required; Marlite meets the need. It may be an industrial plant, seeking a means to provide safer, more efficient working quarters, and again Marlite can do the job! Service stations, retail stores, offices, public buildings of every type; individual homes, apartments, hospitals, theaters, hotels; in fact, wherever economical, long-life interior finishing is needed, Marlite meets all requirements, offers you opportunities for profit.



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MARSH WALL PRODUCTS, Inc.

23 MAIN STREET, DOVER, OHIO

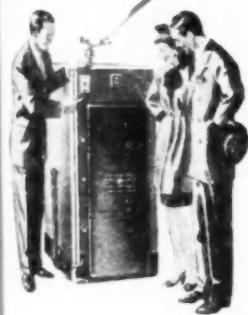
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PLASTIC-FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS

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**on heating equipment and plumbing fixtures
... is your assurance of satisfactory service**



THIS easily recognized Mark of Merit now is being extensively advertised to millions of homeowners and builders as the dependable guide to the best in heating equipment and plumbing fixtures.

Like the "Sterling" mark on silver, this Mark of Merit on heating equipment and plumbing fixtures stands for the very finest. It identifies time-tested, performance-proved products which are backed by many millions of dollars spent in research. Products which have been Serving the Nations' Health and Comfort for

more than half a century.

Make certain of satisfaction by specifying American-Standard products. These products are styled, designed and engineered to fit the widest range of architectural and

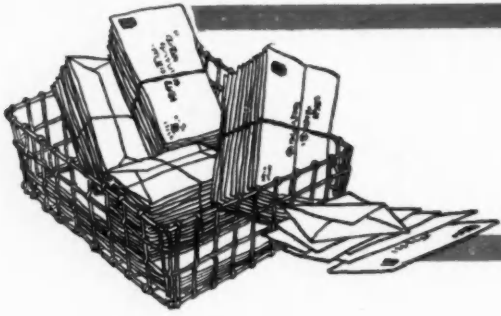
structural requirements.

For information, contact your Heating and Plumbing Contractor. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pa.

AMERICAN-Standard

HEATING  PLUMBING

Serving the Nations' Health and Comfort



Our Readers Say:

Hits proposed housing laws

To the Editor: Present proposed building legislation will accomplish nothing other than producing fewer homes for the veterans in the first six months of 1946 than were built in this nation during the last six months of 1945. Diverting half of materials to homes under \$10,000, and permitting the balance of materials to flow into other forms of construction discloses a lack of knowledge of the building industry on the part of those sponsoring a plan that borders on the unbelievable.

There are not sufficient building mechanics in the United States at the present time to service one-fourth of present construction. Placing a ceiling on homes of \$10,000 or less, and no ceilings on other forms of construction will automatically draw into the latter field all available mechanics.

Factories, industries and commercial firms with large reserve funds will pay any price, no matter how exorbitant, to complete quickly their alterations, additions, etc. Small homes construction smothered with ceilings will cease.

If the boys at Washington are sincere in their avowed intentions to create more homes for returning veterans, here are suggestions that will positively unravel present building chaos, only to the extent of quickly producing a great number of small homes in a short period of time:

Stop immediately the issuing of permits for both remodeling and new construction of all commercial work, factories, industries, automobile agencies, churches, gasoline stations, race track additions, tavern alterations, schools, restaurant enlargements, and public improvements of all types.

Halt immediately the disgraceful, self-crucifying program of monthly shipping to England and other cry-baby nations, tens of millions of dollars of vital building materials, such as lumber, plumbing, etc., now urgently needed at home to provide shelter for returning veterans.

Shake loose from his dictatorial trance that magnificent confusionist, Chester Bowles, whose arbitrary price ceilings on hundreds of essential building materials have successfully swept clean the shelves of all supply houses. Immediately step up prices on those absent necessary materials to the extent that the manufacturer can quickly return them to the supply houses with some semblance of profit.

Drastic changes, in some instances entailing the elimination of entire sec-

tions, must be made immediately in the building codes of all cities. The hundreds of monopolistic union restrictions and unnecessary materials now choking the industry will have to be entirely blotted out. Organized labor will have to operate a highly productive, efficient apprentice system during that period. The number of hours worked each month by every man connected with the industry will have to be increased.

The building trades, if they realize it, are given a wonderful opportunity to help solve the building tie-up. For a period of 36 months in order to test fairly, let all organizations permit all of their members to work 200 hours per month. Permit them to work any hours they see fit on any day of the week, with the exception of Sunday, on which day they shall be paid double time.

The building trades have repeatedly complained that the average building mechanic makes only \$1520 a year. Under the present set-up, established by organized labor, it is a physical impossibility for the average building mechanic to make over \$1520 per year.

With the allotted hours of time from 8 to 4:30 and the days—Monday to Friday inclusive—building trades labor would have to control the rain, the wind, the sun, snow and other elements that go towards making workable weather.

Naturally the returning veterans have turned their backs on learning a trade while the leaders of organized labor continue to shout from the house tops that the annual income of the average mechanic is \$1520. Let them reverse their policy by adopting the 200-hour monthly plan, and their golden opportunity to increase their membership with returning veterans will be realized. In addition, they will be doing the American public a service by furnishing needed housing in a short period of time.—JOHN J. MANGAN, Builder, Chicago, Illinois.

American Builder house plans

To the Editor: I read several trade magazines regularly and without any hesitation can say that I enjoy the *American Builder* more than any of the others.

In one of the last issues I saw a plan which I believe would make a dandy home to build for sale, and when conditions become favorable, I hope to be able to start it, if I am not too busy building and remodeling for others.—EVAN D. JONES, General Contractor, Toledo, Ohio.

Wholesaler advertising

To the Editor: With reference to the article "Hold That Storm Sash and Screen Market" by Mr. T. E. Weil of the Lumberman's Door & Trim Co., Cleveland, in your December issue, while the writer agrees with Mr. Weil's analysis of the picture, I'm wondering when the wholesale distributors are going to take the long view and do their share of advertising for stimulating the retail consumer. The only advertising that I've seen by the wholesalers is that which appears on the programs of charity affairs.

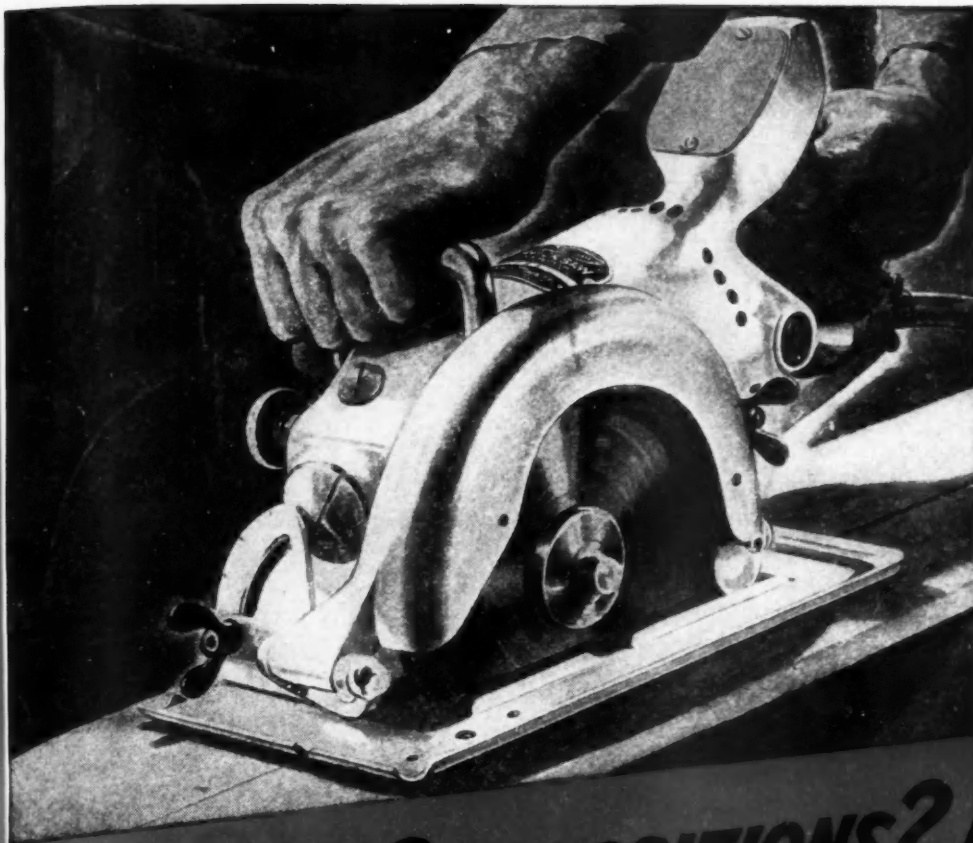
The writer wishes to take exception to the inclusion of the ad of the Forest City Material Co. with the others referred to as "Specialty Concerns." The Forest City Material Co. is not only one of the biggest retail lumber distributors in this area, but was the first retailer to go into large scale retail advertising. It has served to educate the buying public to the fact that the lumber yard is no different from any other store as far as ease of purchase is concerned and has proved of benefit to all retailers in this market.

Now that I've got that off my chest, I wish to express my congratulations on the excellence of your magazine and thanks for the information and inspiration which is derived from every issue.—MARVIN W. MEZI, Mezi Lumber Company, Cleveland, Ohio.

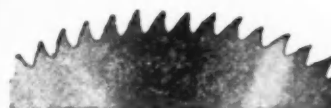
Likes Kesslerwood story

To the Editor: I received a copy of the *American Builder* from a friend who is a subscriber. Contained in this issue is the article about Kesslerwood which is of vital interest to me. I was very much impressed with the story and the display and needless to say the whole content was very much appreciated by me because it has expressed a summation of the ideals and plans for this subdivision. Your office certainly did a fine job, and I wish to compliment you and express my thanks for making it a feature.

The thought has occurred in our office that it would be well to distribute a number of these copies to various people in Indianapolis who should be vitally affected. Will you have, if possible, thirty-five or forty copies sent to my office and I will remit immediately the expense of this delivery. I would like also to have the same number of the January publication.—KENNETH P. FRY, Real Estate, Indianapolis, Indiana.



COMBINATION BLADE for all ripping, general cross-cutting.



CROSS-CUTTING BLADE for fast, smooth cross-cutting work.



PLANER BLADE for very smooth cutting and mitering jobs.

WOODS? COMPOSITIONS? METALS? "Quick-Saws" Cut 'em All!

No matter what materials you're using, versatile Black & Decker Electric "Quick-Saws" save you time, money, muscle, manpower. Equipped with the right blades and abrasive discs (shown at the right) they saw a wide variety of materials . . . make a wide variety of cuts . . . *help you turn out ten times the work with one-tenth the effort.*

"Quick-Saws" can be adjusted quickly, easily, for angle or depth of cut. They cut cleanly and accurately. They're streamlined and weight-saving, give top performance whether in your shop or on the job.

There are three "Quick-Saw" models: No. 75, cuts to 2 $\frac{3}{8}$ " depth, \$105; No. 85, cuts to 2 $\frac{5}{8}$ " depth, \$122; No. 95, cuts to 3 $\frac{1}{8}$ " depth, \$140. For more information, see your nearby Black & Decker distributor. For our illustrated "Electric Saw Handbook" address: The Black & Decker Mfg. Co., 666 Pennsylvania Ave., Towson 4, Maryland.



GROOVING BLADE for cutting grooves, similar to dadoing.



DIAMOND RIM BLADE cuts stone, ceramics, very hard materials.



ABRASIVE DISCS for cutting and slotting marble, tile, etc.

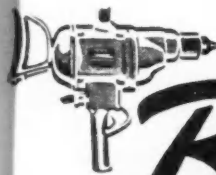


METAL-CUTTING BLADE for cutting soft, non-ferrous metals.



FRICTION BLADE for cutting corrugated, galvanized sheet.

* Trade-Mark Reg. U.S. Pat. Off.



LEADING DISTRIBUTORS EVERYWHERE SELL

Black & Decker

PORTABLE ELECTRIC TOOLS

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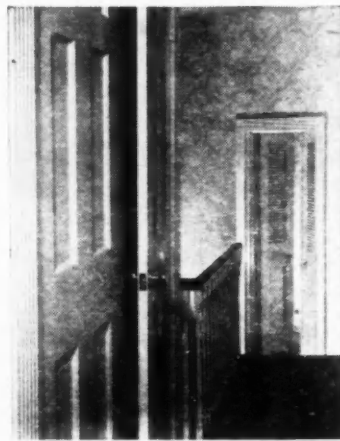
To help you cure those "Storage Headaches"...

WHERE do the children's sleds go in summer? Where do the folding lawn chairs go in winter? Problems like these have caused many a headache for householders. The answer, as you know, is more closets—with doors of Ponderosa Pine to make those closets more attractive, more economical.

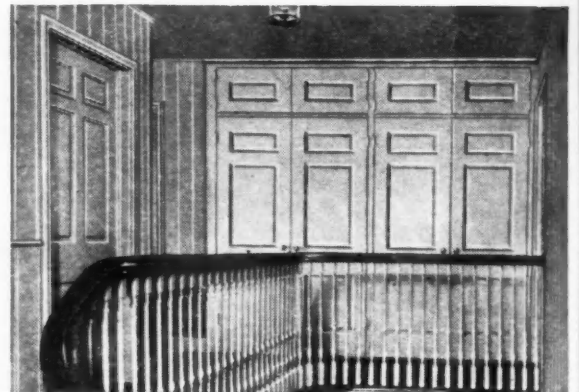
Stock design doors, frames and windows of Ponderosa Pine can go a long way toward giving new home owners the convenience and charm they want—at a price they can afford to pay. The new Ponderosa Pine booklet "Today's Idea House" is full of suggestions on achieving that laudable end. Profusely illustrated, this new booklet should be in your file as a source of inspiration and ideas. Just mail the coupon for your copy—there's no obligation.



Note how the usefulness of this hallway is increased by the mirrored closet door. The good taste with which Ponderosa Pine woodwork is styled adds lasting value to a dwelling.



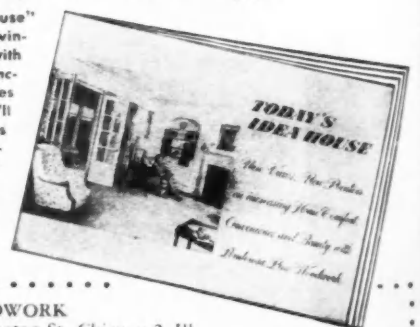
Closets with louvered doors, as shown, permit desirable ventilation, yet are graceful and dignified. Features such as this can be fitted into even moderate building budgets, when Ponderosa Pine is used.



Here is a modern "storage wall" that combines up-to-date convenience with traditional beauty. Stock design doors of Ponderosa Pine are available in a wide variety of styles for every building need.

Send Today for Your Copy!

In "Today's Idea House" doors, frames and windows are treated with respect to their functions in making homes more livable. You'll want a copy of this important booklet—and the coupon will bring it to you.



Ponderosa Pine
WOODWORK
THE BEST IS YOURS . . . WITH PONDEROSA PINE

.....
PONDEROSA PINE WOODWORK
Dept. OAB-2, 111 W. Washington St., Chicago 2, Ill.
Please send me a free copy of "Today's Idea House."

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



SIMPLIFIES PLANNING AND CONSTRUCTION

In the Leaman Apartments, 3181 West Broad Street, Columbus, Ohio, 8 Janitrol Gas-Fired Winter Air Conditioners heat 8 apartments conveniently, comfortably, economically. Full year's gas bills for both heating and cooking averaged only \$39.91* for each apartment. Each unit consists of living room, dinette, kitchen, bath, and two bedrooms . . . tenant pays his own gas bill . . . hot water is supplied by the management.

Check these advantages:

INDIVIDUAL TEMPERATURE CONTROL. Each apartment resident regulates his own Janitrol to suit himself. Automatic controls keep temperature constant.

ECONOMY. Heat is generated right on the spot where it is used. No loss through

extensive ductwork. No need for fireman. Installation and initial investment for these 8 Janitrols is no greater than the cost of a central heating plant with ductwork. Operation and maintenance cost is vastly less.

SIMPLIFIES PLANNING OF BUILDING. Furnace and fuel storage rooms are eliminated. Construction is simplified, space which would be used for ductwork is conserved.

LESS WORK FOR CUSTODIAN. No coal, no ashes, no furnace-fixing.

There are many similar successful Janitrol installations of this same type. Write for full information and performance data on this modern heating method. *Surface Combustion Corporation, Toledo 1, Ohio.*

*Natural Gas Average Rate—56 cents per 1000 cubic ft.

Janitrol

GAS-FIRED HEATING EQUIPMENT



Winter Air Conditioner



Gravity Furnace



Convection Furnace



Radiator



Radiator



Hot Water Storage Unit

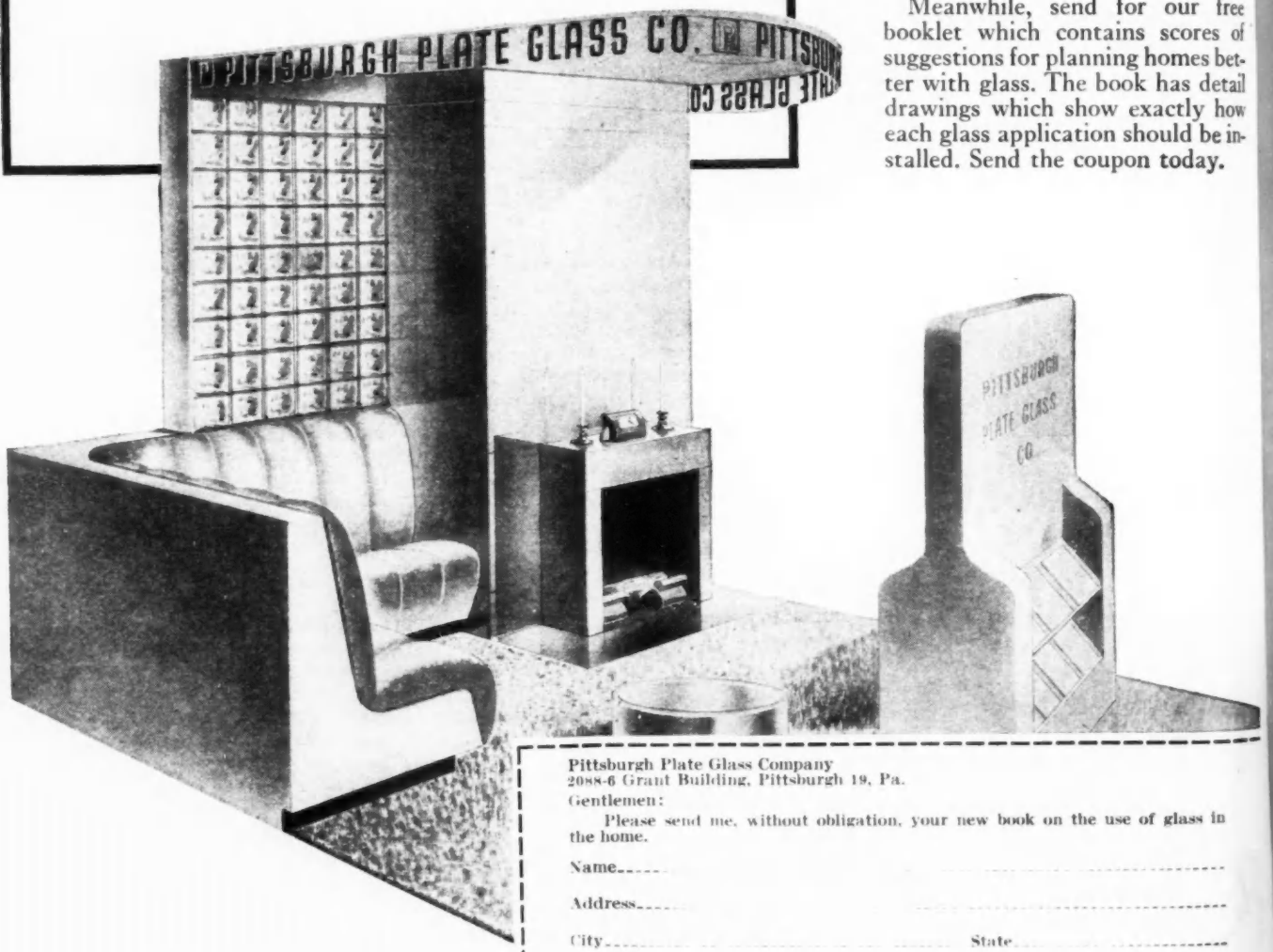
BE SURE TO VISIT OUR EXHIBIT AT THE NATIONAL HOME BUILDERS SHOW—CHICAGO FEB. 25-28

You're Invited
to the
"Pittsburgh" Exhibit

Space No. 66

... AT THE NATIONAL HOME BUILDERS' SHOW IN CHICAGO

HOTEL STEVENS, FEBRUARY 25th to 28th



BE sure to come! We'd like to show you the latest developments in the use of glass as a building and decorating material. The use of glass in home construction is growing in popularity. Many prospective home owners are planning to use glass extensively when they are able to build.

You'll want to know how effectively and inexpensively glass can be used. How to install simple applications. What glass products are going to be available for your use. At the "Pittsburgh" Exhibit (Space No. 66) you'll find the answer to these and many other important questions. And you'll see some of the many ways glass can be used to make the homes you build more attractive, more useful, easier to sell. Don't miss the "Pittsburgh" Exhibit.

Meanwhile, send for our free booklet which contains scores of suggestions for planning homes better with glass. The book has detail drawings which show exactly how each glass application should be installed. Send the coupon today.

Pittsburgh Plate Glass Company
2088-6 Grant Building, Pittsburgh 19, Pa.

Gentlemen:

Please send me, without obligation, your new book on the use of glass in the home.

Name.....

Address.....

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



"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

They're Here! ...

AETNA STEEL DOOR FRAMES

WOOD

STRENGTH • RIGIDITY

Aetna Steel Door Frames are made of one piece of jamb and two sides of trim. They are designed to fit doors which will not open.

Will not absorb moisture and swell...size of frame will not change. Eliminates repairs because these steel frames cannot chip or damage.

Hinges are welded to frame at factory and spaced to fit most prefabricated wood doors. Strike plate cutouts will take any strike plate.

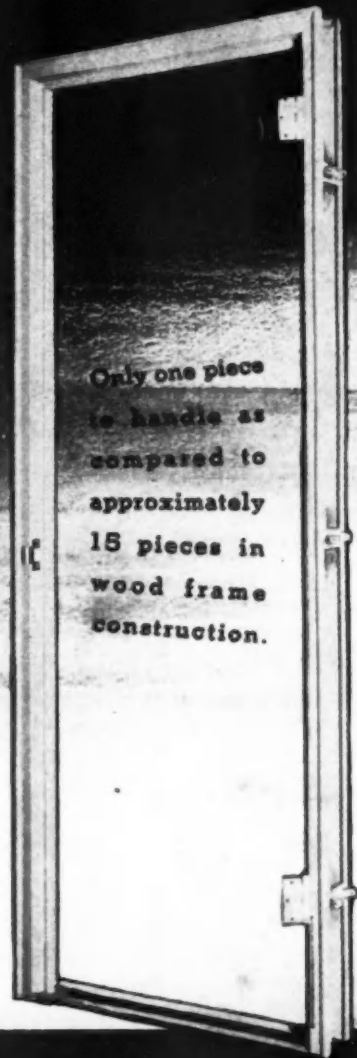
Designed to fit any type and thickness of wall.

Prime coated at factory.

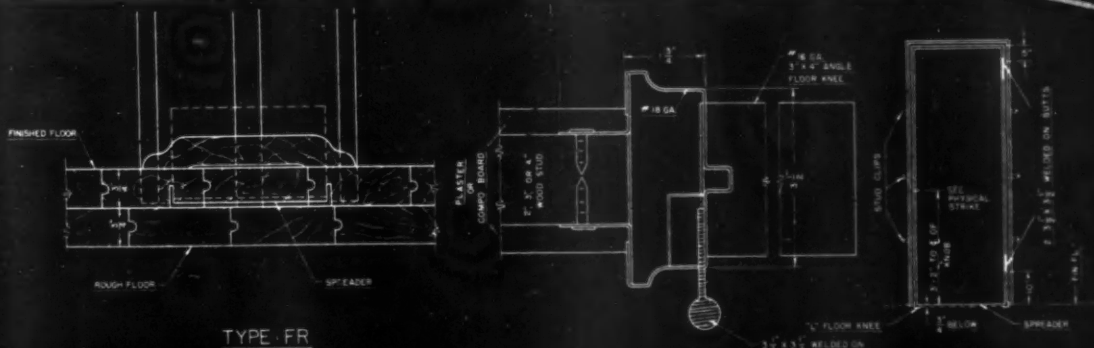
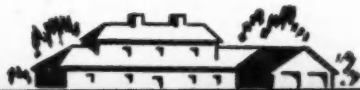
Easy to erect...Save labor costs...Simplify supply problems.

For close to half a century, Aetna has specialized in the manufacture of Hollow Steel Doors and Steel Door Frames for industrial and public housing needs. Now, a revolutionary new development makes Aetna Steel Door Frames AVAILABLE TO HOME OWNERS...

IN ANY QUANTITY OR STANDARD SIZE



Only one piece to handle as compared to approximately 15 pieces in wood frame construction.



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Details on request

AETNA STEEL PRODUCTS CORPORATION

50 Church Street, New York 7, N. Y.

Plant: Pottsville, Pa.



AETNA STEEL PRODUCTS CORPORATION

THRUSH



No.4

**WATER
RELIEF
VALVE**

*for
Safety!*

PROVEN Performance! For more than twenty-five years this famous Thrush Differential Relief Valve has been giving positive, dependable protection to boilers all over the land. Hundreds of thousands now in use. Your customer's heating plant is safe . . . and your reputation as a quality heating man is protected, too . . . when you recommend and install Thrush Valves. See your wholesaler today or write Dept. G-2.

H. A. THRUSH & COMPANY • PERU, INDIANA

Summer, Winter Hot Water Heat!

FINE BUILDING
FINE APARTMENTS
fine **EQUIPMENT**

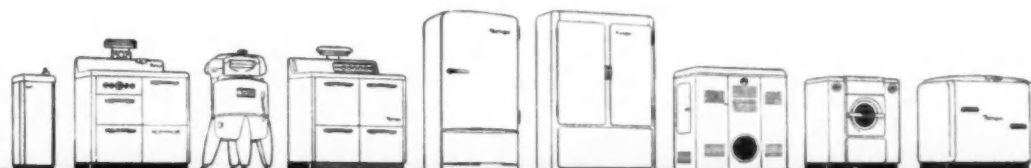
● Well known and much admired, "6230 Kenmore Avenue" in Chicago expresses *modern living* at its best. Ross, Browne & Fleming sponsored the project, which was designed by Frank McNally and built by A. L. McNally. One hundred and thirty-four apartments in all. Norge Rollator refrigerators and Norge gas ranges contribute to the convenience and efficiency of these much-sought-after apartments.

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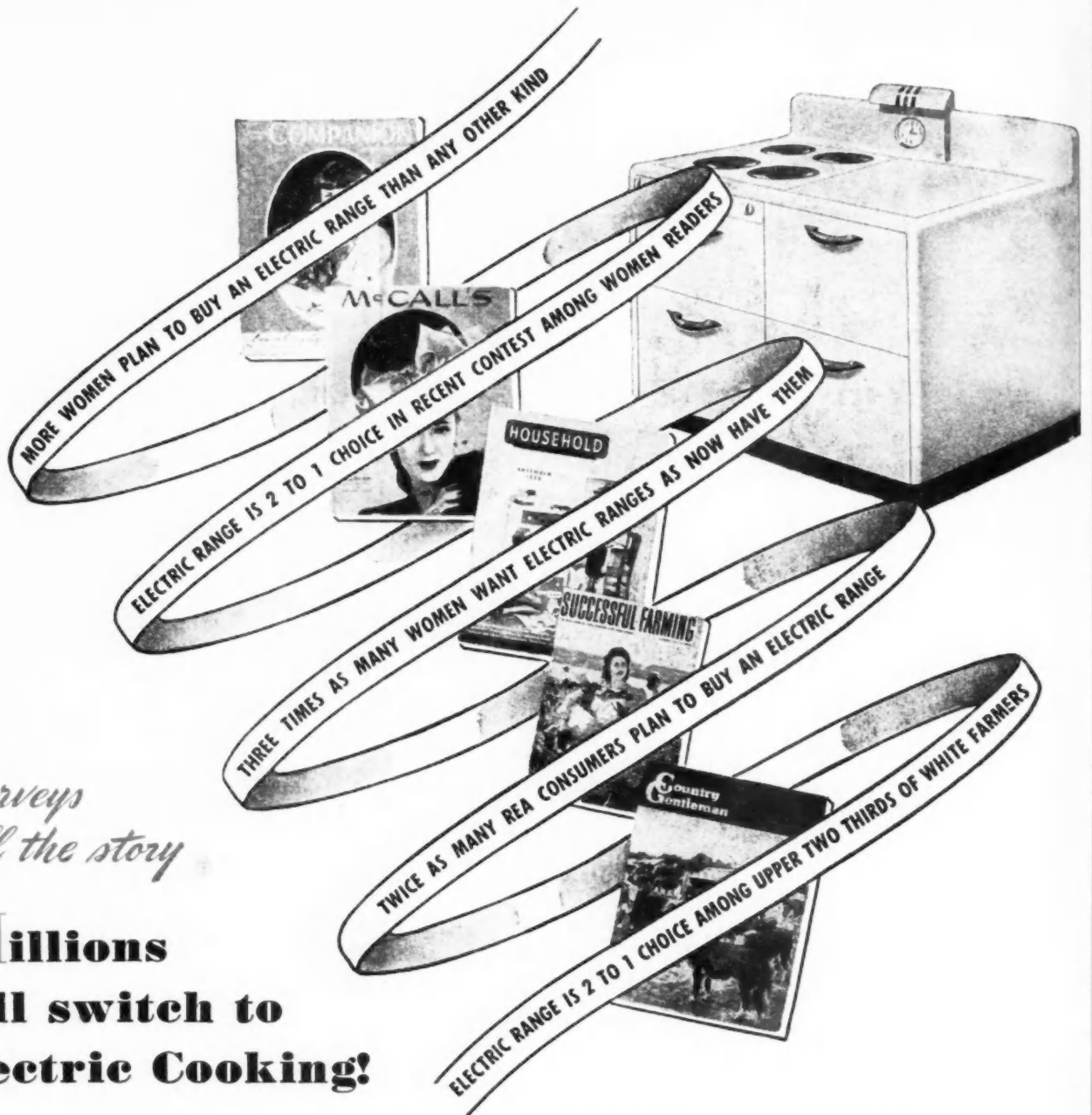


See NORGE Before You Buy



WATER COOLERS • GAS RANGES • RO-TA-TOR WASHERS • ELECTRIC RANGES • ROLLATOR REFRIGERATORS
 COMMERCIAL REFRIGERATION • HOME HEATERS • AUTOMATIC CYCLE WASHERS • HOME AND FARM FREEZERS

NORGE HOUSEHOLD APPLIANCES



*Surveys
tell the story*

**Millions
will switch to
Electric Cooking!**

Wire Your Houses For ELECTRIC RANGES!

The trend is unmistakable. In survey after survey, American housewives have expressed their preference for the convenience, cleanliness, dependability and economy of modern electric cooking.

Among the many unbiased surveys which show the strong swing to Electric Cooking are those made by leading national magazines, such as *Woman's Home Companion, *McCall's, *Household, *Successful Farming and *Country Gentleman.

And prewar sales figures further emphasize the swing to electric cooking. Between 1933 and 1941, sales of electric ranges increased *over 900 per cent.*

You can cash in on this preference and give the houses you build an added selling feature by wiring your homes for electric ranges. Built-in, the cost is negligible—the selling power tremendous.

*Electric Range Section, National Electrical Manufacturers Association
155 E. 44th Street, New York 17, N. Y.*

- A-B STOVES • ADMIRAL • ELECTROMASTER • ESTATE HEATROLA • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT
• KELVINATOR • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

FOR EASIER SALES
Wire your houses
FOR ELECTRIC RANGES



News, Views
and Comments

On and Off the Record

PUBLIC HOUSING — A builder who favors public housing told us the other day that he could not go along with the Wagner-Ellender-Taft bill. He said the bill opens the door to unlimited mass public housing. Says the way to do it is to build a public house on order for each individual poverty case, and only after the poverty case has proved his need. Believes expense should be borne jointly by community, state and nation. That is about what *American Builder* has advocated from the start, although maintaining that public housing and all other housing are local problems, and that no one owes anyone a new home regardless of ability to pay for it.

SURPLUS GOODS—A recently discharged Service Command officer told us a few days ago that at his last post the men were refusing to buy bonds of the Seventh War Loan. He was assigned to find out why. Reason was that the men had hoped to buy several thousand high grade surplus tools. Army refused to sell, but did blunt edges, smash and otherwise render the tools useless. Men said that no government so wasteful and inconsiderate needed or was entitled to money. No bonds were bought at that post, and that post of the army, at least, can blame no one but itself.

GOVERNMENT AID—Credit should be given where credit is due. The government really is aiding San Francisco home builders by doing exactly nothing about the shortage of carpenters. Unhindered by the red tape of government influences, home builders and the carpenters' union are solving their own problem to the satisfaction of everyone including returning veterans. It is safe to mention it now, since it is too late for the introduction of some new piece of control legislation that probably would gum up the whole works.

HOUSING DEVELOPMENTS—The only thing that is holding up hundreds of housing developments ranging from a dozen to a thousand houses each, and at prices the low income brackets can pay, is the paralyzing influence of OPA on production of materials and equipment. If that could be removed it would make

no difference whether or not the Wagner-Ellender-Taft bill were passed. By the time it got into operation builders would be so far along with new houses that the bill would be about as useless as a statute prohibiting cattle grazing at Times Square.

SOCIALIZED RELIGION—If your clergyman is one of those who preached a sermon advocating socialized housing on a January Sunday, tell him that he was also asking for government-controlled religion. Recently, a member of Jehovah's Witnesses was arrested at the request of the Federal Public Housing Authority's resident manager at Navigation Village, Medina County, Texas, for distributing religious tracts. He was convicted, lost his appeal in Texas, but was vindicated by the Supreme Court. At the trial the manager testified that the controlling federal agency had given him full authority to regulate the conduct of those living in the village, and that he did not allow preaching by ministers of any denomination without a permit issued by him in his discretion. The trend is clear. Public housing, public medicine, then public religion under a collectivist government.

JOE MEYERHOFF—It is appropriate now, before the 1946 NAHB convention opens at the Stevens Hotel, Chicago, on the morning of Feb. 25, to spotlight Joe Meyerhoff, prominent Baltimore builder, and chairman of the Association Convention Committee. For years a wise counsellor and dependable and modest work horse in association activities, Joe has reached a new peak of notable achievement as head of what assuredly will be the most significant and successful assembly of the home building industry ever held. Joe deserves a big hand, and it is not out of order to suggest that when you are looking for a way to register your satisfaction and pleasure, you look up the modest man from Baltimore and shake his hand.

RALPH DUKE—The foregoing reminds that while passing out deserved bouquets the Duke of St. Louis, another tireless and effective association worker, is entitled to a hand just on general principles.

WATER HEATING is going

Electric!



PREWAR
DEMAND



POSTWAR
DEMAND

Postwar Sales Will Triple Again

In the 6 prewar years, sales of Electric Water Heaters almost tripled. And a 1944 survey made for NEMA* shows that three times as many women want Electric Water Heaters as now have them! They're "what women want," because they're:

- SAFE—Flameless, fumeless.
- CLEAN—Smokeless, sootless.
- ADAPTABLE—Permit short hot water lines—Require no flue or vent.
- TROUBLE-FREE as electric light!
- ECONOMICAL—The cost is low for plenty of hot water all the time.

Installing Electric Water Heaters in every house you build, means giving women what they want!

- Electric Water Heater Section
*NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
- ADMIRAL • B & F • CLARK • ELECTROMASTER • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • KELVINATOR • MONARCH • NORGE • PEMCO • REX • RHEEM • SELECTRIC • SMITHWAY • THERMOGRAY • THERMO-WATT • UNIVERSAL • WESTINGHOUSE

A House Wired For An Electric Range Is Already Wired For An

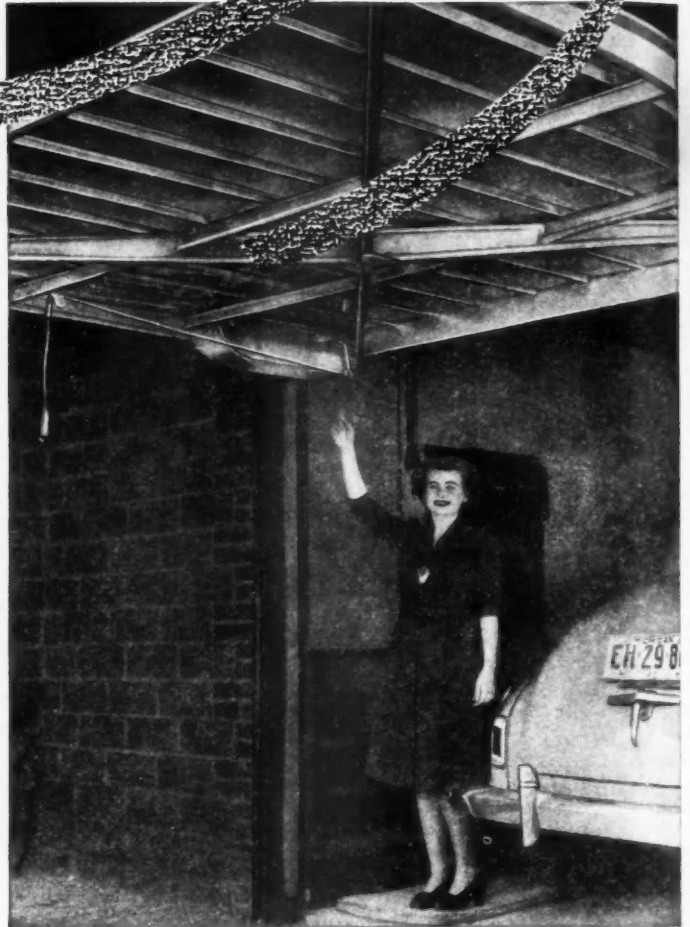
Electric

WATER HEATER!

Here it is

The UNIT that STARTED a NEW TREND in GARAGE DOORS

The Berry operating unit, mounted out of the way, on the back of the door, is hailed as the first major advancement in garage door design since the advent of the overhead type door itself. This new and exclusive Berry feature does away with all exposed hardware such as tracks, weights, and springs and eliminates headroom requirements. Combined with rigid aluminum aircraft type construction, this exclusive Berry advancement provides a lightness and ease of operation that can't be matched. For the door of the future, be sure it's—



the BERRY ALUMINUM *Overhead Type* GARAGE DOOR



Double Door Installations Without Center Posts

The Berry door is noted for the simplicity of its single door installations. Now Berry offers an advanced double door installation that does away with all center supports that divide the opening. Either door can be opened singly or both doors together—another Berry advanced design.



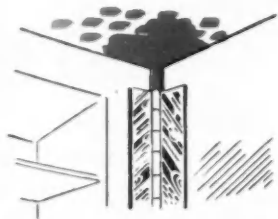
See the Berry Door at the
NATIONAL ASSOCIATION OF
HOME BUILDERS SHOW
HOTEL STEVENS • CHICAGO

Specialists for Years **BD** IN GARAGE DOOR ENGINEERING
BERRY DOOR COMPANY

➡ NOTE OUR NEW ADDRESS ➡ WAYNE, MICHIGAN



What bathroom cabinet was first with this *safety "first"*?



NO SAG—NO WARP—NO STICK. Miami-Carey was first with piano-type hinges and one piece mirror frames.



ROSETTES "WENT OUT" when Miami-Carey introduced the mirror-clip—now standard in the industry.

MIAMI-CAREY was first . . . with a razor blade drop tucked safely inside the *bathroom cabinet*. Carelessly discarded blades no longer lay around to slice unwary fingers . . . get into the laundry chute or plumbing. A major bathroom hazard was ended.

Such common-sense "firsts" in design plus outstanding quality-features have made Miami-Carey Bathroom Cabinets the best buy for over two decades. For example: non-rusting steel construction . . . 5-year guaranteed copper-backed mirrors . . . high quality finishes . . . solid brass hinges and mirror frames.

Watch for news soon on postwar Miami-Carey Bathroom Cabinets and accessories. For information on current models, write—



CONCEALED LIGHTING—another Miami-Carey first in beauty and convenience.



THE ROUND MIRROR CABINET—another Miami-Carey first.

MIAMI
Carey

MIAMI CABINET DIVISION
MIDDLETOWN, OHIO

THE PHILIP CAREY MANUFACTURING CO.
LOCKLAND, CINCINNATI 15, OHIO

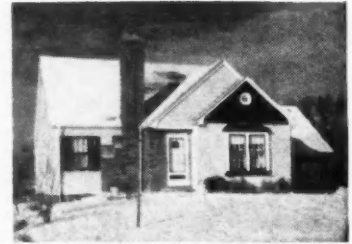
- Careyduct • Industrial Insulations • Rock Wool Insulation • Asbestos Shingles and Siding • Asphalt Shingles and Roofings
- Built-up Roofing • Roof Coatings and Cements • Waterproofing Materials • Asphalt Tile Flooring • Pipeline Felt
- Expansion Joint • Asbestos Wallboard and Sheathing • Corrugated Asbestos Roofing and Siding • Miami-Carey Bathroom Cabinets and Accessories



WHAT DO I THINK OF INSULITE?

"I built my own home with it!"

says *Adam Schad*
OF SCHAD BROS. CO.,
Contractors of Peoria, Illinois



The home of Adam Schad, Peoria, Ill., constructed with the Approved Insulite Wall of Protection.

"When I started in the contracting business," says Adam Schad, "I used Insulite from the outset. I always liked Insulite products.

"Insulite Sheathing is a time-saver — the big boards go up quickly, they are easy to handle, and save a lot of labor. The vapor seal on Insulite Lok-Joint Lath is one of the most important advances in building in recent years. When I build with the Approved Insulite Wall of Protection, I'm certain that I'll never have trouble with moisture in the walls.

"That's why I built my own home with Insulite all the way—the complete Wall of Protection."

For complete details on the Approved Insulite Wall of Protection, send coupon below.

**DOUBLE INSULATION
plus
VAPOR CONTROL**

That's What the Approved Insulite Wall of Protection Gives You



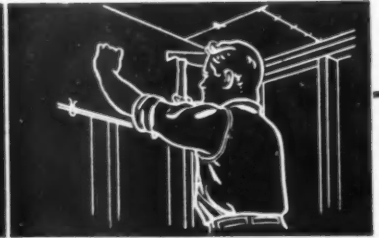
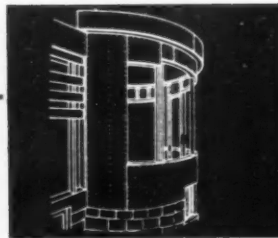
On outer-walls, Insulite Bildrite Sheathing builds a wind-proofed, weather-tight wall of high insulation efficiency, superior bracing strength, and a wall free from cracks.



On inner-walls, Insulite Sealed Lok-Joint Lath builds a second wall of insulation, a strong, rigid plastering surface. Lath marks are eliminated, plaster cracks reduced.

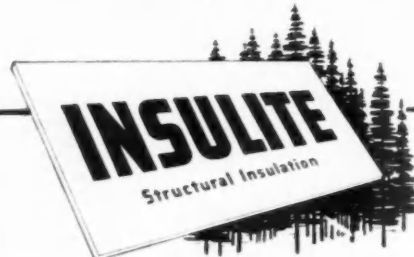


Sealed Lok-Joint Lath, with barrier against the studs, retards vapor travel. Bildrite Sheathing, being permeable to vapor, permits what little vapor escapes the barrier to pass towards the outside.



• Apply Bildrite Board over studing. Commence nailing down one side. Gradually bend and nail along top and bottom and to intermediate stud. Nails should be placed closer than on flat surface nailing.

• Start at top and work down. Nail in center to hold, then nail securely with 5 nails per stud on 18" width. Loks to face down so next unit can be inserted beneath. Even, level surface makes plastering easier.



Made Exclusively From Wood

INSULITE, Dept. AB26
Minneapolis 2, Minn.



Please send me your free booklet, "Scientific Facts."

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

A Superior Hardwood Floor . . .

A Substantial Saving in Cost!

That's the plus value you deliver with every installation of

BRADLEY

PRE-FINISHED (STRAIGHT-LINE) FLOORING

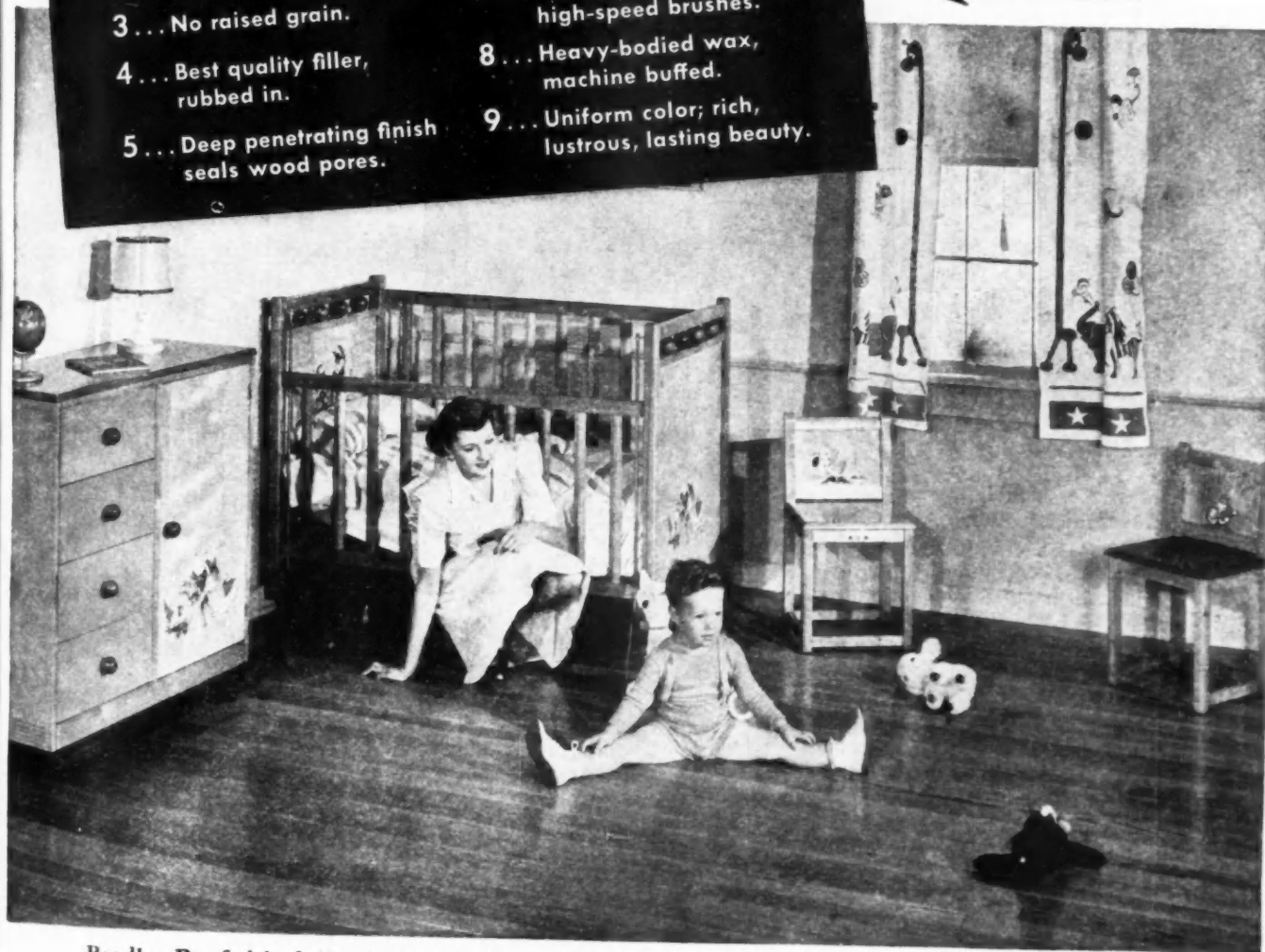
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REASONS WHY



- 1 . . . Straight-line manufacture.
- 2 . . . Machine sanding—steel wool polishing.
- 3 . . . No raised grain.
- 4 . . . Best quality filler, rubbed in.
- 5 . . . Deep penetrating finish seals wood pores.
- 6 . . . Finish dries evenly in "controlled weather."
- 7 . . . Final polishing by high-speed brushes.
- 8 . . . Heavy-bodied wax, machine buffed.
- 9 . . . Uniform color; rich, lustrous, lasting beauty.



Bradley Pre-finished (Straight-line) Hardwood Flooring is produced in Oak, Beech and Pecan. This finest achievement in modern hardwood floors will be available through local distributors everywhere. Write now for complete data and specifications.

BRADLEY LUMBER COMPANY of Arkansas

W A R R E N , A R K A N S A S



250,000 Customers tell you what they want!



A quarter of a million prospective home-owners have already written us inquiring about Weldwood Plywood.

Every one is building-minded . . . actively interested in Weldwood for fine interiors.

Editors of popular home magazines realize that Hardwood Plywood has caught the public fancy. They have featured eye-catching pictures of Hardwood Plywood installations . . . articles on its beauty and economy . . . in issue after issue.

Now, their readers want the warmth and luxury of wood paneled walls for their *own* homes. And they know they can have them with lovely, practical Weldwood panels . . . even with a modest building budget.

For Weldwood paneling costs no more, in the long run, than ordinary plastering. And the first cost is the only one with Weldwood. With no expense for repaint-

ing or repapering, the upkeep of Weldwood paneled walls approaches the absolute minimum.

Weldwood panels are guaranteed for the life of the building.

Quick and easy to install . . . Weldwood's Dri-bilt construction saves as much as six weeks of expensive building time. This cuts costs appreciably, and avoids the hazards of warping and swelling that the tons of water in plaster walls produce.

Your customers not only get a structurally stronger, more attractive house, but they can move in sooner.

You'll find many important prospects among the 250,000 people who have already written us about Weldwood.

We'll be glad to send you any additional information you may need.

WELDWOOD Plywood



Plastics and Wood Welded for Good

Waterproof Weldwood for exterior use, is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood for interior applications are manufactured with extended urea resins and other approved bonding agents.

Weldwood Plywood and Mengel Flush Doors are products of
UNITED STATES PLYWOOD CORPORATION **THE MENGEL COMPANY**
 New York 18, N. Y. Incorporated
 Louisville 1, Ky.

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

She'll love you for this!



BLUE RIBBON DESIGN

Regency Pattern
Cabinet Latch
No. 4220

Beautiful lines, gleaming chromium finish and jewel-like finish thumbpiece in black or red - you've never seen cabinet hardware to match it. Used with Stanley exclusive self-fitting latch.
Size: 4 1/8 in.

Matching Pull, No. 4420 Size: 3 3/4 in.

BLUE RIBBON DESIGN

Century Pattern
Cabinet Latch
No. 4223

Plain surfaces relieved with graceful curves add charm to this handle. Plastic thumbpiece in black or red simulates a jewel set in extra heavy chromium finish. Used with Stanley exclusive self-fitting latch.
Size: 3 3/8 in.

Matching Pull, No. 4423 Size 3 3/8 in.

The crowning touch of style-approved Cabinet Hardware by STANLEY!

This new line of Stanley Cabinet Hardware was styled by nationally noted industrial designers. Before they put a pencil to paper, these designers studied household cabinet hardware needs from A to Z. They considered functional efficiency as well as beauty. They designed ample finger room into latch pulls, pulls and knobs.

Added to the work of the designers were the results of years of research and test by the Stanley Engineering department. The result: a line of cabinet hardware that is smoother working, longer lasting and easier to install . . . and by all odds the most beautiful.

There is a style and finish to please every taste. There is a type and price to fit every budget. The moment you see it, you will realize that here, at last, is a line of cabinet hardware that will "click" with homemakers the moment they see it. Write for descriptive folder showing the complete line of Stanley Cabinet Hardware. The Stanley Works, Cabinet Hardware Division, New Britain, Conn.



New! Self-fitting latch-

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

STANLEY

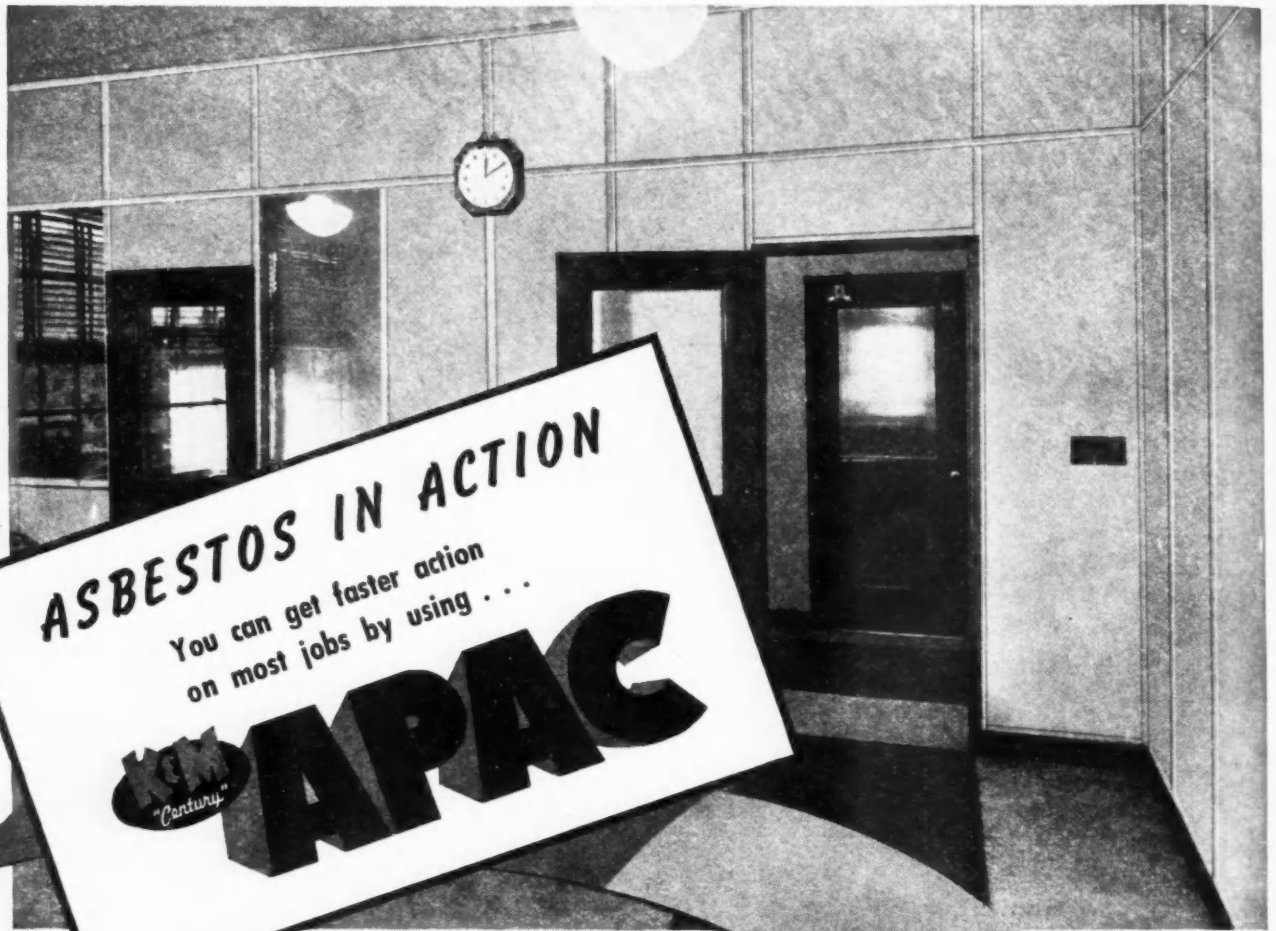
Trade Mark

Cabinet Hardware

New! Jewel-like Plastic Inserts-

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





ASBESTOS IN ACTION
 You can get faster action
 on most jobs by using . . .

APAC
 "Century"

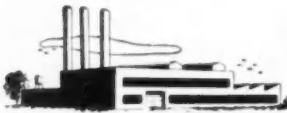
MANY of those delayed jobs, now on your books, can be started at once and finished in a jiffy by using K&M "Century" APAC. This highly adaptable asbestos sheet material is easy to handle and can be quickly applied. Simply score one side with any sharp instrument, snap off, place in position and fasten with nails or screws. And you can use APAC for nearly all flat surfaces on new construction, remodeling, repairs . . . such as:



HOMES . . . porch skirting, interior walls, ceilings, partitions, floor underlayment, wainscoting and table tops.



FARM BUILDINGS . . . roofs and sidewalls of barns, poultry houses, cattle sheds, dairies, corn cribs.



INDUSTRIAL BUILDINGS . . . office panelling; fire-resistant sheathing in machine shops, stock rooms and storage bins; lining for elevator casings and shower stalls.

Features
 of "Century"
APAC

Made of Asbestos Fibre and Portland Cement

Pleasing light gray color

Fire resistant and durable

Convenient size—4' x 8'

Three thicknesses— $\frac{3}{16}$ ", $\frac{1}{4}$ " and $\frac{3}{8}$ "

Low cost

Rat and termite proof

Easy to cut, handle and apply

Fastens with nails or screws

Practically no maintenance required



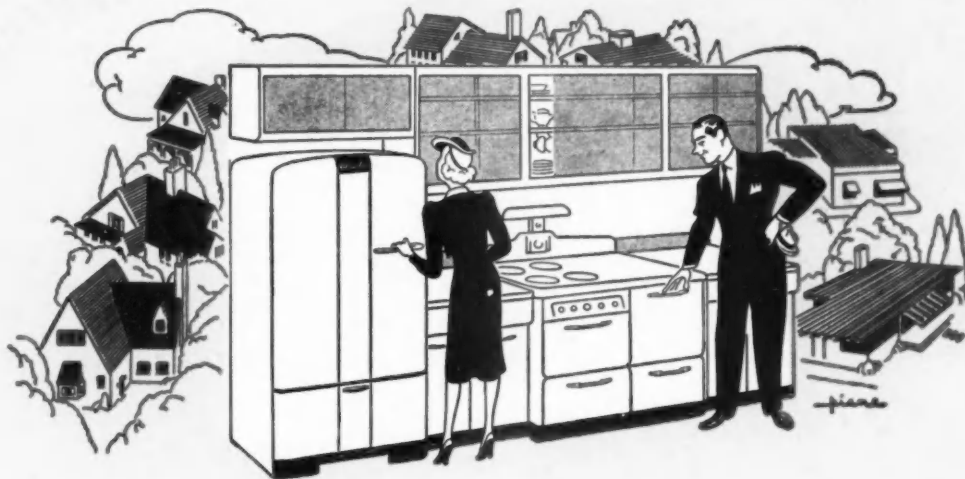
Nature made Asbestos . . .

Keasbey & Mattison has been making it serve mankind since 1873

You can also obtain K&M "Century" Pre-drilled APAC, with nail holes correctly spaced for easy application. It costs but little more than standard APAC.

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Original manufacturers of Asbestos-cement Roofing Shingles in this country



*Kelvinator's
Trouble-Free Performance*

costs less to own!

One way to offset current high building costs is to select equipment that costs less to own and operate. In kitchen equipment you'll find it profitable to install Kelvinator.

Over 30 years of experience in building refrigeration equipment has given Kelvinator a decided edge in solving the problems of large-scale installations of home refrigerators. Powered by the exclusive Polarsphere unit—sealed in steel and permanently bathed in oil—Kelvinator Refrigerators deliver trouble-free performance, year in, year out!

That's why Kelvinator refrigerators cost less to own, for trouble-free performance means greater user satisfaction . . . lower maintenance cost, fewer replacements, long installation life!

For complete information and details on availability, consult your Kelvinator dealer. Find his name in the classified section of your phone book. Or write Kelvinator, Detroit 32, Mich.

VISIT THE "NO. 1" SPOT AT THE BUILDERS' SHOW

See Kelvinator's exhibit of new refrigerators, home freezers, electric ranges and water heaters and kitchen cabinets.

SPACE NO. 1

Kelvinator



DIVISION OF WASH-KELVINATOR CORPORATION, DETROIT



REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS • HOT WATER HEATERS

WHAT PROPERTY MANAGERS SAY

. . . in letters now in Kelvinator's files:

VANCOUVER, WASHINGTON

"We are happy to say that we have not had one breakdown on any of the 500 Kelvinator refrigerators now in operation."

AUGUSTA, GEORGIA

"Seventy-five Kelvinator refrigerators have been in use since July 1, 1941, and the service has been excellent, as there has not been any mechanical failure, which seems almost unbelievable. We . . . think that any owner of this equipment would be greatly satisfied from a standpoint of efficiency, performance and economy."

WHEN YOUR EQUIPMENT MUST GIVE PEAK PERFORMANCE...



Always Specify **WHITE-RODGERS Controls**

Air-Conditioning is no longer considered a luxury, but a necessity. Whether used in homes for comfortable living or in buildings where it is required for processing operations—positive, accurate control is absolutely necessary for satisfactory performance. That is why so many Builders are specifying White-Rodgers controls in their building plans. Their outstanding dependability, simplicity of installation and lack of maintenance worries make them ideal for their needs. Why not put them to work for you. Write for catalog and installation data.

White-Rodgers controls are predominantly used in heating, refrigeration and air-conditioning.



WHITE-RODGERS ELECTRIC CO.

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Controls for Refrigeration • Heating • Air Conditioning



BUILD WITH
**STRAN
STEEL**

**A FIRE-SAFE, SIMPLIFIED FRAMING
SYSTEM FOR HOUSING PROJECTS
AND APARTMENT BUILDINGS**

Particularly adapted to multiple dwelling projects, Stran-Steel framing systems speed erection and safeguard the building investment.

All Stran-Steel framing members . . . joists, channel plates and studs . . . are pre-fabricated to exact lengths for rapid assembly on the site. Fastenings and connections are accomplished with ordinary carpenter's tools, and collateral materials are nailed directly to the Stran-Steel studs and joists by means of the Stran-Steel patented nailing groove.

In addition to economy of erection, Stran-Steel construction effects continuous savings in maintenance and upkeep. It is fire-safe and permanent—sag-proof, warp-proof, termite-proof. Its strength and uniformity insure lasting value.

Stran-Steel is the modern building material. Build with Stran-Steel.

GREAT LAKES STEEL CORPORATION

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

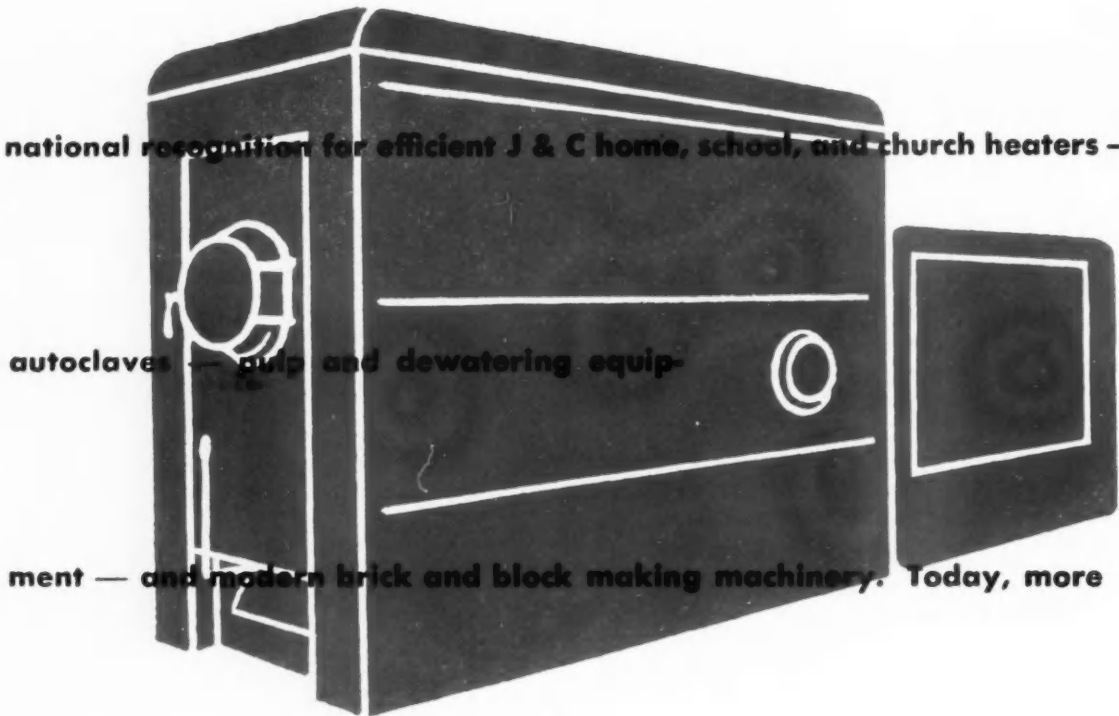


In this, our **65th YEAR** of progressive

growth, we pledge continued strict adherence to the principles

of intelligent engineering and honest manufacturing which have earned

national recognition for efficient J & C home, school, and church heaters — J & C



autoclaves — pulp and dewatering equip-

ment — and modern brick and block making machinery. Today, more

than ever before, it will pay you to rely on

a manufacturer whose reputation and products have withstood the test of time.



