

# AMERICAN

NOVEMBER 1946  
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WORLD'S GREATEST  
BUILDING PAPER

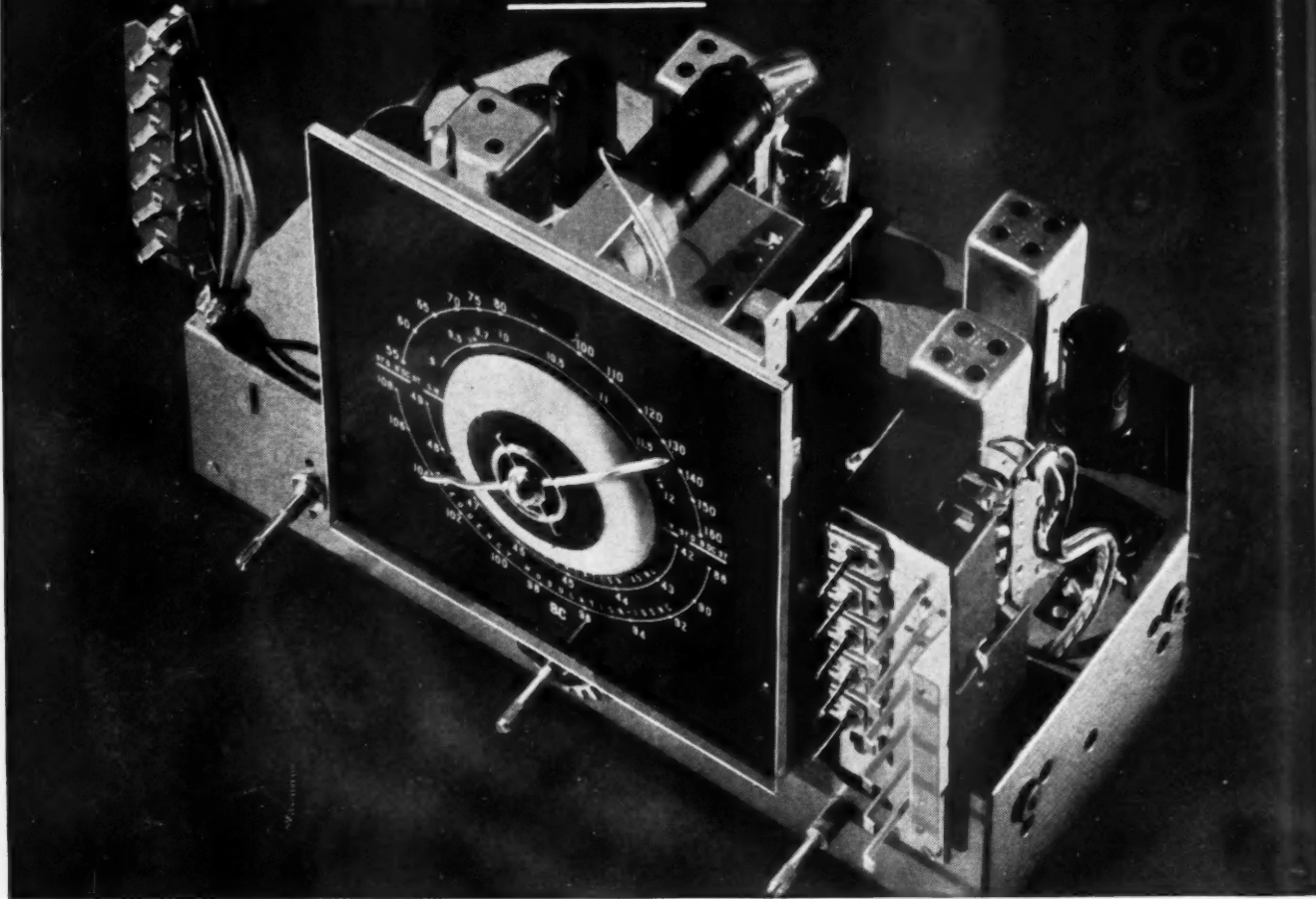
# BUILDER

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



Commercial Buildings  
and Homes for Tomorrow

# It's what's *Inside* that Counts!



WITH A RADIO, the cabinet counts as furniture. But it's what's *inside* the cabinet that makes the difference in tone, in power, in clarity and trouble-free performance.

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THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

Published monthly by Simmons-Boardman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price, United States, Possessions and Canada: 1 year, \$2.00; 3 years, \$3.00. Foreign countries: 1 year, \$10.00; 3 years, \$20.00. Single copies 35 cents. Entered as second-class matter Oct. 11, 1930, at the Post Office at Chicago, Ill., under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Ill.

# WINDOWS OF CHARACTER

*... achieved with standard Fenestra units*

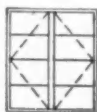
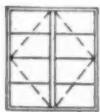
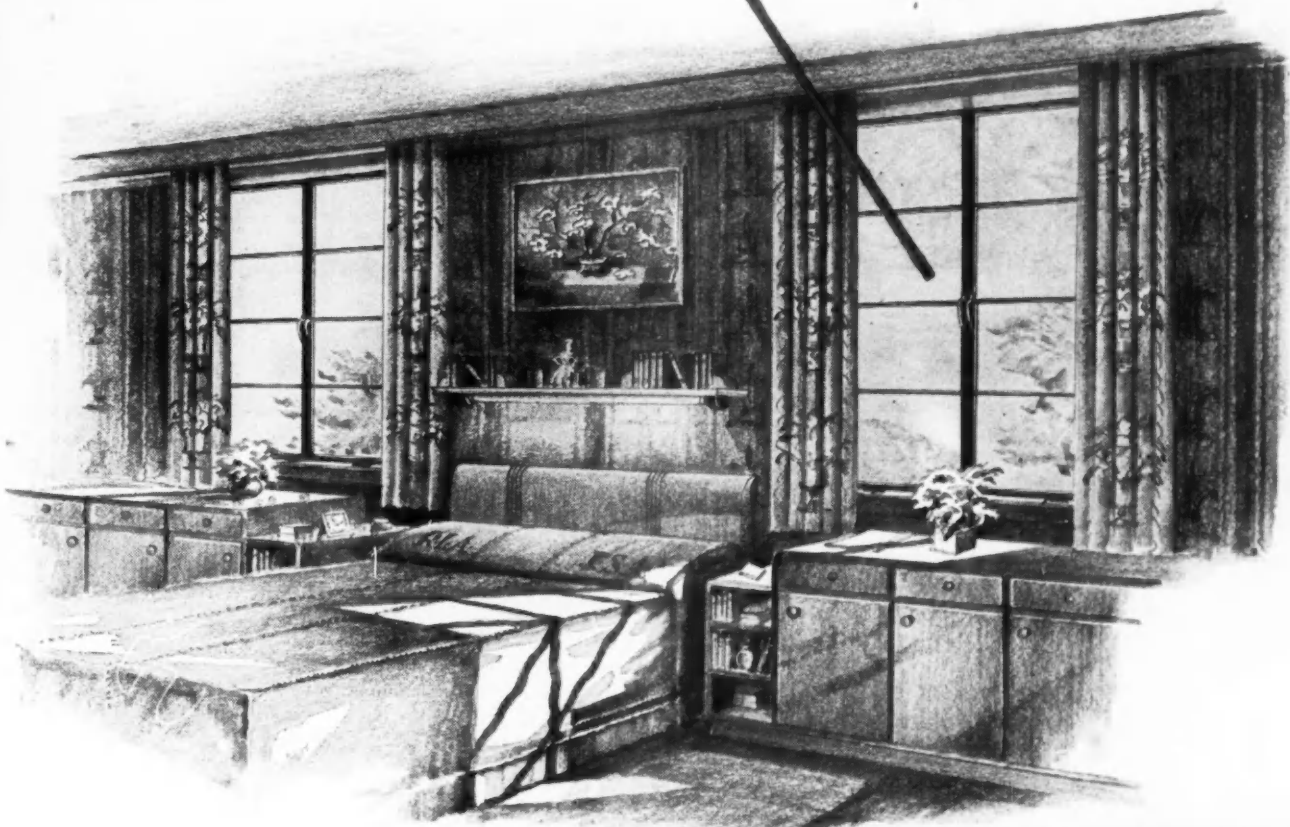
The economies of standardization need not be obtained at the expense of beauty or distinction.

Observe how these bedroom windows bear out that statement—how their trim, narrow lines add to the beauty of this modern room. Equally attractive, up-to-date, standardized windows are available for every room in the house—smaller units for kitchen and bathroom, larger units (including picture windows) for living, dining and bedrooms—exactly the right window for each location. All are in sizes to meet the accepted, uniform, window-opening dimensions, assuring lower-cost installation.

Fenestra Casements have extra appeal for owners.

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Here's a truly modern window in line with the demand for more up-to-date homes. Get the facts on Fenestra's economical, standardized line. Write to Detroit Steel Products Company, Department AB-11, 2260 East Grand Boulevard, Detroit 11, Michigan.



FENESTRA STANDARD TYPE  
illustrated above

*Fenestra* 

RESIDENCE STEEL CASEMENTS

MODERN, Expressed in Terms of

# Windowalls



**T**HE designer with a flair for modern line finds in Andersen Windowalls the perfect answer to fenestration needs. In their simplicity of structure, in their rigid adherence to the functional, Windowalls provide the contemporary designer with exactly what he demands.

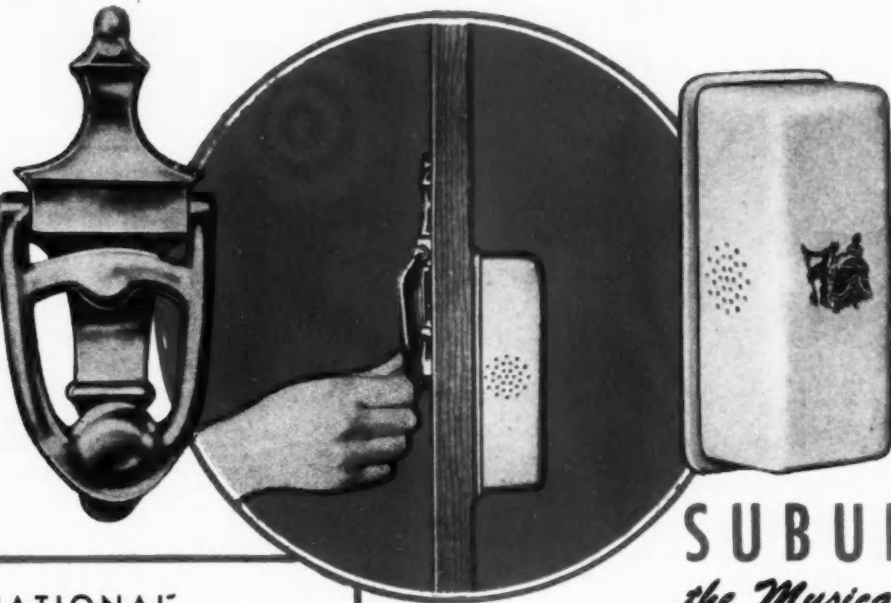
Andersen Windowalls perform both the functions of a win-

dow, in that they open up a view and provide ventilation, and of a wall, in that they act as a barrier against inclement weather.

This bedroom installation, in a home designed by Joseph Douglas Weiss, architect, consists of a pair of Andersen Horizontal Gliding Windows, Unit Number 48040. For complete details on Andersen Complete Wood Window Units, see Sweet's Catalog.

*Andersen Corporation* • BAYPORT • MINNESOTA

To the visitor it's a charming colonial brass door knocker... but instead of knocking, it chimes.



This chime box mounts right on inside of door.

### SUBURBAN *the Musical Knocker*

# A New Idea in Door Chimes

What a reception the new AuthOtone mechanically operated door chimes are getting! With no transformers, wires, or other accessories required, the new patented chimes combine simplicity, beauty, and quality into an item that means profits.

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Send for complete information in Bulletin 110.



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*Looking Forward...  
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It cannot be done now of course. Neither materials nor labor are plentiful!

But hundreds of thousands of homes have one or more rooms with cracked plaster . . . embarrassing and dangerous. The time is coming when they *must* be repaired.

Upson Panels provide a tested answer. Upson Panels of lasting CRACKPROOF beauty have been successfully used to re-cover ugly cracked plaster in thousands of homes.

It is easy and quick to apply Upson Panels of lasting beauty over the old plaster. The entire job is finished in a day or two. No waiting for plaster to dry. No muss—no fuss—no penetrating dust to seep all through the house.

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**BEFORE** Quickly transformed. Notice in the larger picture how Upson Panels give new beauty to the ugly cracked plaster shown above.



**PACEMAKER IN CRACKPROOF PANELS**

# AMERICAN BUILDER

F O U N D E D — 1 8 7 9

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**VOL. 68**

**1946**

**NO. 11**

## C O N T E N T S

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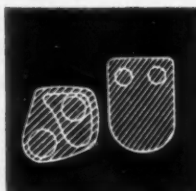
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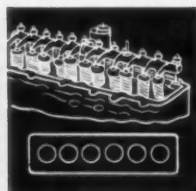
# DOES MORE

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EVERY CHEVROLET TRUCK OFFERS THE ADVANTAGES OF  
OUTSTANDING ECONOMY AND EFFICIENCY—THANKS  
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**Less Head Area**—Less of heat means loss of power—and the Chevrolet design reduces heat-loss and saves power.



**Controlled Expansion**—The simplicity of the engine block permits each cylinder barrel to be completely water-jacketed.



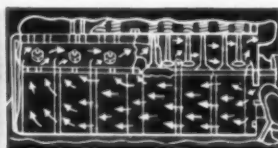
**Overhead Valve Ports**—Both the inlet and the exhaust valves are advantageously located, above the spark plug and the piston.



**Faster Intake**—Fuel mixture flows directly from the intake manifold into the cylinder, unimpeded by crooked fuel passages.



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**Special Valve Lubricating**—Lubricating oil flows to the valve mechanism by way of a copper tube that passes through the cooling water in the cylinder block. After a cold start, the oil supply warms up quickly, then, as the engine heats up, the water keeps the oil from reaching excessively high temperatures.



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Hypoid-Gear Rear Axles . . .  
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Rear Axle (on most models)  
. . . De Luxe All-Steel Cabs  
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Now, even better than before, Chevrolet trucks can uphold their established reputation as the "thrifty-carriers for the nation"—because now the economy of their famous valve-in-head six-cylinder engine, their low first-cost and their low cost of upkeep is made available to many additional users. For Chevrolet's newly expanded line of 99 models on 9 wheelbases covers a wider range of payload capacity, with the addition of new chassis models of higher gross-vehicle ratings (up to 16,000 pounds). Truly, there is a Chevrolet truck for every trade or industry—either with a standard body, or with special equipment for specialized uses.

Every Chevrolet commercial vehicle—from the speedy panel delivery to the massive heavy-duty models—is built in accordance with Chevrolet's principle of balanced engineering, each with frame, springs, axles and drive units fitted to the rated capacity of the truck. For the 12 series (each of a specific wheelbase and weight rating), Chevrolet utilizes 12 different frames, 6 front and 9 rear axles, 6 front and 8 rear springs, 9 wheel sizes, 17 tire sizes, 4 engines, 5 radiators, 5 brake sizes, 2 clutches, 3 transmissions, 3 steering gears. It's just as if each truck were made to order to meet the user's needs—built of matched units engineered to work together as a balanced team.

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

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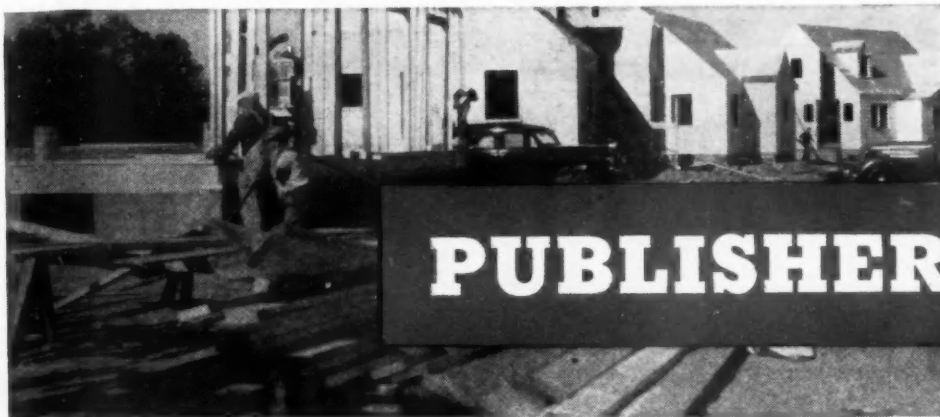
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## PUBLISHER'S PAGE

### How Government Caused Housing "Emergency"

WHEN the outcry for revolutionary government action to relieve the housing "emergency" was at its height, the writer had the temerity to raise questions on this page last April as to whether there really was any such "emergency," and, if so, when and how it had developed.

Six months later the government's Census Bureau has issued a report giving the following facts: Between April, 1940, and November, 1945, population increased 6.3 per cent and number of occupied dwellings 8 per cent. Average size of occupied dwellings increased from 4.78 to 4.85 rooms. Average number of occupants per dwelling *declined* from 3.29 to 3.06, resulting in an *increase* in average number of rooms *per occupant* from 1.45 to 1.58, or 9 per cent. Number of dwellings occupied by only 1 person increased 30 per cent; number occupied by only 2 persons increased 22 per cent. Number of dwellings occupied by 6 persons declined 13.4 per cent; number occupied by 7 persons declined 24.1 per cent; number occupied by 8 or more persons declined 33.1 per cent.

These statistics, supplemented by other well-known facts, answer the questions raised by the writer last April. The incomes, even after taxes, of most people have largely increased since 1940. Total cost of living has increased 44 per cent; but because of ceilings imposed and continued by government, housing rentals have increased only 3½ per cent. Hence, the people have used part of their increased incomes to pay for the occupancy of more housing space per person. And the increase of 9 per cent in housing space occupied per person has been equiv-

alent, in its effect, to a reduction of at least 3-1/3 million in the number of dwelling units available.

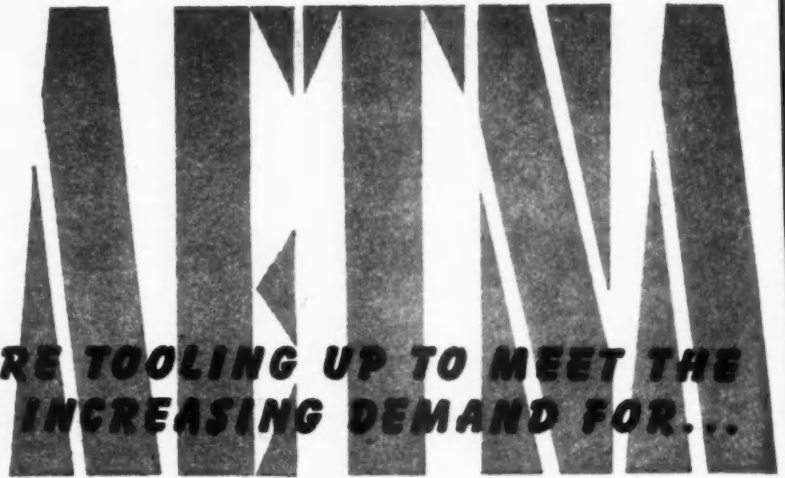
Thus, the combination of (1) increased incomes and (2) ceilings on rentals has caused what in 1940 was merely a shortage of *good* housing to become in 1946 an acute shortage of *total* housing. If (1) incomes had not increased or (2) rentals had been allowed to increase, there would not have been the increase of 9 per cent in space occupied per person, and there would now be housing available for many who cannot get it.

All of which plainly demonstrates—as has been demonstrated ad infinitum—that every effort to repeal the economic law of supply and demand fails, and in failing does more harm than good. Government created a *demand* for more housing space per person from those already housed by freezing rentals when incomes were increasing. It simultaneously curtailed the supply of housing by restricting building. And by thus unbalancing demand and supply by freezing rentals it has frozen many thousands out of any decent place to live.

The only possible solution of the resulting problem is a substantial increase of rentals, which would (1) *tend* to reduce housing space occupied per person and (2) *assure* the huge increase in building needed. Housing units built increased from 247,000 in 1920 to an average of 773,000 in the five years ending with 1925. But government was not then trying by socialistic policies to repeal the law of supply and demand.

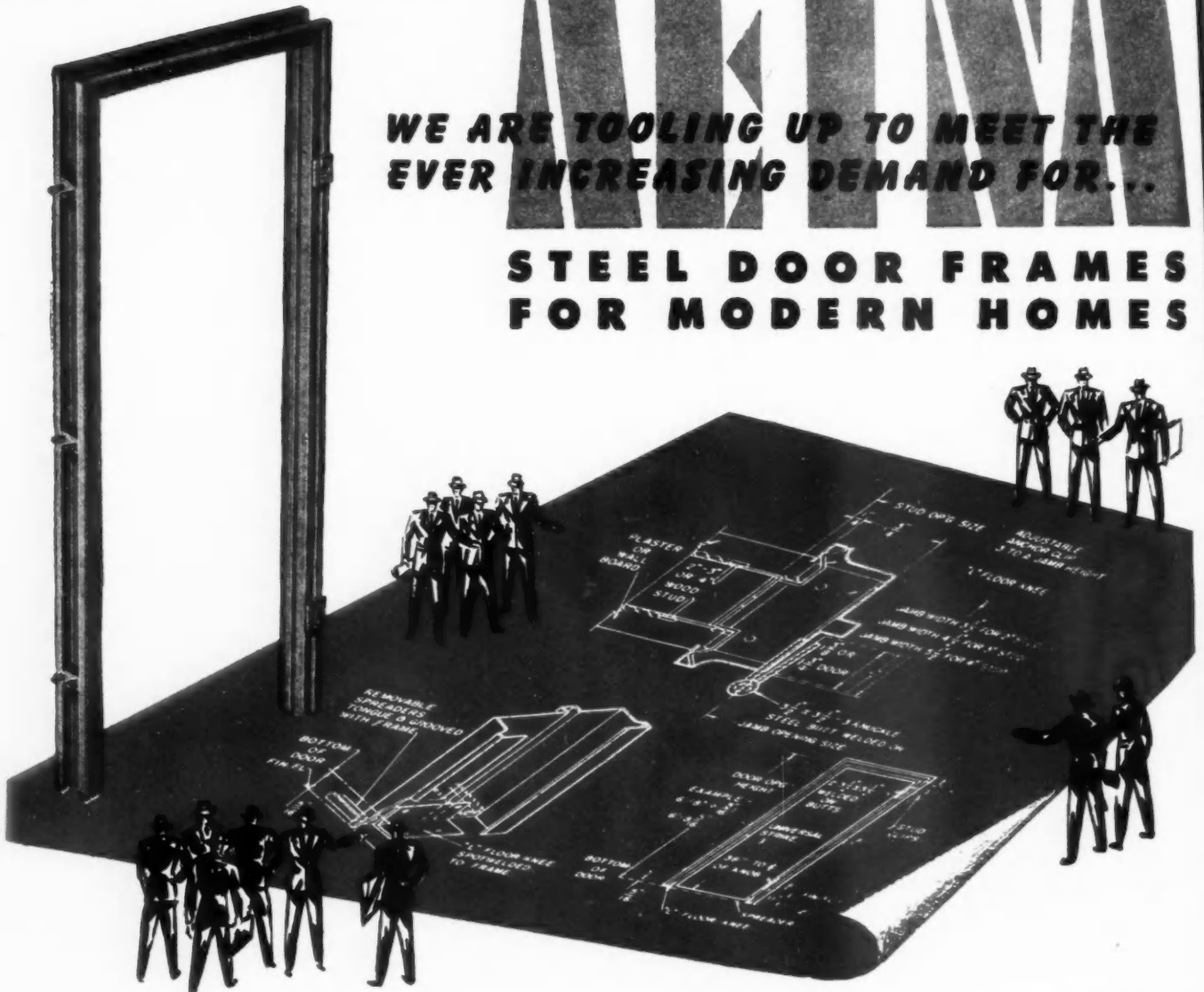
*Samuel O. Drinn,*

# GOOD NEWS FOR 1947!



**WE ARE TOOLING UP TO MEET THE EVER INCREASING DEMAND FOR...**

## STEEL DOOR FRAMES FOR MODERN HOMES



### THESE ADVANTAGES ACCOUNT FOR THE GREAT DEMAND

- **STRENGTH**—Welded to form a complete integral unit of jamb, head, and two sides trim; resulting in great strength.
- **RIGIDITY**—Being one complete integral unit, they will not warp or crack, and mitres will not open. Aetna Frames will not absorb moisture and swell, thus the size of the frame will not change.
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- **PERMANENCY**—Will not chip or damage, eliminating costs and inconvenience of repairs.

- **FINISH**—Prime coated at the factory, saving one coat of paint.
- **HARDWARE**—Hinges are welded to frames at the factory, saving the cost of a pair of hinges and application. They are spaced to fit virtually all prefabricated doors. Bronze strike plate is furnished to fit most standardized bit key and tubular locks and latches.
- **LOW COST**—Cost less than wood jambs and trim installed.

Aetna Steel Door Frames, like many modern improvements in the construction field, will serve as a stimulant toward building activity. Aetna Frames are easy to erect requiring less handling at the building site, offer you mass production economy and simplify your supply problems.



SEND FOR NEW AETNA STEEL DOOR FRAME FOLDER.

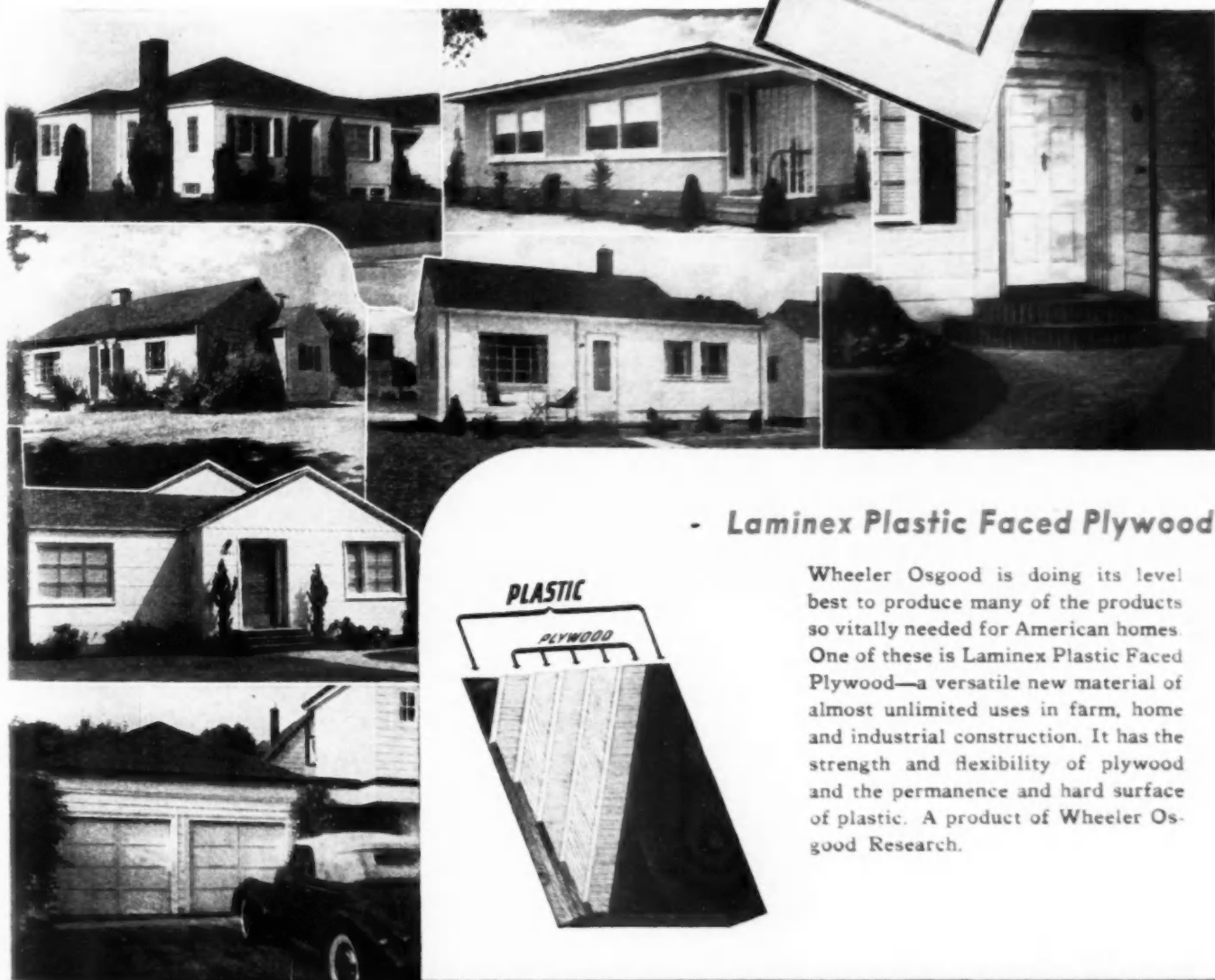
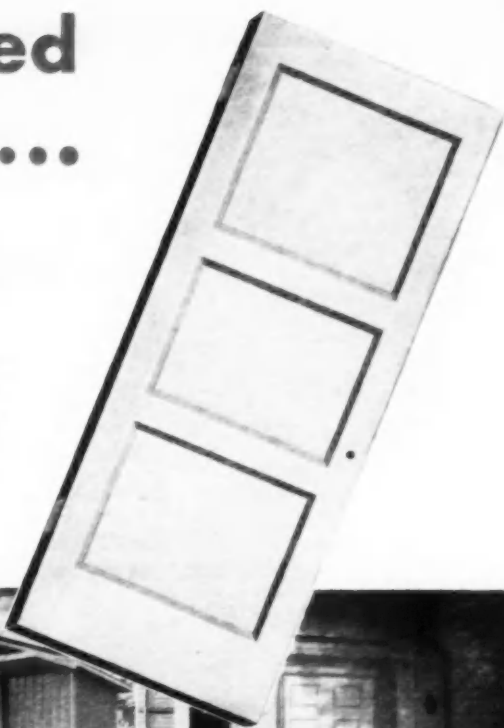


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# America's Homes Need Precision Built Doors...

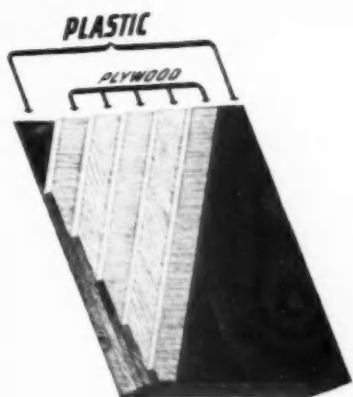
Wheeler Osgood engineering research has developed, for the urgent housing needs of the nation, the precision built Tru-Sized Door.

The amazing, new Tru-Sized Door comes to the job sized and squared perfectly true, resin prime coated and machined for standard lock and hinges—ready for *immediate* installation! A "natural" for speedy, efficient construction—America's precision built door.



## - Laminex Plastic Faced Plywood

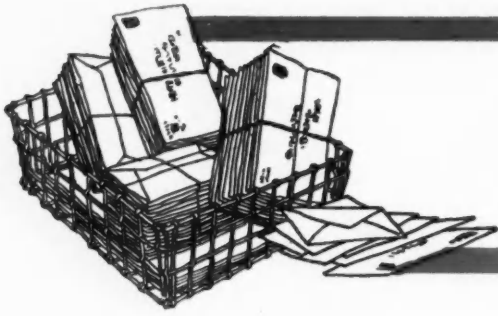
Wheeler Osgood is doing its level best to produce many of the products so vitally needed for American homes. One of these is Laminex Plastic Faced Plywood—a versatile new material of almost unlimited uses in farm, home and industrial construction. It has the strength and flexibility of plywood and the permanence and hard surface of plastic. A product of Wheeler Osgood Research.



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## Our Readers Say:

### Referred to NHPOF

*To the Editor:* Re your "Fight Propaganda with Facts." I am suggesting that we will not get very far in our fight against the Wagner-Ellender-Taft bill by talking free private enterprise.

While I understand perfectly what is taking place, the average voter is very complacent and uninformed. Even such papers as the Newark Evening News are trying to promote this bill. If we could interest people in tax reduction through many small taxpayers' leagues, we might get results through stopping the spending of over 8 billions of tax money in the stupid planning. I would be willing to put money and effort into any workable plan you might start. Everybody pays taxes.—JAMES F. WOOD, West Point Pleasant, N. J.

### Home building costs

(A letter to Raymond M. Foley, Commissioner, NHA, from F. Vaux Wilson, Jr., President, Precision-Built Homes Corp.)

The problem that is holding up our operations is not whether we can build as cheaply as conventional methods because we have always been able to do that; it is a question of the way our costs are coming out today. In north Jersey, we have a group of houses to be constructed and have been allowed a ceiling of \$7200 with a \$1000 lot, making the allowance for the cost of the house \$6200. In 1939 we built seventy-eight of these same houses and sold them for \$2750 in the same area, and it would seem that your office had well considered the problem in granting \$6200. However, I have just been over the costs with our Precision-Builder and his figures, plus a 10 per cent contractor's profit, bring the cost of building the house up to \$7330, and after eleven years experience I see no way to reduce this figure.

Carpenter rates are \$2.10 an hour, and common labor \$1.35. Practically no unskilled labor is permitted in the form of apprentices or helpers, which means that wherever a nail has to be driven or a saw used, it is all at the \$2.10 rate. The type of people we are getting for this work, and who are supposedly carpenters, are the poorest we have ever seen and they are only accomplishing 60 per cent as much work as we were able to get out of them before the war.

On the particular house in question we used to do all the trimming out for \$170. Now from actual experience in

the field in the past few months, it is costing us \$415. The labor alone, without the labor for plumbing, heating, electrical work, sheet metal and painting, is running \$2100. Sub-contractors' prices are beyond belief. Plumbing and heating in this house used to be \$700; today, for the same job, sub-contractors are asking \$1350 to \$2200. Electrical work used to be \$85, today it is \$200; and all other sub-contractor items are up in proportion.

It is perfectly true that your office is correct in obtaining local material costs, but there is no way for them to obtain labor costs based on what workmen are actually producing today unless they go out and build a lot of houses. This is why we can't start construction—because we can't start without a ceiling price, and we certainly are not going to start at a ceiling price that is \$1130 less than our costs, plus the ordinary 10 per cent. In addition, we have a license fee of 1½ per cent for the engineering and detailing and the use of our system, which I feel is perfectly reasonable and which we are entitled to. The realtors and department stores who sell our houses get a 5 per cent commission, which they are certainly entitled to as selling costs are involved. Neither of these latter two items, as far as we can determine, are even taken into consideration in setting the ceiling price.

In Jacksonville, Fla., we have just had a case where we were allowed \$5235 for a small house, and the bare construction costs were \$5600. At Norfolk, Va., we got some houses started before the regulations went into effect, and we want to build some more, but the ceiling price is nearly \$1,000 below what our necessary costs are. We are trying to get a job started at Richmond, Va., and the ceilings which we have been allowed are \$1000 less than we can do the job for.

The costs in the case of the north Jersey project with the land and the selling costs and our license fee make it necessary for us to get \$8700 for the house. My own personal feeling is that the house is not worth \$8700 to any buyer when one goes back to 1939 and finds the same job selling for \$3250 with the land.

The most important factor as far as the solution to the problem is concerned, as I see it, is to lift regulations requiring construction only for veterans and permit the industry to build houses for civilians. The sub-contractor cost for the utilities is not nearly as great a per-

centage of a more expensive house as of a small house, and if we could build for the civilians who can afford to pay for larger houses they would be getting a better real estate value for their money at today's prices than the veteran is getting in the small house field.

For your information, there are a few other items which are boosting the prices, too. For example, in our No. 230 house, millwork used to cost \$185, today it is \$600. Lumber, of course, is running from \$75 to \$125 as against the \$18 to \$36 we used to pay. Flooring, which used to run from \$56 to \$90, is now running from \$200 to \$400.

Some of these items may be substituted as time goes on and other materials become available, but at the present moment I see no solution to the problem except to take off the ceilings, let the civilian who can afford to purchase do so, so that at least some veterans can be moved into houses which are vacated until we reach a buyer's strike and things settle back to a normal life.—F. VAUX WILSON, Jr., Trenton, N.J.

### Approves editorial

*To the Editor:* Thank you for your telegram of July 30th giving us permission to reproduce and distribute copies of your editorial.

You are to be complimented for having the courage to publish this straight from the shoulder editorial, as well as some of the others which have preceded it.

In our opinion far too few of our business men are making themselves heard with the result that our economic system is tottering on the verge of socialism.—WM. R. LACEY, Beacon Country Estates, Inc., New York, N.Y.

### Socialism in Australia

*To the Editor:* After reading the *American Builder* and summing up the position as outlined therein concerning government control, I want to state that we builders in Australia are facing the same problems.

It would appear that the main purpose of government these days is to find a well paid job at the taxpayers' expense for an army of officials who obtained their jobs during the war period and are determined to keep on the government payroll.

It is to be hoped that by a combined effort the taxpaying people of both our countries can alter this position.—E. W. ROSE, Victoria, Australia.

# TRUSCON METAL LATH

*inspires  
masterful  
interiors...*



Union Terminal, Cincinnati, Ohio



Truscon Metal Lath and Plaster is sound-resistant as well as fire-resistant. Building codes in all principal cities specify Metal Lath for schools, hospitals, theatres and buildings in congested areas, for its fire-resistive qualities.

Truscon Metal Lath inspires beautiful arches, coves, plaster fireplaces, curved walls and stairways.

Truscon Metal Lath inspires striking designs and distinctive interiors.

This strong, flexible plaster base permits the easy construction of curves, angles and unusual designs, over large or small areas.

Truscon Metal Lath meets all requirements of modern construction. It assures stronger, better, longer-lasting walls and ceilings. It grips the plaster, locking it firmly around the steel strands, even though subjected to violent shocks and vibration.

Write for descriptive bulletin showing complete line of Truscon Metal Lath and Accessories.

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

## TRUSCON STEEL COMPANY

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YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

## WHY PROMINENT BUILDERS USE YOUNGSTOWN KITCHENS

# "Positively lowers costs"

GEO. R. GILLESPIE CO., Nashville, Tenn.



J. B. GILLESPIE, President of the Geo. R. Gillespie Co., Inc., one of Nashville's largest realtors.

The Gillespie Organization has installed hundreds of Youngstown Kitchens in large developments such as this, as well as in individual homes.



"WE BELIEVE Youngstown Kitchens have contributed substantially to the sale of our homes," writes Mr. Gillespie, "and we are positive that they have lowered labor and construction costs, because they are so easily installed."

"Our experience with Youngstown Kitchens in properties we build and manage proves that your equipment requires practically no upkeep, and makes a very favorable impression on tenants and buyers."

Hundreds of large-scale builders who have used

Youngstown enameled steel kitchens share Mr. Gillespie's enthusiasm. Write for the booklet, "The Builder's Kitchen," that shows how you can use Youngstown Kitchens to advantage, and tells what other builders have done with this attractive and modern equipment.

**MULLINS MANUFACTURING CORPORATION**  
Warren, Ohio

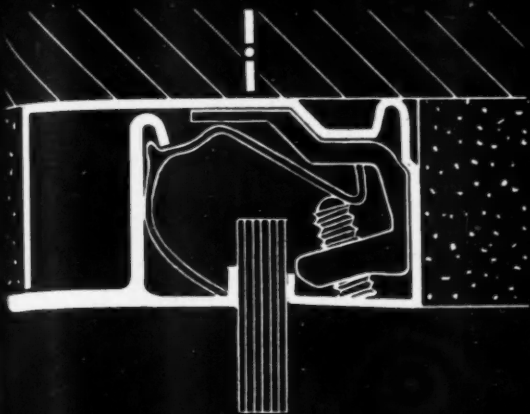
Porcelain Enameled Products • Large Pressed Metal Parts  
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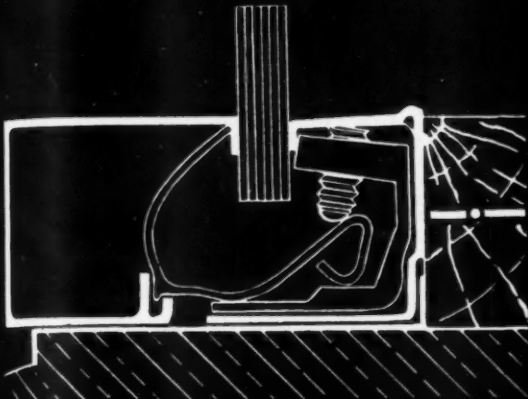
## Youngstown Kitchens

BY MULLINS

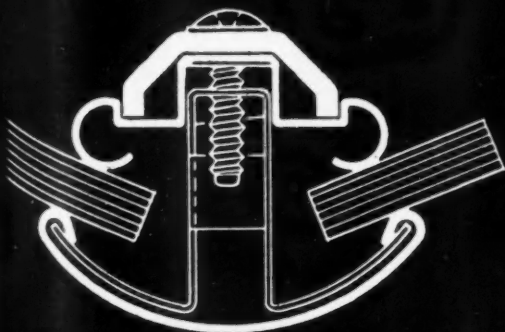




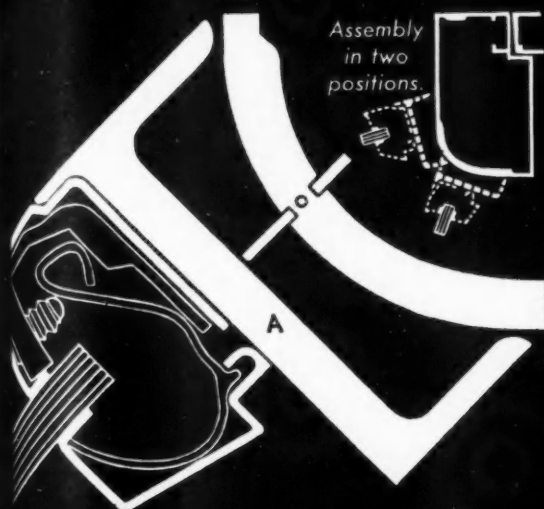
Flush glazing is achieved in this assembly which eliminates projecting metals and makes glass "disappear" into walls and ceilings.



To insure strain-free settings, glazing mouldings have stainless steel spring lugs which maintain a resilient grip along the entire length of glass.



K-47 corner bars are self-adjusting and will receive glass at any angle within a range of 70 degrees without altering the bars.



Assembly in two positions.

This K-47 door post receives glass at any angle between 90 and 180 degrees, because the connecting member (A) can be fastened to the post's rounded corner at any point.

# new

## Features in Construction



Modern store front design has made new structural demands on glazing mouldings, metal trim, and entrances . . . and the K-47 Line has been engineered to meet these demands.

At the left are a few of the many new K-47 features in construction. Because of these improvements you can now erect store fronts which use floor-to-ceiling lights of glass, full-vision doors, flush-glazing and all the other elements of modern design.

And a number of K-47 assemblies, such as the corner bar and door post at the left, have been simplified for cleaner appearance and easier installation. Mail the coupon below for construction details.

# Kawneer

STORE-FRONTS

THE KAWNEER COMPANY, 724 No. Front St., Niles, Mich.

Check portfolio desired. Both will be sent if checked.

Details of the new K-47 Line.  Details of the Standard Line.

Name \_\_\_\_\_ Firm \_\_\_\_\_

Address \_\_\_\_\_ City and State \_\_\_\_\_

# How little more fo

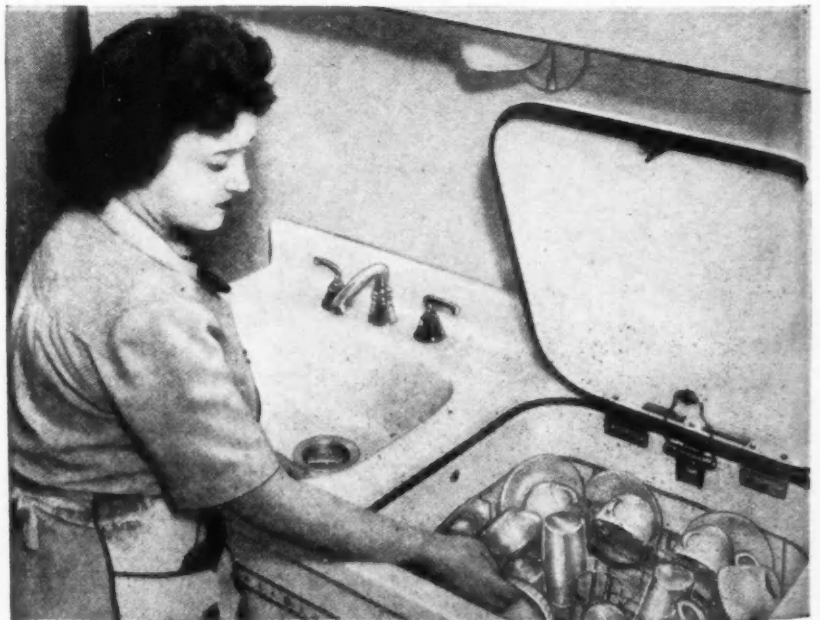


• Masontown, Pa., site of 110 homes being built under the direction of the George C. Brown Co. of Pittsburgh. Architect,

William C. Young. Contractor, Mellon-Stuart. This is the first in a series of the George C. Brown Company developments.



G-E EQUIPPED HOMES



• New owners are enthusiastic about better living, electrically. Mrs. E. C. Detisch, of 18 Cumberland Ave., Masontown, Pa., is especially proud of her G-E Dishwasher and Disposall. But, like other Masontown homemakers, she has found that *all* her G-E appliances—Range, Refrigerator, Steel Cabinets, Washer, and Water Heater—help make housework easier, living pleasanter, in her new all-electric home.

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# for an ALL-ELECTRIC HOME?

**"Only about \$3.00 a month!" — says the  
George C. Brown Company of Pittsburgh... and proves it  
with G-E equipped homes!**

Here's what George C. Brown, president, has to say about his company's postwar homes at Masontown, Pa.

"These homes are the first fulfillment in this region of the ease and convenience which housewives have been promised since before the war.

"Standard equipment in every home includes the *all-electric kitchen* with G-E Range, Refrigerator, Steel Cabinets, Dishwasher, and Disposall,\* as well as a G-E Washer and Water Heater.

"But most important is the fact that these homes with G-E equipment cost the owner only about \$3.00 a month more than the same homes would cost without any equipment."

"So don't tell us it's impossible to include the best electric

appliances in new homes, and still keep the cost down... we're doing it!"

In Pittsburgh, Denver, Kansas City, St. Louis—all across the country, architects and builders are planning new homes, *designed for better living, electrically!*

**From a cost angle:** they know it doesn't cost them a dime extra to include all the dependable G-E Appliances. And that there's only a minor increase in cost to the buyer, usually less than \$3.00 a month on his mortgage payments.

**From a sales angle:** they know that today's homeowner wants, and expects, a completely equipped, up-to-date home; that a home with no *extras* to buy is always a fast seller.

**From a quality angle:** they know that selling complete, all-electric homes will bring them a reputation as *good builders*—and a good reputation is going to be mighty important as competition gets stiffer.

### Most women want G. E.

In planning *your* new homes, keep this in mind too: *recent national surveys showed that 53 per cent of all women prefer G. E. to any other appliances!*

This preference, and the record of G-E appliances for *dependable performance*, are good reasons why so many builders and architects are specifying G-E appliances as standard equipment.

Let us help you plan your 1947 program. For complete information on all-electric homes, with special emphasis on the kitchen and laundry, write to G-E Home Bureau, General Electric Company, Bridgeport 2, Conn.

THE APPLIANCES MOST WOMEN WANT MOST

**GENERAL  ELECTRIC**

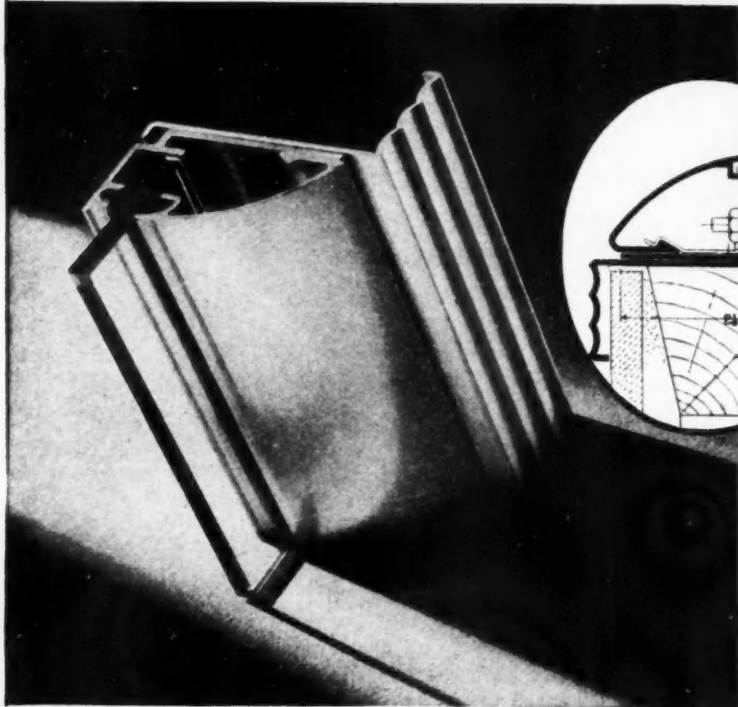
\*Trade-Mark Reg. U. S. Pat. Off.



It can cost less to live better in these new homes, financed by the Housing Mortgage Corporation of Pittsburgh. Inclusion of G-E equipment in the mortgage makes only a minor difference in the initial cost. Economical operation and maintenance, and the long life of G-E appliances, more than offset the slight increase in monthly payments.