WORK WELL DONE SINCE "EIGHTY-ONE"

JACKSON & CHURCH COMPANY • SAGINAW, MICHIGAN

NATIONAL ASSOCIATION OF BUILDERS
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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Convention to Attract Huge Crowd

More than 5,000 of the nation's leading home builders, coming from 48 states, as well as industry representatives from Canada and Hawaii, will convene Feb. 25-28 at the Stevens Hotel, Chicago, for their annual convention and to inspect the mammoth exhibit of home building materials, products and services which will be displayed by more than 120 prominent manufacturers and producers.

The convention program will feature some seventy outstanding authorities who will participate in panels and discussion periods on such matters as land planning, home design, efficient construction methods, modern sales technique and financing.

The Convention Committee headed by Joseph Meyerhoff, Baltimore, NAHB treasurer, is composed of: W. Hamilton Crawford, Baton Rouge, La., vice-chairman and treasurer; Joseph E. Merrion, Chicago, NAHB president; Frank W. Cortright, Washington, NAHB executive vice president; and Paul S. Van Auken, Chicago, convention and exposition director.

The Exposition, which will be housed in the Hotel Stevens Exhibit Hall, promises to be the greatest of its kind ever assembled and will overflow the more than 30,000 square feet available to the exhibitors.

Outline of Program

The Convention program is being arranged by NAHB Executive Vice President Frank Cortright who has assured his members that it will be "packed full of absorbing, timely subject matter."

Monday, Feb. 25, will be devoted to the official opening of the Exposition at 10 A.M. and committee meetings during the afternoon. In the evening a general convention session will discuss Land Planning and Shopping Centers. Outstanding authorities on these subjects will participate.

On Tuesday, Feb. 26, at 9:30 A.M. the Convention program will be officially opened by a business session. The afternoon program will consist of a panel on The Veteran's Place in Home Building, followed by a panel on the subject, More Efficient and Economical Construction Techniques, and New Materials and Equipment.

On Wednesday, Feb. 27, the morning program will be given over to a discussion of current problems on materials and supplies. In the afternoon there will be a panel on Mortgage Finance and a panel on Co-operation Between the Building, Trades Unions and Home Builders. On Wednesday evening the Annual Home Builders Banquet will be held.

On Thursday, Feb. 28, the morning program will be devoted to a forum on Modern Sales Methods. On Tuesday, Wednesday and Thursday there will be luncheon meetings with top ranking speakers.



MEETING with President Truman at the White House recently were the following NAHB officials: left to right, Frank E. Avren, C. Philip Pitt, George S. Goodyear, Ben C. Wileman, L. C. Simms, N. W. Watkins, William J. Guinan, John Olson, Robert P. Gerholz, President Truman, Frank W. Cortright, Ralph S. Duke, Edward R. Carr, Joseph Meyerhoff, Wallace E. Johnson, J. Harold Genrich, C. Finley Knight, and William E. Johnson.

Home Builders Tell President Truman Housing Is Job for Private Enterprise

Twenty-five officers of the National Association of Home Builders met with President Truman at the White House last month to discuss the problems involved in meeting the housing shortage.

The builders endorsed the recent appointment by President Truman of a National Housing Expediter and the Presidential Order calling for a diversion of 50 per cent of building materials to construction of new low-cost homes for veterans.

The Association's officials emphasized the fact that the action recently taken by the President eliminates the necessity for such legislative panaceas as the Patman and Wagner-Ellender-Taft Bills calling for further governmental regulation and public construction. The present authority of existing governmental agencies concerned with housing is sufficient to correct current problems if realistically and effectively carried out, the builders declared.

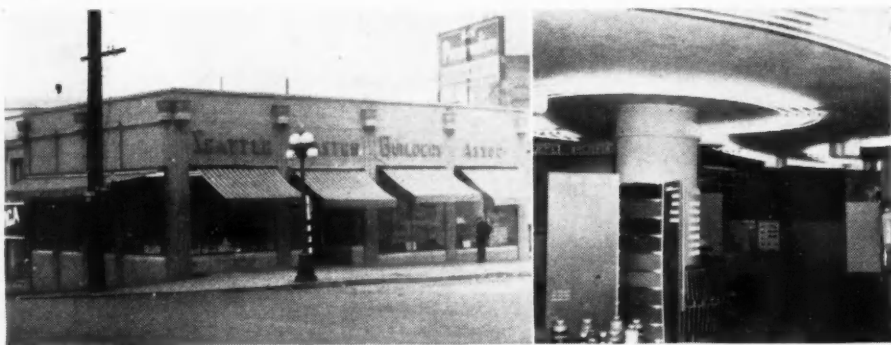
While in Washington the NAHB officials also conferred with Housing Expediter Wilson Wyatt, FHA Commissioner Raymond M. Foley, and CPA Deputy Chairman Lincoln Gordon. Details of the recently inaugurated HH priority procedure were discussed, including the necessity for rapid processing of applications, solving problems now retarding production of materials and other conditions of the President's program.

Members of the NAHB special emergency committee who met with President Truman included: Joseph E. Merrion, Chicago, president; Frank W. Cortright,

Washington, executive vice president; Joseph Meyerhoff, Baltimore, treasurer; Milton J. Brock, Los Angeles, secretary; Robert P. Gerholz, Flint, Mich., past president; Ralph S. Duke, St. Louis, member of the executive committee and regional vice president; and Harry J. Durbin, Detroit, member of the executive committee.

The following NAHB regional vice presidents also met with the Chief Executive: John Olson, Worcester, Mass.; J. Harold Genrich, Buffalo; George S. Goodyear, Charlotte, N.C.; Morris Macht, Baltimore; Wallace E. Johnson, Memphis; C. Finley Knight, Jacksonville, Fla.; Joseph B. Haverstick, Dayton, O.; John Cummings Lindop, Chicago; Ben C. Wileman, Oklahoma City; F. Orin Woodbury, Salt Lake City; and L. C. Simms, Portland, Ore.

Others in the meeting were Edward R. Carr, Washington, president of the Home Builders Association of Metropolitan Washington; William J. Guinan, executive director, and Rodney Lockwood, executive assistant of the Builders Association of Metropolitan Detroit; William E. Johnson, Philadelphia, executive vice president of the Home Builders Association of Philadelphia & Suburbs; Normine W. Watkins, Pittsburgh, executive director of the Home Builders Association of Allegheny County; Wilburn Kerr, Columbus, O., representing Columbus Home Builders Association; C. Philip Pitt, Baltimore, executive secretary of the Home Builders Assn. of Maryland; and F. E. Avren, Washington, NAHB public relations director.



PICTURED above are views of the new home of the Seattle Master Builders Association.

Seattle Builders Move to Downtown Site

Recognizing the utmost importance of establishing the name and permanence of its organization in the public mind the Seattle Master Builders Association recently leased a location in the heart of downtown Seattle in which to house its home building exhibit.

Situated in a modern building at 1930 Sixth Avenue, Seattle, the entire display area, designed by Paul Kirk, is streamlined and makes use of curves to obtain maximum

effectiveness of the unusual exhibits.

A part of the builders' headquarters will be devoted to a Small House Bureau, a joint undertaking of the Seattle builders and the Washington State Chapter of the American Institute of Architects, which will supply plans and specifications covering small homes, up to 1200 square feet, at a cost of \$50. A competition sponsored by the Seattle Trust and Savings Bank is now under way to provide an adequate supply of plans.

San Francisco Builders Take Affirmative Steps To Solve Labor Problems

The home builders of San Francisco, through the efforts of Milton W. Morris, secretary of the Associated Home Builders of San Francisco, and the cooperation of the veterans' employment service and the local carpenters' union, are solving the problem of skilled labor shortages.

Morris decided that the two major impediments to quick resumption of large scale home building in that area were shortages of materials and labor.

Knowing that neither the builders nor their association could do anything about a shortage of materials, because that can be corrected only when government stops interfering with producers, he turned his attention to the labor problems.

A meeting of builders and carpenter union heads was held through arrangements made by Morris, who had also asked the veterans' employment service to send to his office all discharged Seabees, Army Engineers and others interested in working as carpenters or apprentice carpenters.

At the meeting the carpenters agreed to accept for apprentice training all veterans sent to them by Morris, and employ them. The veterans accepted in turn an agreement to attend night school for apprentice training under the educational provisions of the G. I. Bill of Rights.

Many veterans have availed themselves of the opportunity to learn a trade under union supervision, and to work while learning. Home builders and carpenters report the new apprentices to be unusually adaptable, and notice that in a few days on a job they set new standards of efficiency that older men feel required to meet.

It is in ways like this, according to Morris, that industry and labor will solve any building problem that arises.

Officers of NJHBA Announced

New officers of the New Jersey Home Builders Association have been announced by President-elect Henry J. Shaheen, of Cranford, who succeeds the organization's first president, Walter J. Harring. They are: 1st Vice President, Willard E. Closs, Summit; 2nd Vice President, Walter Johnson, Bloomfield; Treasurer, Edward J. English, East Orange; Secretary, I. Samuel Sodowick, Newark. Directors for three year terms are: Harold Harring, Upper Montclair; Louis Levin, Newark; Thomas W. Moore Jr., and Leonard J. Zehnbauer, of Union. Mr. Shaheen also announced that a new executive secretary, Charles C. Beubel, Jr., had been employed.

Boston Builders Plan Big Show

The Home Builders Association of Greater Boston is making elaborate plans to assure the success of its Home Builders and New Products Show to be held at the Mechanics Building, Boston, April 6-13, according to Arnold Hartmann, association president.

The show, managed by Campbell-Fairbanks Expositions, Inc., will feature new products and materials available to New England home builders for their 1946 building programs. "At this early date more than 40 per cent of the exhibit space has been sold even though public announcement thus far has been very limited," Mr. Hartmann said. "Among the items that will be on display are electronic devices, labor-saving kitchen cabinets, portable power tools, insulating materials, modern heating equipment and numerous home appliances, to mention a few."

Another activity of the Boston builders is their participation in sponsoring the leasing on a long term of a large building on Boylston Street, Boston, to house the "Building Center of New England," described as the "world's largest permanent exhibit of construction materials and home equipment." The property has seven floors and 31,000 square feet of floor space. When alterations are completed in about 90 days the builders' association will establish its headquarters in the Building Center.

Milwaukee Gets New Secretary

Frank B. Blaisdell, of Waukesha, Wis., has been appointed executive secretary of the Milwaukee Builders Association, it has been announced. Entering the U. S. Army in 1941 as a private, he was discharged last September with the rank of major.

Before entering the Army, Blaisdell was connected with the Heil Company in the sales and advertising departments and also had served as executive secretary of the Milwaukee Junior Chamber of Commerce.

Birmingham Builders Hold Annual Meeting



PICTURED at its annual meeting recently are the following members of the Birmingham Association of Home Builders. Seated (l. to r.) are Leo Mendel; Jos. Hammond; James F. Seelyby, Jr.; James Wood, secretary; Carl Groover; Earl Morgan; J. H. Tillis and J. M. Knight. Middle row: Sam Russel, president; W. A. Counts; Jack Wainwright, vice president; W. L. Harsh; William Fox; Raymond Srygley; John Rawls; and David P. Anderson. Back row: Chas. R. Byrd; R. D. Stackhouse; C. G. Inscho; Levert Andrews; Alex McLeod; T. C. Guinn and O. D. Dodd.

Carletta Again Heads Northern New Jersey Builders

Ralph Carletta of Hasbrouck Heights, N.J., home builder and community developer, has been re-elected president of the Home Builders Association of Northern New Jersey. A year ago he was chosen first president of the organization when it was established. He was re-installed Jan. 16 at the association's annual dinner meeting at the Hotel Plaza, New York.

Active in the residential construction field for 23 years, Mr. Carletta has built more than 1,000 homes and numerous garden-type apartment projects in Bergen County.



RALPH CARLETTA

As a director of the National Association of Home Builders, Mr. Carletta has participated in many important Washington conferences of the national group.

The Reliable Homes organization, headed by Carletta, now has 70 homes under construction in Bergen County, and the company's plans call for the building of many times that number when materials are available.

Other officers of the Northern New Jersey association elected for 1946 are: Vice President, Harrison Vogel; Secretary, Emanuel M. Spiegel; Treasurer, Charles Costanzo. Directors for one year are: John S. Cucchiara, Alfred Hekemian, Joseph A. Goldman and Russell H. Willis. Those elected for two-year terms are: John A. Baldwin, Carl S. Carlson, Fred Inganamort and Harry Wolfinger. Directors given three-year terms are: Uriah J. Cole, Leon Cosden, Morris Herman, Carl C. Low and Charles H. Reis.

Lumber Exports Increased for 1946

Despite protests by the National Association of Home Builders and the National Retail Lumber Dealers Association, government agencies have approved the exportation of 225 million board feet of lumber for the first quarter of 1946. At this rate the total annual export will be 900 million feet.

Export quotas are established by the OPA, Foreign Economic Administration, Office of War Mobilization and Reconversion, and the Department of Commerce. Officials defending the program state that it is needed to "maintain export relations." About 25 per cent of the exports go to Latin American countries, with England, France, the Netherlands, Spain, Australia and African colonies also getting shipments.

Cortright's Column

By Frank W. Cortright

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



Statement to President Truman by NAHB Emergency Committee

"The Home Builders of the nation are fully conscious of the unprecedented need for the construction of new houses, particularly low-cost housing for our returning veterans. During the war, this industry had the ability and courage to produce more than a million low-cost housing units for immigrant war workers. This was done in spite of serious shortages of building materials and manpower. At this time, the industry can promptly and satisfactorily meet the most urgent housing needs if given a sufficient supply of building materials and if relieved of unnecessary controls. The housing needs of the country can only be met by private enterprise. Housing cannot be legislated—it can be constructed by an experienced industry determined to solve this, the most critical problem of our first postwar year.

"In our opinion, recent government estimates of a critical immediate need for five million housing units are too high. We believe the construction of a million new homes in the next eighteen months and the provision of 500,000 units through remodeling will relieve the extreme pressure. All needs in excess of this constitute the potential demand which will ensure maximum activity and employment in this industry for the next decade.

"An estimated 30,000 home builders in every part of the country are presently ready, willing and able to produce an unprecedented volume just as rapidly as building materials are made available. Approximately 100,000 are under construction but serious delays exist due to shortages of a comparatively few building materials. Recent surveys we have made in every large city indicate that the present rate of new starts now exceeding 20,000 units monthly can be increased four to five times, assuring production at the rate of a million homes annually by the end of the year if bottlenecks in the production of building materials and manpower are broken. Construction of homes at this rate is predicated not only upon a sufficient supply of building materials but upon greatly increased production by labor in the building trades and cooperation of all segments of the industry, including production, distribution and finance. As construction accelerates, serious shortages of skilled building mechanics will exist unless a nationwide apprentice training program is instituted.

"We commend the President's recent action in appointing a National Housing Expediter and urge that Mr. Wyatt be given full authority to direct the OPA and other governmental agencies concerned to take immediate action in price and wage increases wherever necessary to secure the full production of building materials.

"We heartily approve of the President's action in calling for a diversion of 50% of building materials for housing under \$10,000 for veterans. The priority procedure now being established must be so designed as to assure materials for approved projects. Complete confidence in its effectiveness is prerequisite to the initiation of a large housing program by home builders.

"Such legislative panaceas as the Patman Bill, the Luce Bill, the Kilgore-Mitchell Bill, and the Wagner-Ellender-Taft Bill, calling for further governmental regulation and public construction, are totally unnecessary if the President's recent instructions and the action he has taken are promptly and effectively carried out by the government agencies concerned.

"The present critical housing condition cannot be met by shifting or erecting temporary, flimsy, barrack-type shelters. There may be a comparatively few cities and university towns where such an expedient may serve a temporary purpose but the diversion of materials and manpower for this purpose does much to retard the production of good housing necessary to properly solve the problem.

"In addition to the increased production of building materials, the present

(Continued to page 148)



NEW OFFICERS of the Home Builders Association of Atlanta are pictured above. Front row (l. to r.) B. A. Martin, president, J. G. Howell, secretary. Back row (l. to r.) L. J. Boggs, NAHB director and retiring president, P. F. L'Engle, treasurer, and D. T. Nichols, vice president.

Atlanta Builders Have Ambitious Program

President B. A. Martin of the Home Builders Association of Atlanta has announced the cooperation of his group and architects throughout the state to provide plans for small homes at nominal cost to prospective home owners.

As projected, all architects in the state will submit one or more plans for five- and six-room houses. These will be carefully gone over by architects and builders, and some 250-300 chosen. These the State Chapter of the American Institute of Architects have available at a central

point in Atlanta for sale to builders or the general public at a nominal cost. Changes in a plan, due to lot contours, etc., also will be offered at a reasonable figure.

One of Atlanta's larger department stores is cooperating by setting aside space for the showing of plans as they are selected. Henry J. Toombs, A.I.A., is in charge of the work for the architects. The Builder's Committee includes Francis Shoup, chairman, L. J. Boggs, and J. G. Howell, all of Atlanta.

FHA Announces Washington Office Personnel Changes

Appointment of Franklin D. Richards to the newly created position of assistant commissioner, Field Operations, of the Federal Housing Administration has been announced by Commissioner Raymond M. Foley. Mr. Richards started with FHA in 1934 as the first state director of Utah. He was named zone commissioner, Zone IV, composed of the Mountain States and Pacific Coast States, in 1941 with offices in Washington.

Other changes announced by Mr. Foley are: Walter L. Greene, previously serving as executive assistant to the commissioner, was named to succeed Mr. Richards as zone commissioner, Zone IV. He became associated with FHA in 1934, serving in the Alabama office at Birmingham until being transferred to Washington.

Zone Commissioner Frederick A. Van Patten was transferred from Zone III to Zone II, composed of the southern and southwestern states, succeeding Kent R. Mullikin who resigned to enter private business.

George A. Bremer, previously serving as assistant zone commissioner, was named zone commissioner, Zone III, composed of the north central states. He joined FHA in 1935 as chief underwriter of the Idaho office in Boise.



WATCHING production of kitchen cabinets are the following Cleveland builders: Charles Keyes, James K. Chandler, Peter Kleist, Will Marquard, Alex Truehaft and Hugh Selby.

Cleveland Builders View New Cabinet Production

Thirty members of the Home Builders Association of Cleveland recently were guests of the Mullins Manufacturing Co., Warren, O., plant where they viewed the first postwar production of the company's

G. A. Mezger to Head Long Island Builders Again in 1946

At its recent annual membership meeting the Long Island (N.Y.) Home Builders Institute, in addition to re-electing G. A. Mezger president, named Mack Kanner, of Merrick, vice president; James Graham, of Stewart Manor, secretary; and Charles W. Jaeger, of Rockville Centre, treasurer. Newly elected directors are Cy Williams of Port Washington; Fred E. Gibson, Rockville Centre; Sam A. Harris and Kalman Klein of New Hyde Park, and Leonard Frank of Hempstead. Incumbent directors who continue in office are Patrick J. Callan of Manhasset; Robert J. Rose, Great Neck; Frank Clauson, Roslyn; and Charles J. Rorech of Williston Park.

A home building survey of current operations and plans for 1946 made at the meeting of the eighty builder members of the Institute disclosed that about 1,000 homes are under construction in Nassau County, about 75% of them delayed in completion due to lack of certain essential, materials and equipment.

Memphis Holds Annual Meeting

John B. Goodwin was elected president of the Home Builders Association of Memphis for 1946 at the first annual meeting recently. He succeeds Wallace E. Johnson who has headed the group since its founding in 1944.

Other officers chosen were William B. Clark, first vice president; J. Ripley Greer, 2nd vice president; and Manny Delugach, secretary-treasurer. The directors elected were W. C. Chandler, J. F. Inman, R. A. McDougal and Mr. Johnson.

kitchen equipment items. Following a tour of the plant the builders conferred with C. D. Alderman, assistant sales manager; Marshall Adams, advertising and sales promotion manager; and C. J. Filson, manager of the new homes division, regarding designs best adapted to home building and the needs of the customers in the postwar market.



PAUL VAN AUKEN

Stage Is Set for Home Builders Annual Convention and Exposition

Nationally known authorities to appear on program — Exhibits will feature new materials, products and services



JOSEPH MEYERHOFF

"HOMES and Jobs for Veterans" will be the theme of the second annual convention of the National Association of Home Builders to be held Feb. 25-28 at the Stevens Hotel, Chicago. Leading manufacturers and producers of home building materials and major appliances have reserved space in the show for home builders which will be held in conjunction with the convention.

The Stevens Hotel—the world's largest—was selected as the site of the activities because its Grand Ballroom will accommodate 3,000 persons at a meeting, and approximately 2,000 persons at a luncheon or dinner. Many smaller meeting and conference rooms have been reserved to take care of special committee requirements. The Exhibit Hall, with more than 30,000 square feet of space, will house the exposition and promises to be a center of attraction to the home builders and their guests who will be in attendance at this first peacetime convention.

The Convention program will be as important, constructive and colorful as the Exposition. Seventy of the nation's experts on matters of land planning, design, construction techniques, mortgage finance, labor relationships and modern merchandising methods will comprise a succession of up-to-the-minute, hard-hitting panels and forums. There will be nationally known speakers for luncheon and dinner sessions, and inspirational talks will have their place. It will be a working conference designed to supply the home builder with answers to many of the problems he faces.

From 1941 to 1946 the home building industry has come a long way—better land planning, better materials and equipment, more efficient methods of construction and selling and vastly improved financing are now available. All of these things will be dealt with in detail, adequately equipping those who attend to capitalize to the maximum extent on the unprecedented opportunities which lie immediately ahead in meeting the nation's housing needs.

Commenting on the convention theme Joseph Meyer-

hoff of Baltimore, Convention Committee Chairman, stated, "History's most titanic struggle has ended victoriously for our great nation. This war was won by GI Joes, the gobs, the WAVES, the WACS and the Marines who left their homes, jobs, friends, sweethearts, and willingly took up all the pain, discomfort and danger which makes up war.

"Their job is done. A million of them will not come back or will be left with physical disabilities to be patiently borne for the rest of their lives. Millions more will return to claim those things for which they so willingly risked their all. Two things they ask of us—a place to live and a place to work.

"It is appropriate, therefore, that the home builders of the nation accept as their primary responsibility a program of 'Homes and Jobs for Veterans.' No one else can supply them with homes and no other industry can supply them with as many jobs. It is our great opportunity and responsibility to see to it that in all of our plans for the next decade this obligation is satisfied by the home building industry. The conference program, therefore, quite naturally adopts those themes of employment and housing for the victorious veterans."

The Exposition—the first real postwar exhibit of products, materials and services of vital importance to the home builder—will be the greatest of its kind ever assembled under one roof.

Referring to the exposition, Convention and Exposition Director Paul S. Van Auken said, "The list of firms participating is unquestionably the 'Who's Who' of the home

building industry. These exhibitors are bringing attractive displays of their products and materials for the home builders' consideration. Many months of thoughtful planning will be behind every item on display. To many the products will be brand new in character."

NAHB President Joseph E. Merrion has announced that the meeting is to be strictly a business convention and that there will be no organized entertainment.



Remember the Dates and the Place: February 25 to 28, Stevens Hotel, Chicago



JOSEPH E. MERRION
President



DAVID D. BOHANNON
1st Vice President



MILTON J. BROCK
Secretary

The Story of the National Association of Home Builders of the

"There are many objects of great value to man which cannot be attained by unconnected individuals, but must be attained, if attained at all, by association."—Daniel Webster



By Frank Cortright
Executive Vice President

HOME builders were the last great industry group in this country to become conscious of the immense value of local and national organization. During World War I, builders were forced to sus-

pend activities while the federal government constructed housing for war workers. In the period following, the reputation of the building industry was damaged by irresponsible speculators. Although home builders enjoyed prosperity during the boom of the late twenties, they fell deep in the slump of the early thirties when construction dropped to one-tenth its previous volume.

During NRA days, when government endeavored to assist home building, there was no industry spokesman. Organized builders had no voice in the formation of the Federal Housing Administration nor in influencing its method of operation. Until the National Association was formed in 1941, the history of home builders paralleled that of all unorganized groups in a highly organized economy. Riding the flood tides of prosperity and suffering through the sloughs of depression, they have been buffeted constantly by the strongly organized forces of labor, finance, production and distribution.

Many thousands of home builders

throughout the country have associated themselves in the National Association of Home Builders for the purpose of mutual advantage and cooperation. They have pledged themselves to work together and with all branches of the industry to develop and maintain high standards of business practice. Through technical research and an interchange of experience they are striving to increase the efficiency of the home building industry so that constantly better values may be provided to the home buyer, and an ever greater number of our people may enjoy the benefits of home ownership.

The NAHB has two classes of membership—an Active Membership for those engaged in home building and an Associate Membership for those engaged

in trades, industries and professions related to home building.

Both Active and Associate Memberships in the National Association are available to those who qualify under the National By-Laws as follows:

1. In cities where NAHB has an Affiliated Local Association through membership in that Association; or
2. In cities and towns where no local association has yet been organized—through an individual membership in NAHB.

Dues of all members of the National Association are \$10.00 per year—payable, in the case of members belonging to an Affiliated Association, through that association; and payable direct by individual members. All members receive the weekly Washington Letter—but only Active members have the privilege of voting at National meetings. Upon the payment of dues each year a certificate of membership is sent each member (active and associate).

In almost every large metropolitan center the membership of the National Association is organized into local associations of home builders. Each of these Affiliated Associations is represented on the Board of Directors of the National Association in proportion to the numerical strength of its Active membership and thus helps to determine its policies and plan its activities.

Each Affiliated local association is assigned a jurisdictional territory of operation by the National Board of Directors.

The officers of the Association are

NAHB Past Presidents



FRITZ B. BURNS ROBERT P. GERHOLZ



JOSEPH MEYERHOFF
Treasurer

Directors of the United States

lected at the Annual Meeting from the Active membership by the Board of Directors and serve without compensation for a term of one year.

By the voluntary enforcement of the National Association's Code of Ethics, its members are striving to make this the greatest organization in the country—one in which every reputable builder in the United States will seek membership. In short—to make membership in the National Association a "Hallmark" of quality and integrity by which the home buyer in any community can be assured of dependable value and service.

Each year additional thousands of builders recognize the futility of individual effort in solving the many complex problems confronting the home building industry, and realize the need for a strong, vigorous, authoritative National organization. As its membership has grown steadily in numbers, so also has its strength and prestige increased with the years until today the National Association is recognized as "the voice of the industry" and its officers are accepted in Washington as the spokesmen for all home builders.

The battles which the National Association has won for the home building industry are too numerous to recount. Through its work with officials of government in Washington the opportunity was secured for private enterprise to do the major portion of the war housing job and most builders—both large and small—know the remarkable record of service rendered by NAHB.

The production of more than 1,000,000 war housing units provided by private builders during a period of unprecedented shortages of materials and manpower is indisputable evidence of what

(Continued to page 148)

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List of NAHB Exposition Exhibitors—

and Where to Find Them on the Exhibit Floor

Impressive List of Manufacturers Will Have Colorful Displays of Building Materials, Equipment and Services on Exhibit at Home Builders First Postwar National Convention and Exposition

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FORD CITY, PA. . SALEM, OHIO . LOS ANGELES, CALIF.
SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES



The ad started



Typical new-home-wanting family
 (more than 1 out of every 3 Post-reading families plan to purchase or build a home) are looking through their favorite magazine when an ad jumps out of a page and hits 'em in the eye. (Survey after survey shows that people LIKE to read advertising in the Post—far more than in any other magazine.)



that a rumpus ROOM



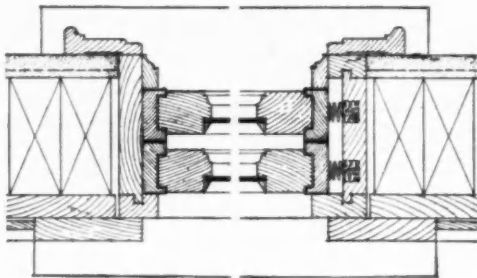
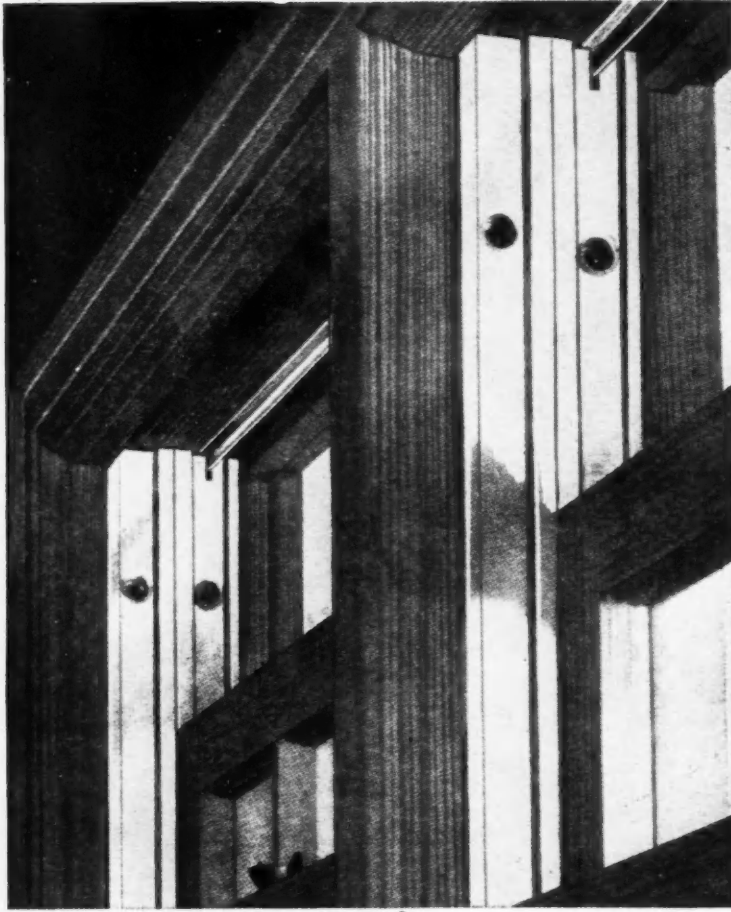
"See here!" lady says to husband. "What's the rumpus?" says he. "That's just it!" she says. "I want a rumpus room like the picture in this Post ad!" "Don't push me," he says. "I saw the ad, too, and I'm 'way ahead of you." (7 out of 10 of all the Post's new-home-wanting families say that a recreation room is necessary or desirable.)

They talk it over with experts... and when they see the plans, studded with familiar brand names right out of the Post, they're ready to do business. (When a recent survey asked dealers, "In what national weekly magazines would you prefer to see building materials advertised?", 70 per cent chose the Post—almost twice the number that voted for a second magazine. The trade knows the power of the Post.)

**IT PAYS TO
HAVE THE POST
PAVE THE WAY**



THE SATURDAY EVENING
POST



Typical plan at
jamb s showing
spring tension fea-
ture which takes
up all expansion
and contraction of
sash.

R.O.W. SPRING CUSHION WINDOWS

for **HOMES THAT SELL**

No Weights, Cords or Pulleys

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Closely fitted, self-adjusting non-corrosive metal guides, plus conventional weatherstripping at the head, meeting rails and sill give absolute weather- and dust-tight service. Small, non-corrosive steel springs on the floating jamb side press the sash weatherstripping guides against the sash with exactly the right amount of pressure, evenly distributed, to permit the raising and lowering of the sash with ease. For further information write to distributor in your territory or

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ROYAL OAK, MICHIGAN

See or Write These Licensed R.O.W. Window Dealers

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Co.

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Door Co.

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Utah)

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craft Co.

NEW JERSEY
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Oklahoma City—Warr Lumber Co.

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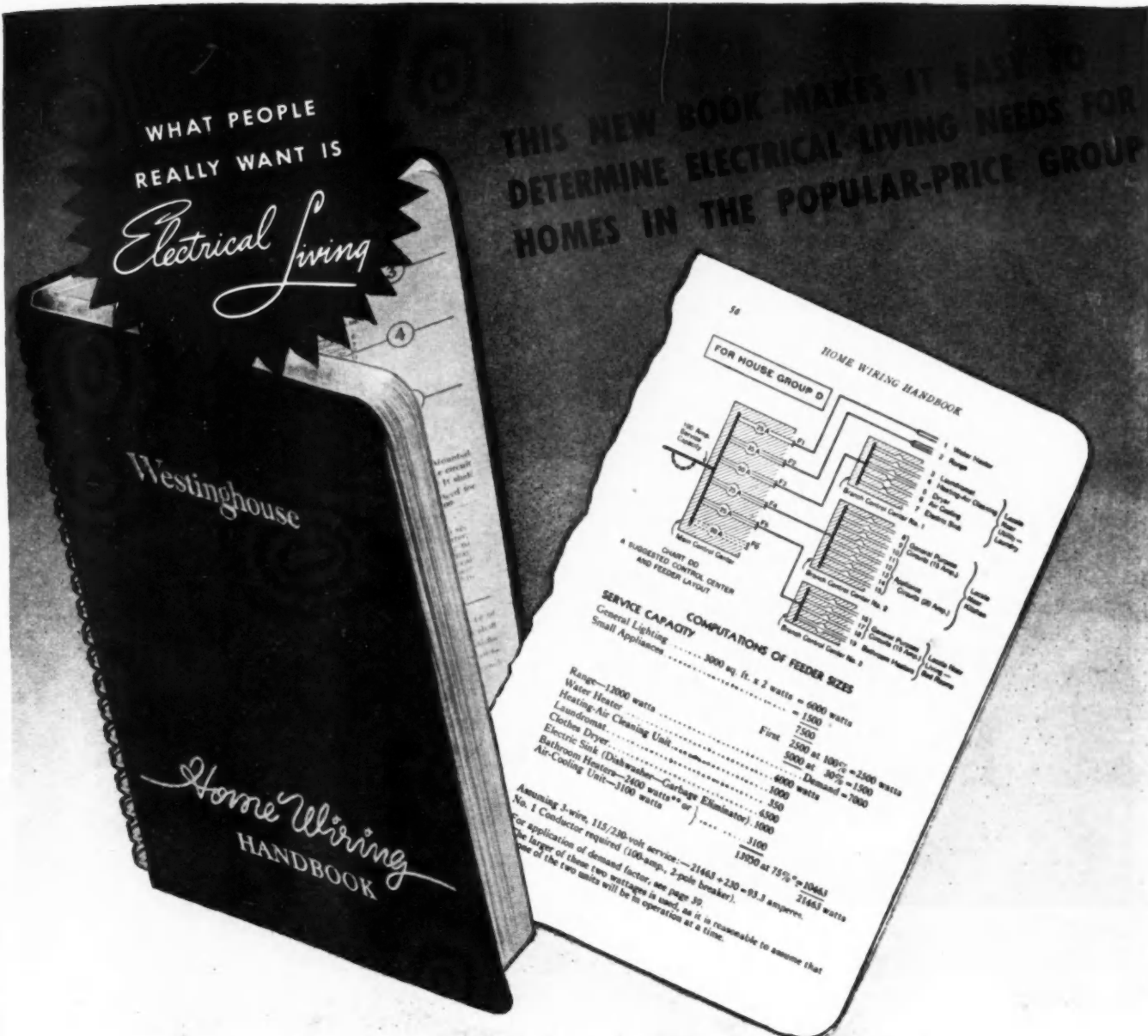
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VIRGINIA
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Co. (dealer for Alabama, Flori-
da, New Jersey, North & South
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ginia, West Virginia, Maryland,
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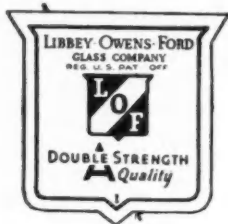
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DELCO-HEAT**

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Please send me your free booklet, "What's Ahead in Home Heating."

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- House Beautiful January
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The attractive 24-page booklet, "What's Ahead in Home Heating," gives all the facts on all types of heating equipment. It explains fully the benefits of automatic DELCO-HEAT, and urges readers to consult their dealers, architects and builders—now.

This, and succeeding advertisements in the powerful DELCO-HEAT promotional campaign for 1946, provide vigorous national advertising to acquaint the public with the finest in automatic heating equipment.

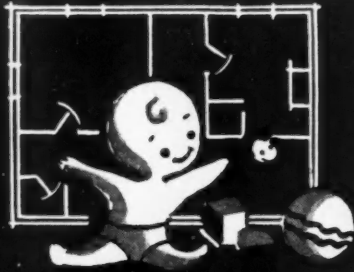
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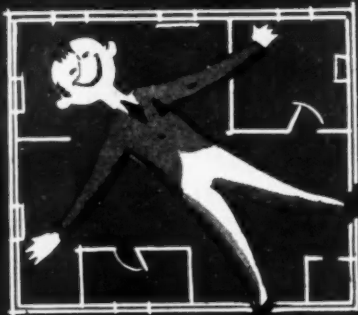
1. The Most Revealing Home



What is the basic difference
in homes planned for
FAMILIES WITH CHILDREN?



Do families with children
want
MODERN or TRADITIONAL?



Do most of them want
**MORE ROOMS OR
MORE ROOM?**

**PARENTS' MAGAZINE'S HOME BUILD-
ING SURVEY ANSWERS HUNDREDS
OF QUESTIONS LIKE THESE, OF VITAL
INTEREST AND IMPORTANCE TO YOU**

THE FACTS ARE IMPORTANT...because the WPB found, in its survey conducted in April 1944, that of those who said they would build or buy a home when materials and manpower are available, two-thirds were *families with children*.

THE FACTS ARE RIGHT...because **ONLY** families with children definitely planning to build, buy or modernize a home in the near postwar period were included in this comprehensive nationwide survey. Wishful thinking and "blue-sky" dreaming were completely eliminated. Many of these families have already bought lots, or have a substantial portion of the cash for their home set aside, or both. We believe this is the most helpful home building survey ever made—going more deeply, more intimately into the needs and wants of *families with children*. It discloses a demand for many unsuspected needs in new houses which are not now provided to families who are the largest home-building market.

THE FACTS ARE YOURS—You'll find them invaluable helps—if you sell building materials or home equipment...if you are a builder or contractor.

THE FACTS ARE FREE—Get your copy of the Parents' Magazine Home Building Survey Book, "What Kind of Homes Do Families With Children Want." Call or write:

FAMILY HOME DEPARTMENT

PARENTS' MAGAZINE
52 VANDERBILT AVENUE
NEW YORK 17, N. Y.

What kind of homes do
families with children want?



PARENTS' MAGAZINE'S HOME BUILDING SURVEY

NT
e**A TWO-FOLD PROGRAM:****Building Survey Ever Made****2.****THE
PARENTS' MAGAZINE
EXPANDABLE HOMES PROGRAM***Down-to-earth help for home-hungry families!*

Six leading architects have been engaged by Parents' Magazine to develop, from the findings of this survey, a group of practical plans for homes which meet the distinctive needs, the desires and financial ability of *families with children* everywhere. Each one of the Parents' Magazine home plans is expandable—allowing for harmonious expansion at minimum cost as the family grows. Each one of the Parents' Magazine Expandable Homes is adaptable to all kinds of building materials and architectural treatment. The program will be powerfully publicized in Parents' Magazine, America's most trusted counsel for *families with children*.

YOU CAN SECURE THE PLANS... to help make the homes you build more desirable—to help you sell building materials or home equipment.

YOU CAN TIE IN PROFITABLY—The Parents' Magazine Home Building Survey Book tells you how. Write today for your free copy.

**825,000 PROGRESSIVE AMERICAN
FAMILIES READ PARENTS' MAGAZINE**

for guidance in bringing up their children. And they look to Maxine Livingston, Family Home Editor, for help in creating suitable homes for their children to grow up in; homes that are comfortable, efficient and easy to care for. Requests for home building advice have poured in so fast during the last few home-hungry years that Mrs. Livingston decided to do something about it. The Parents' Magazine Survey and Expandable Homes Program are the result!

**The
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INSTITUTE, INC.**52 VANDERBILT AVE., NEW YORK 17, N. Y.
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CALLING ALL GIRLS ★ CALLING ALL BOYS ★ CALLING ALL
KIDS ★ POLLY PIGTAILS ★ TRUE AVIATION PICTURE-STORIES
SPORTS STARS ★ TRUE COMICS ★ REAL HEROES ★ FUNNY BOOK

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is three different showers in one. A turn of the lever and it delivers



REGULAR SPRAY for *relaxation* . . .



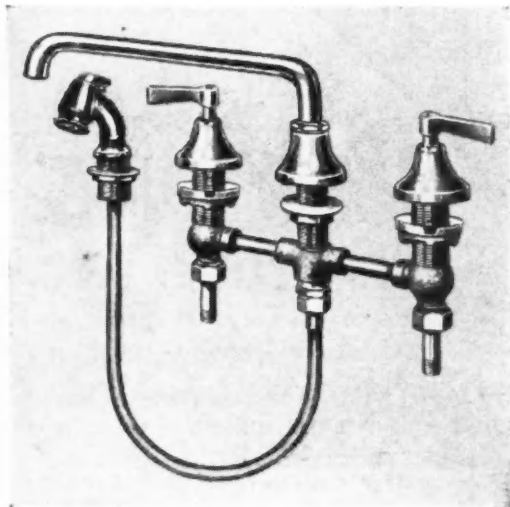
NEEDLEPOINT SPRAY for

stimulation . . .



or **FLOOD SPRAY** for a *no-splash rinse*. In the **FLOOD**

position, the Anystream is *self-cleaning*.



S-4742 Speakman Utility Deck Type Sink Fixture with transfer valve, hose, and heat-resisting, self-closing, thumb-controlled spray. Handy for rinsing dishes, washing vegetables or watering potted plants, this quality fixture is a modern refinement of the sort women appreciate in the kitchen.

A shower head is but a small item among the many kinds of equipment that go into a house or apartment. However, quality in such details suggests the builder's integrity in every phase of construction. For this reason—the installation of Speakman showers and fixtures, with their reputation as “the best in brass,” can be the deciding factor in the completion of a sale or lease.

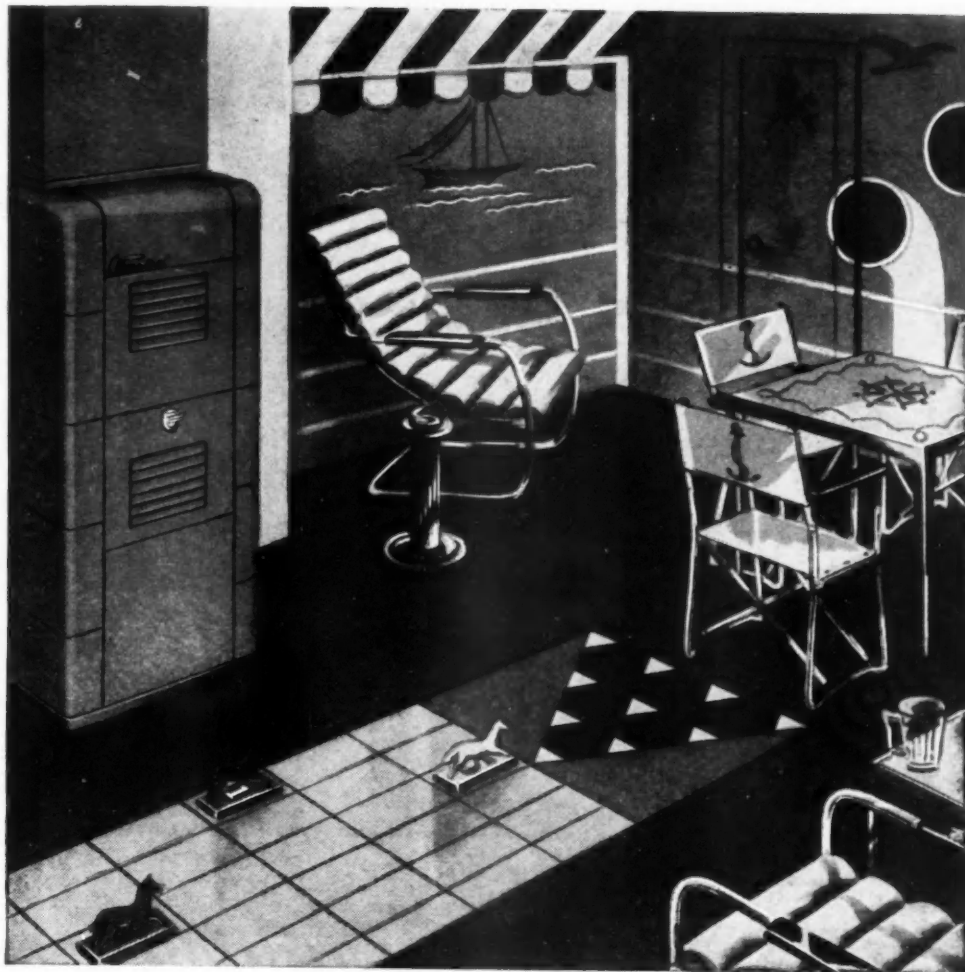
Speakman Showers and Fixtures are distributed nationally through plumbing supply dealers and plumbing contractors.

SPEAKMAN

SHOWERS AND FIXTURES

“The best in brass since 1869”

SPEAKMAN COMPANY, WILMINGTON 99, DELAWARE



B-27

MUELLER Climatrol

REG. U. S. PAT. OFF.

stands for "Climate Control"

... your assurance of delivering True Indoor Comfort and winning the good will of satisfied customers

"Climate control" means, basically, *conditioning and handling of air*. When you install Climatrol, you provide a system that does just that . . . and therefore is capable of delivering the essential "comfort factors."

True Indoor Comfort makes an important contribution to the owner's complete satisfaction with his home. It pays to provide it — with Climatrol.

From a practical standpoint, the com-

plete Climatrol line gives you a full range of choice as to type, size, and fuel used. Each Climatrol unit is specifically designed for efficiency with a specific fuel . . . gas, oil, or coal. Nationally known—nationally advertised—smart and modern in appearance — readily acceptable as a standard of quality in home equipment. Specify "Climatrol", for results that are a credit to you.

Write for bulletins.



L. J. MUELLER FURNACE COMPANY
2016 WEST OKLAHOMA AVENUE • MILWAUKEE 7, WISCONSIN





ARKETEX FOR *Budget Beauty*

THE master of the house will find Arketex economical to buy, convenient to maintain, for Arketex walls require no periodic painting or refinishing—*the first cost is the only cost!* Arketex' colors are everlasting. The housewife will find Arketex convenient to clean. Only soap and water washing is required to keep its luster. In the residence Arketex is ideal for interior use as

well as for exterior walls. It adds warmth and color to any home decorating scheme. Available in a number of sizes, shapes, and textures allowing freedom of artistic expression, this wall and finish all in one is not affected by steam, water, acid, or temperature and weather changes. When planning homes or offices, specify Arketex—first with the finest in ceramic glazed structural tile!

A PEACETIME PROMISE

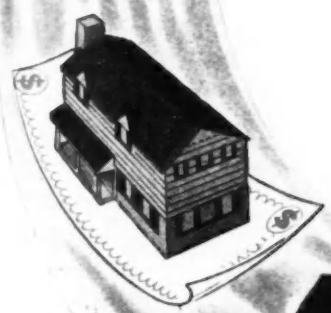
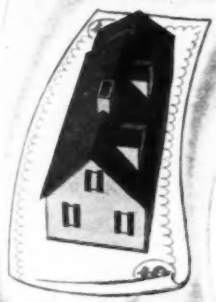


Arketex' continuous achievement in the ceramic glazed structural tile field assures you the finest in workmanship. Arketex—the standard of textured tile.



ARKETEX CERAMIC CORPORATION • BRAZIL, INDIANA

10 BILLION DOLLARS ... with just one purpose



TODAY this vast sum is *available* through Savings, Building and Loan Associations and Co-operative Banks *for one purpose only*—to meet local financing needs for the purchase or construction of new homes and for small apartments.

In addition to having a ready supply of funds available, men with the “know-how” will give quick service and personal consideration to all applicants with loans that are especially adapted to their needs. And, in the case of G. I. Home Loans, you can be sure of prompt handling of all details required under the Servicemen’s Readjustment Act of 1944. These are some of the reasons why *56% of all home loans* made by financial institutions are completed by Savings and Loan Associations.

In the busy days ahead you may depend on the 115 years of specialization by Savings, Building and Loan Associations and Co-operative Banks to provide the funds required to help you build, buy or sell residential property.

YOUR SAVINGS & LOAN ASSOCIATION OR CO-OPERATIVE BANK

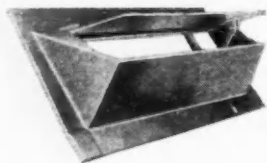
MEMBERS OF THE
UNITED STATES SAVINGS AND LOAN LEAGUE



Majestic

BUILDING PRODUCTS for the MODERN HOME

Only a few of Majestic's many quality-famous building products are shown here. You'll find full information on the complete line in the new Majestic Catalog. Send for your copy of this fully illustrated book on Majestic Building Necessities—products that have been nationally known and advertised for 40 years!



FIREPLACE DAMPERS

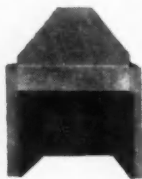
The extra-wide, full-length backledge and built-on lintel of Majestic Dampers provide extra strength and durability, simplify construction, and save materials. A revolutionary, patented poker control provides amazingly easy operation and is never affected by smoke, soot, heat, rust or wear. Majestic Dampers prevent smoking, close almost airtight, control draft with highest efficiency. Rugged, heavy gauge body assures long, carefree service.

CIRCULATOR FIREPLACES

Here's furnace-like heating efficiency for every open fireplace—of any size or mantel design. Majestic Circulators distribute heat all around the room, drawing in cold air through floor-level grilles, and expelling heated air through grilles at mantel height. They make fullest possible use of heat that otherwise escapes through the chimney—producing more warmth with less fuel. "Radiant Blades" or metal fins give the Master model 91 per cent more heat-radiating surface than the ordinary



Master



Standard

fireplace! Majestic Circulators are completely prefabricated and accurately engineered for quick, easy, low-cost installation. Damper, smoke dome and all other parts are built into a single integral unit, with all joints electrically welded. The adjustable frame is quickly adaptable to any mantel or architectural treatment. Special angle-irons seal insulation in at sides of front. Hooks to support the basket grate are anchored to the backwall of each Circulator, assuring proper location of grates, and permitting them to be swung upward easily when cleaning underneath. 28 to 52-inch widths.

COAL CHUTES

The Majestic No. 550 Coal Chute adds protection and convenience at very low cost.

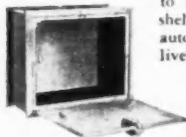
Features include extra-heavy rolled steel frame with electrically welded corners, sturdy hinges (which latch door in open position) welded to frame and door, automatic burglarproof lock (operated by pull-chain from any point in the basement), 13-gauge steel door with reinforcing ridges, heavy angle-reinforced body integral with frame, rust-resisting asphaltum finish, many others.



GRADE LINE COAL CHUTES open flush with grade line or pavement. Special door flange provides watertight closure. Heavy, breakproof construction withstands abuse.

MILK AND PACKAGE RECEIVERS

Majestic Milk and Package Receivers bring low-cost protection for home deliveries, eliminate unexpected intrusions, end tracking-in of snow and dirt, keep milk and food safe from stray cats and dogs. Insulation keeps out extreme heat and cold, and deadens noise. Bodies of receivers are adjustable to any wall construction. Interior door of deluxe model as illustrated opens to form a convenient shelf. Outer door locks automatically after delivery is made. Durable formed steel construction assures long life and care-free service.



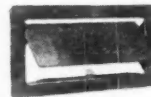
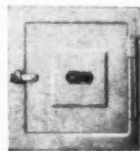
UNDERGROUND GARBAGE RECEIVERS

The neat, convenient, sanitary way to dispose of garbage for collection. Keeps dogs and flies out; prevents freezing and fermentation. The remarkably strong and durable malleable iron construction of the Majestic "Quality" receiver is unsurpassed for long service. Model illustrated is of extra-heavy, breakproof, formed steel construction—guaranteed for ten years against breakage or rusting out! Top and flip-up lid are of rugged 1/8-inch steel. Body is of 16-gauge steel, coated inside and out with rust-resistant paint. Inner can is of 26-gauge galvanized steel, with watertight, double-locked seams and well-secured bail. Footpedal is cast semi-steel, with non-rusting pins in hinge and lever. Four sizes, 8 to 20-gallon capacities.



ASH DUMPS CLEAN-OUT DOORS

Majestic Clean-Out Doors are ruggedly constructed of heavy formed steel, with positive mortar locks and sturdy, close-fitting doors. Stack-type clean-out doors have heavy-duty malleable iron hinges, assuring positive anchorage.



Lids of Majestic Ash Dumps are securely hinged, to prevent dropping out. Majestic also features a line of accurately counter-balanced automatic ash dumps.

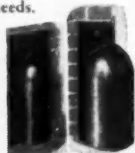
MISCELLANEOUS BUILDING NECESSITIES

The high quality of Majestic's extensive line of heavy-duty castings and formed steel building necessities is well known throughout the building field. The illustration shows only a few of these items, which include flue thimbles, porch column bases, cistern rings and covers, manhole covers, foundation grates, adjustable ventilating grates, sewer tile strainers, bell trap cesspools, access doors, and many other building needs.



WHEEL GUARDS

Majestic Wheel Guards deflect wheels and prevent hubs from striking masonry. Offered in corner and jamb types. Heavily designed and made in cast semi-steel. Height 22 inches. Easy to install.



HOME INCINERATORS

The Majestic Fuelless Incinerator burns all wet or dry garbage and refuse, requires no fuel, and is priced within reach of every home owner. The waste itself is the only fuel needed—it's almost a necessity in automatically heated homes. Neat, compact and attractive, it is easily installed in any basement or utility room. Connects to the flue of regular heating system without hampering furnace operation or efficiency. Continuous rim base keeps dirt, dust and waste from collecting underneath.



MAJESTIC GAS-FIRED INCINERATORS feature extremely low fuel consumption. Compact "portable" construction permits easy, economical installation at any convenient point in the basement.

BUILT-IN INCINERATORS of the fuelless type, for in-the-wall installation, are another popular Majestic product. Complete details will be supplied promptly upon request.

OUTDOOR FIREPLACE EQUIPMENT

Majestic offers full line of complete metal assemblies, as well as parts and equipment, for every type of outdoor fireplace. Tops, grates, doors, and numerous accessories are available in wide variety. Illustrated is a complete unit, delivered ready for quick, easy assembly, with full instructions and suggestions for attractive exterior masonry. Either solid or bar type grates, adjustable for use with coal, wood, or charcoal.



WINDOW WELLS

Majestic Window Wells, ruggedly built of 14 gauge formed steel with a heavy, solid steel top edge, are guaranteed for 20 years! They save time, labor and money on installation of windows below grade line. Smooth surfaces eliminate damages from "settling." All sizes.



Nationally Known and Advertised for 40 Years

The Majestic Company

1036 Erie St., Huntington, Indiana



Write for Latest Majestic Catalog



FORD TRUCKS MEAN BUSINESS - *What's Yours?*

Everywhere there's work to get on with! All over our nation, thousands of long-deferred projects and long-deprived business enterprises call urgently for the thrifty load-lugging stamina of Ford Trucks. And assembly lines are set for an ever-growing volume of better-than-ever *new* Ford Trucks.

Yes, *Ford Trucks mean business!* Ask your Ford Dealer. He can tell you the good news of still greater economy, of longer engine and chassis life, of advancements in famous Ford reliability.

Your business—in city or town or

on the farm—if it requires hauling, can benefit by the added efficiency of these great new Ford Trucks. They'll save you dollars in operation, in maintenance, in long and trouble-free service life. They'll give you all the fine qualities that have won and held the esteem of the world's largest group of truck owners year after year . . . and they'll give you more besides. They'll give you, we sincerely believe, the *most advanced* truck engineering your money can buy.

See your Ford Dealer today.

51 POPULAR MODELS TO SELECT FROM, PROPERLY SERVING 95% OF ALL HAULING JOBS!

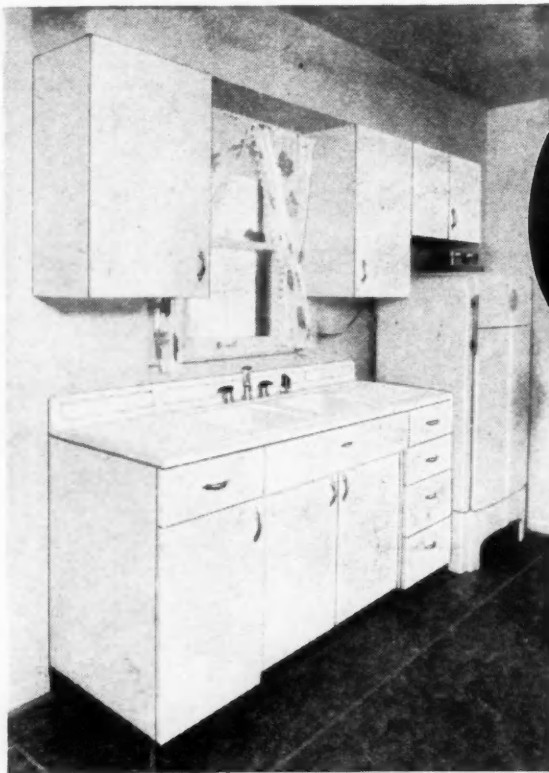
Your choice of two great engines—the 100 HP V-8 or the 90 HP Six.

The Light Duty Ford Truck—the Tonner—the Heavy Duty Ford Truck in two wheelbase lengths—the Heavy Duty Dump Truck Chassis—Cab-over-Engine units in three wheelbase lengths—the popular Ford School Bus Chassis in two wheelbase lengths and the Sedan Delivery—all units in the 1946 Ford Truck Line are being made available as rapidly as possible.

FORD TRUCKS

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

WHY PROMINENT BUILDERS USE YOUNGSTOWN KITCHENS



HUGH S. SELBY, President of the Selby Construction Company, Lakewood, Ohio, and Past President of the Cleveland Chapter, National Association of Home Builders, has installed Youngstown Kitchens for many years.



One of the hundreds of attractive homes planned and built by Mr. Selby's organization. The Youngstown Kitchen for this home is shown at the left.

"Simple to install... Help sell our homes"

—HUGH S. SELBY, Pres., Selby Construction Co., Lakewood, Ohio

"**WE** HAVE installed several hundred Youngstown Kitchens," writes Mr. Selby, "and our clients as well as ourselves are very pleased with them. They are very simple to install and save carpenter and painting labor. We are convinced they have materially assisted in the sale of our homes.

"Equipment like this helps every builder join with the National Association of Home Builders in raising the standards of home building and providing America with better homes for the money.

"With proper cooperation between manufacturers and builders, private enterprise can build all the houses needed for the entire nation."

Mr. Selby speaks from experience. He knows the advantages of Youngstown Kitchens. If you are not familiar with the Youngstown line, send for the booklet, "The Builder's Kitchen." It shows how Youngstown Kitchens will fit into your homes, and gives detailed experiences of other builders with this modern equipment.

MULLINS MANUFACTURING CORPORATION
Warren, Ohio

Porcelain Enameled Products—Design Engineering
Service—Large Pressed Metal Parts

DON'T MISS IT!

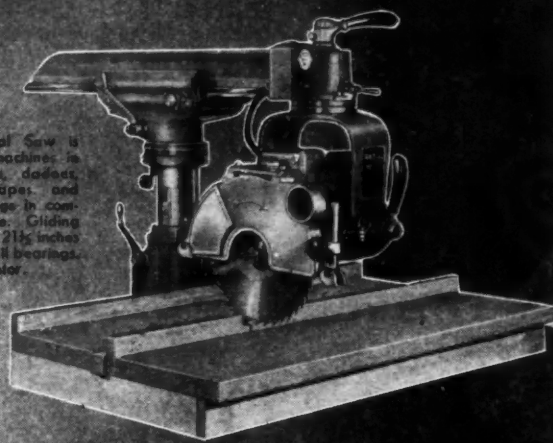
**National Association of Home Builders
ANNUAL CONVENTION—EXPOSITION**
FEBRUARY 25-28, 1946—Stevens Hotel, Chicago



Youngstown Kitchens

BY MULLINS

W-T Radial Saw is really 3 machines in 1. It saws, dados, miter, shapes and routs. Swings in complete circle. Sliding table moves 21 1/2 inches on eight ball bearings. Geared motor.



Walker-Turner WOOD WORKING MACHINE TOOLS Cut Costs at Every Turn

WOOD · PLASTICS · METALS · CERAMICS

ON building construction operations these Walker-Turner Woodworking Machine Tools are fast and accurate. The W-T Radial Saw is typical. All the framing for the average house can be cut in one-fifth the time (or even less) required by hand methods. And the cutting is far more accurate, the members fit perfectly and the finished job is better. All Walker-Turner Machine Tools have such wide ranges of cutting speeds that they permit the most economical speed for any material. Easily operated by semi-skilled or unskilled labor. Send for address of nearest W-T distributor.

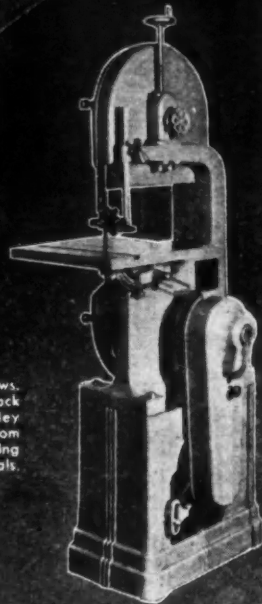
WALKER-TURNER COMPANY, INC.
PLAINFIELD, N. J.



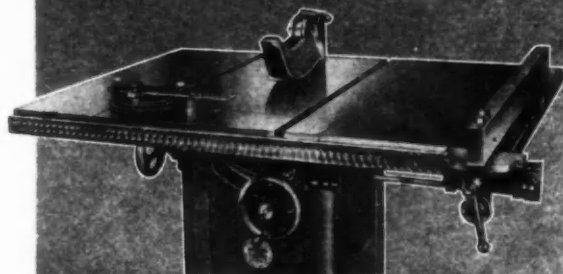
MACHINE TOOLS

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

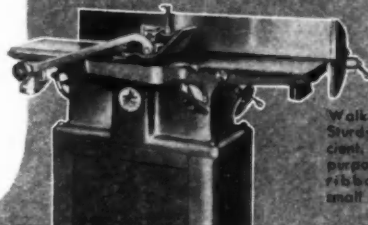
Walker-Turner Band Saws, 14" and 16" models. Back gearing and cone pulley provide speed range from 61 to 5300 S.F.M.—cutting speeds for all materials.



Walker-Turner Tiling Arbor Saw. Easily portable. Choice of Telescope or Geared Motor Drive. Full 12" in front of saw blades. Perfectly balanced.



Walker-Turner Joints. Sturdy, accurate, efficient. Patented dual-purpose guard. Plans ribbon-thin. Handles small strips.



CROFT *steel*

Standard Residence and Apartment Casements



BACK AGAIN IN 1946

Our reconversion from all-out war production to the manufacture of the well-known Croft steel casement windows is now under way. Before Pearl Harbor, Croft standard casements were installed in thousands of homes, apartments, and housing projects . . . The features that signalized their superiority then are being incorporated in the new models. Plus narrow, pleasing lines and an over-all design that provides more light area. We invite dealers to send lists of stock requirements NOW—shipments will begin next Spring in standard window industry sizes.

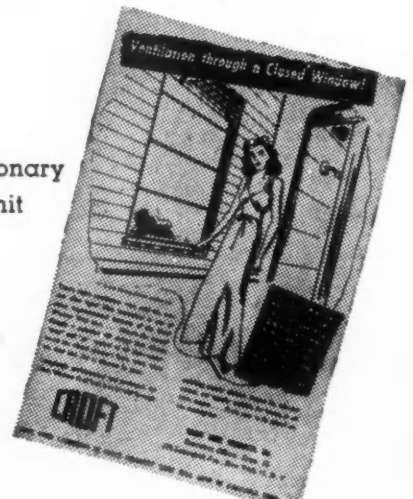
- ALL STANDARD SIZES
- FITTINGS, ACCESSORIES FOR ALL TYPES OF WALL CONSTRUCTION . . . brick, wood frame, brick veneer, stucco, concrete block
- PLAIN OR MOULDED WOOD SURROUNDS

WRITE FOR CATALOG

Watch for the revolutionary
Croft Window Wall Unit

CROFT

Croft Steel Products, Inc.
370 Lexington Ave., New York, N. Y.



Now Armstrong's Building Insulations Include **ARMSTRONG'S INSULATING WOOL**



Roll or Batt Blankets



Pouring Wool

Five Types Available for Immediate Shipment!

ARMSTRONG'S Insulating Wool offers new sales opportunities and advantages to builders and building supply dealers. Made of Fiberglas*, it is a highly efficient, flexible insulation of extreme durability. It will not burn, settle, or decay. Of utmost importance to builders, dealers, and customers alike, is the fact that this material is immediately available without restrictions.

The springy glass fibers of Armstrong's Insulating Wool give this product high thermal insulation value plus low heat capacity. Roll and batt blankets have a wrapper that combines a vapor barrier on the warm side and a breather paper on the cold side. Its clean, attractive appearance gives eye appeal which, along with the many other advantages,

makes it an easy material to sell.

Installation is simplified because roll and batt blankets of Armstrong's Insulating Wool are cut with extreme accuracy. Flexible and compressible, they fit snugly in place and virtually hold themselves in position for tacking along the nailing flange. Their light weight and convenient packaging make them easy materials to handle and to install.

The complete line of Armstrong's Insulating Wool includes 15" and 23" roll blankets and 15" batt blankets in 1", 2", and 3" thicknesses; small batts, 11" x 15" x 4"; and pouring and blowing wool, packaged in bags. For complete data and samples, write to Armstrong Cork Company, 1602 Lime St., Lancaster, Pennsylvania.

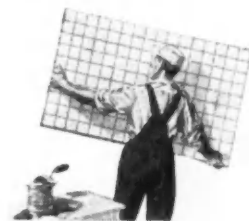


*TM. REG. U. S. PAT. OFF., OWENS-CORNING FIBERGLAS CORP.

Other Easy-to-Sell Armstrong Materials



Temlok** . . . the efficient Armstrong fiberboard insulation . . . available in sheathing, lath, and de luxe interior finish panels, planks, and boards.



Monowall** . . . Armstrong's decorative interior finish wallboard in plain colors and tile-designs for kitchens, bathrooms, and all walls where easy cleaning is desired.

**REG. U. S. PAT. OFF.

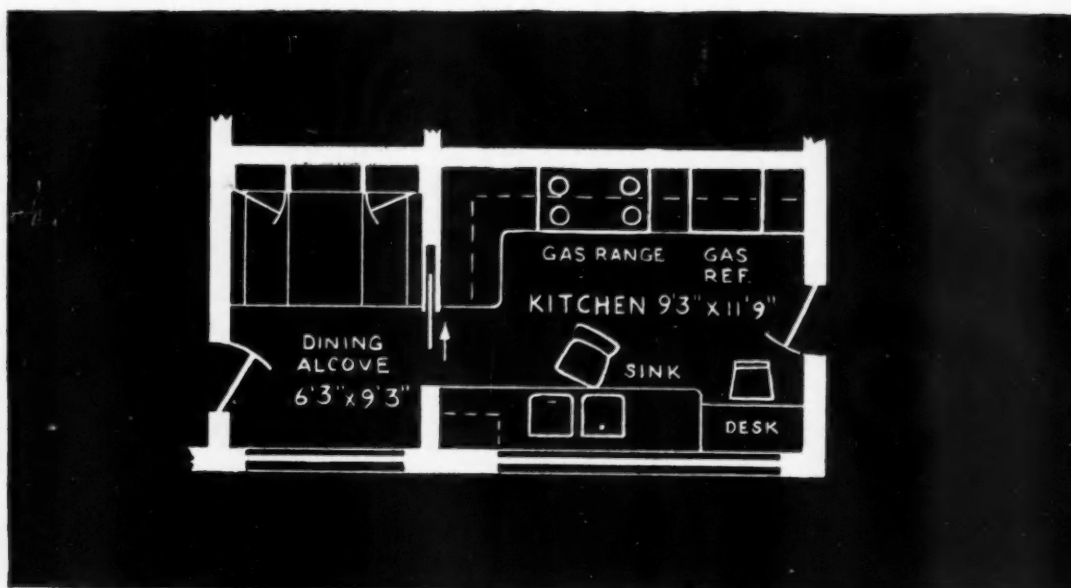
ARMSTRONG'S BUILDING MATERIALS

TEMLOK • INSULATING WOOL • MONOWALL

Why your clients would like

This is no case of conjecture or "wishful thinking." We actually tested this "New Freedom Gas Kitchen" in a recent survey. And we found out exactly why this kitchen meets with enthusiastic approval among the very women from whom you draw your clientele.

Here's the story in their own words —



RE THE LAYOUT: "I like the all-in-one arrangement." "It's compact and practical." "Cabinets flush with the floor mean less cleaning." "There's plenty of light and storage space." "The sink directly across from the range saves you steps." "The breakfast room is so gay. Convenient, too."

RE THE DECORATIVE TREATMENT: "The colors are so bright and cheerful." "You won't tire of that color scheme." "It's good for summer or winter." "Looks cool and easy to clean." "I like the glass door — the black frame won't show fingermarks."

RE THE EQUIPMENT: "The new Gas equipment is certainly up to the minute!" "I'm sold on flame-cookery with Gas — it's fastest, cheapest, and easiest to regulate." "My new refrigerator will be run by Gas. It's noiseless — and more dependable." "I prefer Gas for everything. I've always found it completely satisfactory because it gives uninterrupted service."



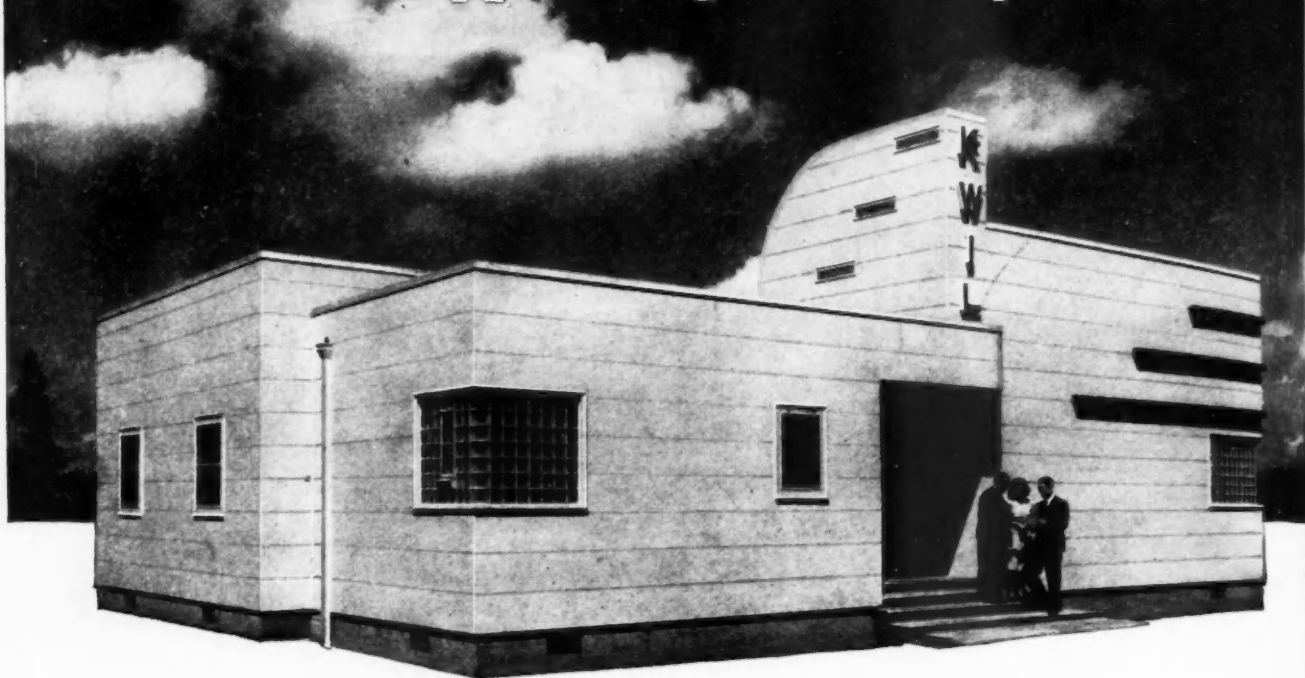
Make a kitchen like this!



THERE'S NO DOUBT ABOUT IT! Gas is the overwhelming favorite as a kitchen fuel! Over 20,000,000 urban and suburban women are cooking with Gas now — want Gas ranges, Gas refrigerators and water heaters in their easy-to-work-in, *modern* homes. Capitalize on this preference by specifying Gas for every home you build or plan. And remember it pays to recommend Gas for the most effective house heating and air conditioning. See your local Gas Company for complete technical details on modern Gas practice, appliances and systems.

AMERICAN GAS ASSOCIATION

FOR EXTERIORS OF MODERN BUILDINGS—USE DURABLE Exterior Type Douglas Fir Plywood



Easy to Use, Economical, Weather-proof

- Exterior type Douglas fir plywood—made with completely waterproof synthetic resin binder—has proved itself a superior material for exterior siding on homes, farm buildings, business and industrial structures. The large, rigid panels cover wall areas with a minimum of handling, sawing, fitting and nailing. They bend easily to simple curves without splitting. They will **not** delaminate—even in boiling water!

- Exterior type is the rugged, durable plywood used in PT boats and other assault craft. It has served for years in work and pleasure boats, in freight cars, "reefers", troop sleepers, and as a superior material for outdoor signs.

- Write the Douglas Fir Plywood Association for any technical data you desire. For prices and delivery information, see your lumber dealer.

Modern streamlined effects are easy to accomplish with large, rigid panels of durable Exterior type Douglas fir plywood. This radio transmitter building is a pleasing example of the material's adaptability—a building that is not only more attractive NOW but will remain so over a longer period of time. Plywood's cross-laminated construction adds strength and rigidity to framing.

EXT.-D.F.P.A.

TRADE MARK REG. U. S. PAT. OFF.

For permanent outdoor use, for marine use, and for indoor use where moisture conditions are abnormal, specify **ONLY** Exterior type plywood. It is easily identified by the "grade trademark" EXT-DFPA on the edge of every panel.



**DOUGLAS FIR
PLYWOOD**

LARGE, LIGHT, STRONG.
Real Wood
PANELS

Douglas Fir Plywood Association

Tacoma 2, Washington

"OUR BUILDER CONSIDERED
OUR COMFORT WHEN HE
INSTALLED **CRANE HEATING**"



"YES, AND IT'S
FULLY **AUTOMATIC**
SO CLEAN AND CONVENIENT"



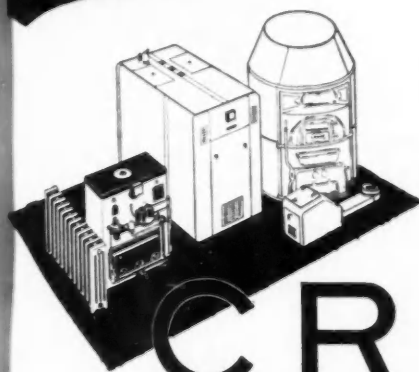
Comfort and convenience bulk large in a prospect's estimation of a home. Many builders have found that "heating by Crane" gives their sale a running start and more than that, helps keep homes sold by freeing home owners from cold weather worries.

And because the Crane line includes complete equipment for every type of home heating, it permits flexibility in your planning. You can choose boilers in a wide variety of sizes particularly designed to burn coal, oil or gas. You have a selection of furnaces

adapted to these fuels. You can specify radiators or convectors or if you want the latest in home heating, you may want to consider the new Crane Radiant Baseboard Heating soon to be in production.

The Crane line also provides oil burners, stokers, controls, water specialties, pipe, valves and fittings—everything for home heating.

Crane heating is now in production—naturally, the demand today exceeds the supply of all types of heating, so we suggest that you discuss your plans with your Heating Contractor or Crane Branch.



CRANE

CRANE CO., GENERAL OFFICES:
836 S. MICHIGAN AVENUE, CHICAGO 5
PLUMBING • HEATING • PUMPS
VALVES • FITTINGS • PIPE

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

THE NEW TIMKEN

The new 1946 Model Timkens are now coming off the production line . . . the finest oil burners Timken ever built.

George Walker, one of America's leading designers, gave the new Timken its smart new lines. Timken Silent Automatic's unmatched engineering experience gave it 19 new features and improvements.

Result is an oil burner which, more than ever before, is "The Accepted Standard" . . . for quality, for economy, for dependability, for all that is latest and best in oil burner design and performance.

Timken Dealers made money before the war . . . now have a product that assures an even wider margin of sales leadership. To be the leader in your community, sell the leader: **SELL TIMKEN!** TIMKEN SILENT AUTOMATIC DIVISION, THE TIMKEN-DETROIT AXLE CO., DETROIT 32, MICHIGAN



TIMKEN

Silent Automatic

HEAT

OIL BURNERS • AIR CONDITIONING OIL FURNACES
OIL BOILERS • OIL BURNING WATER HEATERS



THE re
section
sales app
and inter
them, in
whose rea
how to a
sell more
stores, in
burgh Gl
Metal.

There n

STO

P I

Your local merchants
are *your best prospects*



(BEFORE) - Now is the time to get after store remodeling jobs. These pictures show how new sales appeal was built into an old store in Lafayette, Indiana, with Pittsburgh Plate Glass Products. Architect, Walter Scholer; Contractor, George E. Dahm.



THE retail store keepers in your section are anxious to build new sales appeal into their store fronts and interiors. And we are telling them, in twenty retail magazines—whose readers total about 950,000—how to attract more customers, to sell more goods, by modernizing their stores, inside and out, with Pittsburgh Glass and Pittco Store Front Metal.

There must be plenty of these prof-

itable jobs in your territory. A check of local merchants and architects should turn up a list of worthwhile prospects. And you will find them well disposed toward Pittsburgh Glass Products. These products are well known, not only because for years we have been advertising to the trade consistently, but also because the products, in actual service, have rolled up service records that are eminently satisfactory.

As a further inducement, if desired, you can offer your prospects the unique advantage of convenient financing through the "Pittsburgh Time Payment Plan."

Fill in and mail the convenient coupon and you will receive free our new book of facts, figures and photographs about actual stores that have been remodeled with Pittsburgh Glass and Pittco Store Front Metal.

"PITTSBURGH" STORE FRONTS and INTERIORS

Pittsburgh Plate Glass Company
2083-6 Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your illustrated booklet on store modernization, "How Eye-Appeal—Inside and Out—Increases Retail Sales."

Name.....

Address.....

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



"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

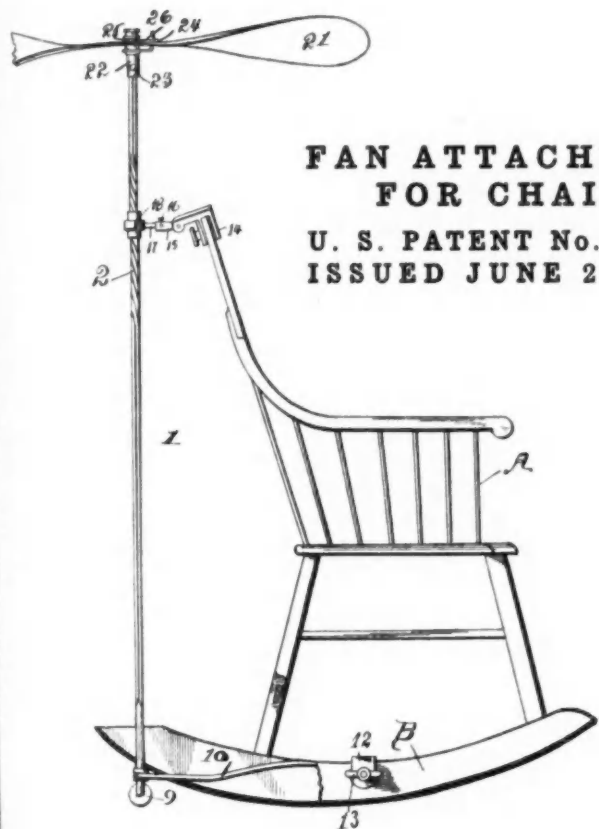


Step out with color!

Give your homes a personality that will attract prospective buyers and bring quick sales! P&L color-planned homes are decorated with colors that show individuality of hue and tint rarely duplicated in other paints. They possess enduring beauty and eye-appeal. Developed by intensive laboratory research, these authoritative colors were standardized only after actual test-use in more than 1,000 residential units. Pratt & Lambert decorative service and

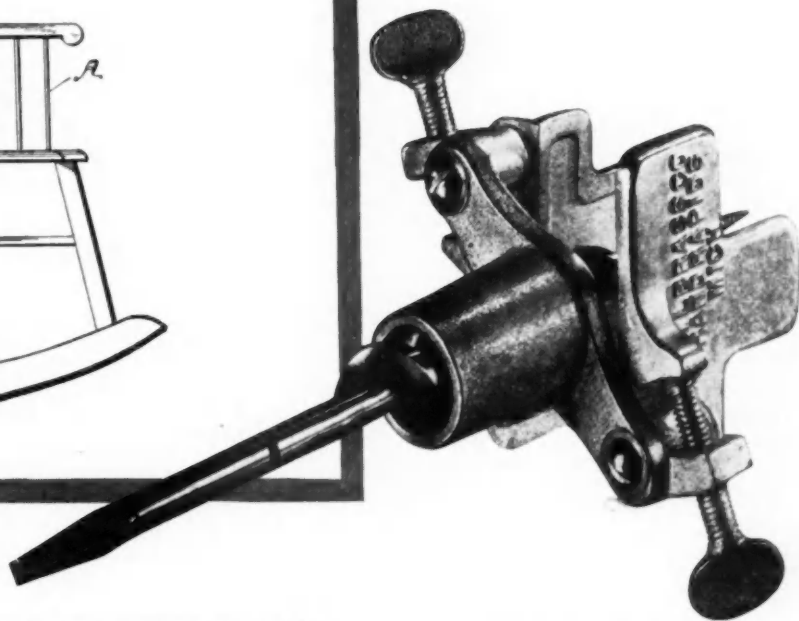
color counsel assure their most effective use and add even more sales value to your homes. As soon as necessary raw materials are available, you can really step out with color! Ready now, are modern P&L Painting and Varnishing Specifications, covering high-grade, medium-price and low-cost homes. Write for yours today. Pratt & Lambert-Inc., 80 Tonawanda Street, Buffalo 7, N.Y.

PRATT & LAMBERT
paint and varnish



FAN ATTACHMENT FOR CHAIRS

U. S. PATENT No. 857,669
ISSUED JUNE 25, 1907



Catalog No. 1100 Bit Guide Set. Furnished with 15/16" diameter bit. For use in installation of all Dexter-Tubular Locks and Latches.

AIR CONDITIONING The Inexpensive Way

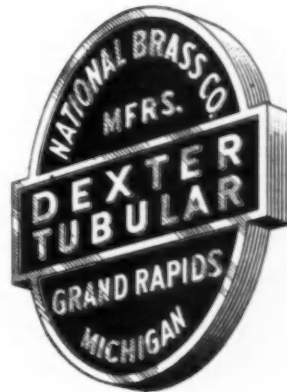
No hookup. No vents. Just rock and feel the breeze.

It's not often that the easy way is the best way. But this is the case with DEXTER-TUBULARS. Just drill two holes. No old-fashioned, laborious mortising. At a saving of *one-third the time* a better product has been installed — a product you can depend on to give lasting satisfaction because it is backed with a written Lifetime guarantee.

To make it still easier, speed installations with the Dexter Bit Guide. It's a precision tool, so simple anyone can use it. Just clamp it on the door. It guides the boring straight and true.

You may borrow this tool without charge from the dealer in your community handling Dexter-Tubular Locks and Latches. Drop in, or call him on the phone for complete information and demonstration.

NATIONAL BRASS COMPANY, Mfrs.
Grand Rapids, Michigan
**MAKERS OF BUILDERS, CABINET, SCREEN DOOR
AND SHELF HARDWARE**



THE SMALLER

Windowall



*Triple installation of Andersen Complete Wood Casement Window Units
.....function as a window, opening up a view, letting in fresh air
.....function as a wall, shielding the home from bitter weather.*

CASEMENT UNIT NO. 6438; 4'9½" x 4'2¾" SASH OPENING SIZE.

Andersen Corporation

BAYPORT • MINNESOTA



Over the Kitchen sink, a pair of Anderson Complete Wood Casement Units swing out to catch a summer breeze.

CASEMENT UNIT NO. 4326; 3'1³/₄" x 3'2³/₁₆" SASH OPENING SIZE.



Thrifty on wall space... luxurious in sunlight and an outdoor vista ... a corner arrangement of two Anderson Horizontal Gliding Window Units. Weathertight as in a wall... sun-conditioned, as in a window... a true WINDOWALL.

HORIZONTAL GLIDING UNIT NO. 48040; 4'8³/₁₆" x 3'10⁷/₁₆" SASH OPENING SIZE.

its air her.

EQUIPMENT BECOMES REAL ESTATE



National Life's New *Packaged Mortgage* Lowers Cost of Financing Homes

Here is big news for builders, contractors, lumber dealers! You can now offer a *complete and fully equipped home* financed under *one, low-cost loan* through the novel "Packaged Mortgage".

This greatly facilitates the sale of homes because new kitchen appliances such as gas or electric ranges, refrigerators and other major kitchen equipment are considered part of the real estate.

ONE LOAN BY ONE LENDER

All financing is covered by the single "Packaged Mortgage" instead of a house mortgage plus burdensome instalment financing.

UNIFORM PAYMENTS

Payments are uniform throughout the life of the loan instead of being heavy during the

first two or three years as in the case of instalment buying.

LOWER COST

Money is saved because the high costs of ordinary instalment financing are avoided.

National Life of Vermont, with \$300,000,000 assets, is the first large-scale financing institution to offer this simplified, low-cost plan.

Mail the coupon below; we will send you full information and the name of National Life's nearest loan correspondent.

Are you attending the NAHB Exposition in Chicago? Stop and see our representative in Booth 182.



NATIONAL LIFE
INSURANCE COMPANY
HOME OFFICE—**VERMONT**
MONTPELIER,

*A Mutual Company, founded in 1850,
"as solid as the granite hills of Vermont"*

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., DEPT. 110
MONTPELIER, VERMONT

Without obligation, please send me folder about the "Packaged Mortgage", and name of nearest loan correspondent.

Name

Business or Home Address

Everyone has a pet feature in this bathroom...



"2-ROOMS-IN-ONE . . . Now that's a really practical idea, especially for the early morning 'rush hour'. And the smart looking safety-bottom bathtub! All I can say is . . . somebody at Briggs must have had my harum-scarum kids in mind all the time!"

"THAT ULTRA-MODERN LOOK . . . Just the thing I've been looking for to transform our old down-at-the-heels bathroom. Maybe we can't manage the glass brick wall . . . but the indirect lighting—tile partitions—and most of all, the gorgeous Briggs Beautyware would give me a bathroom I'd be proud to show the world!"



FREE BOOKLET—"Planning your Bathrooms and Powder Room". Write for yours today.



DESIGNED BY BRIGGS DESIGN RESEARCH DEPARTMENT

but they all agree on **BRIGGS Beautyware**



"THOSE HEAVENLY COLORS . . . Particularly in the plumbing fixtures: Who would think that anything so functional could be so pretty. And they tell me that despite their 'rich look' . . . any one of Briggs decorative designs and colors is reasonable enough for the most modest budget!"

IT WON'T BE LONG NOW . . . until Briggs Beautyware is back on the market in quantities to suit every need and taste. The first of the completely postwar fixtures are off the production line and on the way to your local plumbing contractor. And when you see Briggs Beautyware you will agree they're the smoothest bathroom fixtures since plumbing became a profession!

BRIGGS MANUFACTURING COMPANY • 3007C MILLER AVENUE • DETROIT 11, MICHIGAN

This advertisement, in full color, appears during 1946, in: Better Homes & Gardens, March; Saturday Evening Post, April 20; American Home, May

Scientific survey* proves

FOR HOME
INSULATION

BUYERS PREFER

What This Preference Means to You as a Builder . . .

THE quality builder today knows that the immediate problem is not to sell houses . . . it is a problem of looking to the future and finding ways to compete with the jerry-builder who can see only as far as immediate profits, who will resort to misrepresentation, who will use slipshod methods and substitute inferior materials.

The quality builder knows that this is only leading to disaster and the ultimate collapse of his market and the source of an honest profit. Johns-Manville offers you an extraordinary opportunity to meet this type of competition by *identifying your-*

HOW DO YOU COMPETE AGAINST
JERRY-BUILT CONSTRUCTION?

I USE QUALITY
MATERIALS
WHICH HAVE
CONSUMER
CONFIDENCE



self with building materials which have outstanding consumer confidence.

Read the facts as reported on this page from a scientific national poll of public opinion.* This public preference for J-M Home Insulation is more than just a reason for using quality insulation in your houses. It has values that go beyond that consideration: it can be made a leader in helping you maintain yourself as a *quality builder*.

In Home Insulation It's Johns-Manville 39 to 1

Johns-Manville Rock Wool Home Insulation has *earned* this overwhelming consumer acceptance, and now we offer you a plan to identify yourself with the confidence in the name "Johns-Manville."

To help you, we have developed a complete merchandising program, a feature of which is the J-M sign of quality as shown on the opposite page.

This whole program is backed by one of the most powerful advertising campaigns ever offered to help the better builders of the country. We will tell the public just what good insulation is and how to recognize a quality job.

Thirty million people per month will be told to look to the builder who has been qualified to use the quality Johns-Manville sign. They will be told that it stands for Rock Wool Home Insulation uniformly applied at proper density and full thickness, and that the builder displaying the sign is entitled to their confidence.

* In a scientific public opinion poll recently completed, the question was asked, "For Home Insulation, what company do you think of first as a manufacturer in whom you would have confidence?"

75% of those interviewed knew the name of a manufacturer. 58.6% said Johns-Manville. 1.5% said Company "A". 1.0% said Company "B". 0.8% said Company "C". The remaining 13.1% was divided among 60 other manufacturers of home insulation materials.

Thus, Johns-Manville was named approximately 39 times oftener than any other manufacturer of home insulation.

Johns-Manville Home Insulation

JOHNS-MANVILLE

39^{to}1

... and that's why this sign can help you maintain your reputation as a quality builder



Johns-Manville will tell 30 millions monthly to look for this sign!



Coast-to-coast radio network will broadcast messages like this:
Last Sunday a friend of mine went out to look at new homes. "Tony," he said, "how can I make sure that the house I buy is properly insulated? When I ask the builder or his agent 'Is this house insulated?' he replies, 'Of course,' and I have to take his word for it." Now, Johns-Manville is glad to answer that question over

the radio for the benefit of millions of prospective homeowners. You can be sure that a house is properly insulated if there is a sign in front of it which reads "Quality Built with Johns-Manville Home Insulation." Such houses are insulated with Johns-Manville Rock Wool and the insulation is uniformly applied at proper density and at full thickness. For your protection, we recommend that you look for this sign.

"Bill Henry and the News"—8:55 p.m. Eastern time, CBS, five nights a week. This Johns-Manville program has been on the air continuously since December, 1941.



CHRYSLER AIRTEMP



How to Make New Homes Easier to Sell

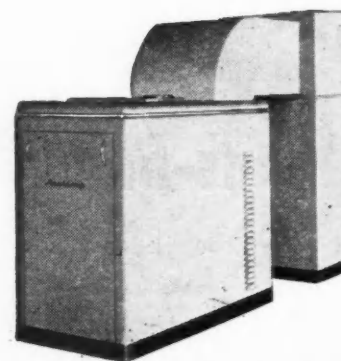
Here's the last word in automatic central home heating—a heating system *ready for the addition of summer cooling*. It will make any modern new home an *ultra-modern new home and increase its value*.

It's the advanced automatic forced warm air system by Chrysler Airtemp. It is made to work in combination with the famous "Packaged" Air Conditioner pioneered by Chrysler Airtemp. The buyer can add summer cooling at any time! Installation is simple because the ducts, filters and blower of the heating system are used for summer cooling.

This "ready-for-summer-cooling" heating system is only one of a wide

line of modern central heating products for homes by Chrysler Airtemp. No matter what kind of fuel is used—gas, oil or coal—Chrysler has an ideal system for your new homes. There are vapor, hot water and warm air systems—models for homes large and small and within even modest incomes.

All are streamlined, compact, beautiful in design. All benefit from the engineering skill and mass production economies for which Chrysler Corporation is famous. The name Chrysler Airtemp on the heating system in your new homes will enhance their value. For particulars write to Airtemp Division of Chrysler Corporation, Dayton 1, Ohio.



Combination winter and summer central air conditioning system for homes. See it and other Chrysler Airtemp heating products at the National Association of Home Builders Show, Stevens Hotel, Chicago, February 25 to 28.

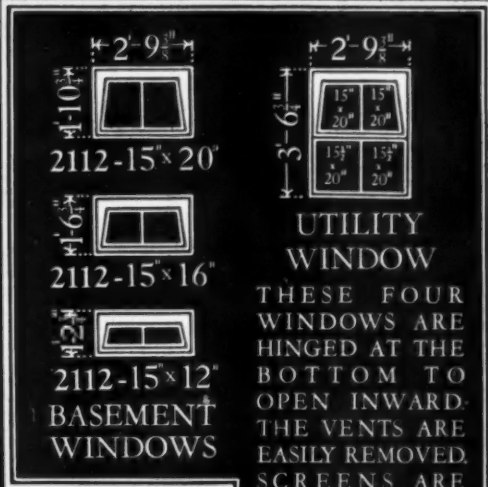
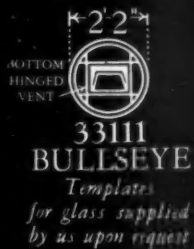
Invest in Your Future—Buy U. S. Savings Bonds! "REMEMBER THURSDAY NIGHT! The music of Andre Kostelanetz and the musical world's most popular stars—Thursday, CBS, 9:00 P.M., E.S.T."

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

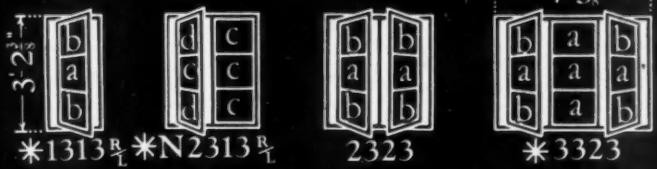
1818 HOPE'S 1946

STEEL RESIDENCE CASEMENTS

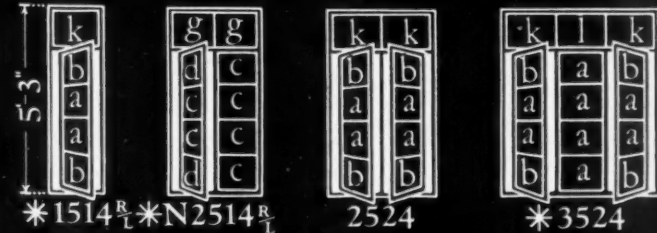
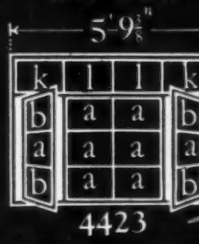
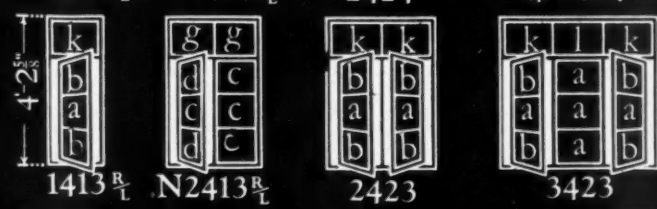
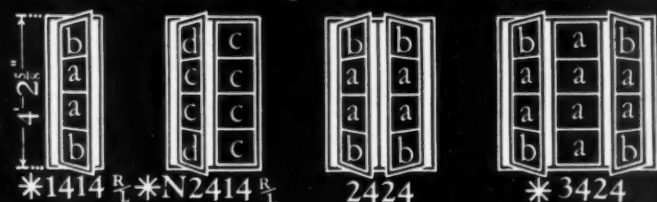
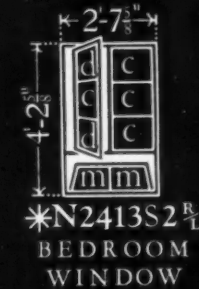
POSTWAR TYPES AND SIZES AS APPROVED BY THE METAL WINDOW INSTITUTE



THESE FOUR WINDOWS ARE HINGED AT THE BOTTOM TO OPEN INWARD. THE VENTS ARE EASILY REMOVED. SCREENS ARE EASILY APPLIED. FOR INSTALLATION DETAILS REFER TO HOPE'S NEAREST REPRESENTATIVE.



TYPES MARKED * ARE AVAILABLE AS PACKAGE WINDOWS WHEN SO SPECIFIED.



GLASS SIZES		
	WIDE	HIGH
a	16"	12"
b	16"	11 ^{5/16} "
c	14"	12"
d	14"	11 ^{3/16} "
e	14"	10"
f	14"	9 ^{5/16} "
g	14 ^{5/8} "	11 ^{1/2} "
k	17 ^{1/4} "	11 ^{1/2} "
l	16"	11 ^{1/2} "
m	13 ^{3/4} "	10"

ELEVATIONS OF WINDOWS ARE AS VIEWED FROM OUTSIDE. SIZES SHOWN ARE EXACT STEEL SIZES. ADEQUATE STOCKS ARE NOW BEING BUILT IN OUR WAREHOUSES IN ALL MAJOR CITIES. WRITE FOR INFORMATION

HOPE'S WINDOWS, INC., Jamestown, N. Y.

1946 Resolution
that every American
buy and hold
U. S. Savings Bonds

ASSIST in building the prosperity of your nation and your own industry—make the wise New Year's resolution to promote the continued sale of E, F, and G Savings Bonds through your Payroll Savings Plan! U. S. Savings Bonds, purchased regularly, form the thrift habit—and enable Americans to secure educational advantages for their children and achieve financial independence in old age.

The Treasury Department acknowledges with appreciation the publication of this message by

AMERICAN BUILDER AND BUILDING AGE

This is an official U.S. Treasury advertisement prepared under the auspices of the Treasury Department and War Advertising Council

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RESIDENCE UNIT LOCKS

IN "DOOR-IN-ONE"

PACKAGES



● Corbin is now packing America's finest builders hardware in convenient consumer packages . . . Corbin Hardware in "Door-in-One" packages. Each package contains a complete matched set for a door.

The Unit Lock "Door-in-One" hardware packages contain the new residence Unit Lock, knocker, letterbox drop plate, push button, and the new Corbin Blendor Hinges . . . every piece Corbin high quality.

The "Door-in-One" Packaged Hardware Line includes Unit Locks in two designs, and other matched sets in authentic styles for various types of homes. The Corbin trademark is your assurance of durability, correctness, style and security . . . the "Door-in-One" Package makes it easy to buy and to sell good hardware.

Corbin Unit Locks

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

Like other high quality Corbin locks, Unit Locks can be completely masterkeyed for key locks, if desired. Bathroom locks have push button locking and latch release, for safety. Unit Locks are made for the popular sizes of interior and exterior doors.

Your customers are getting the good NEWS!

The ad shown here appears in Better Homes & Gardens, and in American Home, March issues. More than 5,000,000 interested families will be told again that Corbin Unit Locks . . . the easiest hardware to install . . . are also easiest to buy in the "Door-in-One" packaged hardware line from their Corbin dealer.

P. & F. Corbin

NEW BRITAIN, CONNECTICUT • SINCE 1849

Division of the American Hardware Corporation

"Good Buildings Deserve Good Hardware"



ALLIED BUILDING CREDITS GIVES YOU PERFECT CONTROL



Roll Up Bigger Profits by Selling With ABC

PERFECT control is essential to good bowling—and it's just as important to good, profitable selling in the building industry. When you quote the "Nothing down, pay by the month" plan of Allied Building Credits, Inc., you retain control of the sale from start to finish. You sell the whole unit, the complete job—which means bigger, easier sales, better profits. Products available today can be used and sold at your regular price, and you gain a satisfied customer.

What's more, by using A B C you can get cash instead of "putting it on the books." For complete information on how you can put these services to work for you, write Allied Building Credits, Inc., 2501 First National Bank Building, St. Paul 1, Minnesota.

ALLIED BUILDING CREDITS, INC.

FIRST NATIONAL BANK BLDG.

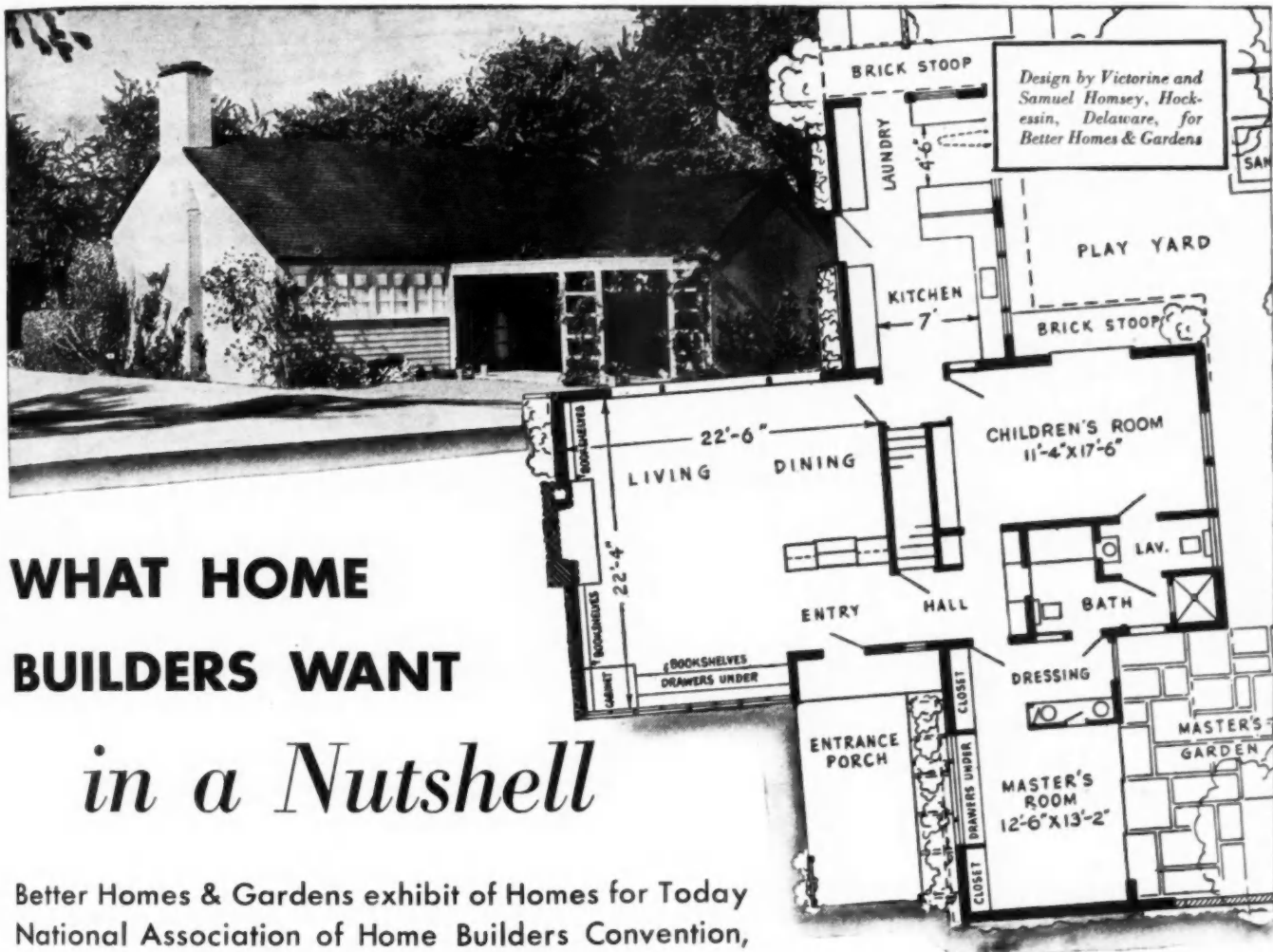
ABC

APPROVED
BUDGET
PAYMENT PLAN

SAINT PAUL 1, MINNESOTA

Complete Installment Note and Mortgage

Services for the Building Industry



WHAT HOME BUILDERS WANT *in a Nutshell*

Better Homes & Gardens exhibit of Homes for Today
National Association of Home Builders Convention,
Chicago, February 25 to 28

WANT a quick bird's-eye view of the whole field of home builders' ideas and preferences?

The Better Homes & Gardens magazine exhibit of 8 model homes crystallizes country-wide tendencies in medium-priced homes. BH&G through the war years kept its ear to the ground for trends, and helped develop them room by room or idea by idea. When the time came for complete houses, we sent our models into department stores, and to show you how closely they fit the American family's idea, the exhibit was mobbed by thousands wherever it appeared.

A blend of traditional and modern—with house and lot planned as one unit for maximum use of every inch of space. That's the formula. See how 8 of the country's best-known architects have worked it out. See the handling of kitchens so compact nothing's more than a finger-tip stretch away. See the vast amounts of planned storage space. See the use of glass to give the illusion of greater size to rooms. See terraces tied in with inside rooms so closely that room plus terrace equals one living area. See the big living rooms for medium-priced houses. See the provisions for privacy on a suburban lot.

See the whole exhibit—it's headed for two years of department store showing to millions of people, and it's

putting into concrete form all your customers' vague wants and dreams and ideas.

You can buy the plans as they appear in the magazine (they'll all be included in BH&G 5-Star plans)—\$5 each.

THERE'S
market
NO PLACE
LIKE HOME

—and no place like
Better Homes & Gardens to sell every-
thing that goes
into homes.

Circulation
over
2,600,000



What this Best-Read Advertising Campaign means to you

According to an independent survey (in a leading national magazine, checked for the period of Jan. to Sept. 1945, inclusive), the average readership of the KIMSUL* "Twin Homes" advertisements is 22% to 300% greater than that of all other advertising campaigns in the entire insulation field. This campaign is appearing consistently in American Home Magazine, Better Homes and Gardens, House Beautiful, House and Garden and Small Homes Guide.

The people who are reading KIMSUL advertisements are prospective buyers and builders of new houses as well as owners of existing homes. They're reading facts which make them want KIMSUL. Here are eight of those points of KIMSUL quality which are creating positive acceptance with home builders everywhere:

1. KIMSUL has high thermal and acoustical efficiency ratings. Its "k" factor is 0.27. The average coefficient of absorption for Double Thick KIMSUL is 0.67.
2. KIMSUL is resistant to fire, moisture, fungus and vermin. It is termite proof.
3. KIMSUL is permanent insulation—won't sag, shift or settle.
4. KIMSUL is easy to install—no trouble to fit around pipes or other obstructions. And no waste . . . pieces trimmed off may be used for calking.

5. KIMSUL is made in widths to fit standard spaces between joists, studs or rafters. There are three thicknesses—Commercial Thick (about 1/2"), Standard Thick (about 1") and Double Thick (about 2").
6. KIMSUL is light in weight.
7. KIMSUL is clean, non-irritating and odorless.
8. Quality and performance considered, KIMSUL is low in cost.

KIMSUL is a compressed, flexible, blanket-type insulation with a tough, water-proof cover. Its scientifically designed many-layer construction provides uniform density, uniform thickness and complete, positive insulation coverage. From the point of view of client acceptance and client satisfaction, it will pay you to specify permanent, many-layer KIMSUL Insulation.

For complete technical data on KIMSUL Insulation, refer to Sweet's 1946 Catalog or write to Kimberly-Clark Corporation, Neenah, Wisconsin.

See us at Booth 69, convention of the National Association of Home Builders of the United States, Stevens Hotel, Chicago, Feb. 25 to 28.

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



LEGENDARY LANDSCAPE

(Continued from page 41)

home places of men, picked up to the fields above. Nothing has changed for years.

The pump down the valley never grows accustomed. There are many the road. At one point where the road crosses the valley, the pump down the valley never grows accustomed.

The pump down the valley never grows accustomed. There are many the road. At one point where the road crosses the valley, the pump down the valley never grows accustomed.

The pump down the valley never grows accustomed. There are many the road. At one point where the road crosses the valley, the pump down the valley never grows accustomed.

Twin Homes—but one is comfort-insured all year 'round!



Why Many-layer KIMSUL is Better For Your Present Home—or New Home

KIMSUL is the insulation with many-layer construction. Unlike other insulations, KIMSUL is preferred for its many layers are stretched together to form a blanket of uniform thickness from end to end. This form protection covers every inch of insulated area today and for the years to come.

KIMSUL is light in weight and high in efficiency. It is resistant to fire, moisture, fungus, vermin, and is healthful. It is easy to apply in the present home and there's no extra product than KIMSUL for completely insulating the new home you are planning to build.

Selection of KIMSUL for the U. S. Navy Quarters Plans is your assurance of its superior quality. Mail coupon today for full information about KIMSUL.



Shop your new home in a blanket of KIMSUL

KIMBERLY-CLARK CORP.
Neenah, Wis.

Send me more information with full information about KIMSUL Insulation.

I've seen it in a magazine
 I've seen it in a store

Name _____
Address _____
City _____ State _____

Modern housewives want... and 77% can afford an ALL-ELECTRIC KITCHEN

TYPICAL HOTPOINT ELECTRIC KITCHEN FOR A \$8,500 HOME

RECOMMENDED EQUIPMENT			
ITEM	QTY.	DESCRIPTION	CAT. NO.
1	1	RANGE	37" WIDE
2	1	REFRIGERATOR	6 CU. FT.
3	1	DISHWASHER-SINK	
4	1	DISHWASHER	24" WIDE
5	1	DISPOSALL	
6	1	CABINET SINK	
7	1	SINK CABINET	24" WIDE
8	1	BASE CABINET	15" "
9	1	BASE CABINET	18" "
10	1	" "	21" "
11	1	" "	24" "
12	1	" "	" "
13	1	" "	" "
14	1	COR. BASE CABINET	" "
15	1	UTILITY CABINET	" "
16	2	WALL CABINET	15" "
17	4	" "	24" "
18	1	" "	18 x 36" "
19	1	" "	" "
20	1	" "	" "
21	1	COR. WALL CABINET	" "

Hotpoint KITCHEN PLANNING SERVICE
 COMMERCIAL ENGINEERING DIVISION
 DRAWN: *Edison Electric Appliance Co.*
 APPROVED: *Tom...*
 DWG. NO. AKL 4579 DATE 2-16-45
 EDISON GENERAL ELECTRIC APPLIANCE CO., INC.
 CHICAGO, ILLINOIS

77% Are Electric Kitchen Prospects
 "More than 7 out of 10 postwar homes will cost \$3,000 or more" predicts the United States Chamber of Commerce. Builders and architects will find a profitable field in planned, all-electric kitchens within that price range.

PLAN NOW to capitalize on your share of the boom in home building and modernization. For your convenience, Hotpoint has prepared a *Portfolio of Personalized Kitchen Plans* for homes in all income brackets. Mail coupon at right for your copy of this useful portfolio.

POWERFUL ADVERTISING BACKS ELECTRIC KITCHEN TREND:
 Over a million and a half dollars spent by Hotpoint in national advertising during the war intensified interest in all-electric kitchens. Scores of articles in leading magazines and newspapers focused attention on the electric kitchen as the modern home's No. 1 room! Distribution of over two million booklets "Your Next Kitchen by Hotpoint" to consumers who will build or remodel.

The Hotpoint Institute
 5641 West Taylor Street, Chicago 44, Illinois

Without obligation, please send me your *Portfolio of Hotpoint Personalized Kitchen Plans*. This offer available in United States, Territory of Hawaii and Alaska.

Name _____
 Firm Name _____
 Address _____
 City _____ State _____

DEPENDABILITY ASSURED BY 40 YEARS EXPERIENCE!

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

Hotpoint ELECTRIC KITCHENS

REFRIGERATORS • RANGES • WATER HEATERS • HOME FREEZERS • WASHERS AND IRONERS
 CLOTHES DRYERS • DISHWASHERS • DISPOSALLS • CABINET-SINK • STEEL CABINETS

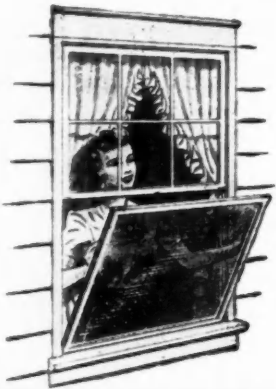
© 1946, Edison General Electric Appliance Co., Inc., Chicago
 IN MOST STATES, ALL HOTPOINT KITCHEN EQUIPMENT CAN BE INCLUDED IN F. H. A. INSURED MORTGAGES



ALWAYS EASY TO OPERATE



NEVER ANY PAINTING
or upkeep costs



EASILY SCREENED
and STORMSASHED

Features that add
EXTRA SALES APPEAL
to every house you build!

Just think what these three features mean to prospective buyers—windows that never warp, swell or stick—windows that never require painting—windows that are easy to screen and stormsash.

They are only a few of the many features of ALWINTITE Aluminum Windows. Others include built-in stainless steel weather stripping to assure continuous weathertight service and savings in fuel—elimination of weights, pulleys and cords—smart, trim appearance inside and out. These are all talking and selling points that appeal to every home buyer.

ALWINTITE Aluminum Windows are low priced, yet they embody the best design and construction features of truly fine windows. They will come completely assembled, adjusted and ready to erect. They are light weight and extremely easy to handle and install. There's no hardware to apply, and they're easy to glaze.

For the complete story of these new ALWINTITE windows and the name of your nearest distributor, write to Dept. AB-2.

See our exhibit at the National Home Builders Show in Chicago—February 22-28

THE ALUMINUM WINDOW CORPORATION

A Subsidiary of General Bronze Corporation

34-21 Tenth Street, Long Island City 1, N. Y.

ALWINTITE

ALUMINUM WINDOWS



Featuring G-E Automatic

Mr. Schilling knows the sales appeal of G. E. In every room, placards called attention to comfort giving G-E Automatic Heating.

Heating Sells Houses

FOR an indication of tomorrow's demand, let's look at the record. G-E Automatic Heating has been THE sales feature in many successful building projects.

As an example—at *Mayfair Colonial Village*, a development by Mr. Charles F. Schilling in Philadelphia, Pa., G-E Oil-Fired Boilers were installed in all 156 dwellings. These were featured as importantly as the price. As a result, every house was sold promptly—78 in the first four weeks. G-E Automatic Heating is a strong sales stimulant for any house because prospects know and appreciate it.

Take a tip from this—and many other profitable building projects—include G-E Automatic Heating in your plans and get your share in the rich opportunities of postwar building.

For full information write today to: *General Electric Company, Air Conditioning Department, Section 6112, Bloomfield, New Jersey.*

GENERAL ELECTRIC

Automatic Home Heating



IN THE CELLAR

the G-E Unit speaks for itself and the prospect is reminded of G-E economy.



IN THE BATHROOM

the prospect is assured, "Always Ample Hot Water—Supplied Automatically by G. E."



IN THE BEDROOM

he says, "Wake up to a Warm Comfortable House."



Better your home... *better your Living* *

Success under your thumb . . . contentment and happiness within your grasp . . . fond dreams coming true, little ones and big ones — all these can be yours.

For you've got a HOME!

What the pioneer struggled for . . . what the soldier fought for . . . what they sing songs about — all can be yours.

For you've got a HOME!

"HOME!" There's a word that packs more dynamite, more wallop, more emotional appeal than anything else in the world. And it's your word — exclusively yours!

HOME is bigger than friendship because it means having a place for your friends, a place they warm up to and you're proud of, a place with welcome spread all over — home is your world.

HOME is bigger than money — bigger than getting a raise or a new job, because it's the true reason, the right reason you want a few dollars more — home is your dream.

HOME is bigger than just having a baby . . . it's raising a

family and seeing your children raise families — home is your whole life.

OR IS IT?

Can you afford anything that makes home take a back seat? Can you afford to think of it as just a house, or anything that doesn't recognize its bigger-than-anything-else value?

And don't fool yourself about that value. When your home comes first, your family comes first. You must guard that value.

So do this. Go into a store — any good store — and look at the rooms on display. Or pick up a home magazine and study its pages. Then start laying plans, figuring out budgets.

The point is — do something. Do something every so often for your home as long as you live — even if it's only to give it a reassuring pat with an end table or a new lamp. Do that instead of frittering away cold cash on unessentials.

Make your home count — and you'll always be able to count on it!

WOUND BEAUTIFUL

Better *your approach* . . .

better your Business

This advertisement launches a crusade — a crusade to make the home come first. House Beautiful is sponsoring the crusade.

Based on the theme, "Better your home, better your Living," 1000-line newspaper advertisements like this, will be run regularly in 16 major cities from coast to coast (total circulation over 5,500,000).

The theme, "Better your home, better your Living" is supported by the full editorial force of House Beautiful. Each month page after page of our magazine will give vitality and weight to it.

So whether you're a manufacturer, a retailer or an advertising agent, we urge you to join this crusade — to use our basic idea, our slogan, or any variation that appeals to you — to put warmth and emotion and weight behind your own concept of the importance of the home.



HOUSE BEAUTIFUL

MAGAZINE 572 Madison Avenue, NEW YORK 22, N. Y.

What is NAHB doing for Builders?



When and why was it organized?

How does NAHB operate?

What are its objectives?

What do you gain by membership in NAHB?

How many others interested in home building join NAHB?

What does membership in NAHB cost?

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

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

Name (Print)

Firm

Street & No.....

City & State.....

(Give postal zone, if any)

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



Mail coupon TODAY!



PIT



Use
"PENNVERNON"
not just "window glass"

● **YOU CAN DEPEND** on Pennvernon's clarity, good visual properties, and surface beauty to give complete satisfaction to your customers. Pennvernon Window Glass is a quality product, ideal for use wherever sheet glass is required.

Use Pennvernon . . . the window glass that has made a name for itself!

PENNVERNON
Window Glass



"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

The Ugly Duckling Room Gets a Beauty Treatment



BEAUTY LIKE THIS IN THE BASEMENT IS POSSIBLE WITH STEEL JOIST CONSTRUCTION

CECO STEEL JOISTS BRING LIVINGROOM LOVELINESS TO THE BASEMENT

Now both beauty and efficiency are possible in modern homes because of steel joist construction. Yes, there's new beauty . . . new efficiency ahead, even for basements. That's because steel joists eliminate unsightly supports . . . provide unobstructed floor areas . . . permit neat, trim ceilings.



Simplicity of construction is made possible by Ceco steel joists. No skill is needed in placing them. They are easily moved into position and quickly spaced. After bridging, floor and ceiling are installed.

Bigger buildings point the way!

Ceco drew from its wide experience in the light occupancy building field to bring steel joist construction to home building. For in bigger buildings where both permanence and beauty are desired, builders everywhere turn to Ceco steel joists for flexibility in design, rigid sturdy floors and greater safety too.

Why builders prefer CECO Steel Joists

1. Easy to install—no special skill or equipment required.
2. Eliminate fitting electrical fixtures to chopped-up ceiling areas.
3. Provide convenient tunnel system for pipes and conduits.
4. Provide cooler floors in summer—warmer floors in winter.
5. Eliminate sagging partitions and squeaky floors.
6. Eliminate dry rot and termites.
7. Cut insurance costs by reducing fire hazards.

Ceco offices in principal cities maintain staffs of construction engineers to serve you. Write Ceco today for information regarding: (1) Ceco open web steel joists, (2) Ceco long span joists, (3) Ceco nailer joists

CECO STEEL PRODUCTS CORPORATION

MANUFACTURING DIVISION
5701 WEST 26TH STREET, CHICAGO, ILLINOIS
Concrete Engineering Division,
Sheet Steel & Wire Division, Highway Products Division

ENGINEERING MAKES THE BIG DIFFERENCE IN **CECO** CONSTRUCTION PRODUCTS

AMERICAN BUILDER

L D I T O R I A L

Bottlenecks in Building

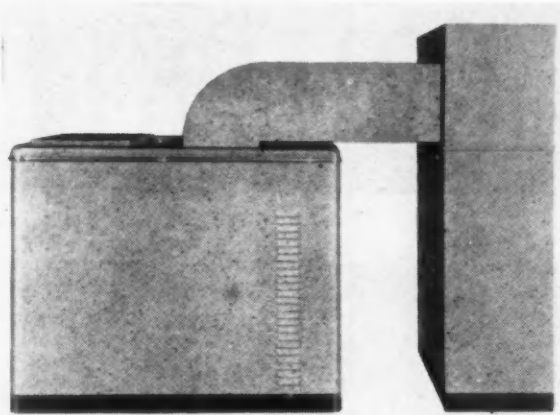
HOME BUILDERS and the manufacturers and distributors of building materials and equipment, together with mortgage lenders, know as well as anyone that the country is in the midst of the worst housing shortage in history. It should go without saying that the home building industry desires more than any other segment of the population to alleviate that shortage. It seems necessary to say, however, that in addition to motivation by a very real concern for the welfare of the country and its returning service men and women—thousands of whom are sons, daughters and neighbors of home builders—the desire of the industry for a large and sustained home building program is a very personal one. On such a program depends the future of whole communities and the welfare of builders' families. It seems necessary to say that, because the authors and advocates of the Wagner-Ellender-Taft bill do not seem to know it.

If they did know it they would be engaged in taking steps to free the home building industry from government regulation and the uncertainties and vagaries of organized labor, instead of wasting time promoting a complex piece of inflationary legislation. If the bill passes it will cause neither more homes nor better homes to be built than the industry can and will provide without the Wagner-Ellender-Taft bill. It will only tie the hands of home builders still tighter. It will create thousands of new, permanent government jobs. It will duplicate and negate some constructive legislation already in force. It will saddle a heavily indebted nation with billions of dollars of additional and needless unproductive expense annually. There is no need for more legislation to prime home builders or stir them into action. They are primed. They are impatient to start building. There is need for less control, particularly unrealistic price control which stifles production and produces black markets in materials and equipment.

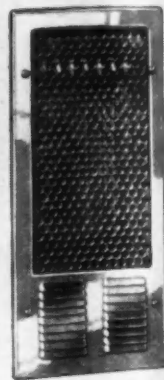
The current bottleneck in home building results from shortages in building materials and equipment. The condition can be relieved almost overnight if the Office of Price Administration will remove price controls or at least adjust ceilings to conform to rising labor and other manufacturing costs. The operation of the Eighteenth Amendment and the Volstead Law, the instruments used by the social planners after World War I, proved that attempts to change human conduct and tastes by legislation result only in social chaos. The evidence is already clear that attempts to change the working of fundamental economic laws by legislation will result only in economic chaos.

The next bottleneck in home building already threatens to result from a shortage of skilled building craftsmen. *American Builder* urges that the Office of Price Administration take the obvious steps to relieve the material shortage, and that Senators Wagner, Ellender and Taft drop their piece of unneeded legislation, and spend their time and energy on studies that might help to forestall the impending labor shortage.

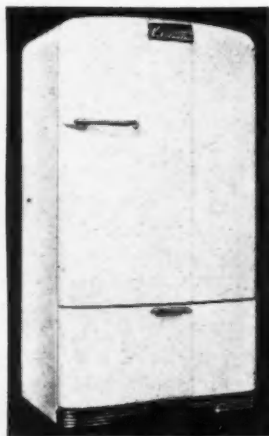
BUILDING PRODUCTS REVIEW and PREVIEW



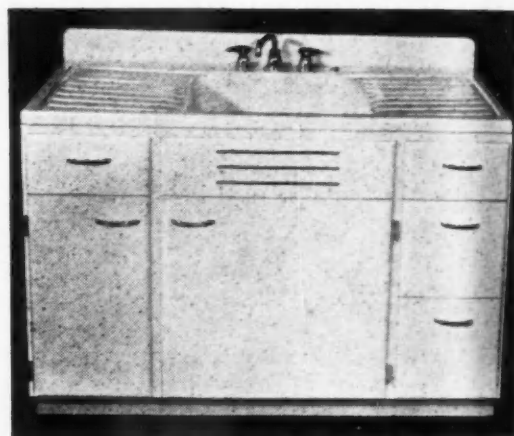
AB 2609*—This combination automatic central gas-fired warm air furnace and packaged air conditioning unit is one of the Chrysler Airtemp new efficiency units being produced in its new line of heating systems.



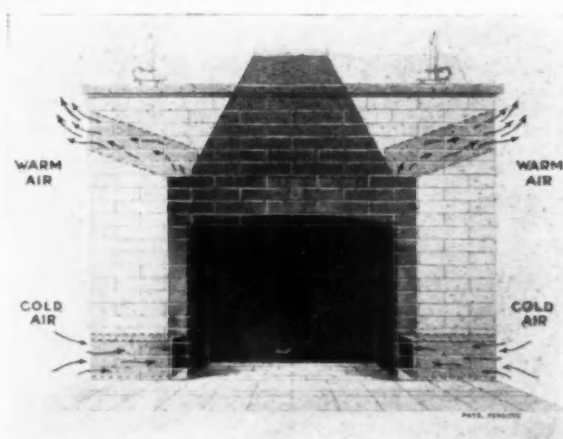
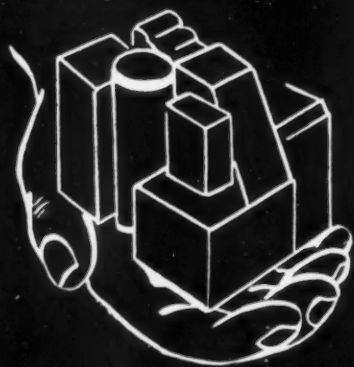
AB 2610*—The Frank Adam Electric Quik-heter has no fan or other moving part to wear out. Cool air, through natural circulation flows in louvered openings, rises and is heated around the new Nichrome element.



AB 2611*—New styling inside and out features the new 1946 Kelvinator line. The new group consists of four models. Three are seven foot models while the refrigerator shown is the nine cubic foot Moist-Master.



AB 2612*—Standard unit cabinetry having flow-line design and smooth surfaces with sweeping edges are features of this sink unit, a part of the new line of wood cabinets being made by Kitchen Maid Corp.



AB 2613*—Shown here in a phantom view is the Heatilator fireplace. Besides circulating heat to every corner of the room it insures correct fireplace design by eliminating faults that cause smoking and poor draft.

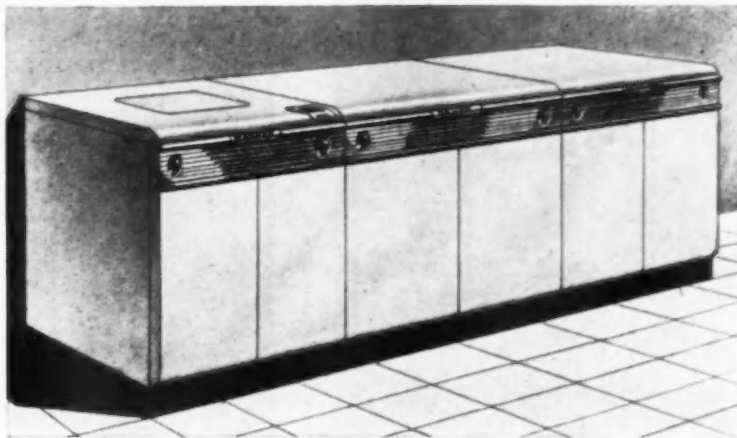


AB 2614*—Installed in any basement and connected to any furnace flue the new, compact Majestic No. 30 incinerator, with a three bushel capacity, shown here offers a quick, clean, economical way to dispose of garbage.

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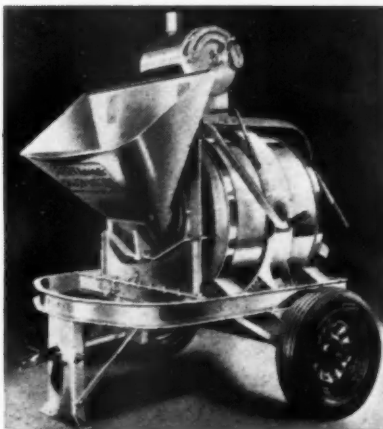
AB 2615—Shown above, Bradley pre-finished straight-line flooring is manufactured in oak, beech and pecan. Factory finishing by assembly line methods supplies a floor of amazingly superior workmanship and appearance at a very definite saving in time and in cost over hand-laying and hand-finishing on the job.