# For BEAUTY...use Pittco Metal

YOUR CHOICE OF TWO OUTSTANDING LINES



**PITTCO DE LUXE** Imaginative styling and planned harmony between members are two factors which help to account for the continued popularity of De Luxe Store Front Metal. Pittco De Luxe offers the architect a wide choice of distinctive pieces with which to create sales-winning store fronts. The extruded process of manufacture assures clean, sharp profiles, sturdy strength, perfect color and finish. Pittco De Luxe is intended primarily for high quality work. In the varied bars, mouldings and sash of the De Luxe line, the architect has a pleasing and impressive solution to many problems of modern store front design.



**PITTCO PREMIER** A high degree of architectural symmetry is one distinguishing mark of the new Pittco Premier line of store front metal. Like Pittco De Luxe, Pittco Premier was designed as a unit... each piece styled to complement and heighten the beauty of the other members with which it may be used. Pittco Premier construction can be set more quickly and easily, with greater safety to the glass than other metal constructions. The sash is self-adjusting to various glass thicknesses, yet always maintains a firm grip on the glass. All setting operations are done from the outside and effect a substantial savings in setting time. Pittco Premier is moderately priced, is light in weight, and provides a shallower reveal for show windows than its distinguished companion line.



**PITTCO STORE FRONT METAL**  
PITTSBURGH PLATE GLASS COMPANY

*"PITTSBURGH" stands for Quality Glass and Paint*



★ Portland cement requires combination with water for mixing, chemical hardening and setting.

★ Only about TWO-FIFTHS of the water used combines CHEMICALLY and PERMANENTLY with the cement.

★ The OTHER THREE-FIFTHS is necessary only to give the mix WORKABILITY. Otherwise it is EXCESS.

★ This EXCESS is about 16.5 GALLONS—2.2 CUBIC FEET—8% of the average cubic yard of concrete.

★ This excess is present THROUGHOUT THE CONCRETE in millions of minute, incompressible droplets. In time, these evaporate, leaving millions of POSITIVE CAPILLARIES.

★ Thus, there is no such thing as "100% DENSITY" in concrete. PORES WILL ALWAYS BE PRESENT due to evaporation of excess water.

★ Pores are NATURAL POSITIVE CAPILLARY DUCTS. They eagerly DRINK UP MOISTURE from the earth or air.

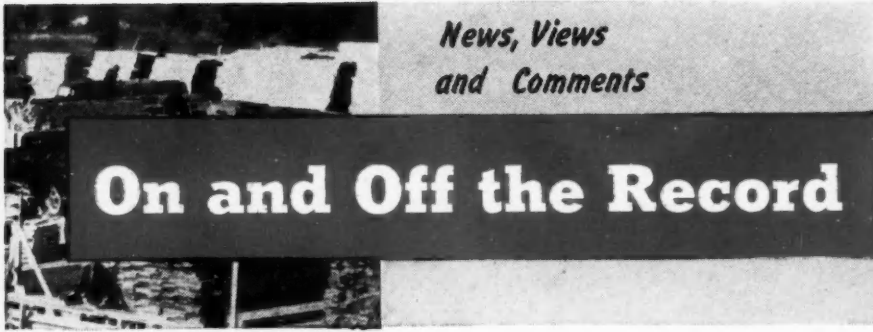
★ Pores CAN'T BE PLUGGED but they CAN be made WATER REPELLENT by inducing NEGATIVE CAPILLARITY.

★ Truscon Zilicon Waterproofing CHANGES POSITIVE PORE CAPILLARITY TO NEGATIVE. Water is naturally repelled. You get an Extra Factor of Safety.

Zilicon makes concrete more "workable" in mixing and chuting, reduces "honey-combing," increases particle attraction. Truscon has never tried to out-expert the experts. We believe concrete engineers and building designers know their business. Truscon Zilicon Waterproofing Paste merely does the job of reversing positive capillarity to negative, does it effectively—insures your concrete standing pat against moisture in the ground and in the air. That's our field of specialization—waterproofing—and for over 35 years we have an unbroken record of success in thousands of buildings, large and small. Write for complete descriptive Zilicon Folder. Dept. Z-2, Truscon Laboratories, Division of Devoe & Reynolds Co., Inc., Detroit 11, Michigan.

**TRUSCON** *Laboratories*





News, Views  
and Comments

## On and Off the Record

**DEMAND WYATT REMOVAL**—Dismissal of Housing Expediter Wyatt for his bungling was requested of President Truman in a resolution passed unanimously by 5,500 persons at a recent meeting of the National Home and Property Owners Foundation in the Los Angeles Shrine Civic Auditorium. Indicative of the ground swell of feeling mounting against Wyatt in all parts of the country, the resolution demanded his removal "for his bungling, his failure to permit the building of homes for veterans, and his constant imposition of a planned economy upon the homes of the nation."

**WANT PRACTICAL MAN**—The resolution called upon the President to appoint a practical man who will give his time and attention to the production of homes instead of legislation, and who will release controls, instead of asking for new ones.

**MORE CONTROLS**—The manner in which rental controls have been applied has discouraged the construction of rental housing. By the spring of 1947 the rental housing situation will be even more critical than it is now. Even a casual acquaintance with Wyatt strategy indicates beyond a doubt that he will press for new legislation to correct that condition.

**KEY TO THE PLOT**—Using Wyatt as a willing or gullible tool, NHA has throughout 1946 stalled home building in one direction after another. Each time it is able to stop some building activity it shouts for new legislation to remove the block it has placed. Increased rental housing shortages next spring will be no exception.

**DIVIDE AND RULE**—The whole theory of the Veterans' Emergency Housing Program is to set up provisions to build for a class that is not ready to buy. That makes the class that is ready to buy antagonistic toward the first class, and if there is not enough antagonism, the bureaucrats will stir it up. Nothing like having the people mad at each other. Then, they have no time to watch the government and get mad at the people who should be censored.

**NEW NHA OFFICIALS**—David L. Krooth, new general counsel of NHA, graduated in law at University of Chicago, entered federal service as counsel to Federal Emergency Administration

for Public Works in 1933, went with USHA in 1937, became general counsel of FPHA in 1942. Dillon S. Myer, to become commissioner of FPHA, was formerly Director of War Location Authority, has been in state and federal posts for 33 years. If anything is needed to prove that NHA and Wyatt want legislation and not houses, these appointments should be the proof.

**JOSEPH L. RAUH**—He graduated from Harvard law school in 1935, was counsel to several government agencies under President Roosevelt, became a lieutenant colonel in the Army, is now Wyatt's general deputy, the number two man in the Veterans' Emergency Housing Program. There is nothing like lawyers in a housing agency. Then, when no houses result, get more lawyers to draft bigger and better regulations and restrictions.

**LEON KEYSERLING**—Unless Wilson Wyatt has an unsuspected sardonic sense of humor, he was really serious recently when he said, "Mr. Keyserling's contributions to housing have won him national fame." Looking at the Keyserling record, he too, of all things, holds law degrees, came into federal service in 1933, has a long record of drafting legislation in various federal bureaus.

**TYPEWRITER KEYS**—The tools used by Mr. Keyserling in winning his reputation for contributions to housing seem to be limited exclusively to typewriter keys. There is no record of hammers or saws having been used at any time. Naturally enough, too, the results of his labors are not houses, but articles about legal aspects of building, and some that have a pungent odor of socialism, if the titles mean anything.

**CARPENTERS AT LAW**—This great drift of legal minds to top bracket positions in government housing agencies for the purpose of solving problems about which they have no recorded knowledge may be a black cloud with a silver lining. If the drift continues, and the entire social planning contingent of lawyers gets into the housing business—building houses with typewriters and laws—there might be a great new field opened up for displaced builders. They could with justice, in view of the precedent set, enter the field of law, and apply hammer and saw techniques to settling legal disputes. Here's for carpenters at law.

**HOUSING IN RUSSIA**—Communist newspaper Pravda said recently that the Soviet housing program is suffering from inefficiency, low standards, maladministration and breakdowns. "The Five-Year Plan," said Pravda, "calls for 120,000 square yards of new housing space this year. So far, only 2,100 square yards have been turned over to workers. Nineteen building trusts operating under the Ministry of Construction of Heavy Industry did not complete a single worker's house in April and May." Even in Russia, where they have expert social planners, the government cannot produce houses. Just like our NHA, all they have produced is laws.

**FPHA PREFABS?**—Reported in the Pittsburgh area that 75 per cent of the floor area of an eight million dollar aluminum plant, ghost factory since V-J Day, will be used by FPHA for manufacture of prefabricated houses. Reported that the space has been frozen by Wyatt for prefab production, but may be used for other purposes. Plant has 800,000 square feet.

**PREFAB NIGHTMARE**—Not far from the NHA office there is a prefab, said to be approved by FHA, that represents the worst in old-fashioned jerry building. The door panels could not have been produced with any tool better than a dull hand axe, and the kitchen cabinet doors might have been scored with the claw hammer. They look it. At one spot in the wall daylight can be seen through an electrical outlet box. That mentions only a few of the horror features of the little gem.

**\$2,225 TEMPORARIES**—The 200,000 temporary housing units which the government is moving and converting into housing for veterans and their families will cost taxpayers \$445 million. This amounts to \$2,225 per temporary housing unit. What it amounts to for the veterans and their families who occupy them remains to be seen.

**BUREAUCRATIC TRAGEDY**—Boarded up FPHA housing projects in Savannah, Ga., stand boarded up and rejected while FPHA there seeks millions of dollars of federal money for more public housing, and veterans walk the streets.

**EXPEDITING**—A wallboard manufacturer located 500 miles away from an active building area cannot ship his production without loss because of an OPA-imposed freight differential. Thus, his market is restricted to a limited radius around the plant, an area in which there is no market for the products. A southern manufacturer of bathtubs is in the same boat.

**PRODUCTION STATISTICS**—It is cases like these that make production statistics meaningless. A lot of finished products for buildings bottled up in manufacturing plants because of crazy OPA rules do no one any good, aggravate the shortage of finished units.

This famous, all-purpose, low-cost

**DE WALT**

will help  
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*faster  
at lower cost!*



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

The new DeWalt direct drive motor features as standard equipment Formex Fiberglas insulation—grease-sealed-for-life motor bearings—new heat-treated cast aluminum motor case—and is totally enclosed.

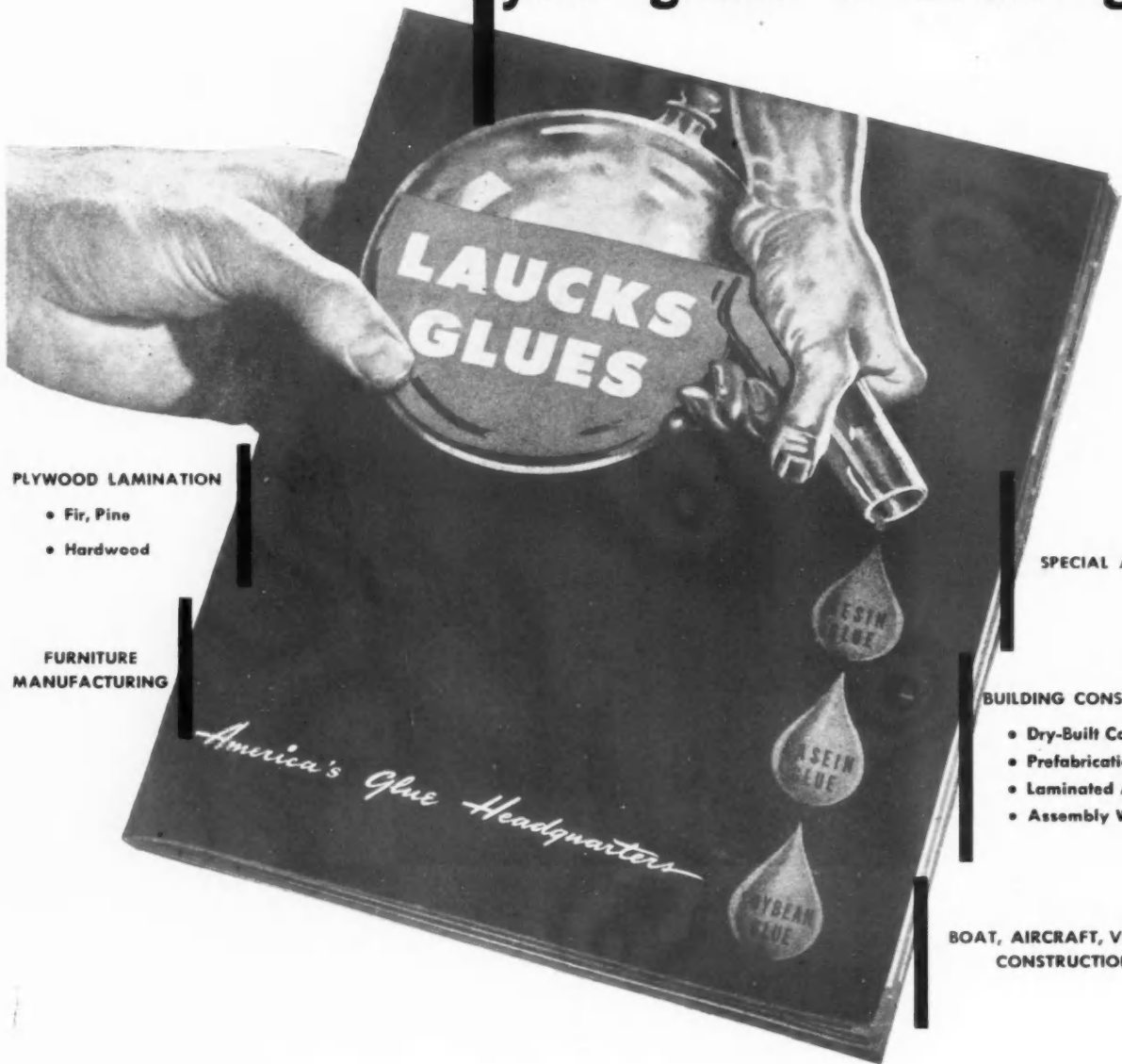
If you are planning to buy new power saws, now is the time to phone, write or contact us direct at the factory for more information. DeWalt Products Corporation, 111 Fountain Avenue, Lancaster, Penna.

**DE WALT**

	
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IT RIPS	IT BEVEL CUTS
	
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**PRIMARY CONTROLS** . . . Diaphragm gas valves • Solenoid gas valves • Stoker timers • Damper motors

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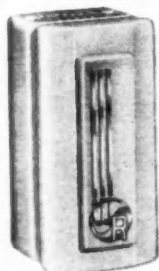
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**ROOM THERMOSTAT**

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**LIMIT CONTROL**

Series 400 — Warm air type Hydraulic-Action, provides positive protection of furnace and home against excessive temperatures.



Write today for heating catalog and installation data.



**WHITE-RODGERS ELECTRIC CO.**

ST. LOUIS 6, MISSOURI

*Controls for Refrigeration • Heating • Air Conditioning*

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will be

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Too bad they're not here now, of course. In the meantime, plan to give your houses a personality — inside and out — through the use of the new, authoritative P&L colors, which have been tested in over 1,000 residential units. They will solve your decoration problem positively, practically and effectively.

Because these unique colors possess enduring beauty and eye-appeal, **they lift your houses above competition.** Yet this modern decoration costs no more than an ordinary paint job. It may even cost less, because P&L quality paint and varnish spread easily and far, and cover so well that time and needless coats are saved.



These new, distinctive, ready-mixed colors save the time of tinting, mixing and experimenting. You know the exact shade you are getting **before** painting starts. Costly, annoying "extras" are avoided. The final result is the high type of colorful decoration which will sell houses — and quickly.

Write now for practical painting specifications for low-cost, medium-priced and high-grade homes.

Pratt & Lambert-Inc.,  
80 Tonawanda Street,  
Buffalo 7, N. Y.



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THE PERMANENCE OF STEEL**

**BUILD WITH  
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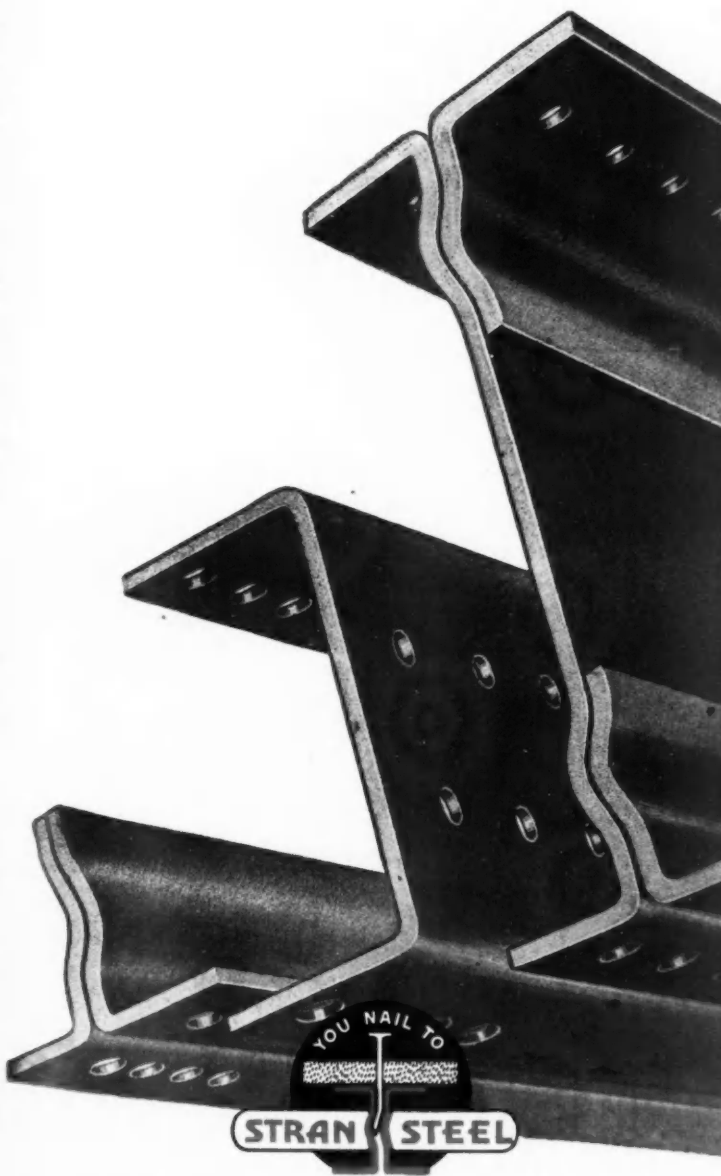
A framework of Stran-Steel sets any building apart from others of comparable design. For it imparts an inner value . . . permanence, fire-safety, freedom from warp, sag, rot and termites . . . that safeguards the building investment and enhances the builder's reputation.

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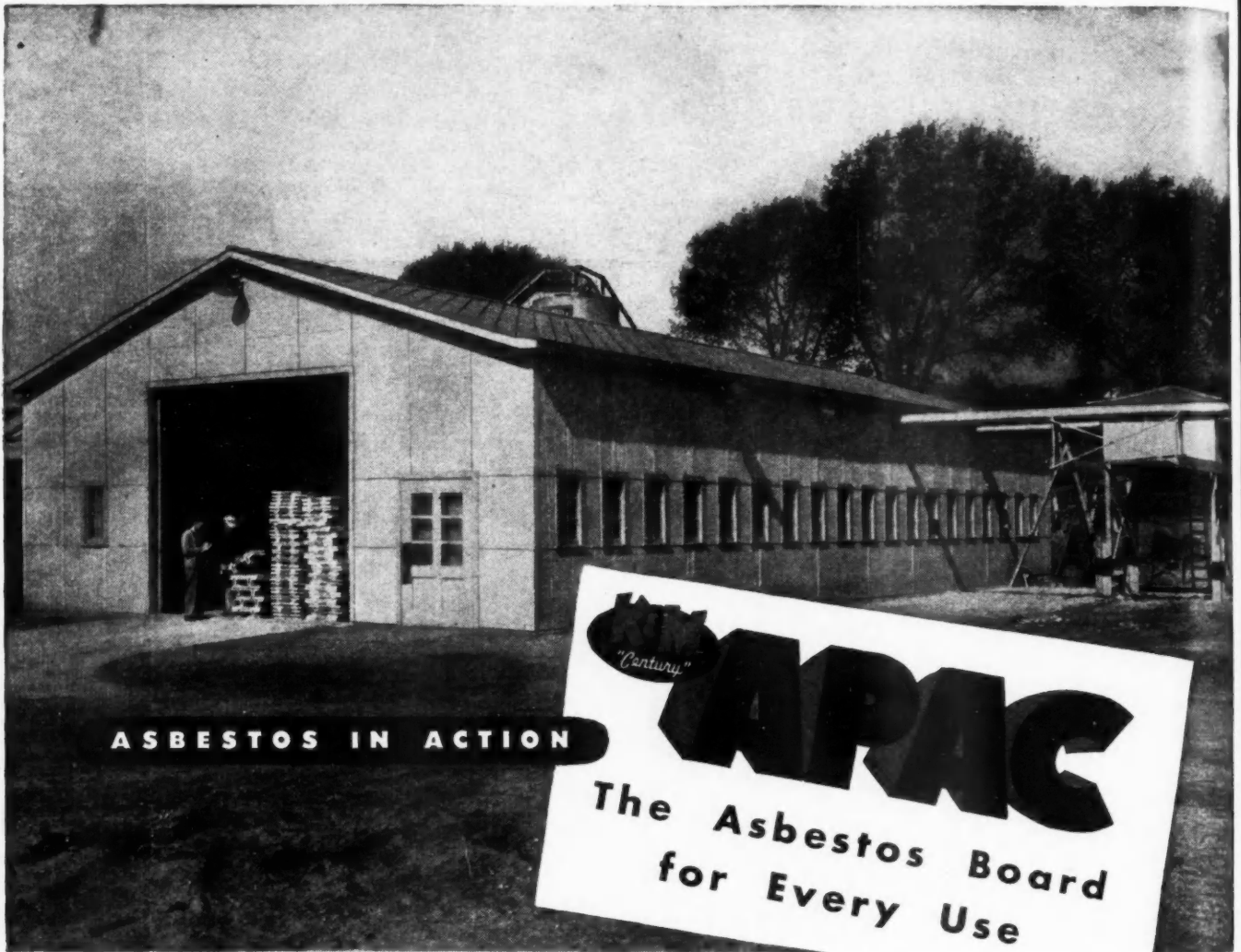
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That trim industrial plant above is fully asbestos-clad, with its "Century" Asbestos Shingle roof atop four walls of APAC, the versatile *asbestos-cement* building sheet. That kind of combination is really TOUGH on rodents, fire, termites and weather.

Builders like "Century" APAC because it's so EASY to handle . . . so EASY to cut to size and shape . . . so EASY to apply . . . it's the ideal sheet material to use wherever flat surfaces are planned. Here are a few suggestions:

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

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

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Easy to cut, handle and apply.

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against insect attack and decay

Santophen 20 — Monsanto's pentachlorophenol, technical—possesses outstanding toxicity to wood-rotting fungi, termites, and wood-boring insects. It is stable to light, summer and winter temperatures, soil acids and alkalis, and because of its relative insolubility in water is not easily removed from wood by leaching. These qualities of Santophen 20 assure long-lasting protection to wood that is properly treated with correct formulations of this preservative.

Whenever you use wood for building, guard against the cost of avoidable repairs and replacements — specify Santophen 20 for all types of wood preservation... Further information will be supplied by MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, 1700 South Second Street, St. Louis 4, Missouri.

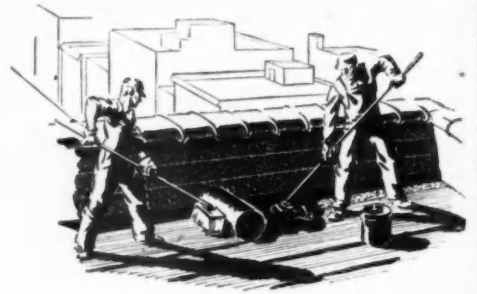
When correctly formulated and applied, Santophen 20 is recommended wherever wood needs protection — lumber, heavy timbers, finished mill work, plywood, cellulose wallboard and

cellulose insulation — in industrial buildings, railway rolling stock and right-of-way, highway and public utility products.

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



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- Texaco is clean asphalt . . . keeps kettles cleaner longer
- Texaco is a product of The Texas Company — one of the world's largest producers of asphalt
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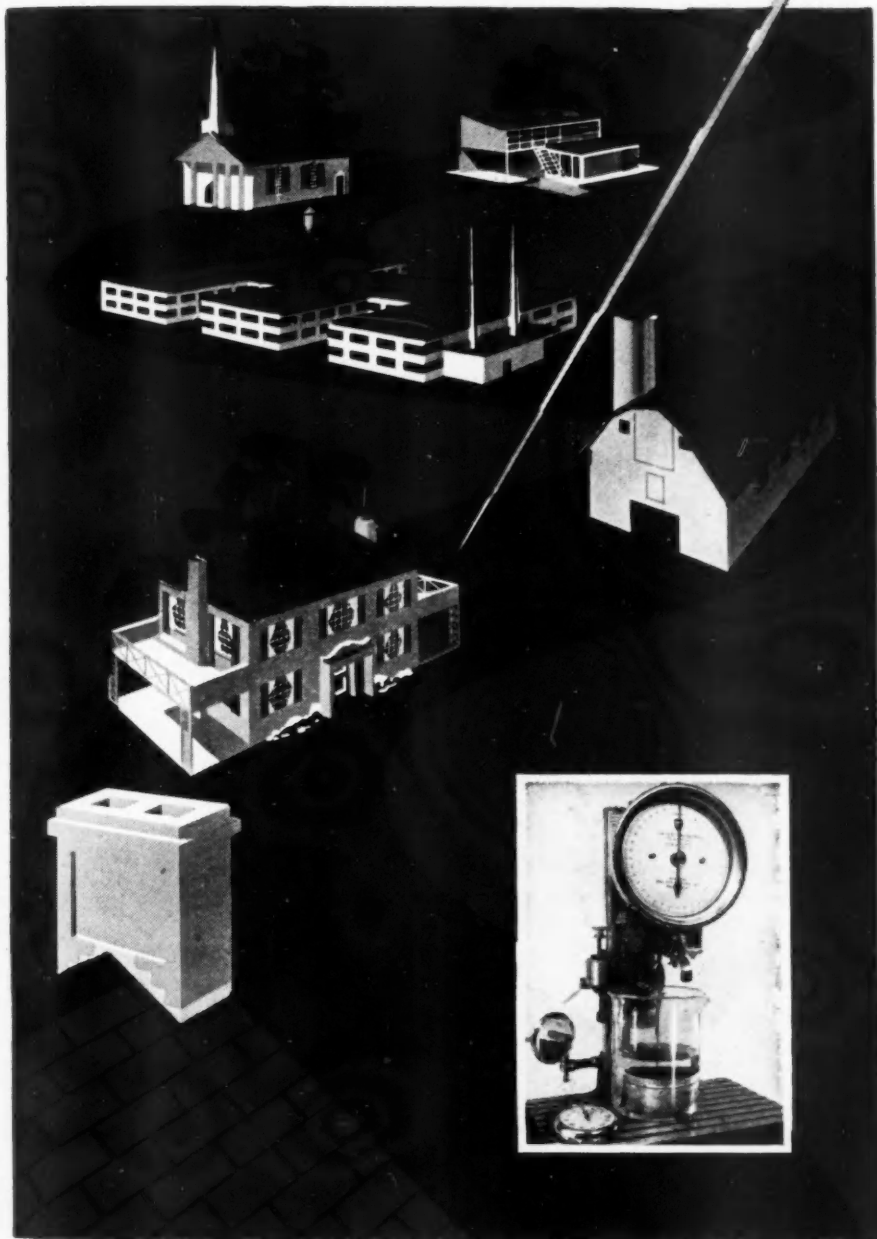


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**Asphalt SHINGLES and ROOFING**

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● A needle tells the story... indicating what type of asphalts will enable Flintkote roofing products to deliver extra years of dependable service.

Soft asphalts slide in hot weather. Hard asphalts crack when the temperature drops. Thus, the softness of the asphalt used in roofing products is a critical factor in the life and service of the roof. And so, at Flintkote factories, every carload of asphalt is carefully tested with the Needle Penetrometer.

First, on arrival, to make sure it meets Flintkote's rigid specifications for raw materials. Second, throughout the processing operations, to be certain that the finished product will deliver extra years of service regardless of climate or weather.

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Flintkote Cold Process Built-up Roofs go on fast, and economically, without fire hazard, when they're applied by brush or spray equipment.



Flintkote Asbestos-Cement Shingles and Sidings are ideal for new construction... or for the economical modernization of existing homes.



A new \$1,000,000 research laboratory, part of a \$16,000,000 expansion program, will soon bring you even better Flintkote products.



A complete line of durable thermal insulating materials... Asphalt Coated Sheathing, Insulation Lath, Roof Insulation, Insulating Wool.



## When a Couple of Inches Mean a Lot...

**Y**OU need doors and plywood. Our ability to meet your needs largely hangs on a couple of inches in the width of the doors and plywood you specify.

The production of stock sizes means multiplied production—more doors and plywood for more customers. On the other hand, odd-size doors and plywood mean manpower wasted—production slowed—orders unfilled.

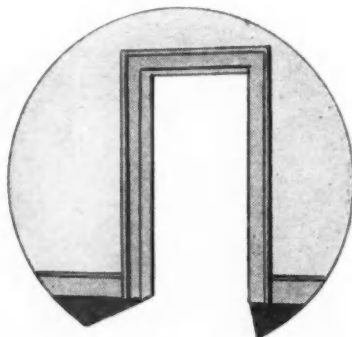
So plan for stock sizes only and we'll plan to meet your needs.

### Roddiscraft WAREHOUSES:

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 DALLAS, TEXAS. .... 2615 Latimer Street  
 DETROIT, MICH. .... 17855 E. Jafferson Ave.  
 KANSAS CITY 8, MO. .... 2729 Southwest Blvd.

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 LONG ISLAND CITY, N. Y. ... Review & Greenpoint Ave.  
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*Roddis Lumber & Veneer Co.*

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Roddiscraft warehouses, located at strategic points throughout the country, have been set up to save you time and serve you better — by making stock size doors and plywood available when and where you want them. Roddiscraft warehouse service is based on production and stocking of doors and plywood in stock sizes. Only by limiting ourselves to stock sizes can we give you the additional value of "on hand" service at convenient locations.





a frank statement  
regarding

**DELIVERIES**

of Premier  
**Aluminum Windows**

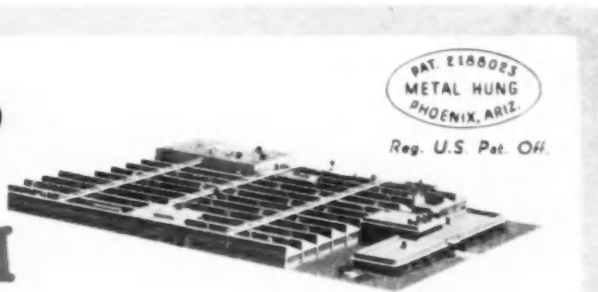
Large-scale shipments of Premier Aluminum Sash have begun. Many jobbers throughout the nation already have complete stocks on hand. As the tempo of our production lines increases, shipments will also increase.

According to current indications, dealers all over America will be supplied with complete stocks in time for the 1947 building season.

Mass production economies effected in the past few weeks now make possible lower prices! These savings are yours to pass on to the consumer - a part of Premier's policy to deliver America's finest window at the lowest price.

- Easy to Install
- Easy to Service
- No Putty
- No Leakage, Sash
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- Weatherproof
- Built-in Stainless Steel Weatherstripping
- Positive Lock
- Spring Sash Balances
- Rust Proof
- Double Strength Glass

**Premier**  
**ALUMINUM**  
**Windows**



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 SIZE 19 x 17  
 ... GOOD  
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The Eljer Savoy Junior is a *fast seller* . . . it is *first-quality real vitreous china* . . . low in cost, light in weight, easy to install and easy to keep clean. And, it is now available with Eljer's new line of *renewable* brass fittings.

The superb styling of the Savoy Junior stems from Eljer's 42 years of experience

devoted to bringing you the many "firsts" now available in the complete Eljer line. There is a wide selection in all styles of *first-quality* plumbing fixtures and renewable brass trim . . . for every installation requirement. If you are not familiar with Eljer's Savoy Junior, see your jobber right away . . . the catalog number is B-3194-B.

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**NEWS**

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# MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

## FHA Chief Makes Statement on "Downward Pressure" Policy

In a recent letter addressed to the National Association of Home Builders, Raymond M. Foley, commissioner of the Federal Housing Administration, expressed his concern over the danger of an inflationary spiral in the cost of housing and clarified his earlier announcement initiating the "downward pressure" policy to be followed by FHA in processing applications for priorities under the so-called Wyatt Veterans' Emergency Housing Program.

Mr. Foley wrote:

"In its downward pressure policy, the FHA has no intention of trying to determine your costs of building by any arbitrary



RAYMOND M. FOLEY

means. We have not expected and don't expect actually to lower the necessary cost level generally until materials flow more freely and evenly and you can buy goods and services under more normal conditions, and build more rapidly and steadily. The FHA has a reputation for keeping its commitments. It intends to keep the commitment involved in its price fixing task—namely, to approve prices that represent necessary cost of construction—including land—with a proper profit allowance. This is true not only for price approvals given initially but for revisions when review is asked because of proper increased costs beyond the builder's control during construction."

Mr. Foley then proceeded to clarify the subject of Title VI ceilings and urge the construction of large quantities of rental housing to meet the needs of veterans and others. In conclusion he asserted, "As Commissioner of FHA, it is my purpose to continue in these difficult times the practical, realistic approach to the ideals of good housing through private enterprise that has always guided the agency—and to broaden its usefulness and simplify its operation wherever possible. I solicit the support of the industry to that end."

## Wyatt Housing Reports Declared "Overly Optimistic" by NAHB Directors

Despite claims of mounting production of certain building materials, critical shortages of many home building items are still drastically holding back the veterans' housing program, the NAHB directors reported at the conclusion of a week-long meeting held in Washington early last month. Nearly 150 delegates representing more than 85 NAHB affiliated local home builder groups were in attendance. They also asserted that, because of continued shortages, houses are not being completed in the volume claimed by government spokesmen. For example, black marketing and hoarding of nails and a lack of toilets are holding up completion of tens of thousands of veterans' houses, they said in a detailed review of the whole home production picture.

The National Association submitted its report to a variety of government housing officials with recommendations urging quick and specific action to remedy current and threatened breakdowns in materials supply for veterans' homes. The report, a comprehensive analysis of the present and future supply situation for a score of bottleneck material items, was prepared for the Association by Rodney M. Lockwood, Detroit builder and chairman of the NAHB special committee on regulations and materials.

While increased production has been obtained in some critical materials and some recent governmental expediting has been effective, the home builders pointed out that the entire veterans' program is in jeopardy for lack of some of the simple indispensables for construction of an ordinary house.

"The success of the veterans' program will be measured not by the supply of the most available building material but by the supply of the least available building material," the Association stated. "Nothing is accomplished when officials boast of the progress made in increasing the production of certain materials while they hide their heads in the sand with respect to many of the others."

On nails, the Association's report commented:

"The failure of the government to take effective action to break the bottleneck in the supply of nails for veterans' housing is fast approaching a national scandal. More than five months ago, the attention of the housing expeditor and CPA was drawn to the increasing shortage. It was suggested then that incentive pricing of nails needed for the veterans' housing program be adopted. This was not done. Nail production has shown no appreciable

increase during the last few months with a result that today the whole housing program is in danger of failure, 'for want of a nail.'"

Since nail production has not been substantially increased, the builders asked that HH priorities be extended beyond dealers to manufacturers to help prevent non-housing contractors from buying up and hoarding nails for future use. The report also cited "considerable black market trading" in nails.

On the shortage of toilets, the Association reported that they are fast becoming a principal bottleneck in the production of homes for veterans.

"Manufacturers of pottery advise that inadequate price ceilings are a substantial deterrent to the production of vitreous china lavatories and sinks. It should be emphasized that while there are other materials from which sinks and lavatories can be produced, such as steel and cast iron, there is no substitute for vitreous china in the production of water closet bowls and tanks."

The Association suggested that steel now going to toys, signs and bicycles be diverted to manufacturers of steel windows whose production is only 65 per cent of what it could be if they could obtain material.

The housing shortage was also prolonged because of the government's former price control policy on meat, the report showed. Warning of an imminent danger of collapse in production of plaster for houses, the Association declared that this essential building material can not be made without "retarder," a product obtained from horn and hoof meal. "The horns and hooves of slaughtered animals in the black market did not reach the manufacturers of retarder," it stated. "Moreover, prior to the removal of meat controls, the fluctuating policies of government caused a very unsteady and interrupted flow of this material from the legitimate slaughter house."

The report covered materials on which favorable progress in production has recently been attained but warned of a lag of many months generally before they catch up with demand in the field. In some cases, it was pointed out, materials are not being effectively channeled to veterans' housing, and in other instances delayed action in Washington now will mean future bottlenecks.

The situation for some of the materials now impeding the veterans' program in varying degrees was given as follows:

HARDWOOD FLOORING: Builders

asked last May that hardwood boards suitable for flooring be prohibited for other use. The government recently took this step, together with other action. Lumber is now flowing into the mills but may not meet needs for six months. The industry is still asking for a price increase on softwood flooring, production of which would help tremendously in relieving the hardwood flooring shortage.

**DOORS:** No improvement in production has been made. Further incentive pricing together with effective channeling of shop lumber to door manufacturers is recommended.

**MILLWORK:** An unrealistic regulation has kept manufacturers from getting the necessary shop lumber. If corrected, door and window trim and other millwork for houses could be increased.

**PIPE AND FITTINGS:** No marked improvement has been made in production and the field shortage is more acute than several months ago. Present distribution system is ineffective in channeling a proper share to the housing program.

**WARM AIR FURNACES:** While needed price adjustments were made, manufacturers have been cut back on allocations of iron, steel and fractional horse power motors. The housing program can bog down for lack of furnaces. Motors have not been made available for furnaces already installed in veterans' housing and the situation is critical for 50,000 houses in northern cities that have furnaces which are useless without motors. Sheet steel for duct work needed in connection with furnace installation has not been made available to builders.

**HOUSE PAINT:** Lagging paint production is critical and requires OPA price action on linseed oil to give immediate relief and greater importation of oil from Argentina to prevent a breakdown in paint production six months hence.

**ELECTRICAL MATERIAL:** Field reports show the supply is becoming tighter each week with no indicated improvement.

The Association report found that increased production is removing, or will shortly remove, some materials from the bottleneck category. However, the restrictions giving prior claim to prefabricators on plywood interferes with its free flow into all home building, the report asserted.

## All Exhibit Space Reserved For NAHB Annual

Convention and Exhibition Director Paul S. Van Auken, of the National Association of Home Builders, on Oct. 15 hung up his "Sold Out" sign for exhibit space at their convention to be held in Chicago, Feb. 23 to 27. In view of the housing shortage, this meeting of the nation's top builders is expected to be charged with "red hot" issues because of the political and economic implications of the installed building program. The Stevens Hotel will house the convention, as last year.

W. Hamilton Crawford, convention chairman, and Paul S. Van Auken worked out a revised floor arrangement early this year with a view to enlarging floor space for exhibitors. With this plan in pocket, Van Auken spent much time consulting with exhibitors in various parts of the country as a test of its practicability. The final result met with the approval of all. There is more actual floor space for each exhibitor than last year.

Attendance at the convention promises to be record-breaking again this year and hotel accommodations will be a problem. Mr. Van Auken announced that on and after Dec. 16 his office at 111 W. Jackson Blvd., Chicago, will accept applications for hotel rooms during the convention from members of the National Association of Home Builders and exhibitors.

"Local association members should make reservations through their local association secretaries," said Van Auken. "Members not affiliated with a local association are invited to write our office direct for their rooms," he continued.

Stating that plans are being made for a registered attendance of more than 11,000 NAHB members and guests, making the world's biggest combined audience of contractors, dealers, architects, subcontractors, building trades artisans, finance and insurance company representatives and the largest-scale merchandisers of the home building profession, including the men who build an estimated 80 per cent of the nation's home, Mr. Van Auken declared:

"In 1947 we have promised exhibitors that technicolor movies of their displays

American Builder, November 1946.

will be made and sent for showing to all NAHB affiliated local associations, and to other interested groups of building professionals. We are also permitting manufacturers or firms with products or services of interest to home builders to feature their exhibits in the official program and exposition promotion.

"Another added feature is that exhibitors are permitted to hand out their own promotional literature at their exhibit. We have suggested, however, that it be designed for building professionals as the general public is not invited."

## Oklahoma Home Builders Sponsor Regional Conference

The Oklahoma Home Builders Association was host to an area conference at the Skirvin Tower Hotel, Oklahoma City, Oct. 18-19, preceding the Greater Oklahoma Home Show which opened for a week on Oct. 19. More than 350 of the Southwest's leading home builders attended the meeting and visited the home show.

The conference program featured national and local authorities on housing



BEN C. WILEMAN

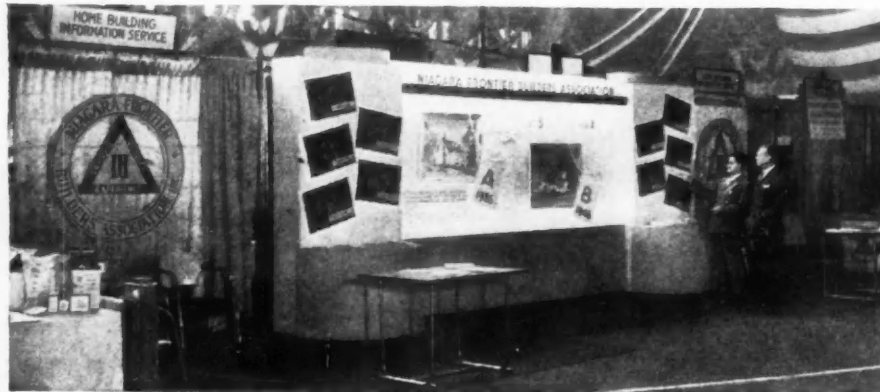
subjects who participated in panels and discussion periods on such matters as veterans' problems, government regulations and controls, land planning, financing and G.I. housing.

The conference committee, headed by general chairman Ben C. Wileman, included Russell Showalter, in charge of arrangements, Steve Pennington, entertainment, N. D. Woods, reception, Cord Wilson, attendance, and John B. Martin, who arranged housing tours for the visitors.

The program, beginning Friday, Oct. 18, was devoted to a discussion of "The Veteran's Viewpoint," "Pricing Procedures and How to Make HH Priorities Work," "Land Planning and Shopping Centers," followed by a report of the national scene by NAHB Executive Vice-President Frank Cortright.

On Saturday, Oct. 19, the Greater Oklahoma Home Show officially opened in the Municipal Auditorium. This was followed by panel discussions on the financing and appraisal of G.I. homes, G.I. housing and materials, and nation-wide housing developments. The Saturday session concluded with a dinner meeting in honor of National President Joseph Meyerhoff.

## Buffalo Builders Feature Building Progress



THE booth shown above proved to be one of the main attractions for the more than 60,000 attending the Buffalo Better Homes Exposition of 1946 staged last month by the Niagara Frontier Builders' Association and the Buffalo Real Estate Board.

## Maryland Builders Protest Controls

The Home Builders' Association of Maryland has called upon government to do a complete and effective job in regulating and controlling the production and distribution of building materials or lift all restrictions affecting the price or use of such materials.

The demands of the Association were set forth in a letter to E. Lester Muller, FHA State Director for Maryland, recently made public by C. Philip Pitt, executive secretary of the builders' organization. It said, in part, "The new priority regulations will not produce the desperately needed building materials in this area unless the priorities can be extended to apply to the producers and their distribution programs; and, that unless these priorities are so extended, all regulations governing the price and use of building materials should be lifted at once."

## Gerholz Addresses North Eastern Federal Savings League

Robert P. Gerholz, of Flint, Mich., NAHB past president, struck the keynote of the nation's housing problem in a talk before more than 500 delegates to the 10th anniversary convention of the Northeastern Federal Savings League recently held in Swampscott, Mass. Stating that what was potentially the greatest building boom in history was being ruined by political maneuvering and bureaucratic muddling he declared, "The Wyatt program is the most ambitious in the home building industry. Some have referred to it as stupid, fantastic, too much idealism, and totally lacking in realism, and others have termed it as farsighted. After more than nine months of high pressure operation it is apparent to even the casual observer that this visionary scheme is a complete and miserable failure. Home building today is suffering badly from a serious overdose of politics and bureaucratic bungling."

H. Whittemore Brown, executive director, and Joseph R. Corish, editor of The Builder's Bulletin of the Home Builders' Association of Greater Boston, attended the banker's meeting with Mr. Gerholz.

## Chicago Builders Continue Growth

Martin C. Huggett, executive secretary of the Chicago Metropolitan Home Builders Association, recently announced that group's Fall Membership Campaign in an issue of his regular weekly bulletin to the membership. Using the slogan "I am proud of my membership in the CMHBA," the 1946 drive is expected to increase further the present membership which, during the last year, has grown from a total of 582 members in all classifications with 203 active builders to 760 with active builders numbering 275.

Mr. Huggett points out that the extension of the association into northern Indiana and into the nearby Fox River Valley region by the establishment of chapters in those localities proved to be a very successful move.

## Cortright's Column

By Frank Cortright

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



**Thousands of Legionnaires** met in San Francisco in Annual Convention during the last week in September. Representing more than three million veterans of World Wars I and II, some three thousand delegates and an equal number of alternates arrived at policy determinations of immense importance to the nation's political, industrial and social welfare. Heading the agenda, and the hottest subject on the list, was veterans' housing. And, the great American Legion Convention took a long look at the situation, and it didn't like everything it saw.

Six World War II veterans immediately were appointed to study the housing question, with a seventh to be named later. The young veterans who will help shape Legion policy on this issue are: Richard C. Cadwallader, Baton Rouge, La., Chairman; Richard Vail, Fresno, Calif.; George M. V. Hook, Middletown, Ohio; Joe Vinardi, Omaha, Nebr.; Henry Den-Hartigh, Racine, Wis.; T. J. Reiser, Kansas City, Mo.

**The convention refused to go along** with the W-E-T bill without examination. It referred to its new committee a resolution that came before the convention holding that the W-E-T measure does not solve the pressing problem of veterans' housing and that it is not germane to the Legion program.

**The home builders' fight** for a sensible program was taken directly to the Legion by former national president Robert Gerholz of Flint, Mich., himself prominent in Legion circles. In order that our side of the story might be heard, Mr. Gerholz was invited to address the convention. But Kilroy was there too, as might be expected. Housing Expediter Wilson Wyatt was on hand.

In a stirring address to the convention, Mr. Gerholz threw this challenge: Either the government should give home builders immediate action to get houses up and completed, or get out of the way and allow industry to do it freed of regulations and red tape.

**A down-to-earth report** on completion of veterans' houses was put together by the NAHB recently, thanks to a great deal of work by the local affiliated associations. It covered 1,350 home builders in 49 cities. It showed that out of nearly 30,000 starts since Jan. 15, only 15 per cent completions have been achieved to date.

Since Jan. 15, the home builders who reported started 29,922 units. Of this number, they were able to complete 4,411 or 15 per cent. Average building time was six months. Of the 10,536 units they had under way before Jan. 15, some 65 per cent have been completed, with an average building time of seven months.

The report from our builders was far different from this issued almost simultaneously by Mr. Wyatt's office which presented a highly optimistic picture. Let's look at that side of the story.

**Fourth report of Housing Expediter misleading.** What came out was another regular "monthly report" on progress of the Wyatt veterans' housing program. It only proved to be another splendid example of building houses by claim.

Close inspection of the figures in the report led to the conclusion that the document is deceptive. For example, it states that 464,000 new permanent houses were started in 1946. Under "total units completed in eight months" it lists 236,400 permanent units completed. The indication is obvious—that out of 464,000 permanent houses started under the so-called Wyatt program, 236,400 have been finished—a more than 50 per cent score.

Examination of the tables soon shows what every builder knows, that there was a carry-over of houses under construction before last January which even NHA says amounted to 146,000. They had nothing to do with Mr. Wyatt. These now have been completed. If they are taken out of Mr. Wyatt's claimed completions, he ends up with a much more plausible accomplishment, but not the achievement indicated by the report.

### See Editorial on Page 67

Wilson Wyatt, when he appeared on American Town Meeting of the Air on Sept. 12, was understood to say there had been 287,000 permanent new home completions in the first six months of 1946. Whether Wyatt misquoted his own figures or was misunderstood, a check of NHA records received subsequent to the broadcast and after the editorial in this issue had already been printed reveals that the 287,000 completions are for the first seven months of 1946. The figure for January to June, inclusive, is only 225,800. That gives a monthly average for the first seven months of 1946 of 37,624 without deducting trailers and temporary housing, instead of 47,833, as quoted in the editorial. The monthly average after deducting trailers and temporary housing is 25,600 instead of 35,333. This is a drop of 54 per cent instead of 37 per cent below the wartime average quoted in the editorial.

It also means that, according to NHA, there were 83,200 completions in July and August, a monthly decline below the wartime average of 22 per cent instead of 78 per cent for these two months; and an increase of 61 per cent for these months over the monthly average for the first six months of 1946.

### Senate Investigating Group to Probe Housing Program

In a recent report to his membership, NAHB Executive Vice-President Frank Cortright announced the plan of the ace Investigating Committee of the Senate—The War Inquiry Committee—to investigate the housing program. He said:

"This is the top ranking Senate Committee once headed by President Truman when he was a member of that body. A tough group, it has been battling Washington heads around relentlessly in its check-up on various aspects of the war. Latest thing it worked over was the Canol Oil Project in Alaska, and many a big-wig and brass hat squirmed as a result."