AB 2616—Soon to start in production is this Blackstone combination laundry which will provide for automatic washing, rinsing, drying and ironing in a unit of standard counter height and depth and 80 inches in length. According to company officials the new model will incorporate important innovations in design technique.



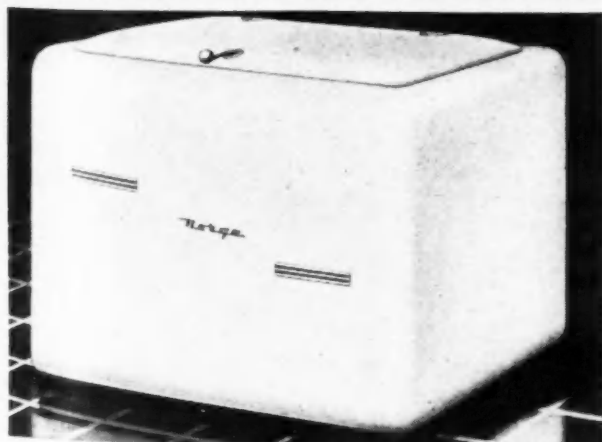
AB 2617—Bethlehem Steel Company's Ammonduct pipe, originally designed for the refrigeration industry, offers distinct advantages in radiant heating installations like the above due to its unusual bending properties.



AB 2618—One of the new line of Jaeger Machine Company's concrete, plaster and mortar mixers is this 3 1/2 S Auto-Motor model. Its actual capacity has been increased while retaining its half-bag loading feature.



AB 2619—A high degree of operating efficiency at remarkably low cost is claimed for this newly-designed, compact Timken Silent Automatic hot water boiler. Its small size and neat appearance add greatly to its appeal.



AB 2620—Modernly-styled with white exteriors to blend with other appliances is this Norge home and farm freezer. It is but one of the line which will be of the chest, lift-lid type with capacities from 6 cu. ft. up.



AB 2621—With the water turned on and washing soap added, all that remains to be done is to put in the first tubful of clothes, set the dial and put on the cover of the Ther Automatic Washer shown above at the right.



AB 2622—This cabinet model Monarch Uni-Point saw, made by the American Saw Mill Machinery Co., has several unique features including a 16-inch saw blade with a cross-cut capacity of 4 1/4" depth up to 25" width.

Research and Science Have Combined to Produce Better Products



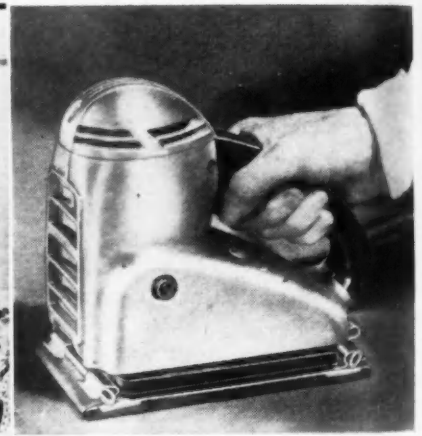
AB 2623—Five cubic feet of storage space for frozen foods is provided in this modern Pak-A-Way Deluxe 5 home and farm freezer. It is one of several models offered now in its 1946 line by the manufacturer, Schaefer, Inc.



AB 2624*—Now coming in bright new maroon wrappers with distinctively designed end labels, and available in nine standard specifications, Kimsul Many-Layer insulation rolls are convenient to handle, display and use.



AB 2625*—To make the advantages of oil heat available to the lower income brackets at a comparative cost to coal is one of the many features of this newly designed, space-saving Timken Silent warm air furnace unit.



AB 2626*—Speed, quality of finish rapidly produced and easy handling are important points about this recently developed Sterling 1000 portable electric sander which works uniformly well on wood, metal or plastics.



AB 2627*—Streamlined beauty is now being built into the Rex 6-S concrete mixer. With a completely redesigned chassis, low overall height, wide wheel tread and low center of gravity it is easy to park, tow and spot.



AB 2628*—Because it measures heat loss in any home and eliminates drafts and cold floors at the same time, this newly developed Moduflow reset panel manufactured by Minneapolis-Honeywell will become popular.

"I'm a market known...
The Mich. plans...
Because Hogar signs'...
struct their...
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BUILDER PLANS with Manufacturer for More Efficient Kitchens



ABOVE: Merle Wm. Hogan, designer, and Harry Durbin of Detroit examining plans for new homes. LEFT: John Fellman, manager, Kitchen Sales Division, Edison General Electric (Hotpoint) Appliance Co., with V. K. Stafford, sales manager, Graybar Electric Co. of Detroit, who have spent much time working out details on electric homes for postwar.

"I'm not building any of these radically modern places that I see so much of in the papers. I'm stringing along with traditional designs; that is where my market is. We shall build to meet the market for the well known and established type of home."

Thus Harry Durbin, well known contractor of Detroit, Mich., voiced his attitude when questioned relative to his plans for building new homes in the immediate future. Because he, together with his designer, Merle Wm. Hogan, has been "stringing along with traditional designs" and also upon occasion introducing types of construction that have changed many home owner's ideas of their future housing requirements, he has built up an enviable reputation for sound judgment and fair dealing. They have many interesting and sometimes novel ideas about what the custom-home buyer will want once the passing of "reconversion pains" permits broad action.

Builder Durbin willingly told the *American Builder* many bright and some dark phases of what faces home builders in the days ahead: The hopeful items include the well known "pent-up" demand which, he said, is really an extension of a strong market for quality homes that was in full swing when the war interruption came; many new, branded building products that have been introduced or improved during the war period; and the new public recognition of the value of greater completeness in homes, including complete kitchens and home laundries.

Less hopeful is the Detroit builder concerning the immediate supply of skilled bricklayers and other artisans. He does not look for good materials to be plentiful for at least another year; and he expressed the belief that costs would tend to rise, rather than recede.

Commenting further relative to the future trend, Mr. Durbin says, "We will probably do something with ranch homes later on when things square around a little." It will be recalled that he built the first middle western ranch homes near Detroit in 1935. At that time many builders expressed the thought that it was all right to build one or two such homes, but they were not a "market." Later, almost all builders who supply homes to folks "getting away from the city" built ranch houses. The war stopped a boom in that direction.

According to the Detroit home developer, the fine home market is ready for a large supply of traditional, modern, but not radical homes. That is what they plan to design and build in as large numbers as conditions will permit. Mr. Hogan's drawing board has designs for buildings

With restrictions lifted, Detroit builder now prepares for unprecedented activity in the field of custom-built homes with the installation of complete automatic equipment in planned all-electric kitchens.

ranging in price from \$10,000 to \$40,000 and he said many more are coming. This Michigan building team has always built homes aimed at adding to its reputation for quality. It is not a question of a quick, nor easy dollar in the quality home field, Mr. Durbin pointed out. He here cited an example of his first installations of "all-electric" kitchens in houses built during the Mid-Thirties. "At that time



THIS well proportioned ranch house, adaptable for corner or inside lot, is characteristic of the custom-built types designed by Merle Hogan and built by Harry Durbin of Detroit, Mich.



there was no general demand for planning in appliance arrangements. We got into that work because we felt it was something that would help our reputations as builders. Now for postwar, we plan to include engineering-in of kitchen equipment in everything we build."

Both men affirmed that the American housewife had made it clear that she wants a "scientifically designed work-saving kitchen." The Durbin firm has completed arrangements through Graybar Electric Company in Detroit to make available "engineered all-electric kitchens" in each of its custom-built homes. Mr. Durbin pointed out that he has been laying plans throughout the period of war-slowed activity with V. K. Stalford of Graybar to install fully automatic kitchens with each "Durbin-built" home in postwar.

"We speak of our homes as being 'traditional' and we mean that in one very strict sense: we will never put any product or material into any house until it is proved. The builder who values his reputation is defeating his own purpose if he attempts any innovation for his client before its full value is determined," Mr. Durbin said, adding, "Actually the modern kitchen is a new product in 95 per cent of the American homes."

He stated that Mr. Hogan is collaborating with John Fellman, manager of the kitchen sales division of Edison General Electric (Hotpoint) Appliance Company, to offer a series of advanced kitchen designs such as illustrated in this article. These kitchens will feature automatic dishwasher, kitchen waste disposal, automatic electric ranges, steel cabinets and other devices.

The Detroit firm will "string along" with the traditional, its head repeated, but when products and materials are proved to have merit they will go into the homes that they will build. On the subject of planned home laundries he expressed a personal interest in this useful room, and indicated that he thought it had lagged behind other "service facilities."

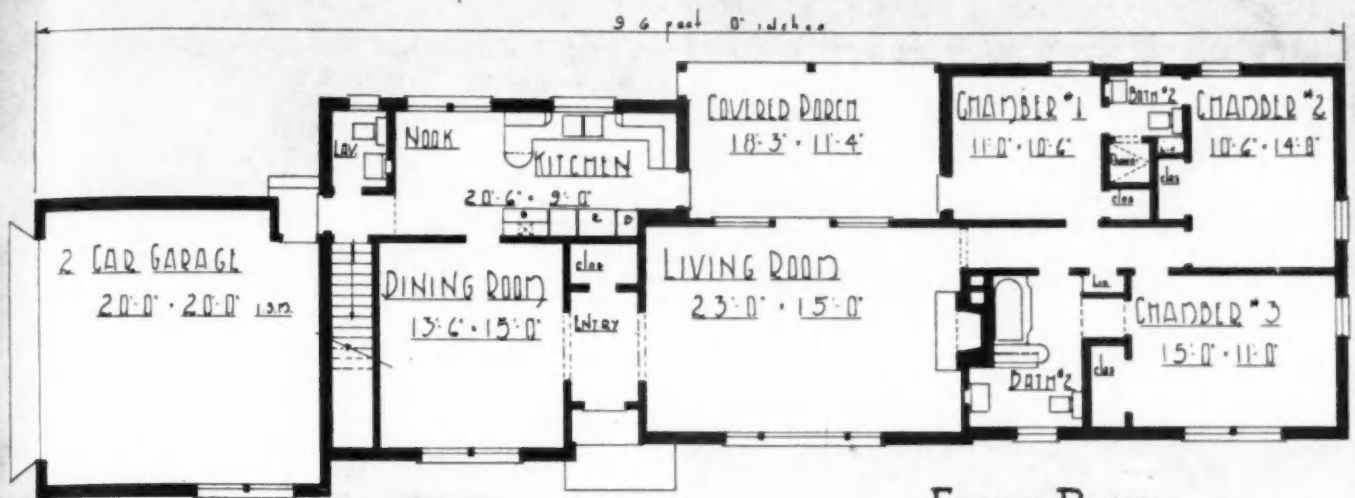
"Judging the future by the past, however, we can expect decided progress to be made on planning, layout and equipment for this part of the 'work center,'" Mr. Durbin concluded, "and we will keep pace with all the new improvements that find acceptance and merit approval."

GLEAMING with full chrome and nickel trim, the first automatic electric Hotpoint range since 1942 is shown coming off the line at the huge plant of Edison General Electric Appliance Co. at Chicago.

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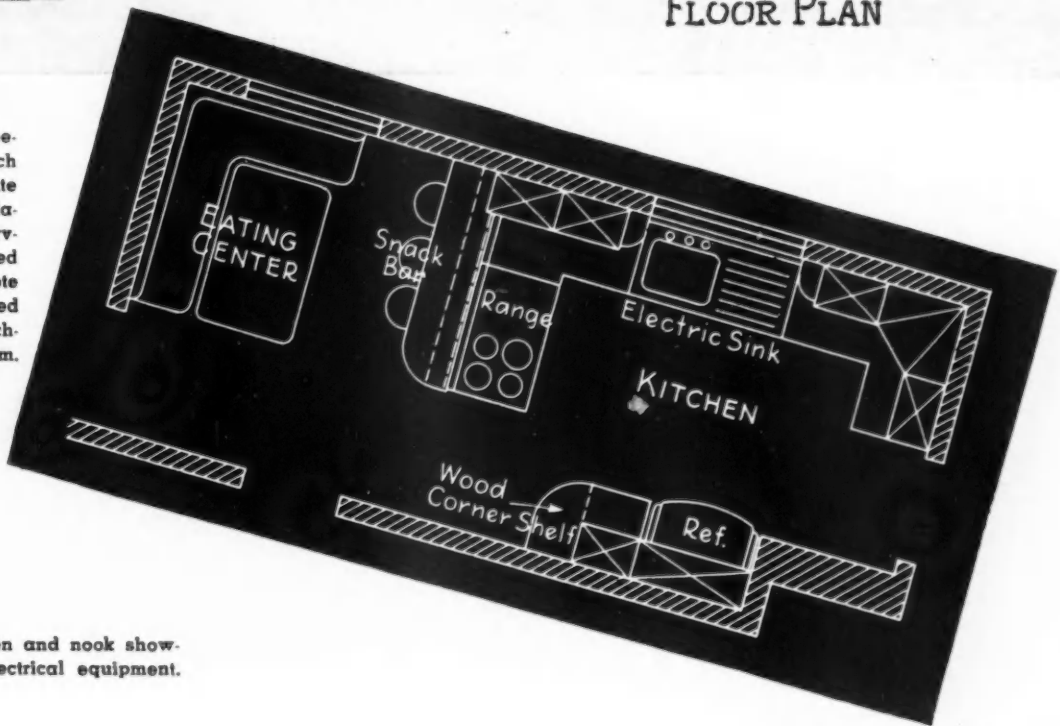
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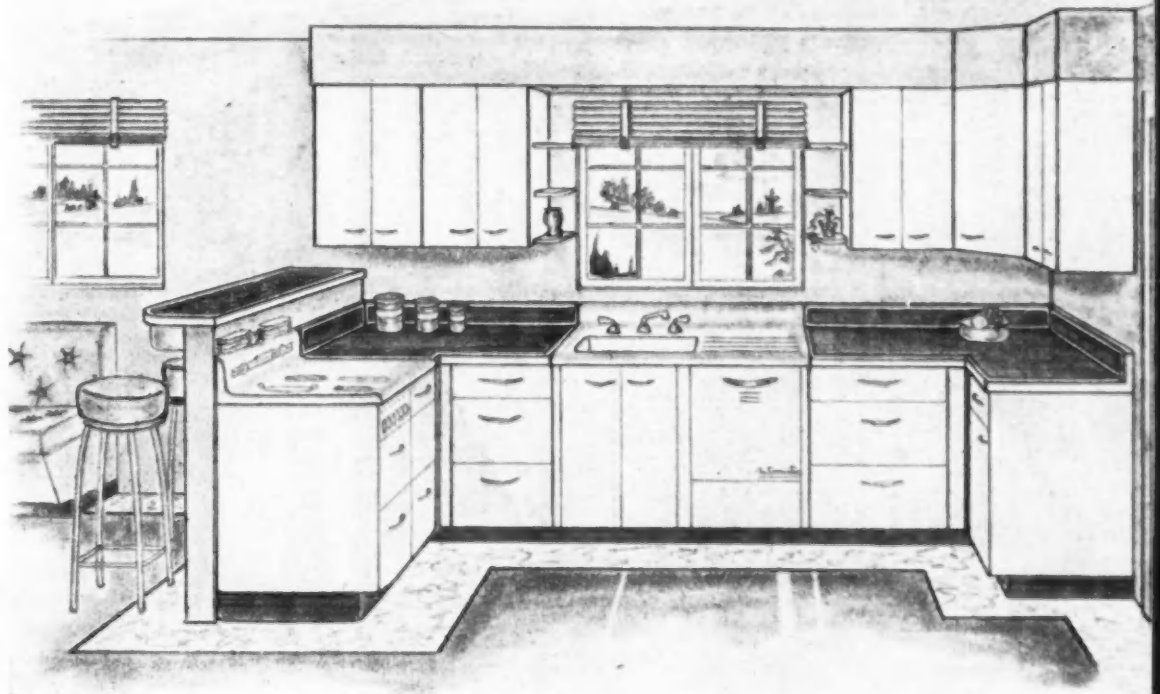


FLOOR PLAN

PLAN ABOVE is for a three-bedroom two-bath ranch house shown on opposite page. It has good circulation with sleeping and service portion of house separated by a large living room. Note strategic location of covered porch, accessible from kitchen, bedroom and living room.



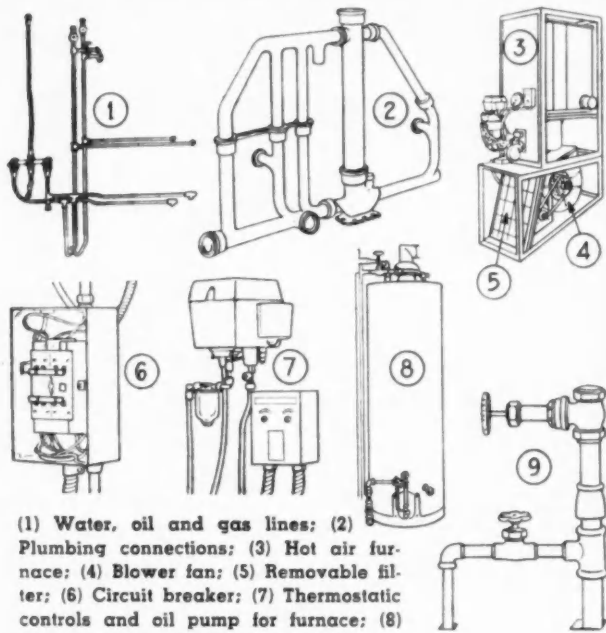
ENLARGED PLAN of kitchen and nook showing arrangement of the electrical equipment.



VIEW of kitchen showing compact arrangement of modern work-saving equipment laid out to save many steps for the busy housewife.

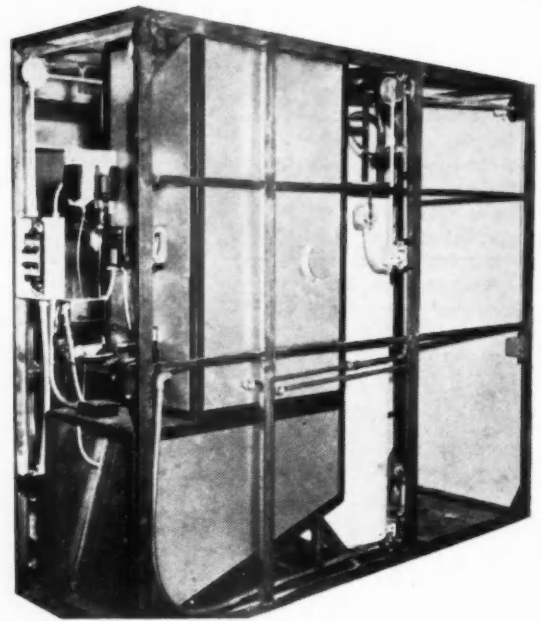
The Heart of the Home of Tomorrow

The Ingersoll utility unit combines the fixtures, appliances and fittings of kitchen, bathroom, laundry, heating, plumbing and electrical lines.

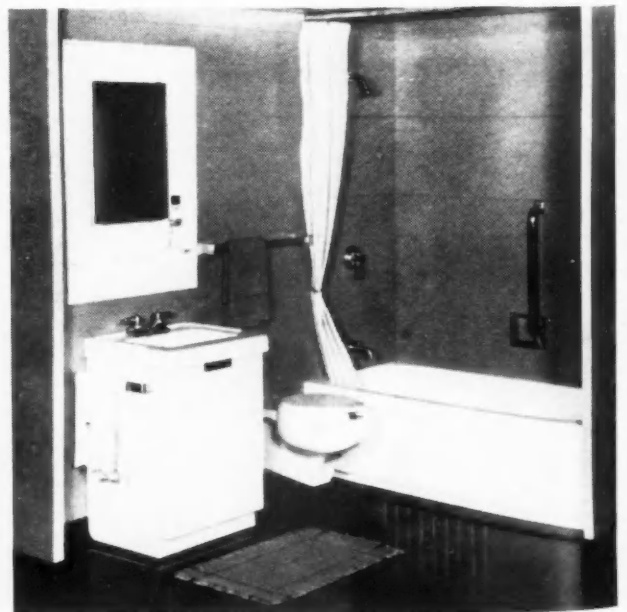
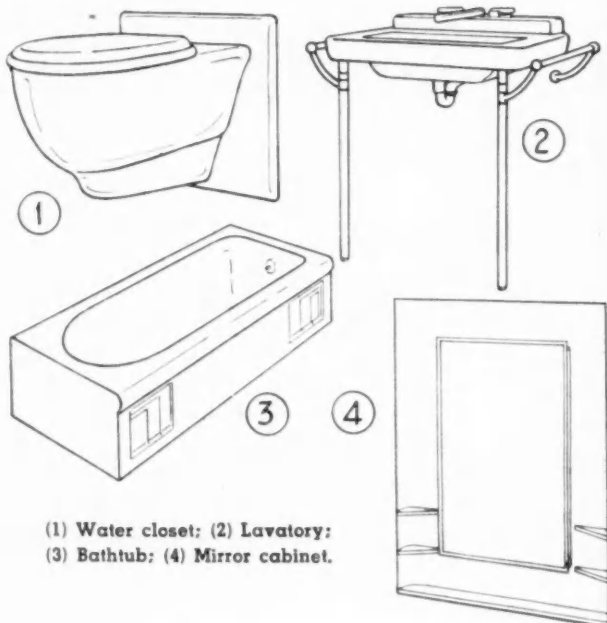


WHEN the Ingersoll utility unit was announced several months ago (*American Builder*, November, 1945), its developers who had been laboring over engineering and design for many months quickly observed that few people comprehended it and adequate words could not be found to describe it. Now *American Builder* can give final clarification of this "mass-produced, line-assembled consolidation of household utilities, fixtures and appliances engineered to make home construction more efficient and economical."

It consists of a compact central steel core containing furnace, water heater, plumbing and other domestic utility fittings, and around the core complete kitchen, laundry and bath appliances and fixtures. The core and its cabinet attachments and paneling form an L-shaped wall which separates the kitchen-laundry area from the bathroom



KITCHEN-laundry side of Ingersoll utility unit core.



A FULL view of the Ingersoll utility unit bathroom.

and unites with any conventional wall finish designated in architectural plans.

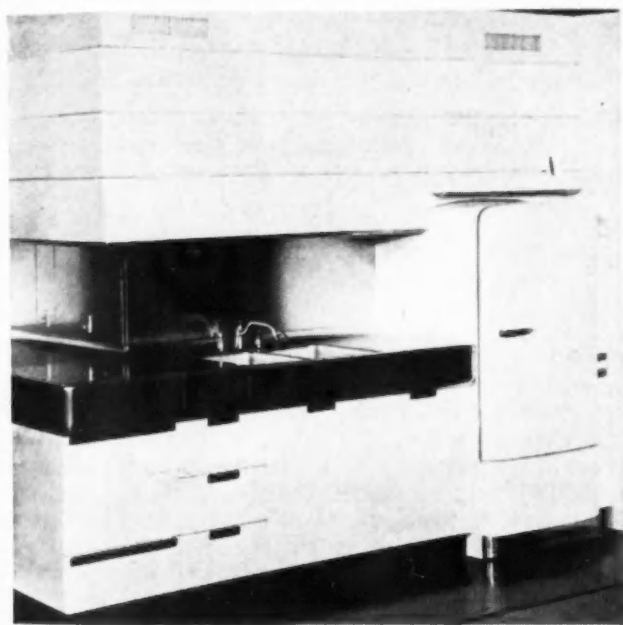
Water, gas, sewer, electrical, heating and ventilating systems of kitchen, laundry and bathroom connect directly to prepared connections in the central core. The unit utilizes 90 square feet of floor area, of which about 19 is covered by the central core and 71 by cabinets, work counters, refrigerator, sink, stove, laundry appliances, bath tub, toilet and lavatory. The components, pre-assembled in the factory, can be trucked in sub-assemblies directly to the construction site and can be unloaded, installed and placed in operation quickly after their arrival.

The central core containing the furnace, hot water heater, plumbing vents and stacks, chimney connections, electric connections and controls is the heart of the Ingersoll

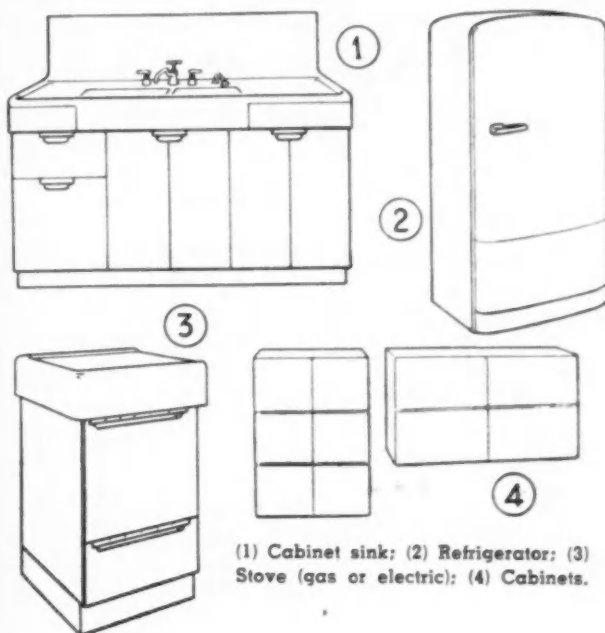
utility unit, around three sides of which the component parts of the kitchen, laundry and bathroom are assembled. This assembly around the core has taken into consideration the saving of floor area with its resultant economy, arrangement for appearance, convenience of use and adaptation to conventional floor plans.

On one side is a complete bathroom with hot and cold water, sewerage and electrical connections fitting into planned outlets from the core. In the same manner on the opposite side is a complete kitchen assembly similarly fastened to arranged outlets for water, gas and electrical connections. At one end, completing this compact arrangement, is a laundry unit.

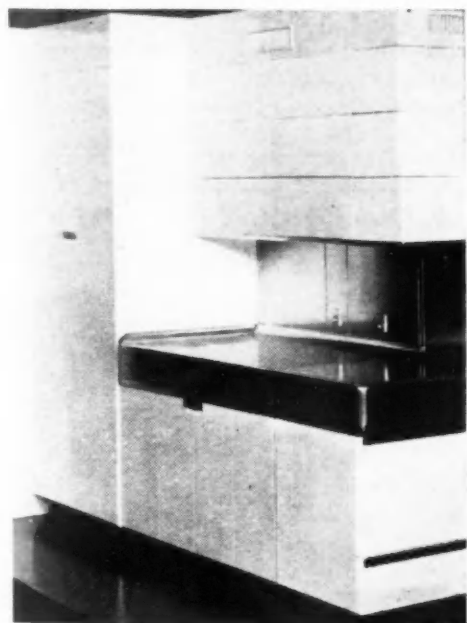
This whole assembly covers a floor area of $9\frac{1}{2}$ feet by $9\frac{1}{2}$ feet, or 90 square feet, bringing into this small space all the domestic utility appliances and fixtures.



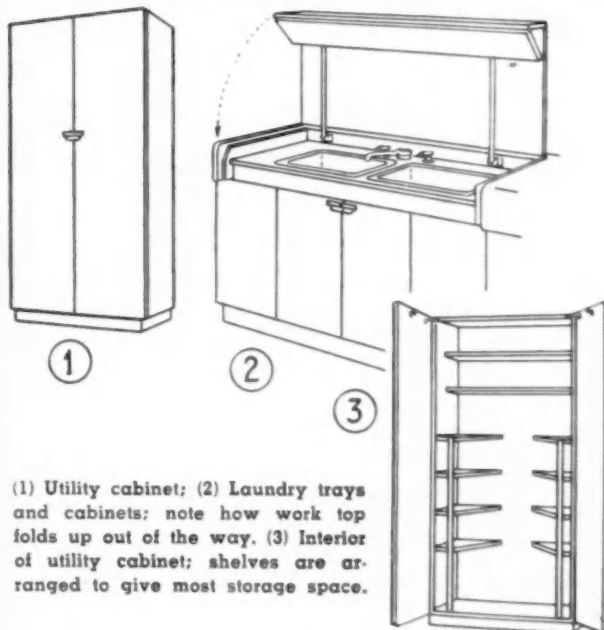
A CLOSE-UP of the Ingersoll utility unit kitchen section.



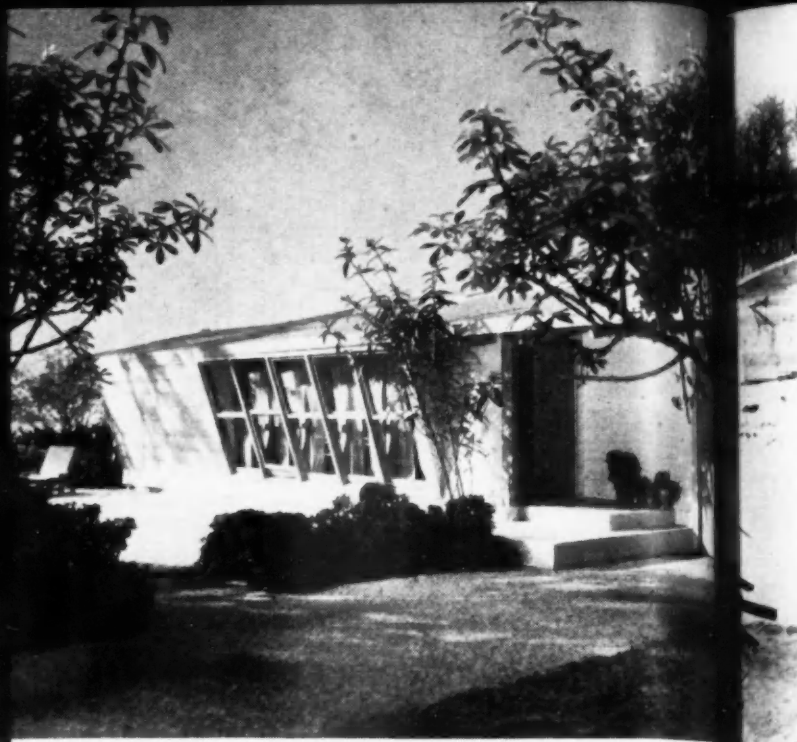
(1) Cabinet sink; (2) Refrigerator; (3) Stove (gas or electric); (4) Cabinets.



A VIEW of the laundry section. Equipment is concealed.



(1) Utility cabinet; (2) Laundry trays and cabinets; note how work top folds up out of the way. (3) Interior of utility cabinet; shelves are arranged to give most storage space.



OUTWARD SLOPING windows are an original feature of the Dow house. This innovation extends the living space, makes the rooms appear larger and affords more protection from rain and snow.



INGERSOLL UTILITY UNIT core ready to unload at front door as it comes from factory. Already installed in this one compact frame are: furnace, hot water heater, plumbing and sewer connections, copper gas and water lines, electrical conduits and control boxes.



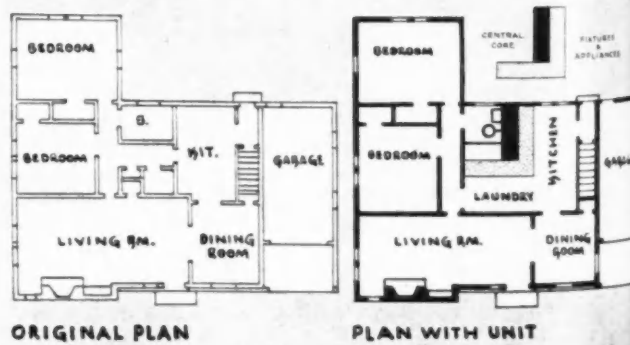
IN seven minutes, unloading crew of four men lowers Ingersoll utility unit core to a prepared position on the ground floor of one of the homes in the Ingersoll subdivision at Kalamazoo, Mich.

The important element of the Ingersoll Utility unit is that it brings to the domestic services the first extensive application of industrial technology, promises mass production economy and assures a complete home, including the heavier fixed-position appliances in the long-term financing, thereby reducing buyer liability for heavy short-term commitments. It also brings into reality a concept which has been a hope and despair among builders, engineers and designers, but which has never been a practical possibility before because its utility core would have been too cumbersome to achieve real economies in construction.

As now engineered, the core easily can be taken through framed front doors and through unframed inner doors for installation. It can be placed on its prepared base at any time during the construction of the house. Utilities are stubbed through the floor ready for the prepared connections in the utility core. Above the core, the builder provides a plenum chamber and must connect with flues and vents which he carries through the roof. The core is then ready for the attachment of the kitchen, laundry and bathroom fixtures which also have prepared connection. Wall panels are included as part of the cabinet and fixture work.

Because the developed product was revolutionary even though its components were standard in principle of operation, the Ingersoll company set up a proving ground adjacent to Kalamazoo, Mich., and erected twelve houses

SKETCHES below and opposite show adaptability of unit.





SHOWN under construction in the Ingersoll subdivision "proving ground" are two versions of house designed by Architect Alden B. Dow. House in right foreground is basic unit, one at left is expanded plan for wide lot.

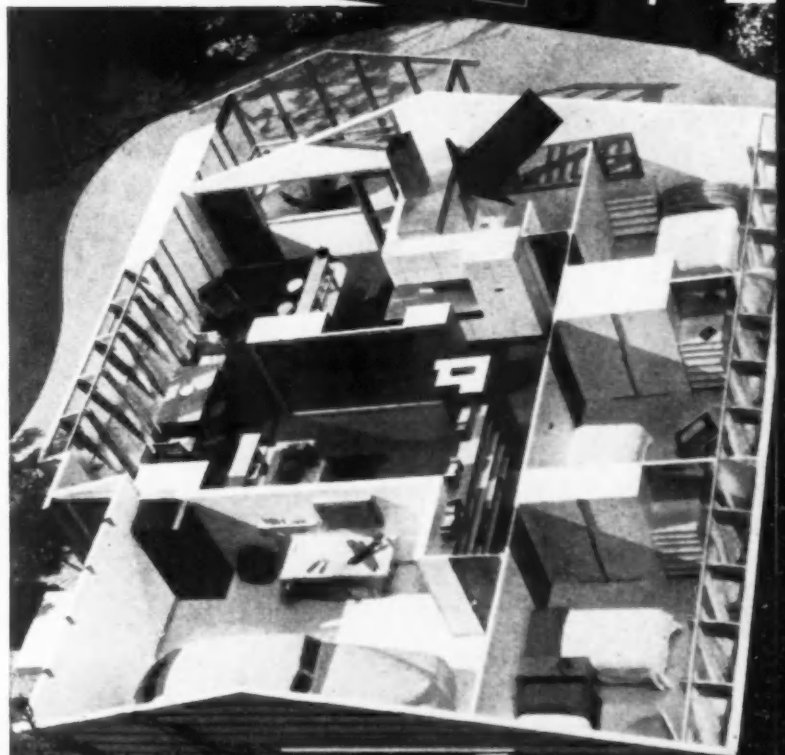
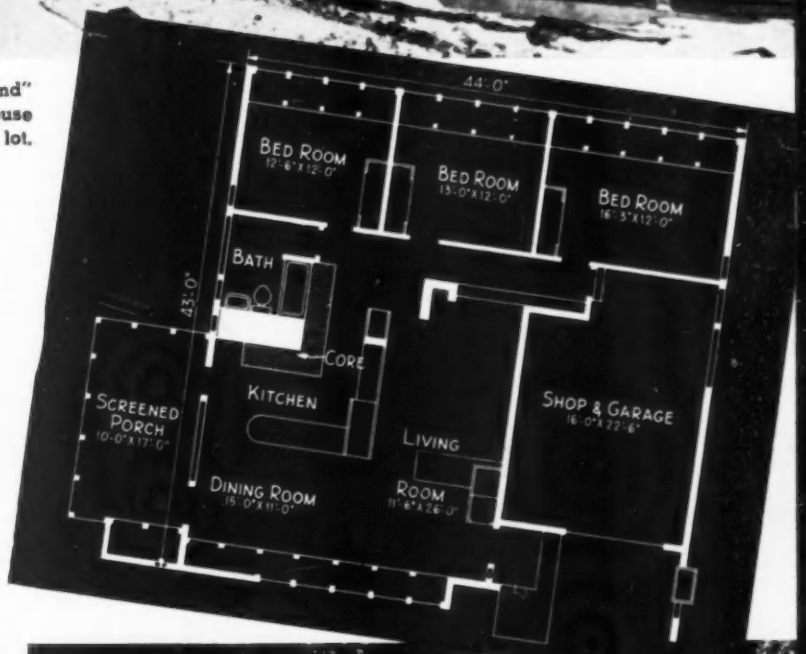
designed around the unit. This development is said to be the largest demonstration ever staged around a single product in the building field. Its two main purposes were to show the elasticity of the unit in architectural design and to test the unit under actual living conditions. Secondary purposes were to develop installation techniques and to provide living show pieces for home builders.

Seven of the outstanding small-home architects of the country were commissioned by Ingersoll to work on the unit. They produced nine of the designs in the Kalamazoo group. They are: Alden B. Dow, Midland, Mich.; Harwell Hamilton Harris, Los Angeles; George Fred Keck, Chicago; Edward D. Stone, Great Neck, Long Island, N. Y.; Hugh Stubbins, Jr., Belmont, Mass.; Royal Barry Wills, Boston; and L. Morgan Yost, Kenilworth, Ill. Three designs were contributed by J. Fletcher Lankton, Peoria, Ill., who brought the utility unit idea to Ingersoll originally as a prospective customer.

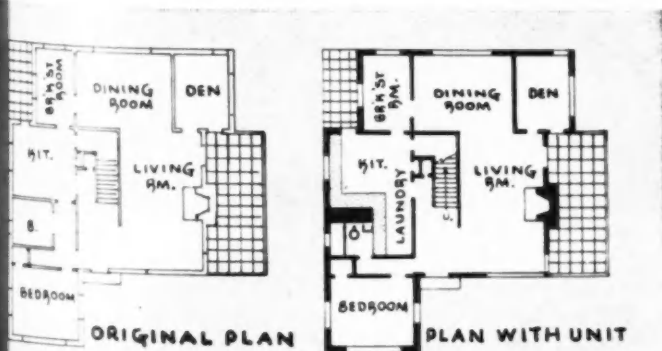
The design shown here is by Alden B. Dow. Plans of other houses in this Kalamazoo group will appear in subsequent issues of *American Builder*.

If any questions exist as to flexibility they are quickly dispelled by an examination of the architectural plans pro-

(Continued to page 168)



RIGHT: Ingersoll utility unit with complete kitchen, laundry and bathroom is marked with an arrow in this view of the Dow house, designed to achieve maximum spaciousness within narrow limits.





Wedgwood

An Article Appearing in Two Parts—Part I

THIS street of homes in Al Balch's "Wedgwood" subdivision in Seattle is set in the midst of natural forest growth, with houses placed and individually landscaped to take advantage of trees and hilly site. Exteriors are varied.



Western Homes Planned for the New Era

Al Balch of Seattle is "out in front" as usual, with new developments in the making, fitted to today's market

THE MAN who continued to build homes all through the war period for sale and to rent to Seattle's war industry workers and Navy personnel is now busy with bulldozers and graders, opening up new streets and leveling building sites for new operations in the medium-cost home building market. Basing his plans on the success of "Wedgwood," his last prewar, or perhaps better to say his last pre-restriction, project, Al Balch is about to launch into "Wedgwood Rock" and his other North End Seattle tracts with a type of new-era home quite similar to the Wedgwood designs, of which several selections are illustrated here.

The architects are Thomas, Grainger & Thomas, A.I.A., of Seattle. These are two- and three-bedroom houses, each with a distinctive exterior design based on

STONE entrance typifies sturdy character of Wedgwood homes.



ATTRACTIVE Colonial house with attached garage has convenient arrangement of rooms (at right), with two bedrooms on first floor.

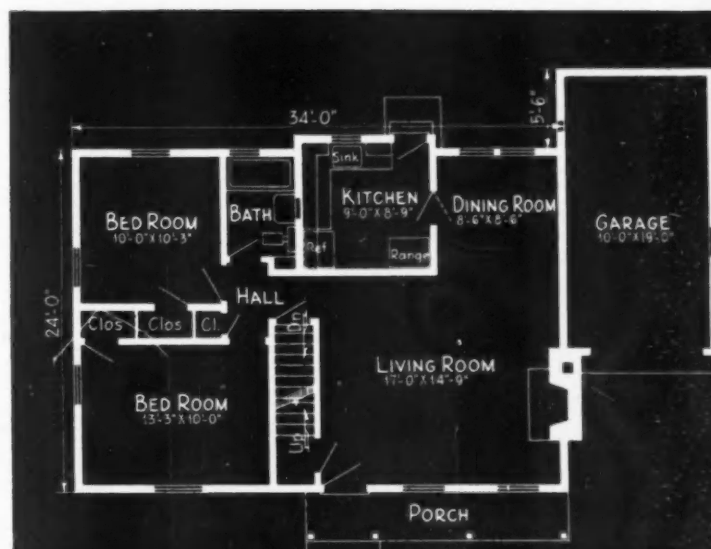
two dozen standard floor plans. Each is given thoughtful placing on its building site, a plot of good width, and each has individual landscaping to take advantage of and to supplement the natural forest growth of the locality.

In spite of general advances in building costs, both for labor and materials, which will necessitate a higher level of selling prices, Balch feels confident that the people want better and bigger houses than the restricted minimum war housing type, and can pay for them. Also he believes that the extra thought and care and the extra money he puts into oversizing of lots, into landscaping and into special added quality features in home equipment, appointments and construction materials (better than the minimum "just to get by" sort) will come back to him and to his home buyers in appreciated values for his entire home development area as time goes on.

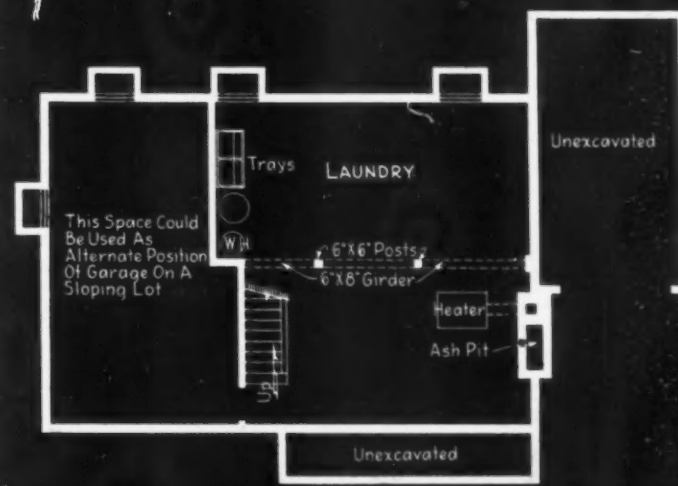
In other words, extra expense for special features that might not be justified in putting up a single house for sale does pay out, he feels, in the long run when applied to an entire subdivision, such as Wedgwood. There, the original home buyers have seen their properties not only mature into a beautiful stabilized residential district with much "neighborhood pride," largely because of the careful planning and the extra-value features that were built in, but also those who have wanted to resell have had no trouble in disposing of their homes at a substantial increase over what they originally paid.

In the new Wedgwood Rock development 200 new homes are to be erected. Albert Balch is associated in this project with Maury Setzer, who was also his partner in the first Wedgwood project. During the past four years Balch has also built 300 homes in View Ridge, his first subdivision, and 100 more in Wedgwood and Eastwood, all under the name of Crawford & Conover, Inc., Seattle's oldest real estate firm, established in 1888 and now wholly owned by Albert Balch.

It was in View Ridge that he built three Life Magazine Homes and promoted model homes designed by Ladies' Home Journal and other national magazines. Visitors to



FIRST FLOOR PLAN



BASEMENT PLAN



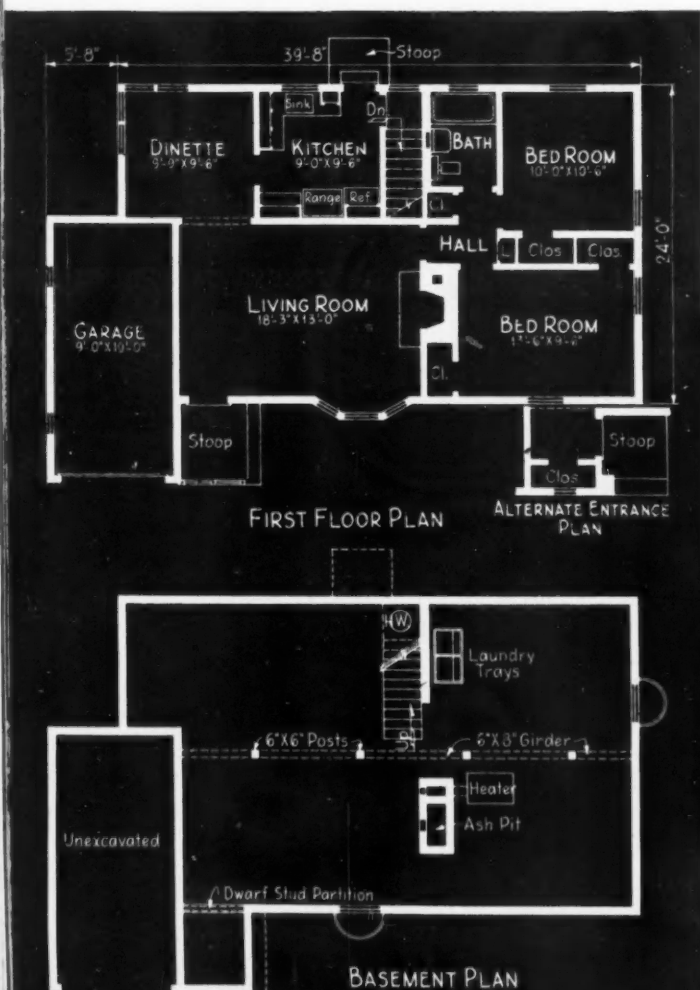
THE horizontal lines are nicely balanced by the vertical accent of the stately pines.

Beauty and Charm Achieved in Wedgwood by Var

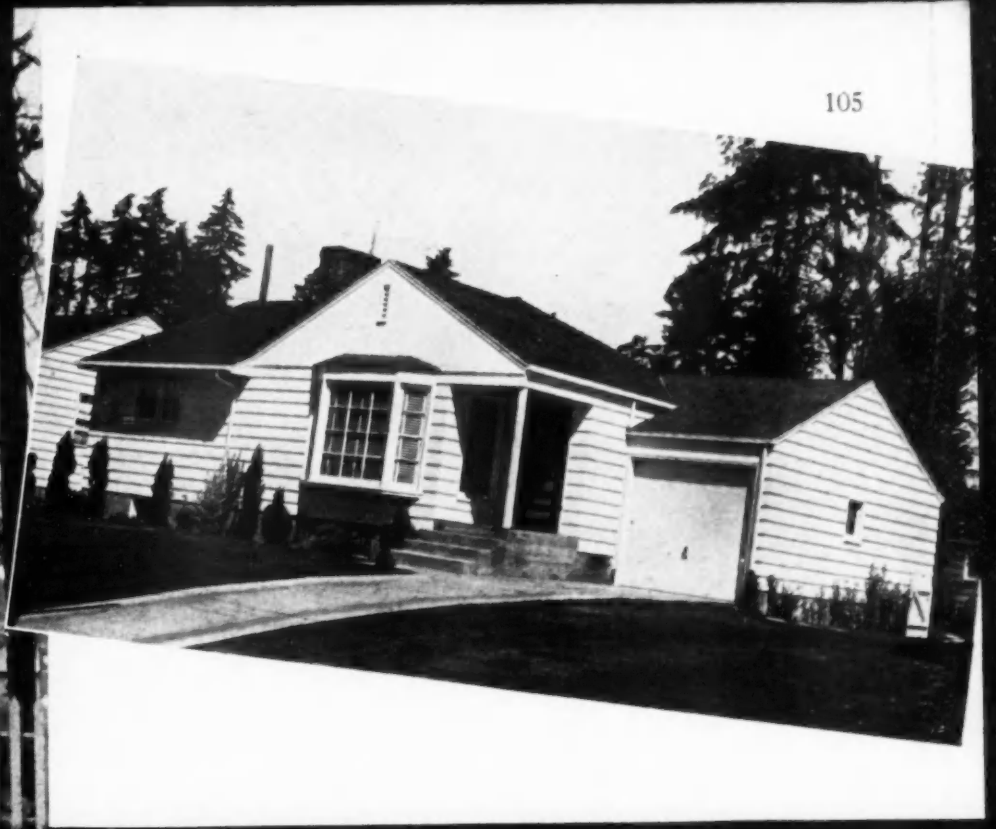
the "Life" homes numbered 77,432. He will soon build his *American Builder* model home as published in the October issue. In "Parkwood," another budding new era development, Balch is to build 200 additional homes and in this he is operating alone.

The same firm of architects has functioned on plot layouts and home designs on all of these Balch jobs which have, during the past 10 years of continuous building and selling, totaled about 1500 homes. A great deal of credit

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THE house above, with plans to left, was used by Frederic & Nelson, leading Seattle department store, as a model home.



by Varying Exteriors

THE house at right above is a variation of the one shown in the large photograph above; plans for both are at right. Difference of appearance is achieved mainly by placing the house on a higher foundation. Directly below is an alternate exterior of the "model home" shown at the bottom of the opposite page. The principal changes are in entrance detail, roof lines, shingles instead of siding, and a large picture window in place of the bay window.





**One of Wedgwood's
Most Charming Homes
Presented Here with
Complete Blueprints**

MODERN Colonial, corner windows, low, sweeping roof lines, made this one of Balch's most popular designs. With three bedrooms and large living area, this home meets demands of average family.

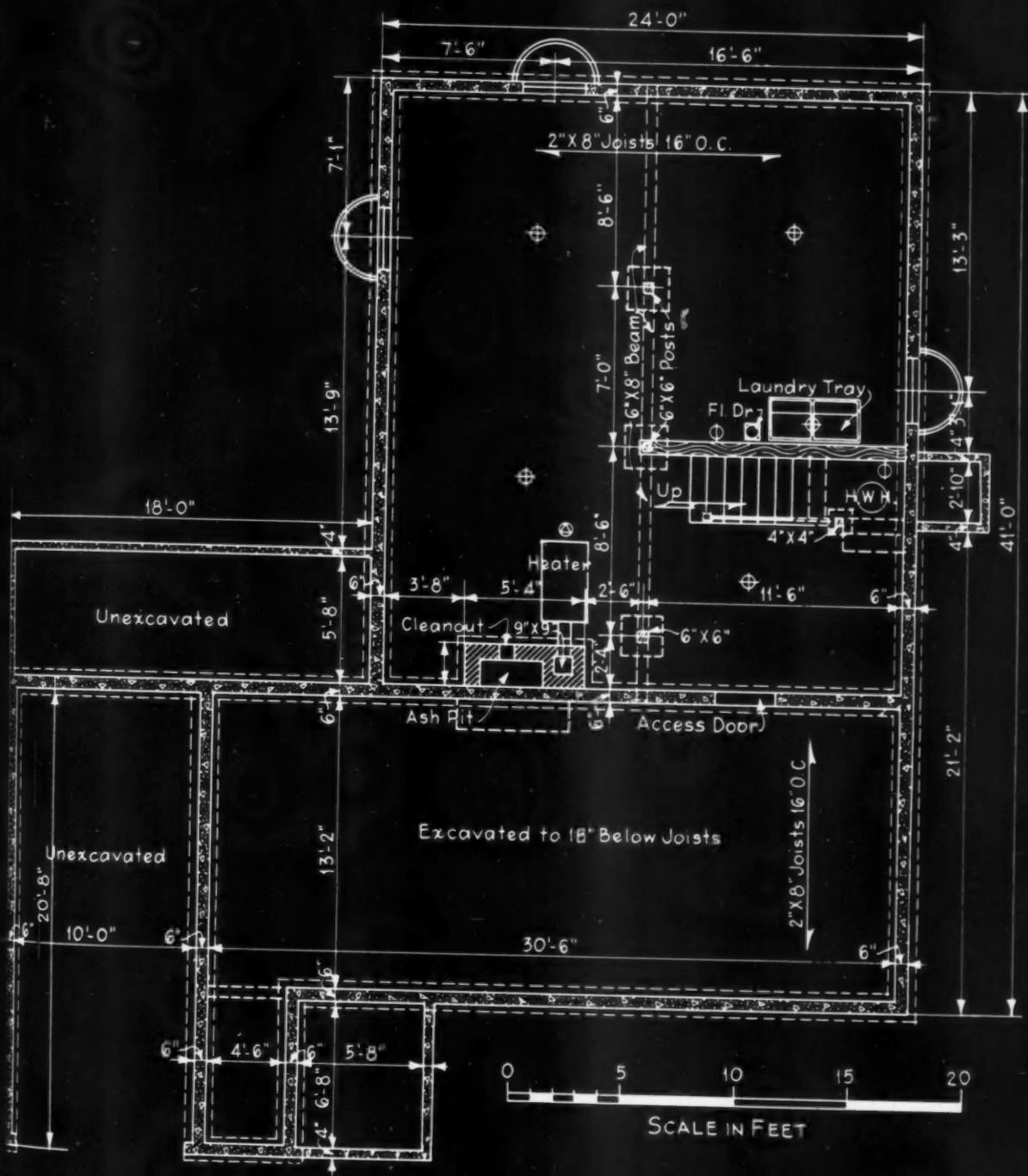
is due Clyde Grainger and Don Thomas of this architectural firm for the variety and charm that they have designed into these developments, at the same time retaining the economies of standard sizes and basic floor plans, used again and again to permit wholesale construction techniques.

A study of the accompanying photos and plans will reveal many details of this successful planning. Two-bedroom homes predominate, with quite a number, however, of the larger three-bedroom type. Houses are broader than they are deep, calling for wide but shallow lots. The living rooms are of good size and the dining space is usually an adjunct to the living room or is designed as a dinette section of the kitchen. Fireplaces, modern baths, well equipped kitchens, attached garages and full basements are standard features of the plans.

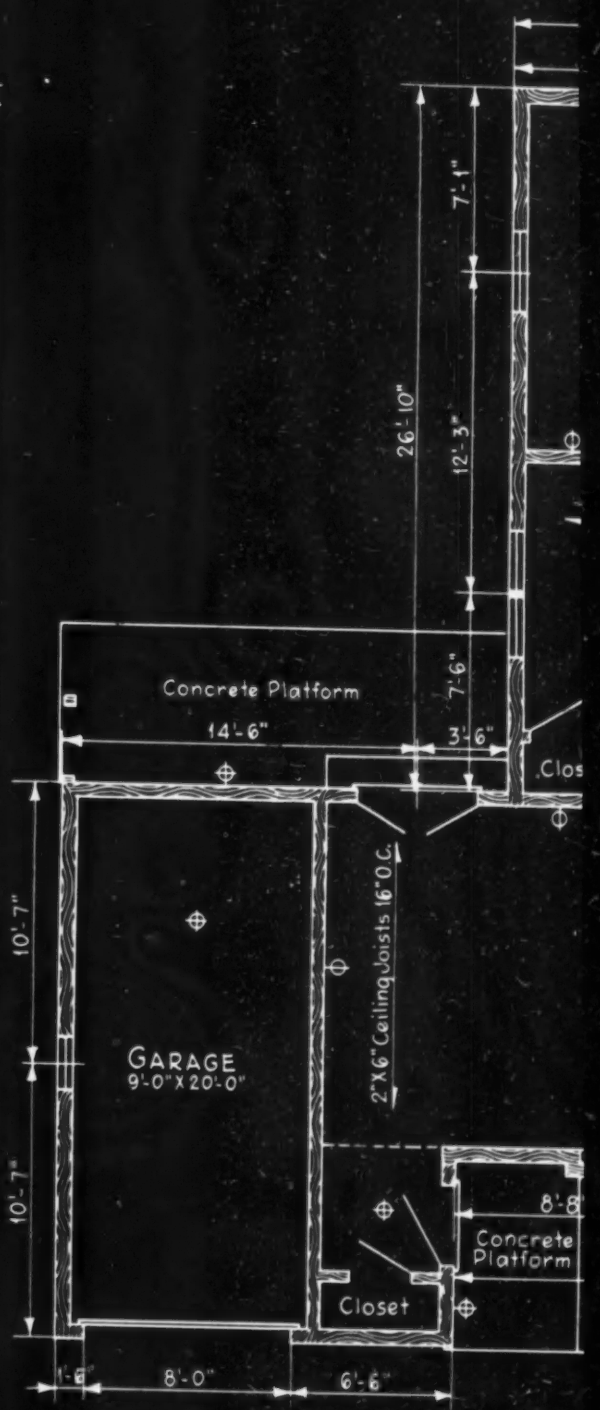
"Picture" windows of large size, often placed at the corners, are typical of all present-day homes in the Pacific Northwest. They let in the view and help to tie the house to its garden surroundings to make a real home.

Good artistic judgment is shown in these home designs in the handling of the front entrance. Often there is enough porch or roof overhang to protect the door without darkening the interior. Also the garage is so placed that it is kept well to the background; it does not obtrude into the home entrance picture. A great deal of variety is secured for these standardized designs by the way the garage is shifted from left to right and from front to back. In all these developments there are no alleys, so the garage entrance always has to be included in the front elevation.

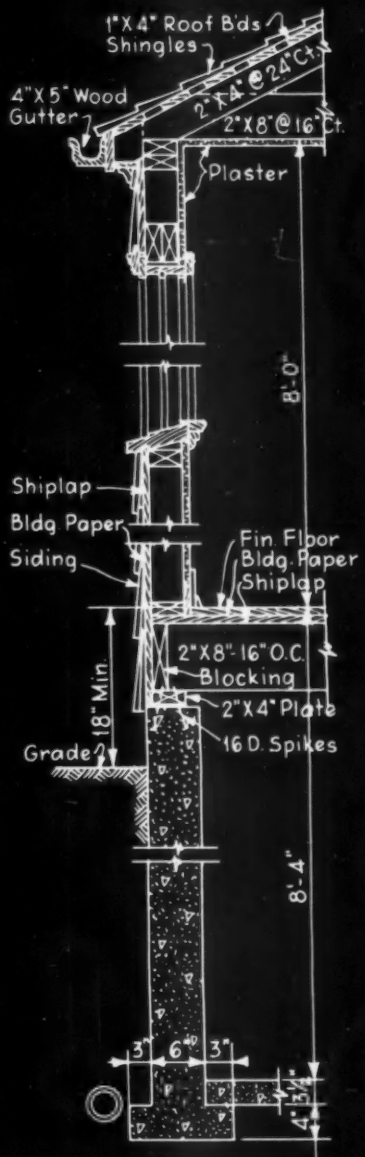
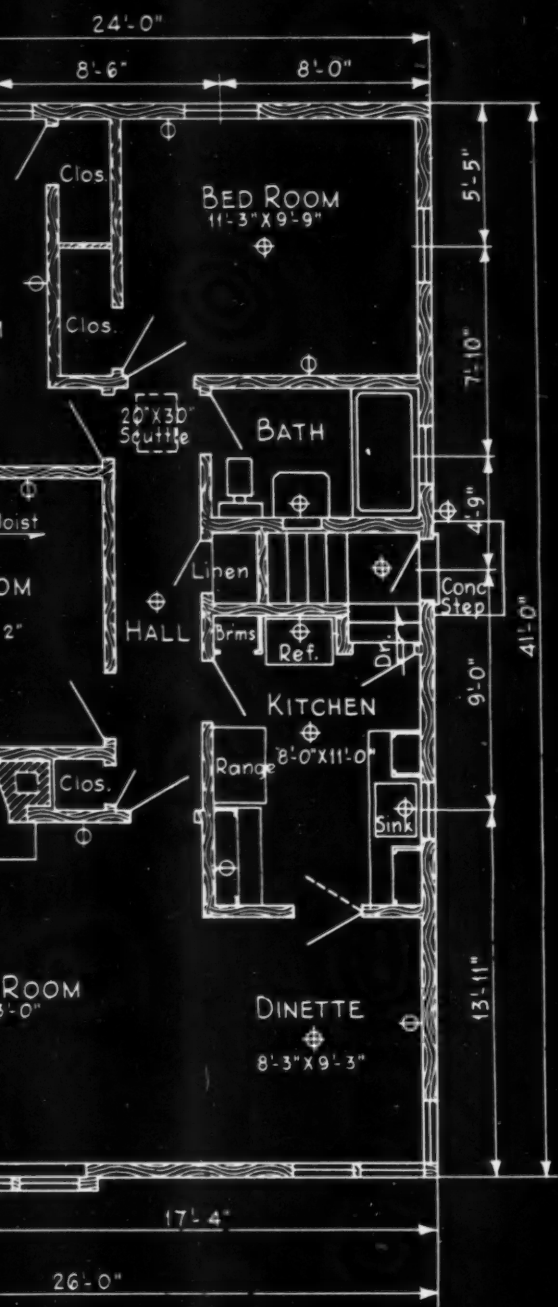
Gently curving streets and an impressive stone column entrance-way mark the Wedgwood development. Similar distinctive characteristics are to be given to these newer Balch projects. For instance, "The Rock" at the center of the Wedgwood Rock tract is really something to see! It may not *quite* equal Ship Rock of the New Mexico desert in size and mystery but is *some rock* just the same—a geological curiosity that will cause plenty of talk and give extra sentimental value to the group of attractive homes which Al soon will be building around it.