Now the committee is turning to housing. It was prodded into action by Senator Homer Ferguson (R., Michigan), himself recognized as a fearless prosecutor who follows trails wherever they are laid. It is already apparent that this investigation will be no laughing matter. Before he agreed to the inquiry, committee chairman Harley M. Kilgore (D., W. Va.), a staunch administration supporter, talked it over with President Truman, which indicates the importance attached to the issue here. It is reported that the President gave the 'go-ahead' signal.

The committee staff already has begun to collect data for study. After it has laid its ground work, it expects to call public hearings, probably after November. Investigations by this committee are usually rough-and-tumble affairs. No feelings are ever spared, and before the housing inquiry is over, there will be plenty of ruffled nerves and red faces in bureaucratic circles.

## Long Island Home Builders' President Declares Housing Time Is Running Out

"Time has run out—run out for the veteran desperately seeking housing and for the frustrated builder equally desperate in his search for materials to finish houses under way," G. A. Mezger, president, Long Island Home Builders Institute, recently told a meeting of the Home Builders Council of New York, New Jersey and Connecticut, held at the Hotel Pennsylvania, New York City.

"Our members alone have 1,750 houses that could be finished for occupancy by veterans 'before the snow flies' if the materials needed were immediately available," he said. "Occupancy of these homes would release hundreds of other accom-

modations, many of them rentals, needed by other veterans. One builder can deliver 25 houses within the month, 20 more next month if he could get 3,200 feet of water pipe. Yet, nearby 2½ miles of pipe are being installed in vacant land—and nobody can do anything about it, not even government agencies. Another builder needs 2,000 feet of gas pipe to deliver 12 houses immediately, another 25 in 60 days.

"Housing Expediter Wilson Wyatt said to the nation's home builders during their convention in Chicago last February, 'Fundamentally this is a production program,'" Mr. Mezger continued. "Eight months later builders still see the spectacle of empty shelves at legitimate dealers while there is a plentitude in the black markets."

Referring to other statements of the housing expeditor Mr. Mezger pointed out that Mr. Wyatt had made direct statements to builders who went ahead at a rate beyond Mr. Wyatt's own goals that "HH priorities are going to be fulfilled" and "HH priorities will not be cancelled or otherwise affected." He declared, "Despite these commitments, other government agencies have received preferential priorities and photographs recently published show huge stockpiling of materials by FPMA. Yet, we can't even get the materials to finish the houses started as the result of Mr. Wyatt's assurances."

"Meantime patiently waiting veterans and materials-hunting builders have been given unlimited quantities of glowing headlines of hundreds of thousands of 'starts,' of building going on 'at a really terrific rate,' enticing tales of prefabrication hopes, demands for more and more legislation, hundreds of new regulations and directives, and weeks and months of delays and red tape in government bureau after government bureau. Frankly," Mr. Mezger concluded, "time has run out for government and its bureaus to do the housing job."

Attending the Home Builders Council meeting at which Mr. Mezger made his charges against government bungling were Edward R. Carr, president, Home Builders Association of Metropolitan Washington, D.C., and Harry J. Durbin, special consultant to the housing expeditor and vice-president of the Builders Association of Metropolitan Detroit, guest speakers.

Others, shown in the photograph below, are O. J. Hartwig, executive secretary, James Graham, John J. O'Keefe, assistant secretary, and Ellenor Cox, secretary, Long Island Home Builders Institute; N. William Knight, executive secretary, Joseph M. Baltz and Robert P. Vignola, Home Builders Association of Westchester, Inc.; Henry J. Shaheen, president, W. E. Closs, vice-president, and Charles C. Deubel, Jr., executive secretary, New Jersey Home Builders Association; Ralph Carletta, president, Maurice C. Carroll, executive secretary, and Carl C. Carlson, Home Builders Association of Northern New Jersey; James F. Bonnell, Rider and Keister, New York; and Sterling H. Albert and Richard L. Gavey of the American Builder staff.



G. A. MEZGER



HOME builders of New York, New Jersey and Connecticut at meeting held at Hotel Pennsylvania, New York City.



A stunning combination of gypsum board and gypsum board tile makes this dream-kitchen something that many home owners will want. And this latest full-color ad in the Gold Bond Saturday Evening Post series, is just one more reason why they'll insist on GOLD BOND materials to do the job. They know it will be BUILT BETTER WITH GOLD BOND! National Gypsum Company, Buffalo 2, New York.



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

Ask your local Gold Bond dealer how you can remodel your old kitchen!

## Look what I got for being a crybaby!

"We'd just come home from visiting friends in their new house with its shiny, modern kitchen...and when I looked at our drab old one, I just put down my head and cried. 'Look here,' said Joe, 'If this old kitchen has you down, let's do something about it!' We did...and why even my friends who have new houses are jealous now!"

Yes, you can do wonderful things these days to brighten up and modernize old houses. And with up-to-date efficient Gold Bond building materials modernizing is no longer the time-consuming up-setting job it used to be. A single room or a whole

house can now be done quickly and at low cost. In the room above the walls are made of Fireproof Gold Bond Gypsum Wallboard. It goes up like magic in big wall-covering panels, and takes any decoration. If you're planning an addition or new building don't miss Gold Bond Fireproof Gypsum Sheathing. It gives you a stronger, safer wall under clapboards, brick or other finish.

If you want to increase summer comfort and lower winter heating costs in any house, new or old, simply insulate with new high-efficiency Gold Bond Rock Wool. Owners say it pays for itself

by saving as much as 30 percent in heating bills! These are just a few of the 150 research-produced Gold Bond building products that are plentiful in normal times. Today even our whole production can't keep up with demands. Even so more than 10,000 local Gold Bond lumber and building material dealers are on the job, helping veterans to get housed, helping their customers in every way they can. See your Gold Bond dealer first whether you plan to build or remodel. He can help you get a better job, not always today but tomorrow sure! National Gypsum Company, Buffalo 2, New York.

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

**3 QUICK STEPS TO A NEW ROOM**

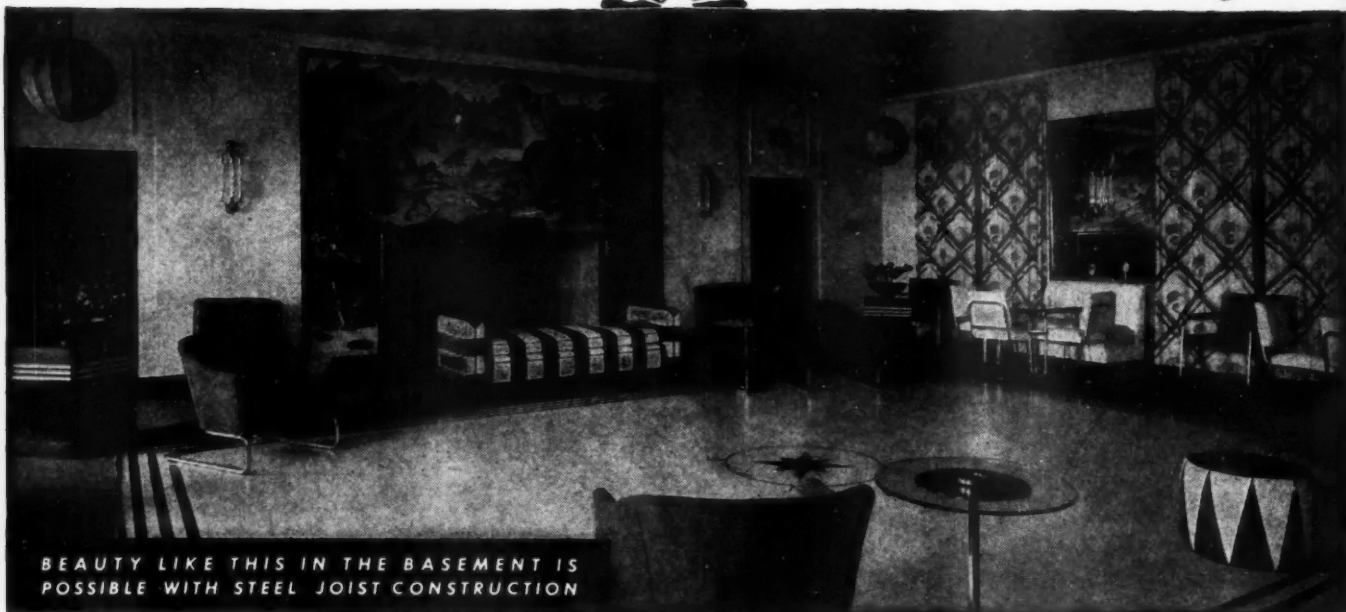
THIS WAS OUR DRAB OLD KITCHEN AND PANTRY BEFORE WE WENT TO WORK!

THE BREAKFAST NOOK TOOK SHAPE LIKE MAGIC WITH FIREPROOF PANELS OF GOLD BOND GYPSUM BOARD

GOLD BOND GYPSUM BOARD APPLIED RIGHT OVER THE DRABBY OLD MATERIAL GAVE THE KITCHEN NEW LIFE. FOR THE UNIVERSAL GOLD BOND GYPSUM BOARD THE...

...THEN A COAT OF CHERRY 1-HOUR SUNDRY WALL PAINT AND THE JOB WAS DONE!

*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 wide experience with light occupancy buildings to bring steel joist construction to home building. For in bigger buildings where both permanence and beauty are desired, builders turn to Ceco steel joists for flexibility in design, rigid floors, greater safety.

#### **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.
- 8. Reduces plaster cracks and shadow lines.

#### **CECO STEEL PRODUCTS CORPORATION GENERAL OFFICES**

5701 W. 26th STREET, CHICAGO 50, ILLINOIS  
Dealers, Offices, warehouses and fabricating plants in principal cities

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

radiant heat

+

convection heat

=

# MODERN HEATING AT ITS BEST!

*that's what Modine Convectors offer you!*



# 1

## RADIANT HEATING

Notice those arrows? That's radiant heat . . . mild radiant heat coming from that Modine Convector Panel in just enough quantity to offset heat loss from window areas. But we don't stop with just *radiant* heating. To it we add—

# 2

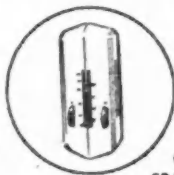
## CONVECTION HEATING

Convection heating. The hot water or steam circulates through the copper heating unit, draws the cooler, floor-line air into the bottom of the convector where it's warmed, rises, and is then gently circulated throughout the room.

**Result:** A modern, blended heating system for modern living! • A heating system that gives you *individual* room control, that responds almost instantaneously to sensitive automatic controls . . . that gives you gentle air circulation without the use of moving parts that wear out. • Yes . . . the dependable heating comfort, distinctive charm, space-saving, cleanliness and long service life of Modine Convector Radiation is now available for moderate cost homes and apartments. Look for Modine's representative in the "Where to Buy it" section of your phone book. • Write for complete information and free descriptive literature. MODINE MANUFACTURING CO. 1701 Racine St., Racine, Wis.



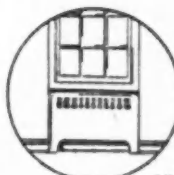
MODERN BEAUTY



CLOSE TEMP. - ERATURE CONTROL



EASY TO INSTALL



ADDS TO LIVING SPACE



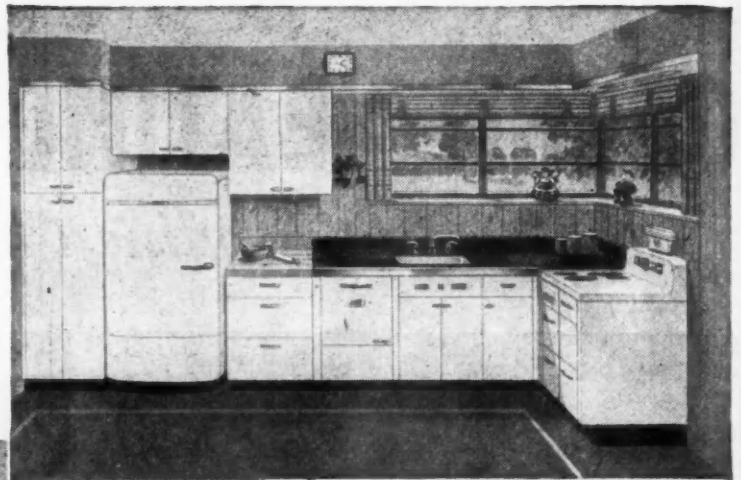
COSTS NO MORE THAN CONVENTIONAL RADIATORS

# Modine

## CONVECTOR RADIATION

The Modern "proved by use" heating method

Ranch  
Style



...or  
Mansion

**Both "Homes of Tomorrow" have a HOTPOINT ELECTRIC KITCHEN!**

ONE feature many homes of tomorrow will have in common is a streamlined, all-electric kitchen. But it's a convenience and luxury that builders can offer their clients *today!* That's because Hotpoint has a kitchen design to fit every budget and dimension requirement. These eye-appealing, functional kitchens are planned to save time, labor, steps. Home owners are assured pride of ownership and living comfort now and for many, many years to come. From the great new range and refrigerator to the matching cabinets so convenient for storage, a Hotpoint Electric Kitchen makes *good homes better!*

**Take Advantage of Expert Planning Guidance!** Builders and architects can benefit from Hotpoint's leadership in the rapidly progressing electric kitchen field. Hotpoint's staff of expert engineers and home economists are available for consultation at any time. For complete information on the electric kitchen and many helpful building hints, Hotpoint offers a Portfolio of Personalized Kitchen Plans. Just attach the coupon below to your letterhead and mail to us today for your copy of this invaluable *Portfolio*. Edison General Electric Appliance Co., Inc., 5641 West Taylor Street, Chicago 44, Illinois.

**Dependability Assured by 40 Years Experience**

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HOTPOINT REGIONAL SALES OFFICES: 570 Lexington Ave., New York City 22, Plaza 3-9333  
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The Hotpoint Institute  
5641 West Taylor Street, Chicago 44, Illinois

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

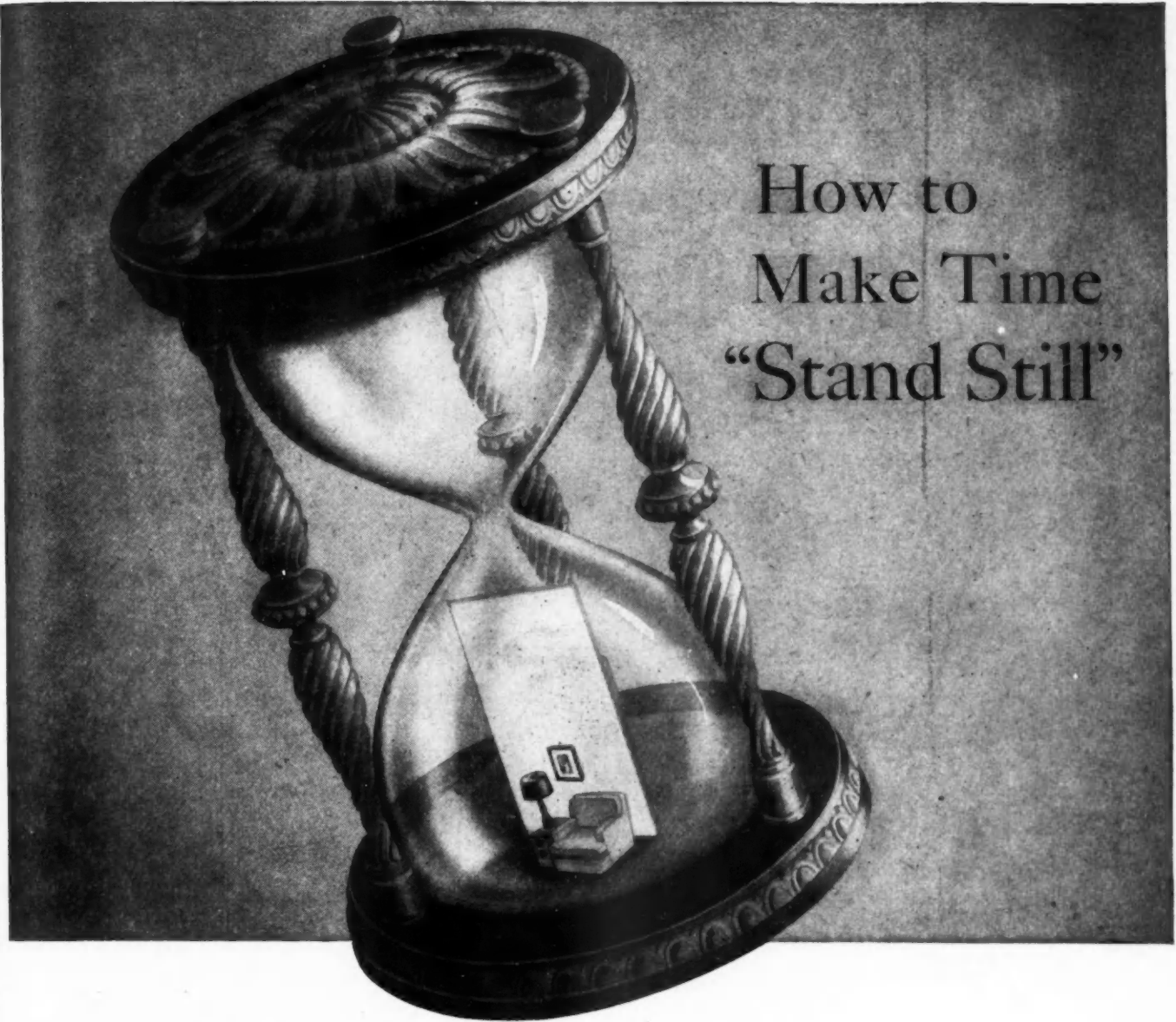
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(This offer available only to architects and contractors)



How to  
Make Time  
"Stand Still"

## SHEETROCK *Fireproof WALL and CEILING PANELS*

Sheetrock\* durability is measured in building lifetimes. Fireproof, non-warping, non-buckling, these big panels are made to give outstanding service for the life of the building. And, when treated by the Perf-A-Tape\* joint system, the highly crack-resistant Sheetrock walls and ceilings form continuous, unbroken surfaces. Application is fast and easy too. Each panel covers up to 48 square feet of wall or ceiling at a time, cutting and fitting is done

at the point of application. More, decoration by any method can be started as soon as the joints are finished. That adds up to saved days, lowered expenses, increased efficiency. Today, more and more Sheetrock is being made, helping 4,000,000 people get the housing they need now. Soon we hope to supply everyone who wants it. For large book of complete Sheetrock data, write now to 300 West Adams Street, Chicago 6, Illinois.

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



# United States Gypsum

**For Building • For Industry**

Gypsum • Lime • Steel • Insulation • Roofing • Paint

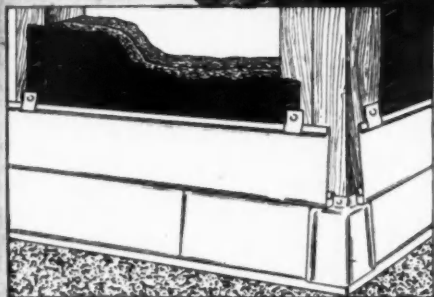
# HUNDREDS OF HOMES

under construction now using HOESS

# ALUMINUM CLAPBOARD SIDING



**AVAILABLE FOR IMMEDIATE DELIVERY**

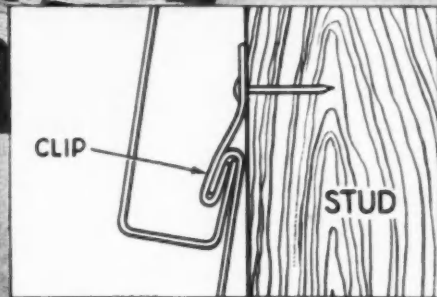


Can Be Used Without Sheathing. Tabs of a 2" blanket of insulation are nailed to outside face of studs before siding is applied. Inside, vapor-sealed wall-board or plaster is used as in conventional construction.

### SPECIFICATIONS

Hoess Aluminum Clapboard Siding and Roofing conforms to Federal Specification QQ-A-359-a (3S), type 2, condition 1/4 to 3/4 hard.

Produced in 12 foot lengths, 4", 6", and 8" widths.



CLIP

STUD

Weatherlight Seal. The Hoess patented interlocking system provides a special clip which is hooked under the top locking edge and nailed to stud. Siding thus can move slightly in the clip to compensate for temperature changes.

### Use of the Ideal Basic Building Material Made Practical!

*Lifetime Durability • Lower Maintenance Costs • Preservation of Popular Colonial Architecture • Weatherproof Rustproof • Rotproof • Verminproof Extra Insulation • Increased Fire Protection • Lighter Weight • Easier Handling • Economy In Shipping Easy Installation.*

All these advantages now are made available to you in Hoess Aluminum Clapboard Siding. Actually more beautiful than conventional clapboarding. Architects praise the crisp, precise beauty of its shadow lines. And because 95% of all radiant heat is reflected from an aluminum surface, highly efficient reflective insulation is provided, winter and summer. Painting is simple, easy, inexpensive.

*Fittings Needed.* Application Clips, Starter Strips, Corner Finishing Caps.

*Application.* A Starter Strip is nailed to the bottom plate of the house. Bottom channel of the first piece of siding is locked into a flange provided on the starter strip. An Application Clip then is hooked under the top channel of the piece and nailed directly to the stud. As this operation is repeated with successive pieces, all clips and nails are concealed. Individual pieces

need not be leveled as applied. Effective laps are made by sliding one piece behind the other. A reinforcing ridge stamped into the end of each piece gives necessary strength so that it is not necessary to break joints over studs. Corner Finishing Caps are supplied to cover the ends of the pieces at the corners.

*Hoess Aluminum Clapboard Siding now is in volume production. Your order will be filled promptly. Phone, wire, write or mail the coupon below.*

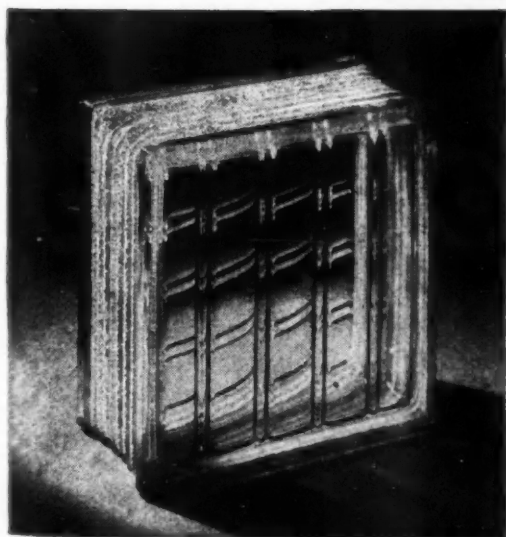
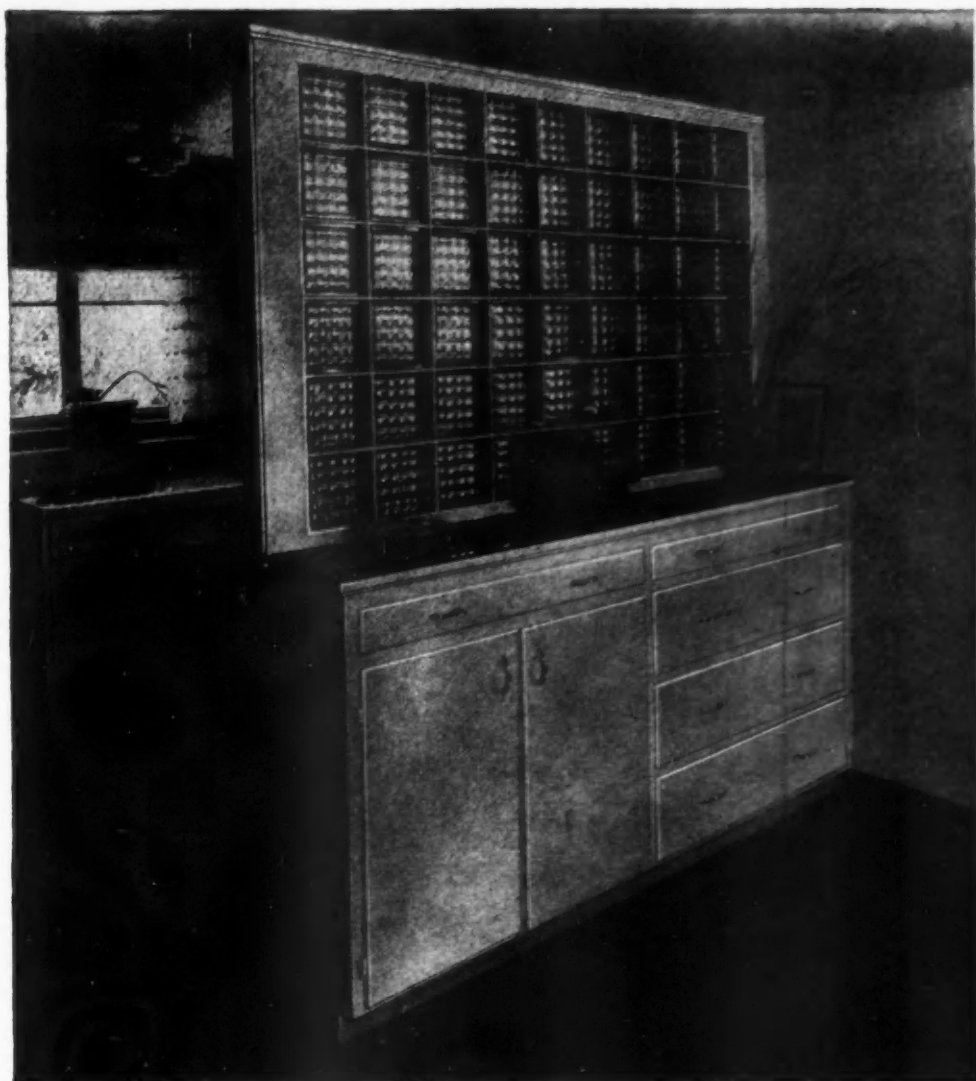
### METAL BUILDING PRODUCTS, INC.

Dept. 12, 8825 Grinnell Street, Detroit 13, Michigan

Mail me information and prices on Hoess Aluminum Clapboard Siding.

Your Name \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Nature of Business \_\_\_\_\_

A kitchen-breakfast nook partition of Insulux Glass Block is a happy thought for any home. Both rooms are lighter and brighter because the partition transmits daylight freely. Naturally enough, the spotless appearance appeals to housewives. Installation shown: Harold Preston residence, Mill Valley, California.



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

## Want to make your kitchens happy?

**Here's the happy recipe!** Combine a few Insulux Glass Block with any standard kitchen plan.

Immediately the room is more interesting and inviting. That applies whether you use an Insulux partition, as suggested in the illustration, or possibly, an Insulux panel in an outside wall to direct extra daylight to the sink area.

But kitchens are only a beginning for this versatile building material. Insulux can also work wonders in entrance halls, stairways, bathrooms. In fact, there is usually a spot for Insulux in any room that can be made more livable and attractive with natural daylight.

Certainly there are many ways to put Insulux Glass Block to work in *your* new homes. For other uses, installation details and specifications, write Dept. C-74, Owens-Illinois Glass Company, Insulux Products Division, Toledo 1, Ohio.

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

# Urgent Demand for Veteran Housing Means Allocation of Douglas Fir Plywood



TODAY, a substantial proportion of Douglas fir plywood production is allocated by order of the Civilian Production Administration to the Reconversion Housing Program. Housing contractors, stock cabinet manufacturers, prefabricators and distributors **must** be supplied first — and this means a temporary shortage for all other industrial and construction users. But **MORE** plywood is being produced today than in pre-war years. When the present demand is met, an increased supply will be readily available. So — anticipate your needs as far in advance as possible. Keep in touch with your regular source of supply!

**DOUGLAS FIR PLYWOOD**  
Tacoma 2, Washington



**ASSOCIATION**

## These "Grade Trade-Marks" Are Your Assurance of Uniform Quality Standards

There is a type and grade of Douglas fir plywood for every building need. Each **MUST** meet rigid performance tests — in the field and in the Douglas Fir Plywood Association Laboratory. Choose the type you need by these "Grade Trade-Marks" — stamped on every panel.

**EXT.-D.F.P.A.**

EXTERIOR-TYPE plywood is made with completely waterproof synthetic resin binder especially for permanent exposure to weather and water. It is widely used for building exteriors, for outdoor signs, for railroad car siding, and in all phases of marine construction.



PLYSCORD is an unsanded utility panel of unusual rigidity, made to withstand the rigorous service demanded of wall and roof sheathing and of sub-flooring.



PLYWALL is the grade of interior-type plywood made for use where only one side is exposed, as in wall paneling. It is suitable for most stained finishes, for painting or papering.



PLYFORM is the special concrete-form grade of Douglas fir plywood — a quality grade manufactured with highly water-resistant glues and intended for multiple re-use in form construction.

**PLYPANEL D.F.P.A.**

PLYPANEL is the grade of interior-type plywood made especially for high quality interior work on walls, ceilings, for booth partitions, cabinet doors and similar uses.



National survey shows\*... for ASBESTOS PRODUCTS

People prefer Johns-Manville

60 to 1 over any other brand!

In tomorrow's competitive market, you'll have a powerful selling advantage in this preference for Johns-Manville Building Materials



Mr. Builder-

When materials again become available in abundance, and you face tomorrow's keen competition, the nationally known name of Johns-Manville will prove invaluable to you in making sales, because of its overwhelming public confidence.

Remember that fact today as you build security for your business tomorrow. Johns-Manville intends to maintain and increase the acceptance for J-M products through powerful national advertising such as the J-M radio program, "Bill Henry and the News," reaching up to thirty million listeners a month.

When selling again becomes a problem in your business, Johns-Manville will offer you complete merchandising plans to help you capitalize on the tremendous value of the Johns-Manville name as a symbol of quality. Johns-Manville, 22 East 40th Street, New York 16, N.Y.

...8 to 1 in Roofing

...39 to 1 in Home Insulation

...60 to 1 in Asbestos Products

\*In a scientific public opinion poll recently completed, one of the questions asked was, "In what manufacturer of asbestos products would you have the greatest confidence?" The vote was 60 to 1 in favor of Johns-Manville over any other manufacturer. The same question about other building materials also produced an overwhelming vote for Johns-Manville. Complete details on request.

Johns-Manville



Asbestos Shingles and Siding • Asphalt Shingles • Asbestos Flexboard

Insulating Board • Rock Wool Home Insulation • Weathertite Sheathing • Roll Roofing • Building Accessories

**AN UNUSUAL WATERPROOFING PROBLEM:**

# Holding Back a 4<sup>ft.</sup> High Tide IN AN ELEVATOR PIT!

**The PROBLEM:** To control water seepage in the elevator pit of the Barnum Garage, Bridgeport, Conn. Located directly over an old river bed, the pit daily filled with water up to four feet when the tide came in. Continual seepage caused

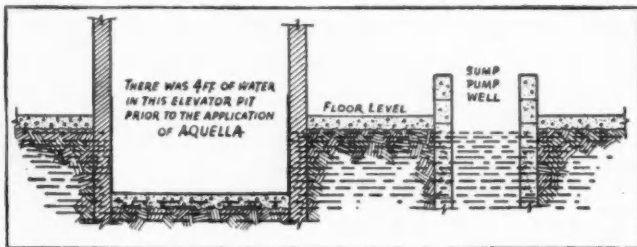
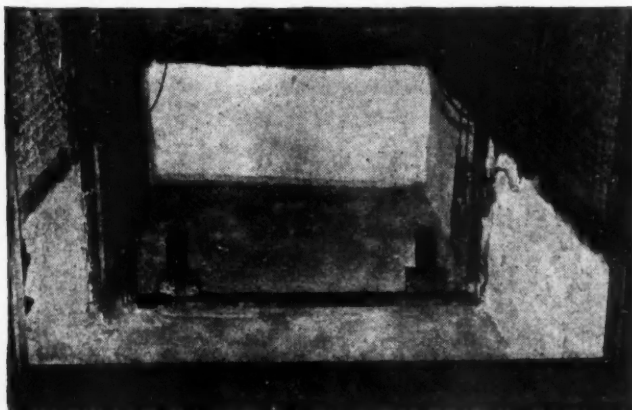


Diagram illustrating the problem.

cables and mechanism to rust; breakdowns were frequent. After so-called "waterproofing paints" were proven ineffective, a three-foot-in-diameter sump pump well was installed with an oversized pump, having a two-inch main. The pump worked constantly; literally it was pumping a river. But even this did not work, because of mechanical and electrical failures.

**The SOLUTION:** The application of AQUELLA



The elevator pit after it was treated with Aquella in January, 1945. According to L. Levitt, garage operator, it hasn't leaked since it was Aquellized 20 months ago.

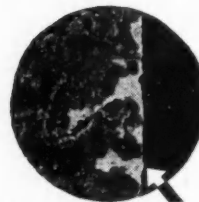
**The RESULT:** As Mr. L. Levitt, operator of the garage, describes it: "Since January 1945, when the elevator pit was Aquellized, we have had the sump pump disconnected—even though the water in the sump pump well rises up to the cellar floor level. This proves that the floor and walls of the pit are surrounded by water held back by Aquella."

**The REASON** for Aquella's effectiveness in holding back a 4-ft. high tide in this elevator pit centers around the

entirely new principle on which it works...a principle that distinguishes it in *three ways* from the so-called "waterproofing paints." First, the ingredients of which Aquella is composed are so *finely ground* that they penetrate the masonry *intensely* to fill and close the most microscopic pores. Second, Aquella is scrubbed into the face



The sump pump well is no longer used. Pump was disconnected months ago. Water still rises to the floor level as can be seen in the above photograph — proving that the floor and walls of the pit are still surrounded by water held back by Aquella.



Photographic enlargement of a small, sawed-away section of a concrete masonry unit showing the way Aquella penetrates to fill and close the pores of the surface.

of the masonry—not just "brushed on" to coat the outside surface. Third, Aquella has an exclusive chemical property which causes it to expand and set up a harder, firmer bond when water contacts it.

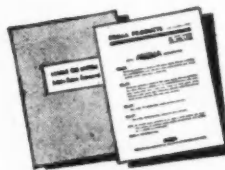
As it cures, Aquella leaves a beautiful white finish that does not powder, peel, flake or rub off, and can be painted over with any color.

**Specify AQUELLA** for the treating of all porous masonry surfaces, such as brick, concrete, light weight masonry units, stucco or cement plaster.



**PRIMA PRODUCTS, INC.**

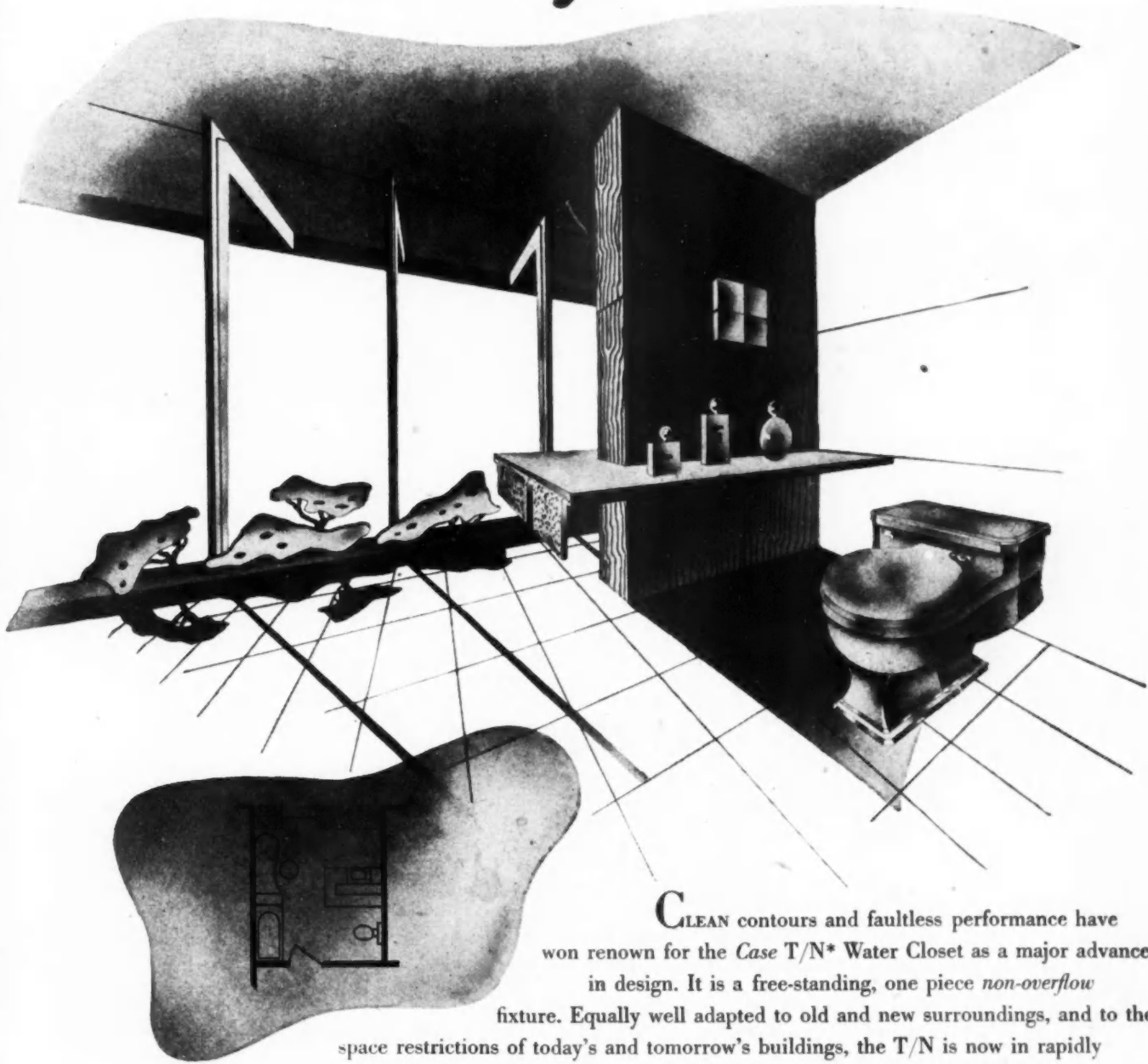
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**FREE** Write today for your copies of "Aquella and Concrete Masonry Construction," and the "Key to Aquella Specification Types."

# AQUELLA

# Contemporary ... for years to come



CLEAN contours and faultless performance have won renown for the *Case T/N\** Water Closet as a major advance in design. It is a free-standing, one piece *non-overflow* fixture. Equally well adapted to old and new surroundings, and to the space restrictions of today's and tomorrow's buildings, the T/N is now in rapidly expanding production. Distributed nationally—see your Classified Telephone Directory. W. A. Case & Son Mfg. Co., Buffalo 3, New York. Founded 1853.

\*PATENTED

Foremost in demand...the **Case T/N**

**JUST A**

**Handful...**

But with a light-weight gasoline-engine-driven Homelite Generator you have plenty of current to operate brilliant floodlights and cost cutting electric tools.



Let us give you a free on-your-job demonstration. Simply write us today.

**HOMELITE**

*Portable* PUMPS • GENERATORS • BLOWERS

**HOMELITE CORPORATION**  
PORT CHESTER, NEW YORK



"I'm riding the trend...  
not bucking it!"

"Almost half the actual and prospective home-owners interviewed in a recent survey said that they will buy asphalt shingles when they get new roofs.

"I'm making this trend work for me by selling Barrett Shingles in the new-home construction market. Barrett Shingles are tops in quality, nationally advertised, and highly regarded by leading architects and builders as well as home-owners — the kind of product that builds my customers' confidence in me.

"What's more, Barrett is a supplier I can count on through good times and bad — a great basic business that has prospered steadily since 1854 to become 'the greatest name in roofing.' Barrett means stability . . . and that's what I want most for my business in the years ahead."

**THE BARRETT DIVISION**  
ALLIED CHEMICAL & DYE CORPORATION

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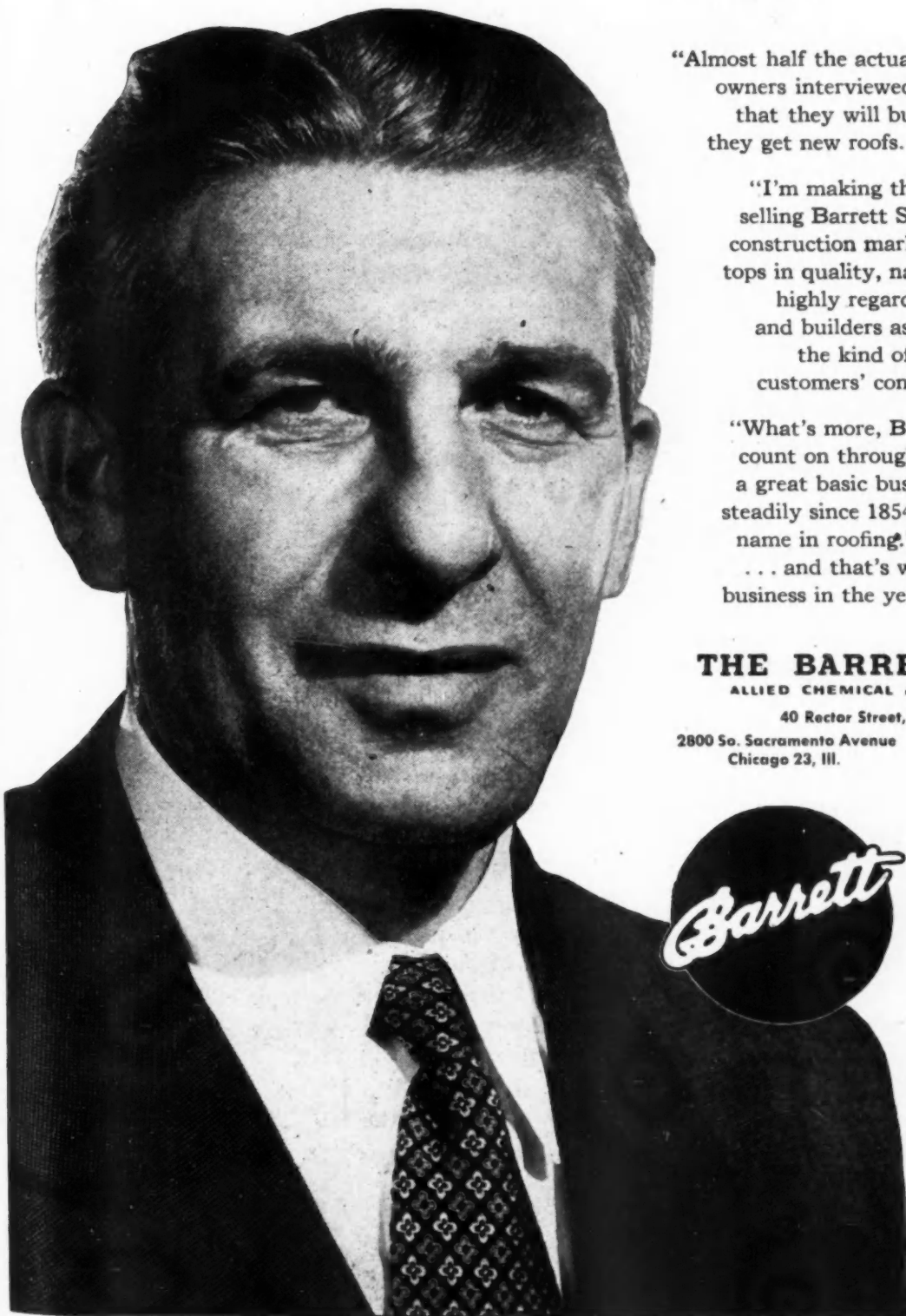
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Birmingham  
Alabama

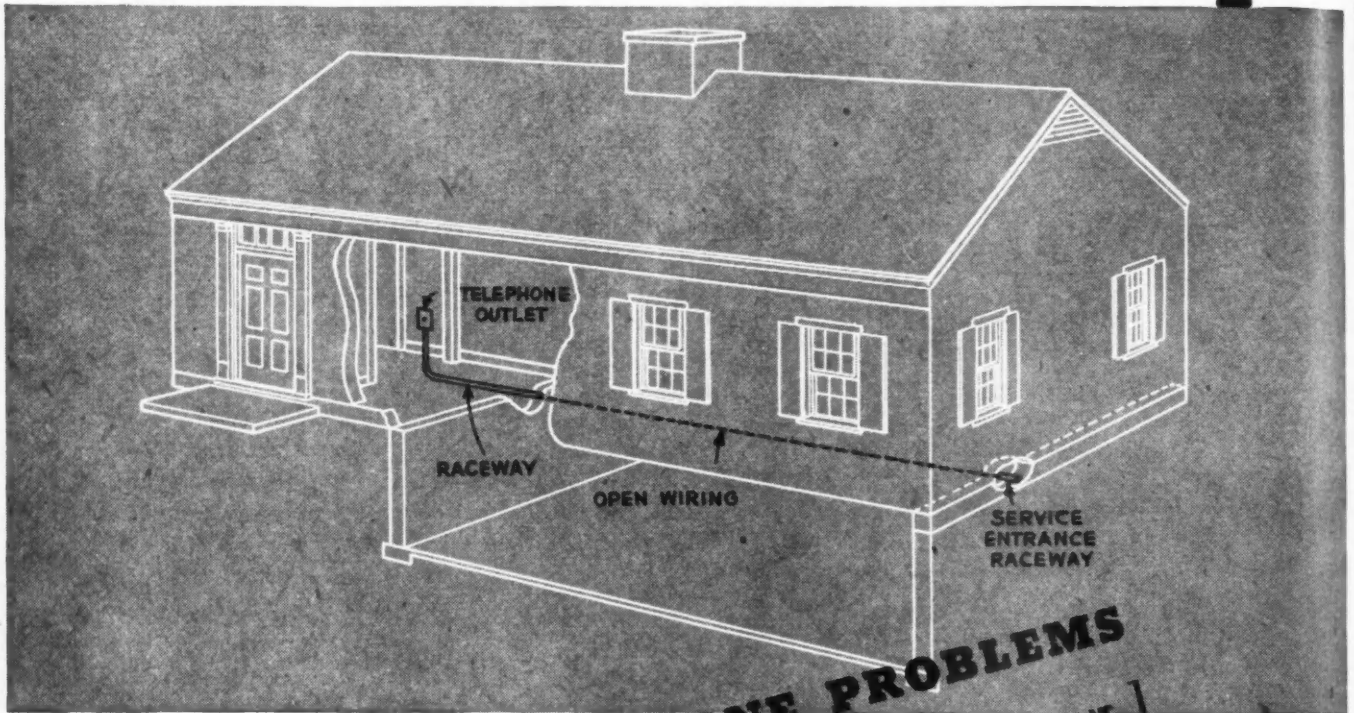


**Feature these Barrett  
Extra-Profit Products**

- Barrett Shingles and Sidings
- Barrett Roll Roofings
- Barrett Rock Wool Insulation
- Barrett Protective Paints



EVEN SMALL HOMES SHOULD HAVE RACEWAYS FOR TELEPHONE WIRES



## SMALL-HOMES TELEPHONE PROBLEMS

[ THE CASE OF THE ONE-STORY HOUSE WITH UNFINISHED BASEMENT ]

Raceways for concealing telephone wiring in smaller homes are easy and inexpensive to install. And they are an added convenience which your clients will appreciate.

When planning a one-story home with an unfinished basement, the simple telephone wiring arrangement shown above is usually satisfactory. A short piece of pipe or other form of raceway is installed within the wall from the basement to a convenient telephone outlet. It assures concealed telephone wiring in the living quarters.

Your Bell Telephone Company will be glad to help you plan for telephone wiring facilities in the homes you build. Just call your Telephone Business Office and ask for "Architects and Builders Service."

BELL TELEPHONE SYSTEM





# Developed

## FOR SMALL HOMES!



- ✓ **COMPACT**
- ✓ **CONVENIENT**
- ✓ **CONVERTIBLE**

Compactly built to fit small space and convenient to operate, the 100 Series National HEAT EXTRACTOR can be converted—after installation—to automatic firing with oil or gas.

Discriminating builders and buyers of small homes can enjoy all the big-home advantages of Hot Water or Steam heat, with the 100 Series National HEAT EXTRACTOR. This compact, dependable boiler was especially developed for the smaller home, where space is always at a premium. Its water-insulated base provides an extra measure of safety in kitchen, utility room or rumpus room installations, and a copper coil may be added to furnish an adequate supply of domestic hot water—both summer and winter.

*Send for our booklet "Plan To Be Comfortable."  
There's no obligation, of course.*



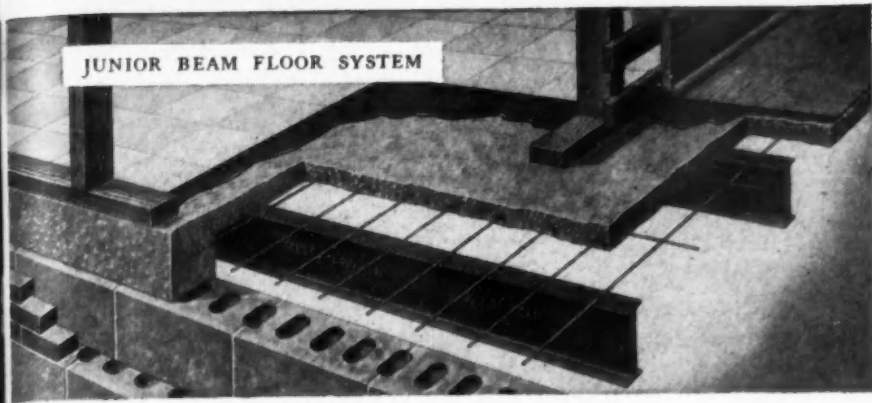
### The NATIONAL RADIATOR Company

JOHNSTOWN, PENNSYLVANIA



**BUILDING YOUR NEW HOUSE**  
*with J&L Steel Junior Beams •*





## STEEL J&L JUNIOR BEAMS FOR FLOORS AVAILABLE NOW TO HELP YOU BUILD MORE PERMANENT, SALABLE HOUSES

You can order J&L steel Junior Beams now for immediate shipment from the J&L warehouse nearest you. They will enable you to offer your prospects and clients more for their money in a permanent steel and concrete floor—and at no extra cost. J&L Junior Beam steel-and-concrete floors provide a rigid, vibration-free, shrink-proof floor system as an integral part of the house foundation. They form a firestop between the basement and the remainder of the house. Also, they prevent moisture from rising through partition walls.

With Junior Beam floors, settling caused by shrinkage of wooden joists is eliminated. Consequently, plaster walls and ceilings do not have to be patched and repaired. Also there is no necessity to make repeated trips to the new house to repair twisted and stuck doors and windows.

Your prospects will be impressed with the fact that Junior Beam floors give them protection from fire, termites, mice and other vermin. Your reputation as a designer and a builder will be enhanced by the fine, permanent floor system you provide with these exclusive J&L light structural steel members.

### JONES & LAUGHLIN STEEL CORPORATION

PITTSBURGH 30, PENNSYLVANIA

J&L SERVICE WAREHOUSES: CHICAGO • CINCINNATI • DETROIT  
PITTSBURGH • MEMPHIS • NEW ORLEANS • LONG ISLAND CITY, N.Y.\*

\* Operated by Jones & Laughlin Steel Service, Inc.



## STOUT STEEL FLOORS

Simplicity of placing Junior Beam floors is demonstrated in large illustration. Steel beams though strong are light, can be handled easily by one or two men. Wooden form is built around beams. When concrete is poured it forms solid cap over foundation of house. Small, cut-away drawing shows Junior Beams, reinforcing rods, concrete slab and detail of partition wall that will interest architects and builders. It also shows parquet hardwood floor laid in mastic. Provision can be made just as easily to place nailing strips in concrete to receive conventional floor. Carpets, linoleum, tile, terrazzo, composition block coverings are readily laid on this slab, too.

Junior Beams and Channels, exclusive Jones & Laughlin products, are structural steel sections literally "junior" to the well-known heavy structural members. Rolled on a J&L designed bar mill, they afford strength with minimum weight. Junior Beams have fiber stress of 18,000 pounds per square inch, yet 10" beam weighs only 9 lbs. per foot compared to 25.4 lbs. per foot for same size standard beam.

Ratios of Junior Beam and wood joist carrying capacity, illustrating practicality of using Junior Beams in construction work, are: 1 ton of 8" Junior Beams equals 1,225 board feet of 2" x 10" wood joists; 1 ton of 10" Junior Beams equals 1,540 board feet of 2" x 10" wood joists.

Ornamental stairs in many houses are fabricated from J&L Junior Channels. They give rigid support to slate, tile, marble, or terrazzo treads, risers and heavy wrought railings. Junior Channels and Jal-Tread checker floor plate provide non-skid, fire-proof basement stairs.

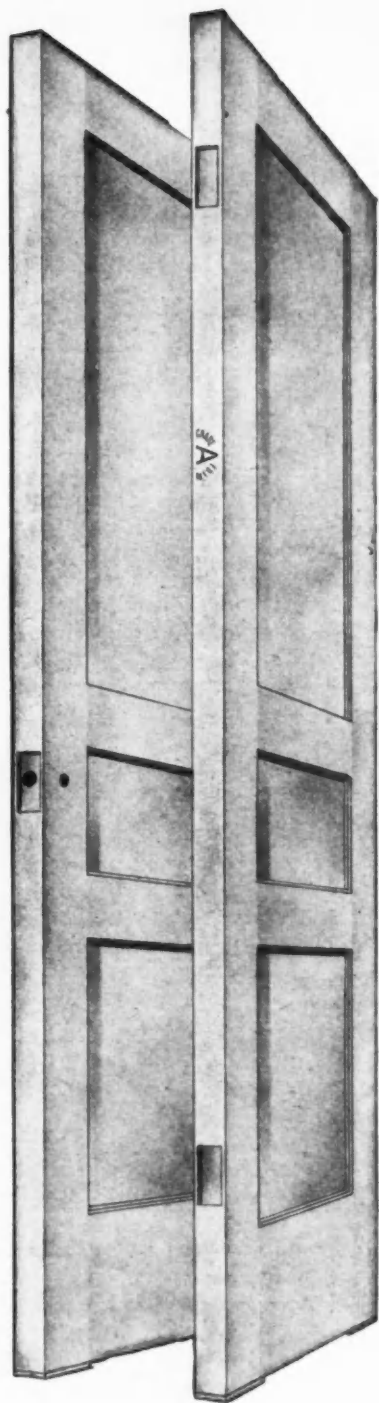
The Recreation room is more attractive in a Junior Beam house. The underside of the concrete slab and the beams, when painted, provide an attractive ceiling. Electrical conduit can be concealed in the slab itself. If desired, metal lath can be clipped to underside of beams and ceiling plastered as in any other room.

The Dewalt Saw cuts steel Junior Beams like lumber to the desired length right on the building job.

"Nine Simple Steps," illustrated folder, shows how easily Junior Beams are installed. "Junior Beam Floors for Residences" and "Engineering Data," give technical information. For copies write Publicity Manager, Jones & Laughlin Steel Corporation, Pittsburgh 30, Pennsylvania.

Six Million People will see the advertisement in Time, Newsweek, New York Times, Wall Street Journal and other papers during October and November, from which this ad was adapted.

ADV.



**DOUGLAS FIR DOORS  
ARE A "HOUSING ESSENTIAL"**

*that's why the supply situation  
is temporarily critical*

TODAY'S greatest need is for veteran housing — and Douglas fir doors must be channeled to meet that need.

This fact — plus the severe shortage of shop lumber from which stock doors are made — has naturally created a critical supply situation for general building uses.

But once present difficulties are overcome, Douglas fir doors will again be available, in ever-increasing numbers. They'll be **better** doors in every way — durable, attractive, made to exacting standards by modern precision methods. Study the features outlined below — features which assure the biggest stock door values in a decade!

**Douglas Fir DOORS**

*Remember! NATURE MAKES DOUGLAS FIR Durable!*

Douglas fir doors have an extra grain of heart's wood which gives them the old growth Douglas fir

**THE NATIONAL ASSOCIATION OF  
FIR DOOR MANUFACTURERS**

Tacoma 2, Washington

**PRE-FIT**

Douglas fir doors will be available pre-fit to exact book size . . . ready to hang without on-the-job sawing and fitting.

**FACTRI-FIT**

Douglas fir doors will also be available completely machined — not only pre-fit, but gained for hinges and mortised or bored for locks as well. Doors will be grade-marked, as in the past, for ease in specification and ordering. They'll be better doors in every way.

**PRE-SEALED**

Douglas fir doors will be available pre-sealed . . . a feature which improves dimensional stability, reduces moisture absorption, and eliminates the need for one prime coat.

# WANT TO BOOST **MOULDING** PROFITS?

*Here's an old friend, the Marlite Wall panel man, to help you stock and sell immediately the **RIGHT** moulding for every panel job.*



Marsh Mouldings are packed in a streamlined tube labeled for easy identification, easy to handle, easy to store, easy to sell.



Immediately available! Stock and sell **Marsh "Panel-Tested" Mouldings** - and you're sure of a **tailored** job that looks right . . . fits right . . . installs right . . . and stays right, on the job.

**Marsh mouldings**, pioneer line in the field, are made by the world's largest exclusive producers of prefinished wall panels, the manufacturers of **Marlite**. Perfected through 32 years of application know-how, they give your customers the plus values that distinguish the professionally finished job.

For instance: (1) matched faces, with the same beveled edges on all designs, facilitate perfect membering, (2) design allows for expansion and contraction of panel, (3) wide flanges permit easy nailing and fastening.

**MARSH Waterproof MASTIC**, especially formulated for wall panel applications, gives better coverage, faster adhesion. Recommend it for complete satisfaction. Prompt delivery. Marsh Wall Products, Inc., 113 Main Street, Dover, Ohio.



ALUMINUM  
PLASTIC  
PRESWOOD

MANY OTHER DESIGNS AVAILABLE. WRITE US ON MOULDING PROBLEMS.



**"Yes, you can have Lumite screens. But you can't have a house like *that* for ten thousand!"**

• Build this house for \$10,000? Not even with a magic wand. But how about protecting a house—*any* house, from cottage to mansion—with the best screens ever made? You can do that, all right—with Lumite plastic screens.

Lumite window screens keep their bright beauty and tough resilient strength for years and years...as fresh as the day they were installed. Lumite is woven of Dow's Saran, a substance that simply can't wear out through natural causes!

Remember the ugly streaks that ordinary screens leave on sidewalls? Lumite cannot stain! Remember those sagging, bulging screen doors? Lumite will not sag or bulge—it "gives" under impact or pressure, then snaps back instantly to its original shape. And Lumite will not corrode or rust in any weather!

When you design or build a house, recommend Lumite plastic screens for a lifetime of lasting wear. Our A.I.A. 35P folder, with sample, is available on request.

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

**LUMITE**

**MODERN PLASTIC INSECT SCREEN CLOTH**

## HERE'S WHY LEADING ARCHITECTS AND BUILDERS SPECIFY LUMITE:

- Cannot stain
- Won't rust or rot
- Never dents or bulges
- Needs no painting
- Strong! (Lumite is woven of heavy gauge plastic filament—0.015")



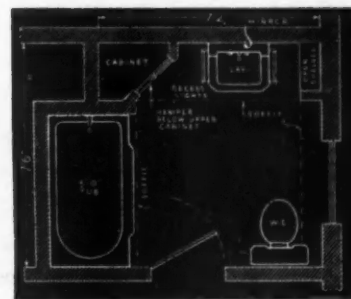
*Right for today's practical planning*  
 . . . a KOHLER bathroom

WHEN you specify Kohler plumbing for a new or remodeled home you provide the right combination of what every home owner wants in his fixtures and fittings—attractive appearance with matching designs; efficient sanitary protection; convenient, durable working parts; and lustrous, easy-to-clean surfaces. There is sound investment value, too, in the fact that the name "Kohler" is a recognized symbol of first quality—for it will add to the future ease with which a home can be rented or sold.

Kohler fixtures and fittings shown in the illustration above are the Gramercy vitreous china lavatory (available in sizes

22x18" and 24x20") with built-in fittings and roomy shelf; the Cosmopolitan Bench Bath, made with durable, gleaming enamel on time-tested, non-flexing cast iron—and equipped with the efficient Triton shower mixer; and the quiet, smooth-functioning Wellworth close-coupled closet.

All Kohler fixtures and fittings now being produced embody the same high degree of excellence, in design, workmanship and materials, that has built the 73-year-old tradition of Kohler quality. Production, at Kohler, is centered in one plant, with unity of supervision. Write for information on products now available. Kohler Co., Dept. 11-AB, Kohler, Wis. Established 1873.



**This practical arrangement of Kohler fixtures, in a bathroom of moderate size, is compact yet convenient, with easy access to all facilities, including cabinets, shelves and hamper.**

# KOHLER OF KOHLER

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS

*Yours now!*

# This practical file of better ways to insulate

KIMSUL

**HOW TO INSULATE CEILING**  
From Above (New or Existing Construction)  
Application Data Sheet No. 6

A1A37B



1. KIMSUL is easily installed from above if roof pitch is steep enough so that rafter plates are easily accessible. In such cases KIMSUL is installed from the attic side after ceiling material has been applied. (See Figure 1)

2. Cut KIMSUL blanket to fit required joist span. Then with entire blanket (or several fast on an end) expanded, lay blanket between joists with waterproof cover side down. Nail or staple end of KIMSUL blanket to top of rafter plate. Then pull across and fasten to opposite plate. A supply of fiber nailing strips is enclosed in each roll of KIMSUL to facilitate end attachment.

3. Occasionally a joist span may be insulated more conveniently with two KIMSUL blankets. In such cases, the first blanket is stretched from the rafter plate to an intermediate partition plate and fastened with a fiber strip. The second blanket is cut long enough so that, after stapling to the opposite rafter plate, it will pull out and overlap the first blanket approximately 6". The second blanket is then fastened to the partition plate. (See Figure 2)

4. Side fastening of KIMSUL blanket is not necessary except at bridging. When running KIMSUL over bridging, staple sides of blanket to joists to insure a snug fit. Usually it is easier to run KIMSUL under wiring. (See Figure 3)







*Kimmy*

Eleven fact-filled pages like this one are yours for the asking—in the new KIMSUL\* Application Data File, a source of technical information you can use to advantage. Shows how many applications, from the simplest to the most difficult, can be more efficiently handled with prefabricated, *many-layer* KIMSUL. To get your

Application Data File, plus full technical information on KIMSUL, mail the coupon on your letterhead or business card today.

*We are producing all the KIMSUL Insulation we possibly can, but, due to the great demand, your dealer may have some difficulty in supplying your requirements as promptly as usual.*



\*KIMSUL (trademark) means Kimberly-Clark Insulation

Kimberly-Clark Corporation  
KIMSUL Division, Neenah, Wisconsin

AB-1146

Please send at once FREE Application Data File and full information on *many-layer* KIMSUL Insulation.

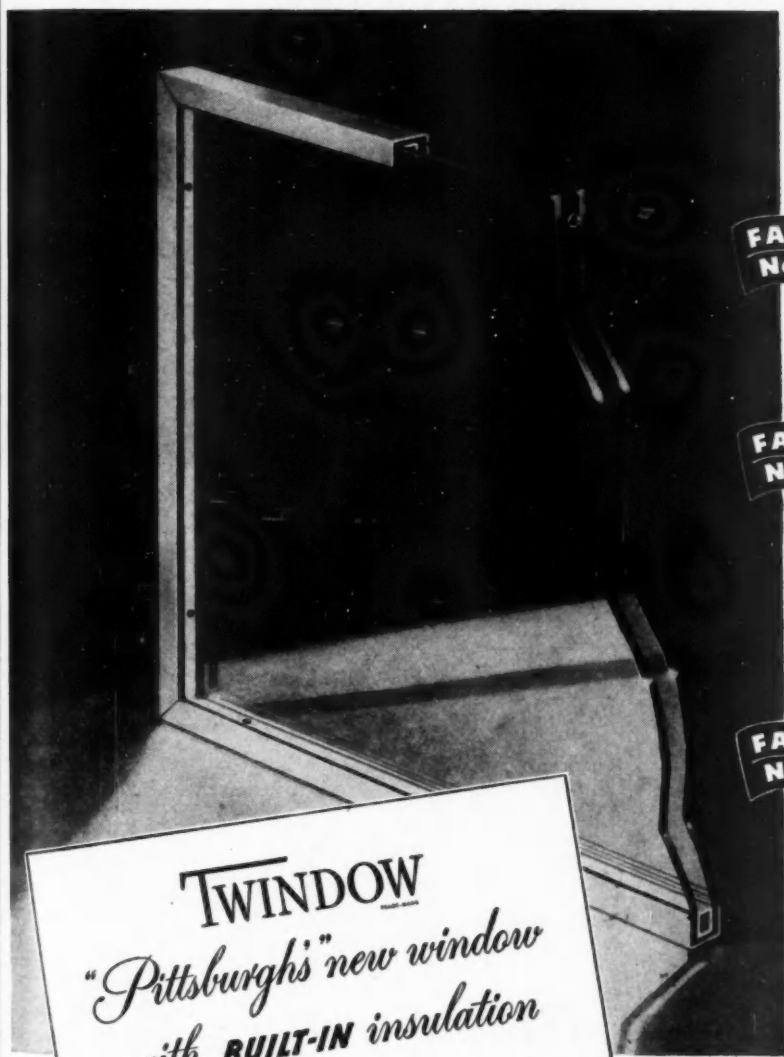
Firm .....

Address .....

City, Zone, State .....

Architect     Builder     Contractor     Other

It will pay to  
read these **FACTS**  
about  
**TWINDOW**  
TRADE-MARK



**FACT No. 1**

*Twindow is the newest development in insulating windows*

It consists of two or more panes of glass with a hermetically sealed air space between, and a protecting frame of stainless steel. Twindow is the result of "Pittsburgh" research to create an economical window unit combining transparency with built-in insulation.

**FACT No. 2**

*Twindow saves money on heating and air-conditioning*

Twindow with two panes of glass has more than twice the insulating efficiency of ordinary windows. With three or more panes, the insulating efficiency is still further increased. This saves money by reducing the load on heating and air-conditioning equipment. It not only saves fuel . . . it makes practical more and larger windows so that rooms can be flooded with natural daylight. More use of daylight will cut lighting bills.

**FACT No. 3**

*Twindow makes any building more comfortable and more healthful*

It helps to maintain proper temperature and humidity levels. It virtually does away with downdrafts near windows.

**FACT No. 4**

*Twindow is designed to prevent fogging or condensation on the glass*

Except under extreme conditions, its sealed-in air space assures window transparency in any climate. This makes Twindow a "must" wherever clear vision is important . . . picture windows for homes, store front display windows, large windows in office buildings, factories, and institutions.

**FACT No. 5**

*Twindow can be handled, installed and cleaned as simply as a single pane of glass*

It is a one-piece window unit, completely prefabricated.

We regret that current production is not meeting demands. Deliveries must continue slow until new facilities are completed. When planning new construction or modernization, we suggest you get in touch with our nearest branch to determine if our delivery schedule will permit your use of this finest of insulated windows.

**TWINDOW**  
*"Pittsburgh's" new window  
with **BUILT-IN** insulation*



*"PITTSBURGH" stands for Quality Glass and Paint*

**PITTSBURGH PLATE GLASS COMPANY**

Pittsburgh Plate Glass Company  
2389-6 Grant Building, Pittsburgh 19, Pa.  
Please send me, without obligation, complete facts about TWINDOW, the window with built-in insulation.

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



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*In construction products* **CECO ENGINEERING** *ma*



Notice the ease with which metal windows can be washed from within.



# Why Metal Windows?

All over America architects, engineers, contractors and builders are planning ahead today for the homes of tomorrow—and in the homes of tomorrow they know there must be new features to add to the beauty and the utility of those homes. One feature every home should have is steel windows because steel windows not only offer greater utility but add to the beauty and lasting good appearance of any home. So consider the advantages Ceco metal windows offer:

- 1** Tighter weather seal—precision engineering keeps out cold, dust, rain; keeps heat in.
- 2** Gives more light—affords from 20% to 60% greater light area.
- 3** Lowest initial cost installed—with metal windows the initial cost is the final cost.
- 4** Easy to install—no weather stripping. Less labor in installing hardware. No planing.
- 5** Controlled ventilation—up to 100%... catches stray breezes . . . controls drafts.
- 6** Easier operation—always fit . . . no sticking, warping or swelling.
- 7** Fire safety—Ceco metal windows are fire resistive, reduce fire hazards.
- 8** Easily washed from inside—both sides of the window can be washed from within.

## WHY SPECIFY CECO ?

Ceco steel windows are engineered to a perfection. Years of pioneering—years of “on-the-job experience” have given Ceco engineers a sure grasp of all window problems. All that fund of knowledge is yours to command in 23 offices strategically located from coast to coast. For latest information on delivery consult your Ceco service headquarters. Ceco catalogs appear in Sweet’s Architectural File.

### CECO STEEL PRODUCTS CORPORATION

GENERAL OFFICES: 5701 West 26th Street, Chicago 50, Illinois

Offices, warehouses and fabricating plants in principal cities

#### Partial list of other Ceco Products:

ALUMINUM FRAME INSULATING STORM PANEL FOR METAL CASEMENTS • MEYER STEELFORMS • REINFORCING STEEL • METAL FRAME SCREENS • STEEL JOISTS • METAL WEATHERSTRIPS • METAL LATH & ACCESSORIES • HIGHWAY PRODUCTS

NG makes the big difference

NOSE BAG HOLDER  
U.S. PATENT NO. 957,815  
Issued May 10, 1910



## IN THE FEED BAG

Yes, you're in the oats when you use Dexter-Tubulars on every job. They install faster. Give a lifetime of guaranteed\* satisfaction. This speeds your work and builds your reputation.

There's a Dexter dealer in your community just waiting to demonstrate the advantages of Dexter-Tubulars. To show you how you just bore two holes, then slip in the latch like inserting a cartridge in a gun. Don't wait. See your Dexter dealer at once.

\*There is no questioning the honest in-built quality of Dexter-Tubulars. They are backed by a written lifetime guarantee packed in the box with every latch, supported by a company rated AA A1 in Dun & Bradstreet.

**NATIONAL BRASS COMPANY, Mfrs.**  
**Grand Rapids, Michigan**

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

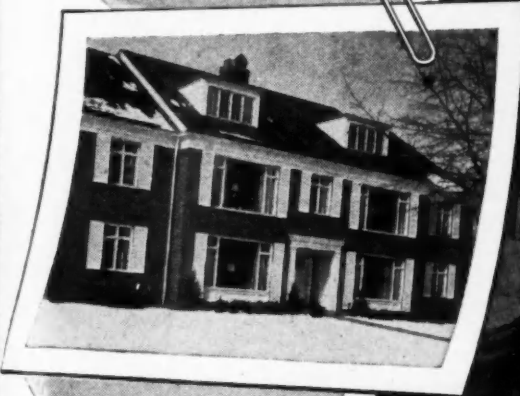
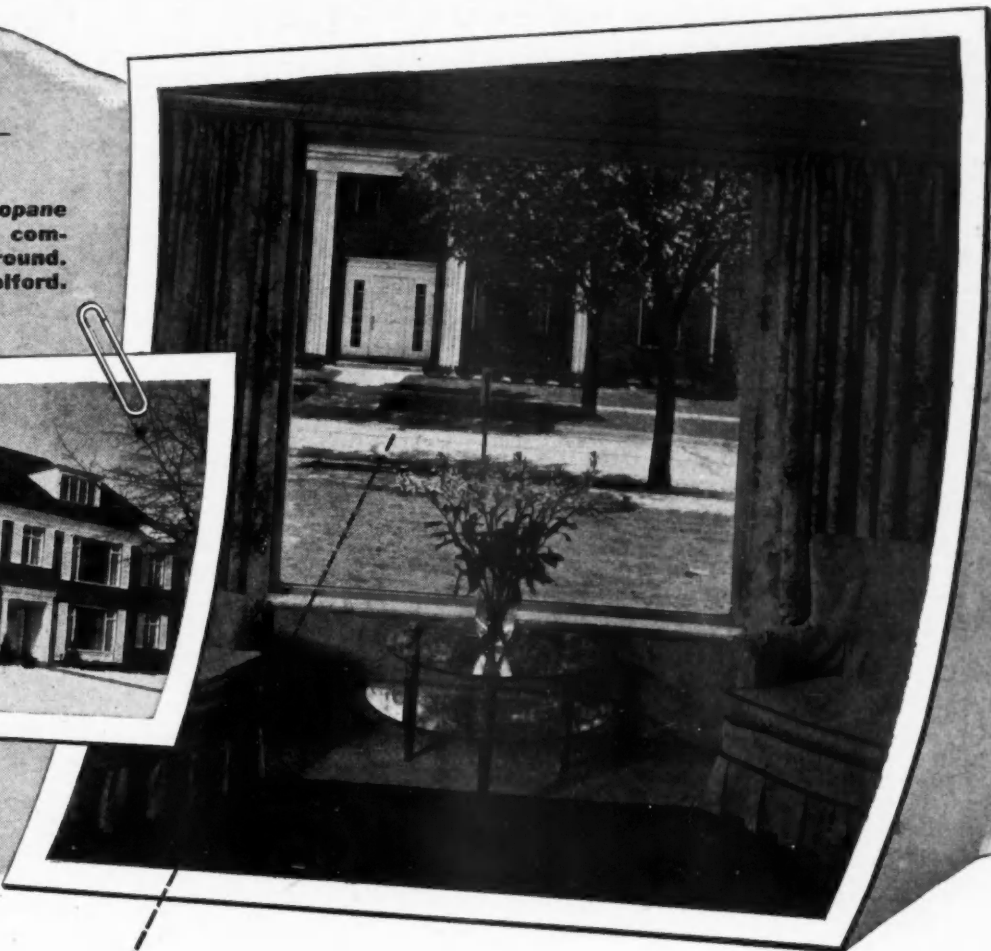


Catalog No. 8650 S 121 Entrance Lock Set. 5-pin tumbler cylinder lock available with Night Latch (illustrated) or Dead Lock. Solid brass handle outside trim, wrought brass inside trim.



**WARMER** in winter—  
**COOLER** in summer.

Windows of *Thermopane*  
make rooms more com-  
fortable the year 'round.  
Architect: W. E. Telford.



# Clear visibility through an insulated wall!

When you insulate the walls, include the windows, too. You can with *Thermopane*\*, the time-proved transparent insulating unit.

Think what bigger windows mean in adding the benefits of better daylighting to your buildings—in adding the attractiveness of an outdoor view—in giving rooms a feeling of greater spaciousness.

*Thermopane* is composed of two or more panes of glass separated by dehydrated air and hermetically sealed around the edges at the factory. When made of two panes of 1/4" plate glass and a 1/4" air space, *Thermopane* has a heat loss co-efficient U of .57, compared with 1.07 for a single pane of 1/4" glass. Thus, with *Thermopane* you can have twice the

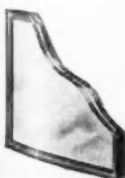
window area without sacrificing comfort.

Libbey-Owens-Ford developed *Thermopane*. It was the first successful, mass-produced insulating unit of its kind for general use. It has *proved* its efficiency for nearly a decade... has given satisfactory service in homes, schools, offices and public buildings in the United States, Mexico, Canada, Alaska and even Iceland.

*Thermopane* is made for most window openings...and in 50 standard sizes for simplification of design and replacement. Before you plan your next building write for desired *Thermopane* information. Technical data sheets by Don Graf will be sent to architects. Libbey-Owens-Ford Glass Company, 13116 Nicholas Building, Toledo 3, Ohio.

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

**WE'RE SWAMPED!** Despite expansion of our production facilities, the tremendous demand for *Thermopane* temporarily exceeds our productive capacity. We're doing everything we can to expedite deliveries. When planning construction, be sure to obtain delivery schedules from your L·O·F Distributor.



**THERMOPANE**, the L·O·F windowpane that insulates.



**LIBBEY · OWENS · FORD**

*a Great Name in* **GLASS**



## Add Extra Appeal to Your Custom Cabinets with **STANLEY CABINET HARDWARE**

When you offer custom cabinet work, fitted with Stanley Hardware, you immediately take advantage of the first-rate advertising job this "Stanley Girl" is doing with nearly five million readers of such magazines as "Better Homes and Gardens" and "American Home".

Interesting blends of metal and plastics . . . pleasing, graceful curves . . . rugged, straight designs . . . a whole line to grace the finest custom cabinet work.



Send for a supply of "Somebody was a Mindreader", an 8-page booklet in color showing this line—ideal to give your prospects. The Stanley Works, New Britain, Connecticut.

**STANLEY**

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

# AMERICAN BUILDER

## L D I T O R I A L

### ***Expediting in Reverse***

**A**NALYSES of housing statistics released by NHA in the past few weeks clearly show what the left wing obstructionists in NHA have been able to do to the home building industry's efforts to relieve housing shortages, and just as clearly indicate the control they have over Wyatt's thought and action.

According to NHA, an average of 672,000 new housing units was provided annually throughout the war. That is a monthly average of 56,000 from April 1940 to September 1945. In July 1946, NHA, through Wyatt, said that there had been 287,000 completions between January 1 and June 30 of this year. That is an average of 47,833 a month for the first six months of 1946—the first six months of expediting. Actually, the figure is less, because 72,000 of the 287,000 are trailers and other temporary housing. That is a monthly average of 35,333 for the first half of 1946. The top figure, 47,833, represents a drop of 14 per cent a month for the first six months of 1946 below the monthly average for the period of the war. The lower figure, 35,333, represents a drop of 37 per cent.

Look at the record for July and August. On October 2 Wyatt said that 708,100 housing units were placed under construction during the first eight months of 1946. Of these, 350,000 have been completed, but 113,600 were units in already existing structures; 34,100 were temporary re-used war housing; 57,400 were conversions within existing structures; 22,100 were trailers.

Actually, according to estimates of the Bureau of Labor Statistics, which were used by NHA, only 236,400 new homes were completed during the first eight months of 1946. Using that figure against the NHA figure of 287,000 completions for the first six months (with 72,000 temporary units deducted to give 212,000 units), July and August, the best building months of the year, netted 24,400 new units, or an average of 12,200 a month. This is a monthly decline of 78 per cent below the wartime monthly average, and a decline of 65 per cent below the monthly average from January to June 30, 1946.

The rate at which new housing units are being provided has been shrunk alarmingly by the social housing crowd that victimized Wyatt at the start with false statistics, and since then have blinded him to fact at every turn. Four more months of the kind of housing expediting that has taken place since last February will reduce the rate of home building to an unidentifiable trickle. The condition of creeping paralysis that was visited upon home building through the connivance of OPA and NHA, and aggravated in the past ten months by a totally impotent Housing Expediter, has reached a critical stage that demands immediate and sweeping corrective action.



PHOTOGRAPH above shows the Mayor and City Council in session.

## RYE, NEW YORK

**This city plans, remodels its business district, not only to beautify it, but to eliminate traffic hazards and confusion for tomorrow's shoppers**



PICTURES (left, above) show Rye's main street in 1900, and (right above) some of the same buildings still in use without modernization.

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ARCHITECT'S drawing of the proposed redevelopment and improvement of Rye's business district showing proposed arcades and Mall.

**T**HE village of Rye, New York, got its start nearly three centuries ago when, if anyone thought about it at all, systematic planning and building for future growth would have seemed ridiculous. Streets of these early American settlements followed cow-paths or natural contours and each home builder placed his house without much reference to others.

This planless, haphazard sort of growth troubled no one for over two hundred years. Then came the amazing burst of scientific invention which changed the whole pattern of man's life and environment. Following the spread of railroads and the telegraph came the telephone, airplanes, radio, and—not the latest but perhaps the most sweeping of all in its impact upon human habits and needs—the motor age.

Rye, like other American communities, was thrust into a modern era unprepared, and early efforts at readjustment were timid, sketchy, and sporadic. Rye's problem in adapting itself to twentieth century conditions and trends is not as formidable as that of some larger communities which have been built up heavily around narrow, crooked streets, condemning those communities either to suffer permanent handicaps or to undertake almost complete demolition and replacement. Nevertheless, the situation was serious and Rye recognized that it was faced with an urgent need to adapt and adjust itself to the demands of contemporary living, of transportation and of trade.

Now, after three years of intensive planning Rye is prepared to embark on an unique municipal redevelopment program designed to control the future of the city by planning for its anticipated growth. This program is highlighted by a plan to revitalize the business area of the village.

What is happening in Rye is typical of the interest which business and civic leaders in communities throughout the country are today taking in the formation of plans for the redevelopment of their communities so as to

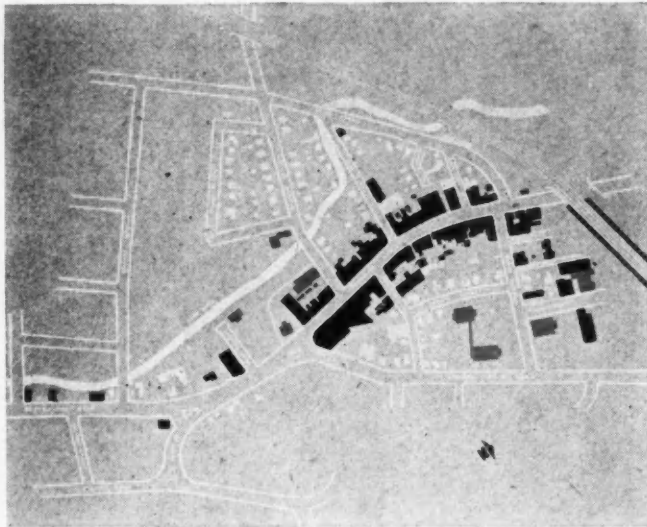
eliminate public eyesores, obsolete shopping conditions, blighted housing areas, traffic bottlenecks and other municipal handicaps.

The first step toward intelligent action, whether for an individual or a community, is diagnosis—getting at the facts. That is where the Rye Planning Commission, with all the powers and duties prescribed by the law of the state and as a permanent arm of the Rye Common Council, started. The Commission availed itself of the services of several consulting specialists including such well known names as Frederick J. Adams, Professor of City Planning at Massachusetts Institute of Technology and Dr. Homer W. Hoyt, Associate Professor of Urban Land Economics at Massachusetts Institute of Technology and consultant to several government and private organizations on real estate and planning. Dr. Hoyt was Director of Economic Studies for the Regional Plan Association of New York, and Director of Research for the Chicago Plan Commission.

The architectural consultants, who worked out the detailed scheme for the business district redevelopment, are Messrs. Ketchum, Giná and Sharp, of New York. They have been represented mainly by their senior partner, Morris Ketchum, Jr., and by Vincent Furno, a senior associate with wide experience in highway and traffic engineering. The firm has done extensive commercial and industrial work and has designed department stores and other retail establishments in New York, Atlanta, Cleveland, Niles and Grand Rapids, Mich., Bloomfield, N. J., and elsewhere.

All work in Rye will revolve about a master plan which is part of a continuing survey conducted by the Rye Planning Commission with the assistance of technical experts. Completion of the various projects will require at least two decades. Costs will be financed through bond issues.

The job of pulling Rye's shopping center out of the doldrums and making it a source of civic pride instead



THIS diagram shows Rye's business district as it appears today.

of embarrassment was the central challenge in the whole redevelopment program. The challenge has been met by the Planning Commission and architectural consultants with skill, completeness and distinction. The solution worked out is bold and imaginative, as well as practical and realistic.

Rye is primarily a residential community and its business values stem from its advantages as a place to enjoy life and raise a family. It is quickly and comfortably accessible from the city of New York by an abundance of fast express and local trains, and by through motor highways which lead to New England and also link Rye with other parts of Westchester County.

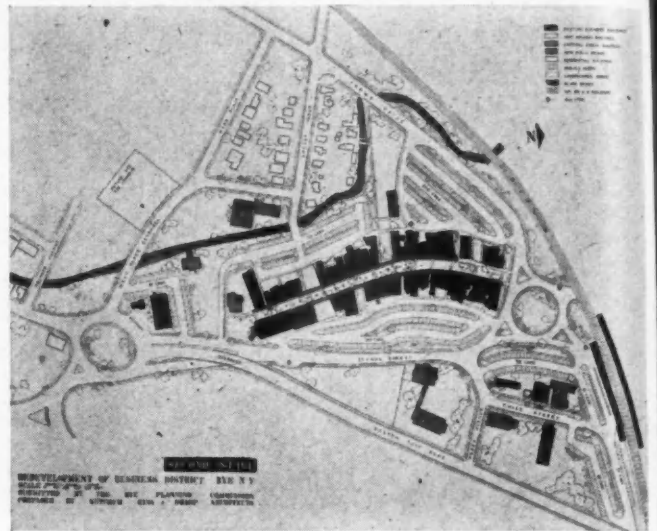
#### Room for Growth Without Crowding

Rye, with a population of 10,500, spreads itself comfortably over an area of six square miles. Less than 2 per cent of the land is used for commercial and industrial purposes (including the railroad); less than 1 per cent is occupied by apartments and two-family houses. Over 58 per cent of the community's area is devoted to private homes and estates; nearly 23 per cent consists of public and semi-public land, leaving about 16 per cent for streets and inland water. Thus Rye, near the edge of a metropolitan area of 8,000,000 people, enjoys the present luxury of civic "elbow-room" and an opportunity for healthy expansion.

Among the first steps undertaken was an analysis of existing physical conditions and problems within the business district. The area selected was the main business section, south of the railroad station, bounded approximately by a through highway (Boston Post Road) on the east, by a secondary street (Orchard Street) on the south, by another secondary street (Fremd Avenue) on the west and by the railroad tracks and station of the New York, New Haven and Hartford Railroad on the north. This area is shown on the diagrams on these pages.

Within the limits of this area, which might be called the central shopping district, are contained the principal stores and important municipal buildings, including Square House, the Library, the Post Office, the Fire House, the Y.M.C.A., and one of Rye's public schools.

Traffic and public transportation routes all converge on the main street (Purchase Street) and the railroad station. This creates an unusual traffic load which is further added to by shoppers' cars, delivery trucks and through auto traffic. It is in this district—the heart of the retail shopping center—that existing congestion and the need for improvements were found to be greatest.



HOW Rye will look when redevelopment is completed.

The primary objective of the redevelopment proposal is to provide adequate shopping facilities in the business district for the convenience of the citizens of Rye; so that its merchants and property owners can secure their full share of the Rye trading area; and, so that the whole city can maintain and enhance its character.

This primary objective embraces the following specific improvements:

- (1) A smooth, free flow of motor traffic in and out of the shopping center with minimum of obstruction and delays to pedestrians.
- (2) Adequate and convenient off-street parking.
- (3) A distinctive architectural device to transform the general appearance of the main street shops.
- (4) A correction of the economic disability to the entire community which it now suffers through the deterioration of its business district.

With the establishment of adequate automobile, bus, truck and pedestrian traffic routes and terminals, it is contemplated that the buildings within the business district will be remodeled and reconstructed, where necessary, to provide the type of shopping, business and civic facilities appropriate for the redeveloped city.

#### Minimum of Demolition Necessary in Program

In this connection, the architectural consultants point out that one of the most remarkable features of the proposed redevelopment program is that the transformation of the business area and its buildings is capable of accomplishment with the minimum of alteration and without destroying those existing structures worth preserving. They have shown that aside from the comparatively few structures which must be demolished to make way for new traffic routes or parking areas, the existing structures in the business district can be remodeled where economically justified, or left unchanged. Only a very few obsolete structures, impractical to renovate, are to be removed to make way for new and better commercial buildings. Any commercial and civic construction required to meet the present or future needs of the community has been located and planned to form part of the overall pattern proposed for the entire area.

In general the redevelopment program for the buildings and walkways and other surrounding landscaped areas will establish an attractive overall appearance for the entire district. It is proposed that arcades, or covered walkways, be constructed in front of all stores on the main street with the exception of such structures which do not lend themselves to this treatment. The arcades





THIS drawing shows architect's aerial perspective of Stage II.

are planned to cover full width of the existing sidewalks and to be built to the height which would be convenient to the average store front height in the district. On the parking areas, another system of covered walkways, not necessarily continuous, is suggested. These arcades would be used by automobile shoppers and would not only lead eventually to the main street but also directly into the new rear entrances planned for each store situated at the parking area.

In detail, the proposed arcades will be constructed of light steel or wide framing members and an outside finish of painted wood. Electric wireways would be run through the ceiling construction eliminating the present unsightly overhead wires and sidewalk poles. Ceiling electrical fixtures would supply night illumination.

It is also proposed that the store fronts under the arcades be modernized in an appropriate fashion for each type of business. It is pointed out that individual property owners and their tenants will find it profitable to install new store fronts and store entrances both under the new main street arcades and on the parking area side

of their establishments. This exterior modernization could be combined profitably with a thorough renovation program for each stores' merchandising layouts, sales fixtures and equipment.

Another proposal is that all commercial signs be confined to the store fronts under the arcades and to the fascia ledge of the arcade roofs. No exterior signs would then be allowed on the upper portions of any of the buildings in the business district.

Above the level of the first floor arcades a few simple alterations are all that is necessary in order to improve the appearance and utility of the majority of the buildings in the business district. Unsightly architectural features, such as heavy, ornate cornices, bay windows, signs and so on could be removed. Brick or wood or stone walls could be cleaned up or repainted. Existing—and usually unprofitable—second and third floors now utilized for apartment purposes could be removed or remodeled for use as business or professional offices.

To meet Rye's immediate problems related to the business district, the features just described appear to be adequate. Sooner or later, however, the community's almost certain growth will necessitate additional commercial construction. The redevelopment program provides that all future new building and renovation in the business district be in accord functionally and aesthetically with the overall redevelopment program.

The entire program consists of twenty-eight projects, in addition to the revitalization of the business district and station plaza, and includes a community recreation field and five neighborhood play fields, a brook trail, a park, several street extensions, and some fifteen projects for sewers, storm-drains, and paving. It will give Rye better streets, better sanitation, better recreation, more beauty, and more prosperity. Too, it is bound to increase the advantages of Rye as a community of homes, to enrich the lives of all its citizens, and to enhance its physical, social, and cultural values.

No one can say just how much the whole redevelopment program will cost, because no one can accurately forecast price trends over the years required to complete the work. The best estimate now possible is that the complete program may cost in the neighborhood of four million dollars.

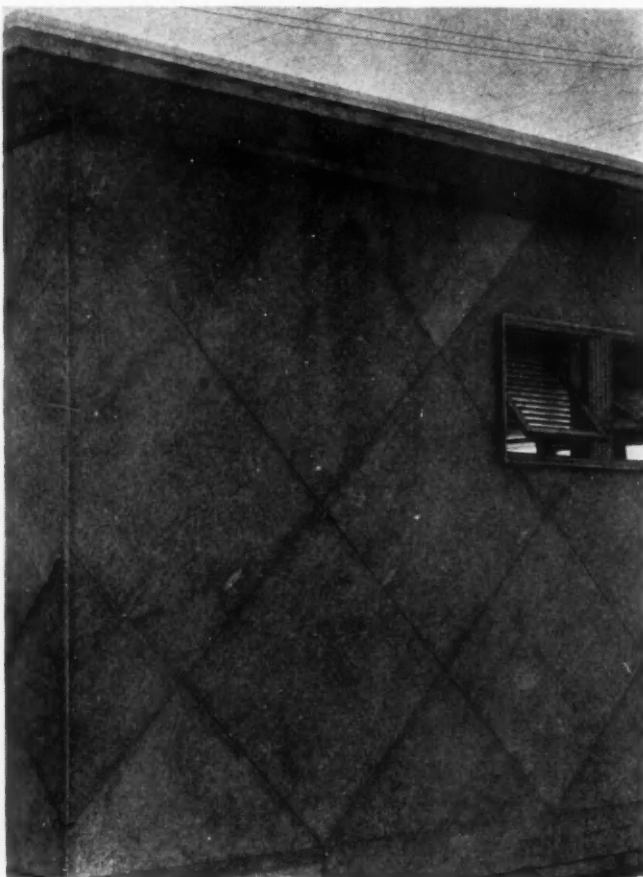


PHOTOGRAPH above is a part of Rye's main street as it appears today with its typical variety of store fronts and heights.

## Designed for



THE offset entrance detail formed integrally with the covered auto drive-in, as shown above, features this building.



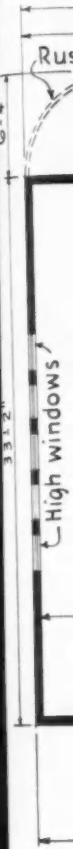
VIEW shows the unusual plywood paneling and pivoted windows.

### Functional planning with plywood produces restaurant of distinction

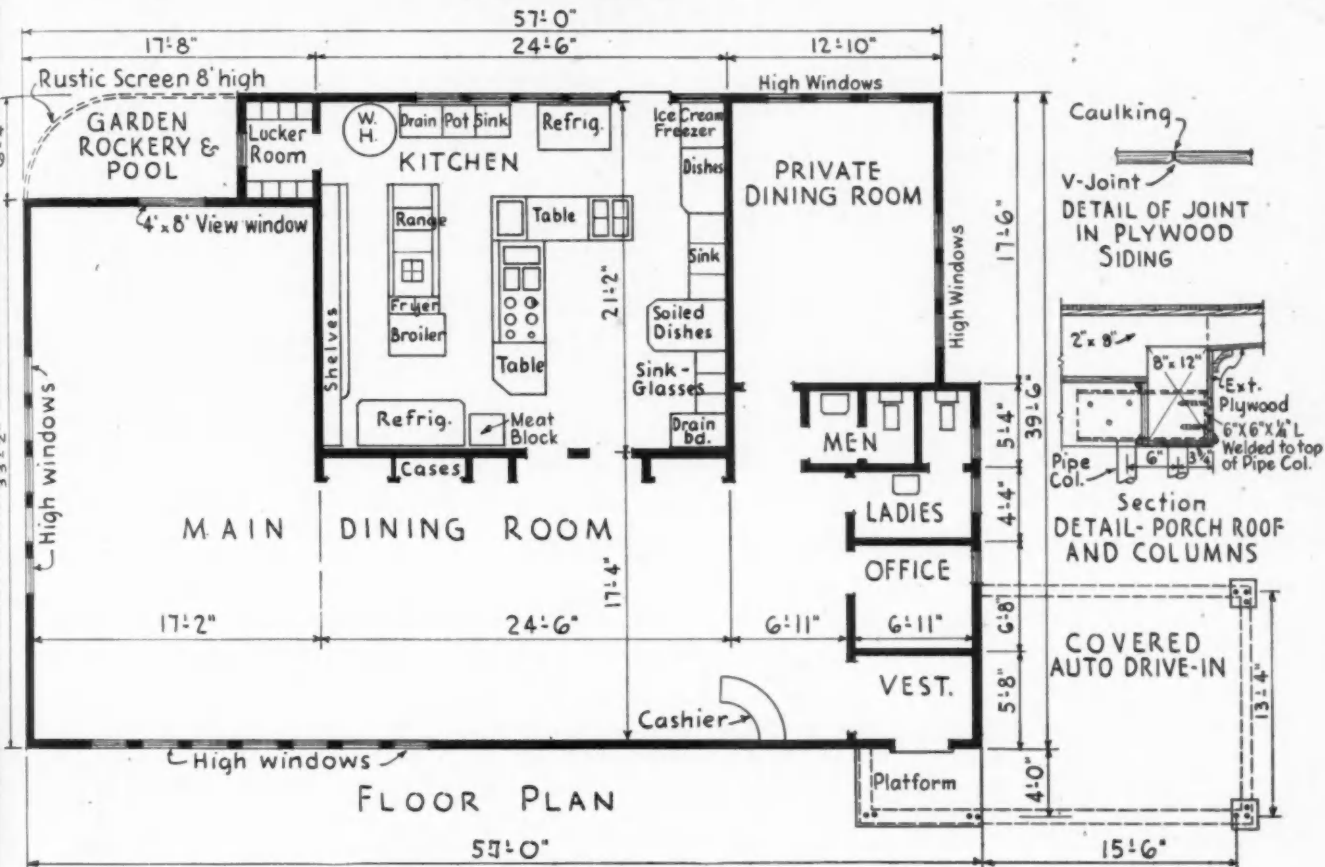
"TEAGLE'S Dinner House" restaurant in a close-in location in Seattle opened on Sept. 11 and achieved immediate success. The sparkling character of the exterior, plus ample drive-in parking, and the welcoming spick-and-span look of the spacious interior have contributed much to this success, the proprietors believe.

Designed by Earl W. Morrison, architect, and built by H. D. Stewart, general contractor, this building makes use of Douglas fir plywood in an interesting way. The exterior walls are formed of ½-inch exterior grade plywood in 4 by 4 foot panels laid diagonally. A V-joint was used, caulked with mastic; and the sheets were finished with one coat of resin sealer followed by two coats of lead and oil paint to produce a sparkling white surface. Base course and eaves are deep brown and entrance door scarlet.

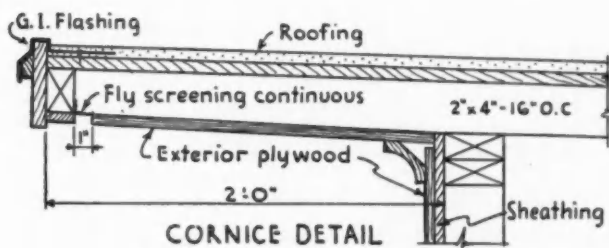
Inside, the space is laid out for a large L-shaped main dining room, a smaller private dining room and a centrally located kitchen, arranged and equipped for the last word in culinary efficiency. Vestibule, office, washrooms and cashier's desk are well placed. A pipe column supported roof for the auto approach to the parking space is characteristically modern in its handling. The entire development is on a plot 120 feet square and represents an investment of about \$42,000.



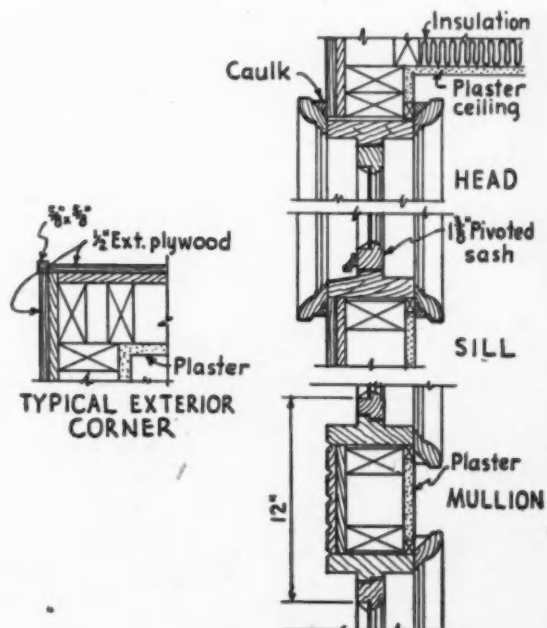
# ed for Smart Dining



EASE of circulation and control of traffic in and out of the kitchen and the main dining room are two of the features of the restaurant shown in plan above. Storage and basic preparation areas are ample with adequate space for all facilities. Garden rockery and pool at view window is interesting innovation.



MAIN dining room. Note pictures below high windows.