BASEMENT PLAN



FIRST



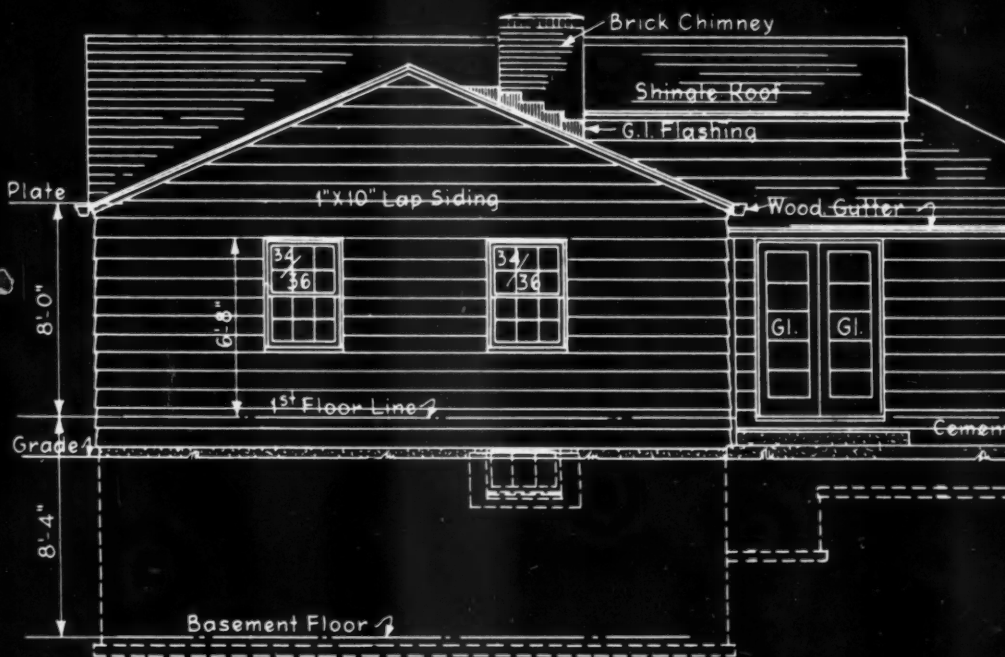
WALL SECTION

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 Arcade Building, Seattle, Wash.
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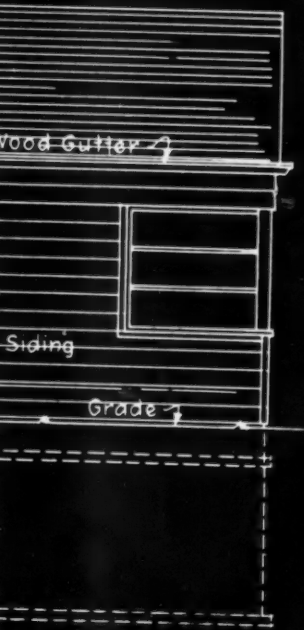


FRONT ELEVATION

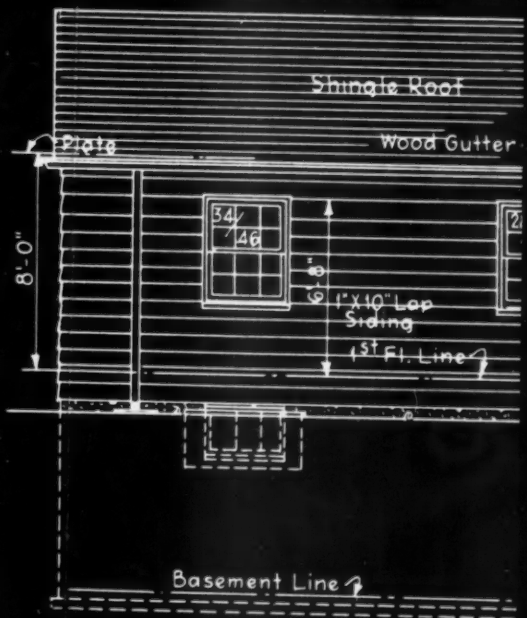
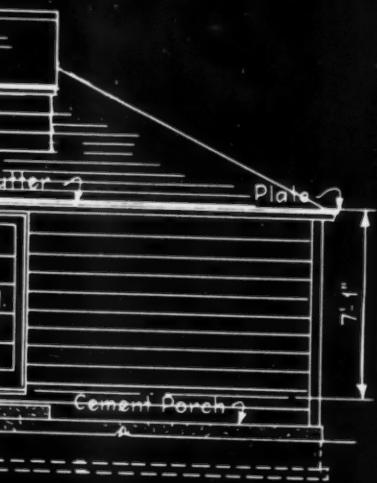


REAR ELEVATION

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 AMERICAN BUILDER BLUEPRINT SERIES
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 Arcade Building, Seattle, Wash.
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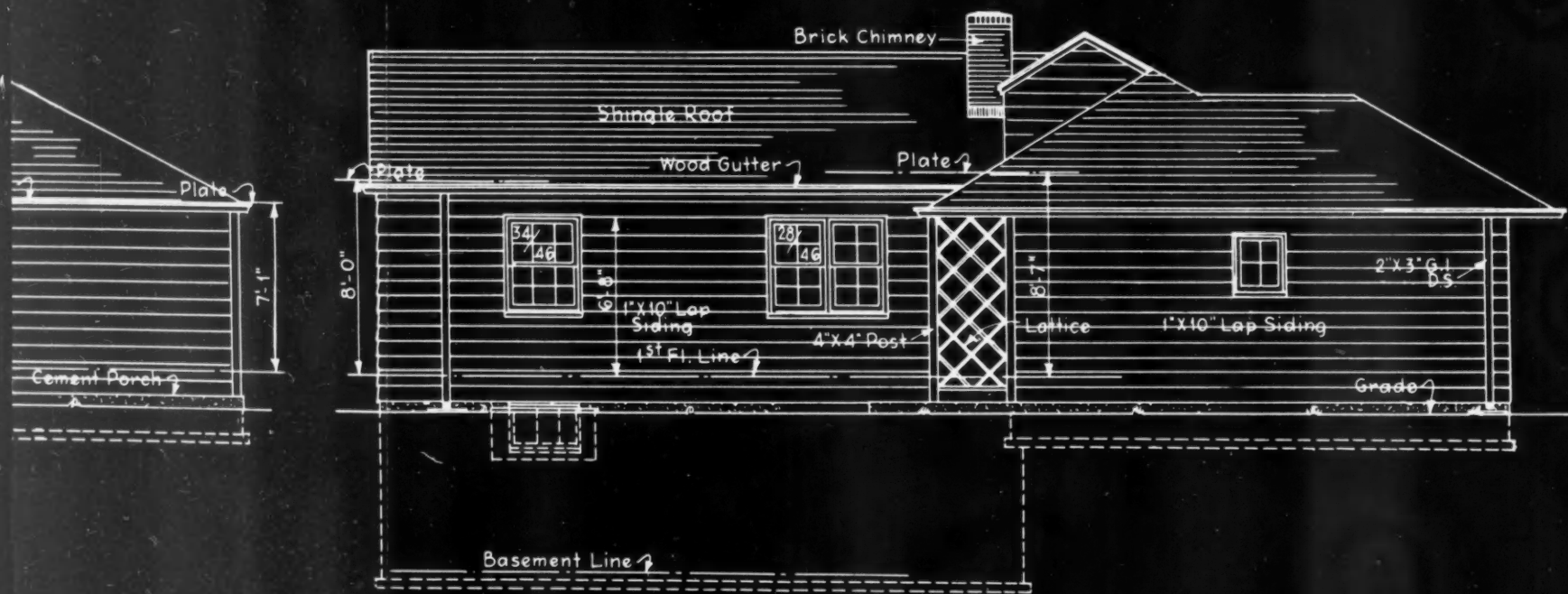
RIGHT SIDE ELEVATION



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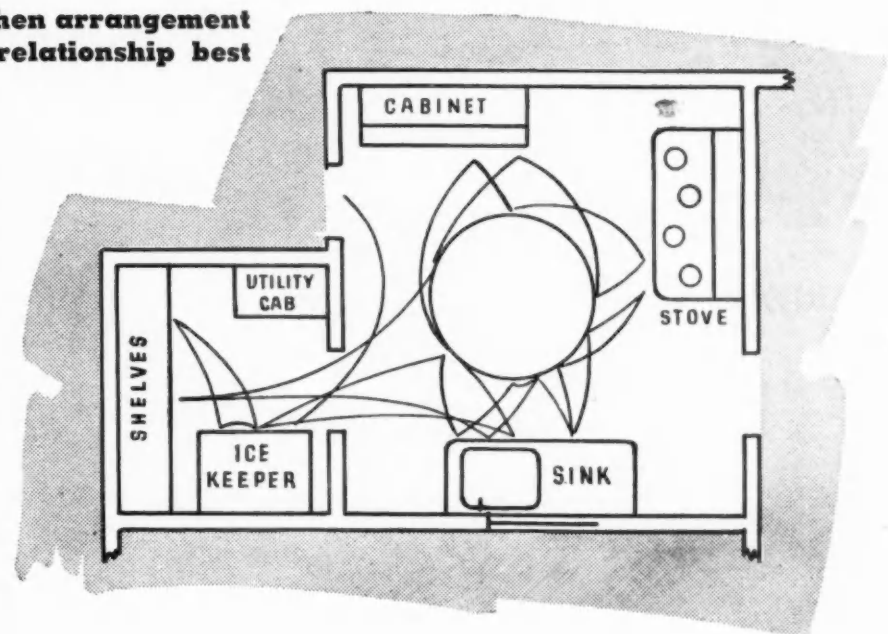
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MANUFACTURER'S RESEARCH Assures Effective Kitchens

Months of careful study of kitchen arrangement proved the triangular work relationship best

MODERN KITCHENS for post-war homes became a subject for intensive study and research by Servel Inc., Evansville, Indiana, manufacturers of refrigerators and refrigeration equipment, during the years when most of the company's production facilities were devoted to filling war orders. A small shop was made available to a few engineers and other specialists, and the result of their work is the group of model kitchens shown on these pages.

While most of the kitchen planning has been based on an attempt to locate equipment in a manner calculated to minimize the number of steps the housewife is required to take each day in the performance of her work, Servel research forces decided to give equal attention to vertical placement to minimize stooping, bending and reaching. Thus the kitchens were engineered in consideration of vertical as well as horizontal surveys. Study of the installations will reveal the manner



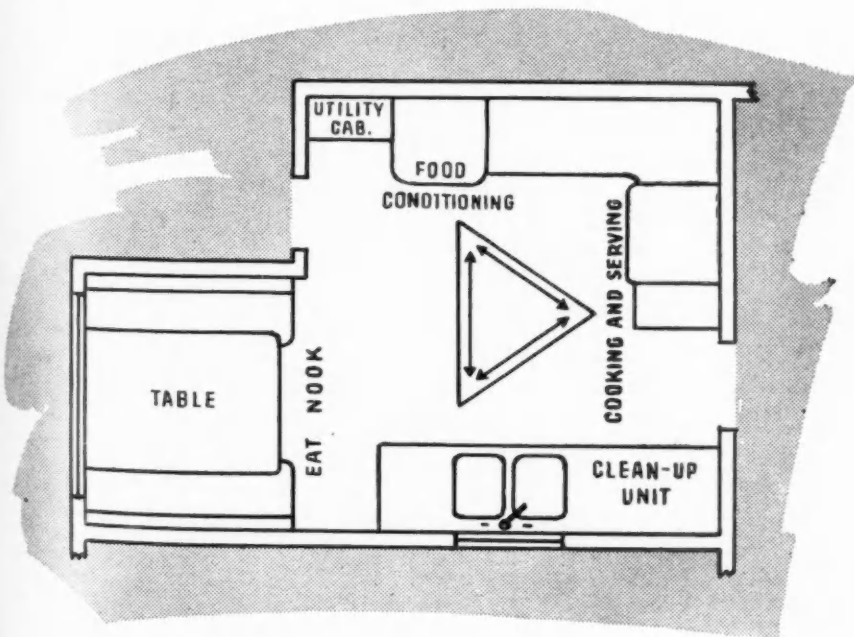
in which cabinets, drawers and under-counter shelving were planned to save effort.

In the old days, before kitchen planning became a technique, pieces of equipment were placed anywhere

YESTERDAY the maze of work movements might have been aptly entitled, "How to do things the hard way in 999 steps." It was far from an efficient kitchen arrangement.

that they seemed to fit in a room. Little if any attention was given to convenience. If appearances mean anything, equipment was often placed to gratify the whim of the housewife, and much less attention given to efficiency than in the placing of furniture in the living room.

The result of such hit-and-miss use of kitchen equipment is illustrated in the accompanying diagram with the kitchen table in the middle of the room. If straight-line travel was possible between any two pieces of equipment, it was purely accidental. The placement of equipment in the diagram not only makes for inefficiency and lost time, but also presents physical hazards for the housewife in the kitchen.

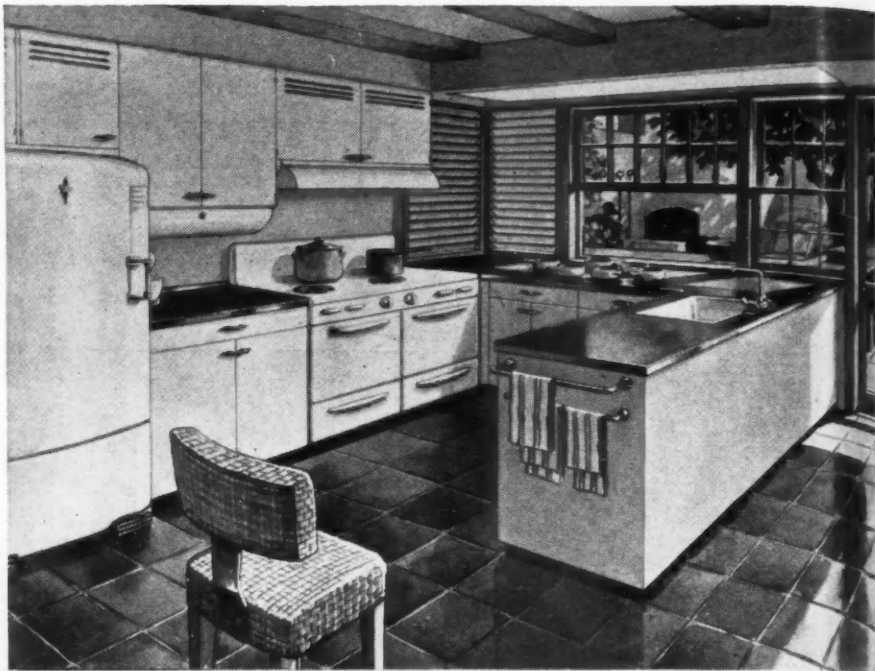


TODAY by relating the three main units of kitchen equipment so that the work movements between them form a triangle, kitchen work becomes a pleasure, not drudgery.

Servel engineers and research specialists approached the problem of horizontal traffic—as shown in another sketch—by locating equipment so that principal travel arteries would be in the shape of a triangle. Assuming that the most practical shape for a kitchen would be triangular, but realizing that construction costs for a triangular room would be prohibitive, and that locating entrances and exits would be difficult and awkward, they adapted three-way travel to a rectangular room.

In order to preserve triangular work relationship in a four-walled kitchen, despite door and window openings and other fixed factors that sometimes interfere, six rules were developed for kitchen design. All of

"INDOOR-OUTDOOR" KITCHEN—For effective use of adjoining porches, lawns or terraces where outdoor living is desired. ▶



these rules are applied practically in the kitchens illustrated here.

One notable feature of several of the kitchens is placement of the sink unit in the middle of the room rather than along one wall. In the kitchens where this arrangement was used it can be seen that features such as a built-in lounge, not ordinarily included in a kitchen, and the location of dining room or breakfast nook made the central location of the sink desirable from an efficiency standpoint. At the same time it neither detracts from the appearance of the room nor in any way interferes with

"TODDLER'S KITCHEN—Here a home-maker can supervise the activities of the small children while doing her kitchen work. ▶

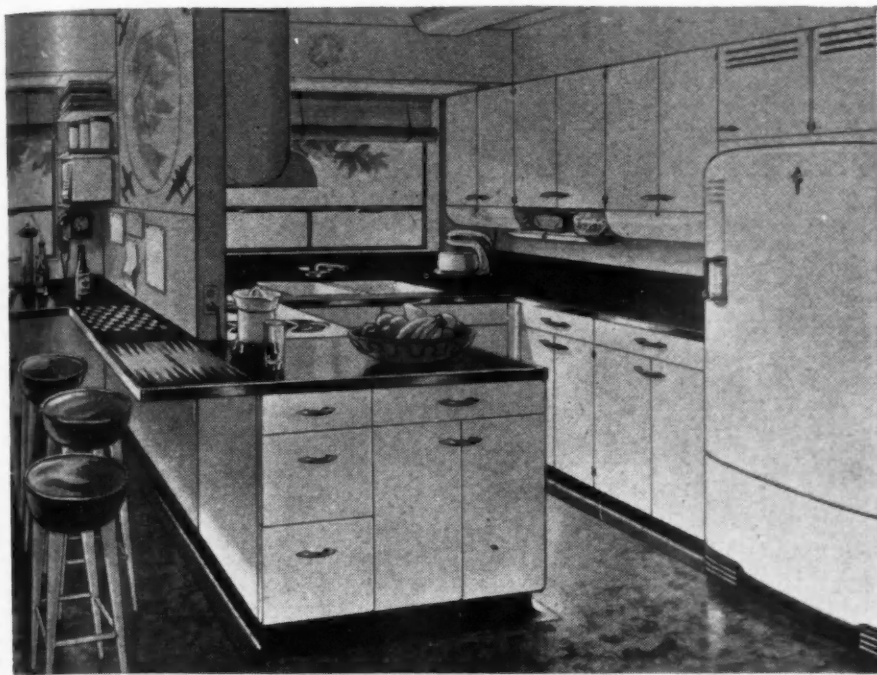


free access to all other equipment.

The old principle of locating the refrigerator as near as possible to the entrance from outside was discarded. It was thought that this was a carry-over from the days of the ice box which, for very practical reasons, was placed just as near the kitchen door as possible. In many modern kitchens mechanical refrigerators continued to occupy the space of the old ice box on the theory that the grocer's delivery boy or the housewife arriving with the day's purchases of meat, vegetables and fruit would find the location a convenience. Servel studies showed any saving of time or effort in that respect to be negligible when com-

"HOBBY" KITCHEN—Collectors of china, glass, prints, growing plants and flowers can adapt their hobbies to this kitchen. ▶

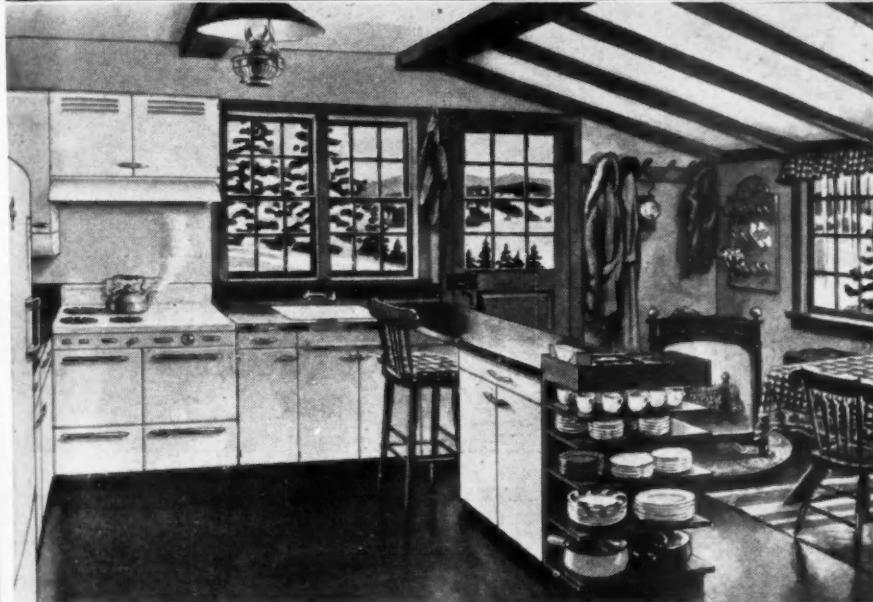




pared with considerations of refrigerator use in the preparation of meals. Thus, the refrigerator in each of the kitchens shown here was placed as a result of a traffic survey of all-day use.

Each of the kitchens was designed to serve at least one purpose in addition to the preparation and serving of meals and the storage of food, dishes and cooking utensils. Recognition by the research staff that the modern kitchen should be the nerve center and work shop of the home, and should, therefore, include office facilities or hobby equipment for the housewife, or club, child care or lounging equipment led to the development of such models as the "Toddler's" kitchen, "Teen-Age"

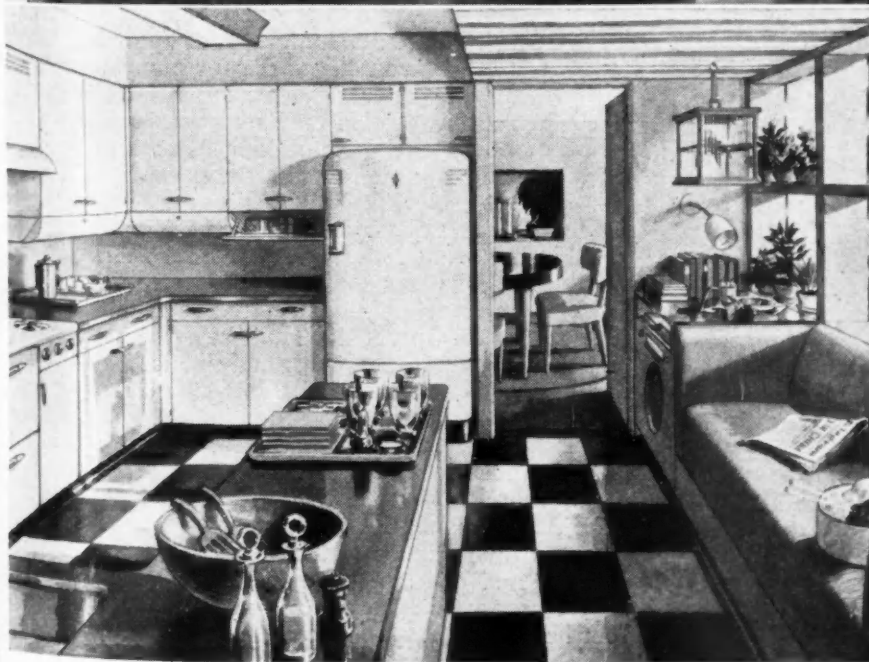
◀ **"TEEN-AGE" KITCHEN**—Planned so that teen-age boys and girls can enjoy after-school snacks and games without interruption.



kitchen, "Kitchen Lounge," "Outdoor Living" kitchen and the others.

Final layouts of all the kitchens were determined after traffic surveys and time studies had been made. In each case a model kitchen, based on engineering research, was set up. Then a group of women, employees and the wives and daughters of employees, was selected. Each of these worked in the kitchen on one of a series of successive days, operating as if she were in her own home. Time studies and traffic surveys were made. The results were then analyzed carefully and discussed by

◀ **"CABIN" KITCHEN**—An ideal arrangement where outdoor living and cozy comfort combine to minimize work movements.



the research staff and the women. If adjustments or changes were found to be necessary they were made, and the time studies and traffic surveys repeated until data indicated that maximum convenience and utility had been achieved. The layout was then frozen, and the next type of kitchen studied in the same way.

Included in the cabinet assembly of the kitchens is storage space over the refrigerator, which is used as a conditioning area for cereals, crackers and similar dry foods. Directly above the stove, and built in the hood, is a trap that catches the greasy vapors and cooking odors as they arise from the stove. The trap is removable and washable.

◀ **"COMFORT" KITCHEN**—This arrangement provides a lounging spot for relaxation while meals are being prepared.



Four-bedroom houses, attractively designed and priced to sell for less than \$9,000, are the achievement of Anthony A. Paterno in his Belleville, N. J., development. Long experience, sound planning, careful buying and good building contribute to Paterno's successful formula.

PATERNO houses in various stages of construction line street in Belleville, N. J.

Home Building Really Under Way

Anthony A. Paterno creates eighty one-family, four-bedroom units in several pleasing variations of one Chapman and Evans basic floor plan



SIGNS like that above drew home-hungry public in droves to inspect, buy. Forty houses are now completed, forty more under way.

THE name of Paterno has been synonymous with the building of large-scale, high-grade apartments in the New York Metropolitan area for many years. The skylines of the better residential districts in the city itself have been invaded by Paterno apartments. And now the youngest of these building brothers is carrying on the family tradition, in the small home field, in the suburbs. He is building—and selling—one-family homes.

His name is Anthony A. Paterno. His project is located in Belleville, N. J., and is one of the earliest "post-war" home jobs to get under way—and to keep going. With room for eighty homes, and forty already completed, Paterno's tract, laid out with the assistance of FHA land planning officials, and financed by the alert and active Clinton Title and Mortgage Guaranty Company of Newark, will help in some measure, at least, in the housing shortage in that area. If present indications are borne out, it will remain for years to come one of the more attractive privately-financed projects in a state that is famed for them.

An unusual feature of the homes in Paterno's development, and one which he feels will appeal to home buyers now and in the years to come, is the inclusion of four bedrooms.



e. N. J.

Way in Belleville, N. J.

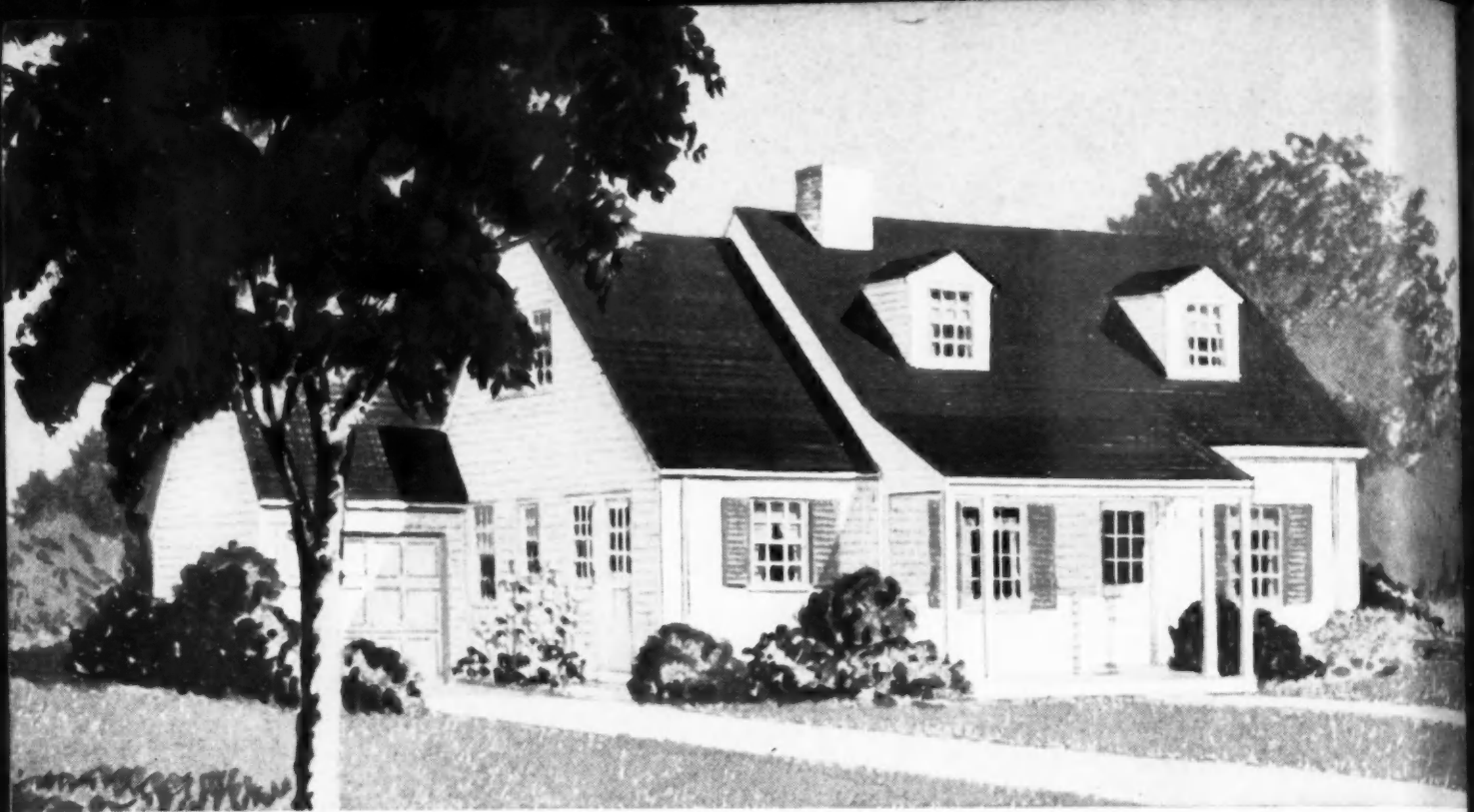
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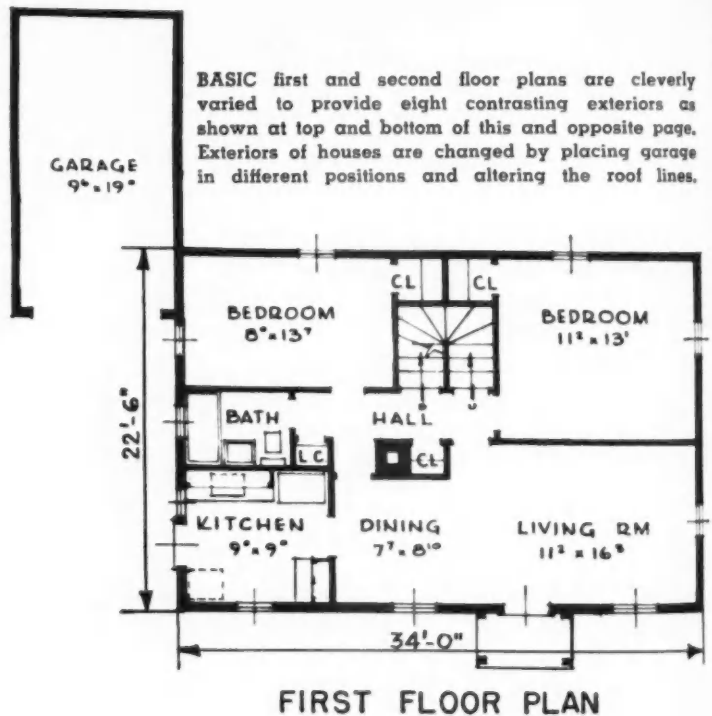
MODEL HOME (right) and two more nearing completion (above and upper right) show interesting exterior variations as worked out from identical floor plans. First and second floor plans, additional exteriors on following pages.

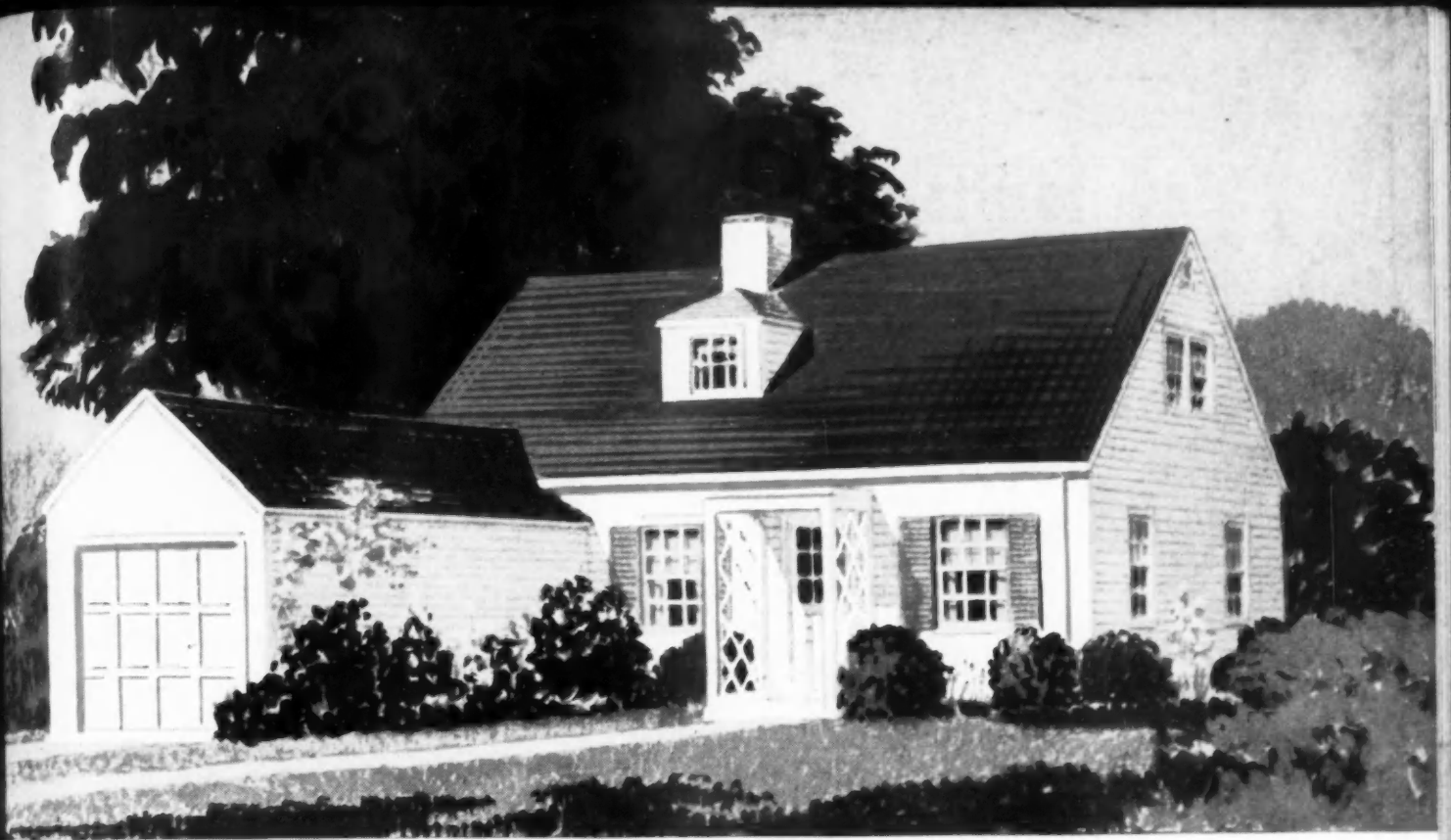


The houses themselves, splendidly conceived by Chapman and Evans, architects, are worth close and long study. All offshoots of the same basic plan, a compact and complete utilization of space without waste, each first floor contains a living room, dining room, kitchen, two bedrooms and bath. Two more bedrooms and space for a future bath are provided on the second floor. Ready access to the completed first-floor bath is had from the upper-floor bedrooms down a flight of stairs and through a short hall.

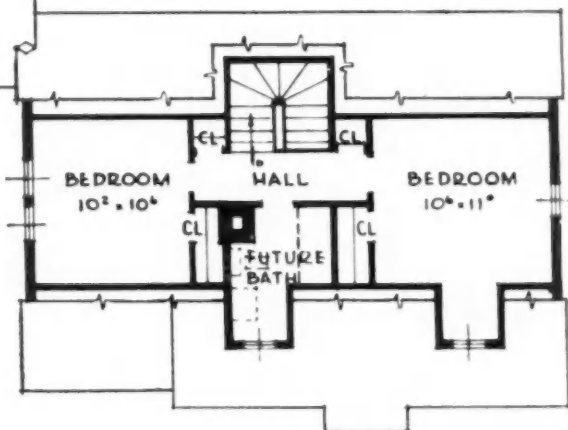
The hall on the main floor contains an ample closet, close enough to the bath to be used for storage of linens, and each lower-floor bedroom has its own closet. The upper hall boasts two ample closets for storage, while each sleeping chamber is also supplied with a full closet.

Eight different elevations, all based on the same basic room layout, were prepared by the architects. Exterior views of the homes, therefore, indicate a pleasing variety. This effect was obtained, as can be seen from the sketches, by swinging the garage to different locations, and by varying the location of the homes on the lots—i.e., in some, the living-dining-kitchen side of the house fronts on the street, while in others it





Eight Exteriors from One Plan Designed by Architects Chapman & Evans



SECOND FLOOR PLAN

runs at right angles to the road. Further escape from monotony is achieved by different alignment of porches and variation in type.

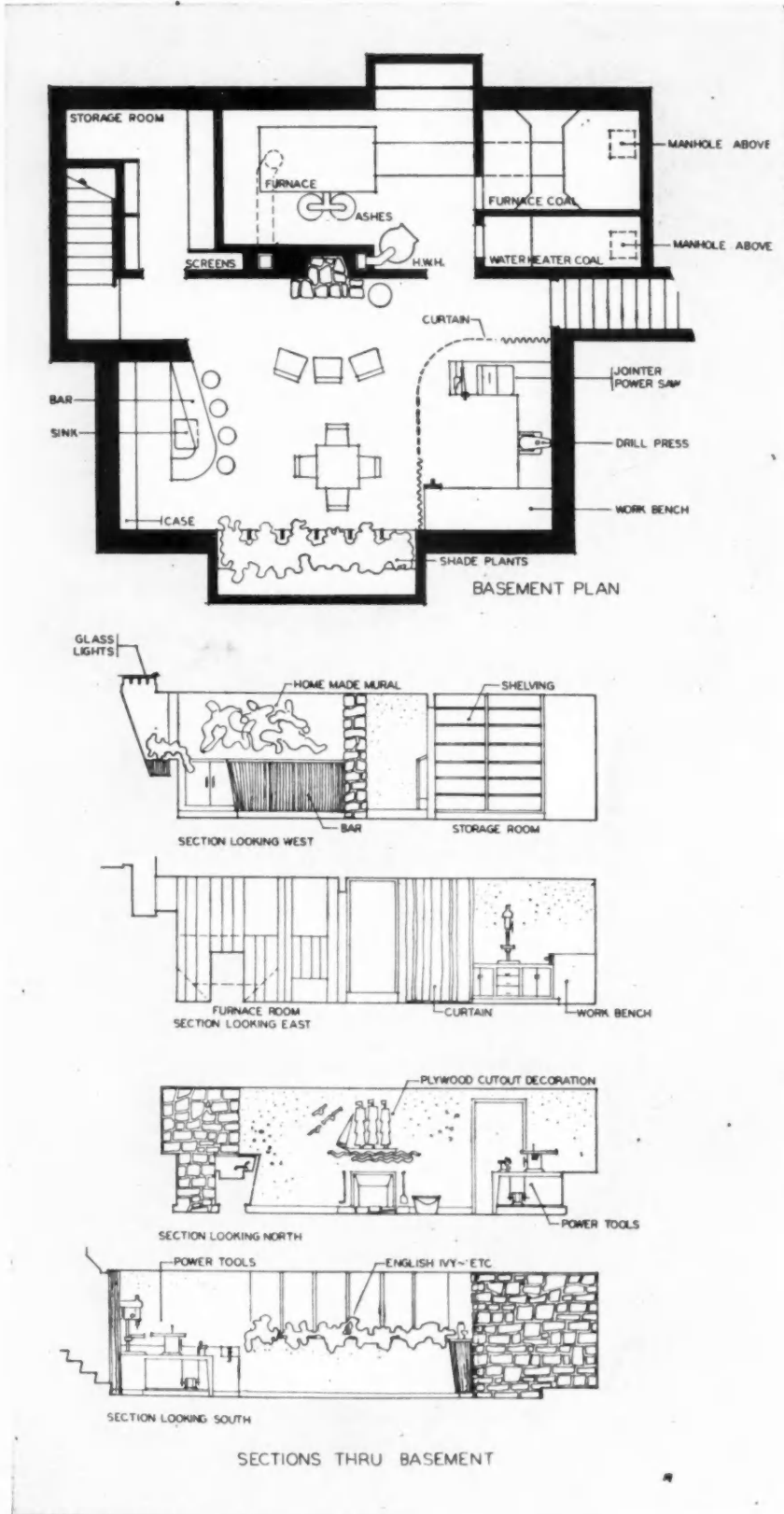
Builder Paterno has had his headaches with one-family home construction in these times, as who has not; but he has enjoyed to the full the challenge they gave him. In construction for more than thirty years, his earliest efforts were devoted to skyscraper apartments in New York City. In 1933, he went to the suburbs, and his projects included several attractive garden-type apartments, including Knickerbocker Village and Chester Tracy Gardens, in northern New Jersey, and Park Manor, a distinctive development of one-family homes in West Englewood. During the war years he constructed nearly four hundred houses for war workers in the area in and around Portsmouth, Va.

In addition to his activities in the building of single-family homes, Paterno sees a great future for builders in the garden type of apartment in suburbs surrounding metropolitan centers, whether built for sale or to be held for one's own investment. He is presently looking into the possibilities of including one such garden apartment in his Belleville tract.



How to Plan Basements for Coal Heating

Homes heated with coal can have beautiful, comfortable, clean work and play areas



MUCH has been said in the past regarding the relative merits of houses with basements versus those without, and coal heating versus other types, with adherents of each loyally proclaiming the advantages that one has over the other.

It is not the purpose of this article to settle this moot question, but rather to show how two talented architects approached this problem in a recent competition held by the Bituminous Coal Institute.

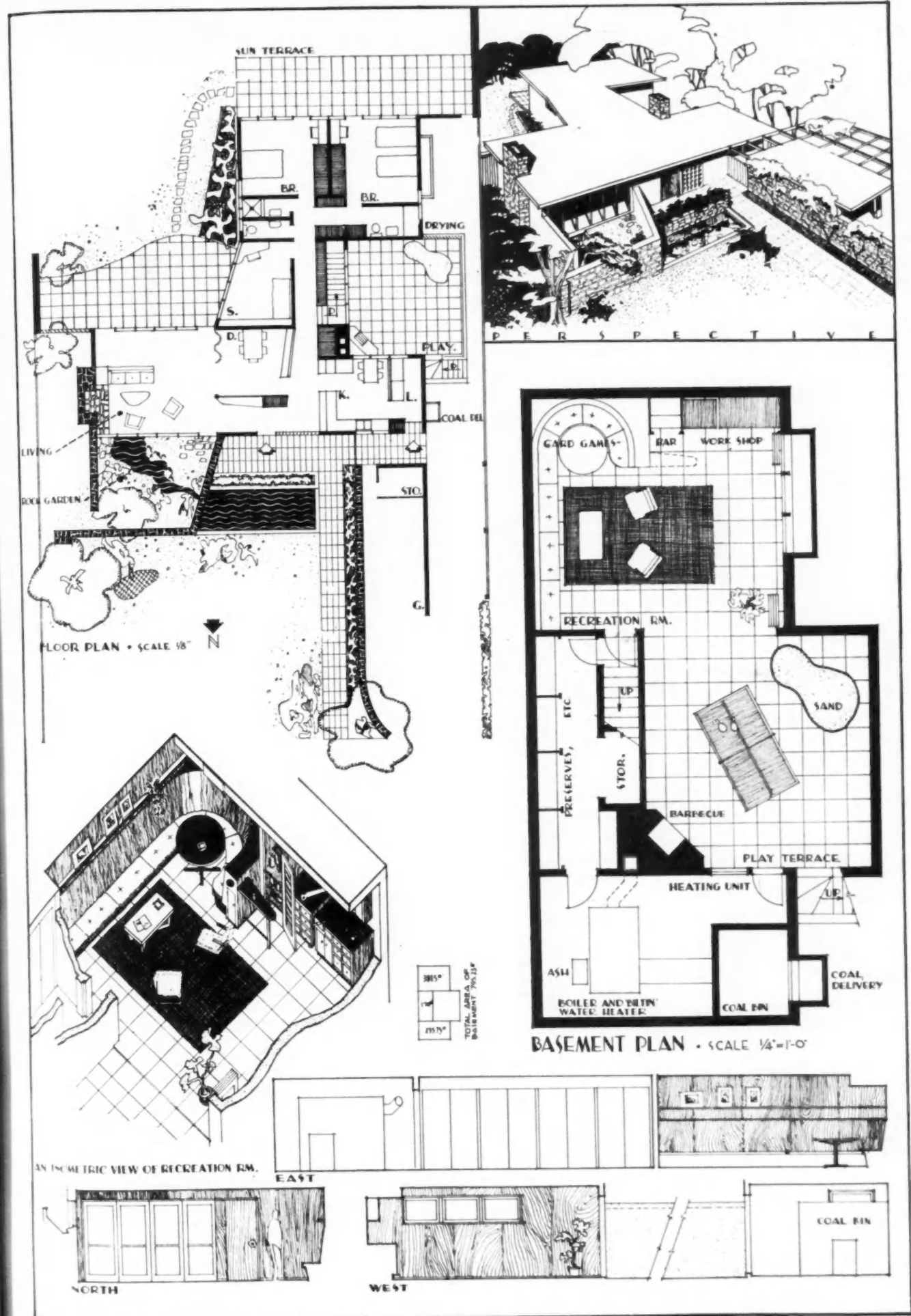
Stephan J. Alling of Cincinnati, Ohio, whose plan is shown on this page, has taken a straightforward type of layout and introduced some interesting innovations, particularly in basement where coal and furnace rooms are placed to the front of property under kitchen above. This permits delivery of coal through manholes which are located directly above coal room and adjoining the service and garage drive. Rear of rear porch extends over this portion of drive. An all-purpose recreation room occupies the balance of the basement with a portion of it curtained off to serve a dual role. The various sections indicate the interesting treatment of walls in this room.

On the opposite page is shown a delightful modern home designed by Kenneth M. Nishimoto of Rivers, Ariz.

Much of the objection which has been voiced against this type of house, in the past, because of its large glass expanse and the inability of adapting it to the normal size lot, has been overcome by providing baffle walls located strategically to insure a measure of privacy to the occupants. An innovation in planning is the depressed play area at basement level which permits light and air in abundance to enter into the recreation and heating rooms. Heating unit and coal bin placed toward front of house permit ease of servicing.

PLAN shows compact arrangement of service units, permitting a maximum amount of space for recreation room and work room.

DEPRESSED open air play area at basement level is a feature of this modern house.



Mr. District Attorney's Aid



BEFORE and after views (above) of cellar corner indicate the startling improvement resulting from installation of large, well-lit double bunks complete with built-in bookcases; new hand-carved stair rail, wall storage space. Lally columns are covered with four varieties of birch bark. Mrs. Doyle and her sister (top of page) help Len Doyle complete application of ceiling blocks.

LEN DOYLE, who plays the role of Chief Special Investigator for Mr. District Attorney on the weekly radio program of that name, had a problem of his own. He had a cellar that needed renovation.

He was handy with tools. He had a hobby—big-game hunting and tramping the north woods—that demanded more time than he could give it between radio shows. So he sat himself down in a chair in the middle of his cellar floor and set to work to combine his handiness with tools and his hobby in the solution of his problem. The result, which is shown graphically on these pages, gives builders the country over some ideas to offer those of their customers who want remodeled basements and are not averse to adding a touch of the great outdoors to their redecorating schemes. This was a labor of love with Doyle, which he completed in his spare moments. But the finished

product, he declares, is worth the effort—a quiet spot for use as an office, cool sleeping quarters in summer, a spot for entertaining friends, a play and party room for the Doyle youngsters.

The soundness of the original construction was retained and added to, but the use of new, decorative materials transformed an eyesore into a place of beauty. The lally columns were covered with four different species of birch bark gathered on one of Doyle's north woods trips. He thoroughly waterproofed the floor, and then covered it with a bright linoleum. A new and hand-carved railing took the place of the former unsightly stair hand-rail, and an attractive overhead lighting fixture hangs over the stairs.

He lined the walls with knotty pine, and an erstwhile dark corner was transformed into a spot for two double-size berths, complete with in-

C
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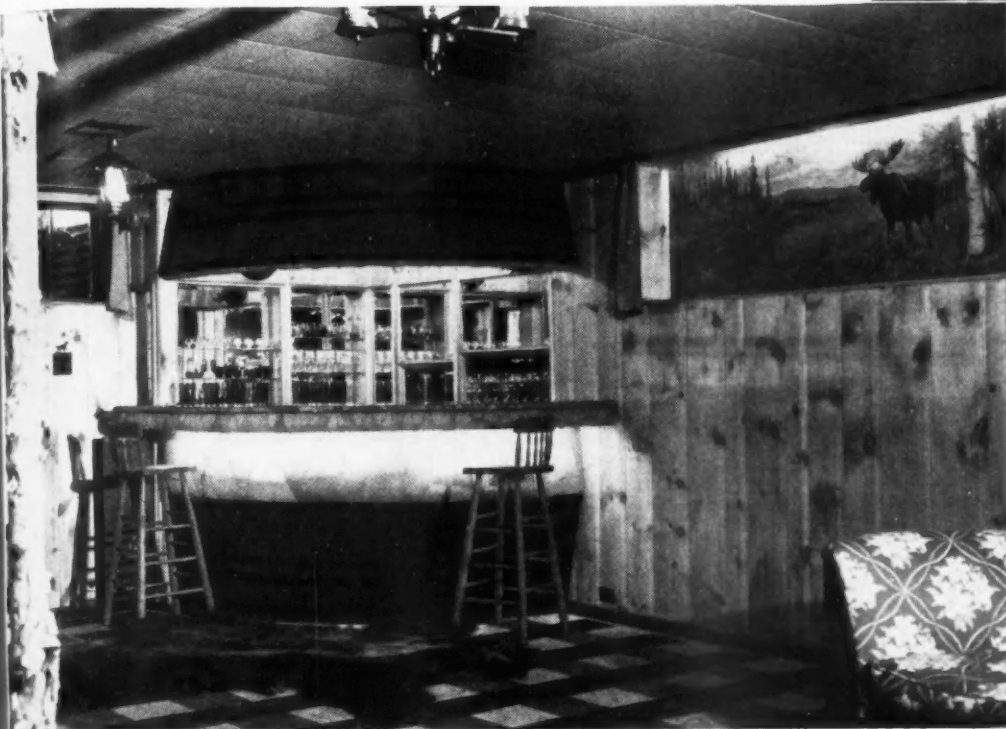
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Aide Remodels His Cellar



DARK CORNER (above) was unattractive, used to store old furniture and bric-a-brac, before transformation into colorful bar with many unusual features.



UNIQUE BAR, with mahogany top set on barrel-shaped support of beveled boards (left), now occupies former dark corner shown at top of page. Hand-sewn buckskin covers top half of support, illuminated by soft indirect lighting. Curtains are made of cured mooseskin and valances are deer horns.

Materials and Equipment

Ceiling—Celotex

Floor—Johns-Manville

Walls—Ponderosa Knotty Pine

Mirrors—Pittsburgh Plate Glass

Mattresses—Simmons Beautyrest

Glasses—Steuben

Lamps—Lightolier

Power Tools—Skilsaw, Duro Bandsaw

stalled over each bunk, and each has a built-in bookcase.

Another corner of the room, once used to collect old furniture and other stray has-beens, was cleared out and a large stone fireplace installed. Deeply-set bookcases flank the fireplace, and modern lighting fixtures hang from the ceiling.

One of the attractive and unusual features of Doyle's cellar is his bar. The bar itself is of mahogany, atop

a huge keg-shaped support. This latter was made by beveling board edges till they fitted for the proper semi-circular effect. The top half of it is covered with large pieces of hand-sewn buckskin, the result of some of Doyle's hunting forays. Mirrors cover the back of the bar, which is illuminated by indirect lighting, and a hunting scene, done by one of *Field and Stream's* cover artists, breaks the long wall.

ner springs and deluxe mattresses. Built with a solidity meant to last, the bunks are ten inches from the cellar walls, and are supported by two by fours, 16 inches on center, and with pine flooring used in the bottom. Indirect lighting is in-

STONE FIREPLACE, flanked by two well-stocked deeply-set bookcases and built-in cabinets, now features one corner of cellar. Cut-in window allows for plenty of daylight while new overhead fixtures give pleasant lighting. Mooseskin rug and antlers above fireplace are results of Doyle's expeditions.



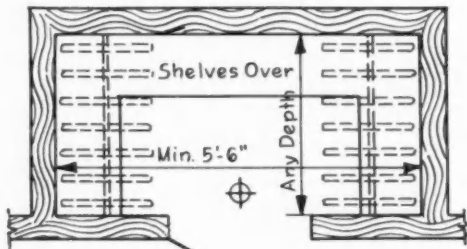


How-To-Do-It Pointers

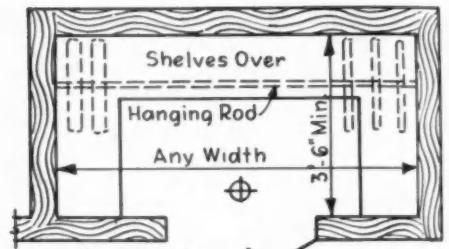
How to Plan Closets for Efficient Use of Space

IN the accompanying drawings on this page are shown a number of typical closets with minimum sizes set forth, complete with location of shelves, hangers, coat strips, etc., arranged in such a manner as to obtain the maximum efficiency within the prescribed area. In the shallow type closet the clothes can be removed without entering. More than two shelves are not advisable in closets of small dimension.

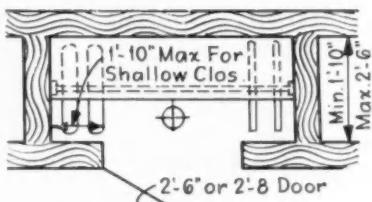
The two closets indicated "large enough to enter" have the same length of hanging space. When depth is over one-half the width, use type with hanging space on each side of door. In computing the size of closets, it is assumed that eight coats or suits for men can be hung on one foot of pole; if in bags, four per foot. For women, allow ten garments per lineal foot; if in bags, eight per foot.



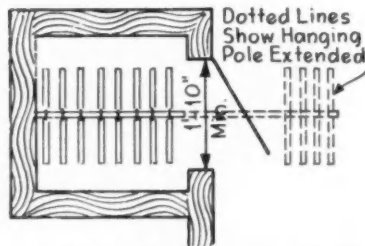
HANGING CLOSET LARGE ENOUGH TO ENTER



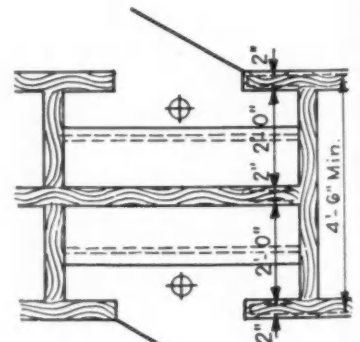
HANGING CLOSET LARGE ENOUGH TO ENTER



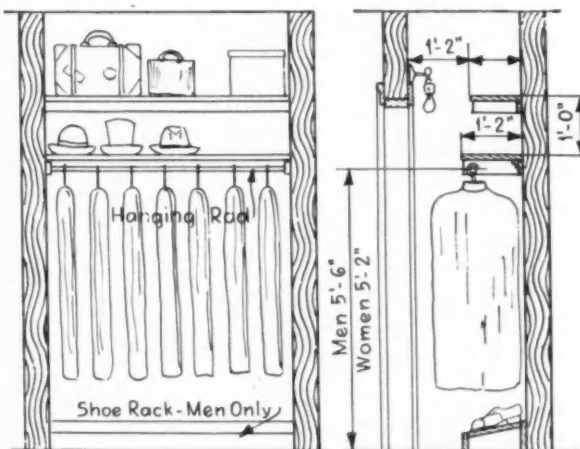
PLAN



NARROW DEEP TYPE



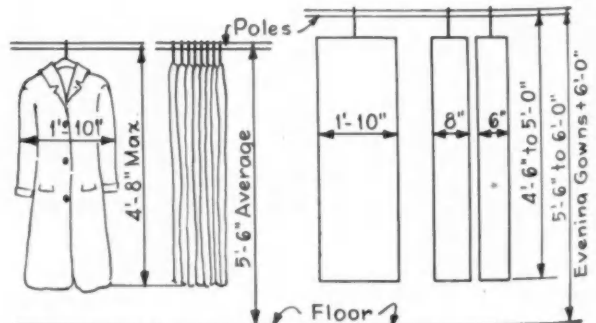
SHALLOW TYPE BACK TO BACK



ELEVATION

SECTION

HANGING CLOSET SHALLOW TYPE



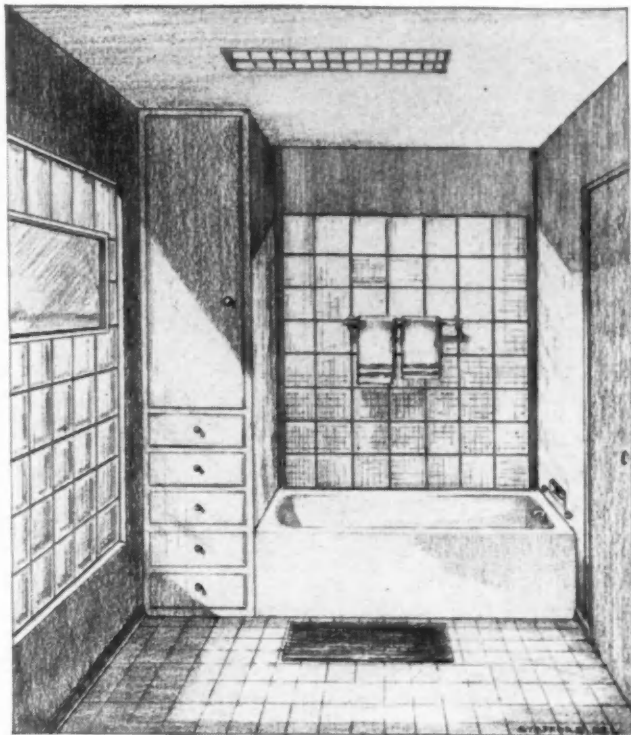
FOR MEN

FOR WOMEN

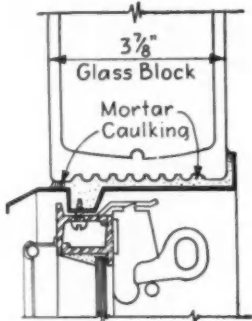
How to Adapt Glass Block for Bathroom Use

BECAUSE of its structural qualities and its inherent beauty, glass block has become almost universal in its appeal and in its widespread use in the home building field. Especially does this apply to the bathroom where its application promotes cleanliness and permits of a sturdiness and variation in design that could not be accomplished with other materials.

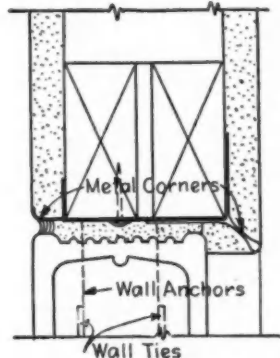
The bathroom shown in the accompanying sketch illustrates the possibilities and the extent to which this material can be used. When placed on rear wall of tub recess, it serves a twofold purpose: first, it provides a clean splashproof back panel that can be wiped off in a jiffy, and second, it permits an infiltration of light through the glass into the adjoining closet. Towel bars of structural glass can be securely fastened to glass block wall providing a uniform appearance. Details "A-A" and "B-B" indicate the ease with which glass units can be applied to flange of tub and to adjoining wall materials.



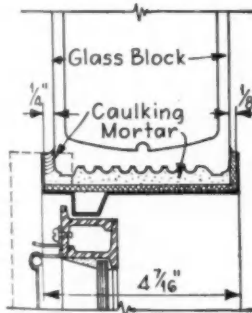
GLASS BLOCK forms wall in rear of tub, also panel for steel window sash.



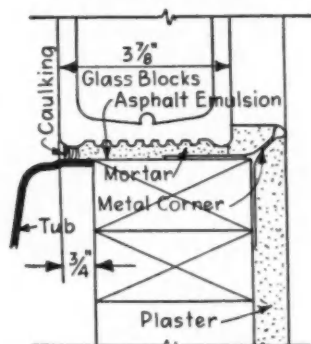
HEAD DETAIL



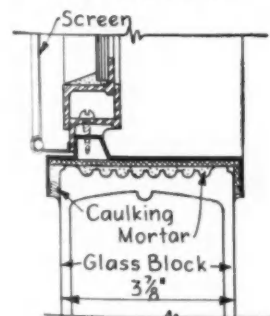
HEAD DETAIL A-A



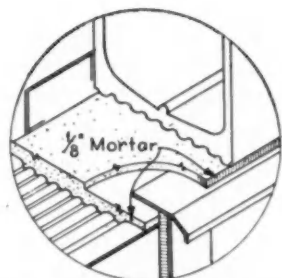
JAMB DETAIL



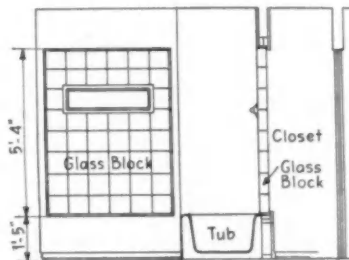
SILL DETAIL B-B



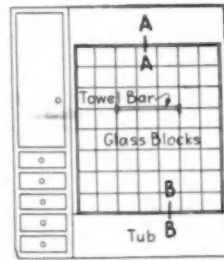
SILL DETAIL



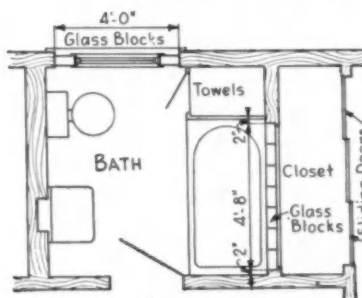
VIEW SHOWING FLANGE BEDDED IN MORTAR JOINT



ELEVATION TOWARDS OUTSIDE WALL



ELEVATION TOWARDS TUB



PLAN

The desire for an abundance of outside light without a sacrifice of the privacy which is an essential part of all bathrooms has been obtained by providing a large panel of glass block on the exterior wall as shown in sketch. A steel frame with hinged steel sash is installed in upper part of panel for ventilation. Detailed head, jamb and sill sections indicate the method of construction used. Note that a special steel frame with flanges on jamb and sill and drip at head provides enclosure for standard type sash to be used. All glass blocks are tied together with galvanized wall ties every third course.

How to Make Combination Saw Horse and Vise

THIS very practical suggestion has been submitted by Alex Iseppon of Niagara Falls, Canada, who says that a combination horse and vise is easy to carry and can pass through a very small opening.

This saw horse is made of standard material in the usual way except that the two legs on one side are hinged on inside to top horizontal member to form vise.

How to Reduce Height of Screen or Storm Doors

FROM H. C. Ewing of the W. E. Terry Lumber Company of Barry, Ill., comes the following:

“Enclosed is a suggestion of a short cut that we use in cutting down the length of storm and screen doors. We bore a half-inch hole in the bottom rail and stile. This cuts off the tenon on each side which permits the bottom rail to slip out. Then the bottom panel can be removed and cut to the proper size. The panel and bottom rail are replaced, and the dowel pin is inserted through the stile into the rail from the face edge of the stile. The door then will be the correct size and just as good as before.

How to Set I-Beam in Concrete Block Wall

FROM H. P. Watson Sr. of Atco, N. J., comes a suggestion for setting an I-beam in an existing concrete block wall for the purpose of providing an opening below. Place 2 x 6-inch member on each side and secure to blocks after each has been drilled to receive 1/2-inch bolt. Place I-beam along floor and against wall. Secure 2 x 6-inch piece on each side of entire length of opening 3 feet 6 inches from wall and make fast to floor. Stud up on each side as shown.

\$5 for an Idea

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

Joints— Their Definition and Uses

By R. J. Alexander

PRESENT-DAY building practices have all but eliminated the “finish carpenter.” The large millwork factories and the smaller planing mills manufacture the trim, stairway, doors, windows, frames and cabinet work for most of the houses and other buildings.

The factories have the equipment, the materials and the skilled labor to do a better job on the items mentioned, than the carpenter could do on the job or in his shop. The laying out and building of a stair, the making and finishing of cabinet work teach the carpenter accuracy, make him familiar with all the tools in his box, and mean the difference between being a carpenter or a real craftsman.

The large factories will undoubtedly continue to manufacture the bulk of the millwork and cabinet work used by the construction industry, but during the past few years the small, local cabinet-making shops have been doing an increasing amount of work on local projects. With the thought in mind that the local shops, lumber yard shops and carpenters will do an even greater amount of the work in the busy years ahead, the details on the opposite page are offered.

Splined joints “A” would be used in making up wide boards from several narrow boards. Wide boards made up in this manner are less apt to warp and twist. In place of the spline, dowel pins about 4 inches long and spaced 6 inches to 8 inches center to center could be used.

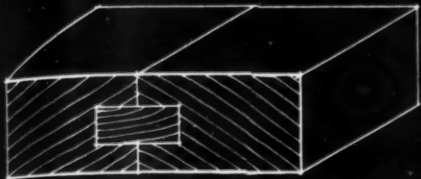
The shiplap joint at “B” is often used where a flush surface is required, such as around an entrance, or a dormer or in a gable. The tongue and groove joints “C” have a great number of uses. The simple tongue and groove is frequently used in fastening together the stiles and rails of panel doors, and all of them are used in connection with cabinet making.

The matched and beaded material is frequently used in the building up of light wood partitions, while the V-jointed material is extensively used as vertical siding in gables.

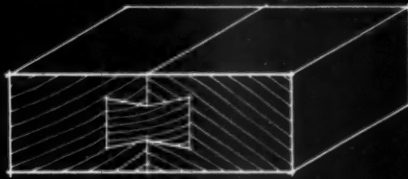
The twelve details “F” indicate various types of corner construction used in cabinet work, china closets, mantels, etc.

Details “G” indicate a few of the many joints and mouldings used for interior paneling of wood.

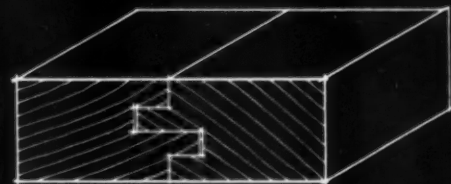
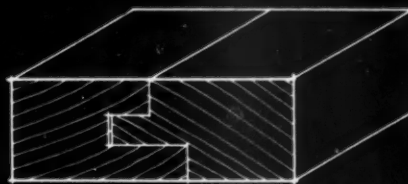
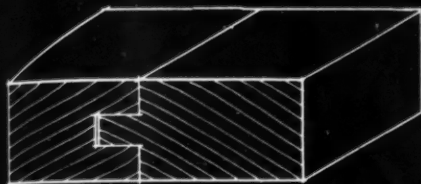
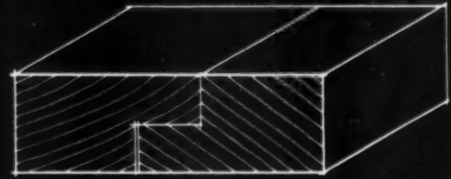
NO. D.17. CONSTRUCTION JOINTS; CABINETWORK; PANELING.



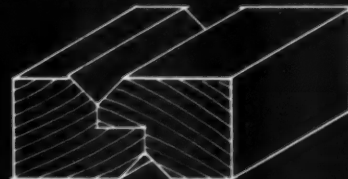
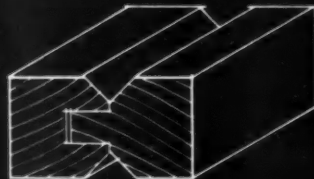
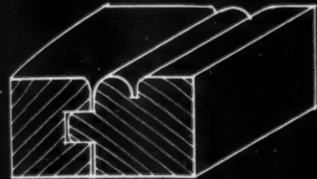
"A" SPLINED JOINTS.



"B" SHIPLAP JOINT.



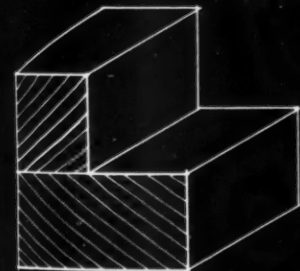
"C" TONGUE AND GROOVE JOINTS.