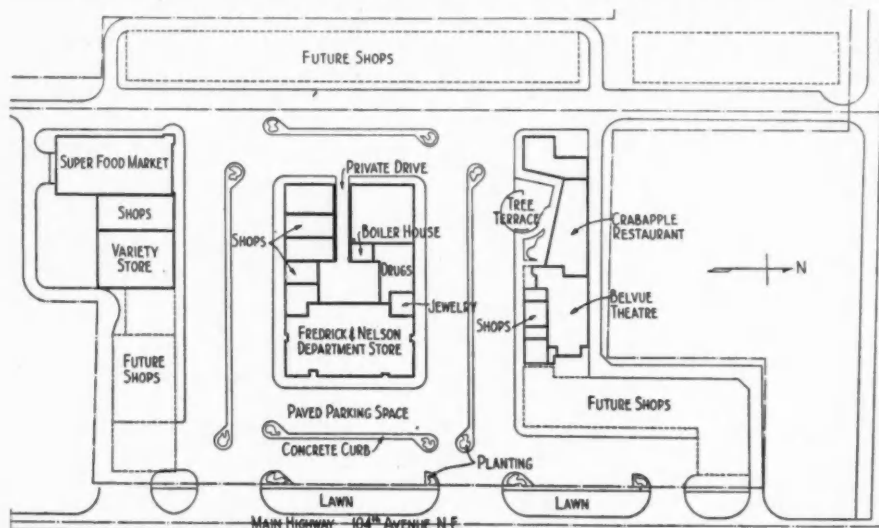
DETAILS-PIVOTED WINDOW

# Bellevue Shopping Square

**A million dollar community center development**



**AIRPLANE VIEW** of shopping square. Note convenient parking area available for shoppers.



**PLAN** of complete development. Dotted lines indicate location of future shops.

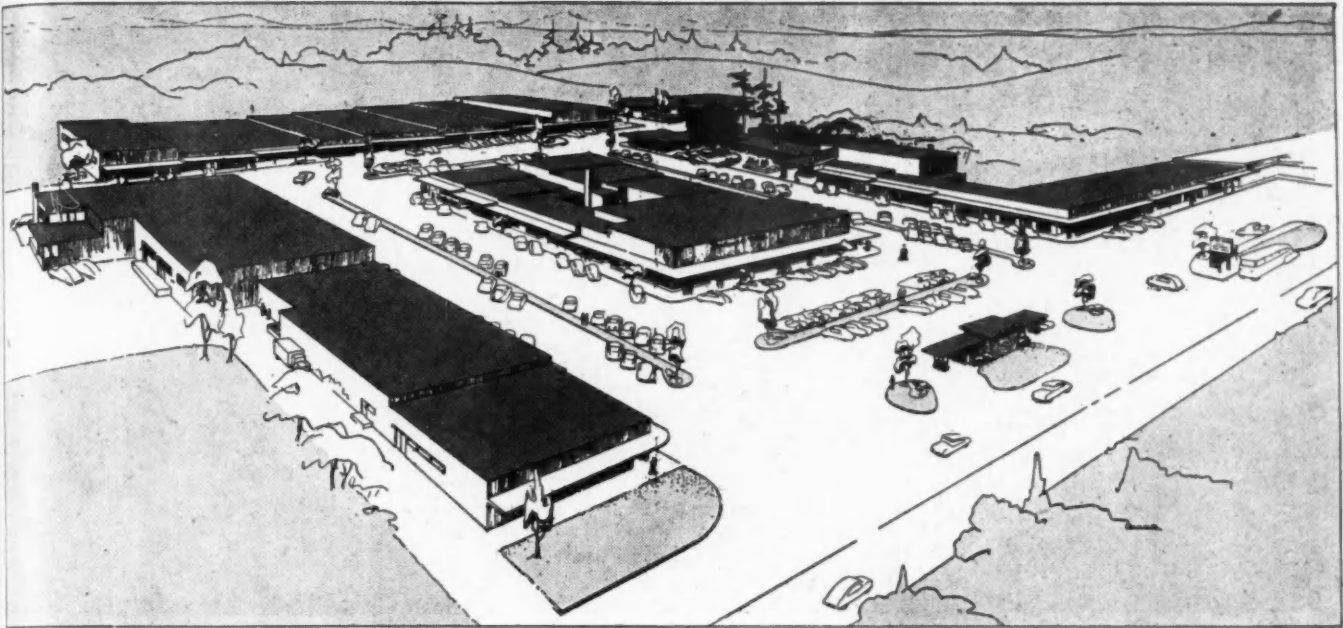
**B**RAND new business centers for today's explosive home movement out into new suburban areas are being dreamed of, planned and, here and there, built by forward-looking merchants and developers. One such project, more ambitious and extensive than most, has been launched this past summer in the Overlake district of Seattle, the East Side as it is called, centering at Bellevue, about 10 miles from the city center via the Lake Washington floating bridge. It is known as Bellevue Shopping Square—15 acres on the main highway, owned and developed by the Freeman brothers, Kemper and Miller, Jr., sons of the well-known Pacific Coast business paper publisher, Miller Freeman.

This new suburban shopping cen-



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ARCHITECT'S SKETCH of completed development. Note the ease of circulation, and freedom from all through vehicular traffic.

ter will serve a wide area that has been building up rapidly, and it will, in turn, stimulate further growth and a concentration of shopping service business at that point, so the promoters expect. Already a major part of the project space has been leased to key organizations of the kind that attract women shoppers and suburban family trade. These include a 600-seat theatre, a super food market, two drug stores, a variety store, barber shop and beauty parlor, a high grade family restaurant of character and the Eastside branch of the Frederick & Nelson department store. More than one million dollars will be invested in this development.

The Frederick & Nelson store opening on Aug. 20 marked the inauguration of this new business center.

Thongs filled the store all day. At one time as many as 1000 cars were counted in the area parking lots. The super food market had its opening three days later. The theatre is filled to capacity for every performance. Additional store construction is under way. The entire enterprise had the look of activity and business success when inspected by *American Builder* late in September.

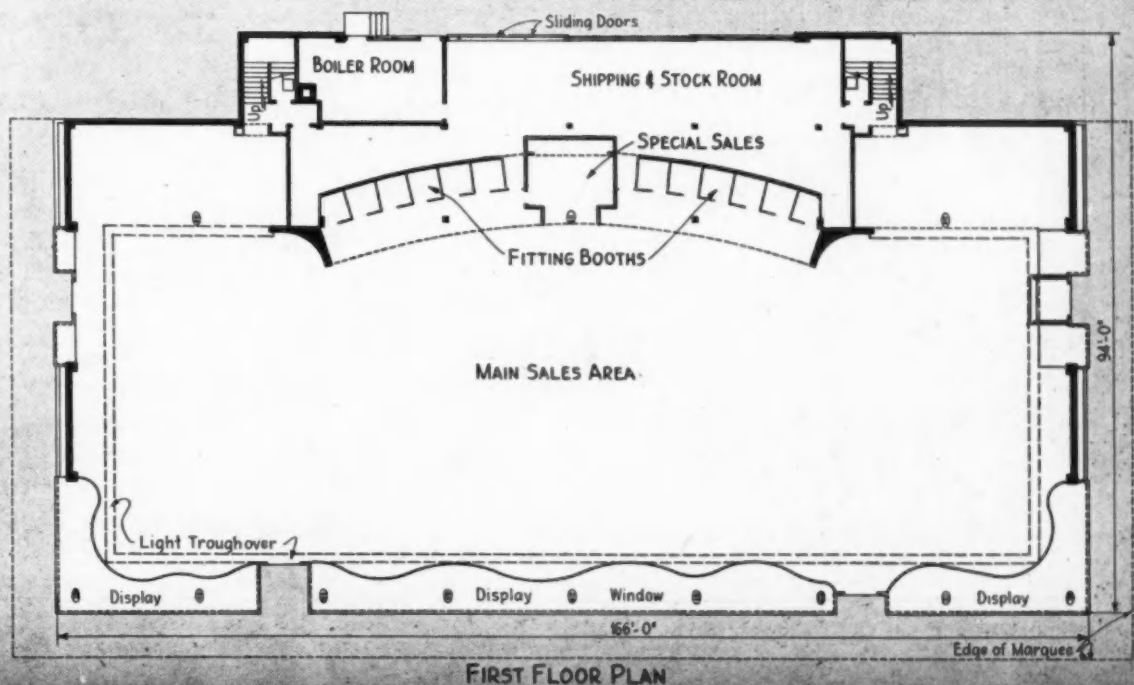
Many new trends in architectural design for mercantile establishments are exemplified in the new suburban store of Frederick & Nelson, the Seattle division of Marshall Field & Company. It is a handsome one-story structure, dominating a space one block long and half a block deep in the center of the Bellevue Shopping Square. Consisting almost entirely of

clear plate glass on three sides, from baseboard to marquee, the building is virtually a huge display window. "Open vision" window display platforms built without fixed backgrounds, and the absence of pillars in the main part of the store, provide a sweeping vista of the entire interior.

The smooth-flowing arrangement of the interior of the store provides a unification of merchandise display, with no confined departments. Bright, modern colors predominate. Floor dimensions are 166 feet by 96 feet.

Display cases and cabinets are set in a half-wheel pattern in the central selling area and in rows parallel to the wall in each of the four corner areas. Counters and show cases are bleached and greyed, with the tops of the fixtures finished in natural wood

THE outstanding building in the whole development is the Frederick and Nelson department store shown at left. The entire interior is exposed to the public through continuous window area and low bulkheads. Plan right.

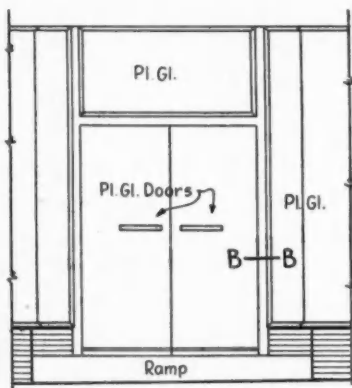


FIRST FLOOR PLAN

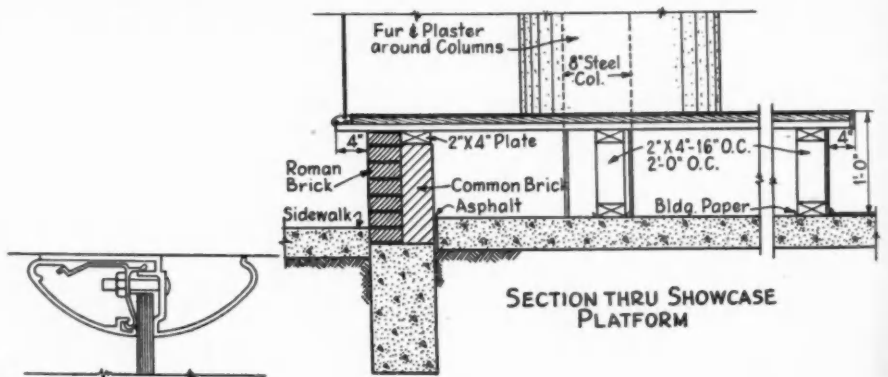
Frederick E. Nelson



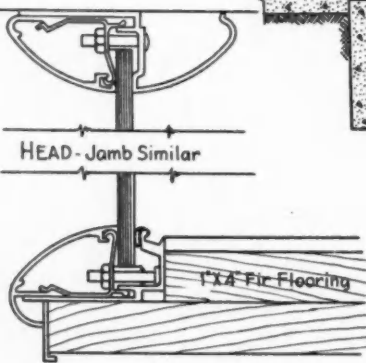
Night view of large department store. The projecting canopy above windows is the prevailing design motif for all buildings.



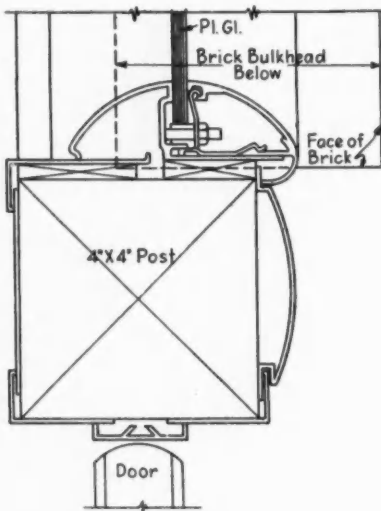
MAIN ENTRANCE DETAIL



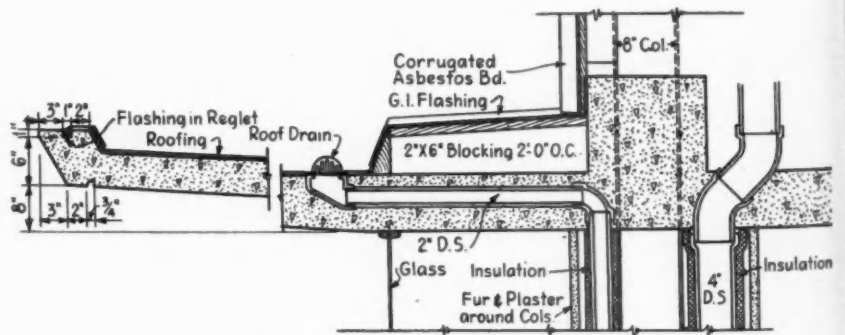
SECTION THRU SHOWCASE PLATFORM



DETAIL OF SHOW WINDOW TRIM



DETAIL OF JAMB B-B



DETAIL OF MARQUEE

THE details shown herewith indicate the extensive use of metal mouldings in connection with the store fronts. The structural columns which support the trusses above have been furred out to received plumbing and heating pipes as shown in the detail of the marquee.

and the complete modern Ten arranged central mezzan thirds along for re rooms.

INTE

One of the most interesting features of the building is a massive cantilevered marquee, which extends around the store on three sides. The marquee is a monolithic slab of reinforced concrete with expansion joints in each corner. Poured in three days, it required 155½ cubic yards of concrete.

The marquee is suspended between the glass exterior and the superstructure, and its continuation forms a light cove inside the store. By extending into the interior, the marquee provides a continuous surface to draw the eye into the store.

To balance the marquee, inverted beams, running along the light coves, absorb the upward reaction of the cantilevered slab. These beams have reinforcing steel near the top of the beam, instead of near the base, as in conventional construction. The beams are connected to 65-foot span steel trusses, which are supported by pillars set two feet back of the windows.

The steel trusses are supported only by the window pillars, eliminating pillars in the main selling area. This gives complete freedom and flexibility for interior displays and fixtures, and provides point-to-point visibility throughout the store.

The building is of concrete block and steel construction, supplemented by red Roman brick. The superstruc-

ture above the marquee is of natural-color corrugated asbestos cement board. This was applied over sheathing with lead flashing behind the butt joints, instead of overlapping corrugation, thus providing a uniform corrugated surface without interruption of shadows caused by overlapping.

In addition to the natural daylight admitted through glass on three sides of the building, a combination of fluorescent and incandescent lighting has been provided to approximate natural daylight within the store at all times.

An unusual electrical system, consisting of under-floor ducts, provides electrical outlets to any point in the main sales area by means of a grid, laid diagonally under the floor.

The building is heated by steam from a central system. Forced ventilation provides a continuous change of air. Sprinkler heads are mounted flush with the ceiling.

Wall surfaces are painted plaster. The floor is finished with asphalt tile and the ceiling with acoustic tile.

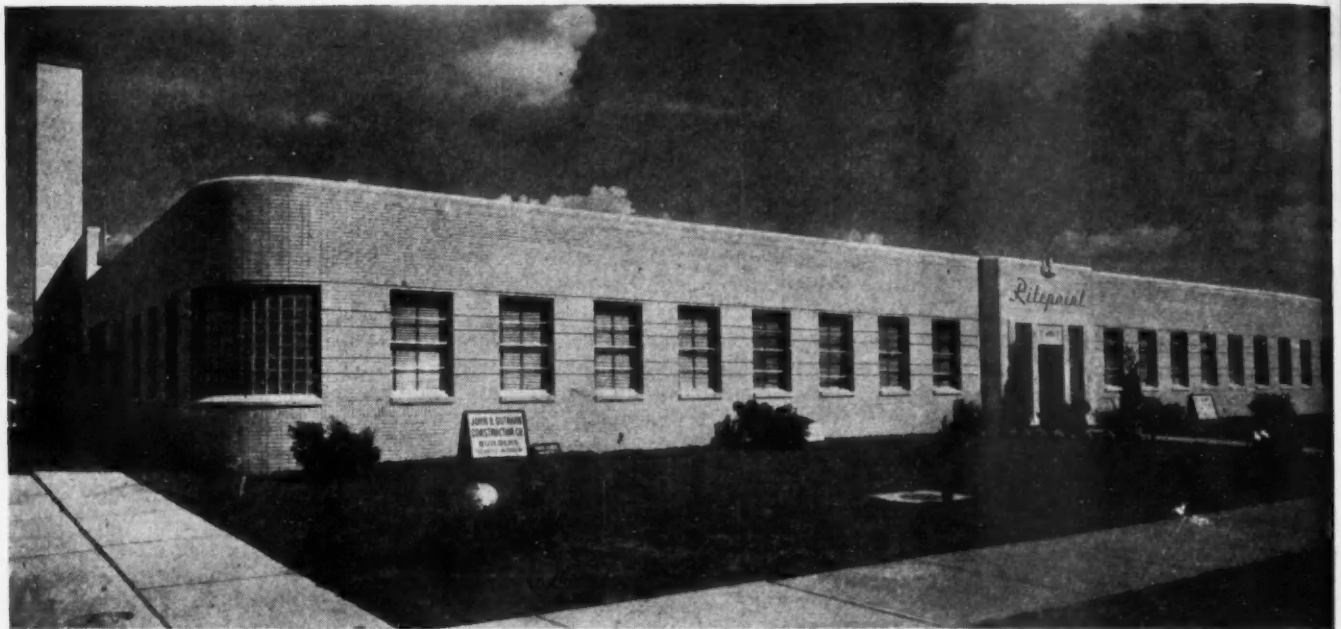
Bliss Moore, Jr., of the Seattle architectural firm of Moore & Massar, designed this building as well as the other structures built, being built, and being planned for the Bellevue Shopping Square. The Hainsworth Construction Co. is the general contractor.

and the sides painted in brilliant, complementary colors to provide a modern tone.

Ten well appointed fitting rooms are arranged in an easy curve along the central rear wall of the store. A mezzanine floor, approximately two-thirds as long as the building, extends along the rear wall, providing space for reserve stocks, offices and rest rooms.



INTERIOR VIEW of department store. Absence of columns in main sales area is noteworthy. Fluorescent tubes provide balanced lighting.



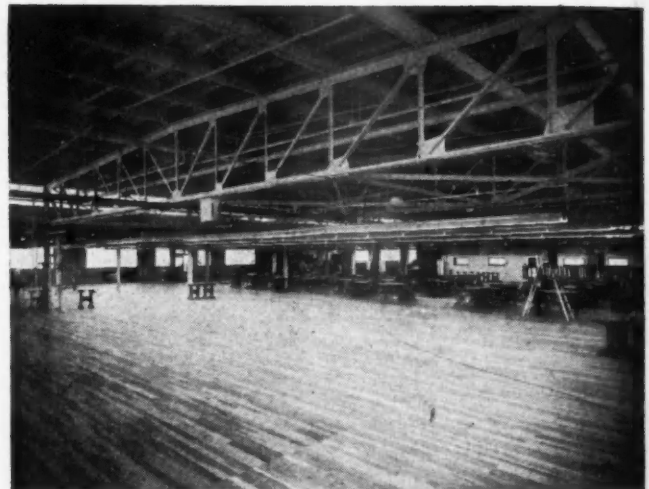
DONE in the modern mode, the Ritepoint manufacturing plant represents the latest in construction features.

## A Small Modern Factory

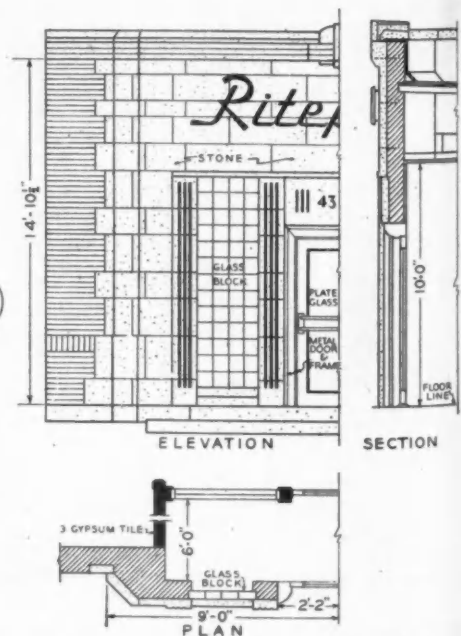
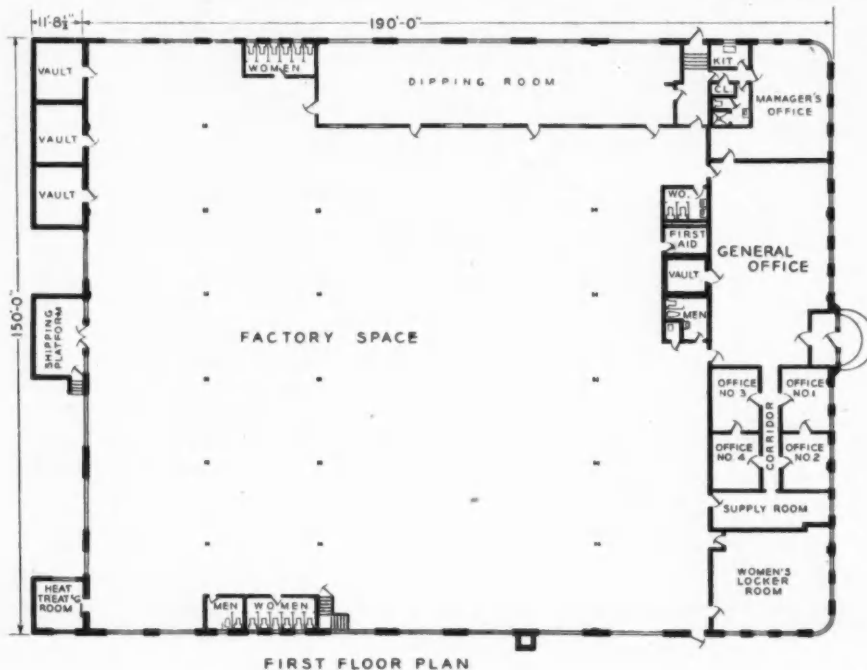
ONE of the finest plants of its kind has recently been completed by the John B. Gutmann Construction Co., St. Louis, Mo., for the Ritepoint Co. of that city, makers of mechanical pencils.

An interesting construction feature is the use of concrete piers to support this one-story building; they extend down to hard pan. This was necessary due to the fact that the land on which the building stands is filled ground. Instead of a foundation wall, a reinforced concrete grade beam was carried all around the building. Intermediate beams extend to the columns and are tied in with them. Thus, the filled soil was ignored completely, and the struc-

(Continued to page 156)



WELL lighted, commodious interior provides ideal working space.



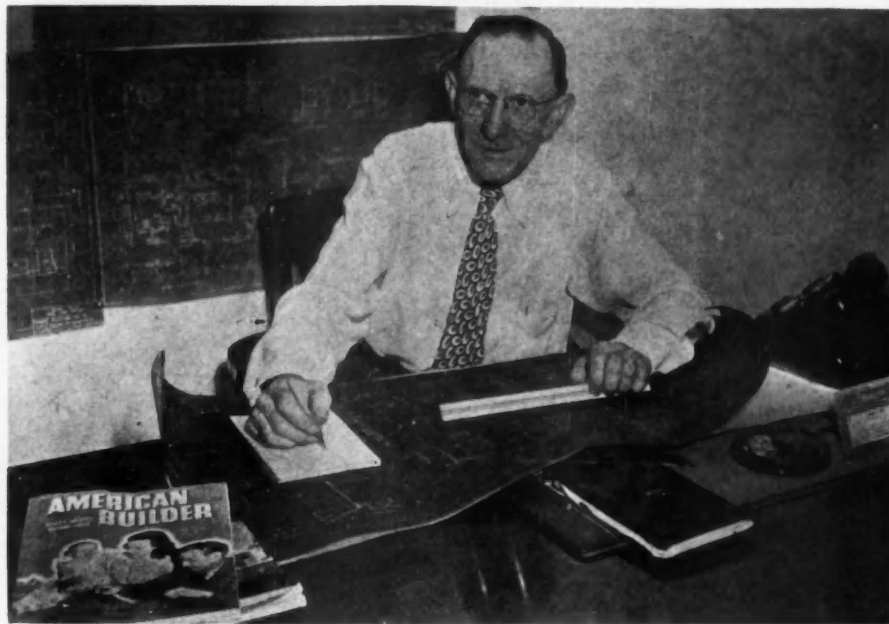
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# Modern Office for Veteran Builder

**Oluf Heggen and sons keep a pioneer business up to date in suitable surroundings**

WITH a background of 22 years of successful contracting and building in the Seattle area, Oluf Heggen has recently established his business headquarters in a new building on Stone Way in that city, which gives his organization ideal accommodations at low cost and at the same time advertises the business and proclaims its modern, forward-looking purpose. In size 34 by 32 feet and with partially excavated basement, this little office building of brick veneer and glass block in modern design contains a central reception room, with consultation office and drafting room to one side and a



OLUF HEGGEN at his desk.



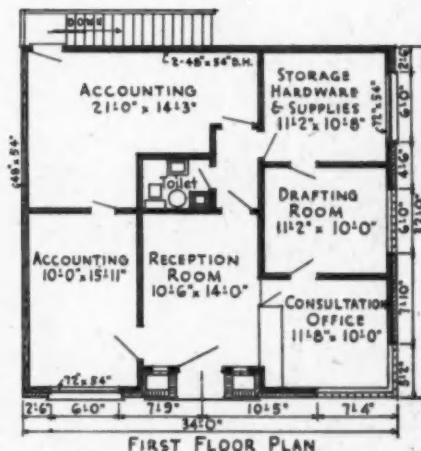
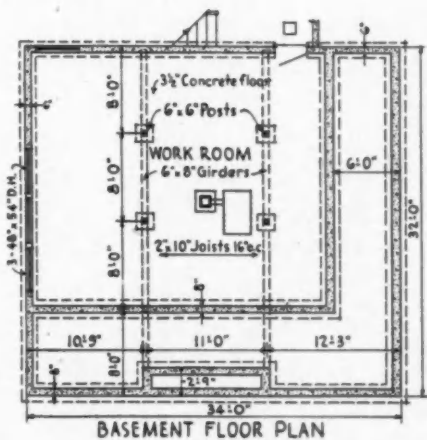
ENTRANCE view of Heggen brick veneer and glass block building, and floor plans, below.

large double accounting room on the other. Storage and supply room is at the rear and a big work room occupies the lower floor, accessible at rear grade because of the sloping site.

Associated with the elder Heggen—an old-timer in the Seattle Master Builders Association and long a reader and student of *American Builder*—are his three sons, Kenneth B., V.S. and E. R. Heggen, all graduates of the University of Washington and trained in architecture, construction, estimating and accounting. A working force of 22 skilled carpenters is employed and the work of the other building trades is handled by sub-contract. Current volume of

projects totals about \$400,000 per year and runs about two-thirds residential and one-third commercial construction.

While frankly pessimistic toward the present home building outlook, the Heggens are nevertheless now embarking on a 20 house G.I. development north of the city limits, with houses on good sized lots, to sell at \$8500. "We are depending on more mechanical equipment and power on the job to pull us out whole on this deal," Oluf Heggen told *American Builder*. "We have five DeWalt table saws and eight electric handsaws on the job, besides our own four-foot blade bulldozer, a flat bed truck and a pick-up truck. We buy in wholesale quantities and have our work gangs trained to operate on a mass-production basis."



## BUILDER and ME

**This building is worthy of note as typifying the latest in modern construction and merchandising methods**

**I**N the remodeling of two old buildings to accommodate the expanding business of Davidson Brothers Indiana Fur Co., Indianapolis, Ind., Alden Meranda, architect of that city, not only developed a new concept of design, but carried it through to successful completion in a most creditable manner with the Service Construction Co. as general contractors.

In this remodeling the entire front of the old buildings was entirely removed. The side and rear walls were permitted to remain with new windows cut in where required. The unusual shape and style of the new front with its large unbroken expanse of cut stone, except for the semi-circular pyramided show windows capped by the huge neon sign which dominates one side of the facade, is an eye-arresting feature which commands the attention of the passerby.

The design makes use of the principle of "traffic direction" in a very definite manner. As an approach is made toward the building the eye is naturally inclined to the large display windows on the ground level and above, and gravitates toward the large all-glass doors which display the entire interior of the store.

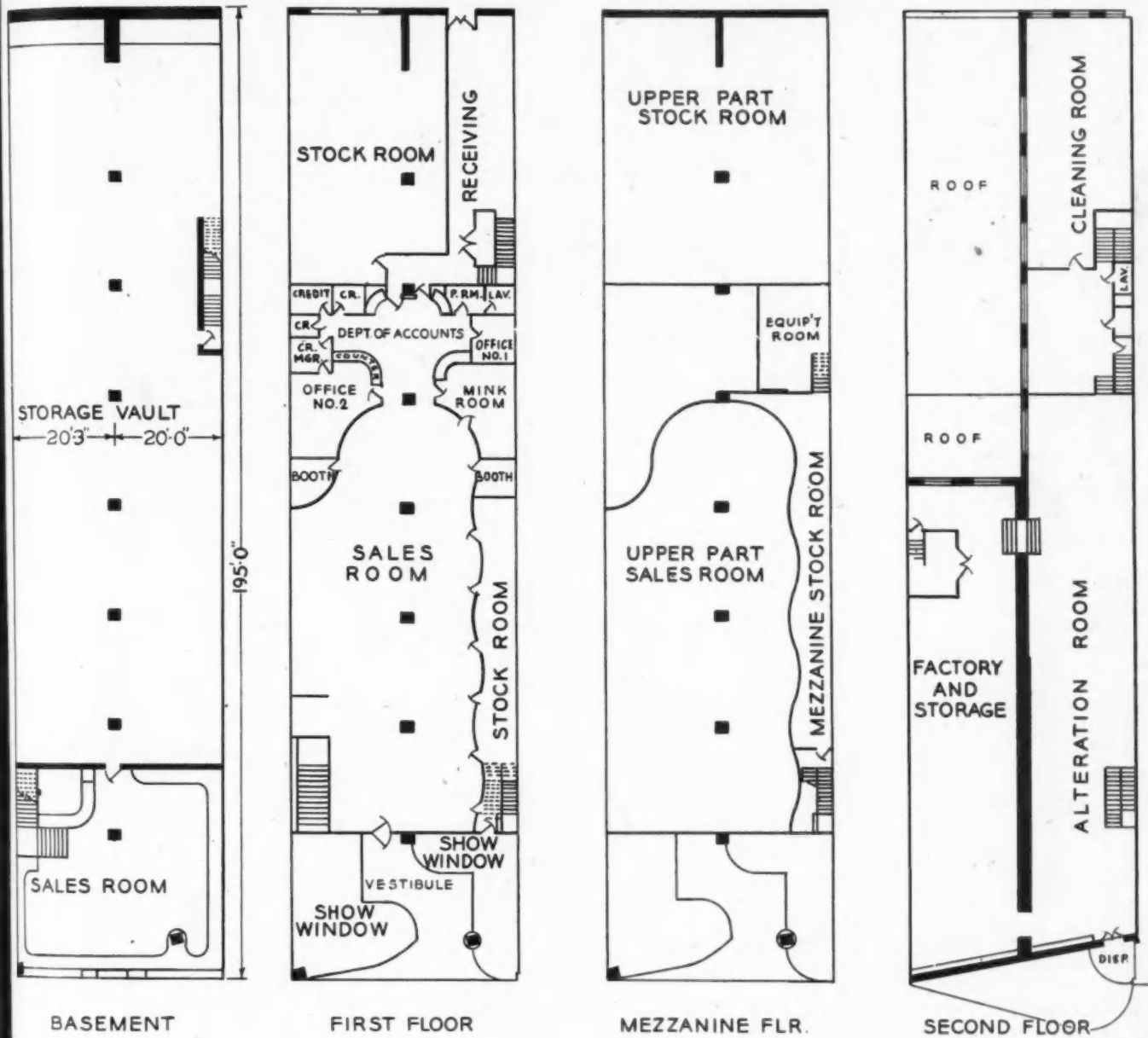
Spaciousness is the keynote of the building, which comprises four floors devoted to sales, offices and stock on the first, sales and storage vaults in the basement, stock room on the mezzanine, and cleaning, alteration and storage on the second floor. The enormous vaults in the basement can accommodate at least 35,000 fur coats for summer storage.

The salesrooms are strictly modern in their decorations. The generous use of glass block, mirrors, Flexwood and special trim in the main floor salesroom adds a distinctly luxurious note. Every feature that will add to the customer's comfort has been incorporated. Soft rust and pale blue green are the color motifs that have the predominance throughout.

**UPPER** left shows a view of the exterior, indicating the expanding use of display signs as an integral part of the overall design of the building. A partial view of interior of first floor of the store is shown left.



# MERCHANT Profit Alike from Store Modernization



IN the plans shown above the architect has successfully correlated the activities of the various departments in such a way as to meet adequately the requirements of an exacting client. The curved walls in the main sales room permit not only an interesting treatment to the room, but provide space for current stock. A portion of the large display windows is shown left.



A COMBINATION of painted brick and asbestos shingles is welded together to produce a house of excellent proportions.

## Style and Quality Expressed in Small House

**T**HIS story-and-a-half house designed by Maurice E. Thornton, architect, Indianapolis, Ind., has captured the mellow charm of a cottage. The house has a sturdy, unassuming simplicity and a sort of countrified air about it. It is, however, completely up to date and modern in every respect, as a study of the plans shown on the opposite page will reveal. Many people whose tastes are drawn to conservative luxury will find the answer to their desires in this house.

The plan is most compact. Notice the excellent function of the entrance hall where direct access to the front door is possible from either the living room or kitchen. The kitchen designed for convenience is compact and labor saving with a built-in breakfast nook in one corner.

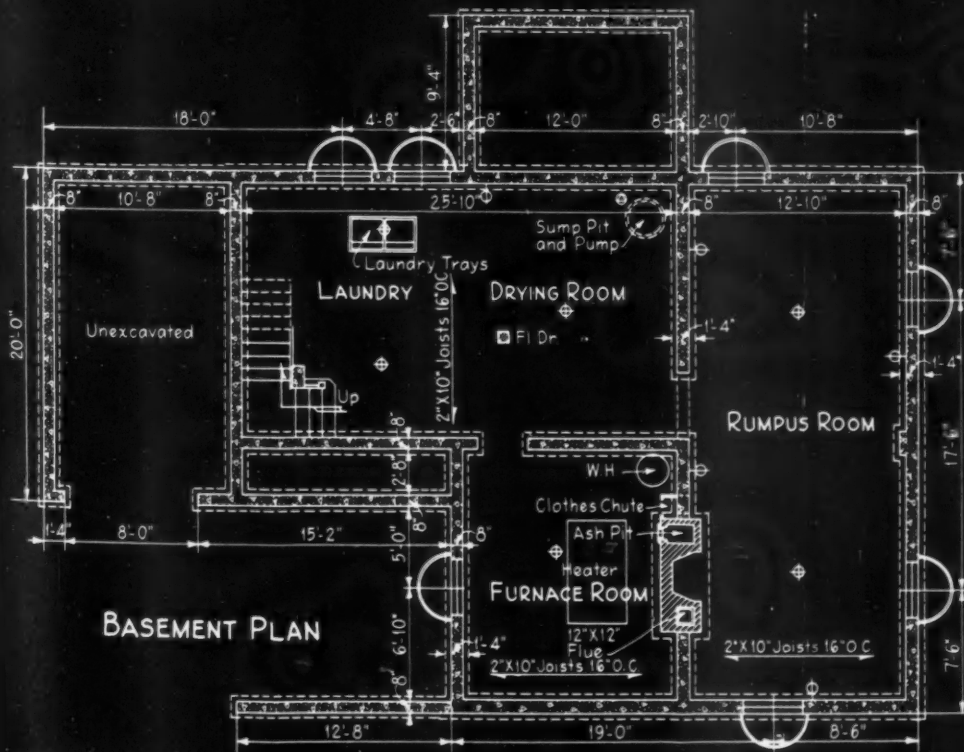
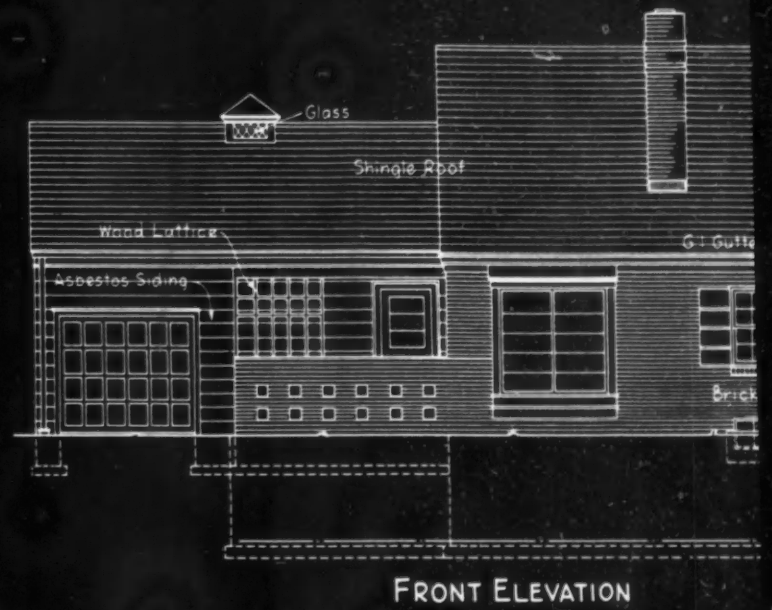
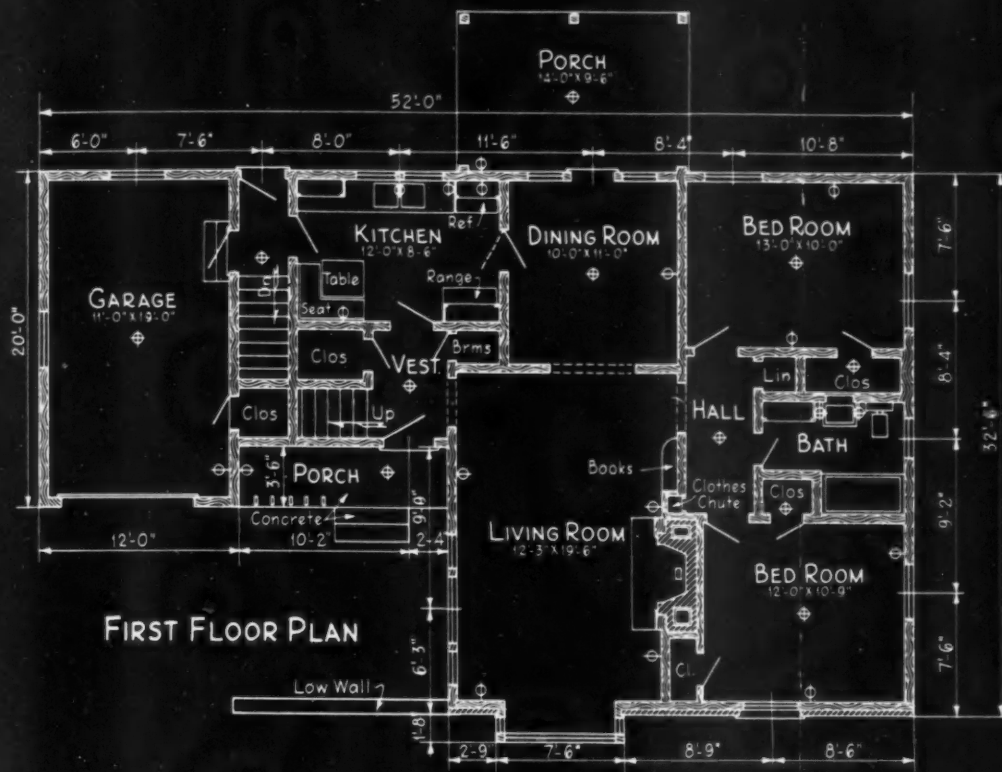
No floor plan has been shown for the upstairs. This is now being used as a studio by the owner, but can be made to accommodate possibly two bedrooms and bath. This type of house is a perennial favorite in that it can be adjusted easily to the changing needs of families.

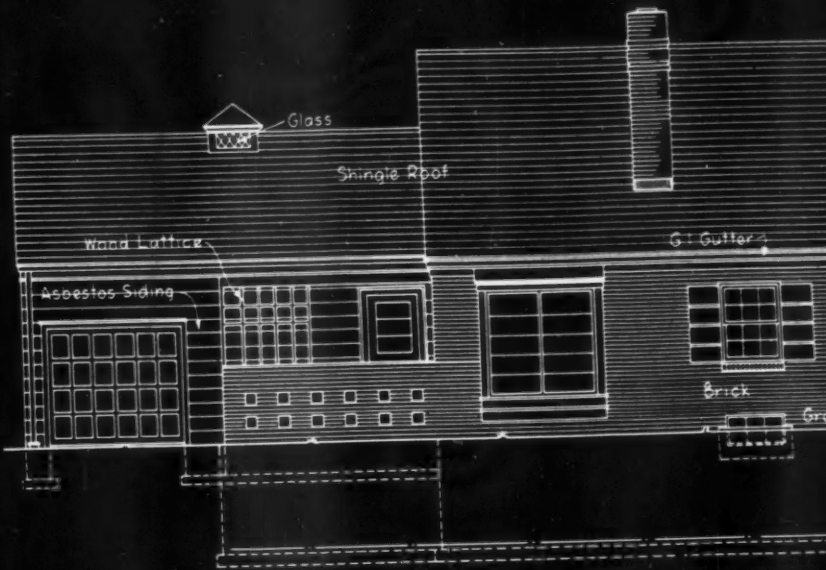
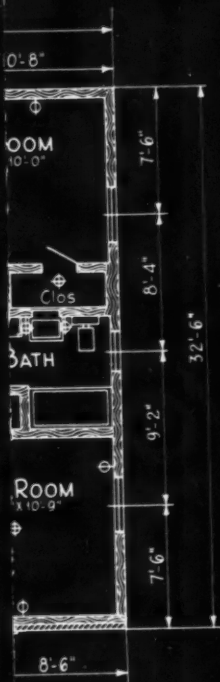
A large rumpus room is located in the basement with a fireplace on one side. Ample provision is also made for heating and laundry facilities. The exterior walls and roof are completely insulated. Dry wall construction is used throughout.

*PLANS* →



TWO views in attractive living room, one looking toward large projecting bay, the other looking into dining room.

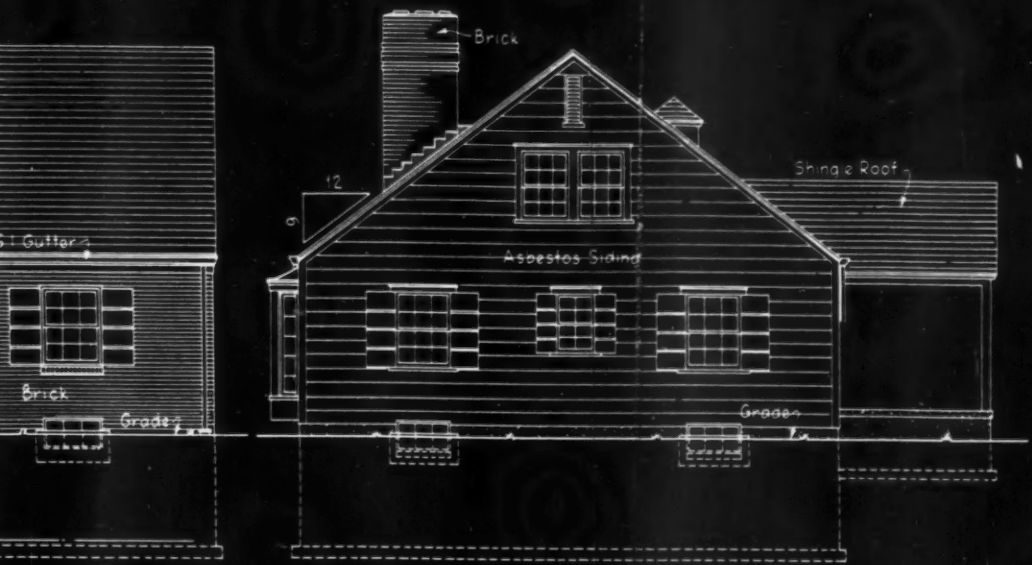




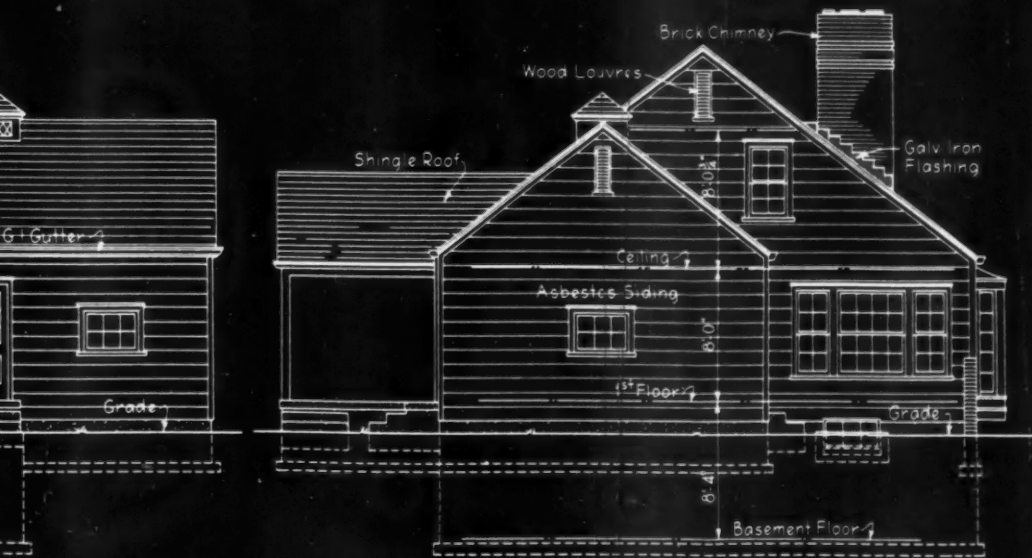
FRONT ELEVATION



REAR ELEVATION

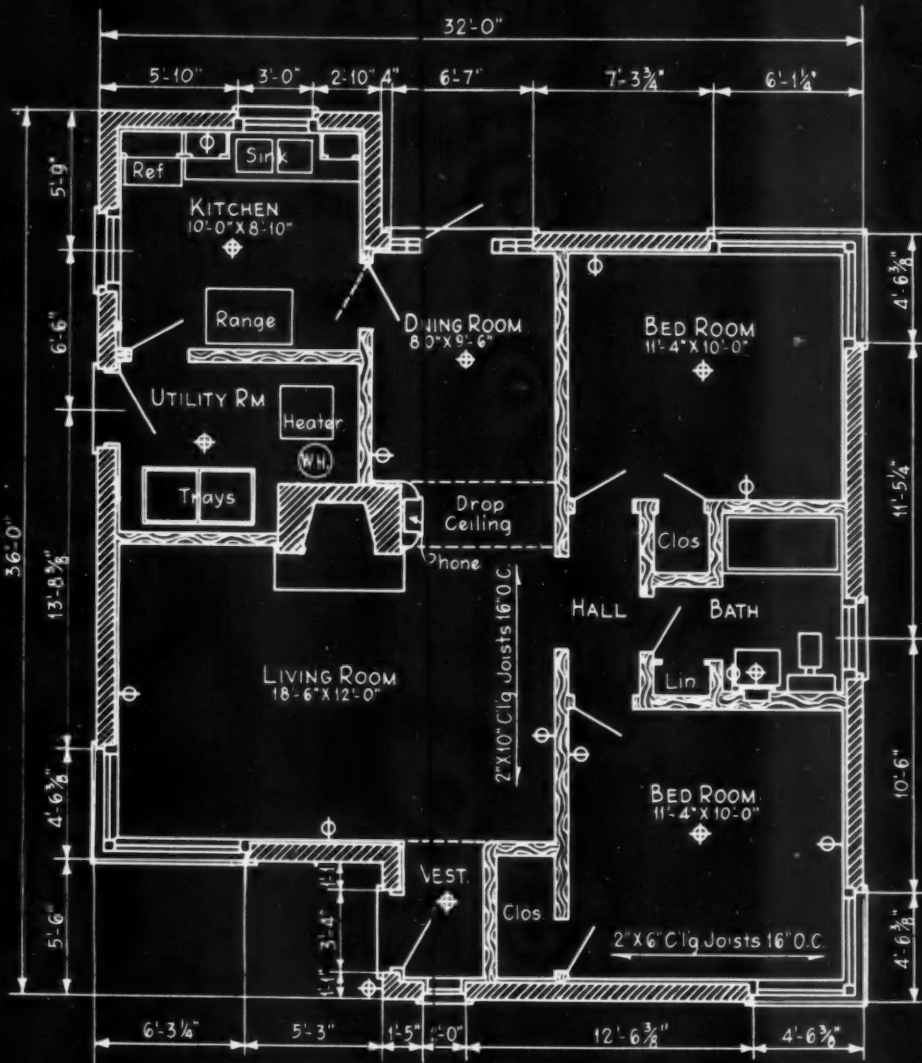


RIGHT SIDE ELEVATION

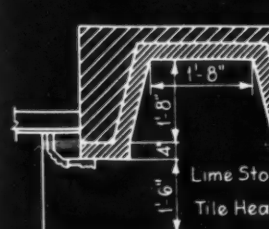


LEFT SIDE ELEVATION

DESIGN NO. AB 111  
 AMERICAN BUILDER BLUE PRINT SERIES  
 Designed By  
**MAURICE E. THORNTON** ARCHITECT.  
 604 Ft Wayne Ave. Indianapolis, Ind.  
 Simmons Boardman Pub Corp. 105 W Adams St. Chicago, Ill.



FLOOR PLAN



PLAN

DESIGN No. AB 112

AMERICAN BUILDER BLUE PRINT SERIES

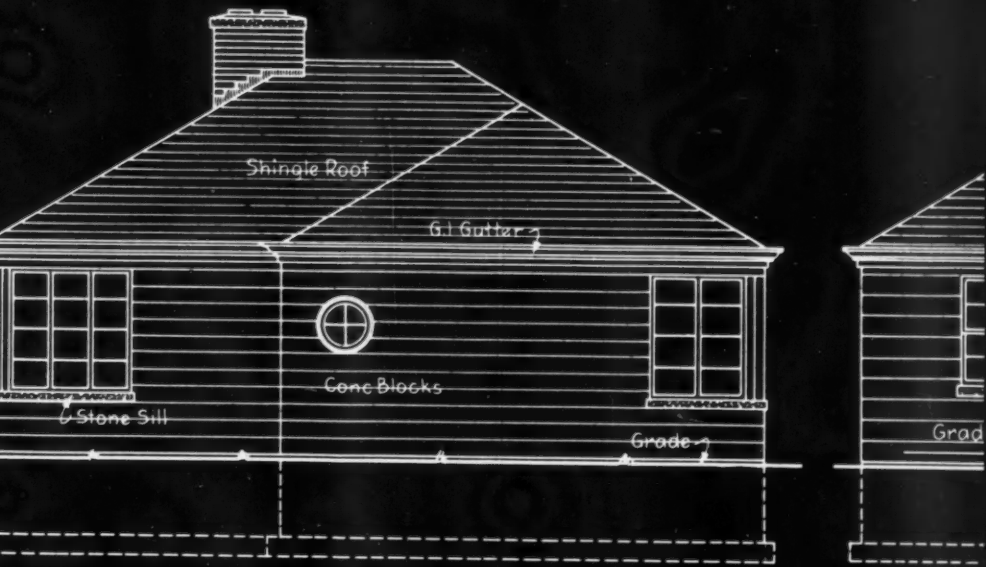
Designed By

INSULATED HOMES BUILDERS

134 No. LaSalle St. Chicago, ILL.

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

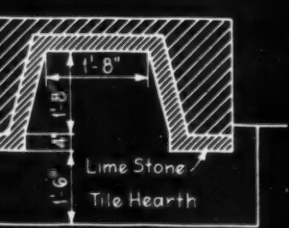




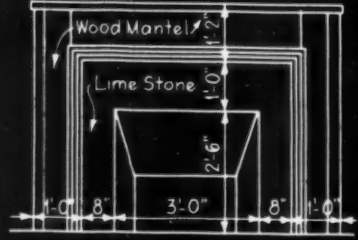
FRONT ELEVATION



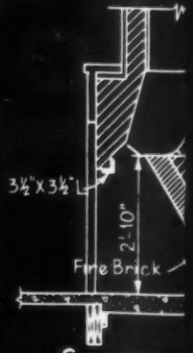
RIGHT SIDE ELEVATION



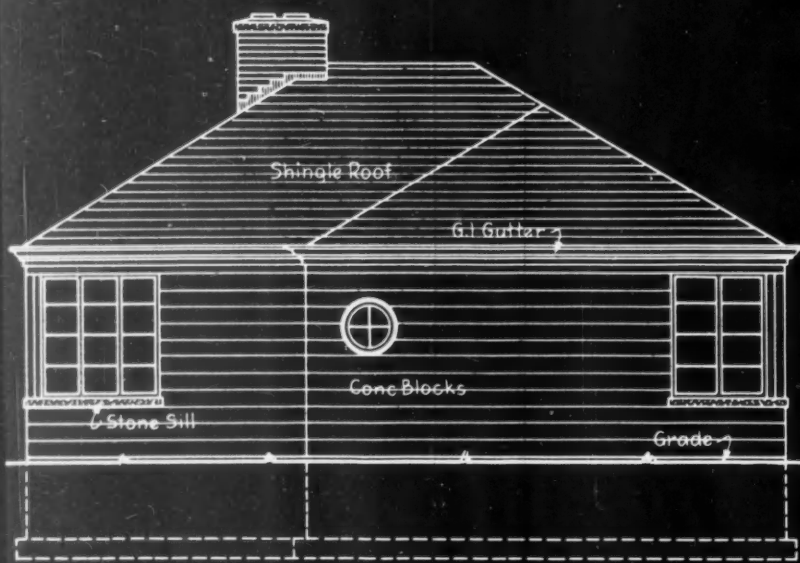
PLAN



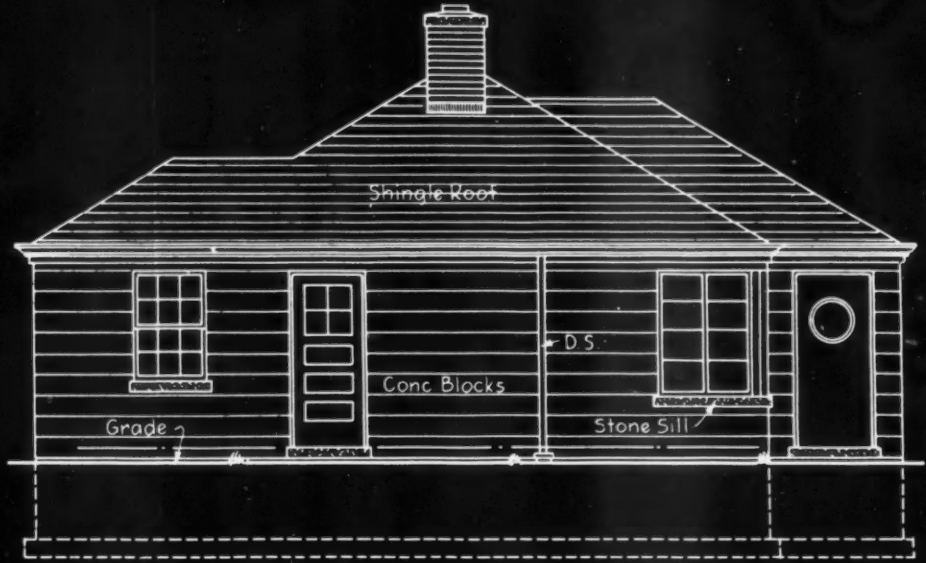
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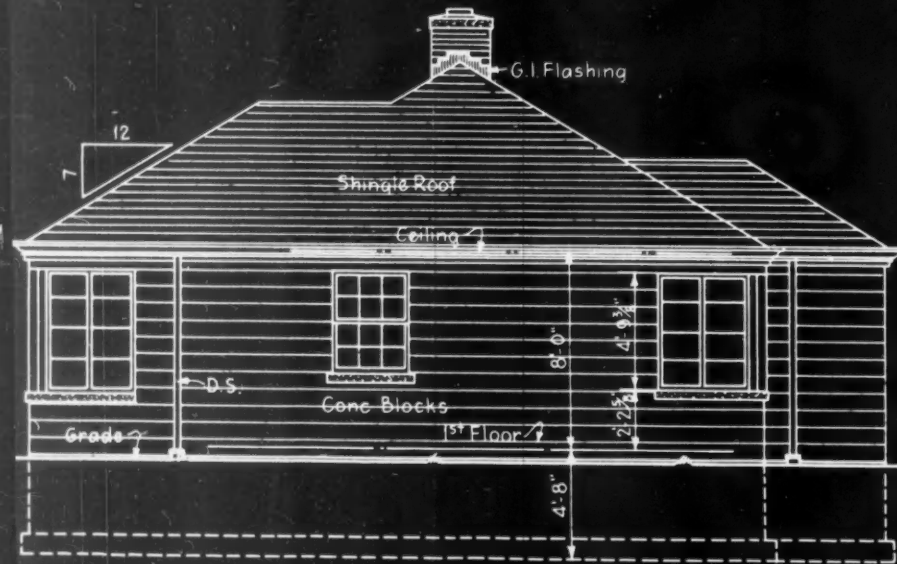
SECTION



FRONT ELEVATION



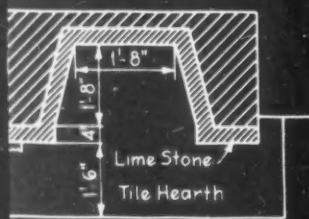
LEFT SIDE ELEVATION



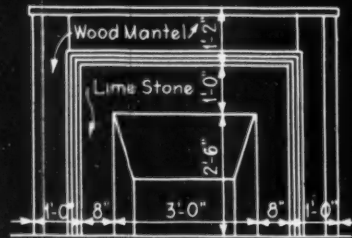
RIGHT SIDE ELEVATION



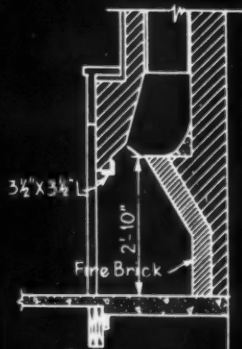
REAR ELEVATION



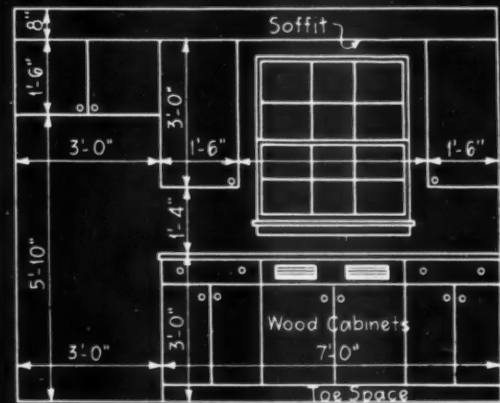
PLAN



ELEVATION



SECTION



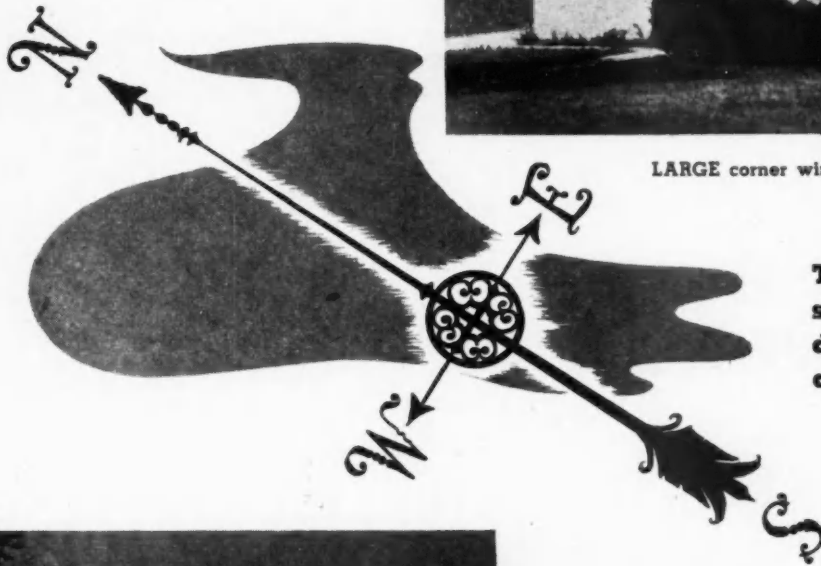
KITCHEN CABINET DETAILS

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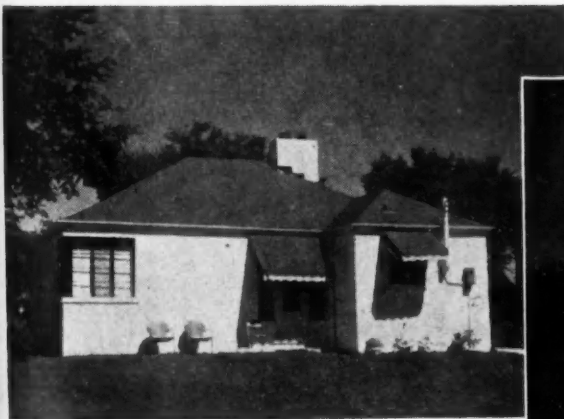
# From All Sides This House Is Interesting



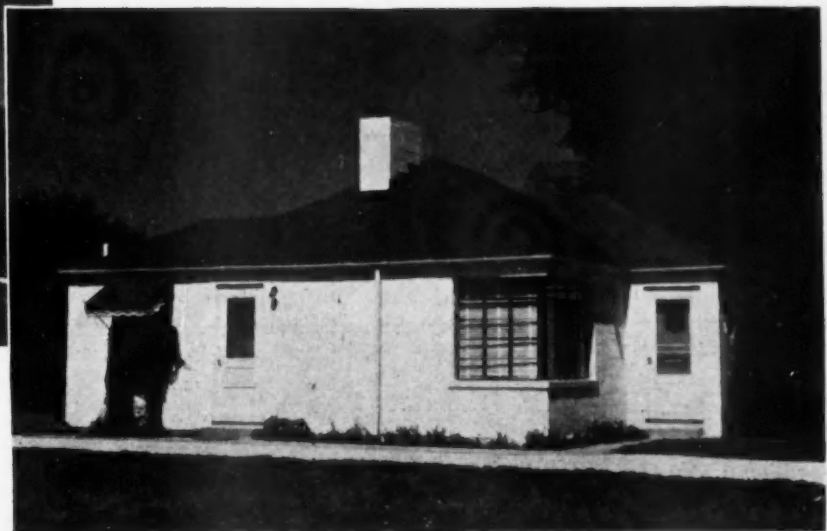
LARGE corner windows assure an abundance of light and air.



The use of concrete block and steel sash combines to produce a small house that has all the elements of good design



THE rear and side views shown above and at right perpetuate the same pleasing proportions that are manifested on the street front of house. Door from dining room leads directly to a terrace.



IT is possible to build houses more economically if standardized floor plans are used for several homes in a subdivided development. But, as these pictures so well illustrate, it is not necessary for every house erected from a basic plan to look exactly alike. The depressing spectacle of rows of identical homes is an all too familiar sight. Every house should have some individuality that sets it apart from all the rest.

This house planned and built by Insulated Homes Co., Chicago, Ill., for Charles J. Groth, Mt. Prospect, Ill.,

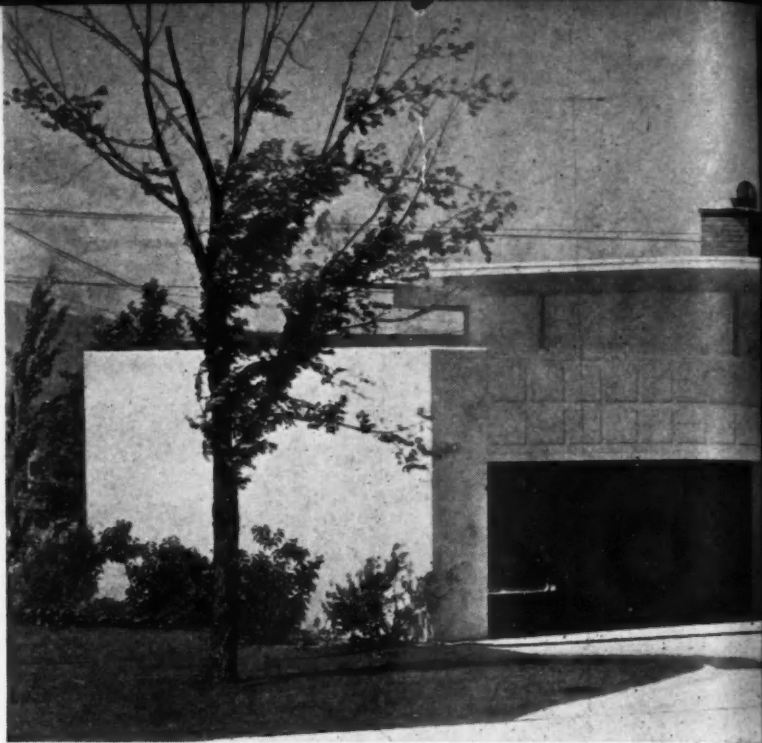
follows a standardized pattern so far as the floor plan is concerned, yet has a note of refinement and simplicity in its design that sets it apart from its neighbors.

The plans and elevations that are shown in detail on the opposite page graphically illustrate its outstanding features. Exterior walls are constructed of eight in. thick Waylite blocks painted with two coats of waterproofing compound. One inch of Sprayo-flake insulation has been sprayed directly to the inside of these walls upon which plaster base and plaster have been applied without the use of furring strips.

In this basementless house the top surface of soil has been removed, permitting about 18 in. for air circulation beneath the underside of the floor joists.



# A Modern House Designed to Take Advantage of Sunny Climate



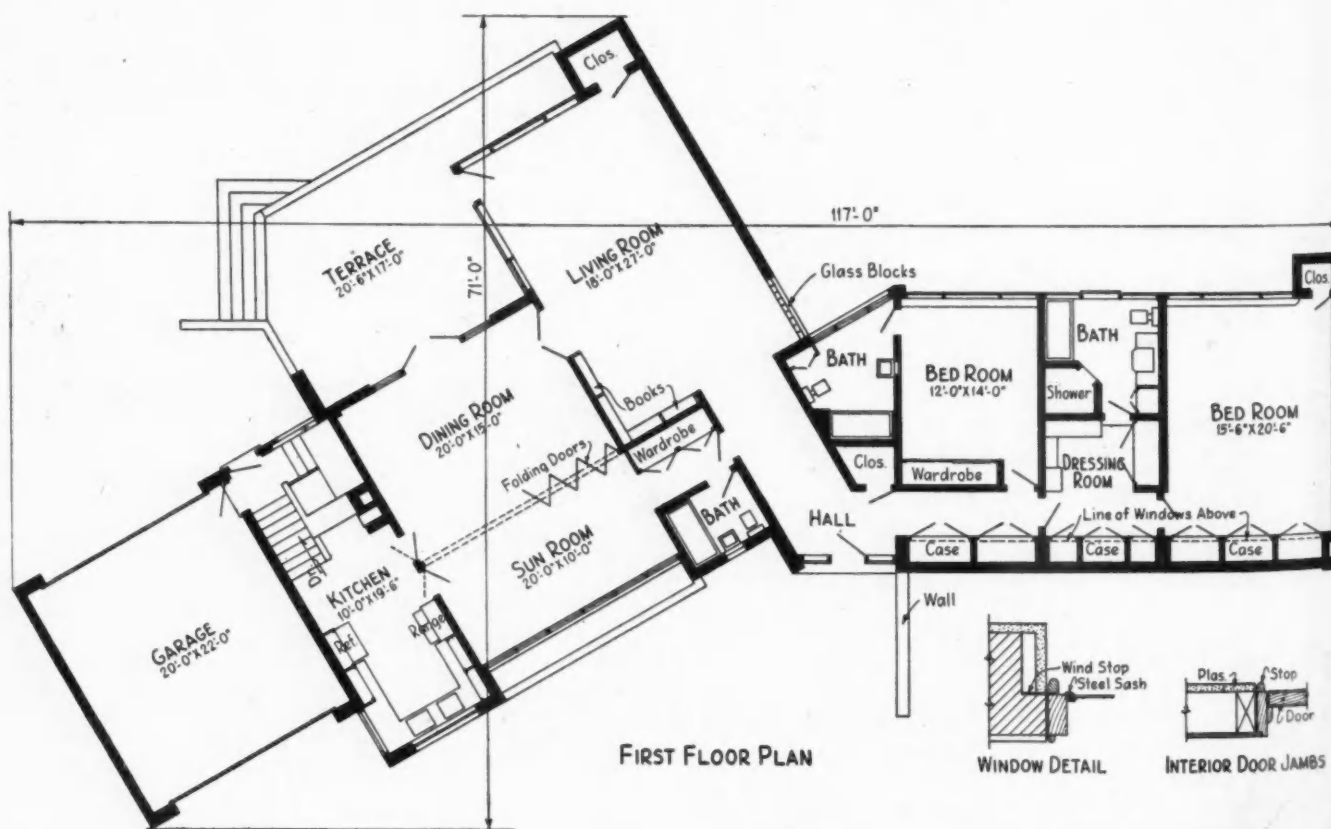
STREET VIEW of house with garage in foreground. An interesting

Oriented for a mountain view, this companion to the Emmett Heitler house, shown in the August issue, indicates what skill plus imagination and rejection of many of the conventional ideas can accomplish

BUILT on a sloping site overlooking a prominent mountain range, this house designed by Earl and Robert Morris, architects, Denver, Colo., for Mr. and Mrs. Jesse Shwayder of that city, is oriented for protection against late afternoon sun and for the most agreeable view.

The whole arrangement is based on the relation of the house to the site and view and the desire to obtain as much openness as possible. Having

been freed from all restrictions by the owner in the matter of design, the architects proceeded to develop a simple, straightforward arrangement where full advantage has been taken of the site opportunities. Simplicity of line has been maintained and all useless elements have been avoided. There is a nice balance throughout between wall areas and structural openings. The exterior materials of wood, brick and stucco have been used



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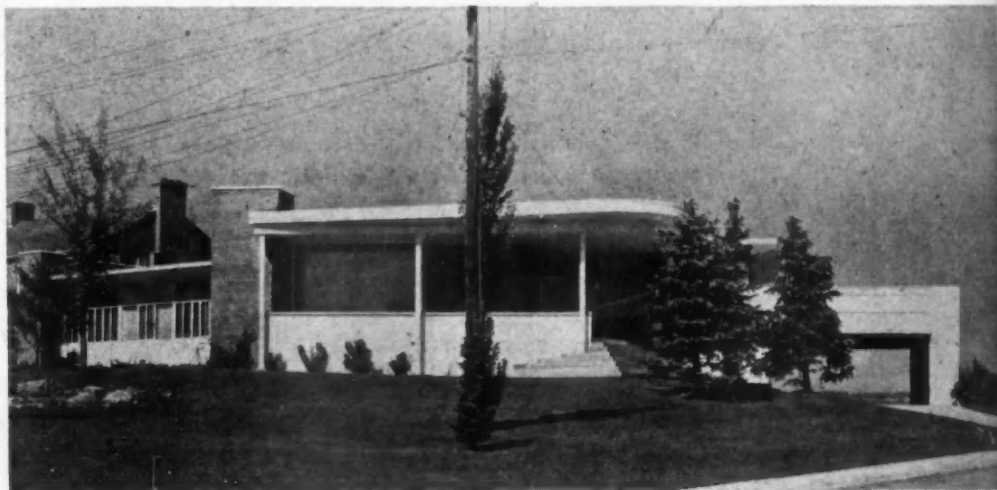
effect is obtained through a combination of brick and stucco. Circular openings in roof projection over sunroom windows add interest.

with complete understanding as to its nature and function. Good judgment has been used in the distribution of color and texture. This house has been well conceived and well executed and the freedom that has been expressed is based upon sound principle. Stress has been laid upon honesty of form and function.

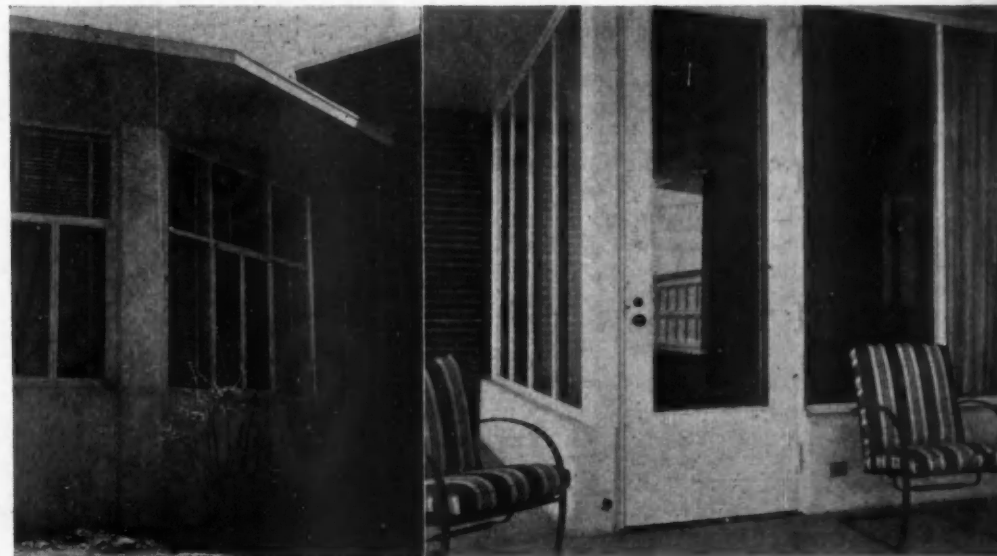
An attentive reading of the plan will reveal many interesting and practical features, chief of which is the complete separation of the activities area from the area set aside for relaxation. The tendency to divide a house into such areas, particularly as it applies to the one-story dwelling, is on the increase.

The main rooms and the adjacent porch are large enough to accommodate a sizable number of guests. When the occasion demands the Modernfold doors separating the dining room and sunroom may be drawn aside, thereby permitting these rooms to be used as one large area. Ceiling height windows take full advantage of the view. The simple yet effective plywood walls in the living room cause the period furniture that is used to be thrown into bold relief by the contrast. It is entirely proper to combine traditional furniture styles with contemporary or modern architecture.

Throughout the house, interior surfaces are either plywood in various types of finishes, or plaster, or a combination of both, such as the living room where all walls are plywood except the north wall. Bookcases which extend from floor to top of door openings lend an effective note to the end of this room. Sliding glass doors without frames enclose cases. The spirit of simplicity which



GARDEN SIDE of house with view overlooking mountains; large porch in foreground.



INTERSECTION of bedroom and living room walls showing roof projection.

LARGE windows from living room to porch permit unobstructed view of mountains.



**LIVING ROOM** looking toward entrance hall. The generous size of room permits grouping of furniture.

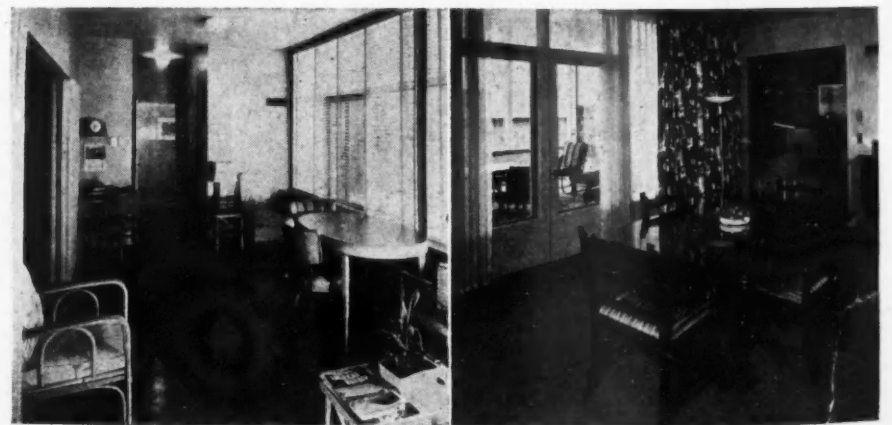
dominates the exterior design is also carried out in the interior treatment. Mouldings in connection with door and window trim and the plywood surfacing have been almost entirely eliminated. All radiation throughout the main rooms is concealed under the windows where stool has been extended to receive it and perforated wood grille provided to enclose the heating unit.

The end of the master bedroom as well as one side of the hall leading to the bedrooms and bath have been developed into a continuous bank of built-in units with shelves, drawers, hanging space for clothes, all arranged to fit the individual needs of the owner. The continuous bank of windows above these units has been placed flush with the inside wall of cupboards. This permits an interesting offset in the exterior wall with a deep window sill covering the depth of the cupboard. No applied hardware is needed, as the doors of the built-in units are fitted with wood pulls.

Cross ventilation is obtained in the kitchen by including the stairs, which lead down to a lower level, as an integral part of this room. The garage which is located at the corner of the property can be entered from either end. Maid's room, rumpus room, boiler and utility rooms are all located in the basement.



**MASTER bedroom** showing wall of built-in cupboards with bank of windows above.



**CEILING height windows** feature sunroom. **VIEW** in dining room looking toward porch.

# Precutting Speeds Construction For New York Builder

A 27-house development for veterans known as Larkin Manor, Croton-on-Hudson, N. Y., is moving along at a relatively fast pace because of a number of labor-saving practices including site precutting and site pre-assembly. The houses are being built by the Vigar Construction Co., White Plains, N. Y., with Robert P. Vignola and D. A. Garigliano in charge.

A storage and work shed 30x100 feet was erected on the site. This serves as a warehouse for doors, window sash, trim, moulding, flooring, etc., in addition to housing power equipment for precutting. Two Walker-Turner radial saws, Skilsaws, sanders, and other equipment are used to cut various house members to size and do as much of the other work of finishing as is possible before the material is actually incorporated in the houses. In addition to precutting practically all the framing in the work shed, much of it is assembled there also.

Twenty-two of these houses will sell for \$8,500. They are frame Colonial and Cape Cod design, with 12 different front elevations over the same basic floor plan of two bedrooms, living room, dinette, kitchen and bath.

A full basement houses a gas-fired forced warm air furnace and a 20-gallon automatic hot water heater. Each house is fully insulated and the

attic designed so it may be finished into additional rooms later. A complete finished stairway to the second floor is part of every house.

Floors in the living room and dinette are oak, bedrooms, pine and bathroom and kitchen are linoleum. The bathrooms have a tileboard wainscoting. Wood cabinets and linoleum counter tops are installed in each kitchen. Sixteen-ounce copper is used for flashing and leaders with wood gutters. All hot and cold water pipes are brass or copper tubing.

Adjoining this development of 22 \$8,500 veterans' homes, the firm has five other houses in the \$12,500 to \$15,750 bracket which were started last November. They are also of frame construction with larger rooms and more attic space than the lower-priced houses. An attached garage is included along with these higher-priced homes. A large dormer on the second floor will facilitate addition later of another bathroom and two bedrooms. All plumbing lines and heat ducts are run to the attic and capped.

This entire Vigar Corporation development is located on one of the few picturesque sites in Westchester County which has community facilities such as modern public schools, shopping, business and church centers within one to three blocks.



VIGAR house type No. 1—\$12,500.



VIGAR house type No. 2—\$14,000.



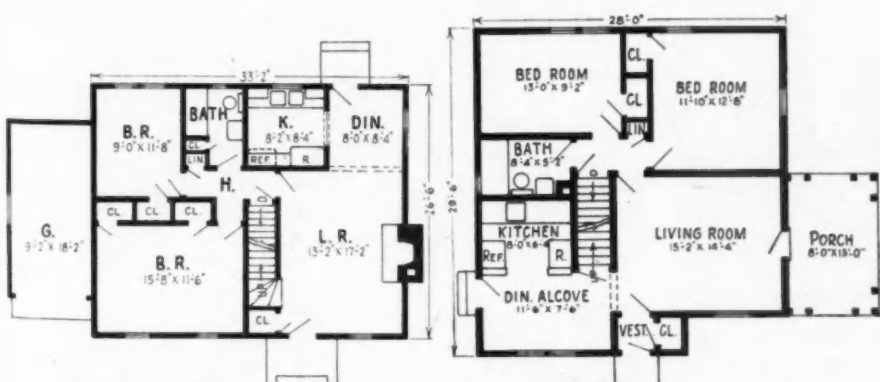
VIGAR house type No. 4—\$15,750.



VIGAR house type No. 5—\$15,750.

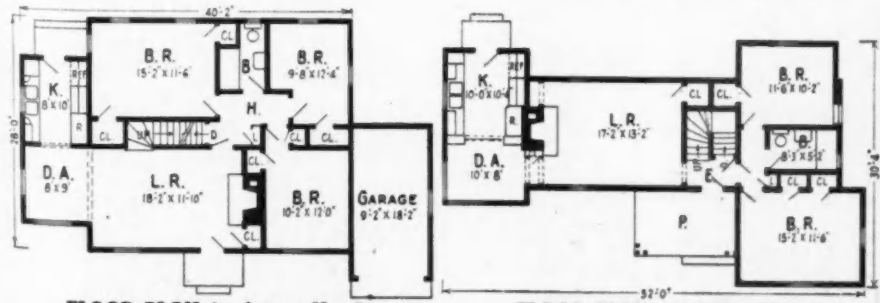


ONE of the twelve front elevations for basic \$8,500 house.



FLOOR PLAN for house No. 1.

FLOOR PLAN for \$8500 house.

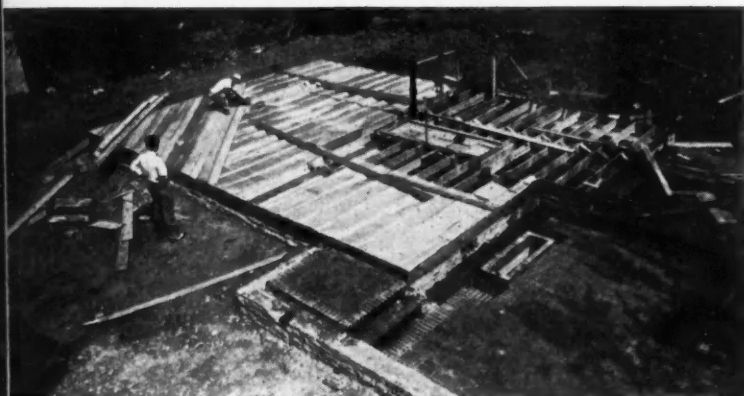


FLOOR PLAN for house No. 2.

FLOOR PLAN for house No. 4.



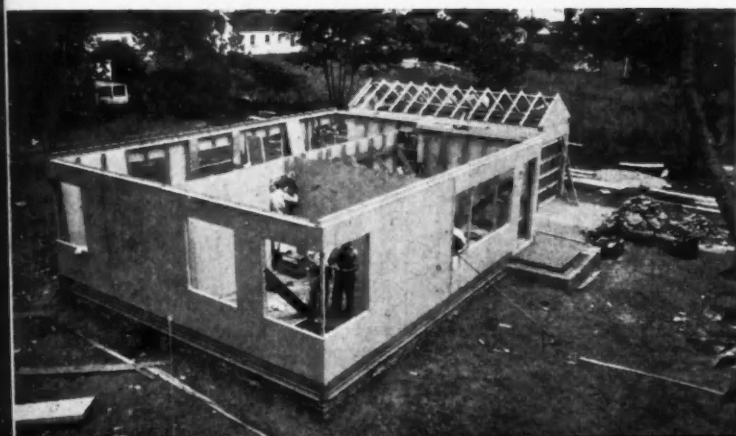
OVERALL dimensions of basic Butler two-bedroom aluminum house are 24 x 33 feet. Garage equipped with Ro-Way upward-acting door.



INSTALLING floor insulation and subflooring in demonstration house.



ALUMINUM panels and other house parts arrive on site in crates. BELOW: Exterior walls are in place, interior partitions being set.



## An Aluminum House

**This factory-built basic two-bedroom house ready for occupancy costs approximately \$7,000 exclusive of lot, garage or breezeway. It can be erected in nine to ten days after the foundation walls are completed**

**A** NEW aluminum house, styled conventionally, made up of panels that lock together, has been announced by the Butler Manufacturing Co., Kansas City, Mo. Most of the parts for this house are being manufactured at the firm's Galesburg, Ill., plant, but marketing will be handled by the Kansas City office. The house will be sold through builders.

Basic panels of .051 thickness aluminum are one and two feet in width, treated for paint adherence. The four-inch flanges on wall and ceiling panels are machined with special slots which lock them together with

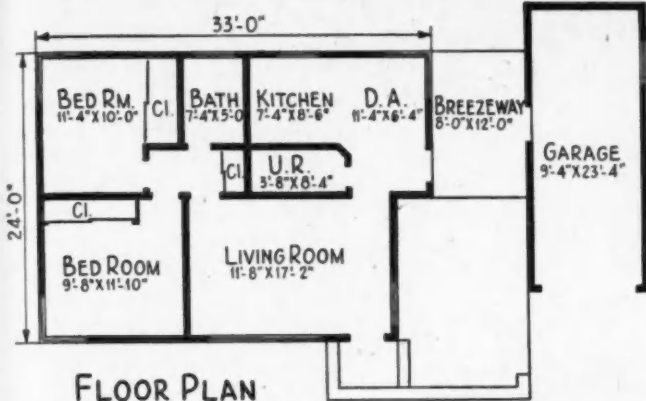
FOUNDATION fascia and base channel in place ready for panels.



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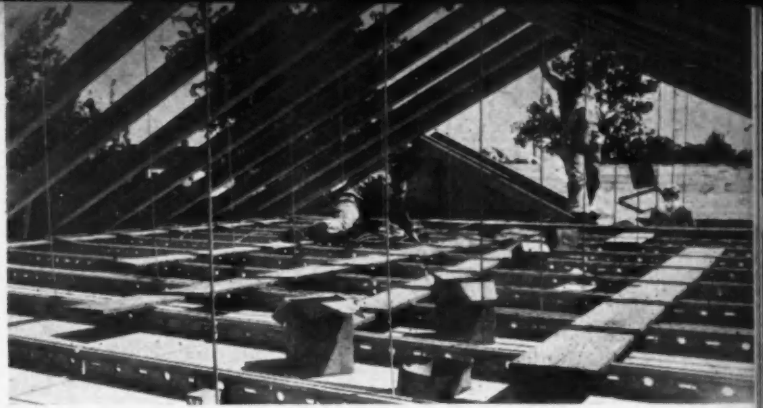
**THIS house locks together. No bolting, riveting or welding is required in joining the prefabricated wall, roof and floor panel units. Instead, unique, patented H-shaped keys are inserted through accurately matched slots precision punched in the abutting flanges of the channel-shaped aluminum panels. Each H-shaped key is then turned 90 degrees, driven against one end of slot.**

a patented key. Holes and slots in regular panels as well as in the special corner panels are spaced uniformly so that panels can be turned end-for-end and still match up for locking! The flange on all panels has an offset in which is inserted a kiln-dried toxic treated wood furring strip which is the nailing base for any desired interior finish, where it is to be material other than aluminum. The interior surface of exterior wall panels are aluminum unless other material is desired. In that event, the other material is supplied by the purchaser.

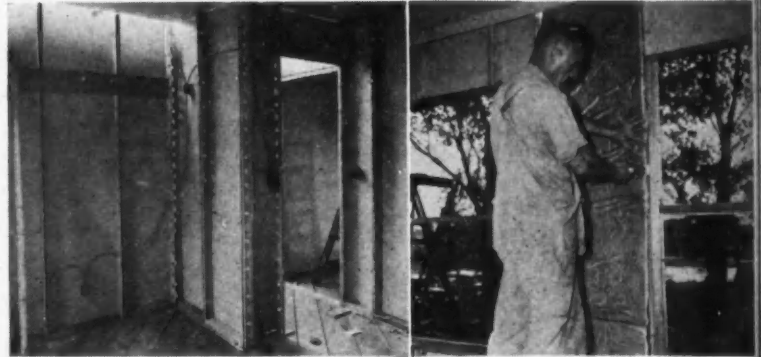
Interior partition walls must be aluminum on one side because these panels are of the same construction as the exterior panels. Door frames and jambs are fabricated and notched at the factory, where doors are prefit and equipped with all hardware. Exterior doors are panel type wood, one and three-quarters inches thick and interior doors are panel type wood one and three-eighths inches thick. All windows are aluminum single hung, complete with operating hardware and aluminum framed 16-mesh screens.

Floor panels are constructed of galvanized steel treated for paint adherence and placed so that the smooth steel surface is at the bottom of the six-inch steel joist formed by panel flanges. Subflooring is installed on the wood furring strips which are integral

**STARTING** erection of exterior wall with special corner panels.



**FLANGES** on panels form ceiling joists, hung from rafters.



**REVERSE** side of panels with wood furring strip for nailing.

parts of the steel joists. These floor panels are optional as concrete may be used for the floor or ordinary wood joists may be used if desired.

Ceilings are formed by using the four-inch deep standard panels with the smooth surface exposed and the aluminum flanges forming the ceiling rafters.

The roof is one-quarter pitch gable type supported by 16-gauge galvanized steel channel rafters six inches by two and three-quarter inches. The rafters are spaced two feet on center, cross tied for bracing, and bolted to an eave plate of 12-gauge galvanized steel. Wood sheathing, to be supplied by the purchaser, is nailed directly to the steel rafters with helix drive nails. Any conventional roof covering may then be applied.

Batt or blanket type insulation is furnished for the walls and ceiling, with one-inch thickness in walls and two-inch in the ceiling.

All lumber and woodwork in the house, except doors and wood furring strips, are supplied by the purchaser along with built-in kitchen cabinets, plumbing and plumbing fixtures, heating units, electrical work, wiring and fixtures, painting and decorating.

The Butler Manufacturing Company is tooled up for an initial production of three of these homes every four hours. W. B. Larkin, manager of the company's steel

**LOCKING** panels together. Right: Nailing up interior wall finish.



building division, states they dislike calling their new house a prefabricated unit because no two of the homes need appear alike. Although the panels are produced on a quantity-production basis, their versatility lends them to an infinite number of combinations in position of windows and doors, plus other variables that give the owner a wide choice in the character of the finished house.

It is also a simple project to enlarge the Butler house. The standard-width panels permit a complete wall to be removed in a few hours and additional panels to be placed in walls and ceiling to increase room area or to create additional rooms. The fact the houses will be sold by builders brings their background and experience in variation of house design and layout into sharp focus in giving advice to prospective purchasers.

The house may be constructed over a basement but when that is not desired, a utility room located near the center of the house will accommodate the furnace, hot water heater, washing machine, etc. Kitchen walls are stainless steel with mirror finish.

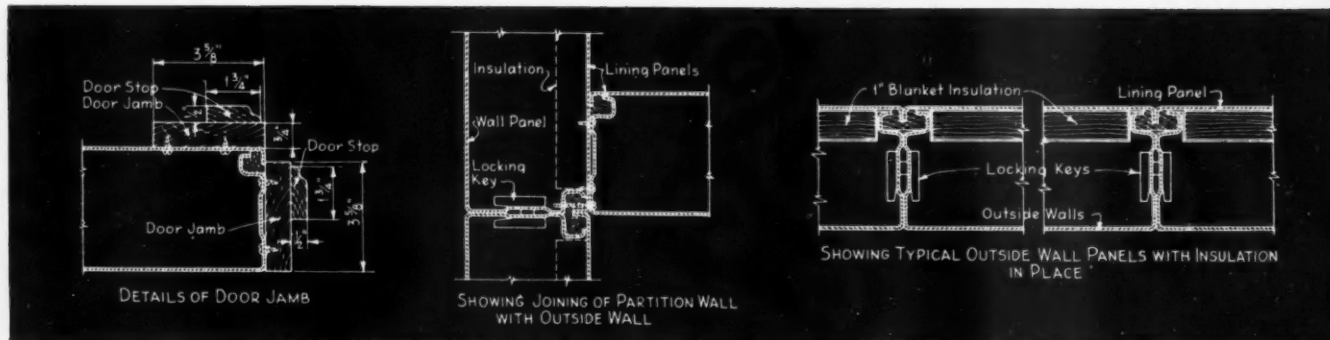
Closets in the Butler Boulevard Home have sliding panel doors with the combined front dimensions of three closets totaling approximately 20 feet.



INTERIOR of the Butler house is simple, modern. There are no door or window casings.

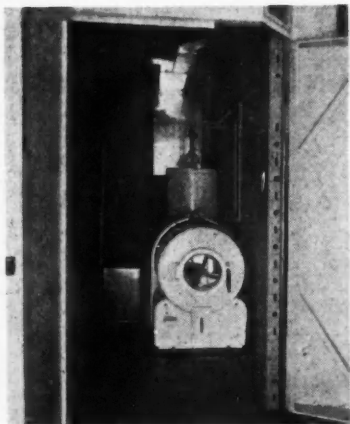


LEFT: 7' 4" x 5' bathroom. RIGHT: Sliding closet doors provide maximum space utilization.



SKETCHES showing some of the structural details of the Butler Boulevard aluminum panel house.

THE demonstration Butler house in Kansas City is equipped with Standard Sanitary plumbing fixtures, Youngstown kitchen cabinets, G-E range and refrigerator, Bendix washer, Rheem hot water heater and a G-E gas fired warm air furnace.



LEFT: Utility room with furnace, hot water heater and washer. RIGHT: Completely equipped kitchen.

# 100 HOUSES A WEEK



HENRY KAISER and Fritz Burns escort vet family into their house, the first sold.

**Building ingenuity of Fritz Burns and mass production techniques of Henry Kaiser combine to produce two and three-bedroom houses ranging from \$6950 up to \$8650**



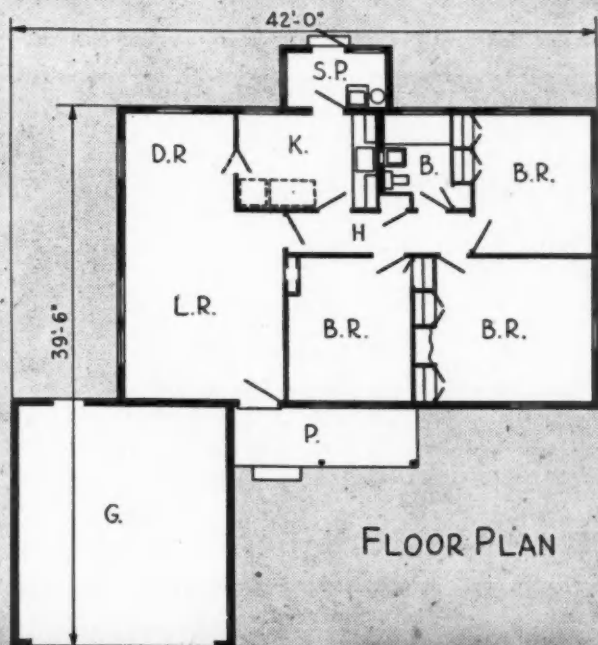
ONE of 20 three-bedroom models. Features include two-car garage, sheltered entrance. TWO and three bedroom models are available with 25 variations in exterior appearance.

IT will be remembered that over a year ago, Henry J. Kaiser and Fritz B. Burns, prominent land developer and builder of Los Angeles, and President Emeritus of NAHB, joined forces and organized a \$5,000,000 company—Kaiser Community Homes—for the purpose of building low cost houses on a national scale. It was later announced that owing to the veterans housing emergency program and the acute need for houses for vets in the Los Angeles area, bulk of the company's efforts would be concentrated in that region.

According to a statement issued by Mr. Kaiser and Mr. Burns September 16, they are currently producing 100 houses per week. Several hundred are practically finished; more than 2000 will be finished by the end of the year; 10,000 more by the end of 1947. Present prices range from \$6950 to \$8650.

The houses are available in two and three bedroom models with some 25 variations in exterior appearance although the floor plans are similar. Five basic architectural styles are employed: Colonial, Cape Cod, Ranch House, California and Contemporary. Two-car garages are attached to the houses. Exteriors are of stucco tinted in pastel shades. Most roofs are covered with asphalt shingles. Stressed skin construction utilizing plywood is used.

A huge plant covering 15 acres was erected in Los Angeles with lines for the manufacture of wall, ceiling and floor panels. The plant comprises several buildings, storage areas and work



FLOOR PLAN

**THE Kaiser-Burns method of building homes possesses many inherent economies. Their operation is large enough to permit research work on new materials and experimentation with various construction techniques.**

centers, laid out so as to provide a free flow of materials from the siding where they are unloaded to the stock-piles, warehouses and fabrication lines.

A long building 80 x 300 feet is divided into three sections: the first is used for storage of doors, screens, ironing boards, glass, nails, etc.; the second section is the garage and maintenance building; the third section is the plumbing assembly shop where soil pipe and water pipe are pre-cut and assembled. The second major department of the plant is remanufacturing where timbers and rough lumber are prepared for use.

The main factory building is about 400 feet square and houses the various assembly lines, the plywood processing department and the paint department. There are two assembly lines each for exterior wall panels, interior wall panels, ceiling panels and floor panels. At the head of each assembly line is a table where the sub-assemblies such as door and window frames are made. These are dropped into the jigs together with the framing members and are nailed in place.

Plywood is glued to the frames with synthetic resin glue which is applied to the studs with guns. Intermittent nailing holds until the glue sets. As the operations of gluing, nailing, etc., are completed at a station, the panel is automatically lifted up and moved on to the next station.

One of the bugaboos of prefabricated panels in the past has been the cost of repeated handlings by three or four men which has offset savings made on the production line. This plant has solved that problem by providing overhead monorails at the end of the lines on which the panels are stored and on which they are moved to the loading dock.

In addition to wall, ceiling and floor panels, storage wall cabinets are made in the plant. Wood framing members are prepared with special machines such as the automatic clamp machine, the shaper, the dado machine, the edge sander. Plywood is then processed and nailed and glued to the frames. Storage cabinets made in this way form the wall between rooms, as can be seen in the photographs.

The paint department consists of spraying booths and drying tunnels. Storage wall cabinets are placed on dollies which run on a track thru the spray booth and into the tunnel.



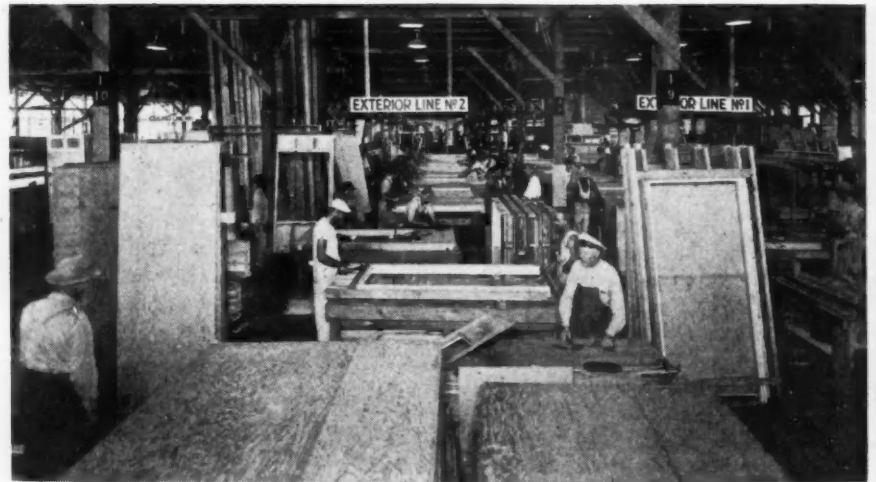
**THIS is a view of the main Kaiser-Burns plant building and extensive material storage yard.**

They receive the first coat only here; the finish coat is applied on the job. Mouldings are placed on racks which carry them into the spray booth where they too receive only the first coat.