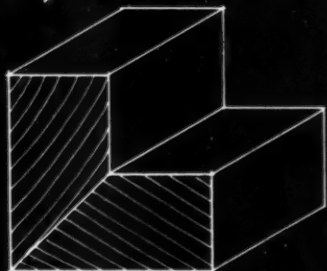
TONGUE & GROOVE REBATED. "D" MATCHED AND BEADED (M & B).

TONGUE & GROOVE REBATED. "E" V JOINTED.

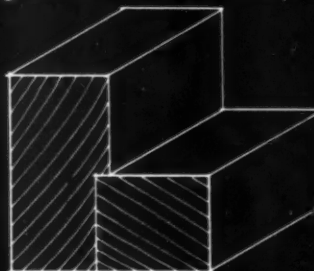
Note: May be beaded or V jointed one or both sides.



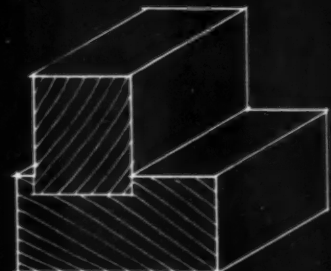
BUTT.



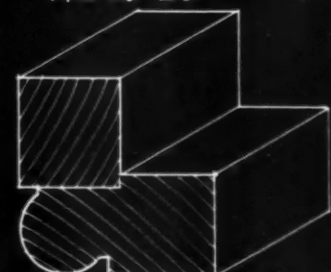
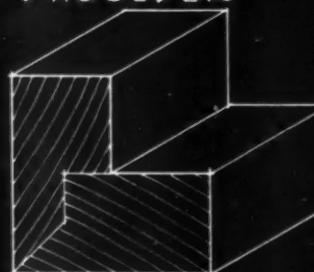
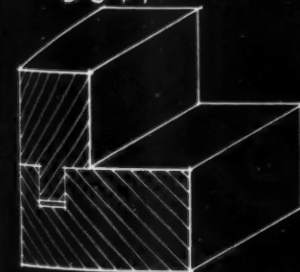
MITER.



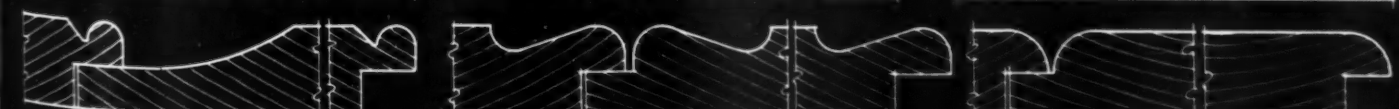
SHOULDER.



HOUSED.



TONGUE & GROOVE MITER & SPLINE SHOULDER & MITER SHOULDER & BEAD. "F" CABINET CORNER JOINTS.



"G" SUGGESTED JOINTS KNOTTY PINE PANELING. see also V joint above.

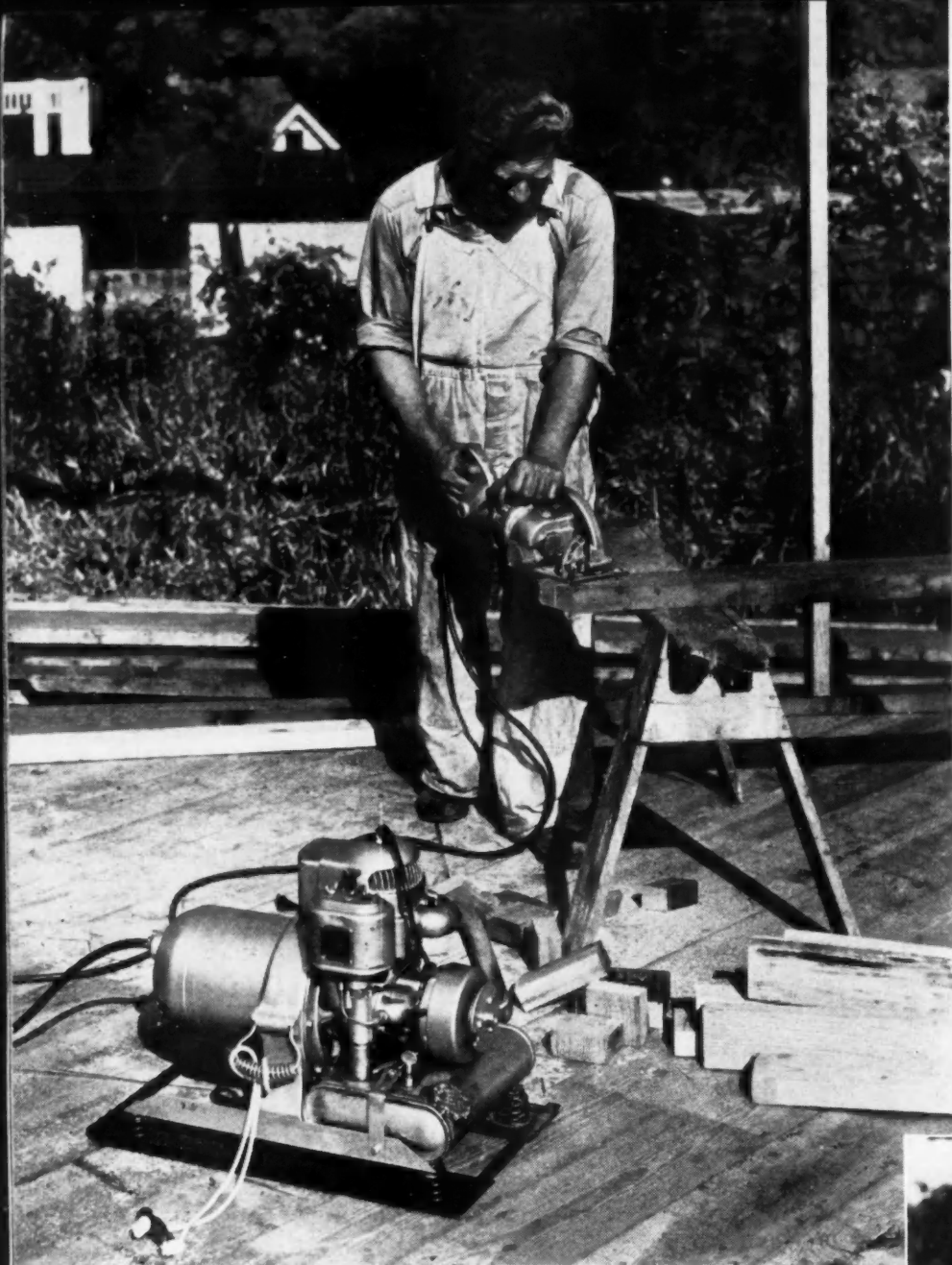
DO IT

Portable Power Speeds Work and Avoids Delay

IN these days of increased building costs the use of a generator for power-driven tools, which can be moved from one place to another as the progress of the work requires, has come into distinct favor with contractors.

The accompanying photographs illustrate a few of the many uses to which the generator can be put and the ease with which it can be carried around.

The electric saw has been of great value in reducing the time element for carpenters. Since it takes but two days of hand work to cut material for an average frame house, it would not be feasible or economical for live current to be installed. Large operations necessitate long extension lines, causing voltage drop and slow cutting. The use of a portable generator, which moves with the work, is the only means by which a builder can get the full value from his tools.



THE untiring effort and ease of operation are exemplified by workman above in the use of electric saw powered by a Homelite portable generator.

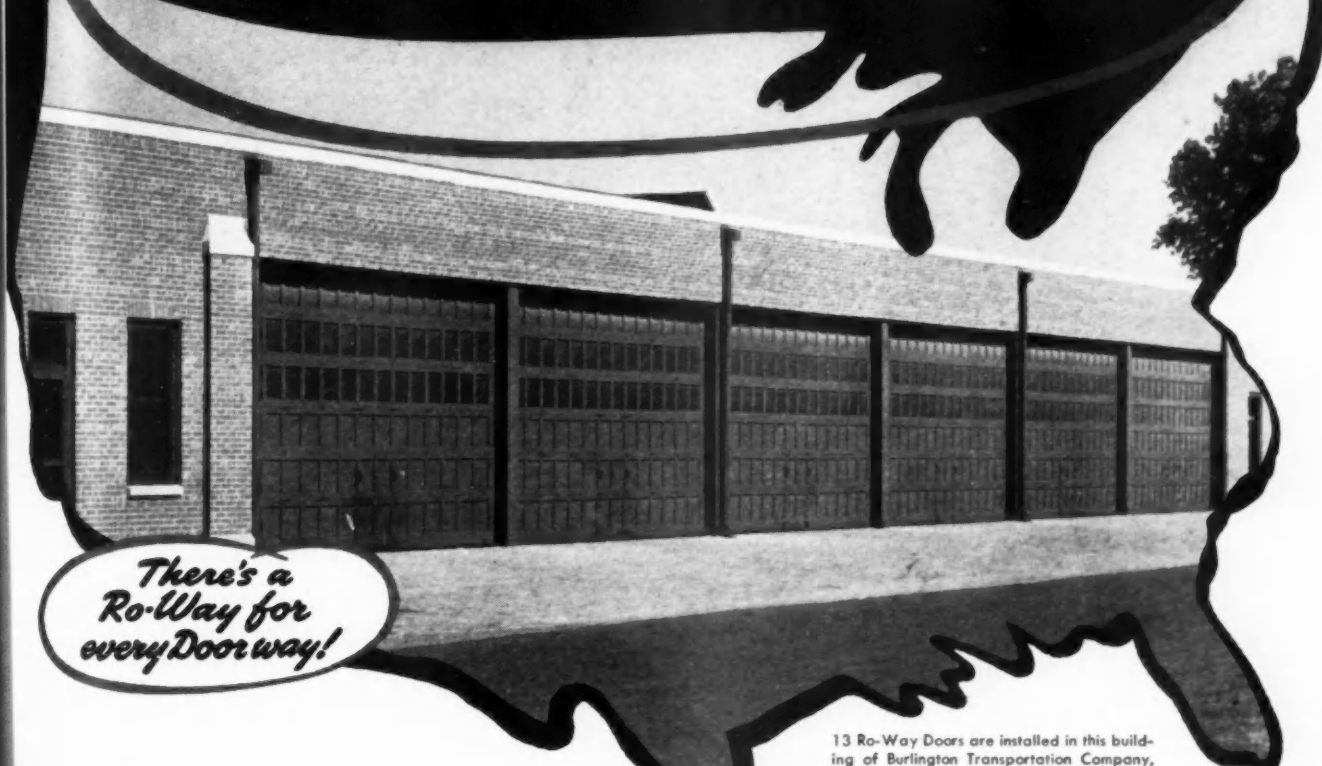


TRANSPORTING of generator from one place to another as the work progresses can be done by one man.



THE adaptability of the generator to many different uses is indicated above. To the left is shown an accumulation of water disposed of through use of a gasoline engine driven pump.

"Everywhere West"
 (APOLOGIES TO BURLINGTON ROUTE)
-East North and South too!



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

13 Ro-Way Doors are installed in this building of Burlington Transportation Company, subsidiary of C. B. & Q. Railroad.

**Yes . . . EVERYWHERE WEST, EAST, NORTH AND SOUTH YOU WILL
 FIND DEPENDABLE SALES AND INSTALLATION SERVICE ON**

Rō-Way

OVERHEAD TYPE DOORS

**WE ARE
 NOW
 PRODUCING**

Ro-Way Overhead
 Type Doors for Industrial, Commercial,
 Residential, Agricultural and Government
 use.

Exclusive features include "Crow's Foot" Outer Bearing Support . . . "Zip-Lock" Torsion Spring Adjustment . . . "Tailor Made" Springs . . . "Double-Thick-Tread" Track Rollers, Parkerized Steel Parts, and new "Friction-Reducing Track." Only Ro-Way gives you these extra values.

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

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799 Holton Street • Galesburg, Illinois, U. S. A.

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

Now *you can* SAVE MONEY

wherever you work!



Your *NEW* MONARCH^{*} UNI-POINT
PORTABLE RADIAL SAW IS HERE! . . .
 . . . made of magnesium

Different in 4 important ways...

LIGHTEST Tough, non-rusting magnesium makes this revolutionary Monarch Uni-Point the world's lightest 12-inch radial saw. Now you can have the famous money-saving Monarch Uni-Point advantages within arm's reach, wherever you work, and at low first cost, too.

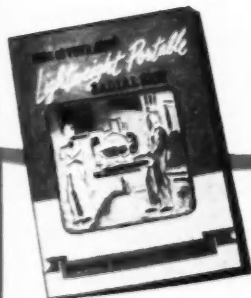
AT LEAST 25% FASTER

The exclusive Monarch Uni-Point principle slashes *one fourth* from sawing time. "One Point Cutting" ends costly waste motions . . . piles up extra profits.

See it at the Monarch Uni-Point display, Home Builders Show, February 25 through 28, Chicago.

ALL-PURPOSE Monarch Uni-Point does any kind of production cut in wood . . . with the dexterity of a surgeon! Its rigidity and machine tool construction assure absolute accuracy. And the 3 by 16-inch crosscut and 20 1/2-inch ripping capacity is far greater than that of any other radial saw of similar mobility.

SAFEST On the Portable Monarch Uni-Point there's no hazardous jutting arm between you and your lumber. This and other outstanding protection features make this new magnesium radial saw your one best bet for safer, bigger production. Get all the facts and see how it can increase your earnings.



Send for **FREE** booklet about the **PORTABLE MONARCH UNI-POINT**

There's a larger Monarch Uni-Point, too, to fill every need:

Three stationary models have set big records. Model AJ with open frame table; Model AE with cabinet base; Model AH for straight crosscut and

ripping only. Each has 16-inch blade and 3 or 5 HP motor. Capacities: 4 1/2-inches deep by 25-inches wide, crosscut; 0 to 31-inches, ripping.

AMERICAN SAW MILL MACHINERY CO.

Manufacturers of Saw Mill and Woodworking Machinery

50 Main Street, Hackettstown, New Jersey

^{*}Trade Mark Reg. U. S. Pat. Off.

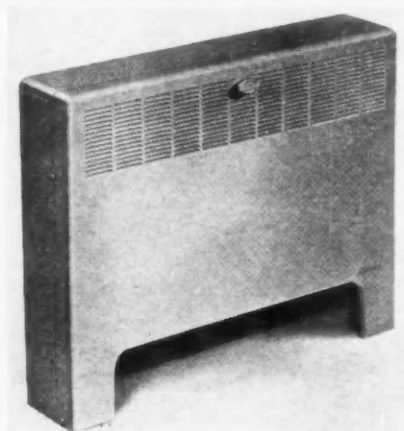
Homes Can
Be of Greater
Dollar Value
through the
Use of New
or Improved
Products



AB2629*—Designed to replace the old-fashioned kitchen sink is this Youngstown 66-inch twin bowl Kitchenaid, a flexible unit developed by Mullins Mfg. Corporation. Convenient storage space is available in both the cabinet spaces and the handy drawers.



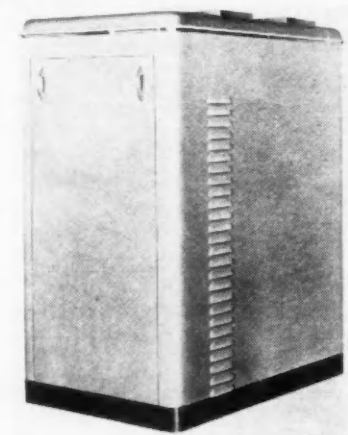
AB2630*—A new device which looks like an electric buzz saw attached to the end of a vacuum cleaner hose—and is—has been developed by Minneapolis-Honeywell Regulator Co., to simplify installation of personalized heating controls in existing buildings.



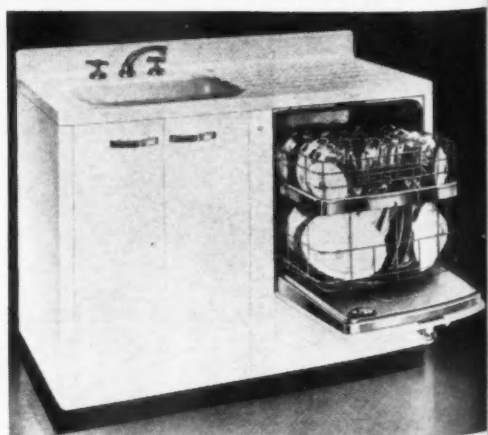
AB2631*—Luxury heating in everything but cost is the way Modine Manufacturing Co. describes its Modine convactor radiation systems. Shown above is a convactor unit which consists of two basic parts—a copper heating unit and an attractive steel enclosure.



AB2632—A new refillable draftsman's pencil ingeniously designed to eliminate the annoyance of broken lead, has been developed by Charles Bruning Company. It features a new type of clutch which holds the lead firmly in a non-slip protective rubber grip.



AB2633—Silence, economy and automatic operation are outstanding features of this Viking gas-fired winter air conditioner. Utilizing stainless steel ribbon type burners, heat is extracted out of each cubic foot of gas flowing into it through an extra long venturi tube.



AB2634*—This fully automatic Hotpoint electric dishwasher performs 8 operations including drying by a Calrod unit, at one touch of the tiny button in the center panel. Now in production, it is being offered by the Edison General Electric Appliance Co.

**BUILD FASTER, BUILD BETTER
— WITH DURABLE**

Douglas Fir Doors

Durable, beautifully-made — these fine doors offer many advantages to the modern builder. Precision-machining saves time and labor on the job, assures clean, attractive installations. Basic 3-panel designs included in the line fit every style of building. Send for catalog showing complete series of interior doors . . . Tru-Fit Entrance Doors . . . new specialty items. Sent free to any point in the United States.



PRE-SEALED

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Now available, factory pre-sealing gives these fine Douglas Fir Doors an added advantage. Pre-sealing saves on-the-job finishing . . . reduces absorption . . . improves dimensional stability.

Present Douglas Fir Doors reach you pre-packed, ready to hang—cut to exact net book sizes listed in U. S. Commercial Standard 73-43. Scuff-striped, grade-marked.

Also Available!

FACTRI-FIT

Features

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

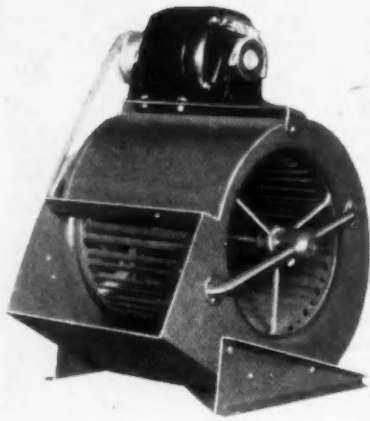
● **FACTRI-FIT Gaining:** 7" from top, 11" from bottom. Standard butt on 1-3/8" doors, 3-1/2" x 3-1/2"; on 1-3/4" doors, 4" x 4". Square corners. Center gaining for heavy construction, equi-distant between.

● **FACTRI-FIT Lock Bore:** to center knob, 36" from bottom of door. Bore-in diameter, 15/16"; bore-in length, 3-1/4" from edge. Face plate, 1"x2-1/4"x1/16", square shape. Cross-bore, 3/8" dia. on 2-3/8" center. Other machining to order.

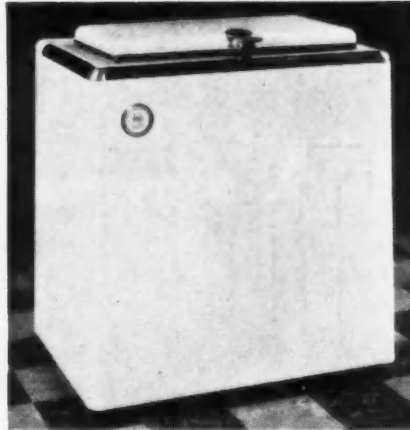
Remember!
NATURE MAKES
DOUGLAS FIR
Durable!

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

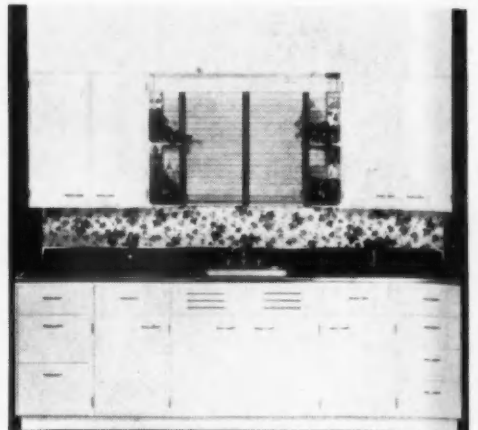
BUILDING PRODUCTS—REVIEW AND PREVIEW



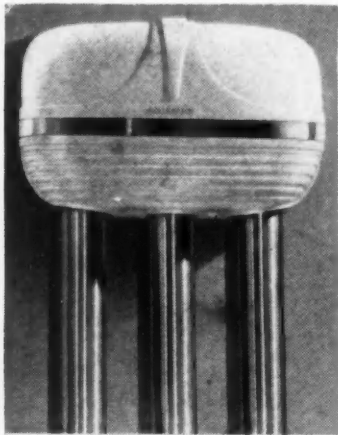
AB2635—Although radically different from blowers of conventional design, this Viking Air Conditioning Corporation series V blower unit, despite its decreased size, combines increased air delivery with quieter performance. It comes in three sizes.



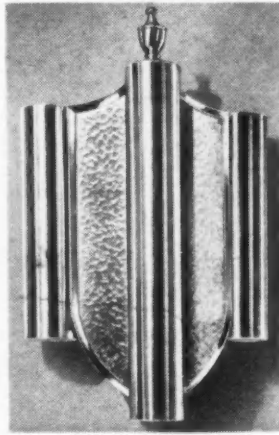
AB2636*—This four cubic foot Frigidaire home freezer is operated by the regular 1/9th horsepower Meter-Miser and has the following outer dimensions: Height, 36" to top of the cabinet; length, 34", and width, 24". It maintains below zero temperatures.



AB2637*—Composite fabrication, combining all the advantages of hardwood, plywood, new compositions and metals—each used where it serves best and gives greatest strength and longest life—are features of cabinets made by Kitchen Maid Corp.



AB2638*—Sound-engineered door chimes have been announced by NuTone Incorporated. Shown above (left and right) are two of the new series which range from two-door models to unusual chime combinations. Plastic push buttons are also featured.



AB2639—Those who wish to end the foul odor that comes from filthy, fly-infested, disease-breeding garbage cans will find the solution in the new Majestic formed steel underground garbage receiver, shown at right above, made by The Majestic Co.



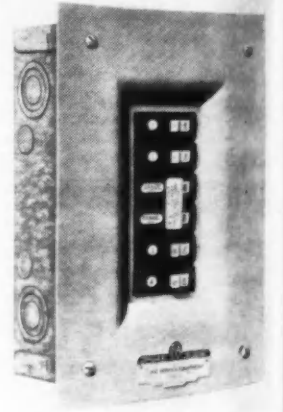
AB2640*—A new addition to the Norge line of household appliances is this automatic cycle washer. Although officials of Norge division of Borg-Warner withheld details, they did disclose that it is fully automatic in operation and standard size.



AB2641*—This close-up view shows the assembly of a semi-circular rib unit of Stran-Steel's arch-rib framing. Developed by the Great Lakes Steel Corporation, Stran-Steel Division, this construction permits economies, and unique flexibility.

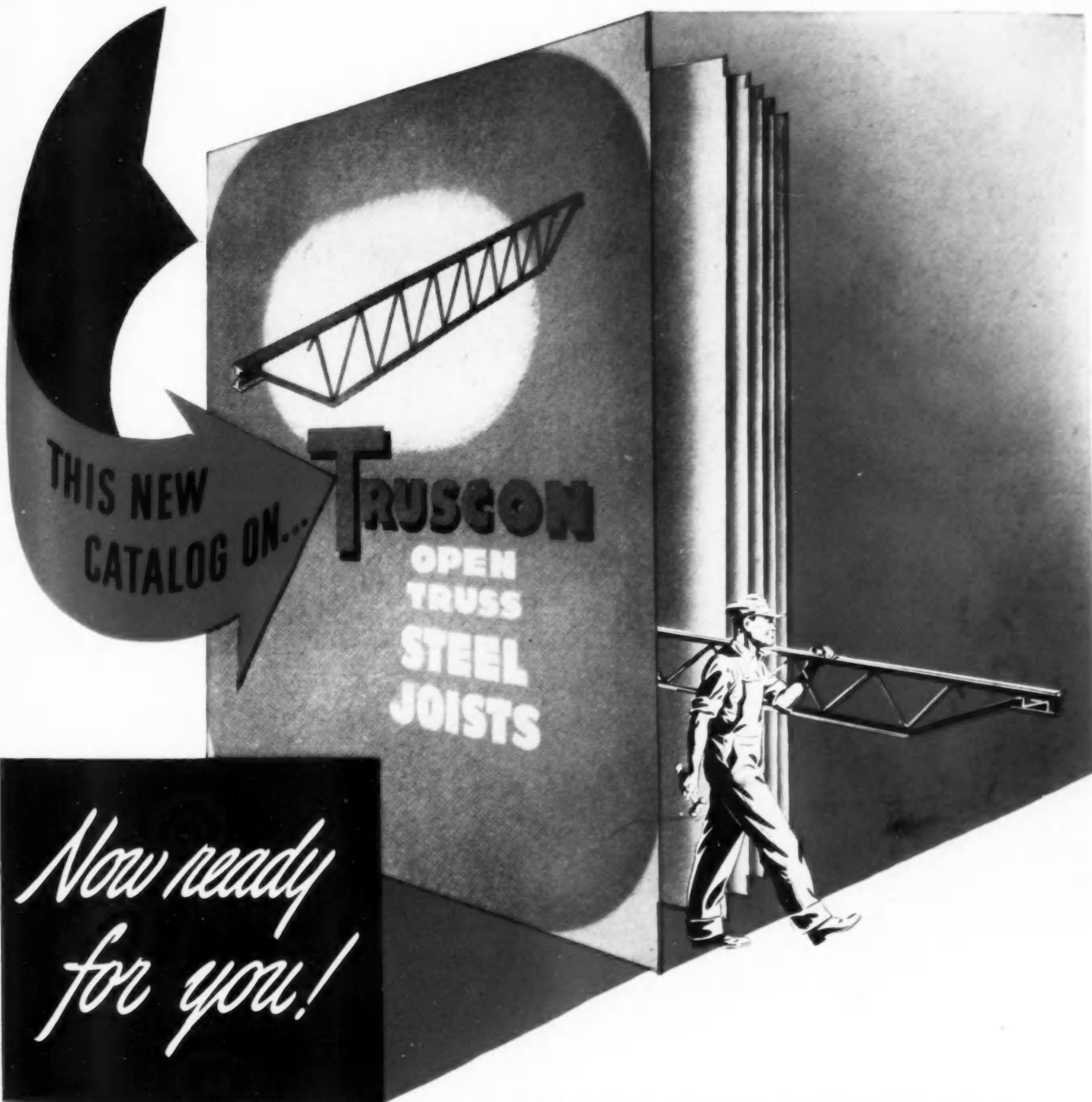


AB2642—Designed by Raymond Loewy, eminent industrial designer, the American Central Manufacturing Corporation's new line of kitchen cabinets, like the one shown above, has knee-comfort and finger-tip control with its other labor-saving features.



AB2643—The extra convenience of automatic circuit breaker protection will be appreciated. When circuit breakers trip on short circuits or overload, and interrupt electric service, a flip of the handle of this Frank Adam load center restores it.

TRU
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*Now ready
for you!*

This new catalog illustrates and describes all the details of the Truscon Open Truss Steel Joist. This well-known product has been improved with mechanical refinements, and more than ever meets the widespread demand for economical, light weight floors. Truscon "O-T" Open Truss Steel Joists are adaptable to all types of buildings, regardless of their location, and in small buildings at practically the same cost per square foot as in skyscrapers. Fire resistant construction is thus made available in many buildings where other systems of fire resistant construction would not be practical.

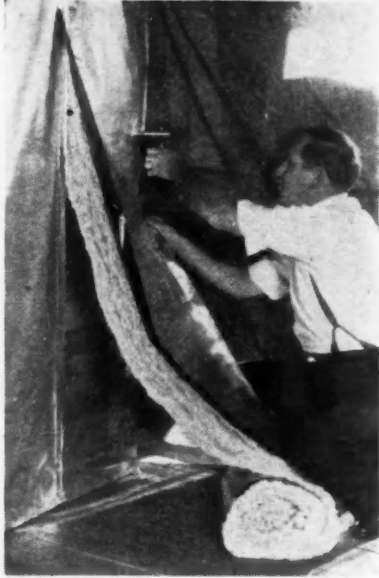
The Truscon Open Truss Steel Joist is designed and manufactured in accordance with the specifications of the Steel Joist Institute and the Simplified Practice Recommendations (S.P.R. 94-30) on Open Web Steel Joists as issued by the U. S. Department of Commerce, Bureau of Standards.

The new Truscon Open Truss Steel Joist catalog is complete with construction details, installation instructions, and specifications. Write for your copy today!

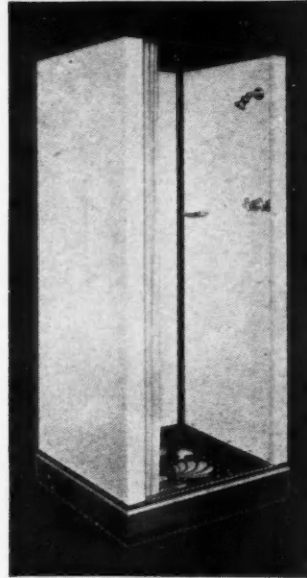
TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

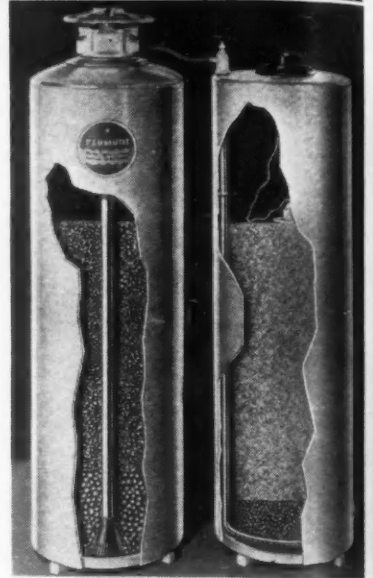
Manufacturers of a Complete Line of Steel
Windows and Mechanical Operators . . . Steel
Joists . . . Metal Lath . . . Steel Deck Roofs . . .
Reinforcing Steel . . . Industrial and Hanger
Steel Doors . . . Bank Vault Reinforcing . . .
Floodlight Towers . . . Bridge Floors.



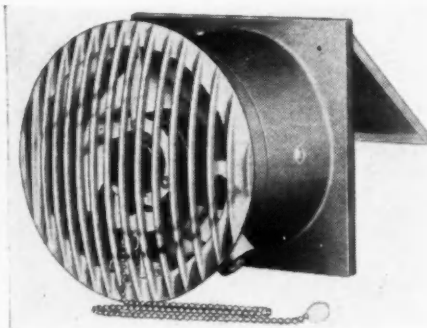
AB2645*—Flameproof cotton insulation, manufactured by several members of the Cotton Insulation Association, is formed into batts of the proper thickness and applied to a kraft paper backing coated with a waterproof adhesive for easy installation.



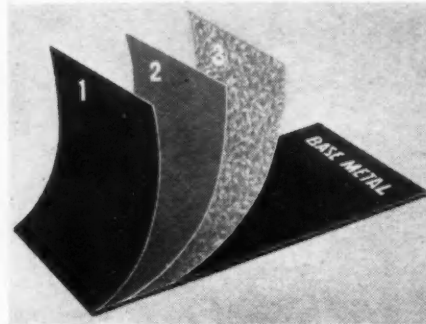
AB2646*—Smart modern design, the beauty and permanency of the vitreous porcelain walls, the sure-footed comfort and sanitation of the Foot-Grip, No-Slip floor of the receptor explain the popularity of this Weisway VP Master cabinet shower above.



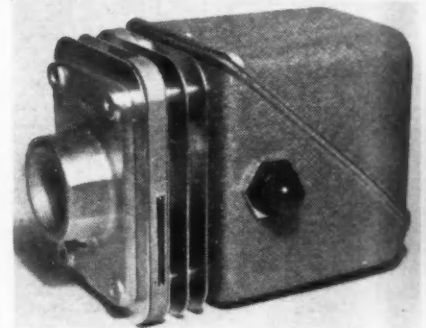
AB2647—Known as the home appliance that turns hard water into soft water, this Permutit home water conditioner is a simple unit that is easily installed. By attaching it to the water main, hard water flows in and purified soft water flows out.



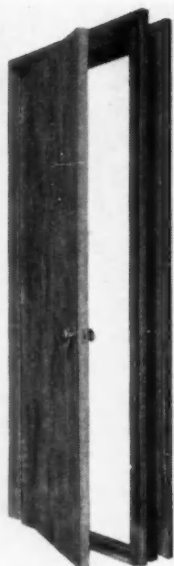
AB2648—Suitable for small kitchens, the latest model Ilgvent "Built-In" Kitchen Ventilator fan handles 350 cubic feet of air per minute. Now in production and available for delivery are the model shown and two larger size units of greater capacity for kitchens and rooms needing air change.



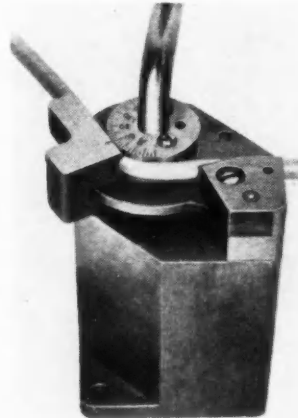
AB2649—This is a "peel-up" drawing on Armco Paintgrip, developed by the American Rolling Mill Co. It shows: paint or enamel finish that lasts longer than on ordinary acid-etched galvanized steel; a special mill-Bonderizing treatment that takes paint; a full-weight zinc coating on iron or steel.



AB2650—The Fireye flame-failure safeguard shown above is designed to provide explosion protection for all industrial, commercial oil and pulverized coal burners. It is photoelectric and therefore sees the flame. When the flame fails it automatically cuts off fuel and sounds an alarm device.

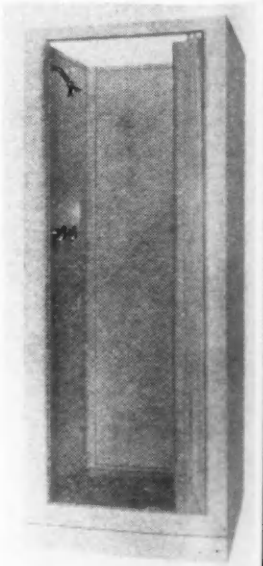


AB2651—This new method Roddiscraft door unit, manufactured by Roddis Lumber & Veneer Company, is completely factory-finished, fits accurately into openings and is installed in one simple operation. Tests indicate that 12 door units can be installed in the time formerly required to fit one opening. They are made on a production basis by craftsmen using modern machines and jigs.



AB2652—Developed at the Glenn L. Martin Company, this new hand-bending tool permits all kinds of small tubing to be curved to any desired angle. Chief advantages lie in the amount of time saved as compared to ordinary hand-bending methods.

AB2653—A new shower cabinet has been placed on the market by Fiat Metal Manufacturing Co. It is a modernization of the regular Cadet model, restyled to include features such as rounded interior corners and stiles, thus eliminating "hard to clean" places. Shown at the right, it can be supplied either with shower curtain or the Fiat Zephyr aluminum framed glass door attached to the cabinet.



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on thousands of jobs, Jaeger Compressors are delivering **MORE** air with **LESS** fuel

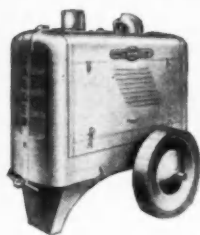


Sizes 60 to 500 ft

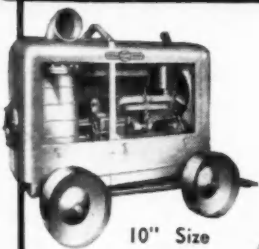


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AVAILABLE NOW POSTWAR MODEL JAEGER "SURE PRIME" PUMPS

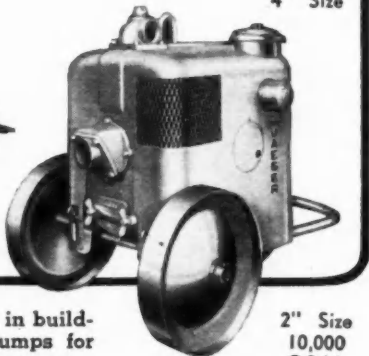


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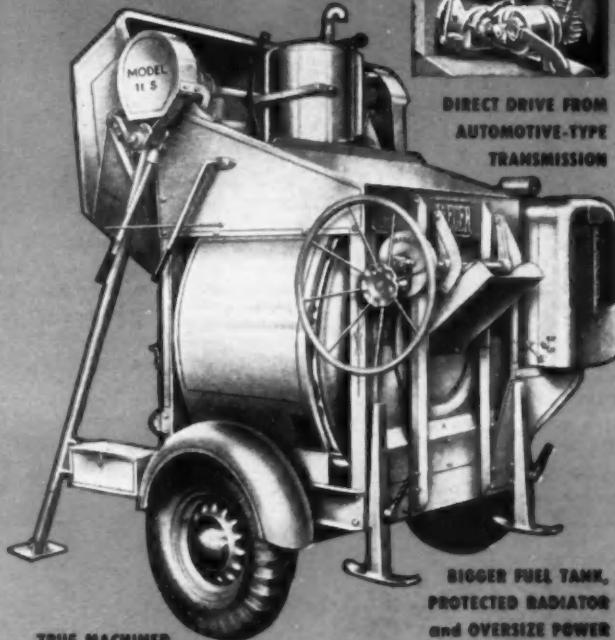
Improvements developed in building more than 50,000 pumps for toughest military service are now offered in these latest "Sure Primes" including complete all-weather protection of pump and engine in all-heavy duty models from 2" to 10" size. SEND FOR NEW CATALOG showing postwar features of design and performance in the world's biggest selling line of contractor's pumps.

LOOK for ALL These in Your 1946 MIXER

AUTOMATIC
SKIP SHAKER
SPEED LOADER



DIRECT DRIVE FROM
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BIGGER FUEL TANK,
PROTECTED RADIATOR
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TRUE MACHINED
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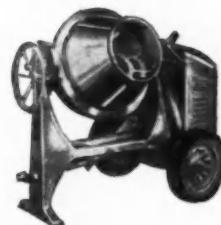
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Ask your Jaeger distributor to show you these and many other advanced features developed in 3 1/2S, 6S, 11S and 16S size trailers, by the world's largest manufacturer of concrete, plaster, mortar mixers.



3 1/2S "AUTO-LOADER" with Measuring Batch Hopper that automatically SHAKES the load in, quick-as-a-flash. Good for 15 to 20 EXTRA batches a day—today's fastest small mixer on the road and on the job.

3 1/2S "BIG BOY" TILT-TRAILER: Huskiest half-bag tilter Jaeger has ever built, with the famous Dual-Mix "V"-bottom drum that DOUBLES the mixing action and speeds the discharge.



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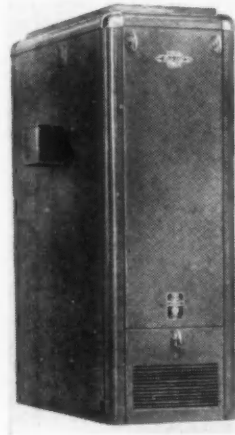
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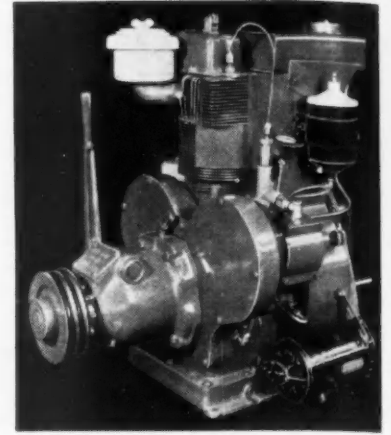
BUILDING PRODUCTS—REVIEW AND PREVIEW



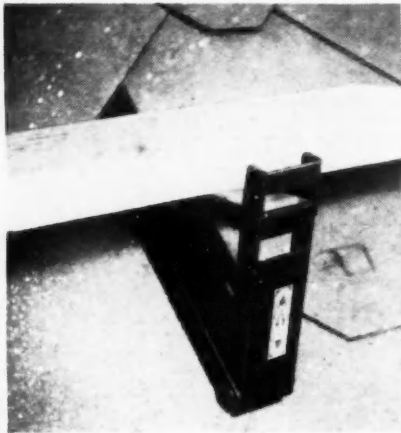
AB2654*—As one of the first postwar additions to the Frigidaire line, kitchen cabinets in individual "Packaged Center," and complete kitchen sizes will be marketed by Frigidaire Division, General Motors Corp. One of these new units is shown above.



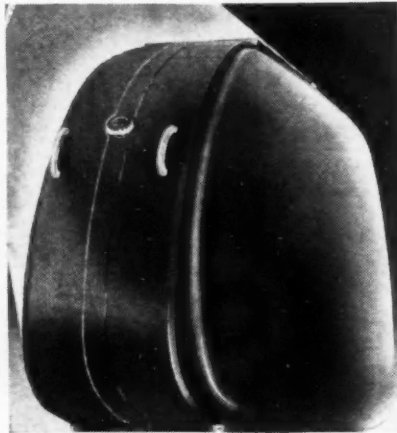
AB2655*—Particular design features which assure superior efficiency and outstanding overall performance in operation are completely engineered into this Delco-Heat automatic gas-fired winter air conditioning unit produced by Delco Appliance Division.



AB2656—This new Diesel engine being built by the R. H. Sheppard Company is unique not only because it's the smallest Diesel ever built for commercial use, but also because it is the only stationary Diesel that is air-cooled. It's a one-cylinder motor.



AB2657—Light and compact, the new patented adjustable Reimann safety roof bracket is used for applying most roofing—wood, slate, asbestos, asphalt shingles, and rolled roofing applied horizontally. When opened, it forms a wide, sturdy triangle.



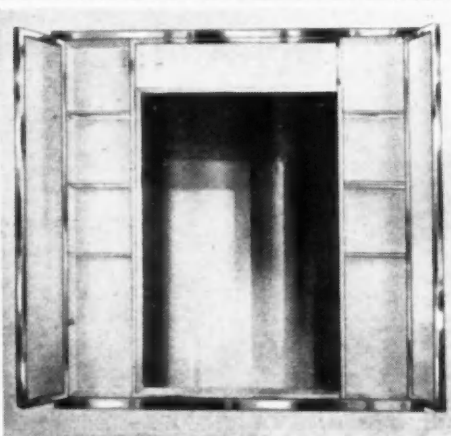
AB2658—Utilizing its extensive heavy metal stamping and fabricating facilities, Morrison Steel Products, Inc., has announced its new Mor-Sun line of pressed steel furnaces. The modern streamline cabinet design covers a rugged, simple heat exchanger.



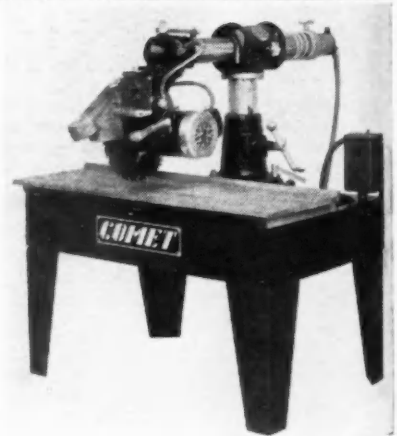
AB2659*—Here's the new top-of-the-line Kelvinator electric range now in production by the Kelvinator Division of Nash-Kelvinator. Among its leading features is an automatic timer that controls all cooking operations, top of range, oven and deep-well.



AB2660*—With a bright dinette and a handy "lunch counter" conveniently placed close to the range, here is a General Electric kitchen showing what can be done with an L-shaped unit as the "working kitchen." G-E equipment is featured in the plan.



AB2661*—This new Miami Imperial cabinet is distinguished by the skillful harmonizing of chrome and glass. Spacious side cabinets on each side of the recessed mirror add to the attractiveness. Made by the Miami Cabinet Div., Philip Carey Mfg. Co.



AB2662*—The Comet radial power saw is offered in many different models, for all types of cutting, by the Consolidated Machinery & Supply Company. There are small, light and fast machines; air feed, panel cutting and hydraulic feed machines.

How American Builder's ABC Membership Benefits Readers and Advertisers



Audit Bureau of Circulations is an association originally proposed and organized by publishers themselves as a "self-regulating" check on circulation and readership. Today, advertisers and advertising agencies share in supporting this Bureau.

How the Reader Benefits . . .

Every six months a check is made on American Builder's circulation. If the circulation among one group of readers were to fall off, we would know that we were not giving them the editorial fare they want and need. So we have a constant check on "how we're doin'" and can make sure that all groups of readers find in American Builder the constructive, helpful material that they expect to find in their trade publication.

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Business papers are read for information, not for fun. When readers value the information enough to pay for it, advertisers have a pretty fair assurance of reaching an interested audience. They have an excellent chance of getting action, too, if their messages con-

tain the same kind of practical, helpful ideas that are found in the editorial pages. In fact, some advertisers tell us that they study American Builder's editorial material carefully as a guide to help make their messages more interesting to Builders and Dealers.

Through its audited check on circulation, by occupational groups, American Builder, during its 65 year span, has been able to develop readership among those Building Professionals and Dealers who "belong" in the particular segment of the building industry served by American Builder... *the light-load construction industry.* Advertisers, therefore, who fit the specific story of their product to the specific and specialized needs and interests of American Builder's readers can feel sure that their messages will be read as eagerly as the editorial pages.



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Friends are telling friends about their wartime experiences...



ALL THROUGH THE WAR OUR SERVEL NEVER GOT NOISY!

OUR SERVEL NEVER GAVE US A MOMENT'S TROUBLE!

WE KNEW WE COULD COUNT ON GAS COMPANY SERVICE!

NO WONDER MORE AND MORE FAMILIES PREFER GAS REFRIGERATION!

SERVEL OWNERS are enthusiastic about the silent, dependable refrigeration they enjoyed all through the war. And they're telling their friends and neighbors. That's why thousands of families who are planning on a new refrigerator say, "No more refrigerator worries for us. This time we're getting a Servel!"

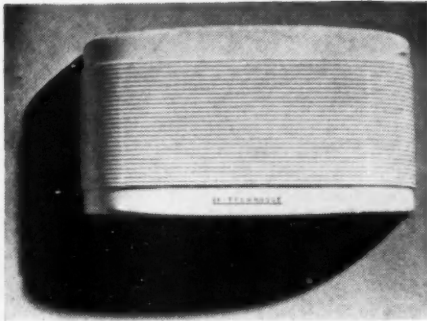
Gas Refrigeration's outstanding wartime performance is the result of Servel's basically different method of operation. This modern refrigerator freezes with *no moving parts*. A tiny gas flame circulates the refrigerant that produces steady and sparkling cubes of ice. There's nothing in the freezing system to get noisy, wear, or need costly repairs. That's why you can recommend Servel to your clients with confidence. It's the refrigerator that "stays silent, lasts longer."

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

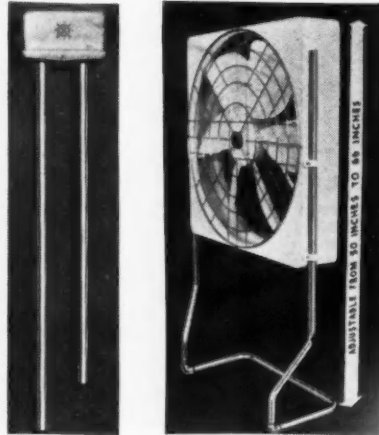


STAYS SILENT
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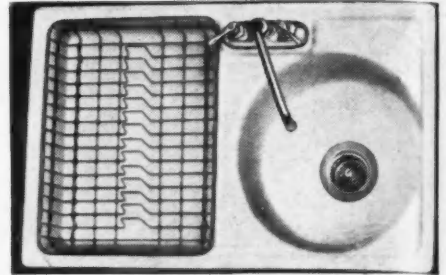
Servel GAS REFRIGERATOR



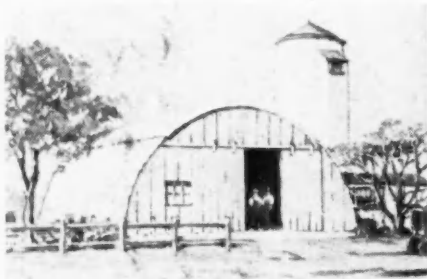
AB2663*—Pictured above and at the right are two of the compact line of new model Rittenhouse electric door chimes. Distinguished by revolutionary mechanical features, excellent tone qualities and unusual beauty, they were styled by famous artist and designer, Norman Bel Geddes. A new Rittenhouse development is the percussion unit which, using techniques unknown before the war, eliminates objectionable chime static and results in depth of tone.



AB2664*—At right above is the new improved "Bar-Brook" 30" window fan for office, apartment and home use. Developed by the Shreveport Engineering Co., it is compactly built, portable or fixed, and quiet in operation. It is easily installed.



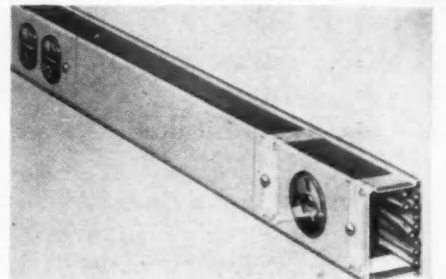
AB2665—The Ebco two-compartment dishwashing sink pictured above features a round bowl that is "just like a large dishpan built into the sink." It comes equipped with mixing faucets designed for efficiency, and handy spray with a disappearing hose conveniently and compactly assembled on the flat integral back-ledge. Produced by Ebco Manufacturing Company, it is available for every cabinet-type installation or it can be easily built into a site-fabricated installation and is ideal for modernization.



AB2666*—Warehousing and building problems can be simplified with economical, easy-to-erect, fire-resistant Stran-Steel arch-rib buildings like the one pictured here. Secret of the ease of erection, demountability and portability is the light weight of the framing members, the fact that they can be assembled with sheet metal screws, and the "nailing groove," an exclusive feature found in Stran-Steel curved ribs, purlins, trimmers and other structural items.



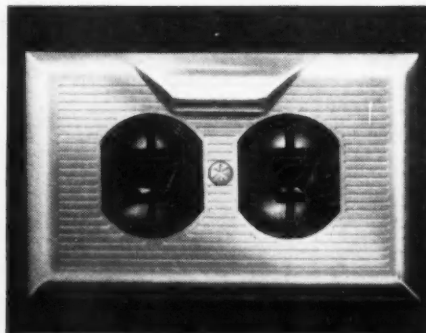
AB2667*—The ease and simplicity with which Owens-Corning Fibreglas insulating wool can be installed in the attic floor of a home is demonstrated in the picture above. Its unique insulating qualities are testified to by the fact that it is regularly used in modern gas and electric ranges and for lining refrigerator doors and interior walls where insulation is important.



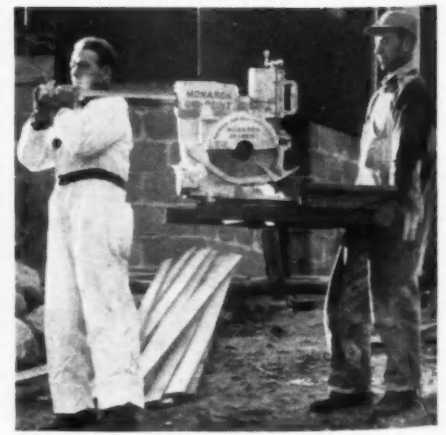
AB2668—A two-piece surface raceway of base and capping, called Surfaceduct No. 1700, has been introduced by National Electric Products Corporation. Designed primarily to facilitate the use of flexible power tools and machines, it also serves any electrical application required for light, heating devices and power. Embodying the lay-in principle, the new item and a minimum number of fittings provide a system requiring up to 60 ampere loads.



AB2669—No weights, cords or pulleys to trouble with in the R. O. W. spring cushion window pictured above. Easily removable without removing stops, it is applicable to all types of construction—frame, brick and stone veneer, concrete and solid masonry.



AB2670—Designed to replace the conventional outlet plate, by the removal of one screw, and featuring a tiny shielded electric bulb that is always lighted, the new LumiNite duplex convenience outlet plate not only enables one to see the outlet clearly when plugging in electrical fixtures, but also serves as a safety light or nite-lite. It is the companion item to the Luminite lighted wall switch plate introduced recently. Both items should become popular.



AB2671*—The portability of the new light-weight Monarch Uni-Point 12-inch radial saw, which will save 25 per cent or more of the usual power saw time on the average house building job, is clearly demonstrated in this view taken on site.

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



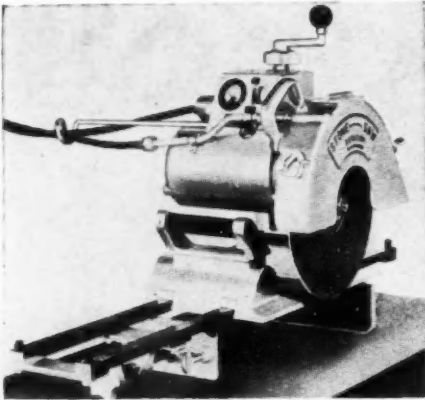
● Apprentices learn modern building methods quicker . . . become productive for you at once when you train them with SKILSAW right from the start. One apprentice with a SKILSAW can keep 6 veteran carpenters busy laying-in and nailing. Ask your distributor to show you the many ways to save time and money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

Photographs from the Cleveland PRESS

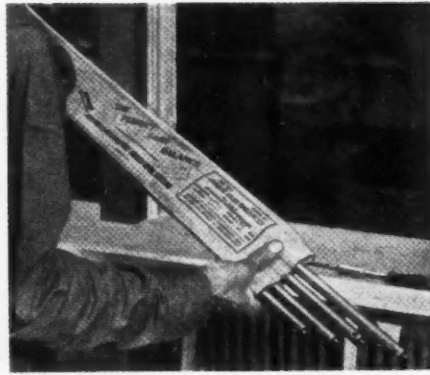
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SKILTOOLS
MADE BY SKILSAW, INC.

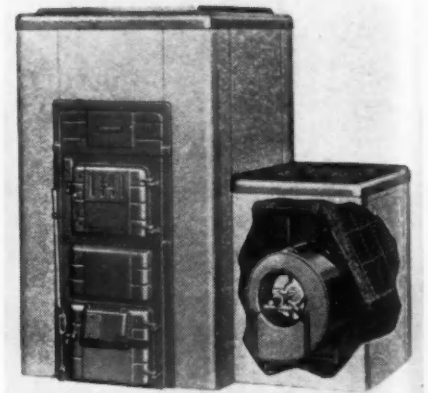




AB2672—For cutting concrete and reinforced concrete products, Stone saws are flexible, fast cutting machines. Made by Stone Machinery Co., they are adaptable for cutting gables, conduit, joists, floor units, brick, stone, marble, metals and asbestos products. Other models are available.

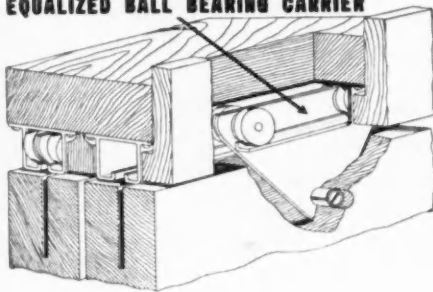


AB2673*—By simplifying the method of balancing the sash and the construction of the window frame, Unique sash balances have made possible an important improvement in the development of the double-hung window. Shown above is a packaged set for easy and quick installation.

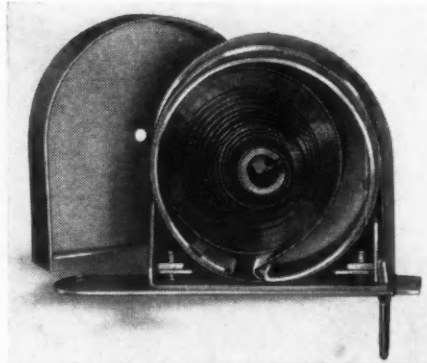


AB2674*—Pictured here is Luxaire's new coal-fired air conditioning unit. Made in sizes and types to fit any house, the line manufactured by The C. A. Olsen Manufacturing Co. also contains entirely automatic gas and oil-fired air conditioning models, which are designed for maximum contact.

EQUALIZED BALL BEARING CARRIER



AB2675*—The principle behind Kenna-track, the new sliding door track designed and produced by Jay G. McKenna, Inc., is shown above. It is a one-piece unit on which eight ball bearing wheels roll smoothly; there are no riveted, soldered or welded joints. This insures quiet, smooth-sliding, long-wearing, economical operation.



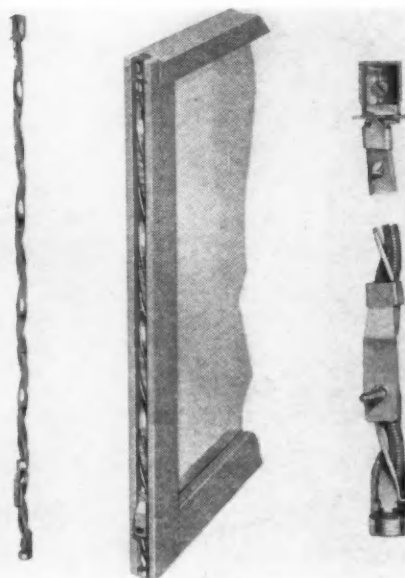
AB2676—The new Caldwell sash balance pictured above features a patented variable friction brake, controlled by means of screws in the face plate while the balance is in the frame. Aside from being adjustable, the balance, made by The Caldwell Manufacturing Co., is adaptable to metal or wood windows, and is easily installed.



AB2677—Lev-L-Flor is a synthetic compound containing a special reinforcing agent which gives it compressive strength greater than concrete and insures durability and long life. It can be used to repair holes, cracks, ruts and decayed areas in wood, concrete, stucco, magnesite, stone and tile floors. Available in gallon cans.



AB2678—Shown above is Eject-o-matic, a patented, automatic-feed, electric soldering iron being introduced by Multi-Products Tool Company. It is trigger operated and ejects a measured amount of solder from a reel concealed in the handle. A special retracting feature prevents the melting of solder on the heating tip. The amount of solder deposited each time the trigger is pulled is regulated by a micrometer adjusting wheel mounted in the handle. It is the first advance in soldering irons in years.



AB2679*—Shown above is the new Kohler "Clearfield" ledge sink for building into linoleum top cabinets. The sink has an automatic spray for rinsing dishes and is one of the Kohler Company line which includes complete modern bathroom, kitchen, washroom equipment and heating systems.

AB2680—At the left is shown the Milwaukee Stamping Company's Rochester spiral sash balance. An exclusive feature of the balance is that there is no winding or adjusting of spring tension by the installer. Each pair is factory-adjusted and tested.



To insure DRY BASEMENTS

The time to insure home owners of dry basements is when the basement is being built. Use Medusa Waterproofed Gray Portland Cement—in concrete floors, in cement plaster coats for walls and in mortar—and you permanently keep water out of the basements you build.

The waterproofing material in Medusa Waterproofed Gray Portland Cement is locked in the pores of the concrete or mortar for a lifetime. Customers cannot see this waterproofing in a basement, but you can assure owners that they'll never

have a damp basement. And remember that the few additional dollars spent for this cement is only a small fraction of the cost of repairing a leaking basement. Note: When Medusa Waterproofed Gray Portland Cement is not available, use Medusa Waterproofing Powder or concentrated Waterproofing Paste. Write today for the free booklet, "How to Make Good Waterproof Concrete."

MEDUSA PORTLAND CEMENT CO.
1002 Midland Building • Dept. A • Cleveland 15, Ohio

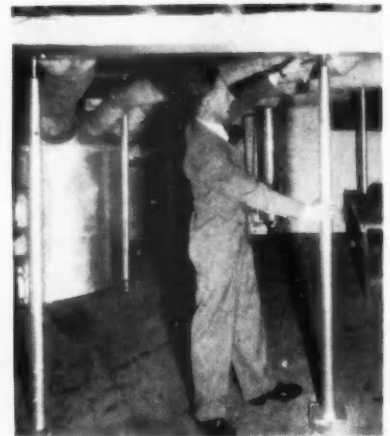




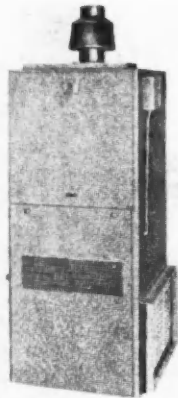
AB2681*—The Stanley Works has announced its new "Blue Ribbon Design" line of cabinet hardware in which functional efficiency is given emphasis with beauty. Each item has been carefully studied with the result that it is not only attractive, but smooth working, long lasting and easy to install. Each item is packed in an illustrated envelope.



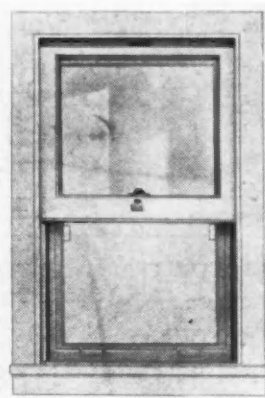
AB2682—Above is shown "Thermo-Lite" fireplace fixture in use. The glass doors retain dirt, smoke and ashes but allow the heat to radiate into the room. It is made by Merryweather Products Co.



AB2683*—Tel-O-Post, shown above, is the original all-steel telescopic adjustable post with built-in jack. It provides a quick, easy, economical way to level and permanently support sagging floors. Scientifically designed, it will safely carry 20,000 lbs. Made by the Tel-O-Post Co., it is distributed by Quality Materials Co. and can be obtained in quantity lots.



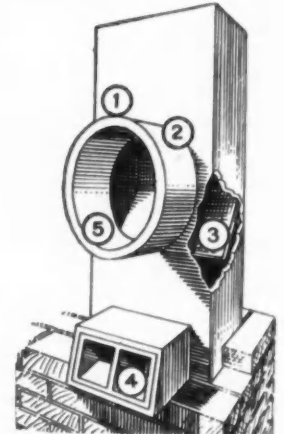
AB2684—Modern and attractive, the Coraire gas-fired automatic winter air conditioning unit heats, circulates, filters and humidifies. It is a product of Coraire Heater Corp.



AB2685*—An important change in design of the Rusco all-metal combination window, above, incorporates storage of the lower storm sash within the window unit proper, a new principle.



AB2686*—Pictured here is the new Luxaire automatic oil-fired air conditioning unit, a complete, compact and efficient product developed by the C. A. Olsen Manufacturing Company.



AB2687—The New Castle Refractories have announced the new Pittsburgh safety flue, illustrated above, which eliminates joints, cracks, and patches typical in chimney construction.

AB2688*—A new forced-flow hot water heating system, featuring undivided servicing responsibility in the supplier, has been announced by the Surface Combustion Corp., manufacturer of Janitrol gas-fired equipment.

AB2689—The New York Wire Cloth Co. is seeking a name for the Multi-Strand selvage edge used on its Opal, Liberty Bronze and Aldura Wire screening. Multi-Strand refers to a special edge woven in for strength.

AB2690—Sisalation, a reflective insulation produced by the Sisalkraft Company, reflects heat and cold very much as a mirror reflects light. Sisalation seals out dirt and dust while insulating against heat or cold.

AB2691—A new asphalt mastic underlayment called Ajax 88 has been announced by Ajax Floor Products Corp. It smooths rough floors of wood or concrete, leaving no marks or cups in linoleum or tile to show up later.

AB2692*—A new Fenestra "4-in-1" factory-fitted building panel is being introduced by Detroit Steel Products. It will take the place of sub-flooring, ceiling, joist and bridging in all types of residential and light construction.

AB2693*—Positive and permanent control of termites is possible with the new Hill Termite control system which consists of installing a series of slotted pipes in all inaccessible areas at the time of construction.

AB2694—Unique interior decorative effects can be obtained in fibre insulation board with use of Bevil-Devil tools, made by Kimball Manufacturing Co. Artistic patterns can be reproduced easily with little practice.

For more information on products illustrated on this and preceding pages, write American Builder, 105 W. Adams St., Chicago 3, Ill. Use your business stationery, giving numbers of items in which you are interested.

homes of wood

MORE DURABLE

MORE SALABLE



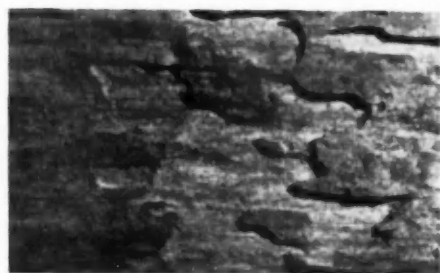
SANTOPHEN 20

Homes worth building are worth protecting against the destructive attacks of micro-organisms, termites and beetles. On this point, architects, contractors and owners agree.

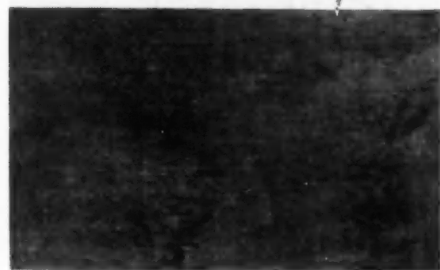
Santophen* 20—Monsanto's pentachlorophenol (technical)—properly formulated, is the modern, scientific wood preservative that is widely used wherever wood is subject to decay . . . posts and sills, joists, plates, studs, floors, doors, sash and trim. Because Santophen 20 formulations assure a "clean" treatment, surfaces can be readily painted, puttied or varnished. Special water-repellent Santophen 20 formulations are available.

Specify Santophen 20 to preserve the beauty of wood in homes—make them more durable, and therefore more salable. For full information, write MONSANTO CHEMICAL COMPANY, 1700 South Second Street, St. Louis 4, Mo.

*Reg. U. S. Pat. Off.

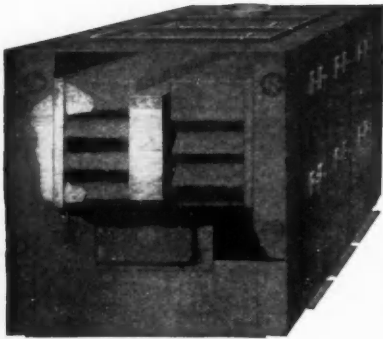


AVOID THIS with formulations of Santophen 20



ASSURE THIS with formulations of Santophen 20

ECONOMICAL QUICK HEAT



Cutaway View of
Double Series
With 2 Rows of
Generators

KOVEN WATERFILM SECTIONAL BOILER

That Can Be Taken Through a 2 Ft. Door

Engineers, architects and builders appreciate the saving made possible by the WATERFILM Sectional Series which can be taken through a 2 foot door thus eliminating expensive rigging and alteration costs. This steel boiler has been especially designed for use in apartment houses, industrial plants and other large buildings.

The smartly jacketed KOVEN WATERFILM line combines all the most modern improvements to give the utmost in economical heating comfort. These patented features of this fast steaming boiler give quick heat, even room temperature and a plentiful supply of domestic hot water. The WATERFILM BOILER is made in a variety of models suitable for every heating need. All models are constructed for use with oil, stoker or gas. More detailed information on the Sectional Series and other WATERFILM BOILERS may be had by writing to:

WATERFILM BOILERS, Inc.

154 OGDEN AVENUE, JERSEY CITY 7, N. J.

PLANTS: JERSEY CITY, N. J. • DOVER, N. J.



EVEN ROOM TEMPERATURE THROUGHOUT THE HOUSE

Catalogs and HOW-TO-DO-IT INFORMATION

205—LOW COST INSULATION—is offered by the use of Insl-Cotton, a product of Taylor Bedding Mfg. Co. New literature just released presents all the advantages of using this insulation, along with instructions for installation in every type structure.

206—SPECIAL PURPOSE SHEET STEELS—in building construction, built-in equipment, and appliances are described and illustrated in a new booklet issued by The American Rolling Mill Company. This 24-page booklet is designed to help home builders understand the applications and the reasons for special-purpose sheet steels.

207—HOME HEATING METHODS—past, present and possible future are discussed in a new lithographed booklet released by Delco Appliance Division, General Motors Corporation. Warm air, hot water and steam heat, and adaptations of these methods, are explained.

208—CORRECT ELECTRICAL WIRING—in your home is the subject of a new booklet by General Electric Company. The advantages of modern, adequate wiring over insufficient methods are given with illustrations and explanations for making changes in the present system. A summary of required outlets is contained showing the number of outlets necessary for each room.

209—CONCRETE FLOOR PROTECTION—hints are given in a new folder by Building Products Division of L. Sonneborn Sons, Inc. The folder describes how Lapidolized floors give maximum protection against disintegration resulting from concrete dust; acids, salts and alkalis; effects of alternate freezing and thawing; and mineral, vegetable and animal oils.

210—ARC WELDING MACHINE—accessories and operations are described and illustrated in a 12-page booklet by Air Reduction Sales Company. Equipment covered includes: electrode holders, graphite electrodes, welding cable, cable connectors, and cable lugs.

211—LAUNDRY PLANS—are illustrated in a booklet, "How to Plan a Modern Labor-Saving Home Laundry," just released by Bendix Home Appliances, Inc. Containing cutaway views and diagrams of seven home laundry layouts, it contains plans for a combination home laundry and sewing room, a laundry in the utility room, and other suggestions.

212—INSULATION APPLICATION DATA SHEETS—on the importance of ventilation and correct vapor sealing to eliminate condensation are two of the subjects covered by new sheets compiled by Kimberly-Clark Corp. Twelve subjects, fully illustrated, are enclosed.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department,
American Builder,
105 W. Adams St., Chicago 3, Ill.

(February, 1946)

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

Numbers

Name

Street

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

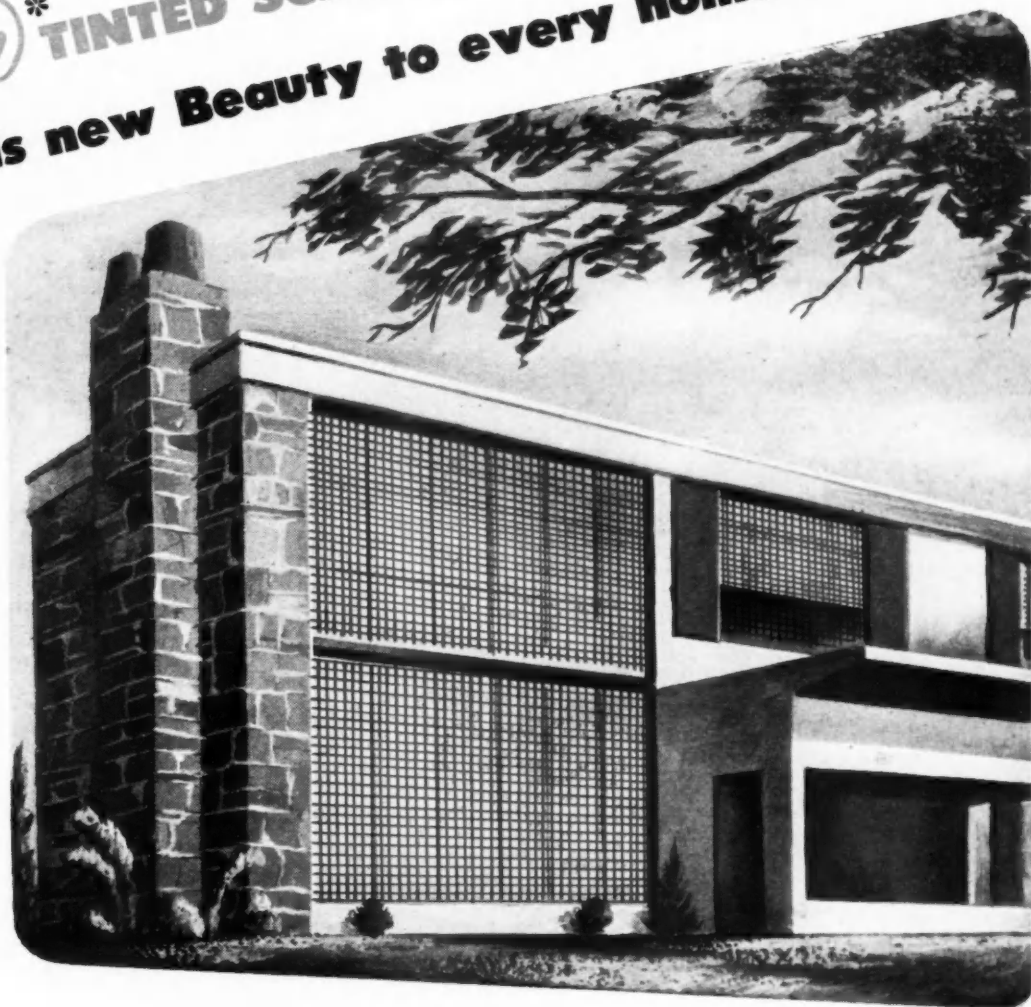
OCCUPATION*

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

now...

Velon* TINTED SCREENING

adds new Beauty to every home Design



VELON SCREENS, tinted scientifically, blend with the doors and windows of the home. They fit so well into the general interior and exterior scheme, they virtually disappear through color harmony.

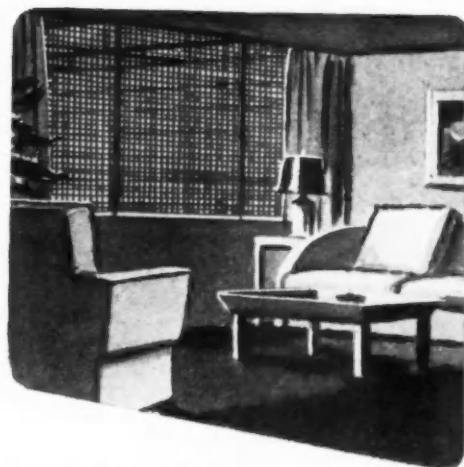
Gone are ugly "screen bleed" stains down the front of the house. *Velon screens* can't corrode, can't rust. They've proved it in steaming tropic jungles, exposed to sun, rain, salt spray through long war years.

They've proved it, too, in twenty thousand home installations made before the war. And test after test has shown *Velon screening* resists

up to six times more impact, without denting or bulging. No wonder—*Velon* filament has a tensile strength of fifty thousand pounds per square inch. Yet *Velon* is actually one-fifth the weight of metal screencloth of the same gauge and correspondingly more manageable.

Screencloth made of Firestone's amazing material of a hundred forms and uses will be available in standard widths and gauges. Plan on *Velon screening* — specify it, watch for it. Look for the distinctive orange and blue selvage. Write Firestone, Akron, for full details.

of the descriptive leaflet, today.



Listen to the Voice of Firestone
Monday Evenings Over NBC

Velon* tinted screening by Firestone

*Trade Mark



Achieve the Distinctive Profitably WITH "The Finishing Touch—"

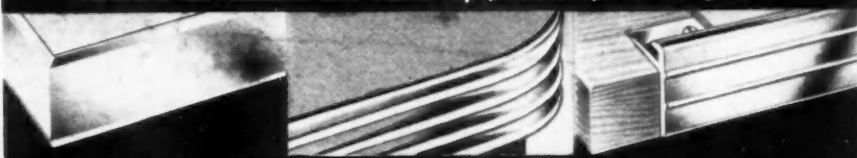


KIN-TRIM ESSENTIAL METAL MOULDINGS

Wherever plans call for installation of linoleum, wall- and floor-coverings—you can add *extra* profit-possibilities by specifying KINTRIM Essential Metal Mouldings. You'll be able to show *more value* in the *extra* protective features of KINTRIM... and the graceful, lustrous *beauty* of KINTRIM will sell itself, *on sight!*

As experienced, leading contractors recognize—KINTRIM Stainless and KINTRIM Aluminized sections surpass ordinary metal mouldings in protective service. They're precision-made, in a complete range of gauges, to fit specific weights of covering materials—*enduringly beautiful!* And, to protect hands and clothes against snagging, every KINTRIM section embodies Kinkead's special *Safety Rolled-Edge*.

FACING for Counter and Table-Tops, Shelves, Cabinets, Sinks



CAP and COVE for Counters, Sinks, Wall-Coverings



EDGING and STAIR NOSING



WALLBOARD TRIMS



● In prestige, too—it will pay you to specify KINTRIM, as the *finishing touch*. To do so, simply request reprint of KINTRIM designs shown in Architects' File, 1946 Sweet's Catalog. Address Dept. B, or clip and attach this portion of advertisement to your letterhead.



METAL AND PLASTIC MOULDINGS

KINKEAD  INDUSTRIES
INCORPORATED

450 WEST SUPERIOR STREET, CHICAGO 10

Statement to President Truman—

(Continued from page 37)

waste of lumber, brick, soil pipe, gypsum products and other critical short items in non-essential commercial and industrial construction and in federally-subsidized public housing must be eliminated. The export of some hundreds of millions of board feet of lumber to foreign countries should be stopped immediately until a sufficient supply for our most critical needs exists. Furthermore, immense quantities of war surplus materials in every part of the country must be made available promptly for veterans' housing under the new priority system.

"Manufacturers must be encouraged to produce the materials and equipment that go into the construction of housing and distributors must be allowed a proper profit margin. OPA must adopt a more realistic formula in the pricing of building materials. A wage and price adjustment policy must be evolved to prevent strikes or construction will fall far short of meeting the urgent need."

* * *

The Story of the NAHB—

(Continued from page 41)

can be accomplished through cooperative and organized effort.

With the end of the war it was expected that the demand for critical materials would be only slightly in excess of the supply. It was expected that the duties of the Washington staff, and of the various committees of the National Association, would change in character substantially. However, this has not been the case. Instead of facing entirely different problems, the need for intensified action on the same problems now exists. To meet this need, the National staff and its facilities have been greatly expanded. Facing the gravest situation in the history of the industry, NAHB's Board of Directors has authorized the following plan of action:

First, immediate steps are being taken to speed the production and distribution of building materials. Overcoming the complex problems of wages, labor and price ceilings which are paralyzing the production of the many materials needed so urgently requires the full time of one member of the National staff to work with the Housing Expediter, OPA, CPA, Surplus Properties and producers organizations. To do this job the National must have the full cooperation of the officers of all of its Affiliated Associations, since the Washington office must have the latest information from the field on shortages, stockpiles, etc.

Second in importance only to the securing of an adequate supply of building materials is the removal of the threat of new price control regulations as proposed by the Patman Bill. The National officers and staff have already made considerable progress in their fight against this bill but the battle cannot be won without the full cooperation of the entire membership.

(Continued to page 150)

PAINÉ REZO DOORS

most profitable for the American Builder

best for the American Home...

WHAT makes a profitable door for contractor-builders? For one thing, the installed cost of the door must be low, initially. Secondly, the door must carry sales appeal . . . definitely add to the finished appearance of rooms. Thirdly, the door must stand up in use, eliminate expensive service calls.

Look at doors this way, and you'll see why Paine Rezo is so clearly the choice of thousands of hard headed builders. Low in first cost, pre-fitted, easily hung, quickly painted or stained, this light-weight door has no greater an installed cost than an ordinary panel door. The modern, attractive appearance of the Paine Rezo holds a magnetic appeal to women and its rugged, hardwood construction guarantees years of trouble-free service. Backing each door is the experience record of over one million Paine Rezo installations everywhere.

See this better door at the Builders Show — or if you can't attend, write for data bulletin.

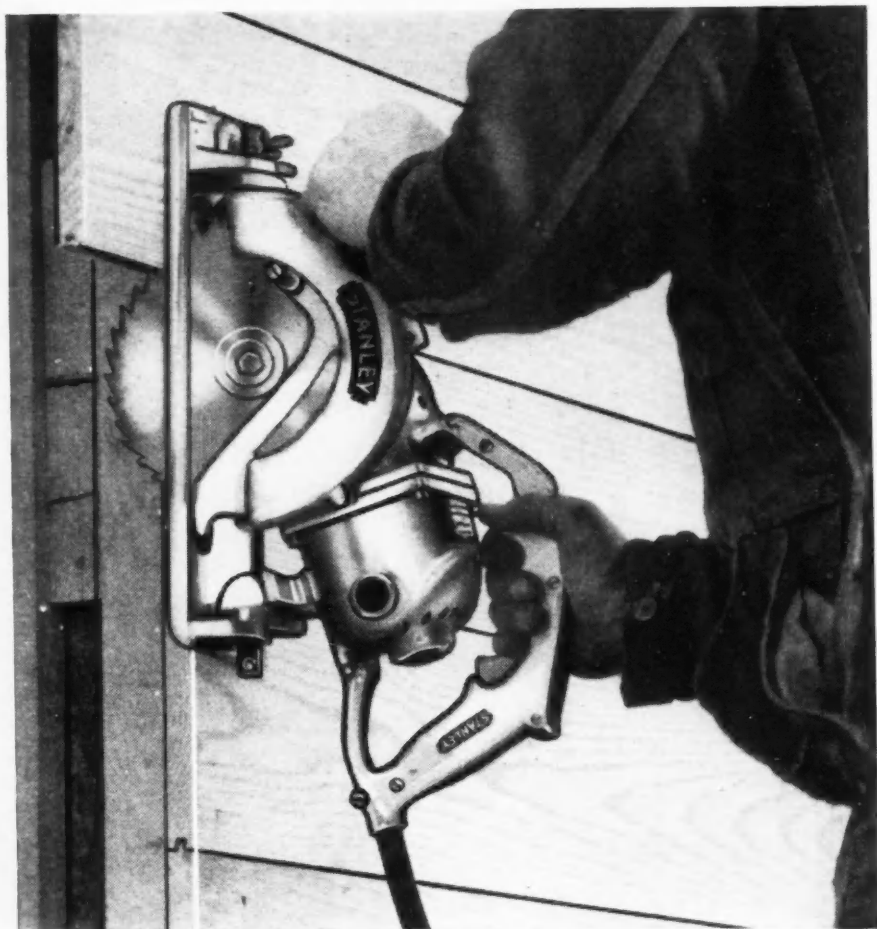


The exclusive interlocking grid core within the Rezo door provides constant air circulation, adds extra strength and greater rigidity

Exhibiting At
Home Builders Show
Stevens Hotel



Manufactured by the
PAINÉ LUMBER CO., Ltd. Oshkosh
Wisconsin
ESTABLISHED 1853



Goes up the line for you to make good on promises

STANLEY SAFETY SAWS are just as good as your best intentions. You'll appreciate that some time when you've promised the impossible. You press the trigger and this power saw that handles like a hand saw slices right through the work, brings you out right in front of your promise.

The Stanley W8 handles straight cuts up to 2 $\frac{3}{4}$ " and bevel cuts up to 2 $\frac{1}{8}$ " at 45°. Blade is safety-covered all the time. Trigger action switch and two-position handle. Write for folder. Stanley Electric Tools, New Britain, Connecticut.

LOS ANGELES SAN FRANCISCO SEATTLE

STANLEY

Trade Mark

STANLEY SAFETY SAWS

(Continued from page 148)

A third major battle is against the Wagner-Ellender-Taft Bill now before the Congress. This would perpetuate NHA and authorize a public housing and slum clearance program of unprecedented proportions under the guise of remedying the current housing shortage and stabilizing the industry. Defeating this ominous threat to the housing industry will be the largest and most difficult program ever undertaken by the National Association. A completely integrated national, state and local program is now under way to combat the malicious untruths manufactured by the public housers.

Fourth, and of no less importance, is the Association's fight against the intensified wage stabilization enforcement program now under way throughout the country. Currently, heavy penalties are being levied against many builders in all parts of the country for alleged violations of wage ceilings on the various crafts. In many areas no prevailing wage scale for home building trades was ever published and while the enforcement of the law under such circumstances is very evidently unfair, it will require vigorous and concentrated effort on the part of the National Officers and staff to protect its members.

Of course the National Association will continue the other services extended to the industry in the past, particularly its work with FHA on improved regulations and procedures. Firm commitments to builders, a vastly improved procedure for rental housing, and the insurability of outlying properties have already been approved by FHA. Other objectives still being discussed between FHA and our Mortgage Finance Committee are eliminating the gap between current costs and stabilized costs, the 95 per cent mortgage for owner occupied property, approval of a lease-option form of purchase and additional aids in the financing of rental properties.

The President of the National Association serves on the Board of Directors of the National Association of Real Estate Boards and holds an important post on the Construction Industry Council of the United States Chamber of Commerce. By fostering closer cooperation between all segments of the industry represented by these groups and the Producers' Council, Mortgage Bankers Association, U. S. Savings and Loan League and others, the National Association is encouraging a "united industry front" in accomplishing its current objectives.

From time to time during the year as conditions change in the industry the Board of Directors of the National Association will direct new and timely action to meet the current situation. Of course, in addition to the various primary objectives briefly described above, the staff must devote considerable time to further building of the National Association. We must be sure it continues to grow stronger by organizing new local associations and by assisting affiliates to expand their membership and service.

**YOU, TOO, CAN
SAVE WORK . . .**



IN *this* NEW KITCHEN

The **NEW American Kitchens** save time and work for housewives. They can also *save time and work for you!*

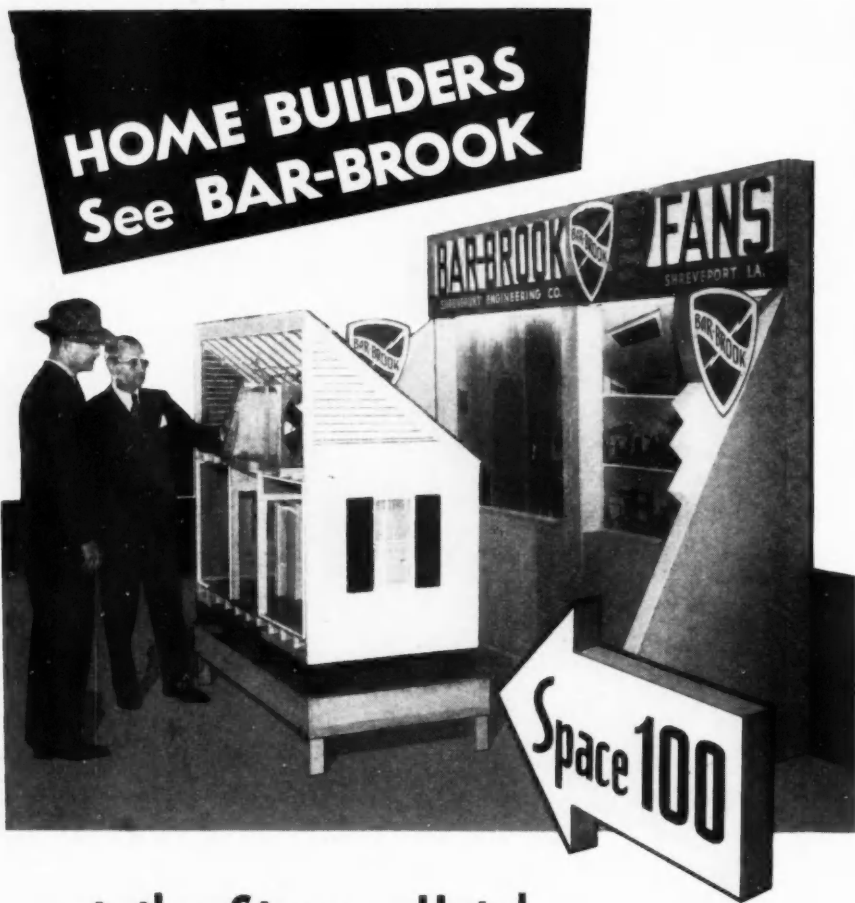
This new line—designed by Loewy with the help of over 10,000 housewives—consists of sinks, base cabinets, wall cabinets, corner cabinets and “corner fillers,” in a variety of dimensions, so that they easily modernize any type or size of kitchen.

Whether it is a new house or a remodeling job, you'll want to know how this new idea for kitchens simplifies your work and pleases your clients. Write American Central Mfg. Corporation, Connerville, Indiana, for complete, quick information.

NEW *American* KITCHENS—

CABINETS • SINKS • DISHWASHERS • DISPOSALS





... at the Stevens Hotel
Chicago, Feb. 25-28

The Bar-Brook line of attic and window fans will be on display at the NAHB Convention. See our model home showing the proper way to install these summer comfort makers. Learn how the use of the exhaust principle of cooling with these modern, improved fans can help you sell homes—*increase your profits.*

If you can't attend this show—do the next best thing. Write NOW for the illustrated booklet on Bar-Brook products. See in clear illustrations the proper way to install comfort cooling equipment.

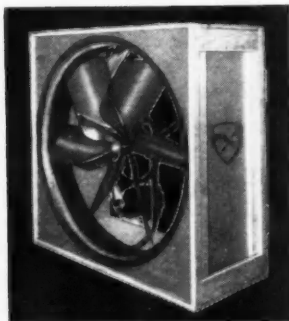
SHREVEPORT ENGINEERING CO.



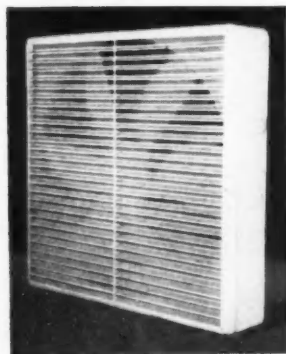
1553 Texas Ave.

Shreveport,
Louisiana

BAR-BROOK



ATTIC FANS



WINDOW FANS

New Advertising Head for Pittsburgh Plate Glass on West Coast

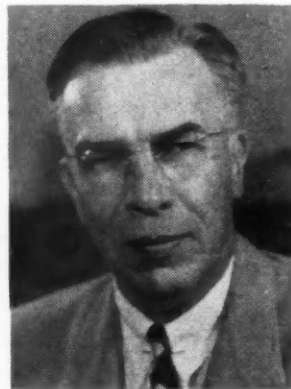
LT. Thomas M. Riley, USNR, has been appointed to manage advertising activities of the Pacific Coast paint division of the Pittsburgh Plate Glass Company, with headquarters at Los Angeles. He will plan and direct all advertising for the forty retail paint stores located in the states of Oregon, Washington, and California.

Lt. Riley joined the company at Los Angeles in 1937 in the advertising department. In 1940 he transferred to the general offices at Pittsburgh to handle the retail advertising for its branch outlets east of the Rocky Mountains, where he remained until entering the Navy in 1942.

* * *

Timken Appoints New Manager

T. A. CRAWFORD has been appointed general manager of the Timken Silent Automatic Division of the Timken-Detroit Axle Co., according to an announcement by Walter F. Rockwell, president.



T. A. CRAWFORD

Crawford has been active in the Oil Heat Institute of America, and is one of the founders and directors of the Indoor Climate Institute.

He joined the Detroit branch as a retail salesman in 1926, and has been general sales manager since 1936.

* * *

National Real Estate Foundation Counsel

ANNOUNCEMENT of the appointment of Henry E. Price, a Washington attorney, as executive director and counsel of the National Real Estate Foundation, has been made by Arthur W. Binns, president of the Foundation.

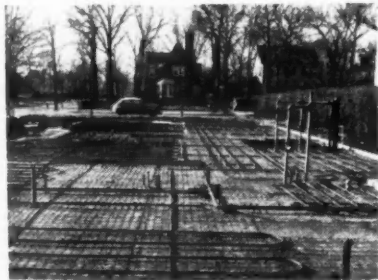
Price, recently released from the U. S. Navy, will have the responsibility of perfecting the Foundation's machinery for studying taxation and other problems affecting property owners, particularly small home owners. He will also supervise the organization of Home and Property Owners of America, a division of the Foundation.



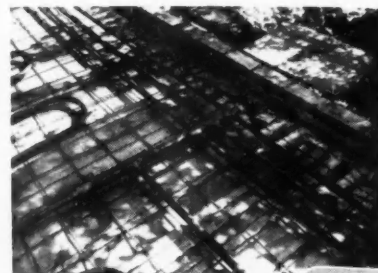
Warm, draftless floors.



Draperies and walls stay clean much longer.



Typical floor installation of radiant pipe coils, just before pouring concrete.



3-pipe perimeter supply main with connections to feed inner coils. This close spacing at building perimeter puts heat where needed most.



Send today for this free booklet on B&G Hydro-Flo Radiant Panel Heat.

FOR COMFORT AND ECONOMY NEVER KNOWN BEFORE

Hydro-Flo Radiant Panel Heating

Every builder should get the facts at once on B&G Hydro-Flo Heat! This great advance in living comfort has demonstrated a tremendous sales appeal—offering utterly new features which sell both men and women on the spot.

B&G Hydro-Flo Radiant Panel Heat does away with radiators and grilles—there is not the slightest evidence of the heating system in any room. A constant flow of modulated warmth is spread evenly throughout the house by radiant pipe coils in the floor or ceiling . . . ending drafts . . . keeping floors snugly warm. The air itself feels fresher—not dry and stuffy.

With all this new comfort, heating cost is reduced, for Radiant Panel Heating is noted for fuel economy. Cleaning and decorating expense, too, is smaller, because Radiant Panels do not create dust-carrying air currents to streak the walls and ceilings.

Year 'round hot water—a plus feature

In the modern home there is no substitute for a bountiful supply of ever-ready hot water for kitchen, laundry and bath. B&G Hydro-Flo Heat provides it in ample quantities—every month of the year—at a cost so low it can be used unsparingly.



SEE B&G HYDRO-FLO HEAT EXHIBITED AT BOOTHS 173-174

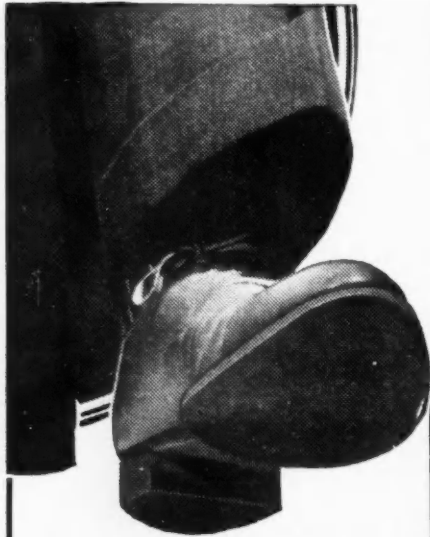
Annual Exposition, National Association of Home Builders
Stevens Hotel, Chicago—Feb. 25th to 28th

BELL & GOSSETT CO.
Dept. K-11, Morton Grove, Ill.

Hydro-Flo HEAT

FORCED HOT WATER HEATING FOR RADIATOR, CONVECTOR, UNIT HEATER AND RADIANT PANEL SYSTEMS





ABESTO COLD ROOFING ADHESIVES ARE THE "STEP-AHEAD" MATERIALS!

The Abesto Cold Process Method of construction is the modern way to lay a roof.

ABESTO APPLICATION IS A "STEP-AHEAD" in EFFICIENCY.

1. Abesto is applied cold.
2. Abesto is used with any standard brand plain roll roofing.
3. Abesto method lowers fire and workman insurance.
4. Abesto lays a roof in less time with less labor.

ABESTO COLD ADHESIVES ARE A "STEP-AHEAD" IN QUALITY.

1. Abesto remains elastic after curing to allow the expansion and contraction of bonding and surface coatings.
2. Abesto gives long term, efficient protection because it has a high resistance to oxidation.
3. Abesto is extremely adhesive so it bonds roll roofing tightly and smoothly.

Write for our free specifications and price sheets.



ABESTO
Manufacturing Corporation
 Department 36, Michigan City, Indiana

Insulation Board Institute Officers

L. M. CASSIDY, vice president of the Johns-Manville Sales Corporation and general manager of its building materials department, has been elected president of the Insulation Board Institute. He succeeded Henry W. Collins, vice president of the Celotex Corporation.

Stuart H. Ralph, a former Institute president, has returned to office as vice president. Ralph is a vice president of the Flintkote Company. Marland S. Wolf, merchandising manager of the United States Gypsum Company, was re-elected treasurer, and J. B. Blackburn, Institute manager, again was named secretary.

The new board, in addition to the officers and retiring president, includes James V. Jones of the Armstrong Cork Company.

Berger Manufacturing Promotion

CHARLES E. HOWES has been appointed assistant manager of sales, Steel Equipment Division of the Berger Manufacturing Division, Republic Steel Corporation.



CHARLES E. HOWES

Howes has served continuously with Berger for the past 20 years, occupying various positions in the sales department of the steel manufacturing concern. In 1936 he became manager of kitchen cabinet sales, occupying that position until his current promotion.

New Sales Representatives for Tappan Stove

APPOINTMENTS as division managers of Chester A. Pridham and Henry J. Hughes, Tappan Stove Co. sales representatives in eastern New York and the state of New Jersey, respectively, have been announced by Keith B. Miller, general sales manager of the firm.

Pridham will supervise the Mid-Atlantic division, consisting of metropolitan New York, Long Island and the state of New Jersey. Hughes will supervise the northeastern division, consisting of New England and the balance of New York state.

Say Good-bye
 TO

HAND-MADE CLOTHES DRYERS

See this new pre-fabricated, low-cost dryer at the Chicago Exposition!

STRONGMAN

ALL-STEEL HOT DIP GALVANIZED CLOTHES DRYER



- ★ 8 ft. 9 in. tall. Rectangular.
- ★ Can't twist or turn!
- ★ High carbon steel
- ★ Meets F. N. A. demands!
- ★ Never needs painting!
- ★ Easy to install!
- ★

\$6.95
 RETAIL
 F. O. B. Factory

ATTENTION DISTRIBUTORS!
 Attractive set-up for sales to building trade. Write today!

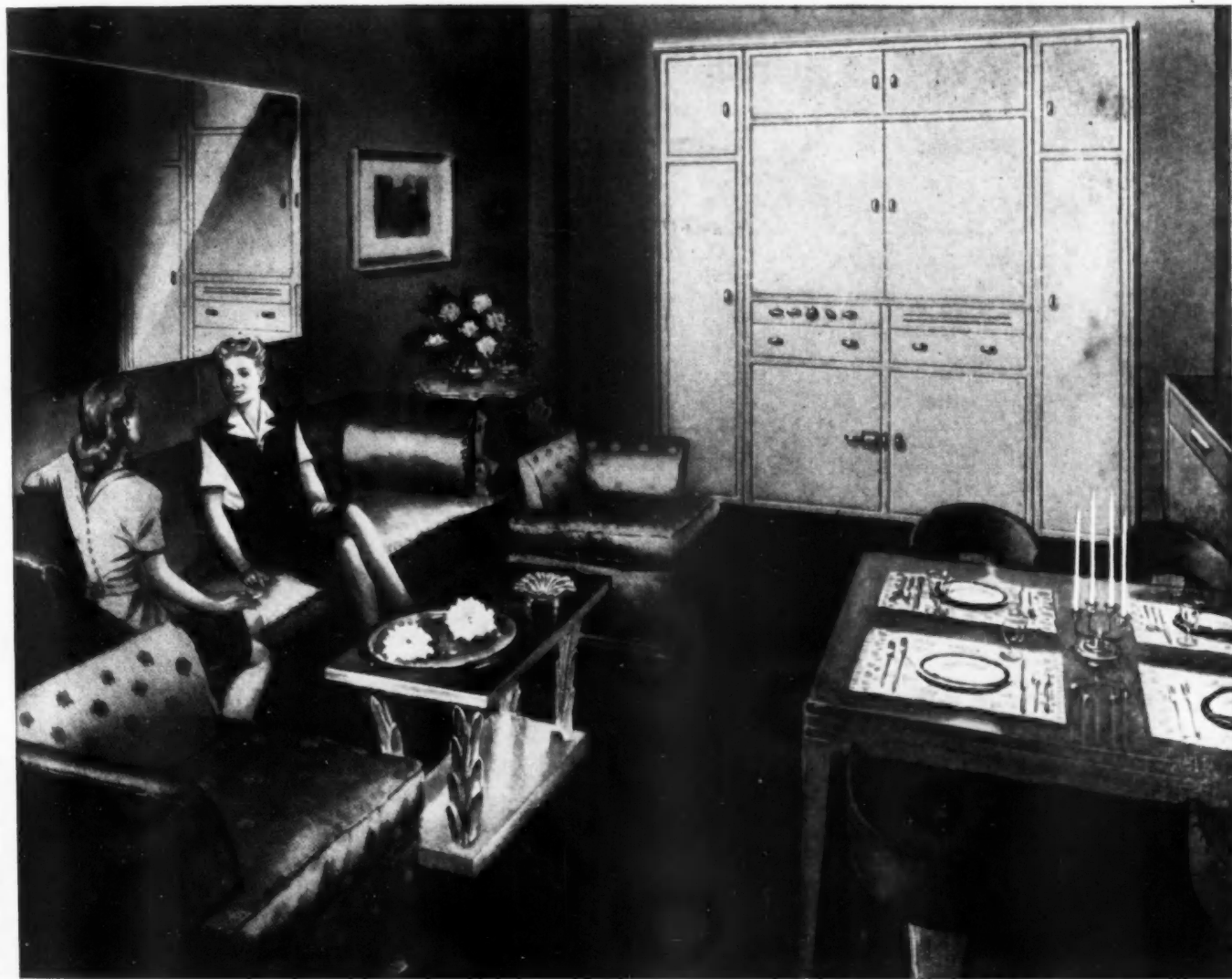
Let's hear all about Strongman's distributor franchise.

Name.....

Address.....

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

SOUTHERN GALVANIZING CO.
 1600 Bush St., Baltimore 30, Md.



Yes! Beefsteak with onions can be a complete surprise!

Apartment cookery is often a smelly operation. Long before serving, everybody in the apartment—or in adjacent hallways—knows the bill of fare.

But not so with Parsons Pureaire Kitchen!

For Pureaire cooks **BEHIND CLOSED STEEL DOORS**. Its patented ventilation feature pulls all odors, vapors and surplus heat into a flue and the outer air. Even beefsteak with onions can be a complete surprise.

Tenants also like the amazing completeness of Pureaire. With all its compactness—it uses less than 8 sq. ft. of floorspace—Pureaire does everything a conventional kitchen will do.

Yet Pureaire cost—thanks to standardized volume and expert production engineering—is little if any more than that of an old-style kitchen of scattered units.

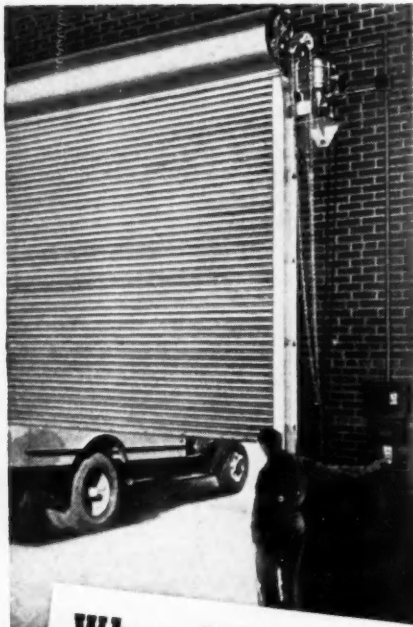
Save room, increase revenue, **HOLD TENANTS** by planning Pureaire Kitchens into every apartment of 3 rooms or less.

ARCHITECTS:—Your Sweet's Catalog carries full Pureaire specifications. Or write us.

THE PARSONS COMPANY

15000 OAKLAND • DETROIT 3, MICHIGAN





When DOORS are the issue check these features

- ✓ They coil overhead, out of the way, saving floor, wall and ceiling space.
- ✓ Motor operation saves time and labor, permits remote control if desired.
- ✓ Their sturdy interlocking-slat construction assures long, low-cost service.
- ✓ They open vertically. Ice, snow, stored materials can't hinder operation.
- ✓ They resist intrusion, fire, weather and damage with a "curtain of steel."

You're sure to want these KINNEAR ADVANTAGES

Note how *completely* these Kinneare features cover your door requirements. Coiling-upward action permits full use of all surrounding space. Machinery and equipment may be placed right up to the doorjamb; materials may be stored within an inch or two of the curtain, inside or out; all space above the lintel is left clear for conveyors, ductwork, etc. Many Kinneare installations are still operating smoothly after forty years of service. And their straight-line simplicity of design harmonizes well with any building style. Write for details.

THE KINNEAR MANUFACTURING COMPANY
FACTORIES: 1560-80 Fields Ave., Columbus 16, Ohio; 1742 Yosemite Ave., San Francisco 24, Calif.

Offices and Agents in all Principal Cities

Saving Ways in Doorways
KINNEAR
 ROLLING DOORS

Veteran Employees Honored by Celotex

THREE pioneer employees of The Celotex Corp. became charter members of the newly created "Celotex 25-Year Club" at an anniversary dinner attended by officers, directors and special guests on Monday, Dec. 10. A birthday cake, commemorating the company's silver anniversary, and presentation of gold 25-year lapel emblems and illuminated service certificates to the three employees were features of the dinner.

Carl E. Dahlin, traffic and office manager of the company's original plant at Marrero, La., received the first emblem and certificate. The presentation was made by Chris L. Christensen, vice president and director, on behalf of the board of directors of the company.

Carl G. Muench of Chicago, a director and vice president of the corporation, was similarly honored.

Bror Dahlberg, president of the corporation, organizer of the company, was also made a charter member of the "Celotex 25-Year Club."

* * *

New Director of Sales for Newman Brothers

NEWMAN Brothers, Inc., Cincinnati, Ohio, have announced the appointment of William N. Mackey as director of sales and advertising.



WILLIAM N. MACKEY

Mackey is acting in an advisory capacity with S. J. Newman in the compilation of extensive architectural file data by the National Association of Ornamental Metal Manufacturers, which group Mr. Newman is serving as president for the eighth consecutive year.

* * *

McIntyre Joins Bennett-Ireland

R. E. DEAN, sales manager of Bennett-Ireland, Norwich, N.Y., announces the appointment of J. E. McIntyre as the New York metropolitan area representative for the Bennett line of fireplace and construction items and the Ireland line of farm hoists.

Mr. McIntyre had been with the Cyclone Fence Co. for several years.

AMERICAN FLURESIT

MASONRY WATERPROOFING PRODUCTS

Nationally Advertised in The Saturday Evening Post

FOR WATERPROOFING DAMP-PROOFING & DECORATING POROUS MASONRY

CONCRETE CEMENT BLOCK BRICK and STUCCO WALLS

Inside or Outside

Apply with Brush or Trowel

Submit your problems and measurements to our Engineering Department for estimates. Write today for complete descriptive booklet on American Fluresit Products and their uses.

The AMERICAN FLURESIT CO., Inc.
 635 ROCKDALE AVE., CINCINNATI 29, O.

Feather Foam

Raglan MODEL

QUILTED GARMENTS

Insulated with a down-like feather substance developed to meet the needs of the armed forces in sub-zero stratosphere and in the far north. Wind-proof, storm-proof, comfortable from mild down to 40° below zero. Now available in popular styles for civilians.

ASK YOUR LOCAL DEALER FOR GENUINE FEATHER FOAM GARMENTS, OR WRITE TO US

Arctic FEATHER & DOWN CO.
 83 COLUMBIA ST., SEATTLE 4, WASH.

LOOKING...



FOR WAYS TO CUT COSTS?

THESE GOLD BOND GYPSUM WOOD GRAIN BOARDS WILL HELP YOU SELL PROFITABLE REMODELING JOBS!

BLEACHED WALNUT

DARK WALNUT

KNOTTY PINE



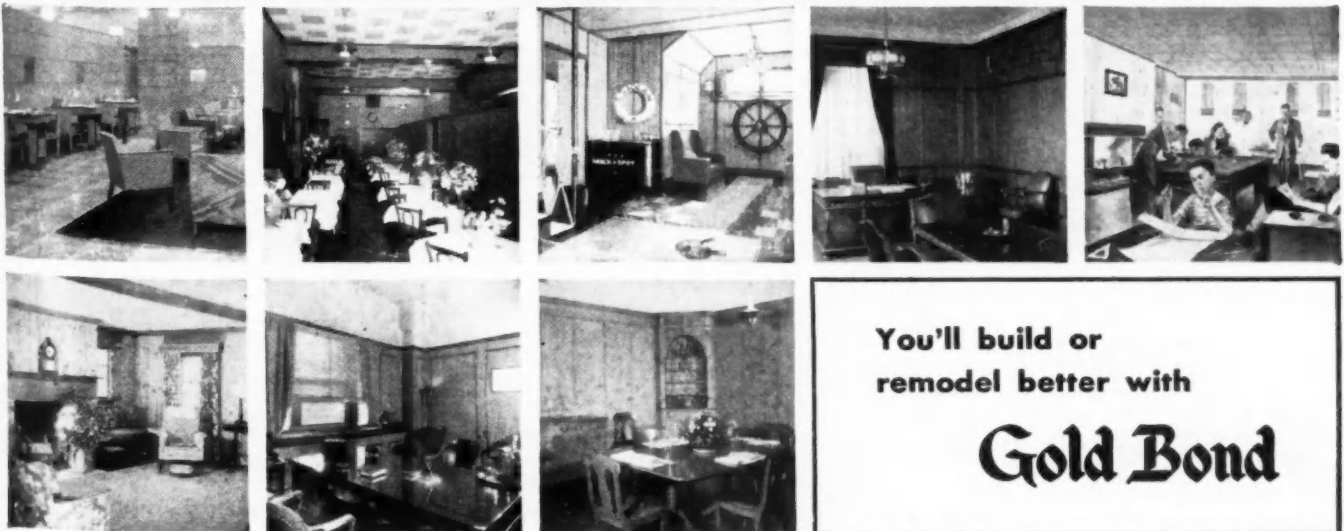
TO many people, wallboard is wallboard. But wait 'till your customers see the new Gold Bond Gypsum Boards in Knotty Pine, Dark Walnut or Bleached Walnut. Plenty of eye appeal and they'll help you land many good paying jobs.

The low cost of these panels enables you to give your customers charming effects at a fraction of the usual cost of real wood paneling and you can still make a neat profit for yourself.

Knotty pine is especially suitable for recreation rooms and summer homes. The two Walnut finishes are in good taste for almost any room including offices, stores and taverns. All three boards come 4' x 8', 9', 10' . . . 3/8" thick.

Your local Gold Bond Dealer will gladly show you full size panels and furnish you with handy size samples. National Gypsum Company, Buffalo 2, New York.

GRAIN BOARD ROOMS LIKE THESE BRING YOU OTHER JOBS



You'll build or remodel better with

Gold Bond

AN ARCHITECTURAL *Plan Service* designed to help the **Home Builder**

Over thirty leading architects of the south have participated in the preparation of the plans offered by American Plan Service.



The service includes:

- Size 8 1/2 x 11 inch Plan Books for distribution to prospective customers.
- Size 12 1/2 x 17 inch loose-leaf display book with 40 moderate priced homes in full color.
- Size 17 x 22 inch loose-leaf Display Book with 27 medium priced homes in full color.
- Black and white prints of working drawings to help the builder estimate costs in advance, cut to a minimum time spent in conference and allow for easy changes in plans where desired.
- Blue prints and specifications for any plan shown and of other inexpensive homes and apartments from our 2,000 plan reserve.
- Display posters and newspaper advertising mats.

This service brings to your office a wide range of small house sketches and plans, beautifully done in color and backed by architecturally sound blueprints. With fewer architects available to service the tremendous demand for small homes, it helps builders to get the "go-ahead" quickly. For the first time people of modest incomes will receive the same professional skill formerly engaged by wealthy clients.

For additional information
Visit our exhibit at the
N. A. H. B. EXPOSITION
- or write to
American Plan Service
2818 Biscayne Blvd.
MIAMI, FLORIDA

New Head of Roofing Industry Bureau

E. W. SMITH, vice president in charge of sales of the Philip Carey Manufacturing Co., Cincinnati, has been elected chairman of the Board of Governors of the Asphalt Roofing Industry Bureau. He succeeds Herbert Abraham, president of The Ruberoid Co., New York City, who has served as chairman for several terms.



E. W. SMITH

Last year Mr. Smith was chairman of the Planning Committee of the Asphalt Roofing Industry Bureau which is composed of 28 leading manufacturers of building materials.

Minneapolis-Honeywell Appointments

ELECTION of four vice presidents of the Minneapolis-Honeywell Regulator Co., establishment of two new executive posts, and changes in the sales and production divisions have been announced by H. W. Sweatt, president.

The new vice presidents are Paul B. Wishart, in charge of factory operations in Minneapolis; Arthur H. Lockrae, in charge of the heating controls department; John E. Haines, in charge of the commercial controls department, and C. D. Lyford, who will be in charge of sales to the gas industry.

The board of directors also elected C. B. Sweatt and W. L. Huff to new positions as executive vice presidents. Mr. Huff will also continue as treasurer of the company. James H. Binger was elected assistant secretary. Other changes include the appointment of Thomas McDonald as vice president in charge of sales. Alfred M. Wilson, also a vice president, will be in charge of activities in connection with aeronautical controls.

Change of Ownership

THE Nagle-Eaton Lumber Co., located at 620-17th St., N. E., Cedar Rapids, Iowa, has been purchased by Frank S. Vetter and Phil W. May of Rochelle, Ill.

The company will operate under the name of The Vetter-May Lumber.

For RAPID-FIRE GLAZING

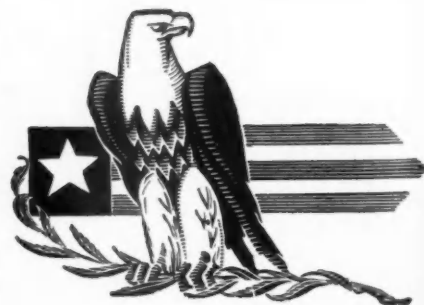
Red Devil AUTOMATIC DIAMOND POINT DRIVER

Speed up your glazing of sash and frames and mirrors. Use only one hand. Automatically drives DIAMOND POINTS at machine-gun speed into hardest wood. 100% efficient from any angle. Points can't drop out. Holds a clip of 100 Diamond Points.

Diamond Points are made in 3/8" and in 1/2" lengths. 100 to the stick. Will not corrode. Will not bend.

RED DEVIL TOOLS.
Irvington 11, N. J., U. S. A.

GLASS CUTTERS - GLAZERS POINTS - GLASS FLIERS
PUTTY KNIVES - WOOD SCRAPERS - PAINT CONDITIONERS
FLOOR SANDING MACHINES - ELECTRIC FENCES



**BUY U. S.
SAVINGS BONDS**

FACTOR found for HYPOTENUSE

of any right triangle with two given sides equal. For this fast, accurate, and simple method send one dollar for

No
square
root
method
or slide rule
needed

ALLAN'S FACTOR

Box 252
Metaline Falls,
Washington

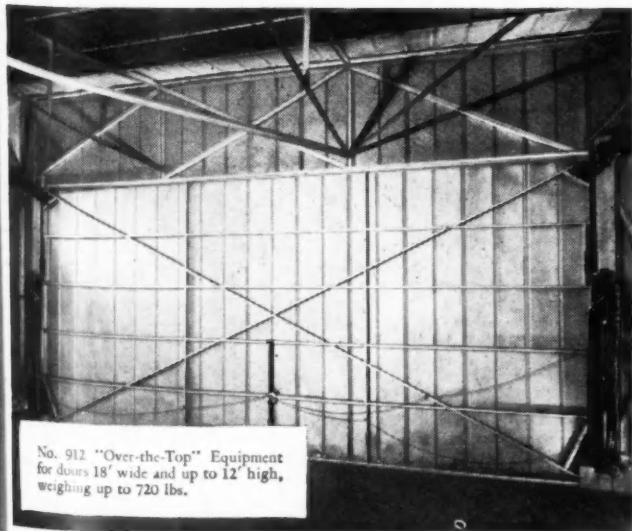
FRAN

SIZE MAKES NO DIFFERENCE



No. 80 Jr. "Over-the-Top" Door Equipment for openings 8' wide by 6'-6" to 7' high. For doors weighing up to 150 lbs.

Small doors or large, light doors or heavy, there is a size of "Over-the-Top" Door Equipment to handle them with ease. No matter what style of architecture the plans call for — whether the garage doors are single or double opening width, mill-made or built-on-the-job — doors can completely harmonize with the house design. An "automatic opener" makes opening effortless. A patented brake prevents slamming. "Over-the-Top" equipment has long been popular for remodeling because, with it, old doors can be quickly turned into a modern, efficient, over-head door. "Over-the-Top" type operation is available also in budget-saving units (with door and hardware complete). Write today for full information.



No. 912 "Over-the-Top" Equipment for doors 18' wide and up to 12' high, weighing up to 720 lbs.

FRANTZ
Guaranteed BUILDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

FREE!

TO RETAIL LUMBER
DEALERS AND BUILDERS

"WEEK-END HOUSE"

(as reprinted from House Beautiful)

A new Western Pines 4-color promotion help for retail lumber dealers and builders. A valuable addition to your "idea file" and for distribution to prospects.

25 COPIES FREE!

When you write, specify Folder No. 416

WESTERN PINE ASSOCIATION

Dept. B-2 • Yeon Building • Portland 4, Oregon

*Idaho White Pine

*Ponderosa Pine

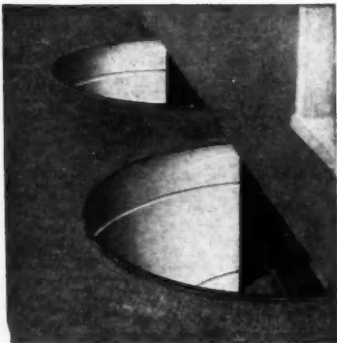
*Sugar Pine

*THESE ARE THE WESTERN PINES



DONLEY STEEL LOUVER VENTS

NOW *in* PRODUCTION —2 MORE Donley Devices



STEEL AREA WALLS

These Donley Steel Area Walls are for basement windows set below grade. Users report savings of 50% below the cost of masonry area walls. These savings come from the low first cost of Donley Area Walls and fast installation by inexpensive labor. They offer so little area to frost action that they need not extend below frost line. Easily fastened to foundation by bolts or nails; made in four sizes of U. S. copper alloy steel. Thick galvanizing covers all surfaces for rust-resistance at no increase in price.

STEEL LOUVER VENTS

Donley Steel Attic Louver Ventilators reduce building costs and construction time. Generally recognized as necessary for cooler summer temperatures and protection of insulation from condensation in freezing weather. Flange on ventilator is nailed to sheathing in frame construction, siding or shingles overlap and butt against ventilator frame with no trim needed. Brick construction is just as simple with no trim required. Special roof type available for hip roofs. Made in 10 rectangular sizes, also in 1/4 circle, 1/2 circle and roof style.

THE DONLEY BROTHERS COMPANY

13910 Miles Avenue Cleveland 5, Ohio

Sheffield Steel Appointment

SHEFFIELD Steel Corporation announces the appointment of Alfred B. Egan to the position of manager of sales, Reinforcing Products Division. He has been associated with the company for sixteen years.



ALFRED B. EGAN

From 1942 until March, 1945, he was in charge of the Washington, D. C., office. In March he was appointed district manager of the Chicago district. Sales of Sheffield products for the building and construction field will be under his supervision.

...

General Electric Expands Field Staff

TEN district managers have been named to head the sales organizations of the General Electric Company's air conditioning department throughout the country, according to an announcement by J. P. McIlhenny, manager of sales.

They are: R. S. Thurston with headquarters in Boston, New England district; L. T. Brockbank, New York, New York district; O. S. Morash, Philadelphia, Atlantic district; G. B. Hightower, Atlanta, Southeastern district; J. F. Murphy, Cleveland, East Central district; J. F. Carland, Chicago, North Central district; J. P. Turner, Kansas City, Central district; V. L. Strange, Dallas, Southwestern district; E. W. Howes, San Francisco, Pacific district, and W. B. Stover, Portland, Northwestern district.

...

Fairbanks, Morse Elects a Vice President

ACCORDING to an announcement by Col. Robert H. Morse, president, Charles H. Morse III has been elected vice president of Fairbanks, Morse & Co.

He will be in charge of research patents, traffic, the company's western pump division, and the Inland Utilities Co., Fairbanks, Morse subsidiary. His headquarters will be in Chicago.

His duties will enable him to play an active part in the production of such Fairbanks, Morse & Co. items as Diesel engines, pumps, motors, scales and other equipment.



Sell Stainless Steel Sinkbowls

Legion sinkbowls, made of solid stainless steel or single clad, offer many advantages.

They are seamless drawn . . . No burrs, rough edges, ridges or grooves to cause corrosion or lodging of dirt . . . No leaks, more rigidity and longer life . . . Oblong, square, round or oval shapes . . . Drain holes inserted anywhere in the bottoms . . . Light in weight.

Write for catalog sheet. We will quote prices and delivery dates.



LEGION UTENSILS CO.

40th AVENUE & 21st STREET
Long Island City 1, N. Y.

"USE YOUR ATTIC"



MARCO

Marco Stairways From
\$18. to \$72.

F. O. B. ST. PAUL, MINN.

Write for Free Literature and Name of Nearest Distributor.

THE MARSCHKE CO.
ST. PAUL 3, MINN.

THE FLINTKOTE COMPANY
INCORPORATED
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

STUART HARRISON RALPH
VICE PRESIDENT

FLINTKOTE INSULATING WOOL...

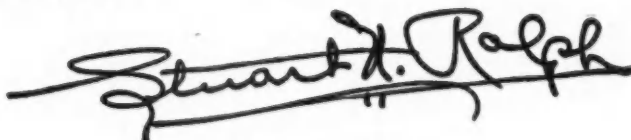
A NEW MEMBER OF A FAMOUS LINE

Flintkote takes pride in announcing the addition of Flintkote Insulating Wool to its long and well established line of quality building materials. Flintkote Insulating Wool, a "Fiberglas* Product", already enjoys wide consumer acceptance.

Flintkote Insulating Wool not only has great thermal insulating value, but in addition its almost microscopic glass fibres make it fire-retarding and incapable of absorbing moisture or odors. It cannot rust, rot, mildew or sustain vermin.

Available in batts and roll blankets, junior batts, and in shredded form suitable for pouring between rafters, Flintkote Insulating Wool is adaptable to both new and existing structures.

We know that our many friends in the Building Industry will welcome this new product, which is available for prompt delivery.



Stuart H. Ralph
Vice President

*Fiberglas is the trade name (Reg. U. S. Pat. Off.) of glass manufactured in any fiber or filament form by Owens-Corning Fiberglas Corporation.

MallDrills

REG. U.S. PAT. OFF.



Put Extra Drive into Construction Drilling

High-speed MallDrills put extra punch into all types of drilling—whether on heavy construction jobs or general maintenance. Equally efficient in metal, wood or plastics, MallDrills combine power, speed and stamina to assure peak performance. Their compact design, light weight and perfect balance ease operation—reduce workers' fatigue. Also increase adaptability of drills to cramped quarters, difficult positions and unusual jobs. Built to withstand hard, continuous drilling, MallDrills have special steel alloy gears, self-lubricating bearings and extra long brushes. They run cool and are easily serviced without dismantling the drill. 1/4 inch drill—Model 143T—and 1/2 inch drill—Model 125—are available for 110-volt A.C. or D.C. or 220-volt A.C. or D.C. 1/4 inch drill comes in two speeds.



Ask your Supplier or write for literature and prices on MallDrills, MallSaws and Mall Planes.

MALL TOOL COMPANY

7737 South Chicago Ave., Chicago 19, Ill.
"25 Years of "Better Tools for Better Work"

Mall
REG. U.S. PAT. OFF.

**PORTABLE
POWER TOOLS**

Contractors and Builders

a small trickle of water and the final payment is shot.

1. You have a water problem in the basement of that new home.
2. Don't know what to do and everyone is sore.
3. We blame it on the Specs., then the Architect, he's mad.
4. So we have a little meeting to see who'll pay the cost, and in dashes "Old WATERPLUG" and everyone is glad.



THIS IS A WET BASEMENT PROBLEM TO THE BUILDER AND HOMEOWNER

A. WATERPLUG, a quick-set hydraulic compound, seals streams of active water and seepage from entering through wall. Set begins in from 3 to 5 minutes after mixing water is added.



B. THOROSEAL, a slow-set hydraulic compound, gives the applicator 3 to 4 hours before set begins, to brush THOROSEAL into the masonry surface. (Scrubbing not necessary, as THOROSEAL is prepared especially to flow easily and quickly into every crack, void and defect in the surface, where it becomes structurally stronger than the surface to which applied.)

Write for circulars descriptive, in photographic detail, of how to waterproof a basement, how to seal the surface of an old brick building which leaks, how to protect the exterior surfaces of manufactured block, brick, concrete or any type masonry with THOROSEAL.

Request your Lumber or Builders' Supply Dealer in your home city to order for you.

See our exhibit at the National Home Builders' Show, Stevens Hotel, Chicago, Feb. 25 to 28, inclusive.

Standard Dry Wall Products, Inc.
BOX X NEW EAGLE, PENNA

For their office building at Vicksburg, Miss., the Le Tourneau Company of Georgia used Atlas Duraplastic Air-Entraining Cement for the structural concrete for foundations, sills, lintels and floors. R. G. Le Tourneau, President; Ray Gieszl, General Manager; Bryant E. Hadley, Architect.



BETTER CONCRETE at no extra cost

Excess mixing water in concrete is harmful. It causes segregation and bleeding. These are the twin ills of concrete, and where one exists, the other is also present.

Because Atlas Duraplastic Air-Entraining Cement makes the concrete more plastic through its characteristic of entraining billions of microscopic air cells in the concrete, it follows that less mixing water is required for a given slump. This reduces segregation and bleeding.

Atlas Duraplastic cement complies with ASTM specifications, sells at the same price as regular cement, and makes better, more durable concrete at no extra cost. Details are summarized in a booklet sent on request. Write to Universal Atlas Cement Company (United States Steel Corporation Subsidiary), Chrysler Building, New York 17, N. Y.

AB-D-30

Atlas DURAPLASTIC Cement

TRADE MARK REG. U. S. PAT. OFF. © U. S. S. CO.

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



SUNDAY EVENINGS—American Broadcasting Company Network—U. S. Steel's "The Theatre Guild on the Air"

**Adjustable "Muscles"
are the Secret of
DUPLIX FLAT SASH
BALANCE Superiority**

*On the average window,
a single Duplex unit
balances both upper and
lower sash and does the
work of two conventional
type balances.*

**Just Two Sizes Meet 98% of
All Residential Building Needs**

Duplex, Inc., are the exclusive manufacturers of an ADJUSTABLE Flat Sash Balance. Its "muscles"—which are high grade American clock springs—are adjustable for tension and can be set *on the job* to compensate exactly for the weight of the sash. Therefore, just *two sizes* of Duplex Adjustable Balances meet 98% of all residential building needs—an important advantage which simplifies ordering, stocking and installing.

QUICK, EASY INSTALLATION—Duplex Adjustable Flat Sash Balances are installed about midway between sill and head jamb, in virtually the pulley stile thickness. They *do not* require special framing, stud mortises or routing of the sash stile—and, they eliminate cords, weights and weight boxes.

HOME OWNERS LIKE DUPLEX FEATURES—Duplex Adjustable Flat Sash Balances permit modern narrow mullions, provide noiseless, fingertip sash control and are guaranteed against mechanical defects for the life of the building. These are important features which all home owners understand and appreciate.



**DUPLEX
INC.**
626 North LaPeer Drive
Los Angeles 46, Calif.

SEE OUR CATALOG IN
SWEET'S—OR WRITE US
(Sold through jobbers and
dealers only)

A82

Please send information on Duplex Adjustable Balances

Type of Business _____

Visit our Booth #76, NAHB Show, Chicago, Feb. 23-26

CERTIGRADE
TRADE MARK
Red Cedar
SHINGLES

ON ALL GRADES

A LABEL SIMILAR TO THIS, DESIGNATING GRADE AS NO. 1, NO. 2 OR NO. 3, IS ATTACHED TO ALL CERTIGRADE SHINGLES
Inspected... Certified

RED CEDAR SHINGLE BUREAU

**Like an
Insurance
Policy**



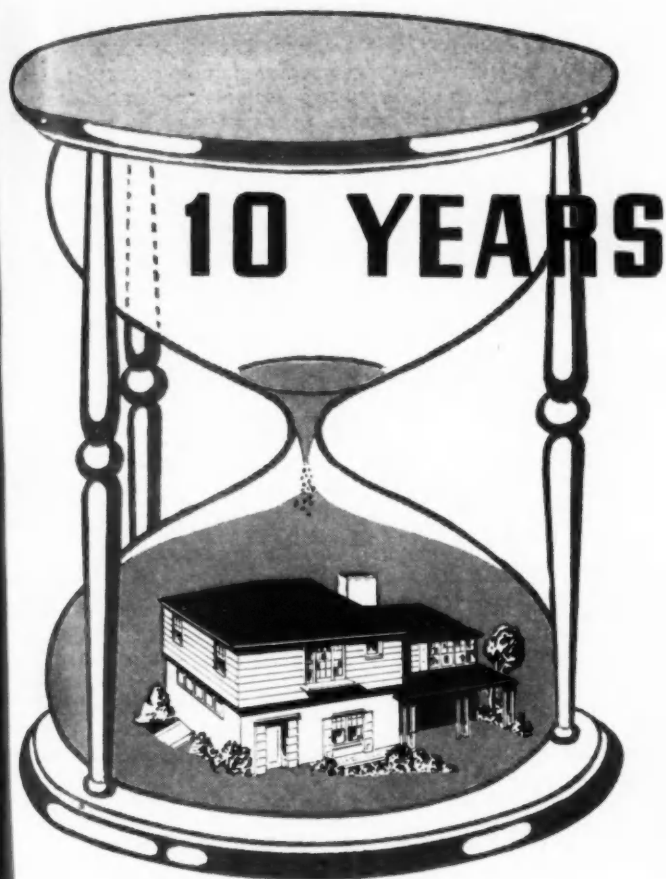
THE CERTIGRADE LABEL under the bandstick of a bundle of Red Red Cedar Shingles is your assurance that it is guaranteed by the leading shingle mills of the West as being absolutely up to official grade specifications. Your protection!