At the job site, rough plumbing assembly is set in place as soon as the foundation is completed and the floor is laid. Then the huge trailer containing a complete house is backed up and panels are lifted off by three or four men, carried to their proper location and nailed in place. It requires only a half day to unload a trailer and

set up the sidewalls and ceilings. Interior finish is a fabric material impregnated with six coats of lead and oil. This was formerly applied in the plant but is now being put on the panels after they are set up in the house. The floors are plywood scored to resemble parquet floors, and are finished on the job by staining and waxing. The garage is built on the job. Roofs of both the house and garage are applied at the site.

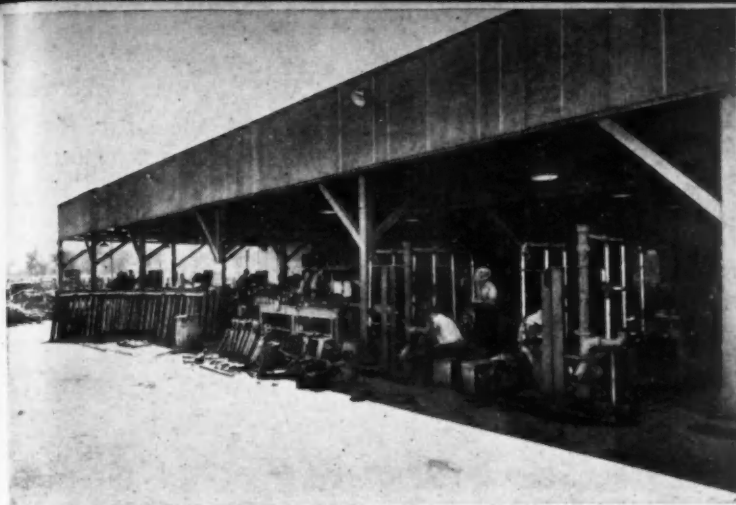
The Kaiser Community Homes program is unique in other respects



**USE of assembly line technique keeps house parts flowing through plant at steady pace.**



**VIEW from living room toward dinette. Note parquet-style floor, and ample window areas.**



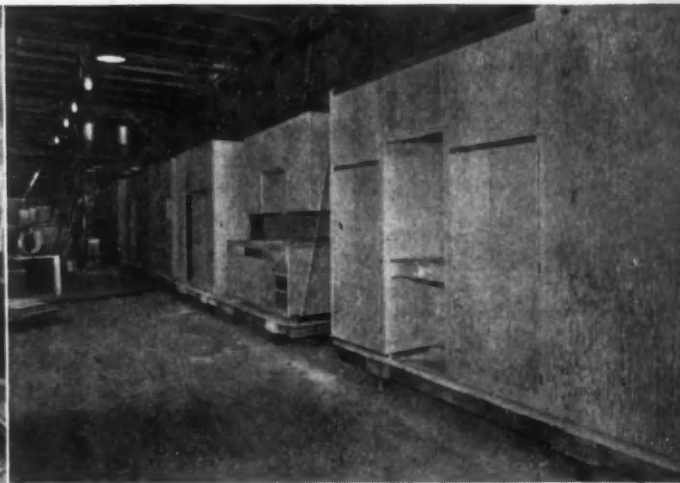
SHOP where rough plumbing is assembled for installation on the site.

HEAVY timbers are re-manufactured to usable lumber here.

in addition to its combination of factory and site construction methods. The company builds its houses only in its own subdivisions of 200 or more homes, and it now owns more than 2000 acres of land, much of which is under preparation for building. About 8000 lots are in the Los Angeles general area. Several hundred homes will be built in the San Jose-Santa Clara district, south of San Francisco. Affiliated corporations will build at Portland, Ore., and at Willow Run, Mich. Total value of

this land runs to more than \$4,000,000. The company does its own land planning and developing work. Where possible winding streets are laid out; advantage is taken of knolls and of old trees. Corner lots are designed in such a manner as to provide attractive gardens at every corner. Lots are generally 60 feet wide by about 100 feet deep. Sidewalks and curbs are included. Space is set aside for shopping centers, schools, churches and recreational facilities where these are deemed necessary.

Work in the plant and in the field is under jurisdiction of Dave Slipher formerly of National Homes, Continental Homes, of Indiana. Don Lowman and "Buzz" Marshall, both also from these same two companies, are assisting Mr. Slipher, the former being plant manager and the latter, chief architect. One thousand men are currently employed in the plant and in the field. Contracts with AFL unions are in effect which provide for wage scales averaging \$1.50 per hour for a 45-hour week.

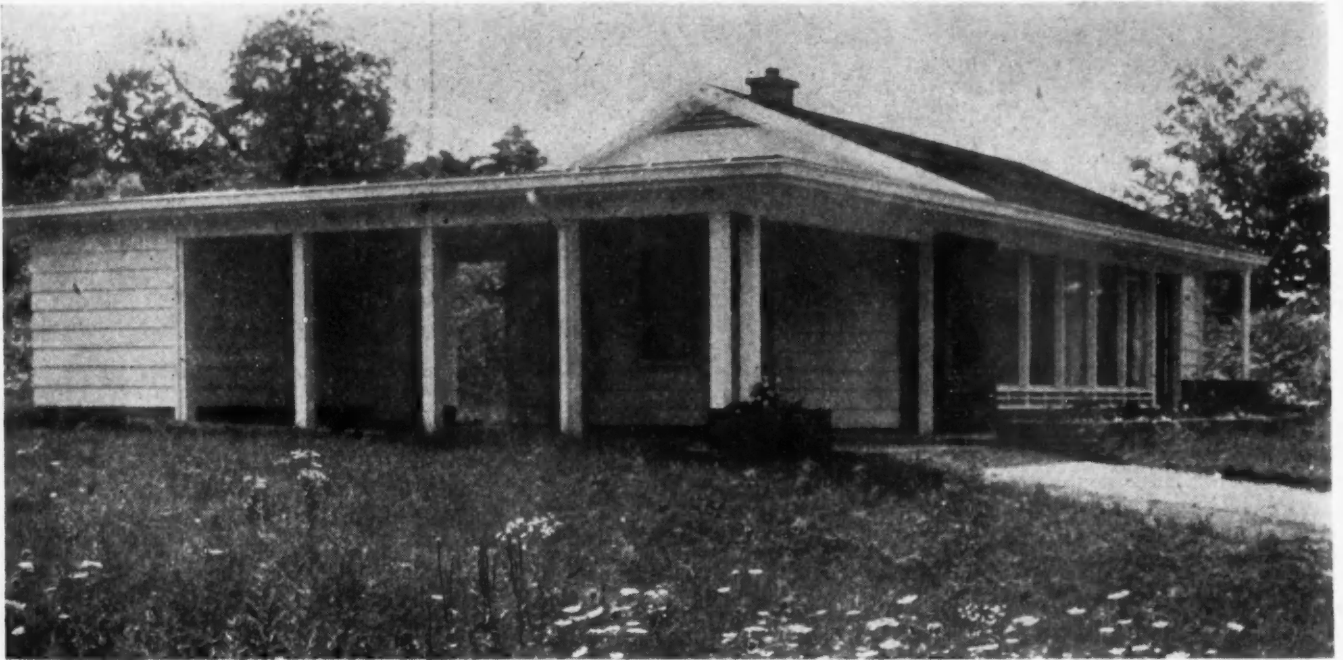


A LARGE portion of the plant is devoted to making wall cabinets.

CABINETS for kitchens and bedrooms headed for paint shop.



LEFT: Built-in vanity is part of bedroom cabinets. CENTER: Bathroom has a large linen closet. RIGHT: Kitchen cabinets.



DEMONSTRATION HOUSE at Ingersoll Village, Kalamazoo, Mich. View shows carport and storage space in basic two-room unit.

## A Small House with an Expandable Future

**A** NUMBER of houses have now been completed in Ingersoll Village in Kalamazoo, Mich., one of which is the house designed by J. Fletcher Lankton and John N. Ziegele and Associates, Peoria, Ill., and illustrated here.

This development has been appropriately re-named the World's Fair of postwar housing because it is believed to bridge the gap between yesterday's experiments and tomorrow's realities in home building. They have all been designed around the new Ingersoll utility unit, a basic central core where all the elements of

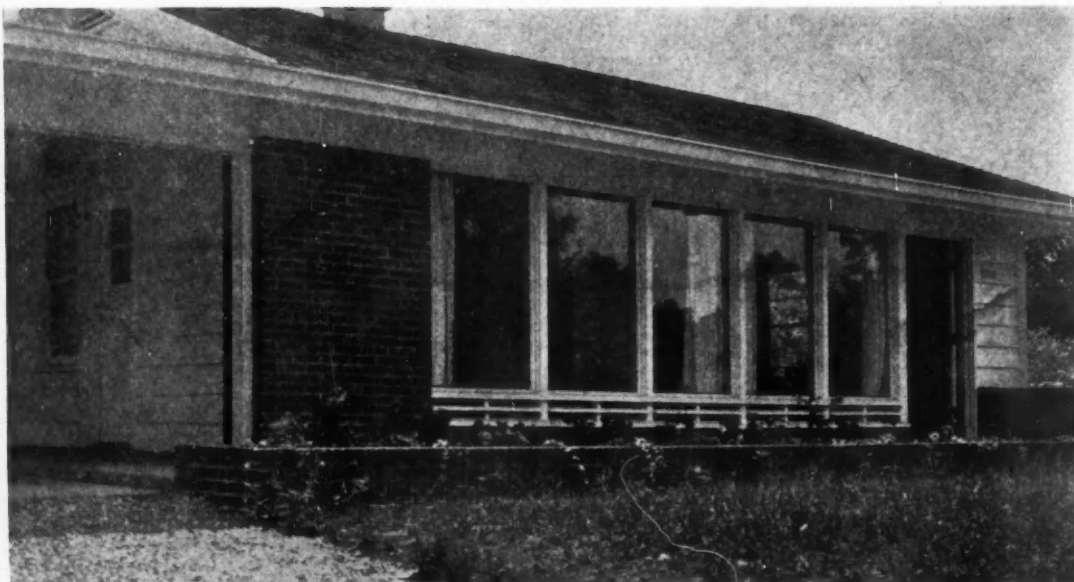
plumbing, heating, electric wiring, and hot water service are placed and to which appliances for kitchen, laundry and bath are attachable by pre-engineered connections.

Starting with the basic unit of two rooms, this small one-story rectangular structure can be expanded so that eventually it can contain three additional bedrooms without losing any of the fine balance that now characterizes the exterior. The rooms can be added one or two at a time. This is more and more being accepted as the All-American choice for the new G.I. family to start in order to live in

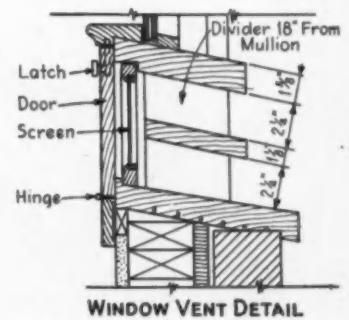
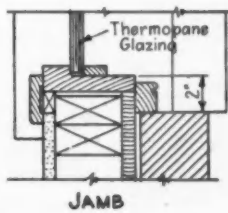
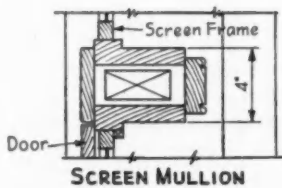
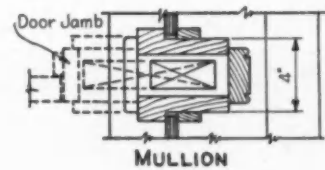
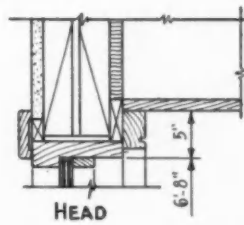
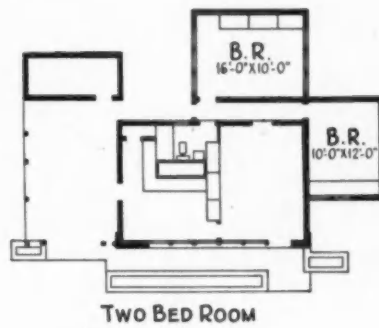
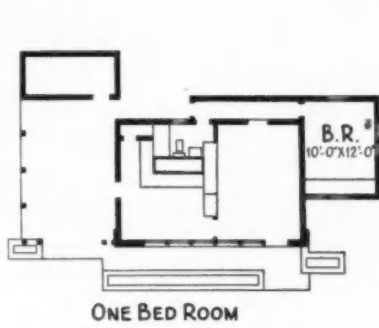
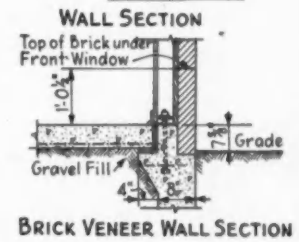
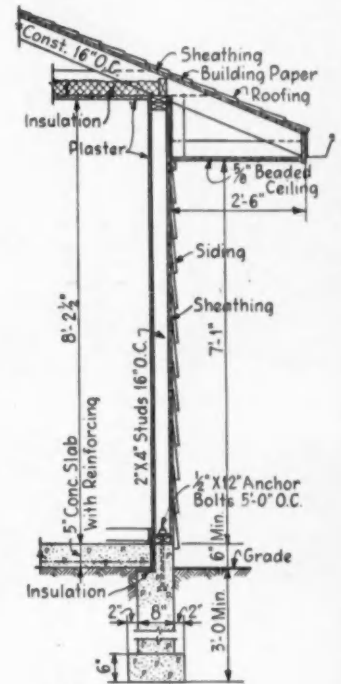
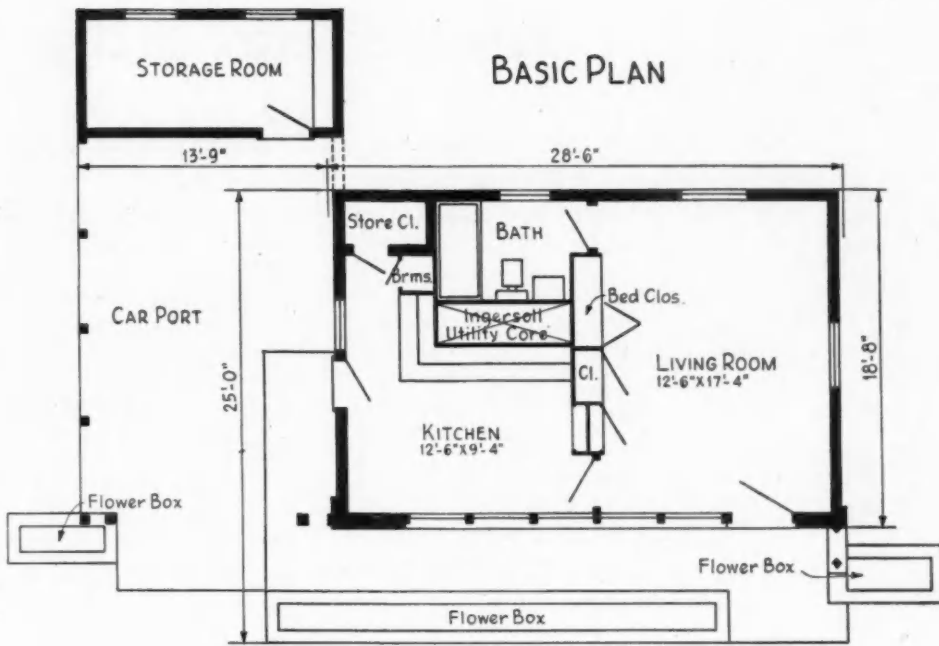
comfort, convenience and economy.

The house is divided into two main areas by the Ingersoll utility unit and the storage wall which extends from floor to ceiling and contains space for miscellaneous as well as bulk storage. An unusual feature is the carport with an ample storage room adjoining. The carport can be easily converted into a large outdoor living room by the application of screens between the supporting wood posts. Concrete slab over the entire area of the house is laid over a thick bed of gravel fill.

Brick flower boxes in front add a finishing touch to the overall plan.



THE large bank of windows on the front wall of living room and kitchen, as shown at left, are glazed with Thermopane set in wood stops. Ventilation is obtained through wood louvres placed below the window sill.



## Case Study Houses to Promote Better Design

**This modern house is the first of a series of fifteen aimed to inspire creative thinking by architects and by manufacturers**

**C**OMPRISES the basic four rooms—living room, kitchen and two bedrooms—this house was planned to give the privacy and expansiveness of a far larger home. It was designed by J. R. Davidson of Beverly Hills and is located in Los Angeles, Calif., labeled as Case Study House No. 11 in the series of fifteen in the program of Arts and Architecture magazine. In addition to Mr. Davidson, eight other outstanding architects have been commissioned to design these houses.

Case Study House No. 11 is the first in the series to be completed and comprises 1,250 square feet of floor space, allotted to accommodate a small family, particularly a couple with a teen-age child, although the plan as developed allows for more than adequate living space for various family combinations. The two bedrooms are on opposite ends of the house with walls between bedrooms and living room insulated to deaden sound. There is roughly three times the amount of window area found in a traditional house of equal size. Most of the rear is a 33-foot wall of plate glass.

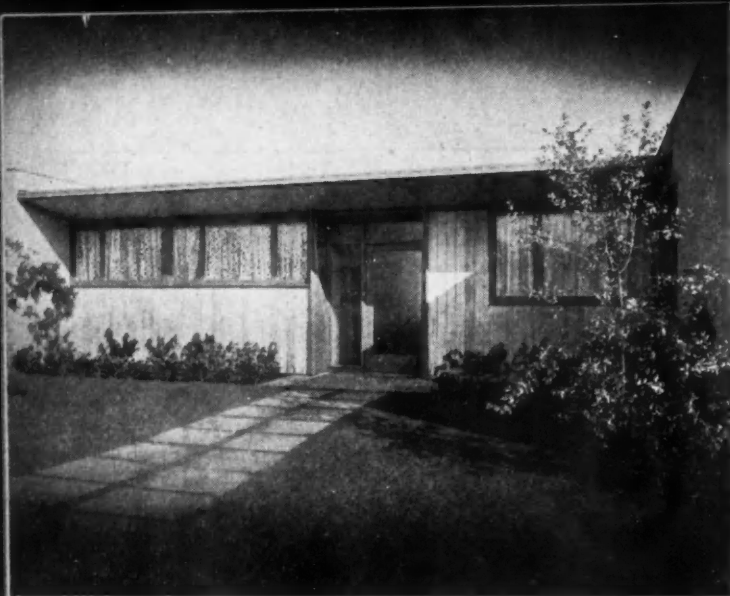
Construction is standard 2x4 stud frame. Exterior walls, with the exception of the front of the house, are stucco with a finish of beige-colored plaster that requires no paint. Wood trim is cocoa colored. The front of the house is finished in natural redwood siding.

The roof is practically flat, and overhangs the walls four feet. Underside of the overhang is painted pale yellow that harmonizes with the beige plaster and cocoa trim. Built-up tar and gravel covers the roof with crushed, pure white dolomite, which reflects most of the heat of the sun on the surface. Rooms are also protected from the sun's heat by roof ventilation and insulation. A screened slot runs completely around the house on the outside edge of the overhang so that the slightest breeze changes the air between roof and ceiling. Below this air space is a two-inch blanket of insulation.

The house sets on a concrete slab in which three-quarter-inch copper tubes were looped for a radiant panel heating system. A small boiler heats the water which is circulated through the 1100 feet of tubing to bring the floor temperature up to 85 degrees, usually sufficient for the coldest nights in California. Controlled automatically by thermostats, five valves make it possible to heat the whole house or as little as one room.

Floor of the living room and entrance floor is black asphalt tile with a large terra cotta colored heavy yarn nap rug covering about half the living room. The kitchen and dining nook floors are mottled asphalt tile. Carpeting covers the bedroom floors and the bathrooms are floored with asphalt tile.

Purpose of the Case Study House Program, as explained by John Entenza, editor of Arts and Architecture magazine, is "a sincere attempt not merely to preview but to assist in giving some direction to the creative thinking on housing being done by good architects and good manufacturers whose joint objective is good housing."



ENTRANCE shows high windows for privacy; garage is at right.



INTERIOR of the second bedroom which has an outside entrance and an adjoining bath. One wall is made up entirely of windows.



EAST wall and ceiling of the living room are panels of waxed silver birch. Glass panel forms one wall of entry. Floors are asphalt tile.



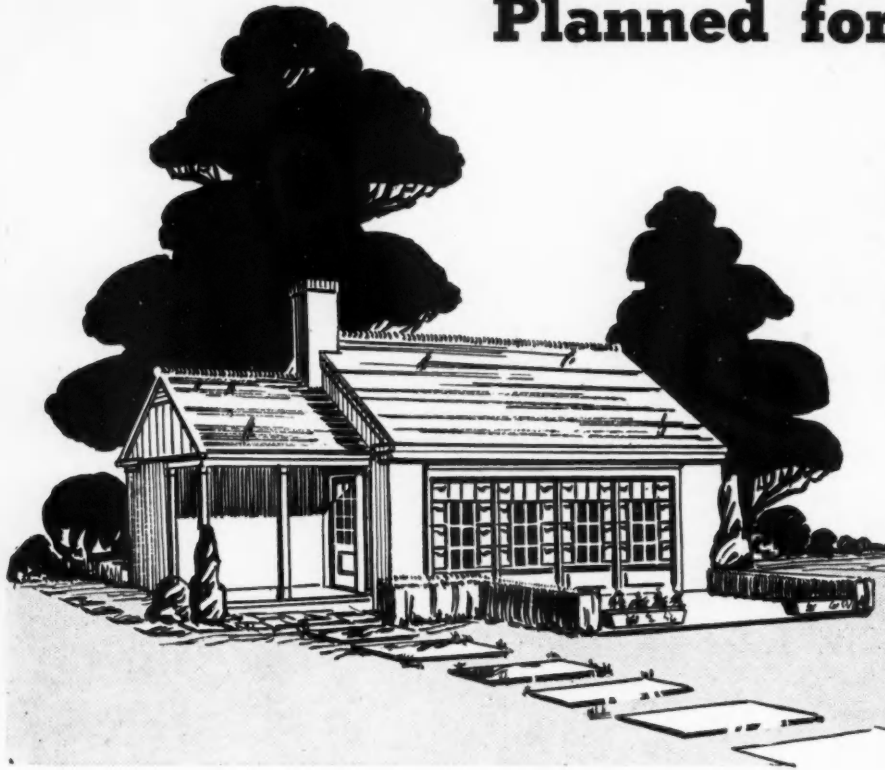
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**THIS** California-style house is built around a patio on a lot running one hundred feet along a well-traveled avenue with a depth of eighty feet. The house faces north, fronting on a private road. A single-car garage at the front is entered from the street. Two additional houses are under construction.



# Planned for the Veteran



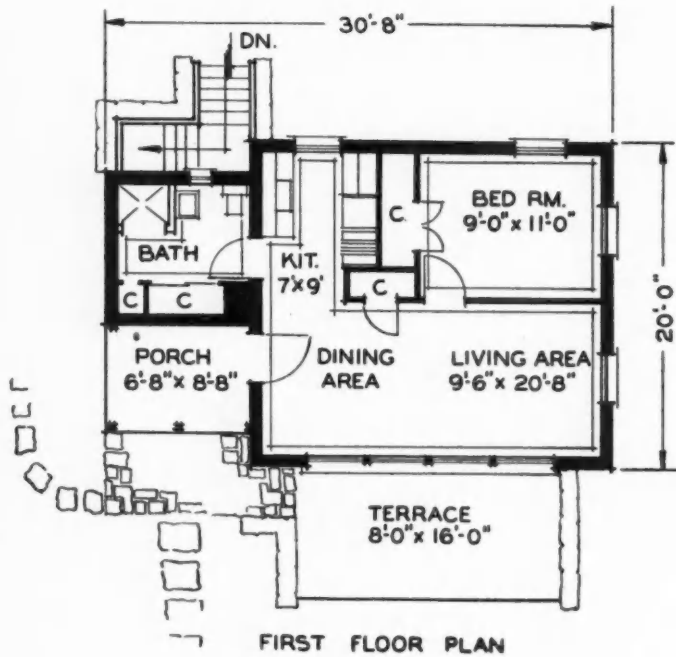
The expandable house is today's solution to the high cost of construction. The initial unit complete in itself can easily be expanded to its intended use when conditions warrant its completion

HERE is a house designed by H. A. Weber, Dayton, Ohio, that is as livable as an efficiency apartment, one that can be built right now with materials that are available in almost any locality. This can be done at a cost the veteran can afford in spite of the higher prices that are now prevailing. Later it may be expanded into the type of a house that has been uppermost in the minds of many, without loss or waste of materials. The final house is unlimited in its scope, the only restricting factor being that it must be connected to the existing bathroom.

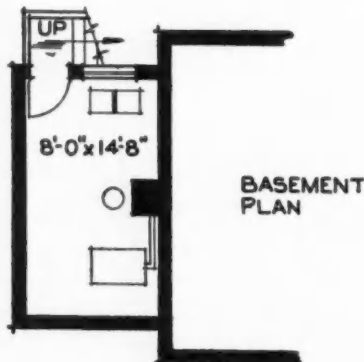
All the exterior walls, floors, footings, and roof are permanent. The heating equipment, laundry trays, and bathroom fixtures will not have to be moved when the house is expanded. The interior partitions are of 2 x 4 in. studs and wallboard, and can be removed and used in the future expansion. The four windows in the front of the living room are standard size and can be re-used as well as the paneling beneath them. When the windows are removed standard type garage doors can be placed in the opening which has already been framed for them. The black top apron in front of this opening which has served as a terrace for the original unit will then revert to its normal use.

The framing for the roof is in the nature of a truss which spans the entire distance between the exterior walls, permitting removal of all interior partitions. Thus the former abode becomes a spacious two-car garage. If desired the standard sink and cabinet unit may easily be removed and re-located in the new kitchen and a lavatory re-installed where sink has been removed. This lavatory is for use when working in the garage and garden.

For comfort in winter and summer the ceiling is insulated with removable insulating bats. These will be available for any future plans. Nothing is



FIRST FLOOR PLAN



BASEMENT PLAN

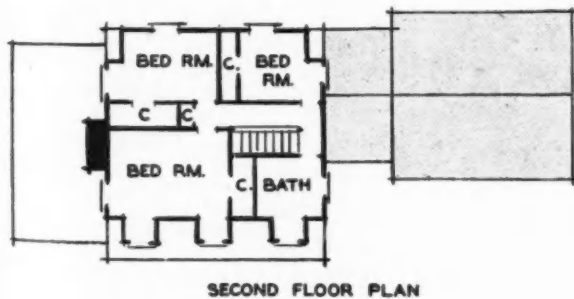
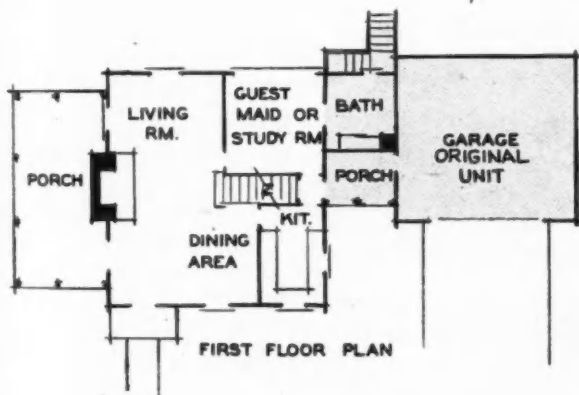
THE sketch shown above pictures the original unit. This has all the elements of a complete house and can be placed on the building lot so that when balance of house is completed this portion can then be made to serve as a garage. The plans show temporary partitions secured in place by lead plugs, which divide the overall area into separate rooms. Basement contains boiler room.

# Who Looks Ahead

wasted; in the expansion process all temporary materials can be removed and re-used in the expanded house.

This house may be heated with a modern type oil or coal stove located conveniently in the living room together with an electric wall heater which may be permanently installed in a wall of the bathroom, and an automatic gas or electric hot water storage heater placed in either the kitchen or bathroom. If a permanent installation is preferred, then a gas or oil furnace may be installed in the basement which is located directly under the bathroom and porch. Warm air registers located in the exterior wall of the living area and bedroom are fed by a long horizontal concrete duct placed directly under the concrete floor and extending to the furnace. For proper circulation a cold air duct can be placed on the opposite wall of living room at floor line.

Loft-type doors which are designed to conform to the vertical siding are installed in the gable end to permit storage of excess furniture in the space between the ceiling and gable roof.



A SUGGESTION for the completed house is indicated in the plans and sketch shown above. Note that bathroom and porch remain as part of the completed structure, with other portions re-used.



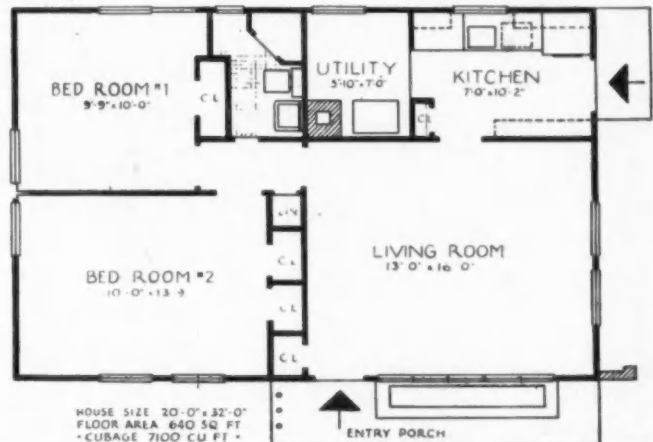
THIS house with all-metal frame will vary in cost from \$3,000 to \$5,000. Half-inch insulation board is used for interior finish. It will be marketed through operative builders and contractors.

## Prefabricated Steel House

Steel company, which pioneered in metal prefabricated home production, announces new model

THE new Roselawn prefabricated home features advanced ideas in both construction and appearance. This house, produced by the Steelcraft Manufacturing Co., Cincinnati, Ohio, has an all-metal structural frame with stucco over metal lath for exterior finish and aluminum roof covering. It is 20x32 feet consisting of two bedrooms, a living room, kitchen, bath and utility room, completely insulated and equipped with standard metal casement windows and screens.

Wall construction consists of two angles bolted back to back, spaced two feet on center, topped with eave angles, all resting on a system of base angles bolted to the concrete foundation. Roof framing is made up of trusses

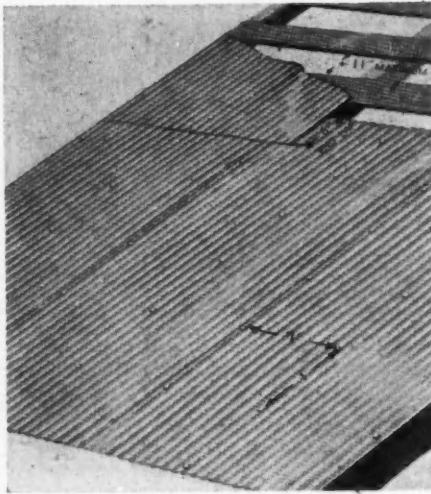


THIS is the reversed floor plan for the Steelcraft Roselawn house.

spaced on eight-foot centers supporting purlins to ridge angles. Ceiling framing consists of two angles, back to back, spaced two feet on center spanning between trusses. Tie rods and angles are used for bracing throughout.

All parts for this house are prefabricated and fitted, then packaged and labeled for delivery to the job site. Foundation and floors, as well as utilities, plumbing and appliances are obtained locally. Oil or gas heat as well as any type modern kitchen equipment may be installed. Erection requires 125 man-hours by inexperienced men.

# Aluminum Building Products and How to Apply Them



CORRUGATED roofing over open sheathing.

## Corrugated Aluminum Roofing and Siding

ALUMINUM roofing and siding, when properly applied, can be depended upon to provide weatherproof covering for the life of the average building. Corrugated aluminum roofing and siding should be applied preferably on a solid or closed deck. When it is applied over an open deck, the maximum openings between edges of boards should not exceed 10 to 11 inches. Four-inch boards placed 10 inches on center are recommended for maximum stability in that type of roof.

Minimum roof pitch allowable is 6 inches per foot. The end lap on 1 1/4-inch and 2 1/2-inch corrugated sheet should be 6 inches for roofing

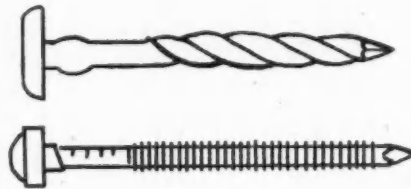
and 4 inches for siding. The side lap on the 1 1/4-inch corrugated sheet should be one-and-one-half corrugations and side lap on the 2 1/2-inch corrugated sheet should be two corrugations.

When it is necessary to bend a sheet, measurement should be accurately determined because rebending to adjust for mismeasurement may fracture the sheet. Joints must be finished mechanically because soldering on the job is not practical.

For best results aluminum sheets must not be applied over green lumber, or material which may remain wet or soggy, without painting the deck or back of the sheet.

## Nails Are Important

IN applying aluminum sheets always use galvanized, zinc coated or aluminum lead headed nails or aluminum nails with weatherproof washers, at least 1 3/8 inches long. A punch should be used for spotting holes on the crown of the corrugation at six to eight-inch intervals along the length of the sheet. Roofing nails with cast-on lead heads can be used provided the building is in a rural section away



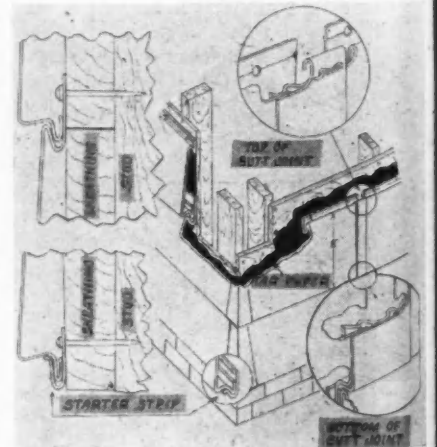
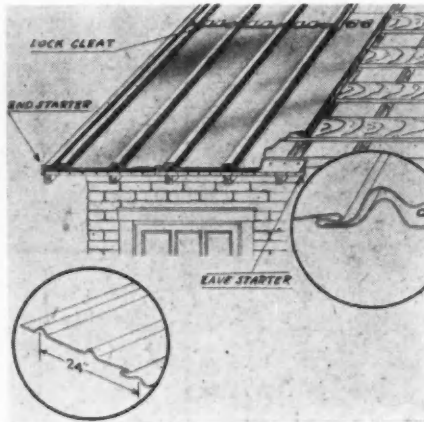
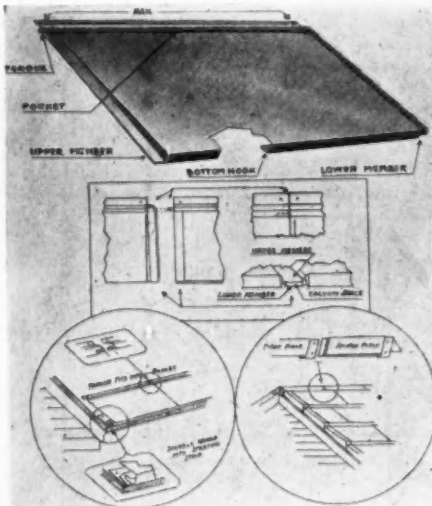
NAIL holes in aluminum roofing should be sealed tightly. Note how "bump" below head on drive screw shank closes opening.

from industrial or seacoast atmospheres.

Even with the proper type nail it is imperative that each one be driven

in completely, without damaging the crest of the corrugations, to seal the opening satisfactorily and to prevent failure from galvanic action.

## Shingles—Roofing Sheets—Siding



COPPER or copper alloy nails or uncoated steel nails should never be used with aluminum. Likewise, copper flashing or fit-

tings should never be used if damages galvanic action is to be avoided.

THE three prime causes of failure in aluminum siding and roofing are: 1) Improper erection methods which permit steel or iron to contact the aluminum sheets at points where moisture may collect; 2) Where poor sealing allows moisture to penetrate the roof, or 3) Where insufficient mechanical support or excessive loading can cause failure.

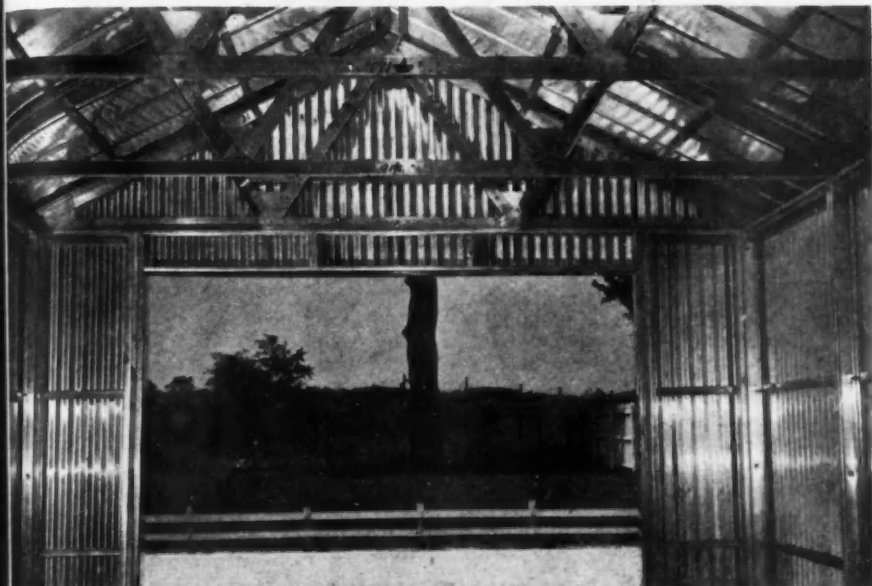
Possibly the most important of the three factors is proper insulation to

avoid deleterious galvanic action. Galvanic action occurs when aluminum and steel have moisture between them, eventually forming pits or holes in the aluminum. To avoid this a protecting sleeve or saddle of aluminum should cover steel at point of contact. It may also be accomplished by using a non-conductor such as building paper, or by painting the steel with aluminum paint.

Frequently moisture collects on the

underside of aluminum roofs because often the interior of the building may be considerably warmer than the temperature outside. When moisture thus condenses on the under side of aluminum sheets on contact with steel supporting members, trouble eventually develops.

The second important factor in proper application of aluminum sheets is to assure a good seal around openings made in fastening sheets to sup-



ALUMINUM sheets laid over steel supporting members must be insulated from the steel.

ports. Every method used in joining sheets to supports involves making a hole through the sheet itself. Unless the fastening affords a good seal at this point, deterioration of the roof and damage to the entire structure and its contents are inevitable.

For this reason, all recommended application methods make provision for effectively sealing off the hole made in fastening. The type of nail head or screw used, special washers or other devices may seal the opening satisfactorily.

In some of the first application jobs with aluminum sheets, they were not given sufficient support, and failures resulted. Aluminum is not only more flexible than steel, but has from three to five times the expansion and contraction properties of steel.

Where excessive wind loads are encountered, aluminum washers may be used to distribute the stresses and prevent such loads from tearing sheets off nail heads.

Typical corrugated aluminum roofing sheets now being used include two types. The type most commonly used on farm buildings, sheds and small industrial buildings over solid or near-solid sheathing is that with 1 1/4 inches

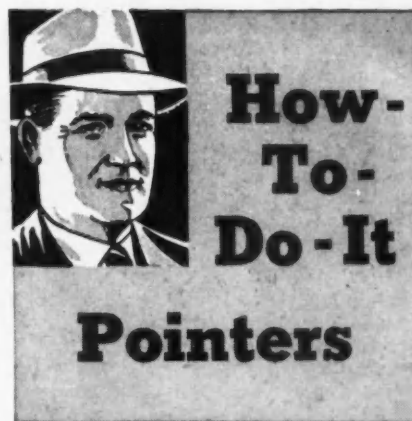
between corrugations which are 1/4-inch deep. The other type, used on heavier construction, frequently without sheathing, has 2 1/2 inches between corrugations which are 1/2-inch deep. Both these sheets are about 26 inches in overall width. Standard length is eight feet.

The 5-V crimp type roofing has a covering width of 24 inches and is made in 6, 8, 10 and 12-foot lengths.

Regardless of which of the above types are used, there are some general principles which must be followed. The first sheet is always placed on the lower or bottom row at the opposite end of the roof from which prevailing winds come. Application is in single rows from eave to ridge.

The 5-V crimp sheets are usually applied over solid or near solid sheathing with nailing on top of the outside crimp, about 8 inches apart.

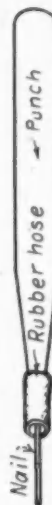
Aluminum shingles, clapboard siding and "Snap-Seal" roofing are applied according to the basic principles outlined here. Provision should always be made for stiffening metal to avoid sheet flutter and vibration, as well as lapping the sheets sufficiently to prevent wind blowing rain underneath.



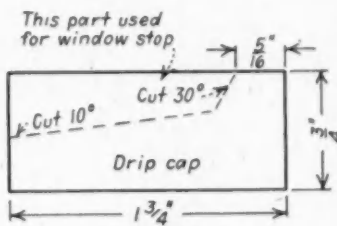
### How to Nail in Hard-to-Get-at Places

RAY HARRISON from far off Fort Qu'appelle, Sask., writes once again and submits this helpful little suggestion.

"When driving nails in corners or hard-to-get-at places," he says, "it would help a great deal if a small portion of a rubber hose were inserted in the end of a tapered punch. Then take the nail and insert it in the opposite end of the rubber hose. In this manner the nail can be directed with ease to inaccessible places."

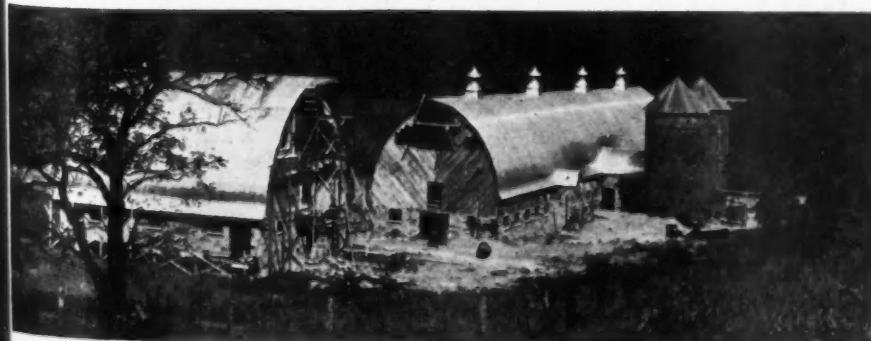


### How to Form Drip Cap and Stop from One Piece



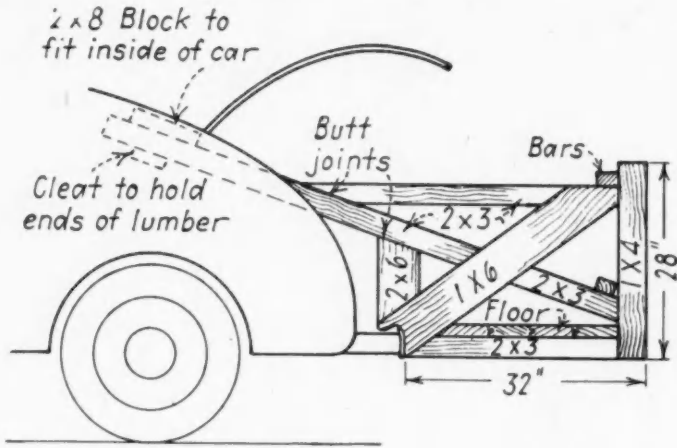
JACOB VANDERWALL, Marion, Mich., submits an idea for saving lumber at a time when materials are so hard to obtain.

He says, "I use the waste part of the drip cap (which I make) for window stops. The angles of the upper portion of the drip cap form an interesting profile for the exposed face of the window stop."



CORRECT application methods for aluminum are as essential on the farm as elsewhere.

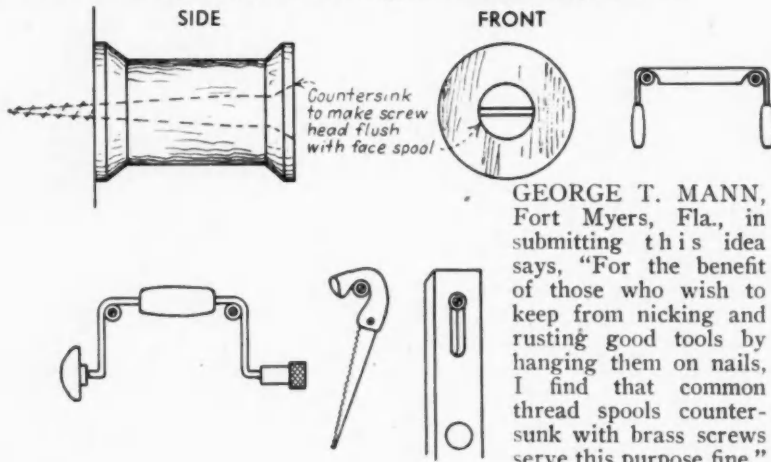
**How to Make a Carry-all for a Car**



LEWIS C. JAMES, Pocasset, Mass., in presenting the following suggestion says, "I made one of these carry-alls some years ago in order to move some large clumps of shrubbery, and I found it so handy that I now use one all the time to carry lumber and other materials. It can be made to fit any car.

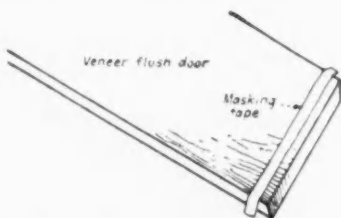
"It has two side sections that are spread out to the width of the opening of the car. When the floor of the carry-all is laid it completes and holds it all together. To remove from the car lift it off the bumper and pull it off. Not being a trailer it does not require a license or insurance."

**How to Keep from Nicking and Rusting Tools**



GEORGE T. MANN, Fort Myers, Fla., in submitting this idea says, "For the benefit of those who wish to keep from nicking and rusting good tools by hanging them on nails, I find that common thread spools countersunk with brass screws serve this purpose fine."

**How to Avoid Breaking Veneer of Doors**



GEORGE L. HERALD, Muskegon, Mich., says: "I find that it is almost impossible to cut flush veneer doors with a hand or hand power saw. I found that by taking one-inch masking tape and applying it to the door where it is to be cut, I practically eliminate the veneer raising or breaking up."

**Interior Mouldings and Their Application**

By R. J. Alexander

Selecting the proper mouldings for the interior of a residence is essential if a harmonious design is to be achieved. Interior mouldings and trim, together with the doors, windows and cabinet work, become a definite part of the decorative scheme.

Shown on the opposite page is a representative selection of mouldings used on the interior of a residence. There are hundreds of other mouldings manufactured, therefore the designer and builder should consult manufacturers' catalogs for designs and kinds of wood used.

It should seldom be necessary to design or specify a special moulding. This practice usually results in an increase in cost and a delay in construction. It is advisable to check the stocks of local lumber dealers and specify design numbers that are readily available.

The use of stock items is especially important when a complete bill of millwork is ordered from a manufacturer. The selection of stock designs and sizes in stock woods will mean a lower cost and prompt delivery.

Mouldings used for interior trim change in design just as the exterior design of buildings changes. The tendency during the past few years has been toward mouldings that are smaller and more refined in detail.

At times it becomes necessary to use a plinth block in connection with the door casings. If the outer edge of the casing is thinner than the baseboard, then a satisfactory joining of the two members is impossible. A plinth block slightly thicker than the base and high enough to take the base and the base mould is a satisfactory solution.

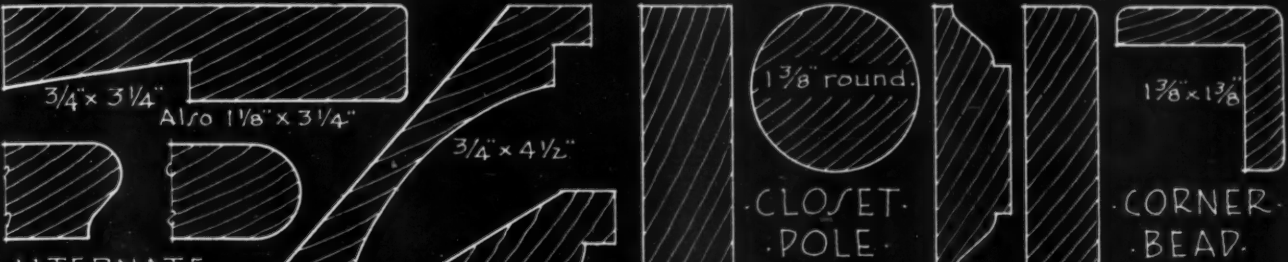
Casings and baseboards are usually "backed out" as shown in the details. This allows closer fitting to the uneven plaster. Window aprons are usually made with a solid back because the ends are exposed.

Where mouldings are to be joined on an "outside" corner they are usually mitred. Joints on "inside" corners should be coped rather than mitred. A coped joint allows for a certain amount of shrinkage without the joint opening up.

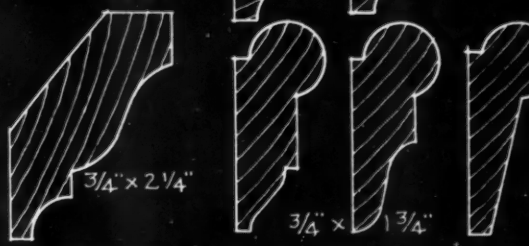
Quite often it is required that a moulding be "returned on itself"; for instance the apron shown on the side of the window trim. The method used in making this return is similar to that used in making a coped joint.