A quality product should have quality workmanship. Let us send you free application blueprints.

RED CEDAR SHINGLE BUREAU
5508 WHITE BUILDING, SEATTLE 1, WASHINGTON, U. S. A.
METROPOLITAN BUILDING, VANCOUVER, B. C., CANADA



Red Cedar
SHINGLES



10 YEARS FROM NOW...

*Your Client or Customer
will still thank you
for recommending*

Lo-"K"
flameproofed
COTTON INSULATION

Whether you are an architect, contractor or dealer you can specify or sell your customer Lo-"K" flameproofed Cotton Insulation with the assurance that there isn't a finer insulation on the market for the money.

Due to the naturally low thermal conductivity or "k" value of cotton, Lo-"K" ranges from 4% to 36% more effective in stopping the flow of both heat and cold . . . assuring year-around home comfort in every climate for every type of building.

Extremely lightweight and flexible, Lo-"K" installs at a savings in time and labor costs up to 40%. Through its resistance to fire, rot, moisture, vermin, sagging and packing down, it guarantees lasting efficiency.

The demand for an improved, modern insulation has never been greater. Lo-"K" meets this demand perfectly with many points of insulation superiority. The builder who recommends it is unquestionably assured of customer satisfaction for years to come.



Lo-"K"

flameproofed

COTTON INSULATION

Made by the **LOCKPORT COTTON BATTING CO.**
Established 1870 Lockport, N. Y.

MAIL THIS COUPON for full details. Lo-"K" is now available in ample amounts in light, easy-to-handle blanket type rolls sized to fit all standard construction.

LOCKPORT COTTON BATTING COMPANY
Dept. AB-2, Lockport, New York
Gentlemen: Send me the facts about Lo-"K" Cotton Insulation for better building.

ARCHITECT DEALER CONTRACTOR OR BUILDER

Name

Address

City Zone State



Orders for Manufactured Houses and Garages Now Accepted . . .

F.H.A. Approved

OUR years of experience in the manufacture of Houses, Garages and Farm Buildings assure good design and sound construction. These buildings meet the nation's need for low cost houses and utility construction. These Manufactured Buildings will help you serve your community in quickly meeting the demand for shelter. *Deliveries are being made now on our "Short Supply Package".*

Visit our exhibit space (No. 2) at the National Home Builders Exposition in Chicago, Feb. 25 to 28.

CRAWFORD COMPANY

Manufacturers

Lumber • Houses • Farm Buildings • Related Products

1901-2019 North Third Street

BATON ROUGE 1,

LOUISIANA

FROM THE PAGES OF AMERICAN BUILDER 50 YEARS AGO

★ The bound volumes of American Builder contain such a wealth of interesting items covering all phases of the industry that we wish to pass them on to you.

★ **50 YEARS AGO**—The Ninth Annual Convention of the National Association of Builders will take place at Baltimore, Md., beginning Tuesday, October 15, 1895. The place of meeting is the Young Men's Christian Association Hall. The afternoon of Tuesday, October 15, has been reserved by special request of the Baltimore Exchange to enable them to take their guests to drive about the city and to Druid Hill Park. On Wednesday, October 16, while the convention is in session, the Baltimore Exchange has planned an excursion for the ladies down Chesapeake Bay as far as Annapolis. Thursday, October 17, has been reserved at special request of Baltimore Exchange to enable them to take the gentlemen delegates and visitors on a trip down Chesapeake Bay. On Thursday evening a reception to the ladies has been planned, including a musical and literary entertainment.

* * *

★ **40 YEARS AGO**—A remarkable invention—a machine that dresses floors—the Rapid Floor Surfacer is a one-man affair; the carriage runs on wheels, and is as docile to guidance as a carpet sweeper. The disc is operated by a one and one-half horsepower motor. The surfacing, abrasive, grinding or polishing disc is set with the precision of a cutter in a smoothing plane; the operator requires no other knowledge than to present all parts of the floor to the machine, thus producing a level surface absolutely unattainable under the old system of hand work. The Ransome Concrete Machinery Company of New York City will distribute the Rapid Floor Surfacer throughout the length and breadth of the land, and in foreign countries as well.

* * *

★ *What Builders Are Doing*—Advices from various sections covering building operations for the year just closed (1905) indicate a degree of activity which is probably without a parallel in the history of the country. The value of the building improvements which have been carried to completion, or are now in progress, reaches a total running into the hundreds of millions, and shows a remarkable increase when compared with the figures of the year before:

Chicago	3,337	Permits	\$63,455,020
Buffalo, N. Y.	2,886	"	7,401,006
Los Angeles	9,543	"	15,382,057
Minneapolis	4,825	"	8,905,205
Newark, N. J.	2,379	"	10,214,615
Philadelphia	8,929	"	34,882,235
Seattle	7,671	"	6,703,999

* * *

★ **25 YEARS AGO**—With the merger of the Stanley Rule & Level Company and the Stanley Works, both of New Britain, Conn., it has become advisable to open three new offices on the Pacific Coast. These are in San Francisco, Los Angeles and Seattle.

* * *

★ "One Hundred Twenty-fifth Anniversary Bird & Son, Inc., 1795-1920," is the occasion of a beautiful booklet issued under the signature of Charles Sumner Bird, president. It is a graphic record of the firm.



**"I want my Floors
INSTALLED FAST
and INSTALLED
TO LAST—"**

**The Tile-Tex Asphalt Tile
Contractor Gives You
That Kind of Service
And That Kind of Product**

Builders everywhere recognize the extra values they get in flooring with Tile-Tex Asphalt Tile. They appreciate the intelligent, prompt, and expert installation service which a Tile-Tex contractor is equipped to render. They know from experience the advantages of Tile-Tex Asphalt Tile over similar types of flooring.

Here is an asphalt tile flooring that's made right, installed right, and performs right. Tile-Tex Asphalt Tile contractors are located in nearly all principal cities and towns throughout the country. Ask for the name of the one in your city—and for a copy of the new Tile-Tex booklet "Floors That Endure."

THE TILE-TEX COMPANY, INC.
Asphalt Tile Mfr.

Subsidiary of The Flintkote Company
Chicago Heights, Illinois
220 E. 42nd Street • New York City



**Tile-Tex
Asphalt Tile**

**FIRST in
FLOORING**



**NOW
AVAILABLE**

**the original inside screens
that roll up and down
like a window shade**

ROLSCREENS in a house are a "trademark" of good planning. They are a year 'round advertisement for the builder who puts them in. They help to keep a house up-to-date and protect its salability over the years. A big part of your business is selling CONVENIENCE. ROLSCREENS help you to do it easier and better than any other window appurtenance.

**CONVENIENCE OF ROLSCREENS
SELLS ON SIGHT**

Once in place . . . always in place. That's Rolcreens! No putting up! No taking down! No storing! No painting! No seasonal repairs! Installed and operated on the inside. For all types of windows—both old and new construction.

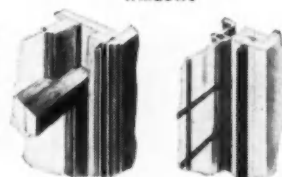
10 YEAR GUARANTEE

This is your assurance that your customers will be satisfied and enthusiastic about ROLSCREENS over the years.

BUILDING SPECIALTY DEALERS—

A number of choice ROLSCREEN territories are open. Write for details if interested.

**EASY TO INSTALL
on all types old and new
windows**



Double-Hung Application

Casement Application

No special mill work, no special fitting or cutting. Installation made to either of the above windows quickly and easily, due to new type guide channels.

GOOD DELIVERIES — ROLSCREEN orders are being filled and shipped with reasonable promptness. On your next job, include ROLSCREENS. WRITE for interesting FREE literature and measuring directions.

Pella ROLSCREENS

ROLSCREEN COMPANY, 526 MAIN STREET, PELLA, IOWA
Made by Makers of Famous Pella Venetian Blinds
and Casement Windows

For a larger share of sales and profits . . .



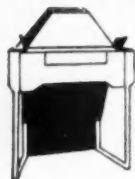
Photo by Maynard L. Parker

These two types of
FIREPLACE UNITS

will help you meet new building requirements

For plenty of circulating warmth—without smoke—some homes require one type of fireplace unit, other homes a different type—depending on construction.

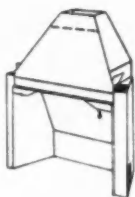
1. BENNETT *Fresh-Aire* FIREPLACE UNIT



Designed especially for tightly constructed, fully insulated, weather-stripped homes. Under these conditions a *Fresh-Aire Unit* gives benefits impossible with a recirculating type. Heats and circulates fresh air from outdoors.

2. BENNETT *Warm-Aire* FIREPLACE UNIT

This recirculating type is recommended particularly for camps, cottages, and southern homes without central heating. Cool air is drawn from the floor of the room through intake grilles into the heating chambers.



Both types permit unlimited freedom to design the mantel. And, both types are guaranteed to provide evenly distributed, circulating warmth—without a trace of smoke.



Flexscreen

For sheer beauty and full protection—every fireplace should have a *Flexscreen*—the safety fireplace curtain.

Send for Bennett Fireplace Catalog—or see Sweet's

BENNETT-IRELAND
246 MARKET STREET, NORWICH, N. Y.

The Heart of the Home of Tomorrow—

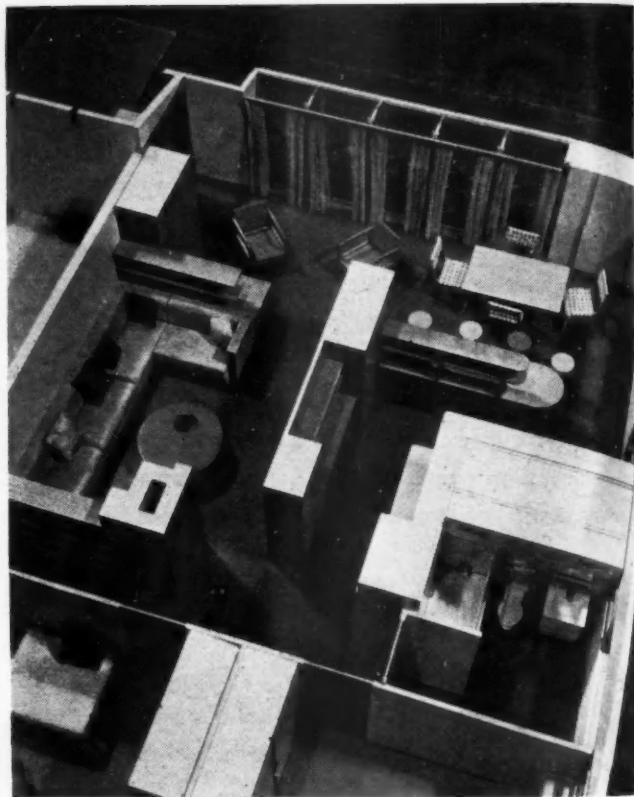
(Continued from page 101)

duced specifically on the Ingersoll commission and by forty or more additional adaptations of the unit to time-proven plans of some of the country's favorite small-home designs.

A statement by Ingersoll says the architects "find that the utility unit offers remarkable elasticity in home planning and, of even greater significance, permits cubage reduction, thus additionally lowering housing costs.

"The unit's flexibility is further increased by the variations permitted through interchangeability of bathroom facilities, by plan reversals for adaptation to houses built on either side of a street and by cabinet sections permitting an 'L' variation."

The manufacturer's statistical studies indicate that a reduction in the budget requirements for home ownership could



THE Ingersoll utility unit is shown at the right in this perspective of the Dow model house.

bring in a potential market of millions of renting families. Explaining why it developed the unit as a major post-war product, its statement continues: "The wants of American families and the ingenuity of manufacturers in supplying them have increased year by year without any previous serious attempt having been made to integrate the advancements. We have drifted into an expansion of domestic services over a number of years with a resultant increase in housing costs. Ingersoll Steel, as an automotive supplier familiar with the advances made from an engineering, design and manufacturing standpoint in perfecting the automobile and reducing its cost, now is applying parallel principles of industrial technology to household utilities, appliances and fixtures.

"The Ingersoll utility unit makes possible more home for less money. While reducing home ownership costs, it also increases home-ownership incentive because it offers the best American standard of comfort and conveniences."

Technical Description of Unit

The Ingersoll utility unit is made of rigidly welded steel framing; outside dimensions: 90 inches long, 77 inches high, 30 inches wide. The frame is especially designed to support securely the parts and appliances which it contains. These include: gas or oil-fueled furnace, gas or electrically-fueled

(Continued to page 172)



New Standard Units of ILCO STONE Now Available

You can obtain any quantity of economical prefabricated Standard Units of Indiana Limestone—The Nation's Building Stone—a quality product which now makes possible imperishable stone walls at a cost comparable to commonplace masonry material.

Installation is simplified—maintenance and up-keep virtually eliminated—no painting, ever.

ILCO Standard Stone Units are adaptable for any type of wall construction—solid stone—vener over brick—hollow tile or concrete—even as a veneer over frame with wood or insulation board sheathing. Result: a most effective wall pattern composed of only two Standard Units with a liberal variation in color-tone, texture and markings. Weight and size of units permits handling entirely by hand, using customary methods required for laying brick or similar masonry units.

ILCO Natural Stone is immune to the ravages of time—age lends an added charm.

Homes of ILCO Stone combine beauty with utility. They convey an undeniable sense of dignity and substantiality. ILCO Natural Stone homes dominate their surroundings and are unequalled for sales and rental appeal, thus assuring maximum return on investment.

Why not Indiana Limestone for that new home? It's the "Aristocrat of Building Materials."

See your Architect—your Building Supply Dealer—your Builder or communicate with Indiana Limestone Company, Inc., Bedford, Indiana.

Sales and Service Offices

BEDFORD, INDIANA

ST. LOUIS, MISSOURI

3837 West Pine Boulevard

CHICAGO, ILLINOIS

1316 Builders Building

SAN FRANCISCO, CALIFORNIA

130 Lunado Way

NEW YORK, N. Y.

40 E. 41st Street

TORONTO, ONT., CANADA

6 Garfield Avenue

WASHINGTON, D. C.

626 Colorado Bldg.



Get This New Booklet

Write today for your copy

Indiana Limestone Company Inc.

General Offices Bedford, Indiana



Invisible



The Grand Rapids Invisible Sash Balance checks with the strictest standards, and the saving and satisfaction realized on these installations has been fully endorsed in thousands of instances by scores of leading contractors.

It is actually invisible — no exposed tapes or cables or tubes. The entire sash balance moves with the sash.

No odd sizes — same balance for upper and lower, completely interchangeable. Ten sizes meet 95% of all residential requirements.

GRAND RAPIDS PULLEYS



No. 103 Face plate, cone bearing type

No. 175 Drive type saw tooth pulley

Easy
to Install
Simple
to Operate
Dependable
in Performance

Send for Sash Balance CATALOG

This catalog contains complete information on sash balance sizes, directions for installing, etc. — all fully illustrated.

Nos. 103, 175, 109 and 110 cover 95% of all pulley requirements.



GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS MICHIGAN



WHAT DOES THIS SYMBOL MEAN

to our readers and advertisers?

What it is

The Associated Business Papers is a national association of business publications devoted to increasing their usefulness to their subscribers and helping advertisers get a bigger return on their investment.

How the reader benefits

Through the constant exchange of editorial and publishing ideas with fellow ABP members, each individual editor and publisher is able to give his readers the benefit of the best experience in publishing.

One interesting result of this cooperative affiliation has been a program, sponsored by ABP publishers, wherein they work with advertisers to help them make their messages more informative and useful to business magazine readers. *American Builder*, as an active participant, has interviewed many of its readers to find out from Builders and Dealers themselves what some of their *problems* are that are also *opportunities* for manufacturers who know something that will help.

How the advertiser benefits

The more helpful a business publication is to its readers—the more avid and constant its readership; hence, the more assurance the advertiser has that his message, *if as helpful and informative as the editorial pages*, will be read, understood and acted upon. Advertising can be *more* interesting and useful to readers because it can talk more specifically of *user benefits* than is generally possible in editorial material.

A number of our advertisers have expressed interest in applying specifically to the building field some of the "Tell All"* principles brought out in ABP's crusade to help advertisers get a bigger return on their investment.

To dig up material that might reveal angles of interest to advertisers, we employed a Field Reporter to call on Builders and Dealers. He is specially trained by ABP in the art of "drawing out" readers. His field reports are being passed along to manufacturers with the thought that this first-hand, up-to-the-minute picture of reader problems and viewpoints might reveal opportunities for them to step up the interest and usefulness of their advertising. We believe that those manufacturers of building materials and equipment who do this will get a greater value for their money and, of course, it will make *American Builder* more interesting and valuable to the readers.

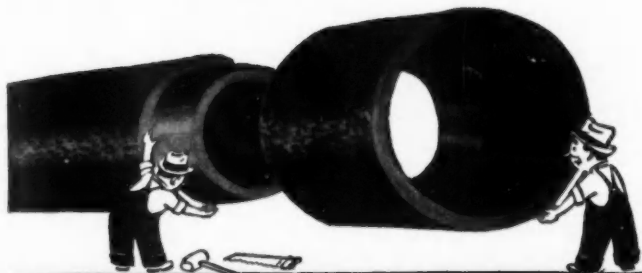
And what does American Builder Get out of it?

These benefits of ABP membership help us build a better business publication for our special group of "fan" readers, hence a better vehicle for the messages of manufacturers who have something of interest to say to those same readers. It's a matter of record that fruitful advertising usually means more advertising. And that means more income with which to improve our publishing business.

*Definition of "Tell All" Advertising: Each and every advertisement should be given a specific and sufficient objective and should tell all that the business minded business paper reader must know before the advertisement can attain that objective.



Chicago 3, Illinois: 105 West Adams St.; New York 7, N.Y.: 30 Church St.; Cleveland 13, Ohio: Terminal Tower; Ann Arbor, Mich.: 1080 State Road; Washington 4, D.C.: 832 National Press Building; Seattle 1, Wash.: 1038 Henry Building; San Francisco 4, Calif.: 300 Montgomery St.; Los Angeles 14, Calif.: 530 West 6th St.; Dallas, Texas: P. O. Box 1808.



ORANGEBURG

... the fast-selling modern pipe that speeds construction



ORANGEBURG PIPE being installed in a 75 home housing project in Indiana

For both new construction and replacement work, ORANGEBURG is the popular, profitable pipe. The long, light-weight pipe lengths are easily handled, quickly laid. Taperweld* couplings require no cement or joining compound. ORANGEBURG can be sawed to any length—can be connected to other types of pipe—is ideal for house-to-sewer or septic tank connections, conductor or irrigation lines, industrial waste drainage. PERFORATED type has easily-assembled snap couplings for septic tank filter beds, foundation footing drains, farmland drainage . . . Get complete information now! Mail the coupon today!

Other ORANGEBURG advantages:

- Prevents root growth, infiltration • Can be installed in wet trench •
- Non-rigid, non-metallic; withstands soil settlement • Advertised in leading home and farm magazines.

*Reg. U.S. Pat. Office

ORANGEBURG

REG. U. S. PAT. OFF.

The Root-Proof Pipe



THE FIBRE CONDUIT COMPANY (AB-2-46)
ORANGEBURG, N. Y.

Please send catalog on ORANGEBURG PIPE.

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



1816 to 1946
130 YEARS
OF QUALITY

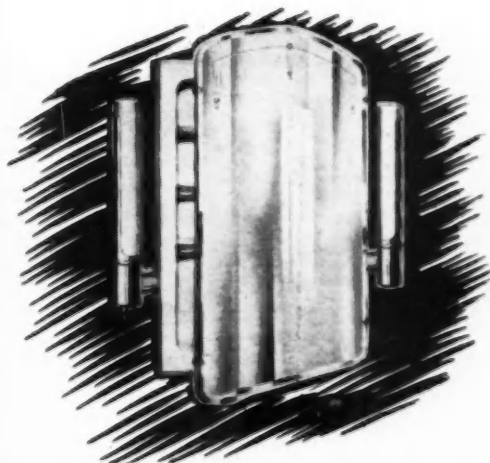
SINCE 1816, the name Lawson has stood for quality, reliability and the honest treatment of dealers and users alike. Now, as we enter our 130th year, we pledge a continuance of this same policy upon which our business was built.

And as the world's largest manufacturers of bathroom cabinets, we shall maintain our position of leadership by superior designs, sound construction and outstanding convenience features.

Watch for further announcements on the 1946 Lawson Line!

THE F. H. LAWSON CO.
Cincinnati 4, Ohio

World's Largest Builders
of Bathroom Cabinets



**Structural,
Reinforcing or
other Blding Steel
Shipped from Stock**

Write for Stock List—
your guide to over 10,000
different kinds, shapes
and sizes of steel for quick
shipment from ten plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City

RYERSON

(Continued from page 168)

water heater, flues to base of chimney, soil piping, copper hot and cold water pipes, copper oil and gas pipes, electrical conduit, controls, circuit breakers, and connections.

The especially designed steel furnace for oil or gas fuel has an output of approximately 80,000 BTU's. It is a self-contained unit securely bolted to the core frame with burners and controls attached to it, entirely independent of the frame. The oil furnace has a pot type burner which operates on high and low fire and is thermostatically controlled. A pump lifts the oil from the tank to the furnace and a special auxiliary blower supplies the combustion air to the burner. Both furnaces are equipped with an automatic heat circulating fan and thermostatic limit-switch to prevent overheating.

Furnaces Meet Accepted Standards

The warm air is forced through ducts (emanating from a plenum chamber on top of the furnace to the various rooms in the house) by a blower located in the base of the furnace. The cold air return enters the furnace at the blower, first passing through a replaceable filter. Both gas and oil burners are accessible and can be removed as a unit from the furnace for necessary service and cleaning. This is also true of the blowers and filter. The furnaces are approved for gas and oil operation by American Gas Association and U. S. Fire Underwriter's Laboratories, respectively.

An automatic hot water heater is furnished for either gas or electric operation with water capacities of 30 or 40 gallons, depending on which size equipment is needed. This unit is securely bolted to the base of the core frame adjacent to the furnace and is connected to the hot water, cold water, gas piping systems or electrical circuits at the factory, ready for immediate operation upon connection to house supplies. Arrangement can be made to supply an oil operated hot water heater where required.

Flues are designed to meet requirements of gas and oil operation of furnace and hot water heater, the oil furnaces having a barometric damper incorporated and the gas furnaces having a draft diverter. (Continued to page 174)

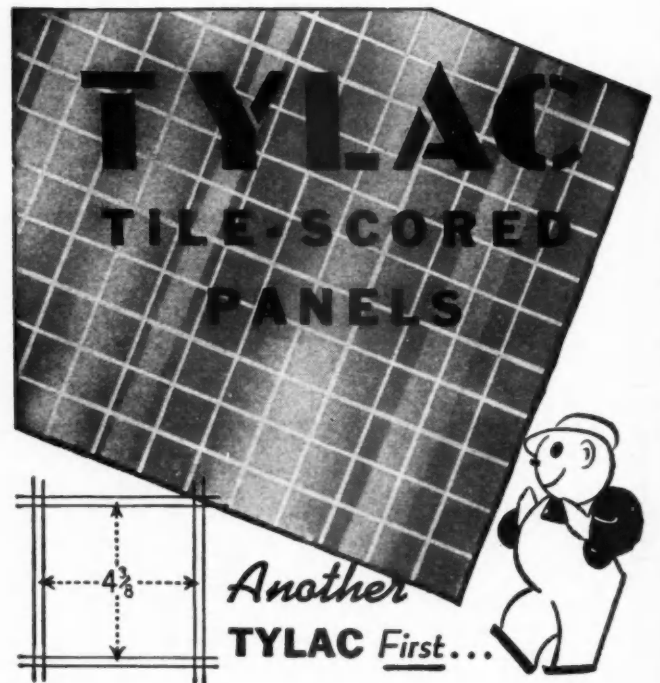
TYLAC Firsts Mean More Sales!

TYLAC originated and maintains the accurately scored tile pattern measuring $4\frac{3}{8}$ " from center-to-center of each scoreline . . . The exact $4\frac{1}{4}$ " square size of ceramic tile—with a $\frac{1}{8}$ " mortar joint.

TYLAC originated and maintains tile scored panels with two scored and two plain edges . . . No waste in fitting . . . A scored edge may be butted against a plain edge, with joint concealed by TYLAC Calk and Touch-Up, eliminating wall point mouldings and providing an exclusive over-all beauty and distinction. TYLAC originated special machinery for triple-checked accuracy of its tile-scored pattern . . . So exacting that any portion of any one panel may be installed vertically or horizontally adjacent to any portion of any other panel.

TYLAC may be identified by the accurately scored $4\frac{3}{8}$ " tile pattern (including mortar joint) — visible evidence of the thorough exactness that is characteristic of all TYLAC products. Millions of home owners will demand the economical permanent beauty of MIRACLE WALLS by TYLAC for building and remodelling.

Because of the continued unprecedented demand for TYLAC products immediate shipments cannot be made. Be wise—place your orders now and be high on our early delivery list.



TYLAC COMPANY MONTICELLO, ILLINOIS



COTTON INSULATION

HAS been installed in thousands of homes, commercial buildings and other installations requiring safe, permanent protection from heat and cold—North, East, South, West.

IT WAS selected for Army, Navy and Marine buildings throughout the United States, Alaska and abroad because of its superb efficiency and extremely simple installation.

IT IS one of the lightest insulation materials ever made — weighs just 9/10 ounce per board foot: Average attic job requires about 1000 square feet, weighing only 180 pounds. Will not burn—will not freeze—is mildew proof—does not attract vermin. It stays fluffed and efficient with permanent resiliency: neither age nor vibration will pack it down.

CONTRACTORS—BUILDERS—DEALERS

Be sure to visit the Cotton Insulation Exhibit at the NAHB Convention at Chicago. Gilman Brothers (members of the Cotton Insulation Association) is one of the sponsors of this exhibit. Our representatives will give you the facts about this tremendous innovation in insulation. If you can't be there, write us (or use the coupon below) for information on CELLULITE. You can use it most profitably on new homes, remodeling jobs and a wide range of other installations requiring efficient, economical insulation.

GILMAN BROTHERS, GILMAN, CONN.

- Send me full information on Cellulite.
Also name of nearest distributor.

HERE'S WHAT



MEANS TO YOUR CLIENT

Specify "at least 2% of the contract price for hardware"—and suggest early selection.

HERE'S WHY:

- It guarantees proper attention to hardware in the contract as a permanent construction item of the home.
- It impresses the home owner with the importance of hardware—that it should not be considered as a left-over after other details are decided.
- It allows a fair and reasonable expenditure which will assure adequate hardware throughout the entire home —"three butts to a door."
- It provides quality hardware for the home owner that will give him lifetime utility and durability.
- It affords the home owner the early opportunity of choosing a style of matched hardware to harmonize with the architectural beauty of his home.
- It satisfies him in all respects with a detail that might otherwise be a later source of trouble and complaint.
- Above all, it confirms his confidence in you and your reputation.

The McKinney catalog offers a wide choice of authentic period styles in forged iron hardware for easy selection. Check your 27B File. If you do not have a McKinney Catalog No. 8, write for a copy.



Write for a copy of the helpful McKinney booklet—"Details and Data on Hinges."



CREO-DIPT RED CEDAR ZEPHYR SHINGLES



for New Homes
or Rebeautifying
Present Homes

● CREO-DIPT, America's number one manufacturer of stained shingles and stains, continues to create a greater public appreciation of the beauty, durability, insulating value and true economy of CREO-DIPT stained red cedar shingles and shingle stains . . . creating an unprecedented demand for "CREO-DIPT'S OUTSIDE LOOK."

CREO-DIPT invites you to get your share of this profitable business; welcomes your inquiry.

CREO-DIPT *Shingles and Stains*

NORTH TONAWANDA N. Y.



(Continued from page 172)

A specially designed, factory-fitted soil piping system has been perfected whereby all joints within the core frame may be caulked and leaded, making possible a simple connection to conventional sewer line at time of installation of core. This system of assembly was devised to pass the most rigid plumbing code requirements.

Copper piping inside core frame is installed and permanent sweat joints are made and tested at the factory. Wherever possible, bends are used to eliminate fittings as a security factor. The water system has been arranged to allow complete drainage of all lines when required. Shutoff valves



ANOTHER view of the Dow house showing the enclosed porch and paved terrace.

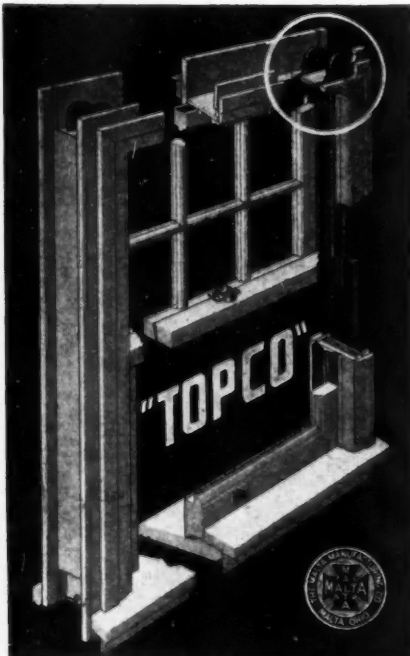
have been supplied to permit uninterrupted use of water service to kitchen, bath and laundry fixtures should service adjustments on the water heating piping be required. Where there is a combined gas-fueled operation of furnace, stove and water heater, separate valves have been supplied to per-

Malta WINDOW FRAMES

Patented Features

OFFER BUILDER AND CUSTOMER

MANY ADVANTAGES



Overhead Pulleys permit cutting length of frame down to pockets, and all types of weather stripping.

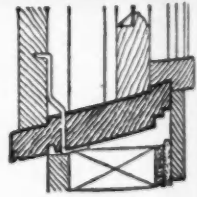
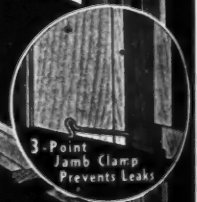
Three-way Jamb Clamp prevents jamb pulling away from sill end, prevents leakage, reinforces frame.

Mull Center Clamp provides water-tight sills.

Malta's outstanding features in window frame construction make possible quick, easy installation, and assure customers trouble-free operation. The frames are made of Western White Pine and all important joints are rot-proofed.

WRITE FOR CATALOG

THE MALTA MFG. CO., MALTA, OHIO



MULL CENTER CLAMP

Many durability

Get more building contracts by offering this *modern* **FLOOR**

Here's something new to offer prospective buyers . . . a floor that combines resistance to wear, colorful beauty, underfoot comfort and rock-bottom economy. Millions of feet of Thos. Moulding Moultile have been installed in large buildings. Now you can specify this *practical* flooring for all your projects . . . no matter how small the job.

Moultile can be used in new construction or for remodeling. Wood or cement subfloors in any condition can be made into suitable foundations for Moultile. This *modern* floor is suitable for homes, offices, stores, restaurants, taverns, etc. For basement play rooms, Moultile provides the ideal floor because it is not affected by the moisture and alkali always present in cement resting on the ground.

There are Thos. Moulding Floor Contractors in most localities who will give you sound engineering advice and render experienced, responsible floor service. Write for name of nearest Contractor to: THOS. MOULDING FLOOR MFG. CO., 165 W. Wacker Drive, Chicago 1, Ill.

THOS. MOULDING

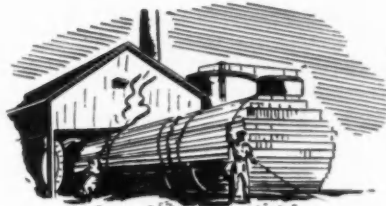
Moultile

**Flexible-Reinforced
MASTER ASPHALT TILE**

Many retail stores, now building or remodeling, will welcome the beauty, durability, comfort . . . and economy of Moultile floors.



**PRESSURE
IS
PROTECTIVE TREATMENT**



For most effective wood preservation, the chemicals must be forced *deep* into the wood. American Lumber & Treating Company obtain this deep penetration by the vacuum-pressure method in closed steel cylinders. Dipping, brushing on, or other makeshift methods can't begin to give comparable results. So, when you buy treated lumber, remember to say "pressure-treated" . . . it's best!

Whatever your needs —

AMERICAN LUMBER GIVES YOU ALL 3

1. Wolmanized Lumber* — protects against decay and termite attack.
2. Minalith — fire-retardant.
3. Creosoted lumber.



1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS



CEILING INSTALLED FOR MAXIMUM EFFICIENCY
BLO-FAN "Spot" Ventilators take advantage of the fact that smoke and odors naturally rise to the ceiling. Installed directly over the source, Blo-Fans capture foul air instantly.

COMBINATION FAN AND BLOWER
 More than a fan—more than a blower—Blo-Fan is an exclusive combination of both! It has volume plus power. Installed in kitchens, gamerooms, bathrooms, Blo-Fans automatically insure new home freshness for years to come. That's why home owners insist upon Blo-Fans!

Distributed by
G. E. SUPPLY CORP.
 and Selected Wholesalers
 in all Principal Cities

PRYNE & CO., INC.
 LOS ANGELES 54, CALIFORNIA

mit uninterrupted gas supply to each appliance in use when it may be necessary to make a service adjustment on any individual one.

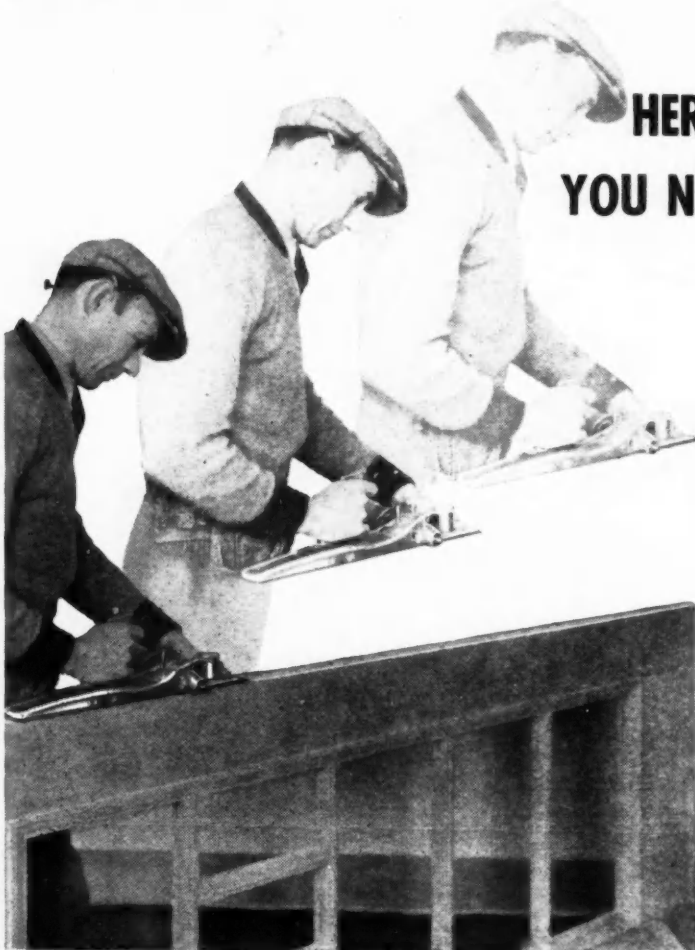
The electrical system consists of a series of rigid metal conduits, fittings and junction boxes, all fed into a distribution box which contains a series of circuit breakers—thus eliminating obsolete and troublesome removable fuses. Its design meets the most rigid electrical codes throughout the nation. All connections are installed for quick access and for the highest possible safety factor. All motor controls are easily disconnected and can be readily reached for quick, easy service or adjustment. The system has been divided into three separate circuits. Each circuit carries less than 60 per cent of its capacity. This provides ample wiring for future additions or changes in appliances or electrical current needs. Special extra circuits are provided to carry the load of an electric range and an electric hot water heater besides the usual supply lines.

Components of Ingersoll Unit

Kitchen and laundry cabinets, both lower and upper, are steel, finished in white enamel. The work counters in both the kitchen and laundry sections are porcelain enamel in a light gray or white. The back wall area between the upper and lower cabinets is steel, finished in white or light gray porcelain enamel. At the floor is a recess four inches high supplying toe space and permitting easy cleaning.

Cabinet doors are closed with friction catches and opened by recessed finger grips so that no external knobs are employed. Cabinet doors have rounded tops and bottoms and exterior corners, this for appearance, strength and ease of cleaning. Doors are sound-deadened and provided with rubber bumpers. The top of the cabinets in the kitchen and laundry area is seven feet high. Area above this to ceiling height must be filled by the builder. Grills are provided through the filler strips for heat into kitchen and laundry area and for gas stove venting.

The kitchen area is 9 feet 6 inches long, divided into food storage section including refrigerator, food preparation sec-



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 YOU NEED TO FINISH THE JOB ON TIME

One man with this time-saving Stanley-Carter J4A Power Plane can do the work of 3 to 5 men working with hand planes . . . release 2 to 4 men you need elsewhere. Its patented spiral cutter shears off the wood smoothly, uniformly without waves regardless of the grain and regardless of angle of cut. Planes any edge up to 2 5/16" either straight or bevel with machine accuracy. Its 18,000 r.p.m. trims up doors, sash and transoms as fast as they can be marked and fitted. Simple attachment furnished with plane regrinds its own cutter in just a few minutes. Write now for information. Stanley Electric Tools, Stanley-Carter Sales Dept., 133 Elm St., New Britain, Conn.

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Thousands of dealers have been quick to feature this new, unique home maintenance product. Profit, now, by displaying and selling Tel-O-Post in your store. Rush your initial order, today.

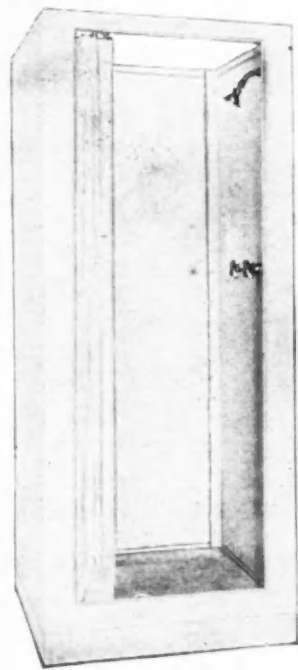
TEL-O-POST COMPANY
140 ASH ST. AKRON 8, OHIO

Home builders use Fiat prefabricated cabinets for leakproof showers

It is a well-known fact that the average built-up shower resting on wood frame supporting members in typical frame construction will almost invariably develop cracks and leaks that cause the owner endless trouble and expense and that reflect unfavorably on the builder.

Fiat Shower Cabinets entirely eliminate the possibility of leakage developing in the shower. All Fiat cabinets are self-contained units that remain watertight regardless of shrinkage or movement of the building structure. A builder can feature this point in selling homes.

Ease and speed in erection is another feature of Fiat Showers that is very attractive to builders.



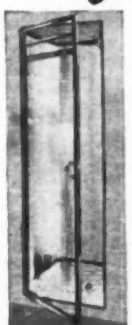
— Now Available — NEW FIAT CADET

A moderate priced shower, re-designed along modern lines, suitable for installations in homes, apartments, and institutions. In every detail a quality shower, incorporating features developed by Fiat exclusively through over a quarter of a century in the shower cabinet business. The Cadet can also be furnished fitted with a Zephyr glass shower door!

Specifications —

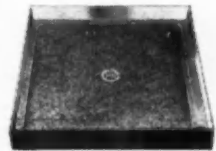
- SIZES** 32 x 32 x 80
32 x 36 x 80
- WALLS** — BONDORIZED, GALVANIZED STEEL. Finished inside and out with white baked-on synthetic enamel.
- RECEPTOR** — Semi-flat standard type precast Stonetex; slipproof, leakproof, non-absorbent. Brass drain for 2" waste connection cast integral with receptor.
- VALVES**—Individual compression valves with arm and shower head.
- ACCESSORIES**—Curtain and soap dish.

Zephyr **Glass Shower Doors and Terrazzo Receptors**

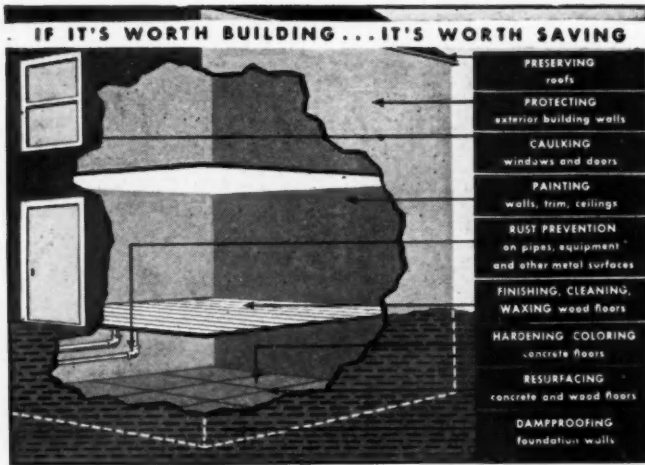


The Fiat Zephyr is a high quality door designed for service in the finest installations, yet moderately priced due to our volume production. Made in one standard size for exact opening 24 inches wide by 72 inches high. One piece heavy aluminum alloy frame.

Fiat precast receptor for tile and plaster walls eliminates the need for lead or copper pans and double drainage drains. Leakproof, slipproof, non-absorbent. Standard sizes, 32" x 32"—36" x 36"—40" x 36"—36" x 40". Corner entrance 36" x 36"—40" x 40".



FIAT METAL MANUFACTURING CO.
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21-45 Borden Ave., Long Island City 1, N. Y.
32 S. San Gabriel Blvd., Pasadena 8, Calif.



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All the typical products described in the "Building-Saver" Chart come from the same source — a company with a 40-year reputation for manufacturing the finest products for building construction and building maintenance.

Ask your supplier about any of these or other Sonneborn "Building Savers", or write to Dept. B2.

SONNEBORN "BUILDING SAVERS"	
This Product	For This Purpose
LAPIDOLITH LIQUID	Wearproofing and dustproofing new or old concrete and terrazzo floors, other concrete surfaces.
LIGNOPHOL	Preserving and finishing wood floors, trim, doors, paneling — in one application.
GEMCOAT FILLER AND DUSTPROOFER	Protecting and decorating cement, wood floors. Colors and Transparent.
TRIMIX LIQUID	Improving quality and workability of concrete and mortar.
STORMTIGHT	Protecting and preserving, patching and repairing roofs of all types.
S.R.P.	Protecting iron, steel and other metal surfaces, inside and out, against rust and corrosion.
SONOLASTIC ALUMINUM PAINT (Ready-Mixed)	Protecting and brightening interior and exterior surfaces — metal, wood, masonry, wallboard, etc.
SONNEBORN'S CAULKING COMPOUND	Caulking, pointing up, sealing, glazing, etc. Knife and gun grades.
FERROLITH "G"	Grouting machinery bases, structural columns, anchor bolts, grids, etc.
SONOMEND	Patching and resurfacing concrete or wood floors.
FLOORLIFE CLEANER	Cleaning and waxing wood floors and linoleum in one application.
HYDROCID Colorless	Protecting exterior masonry walls against disintegration due to excessive water absorption.

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Protective Coatings • Roof
Coatings • Concrete and
Mortar Admixtures
Caulking Compounds

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SONS, INC.**

88 Lexington Ave.
New York 16, N. Y.

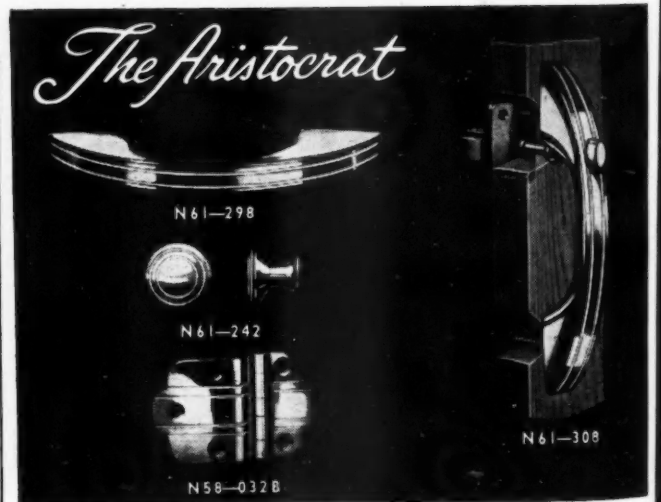
tion including work counters and sink and cooking section including range. Work counters are 36 inches above the floor. Work space from counter to upper cabinets is 18 inches. The kitchen counter is 24 inches deep to back wall.

Lighting is provided in extraordinary volume. In addition to conventional lighting in the kitchen, the cabinet design provides for tubular fluorescent lighting concealed under the upper cabinets so that the housewife will be protected from direct glare and shadow. Ample and convenient electrical outlets are provided for lighting and all other electrical equipment.

Details of Kitchen Equipment

A 7-cubic-foot electrical refrigerator, 29 3/4 inches wide, is provided. A filler strip connects the contour of the refrigerator with the cabinet above it. Storage cabinet space is provided over the refrigerator. It is 35 1/4 inches long by 13 inches deep by 19-7/16 inches high, and is set forward 4 inches in front of the line of the adjoining cabinets. This allows space to ventilate the refrigerator. The cabinet is divided conveniently for storage of small trays, baking pans, pot lids and other items up to 18 inches in height.

The sink section is 5 feet long, 24 inches deep and 36 inches high, extending from the refrigerator to the range. The sink may be either single or double. Sink fittings include a swing spout, hot and cold water valves, and location for a spray supplied as an accessory for some models. Space has been provided for an optional dishwasher between the sink and the refrigerator. This compartment is 22 1/2 inches wide with two side-hinged doors and two adjustable shelves. Shelves are set back to permit installation of vegetable racks to hang on the inside of the doors. Three lower cabinet sections are provided in the sink area between the refrigerator and the stove. Two of these cabinets are equipped with double side-hinged doors, the third being equipped with drawers. Provision is made in these cabinets for vegetable racks, access to plumbing connections, garbage pails, towel dispensers and racks for cleaning equipment. The drawer cabinet provides for cutlery drawer, bread and cake storage.

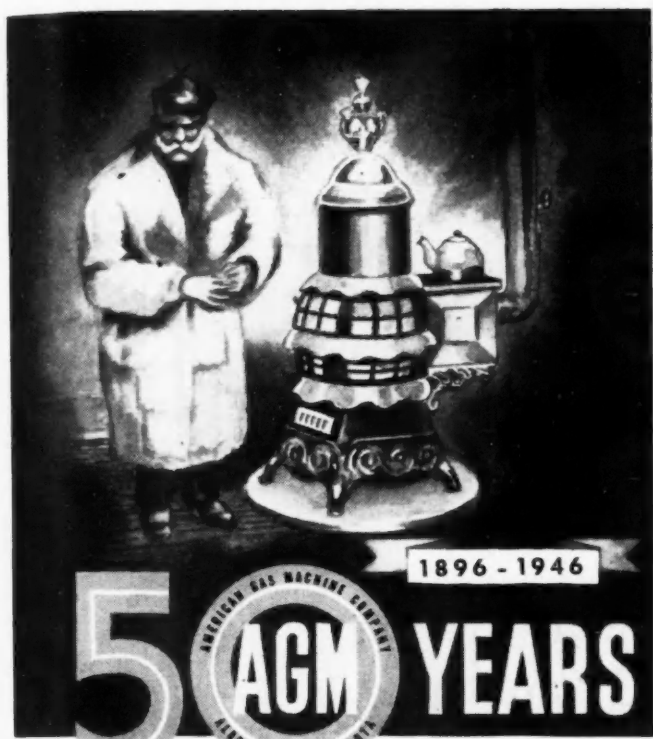


MODERN CABINET HARDWARE *Styled to Sell*

National Lock offers to the building trade four New CABINET HARDWARE designs (one of which is shown above). Here is styling that is ahead of the times. Designs that sell on sight—profit-packed in all price ranges. Four different modern display boards with hardware designs of your choice — only fast selling items included. Write for new colorful descriptive folder.



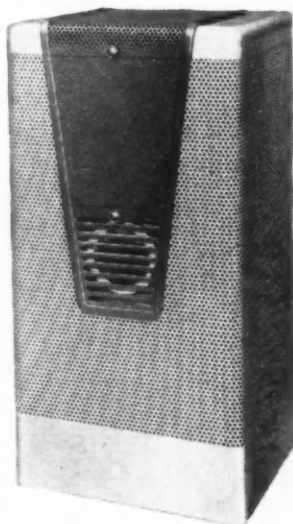
NATIONAL LOCK COMPANY
BUILDERS HARDWARE DIVISION ROCKFORD, ILLINOIS



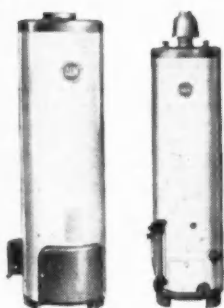
50 AMERICAN GAS MACHINE COMPANY **YEARS**
ALBERT LEA, MINNESOTA

In 1896 (when AGM started in business) the magnificent stove illustrated above was the pride of America's parlors. It belonged to an age of furbelows and dark woodwork.

The 1946 AGM Sun Flame oil space heater (right) belongs to the light walls and woodwork of today's homes. 50 years of manufacturing know-how are in its quality and performance. You can sell AGM with pride and profit.



AGM oil and gas automatic storage water heaters combine beauty and dependability to a high degree. These are heaters that will build loyalty to your store.



AGM Kampkold, AGM gasoline lanterns, AGM Kampkook are small appliances you can be proud to sell



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Only Self-Storing
RUSCO
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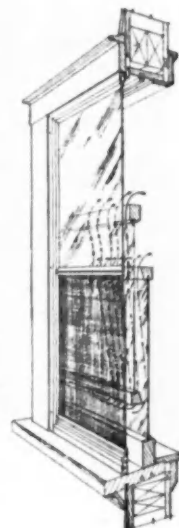
Amazing new all-metal Rusco combination windows are as permanent as the roof! In one compact, weatherstripped unit, Rusco combines self-storing storm sash and permanent, rustproof screen. Once installed, they're on for good . . . nothing to change, nothing to store, nothing to repair.

In summer, lower storm panel slides up to self-storing position . . . in winter, it lowers to provide complete window insulation. In stormy weather, simple sash adjustment gives indirect, no-draft rainproof ventilation.

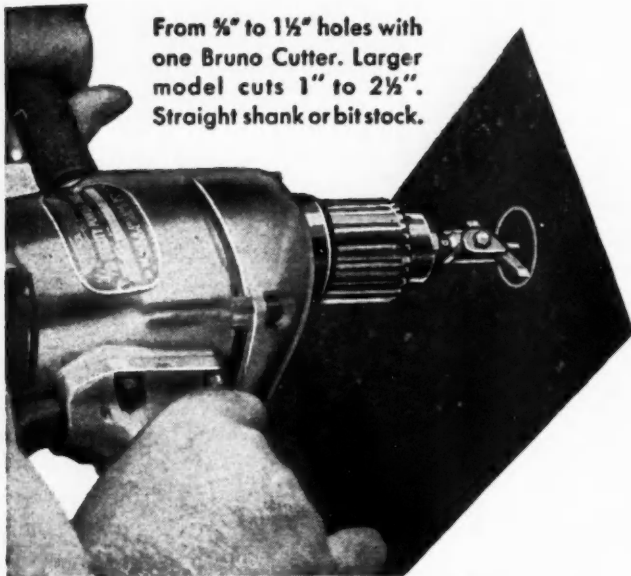
Rusco controls steaming, frosting, eliminates cold zones inside, cuts fuel bills up to 35%. Patented Rusco All-Metal closure frame provides weather-tight fit, incorporates patented sill drainage. Rusco windows can be installed on any existing window without alterations.

Investigate Rusco now. Fast becoming America's most popular all-weather windows because only Rusco completely eliminates changing, storing, repairing! The F. C. Russell Company, 1836-AB Euclid Avenue, Cleveland 15, Ohio.

Rusco Windows provide year 'round rain-proof, draft-free ventilation. Operate entirely from inside the house. Inserts remove for quick, easy cleaning.



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Self Storing
COMBINATION WINDOWS



From 3/8" to 1 1/2" holes with one Bruno Cutter. Larger model cuts 1" to 2 1/2". Straight shank or bitstock.

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3/8" to 1 1/2"

Works well in Portable Drill, Hand Brace or Drill Press.

New uses every day for Bruno Cutters. High speed steel blade easily resharpened. Rugged construction. Designed by tool engineers. Ask your jobber, or write Bruno Tools, Beverly Hills, Calif., Dept. AB-2



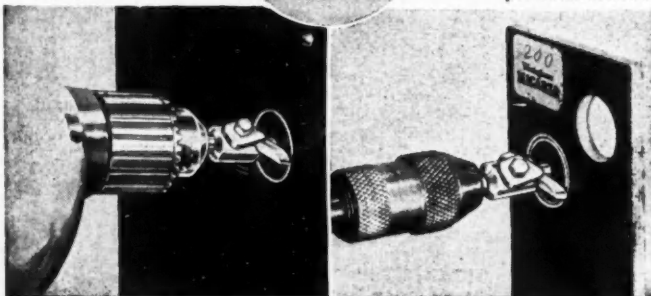
No. 101-B
1" to 2 1/2"

Model No.	Shank Size	Cutter Expansion Capacity	User's Price
100	3/8" straight shank	3/8"-1 1/2"	\$3.00
100-B	Square Bit Stock	3/8"-1 1/2"	\$3.00
101	3/8" straight shank	1"-2 1/2"	\$5.00
101-B	Square Bit Stock	1"-2 1/2"	\$5.00



Ideal for electric drills and light drill presses.

Cuts deep holes in wood or compressed material.



including cutting board and additional small pot storage.

The range, either gas or electric, is located at the corner of the kitchen area adjacent to the sink and laundry area. Range is 4-burner top with broiler at the bottom and oven above broiler. The range is covered by a sliding lid which forms a work table 24 x 20 inches. A sliding utensil rack is provided in the 4-inch space between the range and laundry area.

Three upper wall cabinets, 22 1/2 x 13 x 30 inches, in the kitchen area provide more than 16 cubic feet of storage space. Shelving is adjusted so that the larger space is at top of cabinets for less frequently used items.

Laundry Section Details

The laundry area, at the end of the central core, adjoins the kitchen but is separated by an external right angle permitting a separate working area. The counter height is the same as the kitchen, 36 inches, and working space from counter to upper cabinets is 18 inches. Depth of counter space to back wall has been increased to 28 inches to accommodate an automatic washer. To provide full access to laundry trays, both top and front have been designed to fold completely out of the way. Above the laundry unit are two storage cabinets 13 inches deep. A multi-use cabinet is provided at end of laundry unit 37 inches wide, 28 inches deep and 7 feet high. This cabinet is arranged shelfwise for storage of cleaning supplies, brooms, mops, sweepers, and other household equipment.

The bathroom is provided with a 5-foot recessed tub, leg-supported lavatory 20 x 24 inches, and flush-valve wall-hung closet. The medicine cabinet has recessed concealed fluorescent lighting with ample outlets, glass shelving and mirror area. High grade standard fixtures are supplied including shower head, towel racks, recessed soap dish, recessed paper holder and flush shower-curtain track for ceiling. Over the tub a flush shower or tub light is provided, as well as a vent grill.



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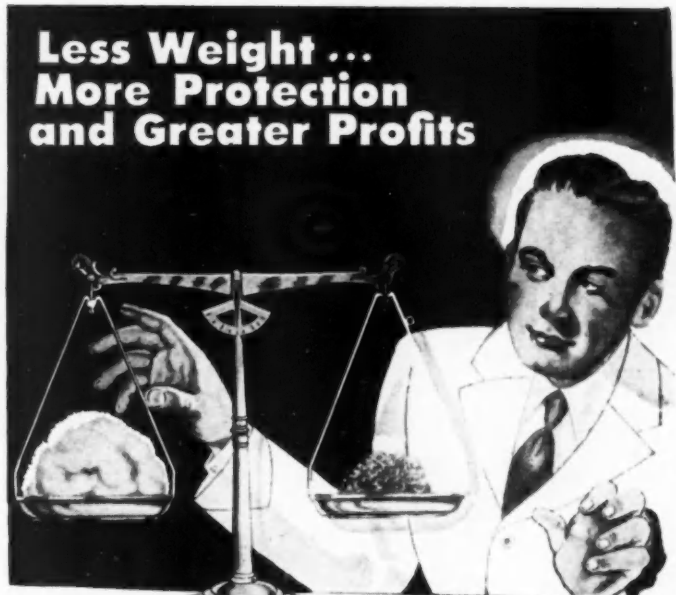
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INSL-COTTON INSULATION DIVISION
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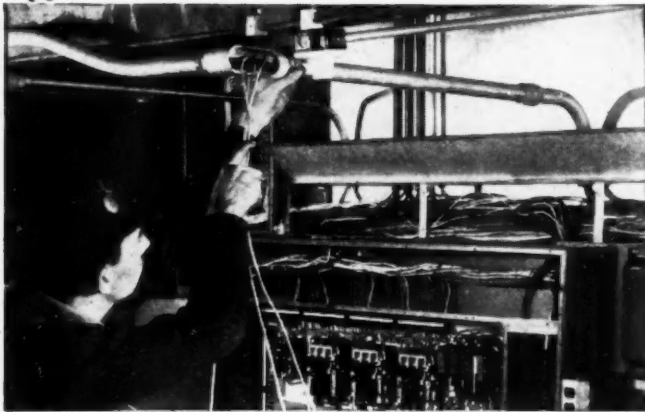
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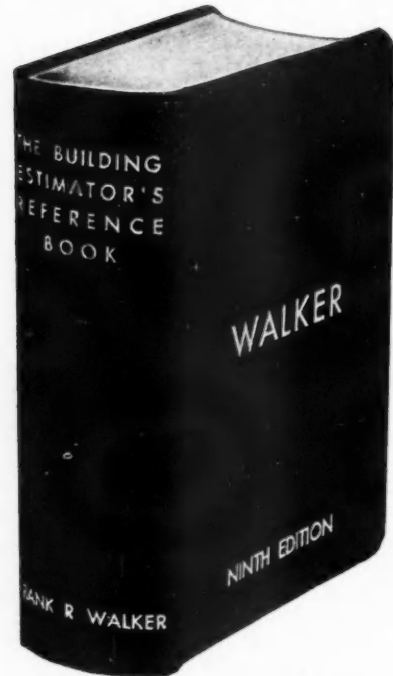
WAREHOUSES* AND SALES OFFICES: *Detroit, Mich.; *Newark, N.J.; Philadelphia, Pa.; Cleveland, Ohio; *Chicago, Ill.; *St. Louis, Mo.; *Kansas City, Mo.; *Atlanta, Ga.; Dallas, Texas; San Francisco, Calif.; *Los Angeles, Calif.; Seattle, Wash.; Washington, D.C.

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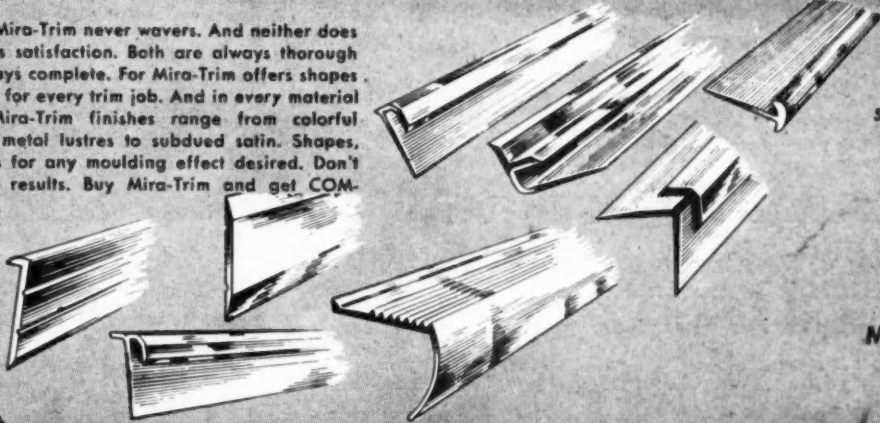
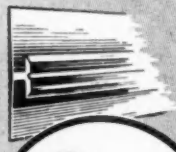
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COMETS *cut quicker*

Editors Broadcast Views to President

ADDRESSING open letters to President Truman calling attention to reconversion problems and offering suggestions for their solution, members of the National Conference of Business Paper Editors spoke over the Columbia Broadcasting System, Jan. 11.

Speakers were Edward G. Gavin, editor of *American Builder*, who discussed governmental policies and labor problems retarding home building; Frank G. Steinebach, editor of *The Foundry*, who told of the price squeeze and labor shortages retarding the foundry industry; Paul Wooten,



SPEAKERS (left to right) were Edward G. Gavin, Frank G. Steinebach, Paul Wooten, Stuart Heinritz and Godfrey Lebharr.

president of the National Conference of Business Paper Editors; Stuart Heinritz, editor of *Purchasing*, who talked on price controls; and Godfrey Lebharr, editor of *Chain Store Age*, discussing distribution.

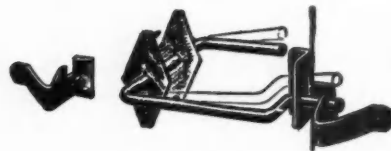
Each editor covered the field of his industry and all were united in one thought—capital, labor, and government must work together for postwar prosperity.



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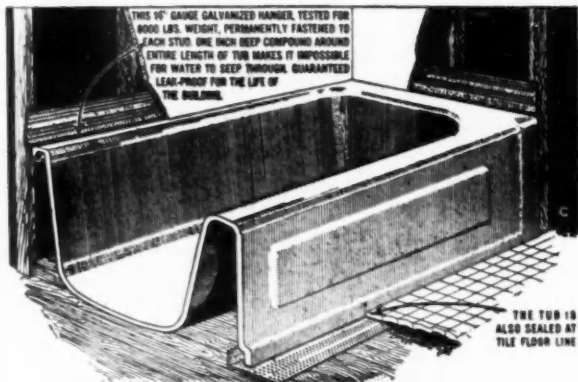


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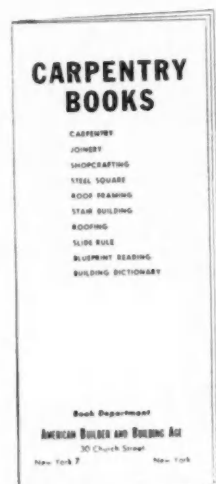
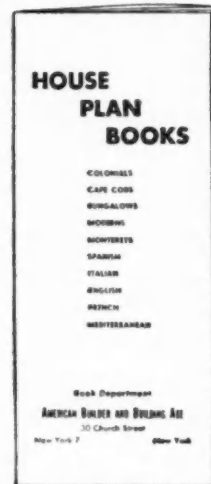
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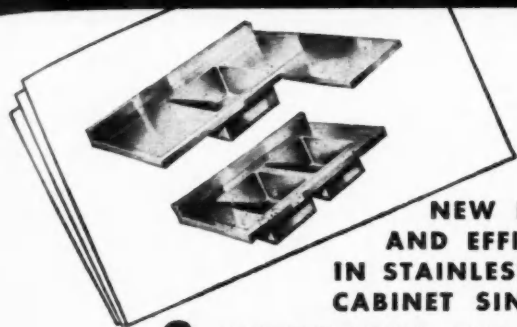
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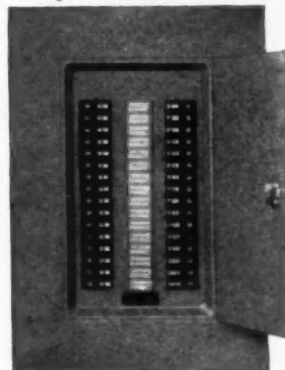
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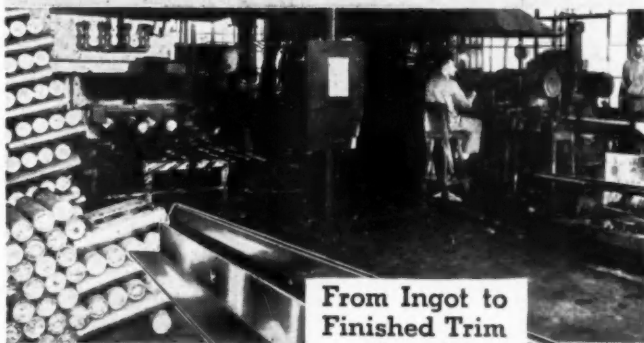


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