# BUILDER'S BETTER DETAIL PLATE

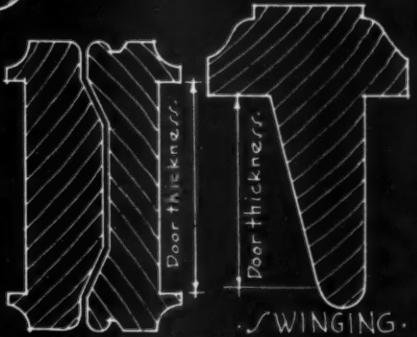
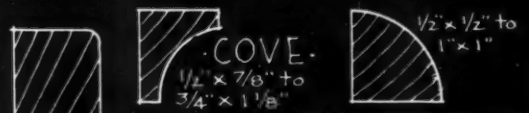
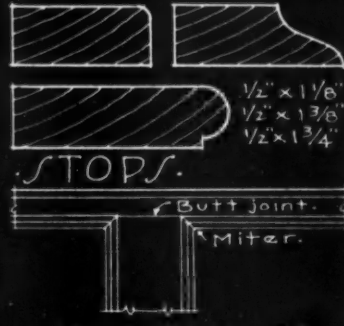
## NO D-25 INTERIOR MOULDINGS AND APPLICATION.



ALTERNATE DESIGNS WINDOW STOOLS



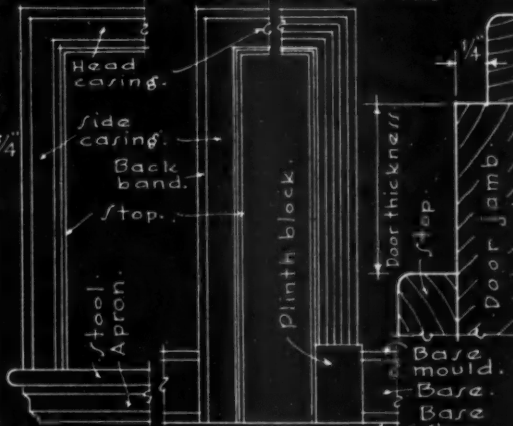
HOOK STRIP OR APRON



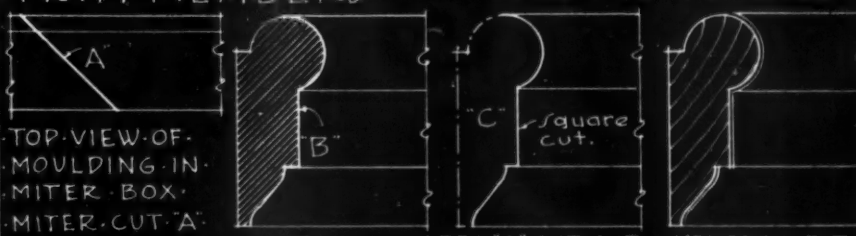
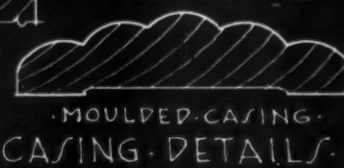
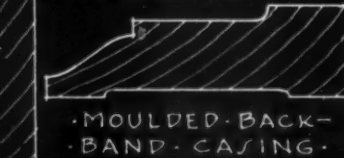
APPLICATION OF MULLION TRIM



BASE MOULDS



ROUND EDGE CASING With or without backband



BASES & FLOOR SHOE

AREA "C" CUT-OUT MEMBERS FIT WITH COPING SAW TOGETHER MAKING COPEd CORNER JOINT



## Designed for Electric Heat

**No basement, no fuel storage, no "utility room"—all space is usable in this modern, push-button home**

**E**LECTRIC house heating is one of the important improvements which many are confidently expecting to see included in our present-day, postwar homes. Already, in those regions of extra-cheap electric power, we find a large percentage of the new homes being planned that way; and the area of electric heat use is constantly expanding. Many are ready and willing to pay a premium for the advantages of this type of heating. Cleanliness, convenience, automatic controls, and availability

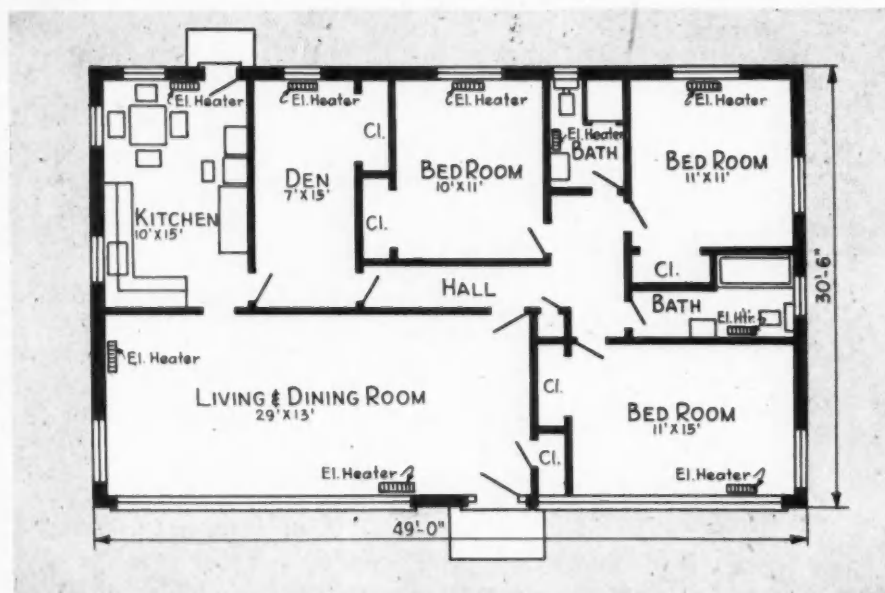
—especially for country homes and outlying suburbs—are regarded by many as giving electric heat the call for the homes of today and tomorrow. Several new types of home heaters have been developed and are now on the market. Utility rates are being adjusted to encourage this growing demand.

Portland, Ore., with its environs is one place that is well sold on electric heat. It is estimated that one-fourth of all the new homes now under construction or in the planning stage

there are to be electrically heated.

One of these new Portland homes is presented here, the photograph taken during construction. It is a three-bedroom, two-bathroom house, with extra large combined living room-dining room. Electric wall heaters are built in, with each room individually controlled by thermostat. Heating cost runs less than \$10 per month, averaged throughout the year. Insulation is, of course, a hidden but important quality of this home. Its wall construction is one inch of plaster and plaster board, one inch air space, blanket insulation, one inch air space, 7/8-inch insulating sheathing board, and three coats of stucco on wire lath.

In exterior design this house has a fresh, clean-cut, present-day appearance. Liberal use of glass block in 12 by 12-inch size combined with large plain glass areas in the modern horizontal manner removes this home from the commonplace and assures an extra well lighted interior, even on dark days. Smaller glass block are used around the entrance door. The low-pitch shingled roof with wide cornice provides a suitable cover for this style house—better liked and more serviceable than the much debated flat roof.



**POSTWAR IDEAS** are planned into this Portland, Ore., home for Paul E. Borden. Victor Cochran, architect; Albert Nordlander, contractor-builder; Steward Griffith, insulation contractor. Glass block, electric wall radiators, Kimsul blanket insulation and 8-inch waterproofed concrete slab foundation are features of this electrically heated house.



**Built for Years  
OF  
UPS *and* DOWNS**

**Ro-Way**  
**OVERHEAD TYPE DOORS**

No matter how you look at 'em—up or down, from inside or outside—you can see at a glance that Ro-Way Doors are ruggedly built for years of trouble-free service . . . smooth, easy operation.

Take those friction-reducing tracks, for example, that make the rollers ride away from the track side-wall—provide extra clearance—give great strength and rigidity. Or the "double-thick-tread" track rollers, each operating smoothly on 7 ball bearings. Or the "tailor-made" power springs . . . the "crow's foot" outer bearing support . . . the Parkerized and painted rustproof hardware . . . the seasoned lumber and selected steels used throughout.

Add it all up and you have RO-WAY—the Overhead Type Doors that make clients happy because they work so easily and last so long. Isn't that the kind of door you *want* to specify? Write for free catalog—no obligation.



See our catalog in Sweet's.  
Sales and installation service available nationwide.

**ROWE MANUFACTURING COMPANY**

715 Holton Street

Galesburg, Ill., U. S. A.

*There's a Ro-Way for every Doorway!*



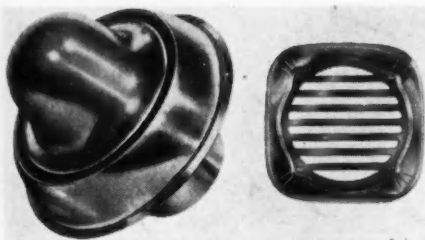
# NEW PRODUCTS

Offered by Manufacturers

## ELECTRIC VENTILATOR

AB11603

An electrically operated ventilator with the blade and motor located in a metal enclosure and mounted outside the wall is the newest product of the Stewart Mfg. Co., 3209 E. Washington, Indianapolis, Ind. The unit, produced in two sizes, Kitchen-Aire Six for domestic use and Kitchen-Aire Eight for commercial use, is connected to the ceiling grille by a small six- or eight-in. duct hidden in the joists. The impeller

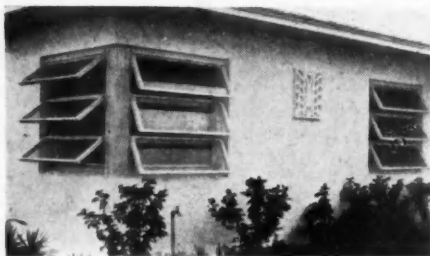


is not visible from either inside or out and is the non-clog, self-cleaning type. A patented automatic back draft damper provides a double safeguard against drafts or excessive heat loss.

## AWNING-TYPE WINDOWS

AB11608

Especially adaptable to modern styles of architecture are the awning-type windows being offered by the Gate City Sash & Door Co., Ft. Lauderdale, Fla.



They are controlled by a worm and gear crank type operator at the sill which does not interfere with screening, curtains, venetian blinds or draperies. The operation of the sash is positively controlled on both sides of the sash without warpage and twist. Hardware, sash, and frames are completely assembled in the factory, making installation easy and economical. Sizes range from 25½ in. by 18½ in. to 4 ft. 1½ in. by 7 ft. 9¾ inches.

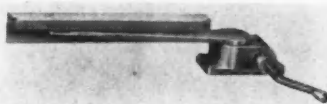
## CASEMENT WINDOW OPERATOR

AB11605

A new casement window operator which allows a 90 degree opening is being manufactured by Parlyn Ltd., 707

S. Broadway, Los Angeles, Calif. The 90-degree opening is achieved by use of a "turret top," which also allows the arm to swing in a full circle in either direction.

The operator may be used on left or right hand, large or small windows,



without adjustments or special equipment. It is suitable for either commercial or home construction. Only 1¾ inches are needed between screen and sash, and the operating handle is quickly adjusted to any screen clearance depth by a set screw.

The strong special Zamak alloy construction renders the operator practically "burglar-proof," yet it is easy to operate because of the precision operating gears which are self-meshed and machined to close tolerances.

## REFLECTIVE ROOF COATING

AB11606

A new roof coating, said to have unusual insulating, waterproofing, and fire-resistant qualities when applied with brush or spray to tar-and-gravel tar paper, built-up asphalt, or composition shingle roofs, is available from The Richkraft Co., Chicago, Ill. The insulating qualities result from its reflective surface. Stopping heat penetration at the roof surface, test buildings are reported to have been 15 degrees cooler after application of this coating.

## DIAPHRAGM GAS VALVE

AB11601

The White-Rodgers Electric Co., 1209 Cass Ave., St. Louis, Mo., announces a new Diaphragm gas valve which gives positive, reliable operation, is readily accessible, and easy to install. The valve, applicable to all types of domestic and



small industrial heating installations, may be used with natural, manufactured,

or mixed gas. It is available with or without built-in mechanical limit control. In case of power failure it may be operated manually, and will recycle to normal automatic control upon resumption of electric service. Two ¼-in. pipe tappings are provided for bypass or pilot connections.

## AUTOMATIC DOOR OPENER

AB11607

An automatic door opener, operated through a control button on the instrument of a car, which unlocks and opens garage doors and turns on lights located inside the house, in the garage, and in the yard, if desired, has been put on the market by the Horton Mfg. Div. of The Aviation Corp., Circleville, Ohio.



By pushing the control button in the car a coil in the car is immediately energized, which in turn actuates a sealed, all-weather mercury switch buried under the driveway. The switch, in turn, operates the main control mechanism located inside the garage. Control buttons inside the house and garage also open and close the doors and turn off lights. The process operates in reverse when leaving the house.

## PLASTIC CLOTHESLINE

AB11610

Less sag, less stretch, resistance to all types of weather, long life, and a smooth surface that wipes clean with a damp cloth are the outstanding features of the new plastic covered clothesline recently introduced by The Kordite Corp. of Victor, N.Y. Seven years of research and five years of "in-use" testing lie behind this new clothesline which is available at hardware and other stores throughout the country.

(Continued to page 112)



## Veterans' housing is our business— and yours

Yes, it's our business, all right. But it's everyone's business—everyone connected with the building industry.

This message is directed especially to you contractors and builders who, like us, realize your responsibility to veterans—who wish to protect your reputation for quality work—who refuse to compromise veterans and yourselves by building homes with shoddy materials at highly inflated prices.

There has been no compromise with quality in our successful efforts to meet all the demands of veterans' housing. Brick and tile are as good as they always have been. And the cost of brick and tile has gone up but little over prewar prices.

Keeping pace with advances in building techniques and the development of ever-better building materials always has been our aim. The production of brick and tile of coordinated dimensions, promised some months ago, is a fact today. Simplified building procedure and lowered cost of site erection are typical of the many advantages in modular brick and tile.

The rich dividend of satisfied home owners and a business reputation enhanced can be yours by building veterans' homes with brick and tile.

Write for FREE booklet, "8 Small Homes of Brick and Tile." Address Structural Clay Products Institute, Dept. AB-11, 1756 K Street, N.W., Washington 6, D. C.



Now it will be built with modular-designed  
**BRICK AND TILE**

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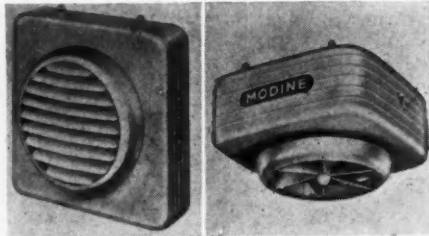
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*(Continued from page 110)*  
**UNIT HEATER LINE AB11611**

Featuring three distinct types of units with a total of 47 basic capacities, the new line of propeller unit heaters just announced by the Modine Mfg. Co.,

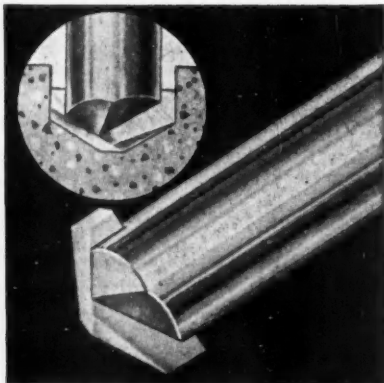


Racine, Wis., is designed to harmonize with modern industrial and commercial interiors as well as to meet the varying requirements of today's complex heating needs. A powerful new draw-through unit, which provides horizontal discharge of heated air over an extra-long range, has been added to the regulation horizontal and vertical delivery types. This type has specialized applications and may be used alone or in combination with the other two types.

In constructional design important improvements have been incorporated, such as the integral, all-brazed copper condenser. However, the wide range of heat throw patterns made possible through the use of several air distribution devices is the outstanding feature of the line.

**ROTARY DRILLERS OF MASONRY AB11604**

For rotary drilling in concrete, brick, slate, marble, limestone, plaster, glazed tile, asbestos, and other non-metallic construction materials, Kennametal, Inc., Latrobe, Pa., has produced a line of drills with cutting tips of Kennametal. The tip extends beyond the diameter of the shank, thereby providing generous annular clearance space around the shank for cuttings. Because the tip takes hold



readily, glazed surfaces are not chipped or cracked and no starting punch is required when very hard or brittle materials are used. Nine sizes are available.

**STORM SASH VENTILATOR AB11613**

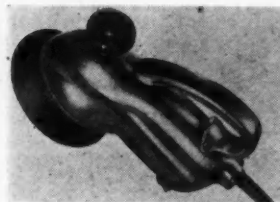
An easily controlled storm sash metal ventilator is being manufactured by Northern Industries, Inc., 610 W. Michigan St., Milwaukee 3, Wis. Its patented, two-piece inter-lock construc-

tion seals out cold air when necessary, yet permits exact control of ventilation. Made of 20 gauge steel, 2½ x 12 inches, it is lightweight, durable, rustproof, stainproof, and can be used on old as well as new storm sashes.

**SPEEDY SPINNER and ELECTRICAL SANDERPLANE AB11609**

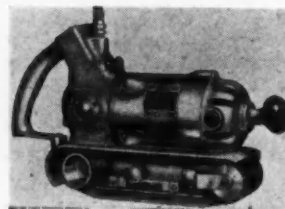
The American Floor Surfacing Machine Co., Toledo, Ohio, is the manufacturer of the two sanders illustrated. The outstanding feature of these tools is their efficiency and speed in operation.

The Speedy Spinner, a compact portable sander, eliminates much hand sanding and fitting. It has no flexible shaft and the handles, both control and gripping, can be removed to allow operation



in a space not over 4 inches high; the frame of the machine is so constructed as to fit the hand. All revolving parts throughout the machine, including the motor, are provided with SKF ball bearings. Gears and bearings are packed with high quality grease.

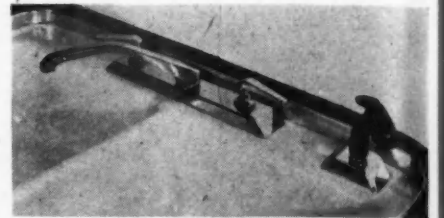
The Sanderplane, a portable, electrically driven perfectly balanced belt sander for wood, metal, stone and marble



sanding applications, replaces the hand plane on much work and does many jobs that the plane cannot do. It is manufactured in two models, Model No. 2 and Model No. 3. These machines are almost identical in design with the exception that the No. 3 machine has a built-in dust collecting system which makes it practically dustless in operation.

**NEW SINK FIXTURES AB11610**

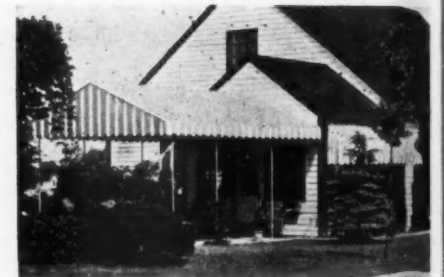
In keeping with the latest home designs and interiors are the lines of the ledge-type swingspout faucet being manufactured by the General Tire & Rubber Co. of Pasadena, Calif. An autospray for rinsing dishes completes the fixture.



Unique nozzle construction prevents the autospray from clogging and assures the same full spray at all times. Ease of cleaning, maximum coverage and working clearance are the important features of this unit.

**VENTILATED ALUMINUM AWNINGS AB11602**

Prefabricated aluminum awnings, easily attached to the house, with post supports for overhang on the porch unit, are being manufactured by the



Kool-Vent Metal Awning Corp., 324 Fourth Ave., Pittsburgh, Pa.

The awnings consist of a series of alternating, separated layers of aircraft aluminum strips, with edges formed at right angles. Each alternating strip overlaps the strip immediately adjacent to it, with space provided between the overlaps for the free circulation of air and the admission of light. This patented construction prevents the formation of heat pockets and provides a shaded area actually 10 to 20 degrees cooler than that provided by conventional construction.

**CHECK NUMBERS AND MAIL COUPON FOR INFORMATION**

American Builder, 105 West Adams Street, Chicago 3, Illinois

NAME ..... ADDRESS .....

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

AB11601	AB11602	AB11603	AB11604	AB11605
AB11606	AB11607	AB11608	AB11609	AB11610
	AB11611	AB11612	AB11613	

When you address inquiries direct to manufacturer concerning a new product described here, please mention that you saw it described in American Builder.

# "My Vote Goes to *The Truck I Drove In The Army"*



Returning veterans, working on jobs where motor trucks are purchased or used, just naturally go for GMC. For wherever they served ... Africa or the Aleutians, Europe or the Pacific ... their number one source of truck transport was the GMC "six-by-six." And whatever their branch of the Army ... ground or air forces, combat or supply... GMC "Army Workhorse" power proved its ability on the toughest jobs.

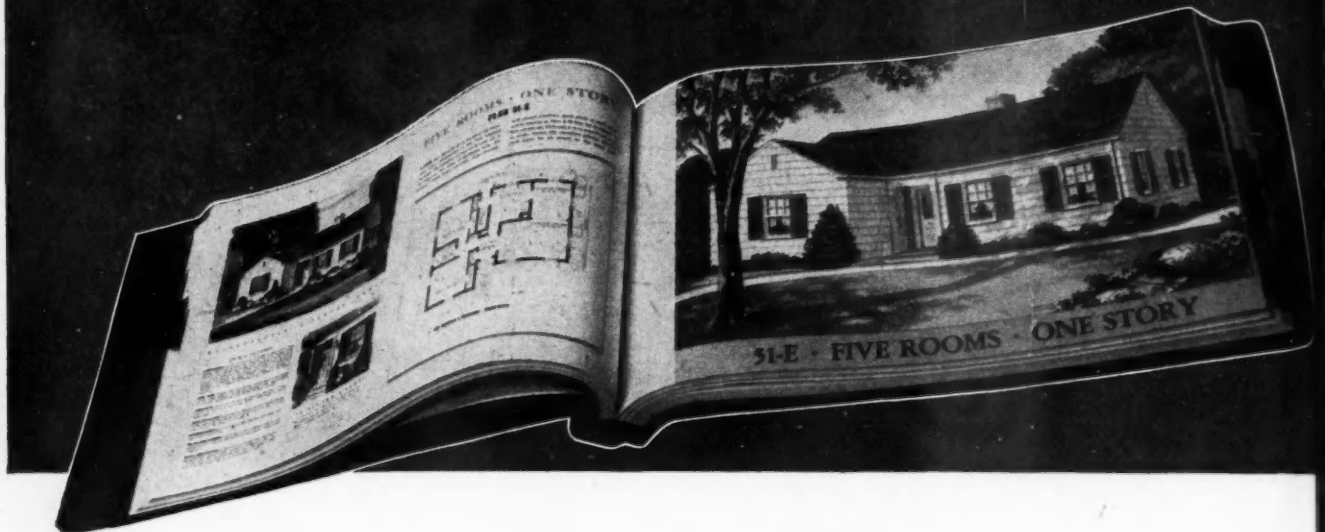
Civilian GMCs benefit by the same manufacturing facilities, incorporate the same all-truck construction and feature engines of the same basic design as their military brothers ... nearly 600,000 strong. Offered in a wide range of models, chassis types and sizes, 1/2 to 20 tons, new GMC trucks provide war-proved performance for all kinds of peacetime hauling.

Traffic accidents have increased at an alarming rate since the war. Careless driving, jaywalking and neglect of needed repairs are mainly responsible. Do your part to prevent accidents by obeying all traffic laws ... by driving safely and walking carefully ... by having your car or truck inspected regularly, repaired promptly and properly.



THE TRUCK OF VALUE  
GASOLINE • DIESEL

# WEYERHAEUSER



## HOME BUILDING SERVICE

*Scores of designs and blueprints...*

Through the Weyerhaeuser 4-Square Home Building Service, contractors and builders are now in position to show their customers the best in modern, small home designs. The Service is made available through retail lumber dealers.

With the scores of modern home designs in this Service, it becomes a stimulating source of ideas for today's home planners. Advanced architectural design is coupled with tested structural practice prescribed by Weyerhaeuser engineers. As a result, these houses combine beauty, utility, economy, livability, and the enduring value of sound construction.

Each month a new design is added to the Service. Each month full-colored illustrations, descriptive folders, blueprints, and posters keep this ever-growing Weyerhaeuser 4-Square Home Building Service fresh and up-to-date. It is always abreast or ahead of new developments. Offering a wealth of designs and ideas, the Service helps builders and owners to plan their homes together.

EACH MONTH THESE WEYERHAEUSER BUILDING SERVICES ARE ADVERTISED  
IN NATIONAL SHELTER MAGAZINES AND LEADING STATE FARM PAPERS

# 4-Square Building Services



## FARM BUILDING SERVICE

*Plans for buildings that increase farm income*

Contractors in farm areas welcome the Weyerhaeuser 4-Square Farm Building Service, the most complete farm building service ever developed. Never has there been a greater need for carefully planned buildings, and never before has such a wealth of helpful, practical building information been assembled, for ready reference at the yards of retail lumber dealers. . . . This Service is helpful to the farm builder at a time when careful planning is essential to make limited building materials go as far as possible. It's profitable to both contractor and farmer—giving the contractor a design service created by agricultural authorities and Weyerhaeuser engineers—giving the farm builder the benefit of sound planning so that he may erect money-making farm buildings when materials are available.

Included in the Weyerhaeuser 4-Square Farm Building Service are designs, blueprints, and material lists for barns, machine sheds, crop storage buildings, hog houses, poultry houses, and individual items of lumber-built farm equipment.

**WEYERHAEUSER SALES COMPANY** FIRST NATIONAL BANK BLDG. • ST. PAUL 1, MINNESOTA

**WEYERHAEUSER**  
**4-SQUARE LUMBER and SERVICES**

**THERMAFLO  
DAMPERS**  
BY THE MAKERS OF THE  
FAMOUS THERMAFLO STEEL FIREPLACE UNIT

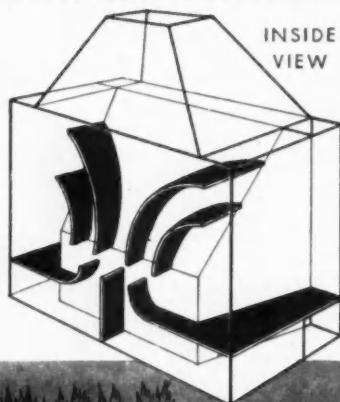
*NOW AVAILABLE  
FOR PROMPT DELIVERY*  
FROM YOUR LOCAL DISTRIBUTOR

We're shipping them by the thousands! Thermaflo Dampers are made under the same exacting specifications as the Thermaflo Fireplace Unit. Thermaflo Dampers are electrically welded of heavy steel plate, available in 24"-30"-36"-42"-48"-60" sizes, and shipped complete with "Thermeze" Controls that set at any position.

**PLEASE BEAR WITH US ON FIREPLACE UNITS**

Since we introduced Thermaflo nationally this Spring, the orders have been overwhelming. Please be patient and remember: an order placed now will assure your having Thermaflo Steel Fireplace Units in time for Spring building demands.

**BATTLES THE COLD BY  
BAFFLING THE HEAT!**



**THERMAFLO**  
THE *Scientific* FIREPLACE  
Division of EASTERN CONNECTICUT WELDING CO.  
NEW LONDON • CONNECTICUT

## Catalogs and HOW-TO-DO-IT INFORMATION

**269—CAREER MANUAL**—The opportunities for security, health, comfort, and satisfying work in the masonry craft are covered in a booklet just released by the Structural Clay Products Institute, 1756 K St., N.W., Washington 6, D. C. Entitled "Build Your Career in Brick & Tile Masonry," the book stresses the importance of early training and the avenues of promotion open to the skilled craftsman.

**270—WATERPROOF CEMENT PAINT**—is the subject of an illustrated folder prepared by The Reardon Co., St. Louis 6, Mo. Printed in ten colors, it shows ways and means of color-styling concrete blocks and suggests effective color combinations. It is entitled "How to Use Color on Concrete Block."

**271—LCN DOOR CLOSER CATALOG**—devotes 25 of its 36 pages to the fully or largely concealed door closers. Pertinent details on door control mechanics, door closer construction, operation and correct installation are given. This is a handy reference piece for any designer or builder. Published by LCN, 466 W. Superior St., Chicago.

**272—ESTIMATING GUIDE FOLDER**—on building construction materials has been issued by the Building Products Division of L. Sonneborn Sons, Inc., 88 Lexington Ave., New York City. Eliminating cumbersome details, it presents in chart form quick-reference estimating data on concrete and wood floor treatments, concrete and mortar admixtures, waterproofing and dampproofing, and roof coatings. Also listed are quantities required, abbreviated directions, AIA File numbers, and other reference sources.

**G-E LITERATURE**—General Electric, Bridgeport, Conn., has compiled and printed tremendously interesting literature, attractively illustrated in colors, featuring the convenience, comfort, and economy enjoyed through the use of electrical units in the home. A few of them are as follows:

- 273—Planning Your Home for Better Living—Electrically
- 274—The Answer Book on Home Heating
- 275—Electrical Modernization Guide
- 276—Answers to Your Kitchen Planning Questions
- 277—A Comprehensive Explanation of Home Freezers
- 278—G-E 1945-46 Heating Device Catalog
- 279—G-E Home Wiring Handbook
- 280—How to Use Fluorescent Accessories
- 281—Fiberduct for Underfloor Wiring
- 282—Farm Wiring Materials

### SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (November, 1946)  
American Builder,  
105 W. Adams St., Chicago 3, Ill.

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

Numbers .....

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

OCCUPATION\* .....

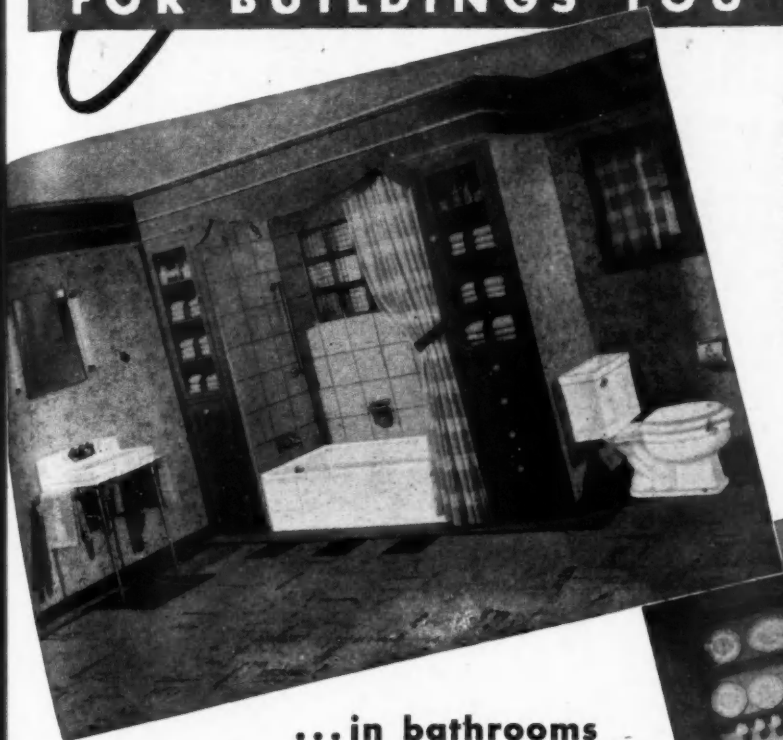
\*Please note that occupation must be stated if full service is to be given.



# Choose Crane—

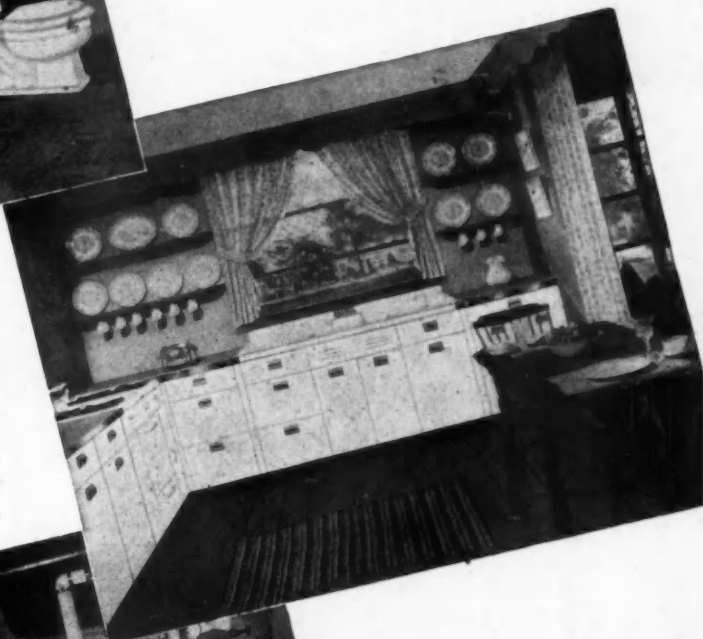
## FOR BUILDINGS YOU ARE PLANNING

● Since the end of the war Crane plants have been producing plumbing and heating equipment in ever-increasing quantities, despite innumerable difficulties, Practically all this production has been on equipment suitable for low-cost housing. But as fast as facilities permitted, more and more items have been put into production to give home builders the wide choice they have a right to expect from Crane.



### ...in bathrooms

Shown here is one of the new bathroom groups which bring fresh styling to American homes. It incorporates such advanced engineering features as *Dial-ese* trim that means an end to stubborn, hard-to-close faucets. Of course, demand still exceeds supply, but every day brings us closer to the time when bathroom fixtures will be in more plentiful supply.

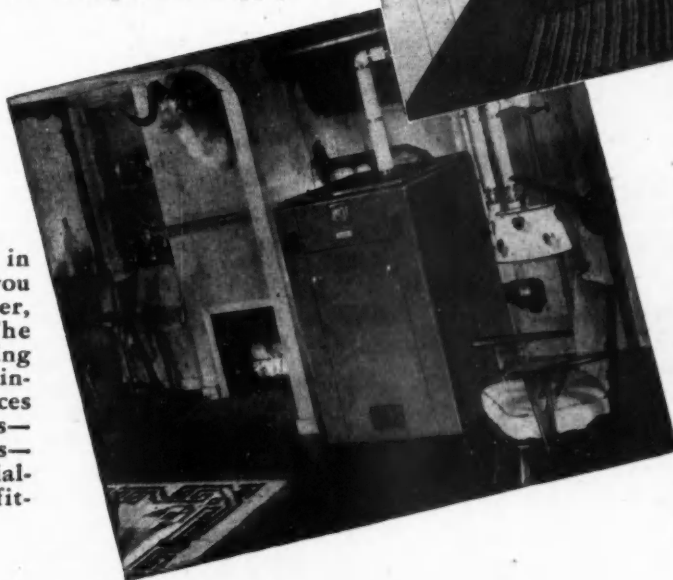


### in kitchens...

New Crane kitchens like this bring new beauty—new step-saving efficiency to American homes. The Crane line today includes a variety of sinks and—as rapidly as conditions permit—this line will be extended to offer dishwashers, kitchen ranges and other equipment to lighten housework.

### ...in heating

What are you planning in heating for the homes you plan to build—hot water, steam or warm air? The Crane line of home heating equipment is complete, including boilers and furnaces—stokers and oil burners—radiators and convectors—controls and heating specialties—pipe, valves and fittings.



# CRANE

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

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



Certified INSL-COTTON is made under Federal sponsorship. Before it comes to you, every lot has already been tested and certified. This means you can install it with confidence, assured of the density, assured that it is always full thick, flame-proof and fire-retarding—assured that it will always give full insulation satisfaction. And remember—no other insulation except flame-proof, fire-retarding cotton insulation made under Federal sponsorship can make this claim!

**INSL-COTTON  
A SUPERIOR INSULATION BECAUSE:**

- It is harmless to handle. Will not irritate skin, lungs or eyes.
- It's highly resilient. Won't pack or settle.
- It is easy to install, light weight and easy to handle.
- It's efficient. Insl-Cotton is from 4% to 36% more efficient than any other type of insulation available today. "K" value 0.24.
- It is moisture and vermin resistant; flame-proof and fire-retarding.
- It exceeds government specifications for FHA, FPHA, and HH-1-528 specifications.

**DEALERS . . . DISTRIBUTORS**

Mail coupon for full information on Insl-Cotton. Some territories still open for this competitively priced insulation.



*Mail Coupon* FOR FULL INFORMATION ON INSL-COTTON

**INSL-COTTON DIVISION**  
Taylor Bedding Mfg. Co., Taylor, Texas

Gentlemen:  
Please send specifications and full information on INSL-COTTON.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

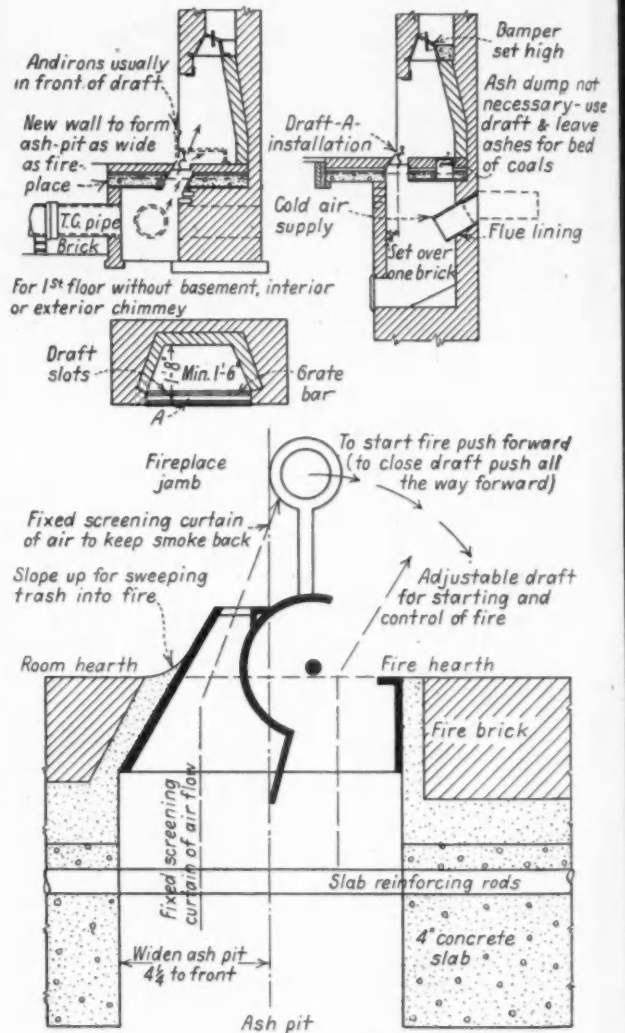
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**INSL-COTTON DIVISION**  
**TAYLOR BEDDING MFG. CO.**  
TAYLOR, TEXAS  
*The Originators of Flame Proof, Fire-Retarding Cotton Insulation*

**Fireplace Draft Control**

A NEW type chimney draft to provide maximum efficiency for fireplaces in the newest "air-tight" houses has been developed by the Carter Engineering Corporation of Warrenton, Va. The inventor, Randolph H. Carter, a building contractor, developed the device to eliminate trouble frequently encountered in new houses where fireplaces smoked and operated at low efficiency because of a lack of free flowing air within the home to provide adequate chimney draft.

An opening in the chimney below the fire pit brings air from the outside or from the basement up to the fire from underneath by means of an easily controlled cylindrical slotted grate bar installed at the front of the pit. This curtain of air provides about 80 per cent of the air normally pulled into a



**DRAWINGS** showing how new type of fireplace chimney draft is installed to provide adequate air supply.

room as cold air from outside to create a satisfactory fireplace draft. A poker-handle control shifts easily to any desired opening to direct the air up the chimney and keep smoke to the rear of the fire pit.

Properly installed and controlled, this new approach to the problem of adequate fireplace draft permits fires to be started quickly and much more easily with very little kindling because the fire will burn strongly from the start without fanning, blowing or other special encouragement. When a fire slows down, it can be brought back very quickly. Because draft can be directed to the base of the fire, large logs can be completely consumed by themselves, and better control can be exercised over fireplace heat.

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## AMERICAN BUILDER'S New BLUEPRINT PLANBOOK

Never before has a plan book of this character been offered to Home Builders and Home seekers.

Presented here are 12 complete blueprints (11½ in. by 16½ in.) suitable for accurately estimating the construction costs of these attractive homes and garages.

Cape Cods, Moderns, Ranch Styles and Colonials are all represented in this new Blueprint Plan Book.

All the homes in this book have been designed by nationally famous architects and selected from the pages of American Builder. They are exceedingly well planned and are adaptable to any climate both as to style and construction.

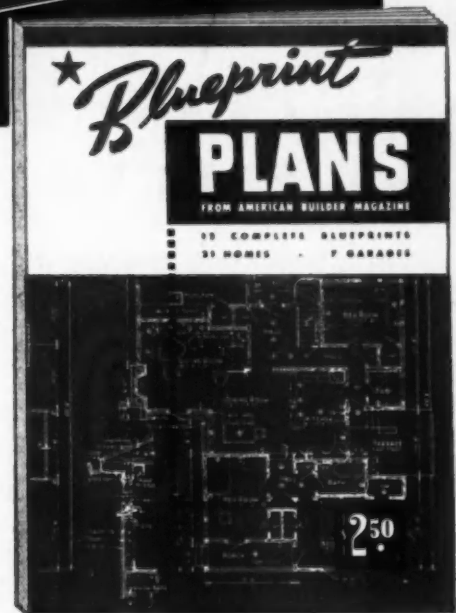
Other pages are devoted to interior suggestions, built-ins and snack bars. Beautifully presented, bound with red plastic, the book opens flat—easy to read—packed with comprehensive material.

This new conception of a workable plan book will aid builders and dealers in their planning and sales efforts.

American Builder takes pride in being able to offer this unusual plan book to its readers and others. Complete ¼ inch scale plans are available through the American Builder plan service on some of the designs presented.

In making your plans for 1947 we feel sure you will find this book of great value in selecting a home that will be architecturally correct in design and construction and give years of lasting value to its owner.

Because of paper shortages only a limited quantity of this first edition is available. Orders will be filled as they are received.



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Enclosed is a ..... check or ..... money  
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**Garages — Built-Ins**

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## Barcol OVERdoor with ELECTRIC OPERATOR

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

*Barcol OVERdoors  
Electric Door Operators  
Switch Controls  
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FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

# BARBER-COLMAN COMPANY

104 MILL ST.

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### Edward J. Reich, Western Manager of American Builder, Passed Away October 10

EDWARD J. REICH, who had been associated with *American Builder* for 30 years, passed away at St. Luke's Hospital in Chicago October 10 of a lingering heart ailment. For the last eight years he served as Western Manager of this publication. He would have been 48 years of age December 20 this year.

Mr. Reich was well known by manufacturers and distributors of building materials and their advertising agencies throughout the Middle West. Ed's inherent ability to inspire good fellowship, to make friends and keep them resulted in the accumulation of



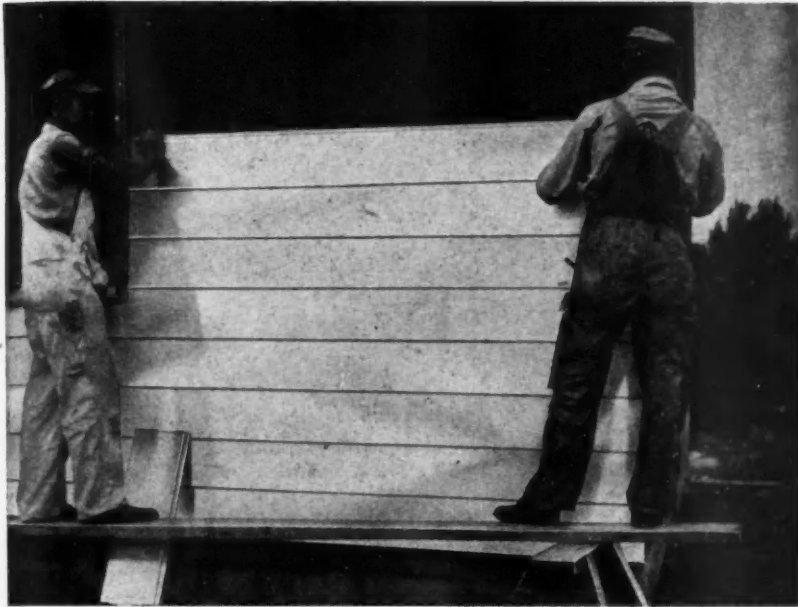
EDWARD J. REICH

a host of business and social friendships over the years which he left as a monument to his untiring efforts to serve everyone honorably and constructively. The entire *American Builder* personnel held a unanimously high regard for Ed, not only as a splendid character, but also for his very effective work on the business staff. He was born in Chicago and lived in that city his entire lifetime.

November 22, 1924, Mr. Reich married Estelle Johnson, who survives him along with one child, a daughter 18, who is a student at DePauw University. Other survivors include his father, William Reich, a veteran Chicago and suburban home builder, one brother, William, and four sisters—Jane Reich; Mrs. Gertrude Walker; Mrs. Helen Healy and Mrs. Margaret Burright.

Final rites were conducted Saturday afternoon, October 12, at the Drake & Son Funeral Home, Western Avenue at Foster in Chicago, with the Rev. O. A. Geiseman officiating. Pallbearers, all from the Simmons-Boardman Publishing Corp., publishers of *American Builder* were: Robert H. Morris, C. J. Wageman, J. Sidney Crane, Lyn Arent, Fred A. Clark and Wayne Hickey. Interment was in Rosehill Cemetery, Chicago.

# HERE TO STAY!



Reynolds Lifetime Aluminum Clapboard Siding going up on a typical veteran's home. Note the precision of line — with no leveling off. Note the butt joint, on the fourth clapboard from the top.

## REYNOLDS *Lifetime* ALUMINUM BUILDING PRODUCTS

**T**HERE'S *permanency* in Reynolds aluminum building products . . . permanence in public acceptance as well as in the material itself. Immediate availability, in this housing shortage, is only one advantage. The public knows what it means to have absolutely fire-proof, rust-proof roofing and siding—impervious to rot, vermin and termites — lightweight and structurally strong. Farmers appreciate the fact that aluminum needs no protective coating—eliminating maintenance cost. Homeowners who prefer their houses painted are finding that aluminum holds paint longer—looks better, with less upkeep. And all alike are learning the great advantage of aluminum's *radiant heat insulation*—the fact that an aluminum surface reflects up to 95% of all radiant heat, reflects it outward in summer, inward in winter.

Reynolds Aluminum is here to stay in the building products field. The car-loads now being shipped, the houses now going up, are but the forerunners of a modern trend as important for dealers as for architects and contractors. Ask your regular supply source now about Reynolds Lifetime Aluminum Building Products. Distribution is through usual building trade channels.

### REYNOLDS METALS COMPANY INCORPORATED

Building Products Division      Louisville 1, Ky.

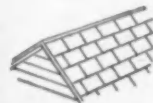


### FOR ALL TYPES OF HOUSES . . . FOR FARM, COMMERCIAL AND INDUSTRIAL BUILDINGS



#### REYNOLDS LIFETIME ALUMINUM CLAPBOARD SIDING

Original development of Reynolds engineering! Each clapboard sets into flange of one beneath. Nailing completely covered! Sheet thickness .032", 8 and 12-foot lengths, exposed clapboard surface 8". Special Starter Strip, Butt Joints and Corner Caps.



#### REYNOLDS LIFETIME ALUMINUM SHINGLES

Sheet thickness .027". Watertight interlocking flanges. Nails completely covered. Coverage, 8" x 14½". Shadow line, ¼". Accessories: Eave Starter, Ridge Cap, Gable End Cap, Hip Cap and Valley.



#### REYNOLDS LIFETIME ALUMINUM "SNAP-SEAL" ROOFING

A new Reynolds-engineered product with watertight interlock between sheets. All nails covered. Accessories: Eave Starter, End Starter, End Wall Flashing, Gambrel Joint, Ridge Roll, Formed Valley. 6, 8, 10 and 12-foot lengths, 24" coverage.



#### REYNOLDS LIFETIME ALUMINUM WEATHERBOARD SIDING

.027" thick sheet, crimped in simulation of 4" clapboard—which effect can be enhanced by painting. 8, 10 and 12-foot lengths. 24" coverage. Easily erected in horizontal strips, 10 feet weighing only 11 pounds.



#### REYNOLDS LIFETIME ALUMINUM CORRUGATED ROOFING AND SIDING

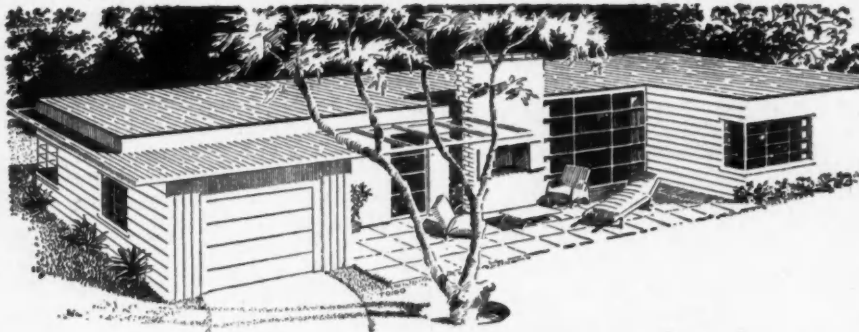
.027" thick. Either 2½" x ½" or 1¼" x ¼" corrugations. 6, 8, 10 and 12-foot lengths, 24" coverage. Accessories: Ridge Roll, Formed Valley, Roll Flashing.



#### REYNOLDS LIFETIME ALUMINUM 5-V CRIMP ROOFING AND SIDING

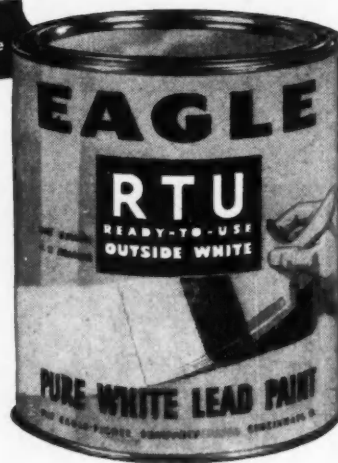
.027" thick, superior in appearance and efficiency. 6, 8, 10 and 12-foot lengths, 24" coverage. Accessories: Ridge Roll, Formed Valley, Roll Flashing.

ALSO Reynolds Lifetime Aluminum STUDS, TRUSSES, WINDOW FRAMES, GARAGE DOORS AND A COMPLETE 12' x 20' UTILITY BUILDING



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**New**  
**EAGLE Ready-To-Use**  
**WHITE LEAD PAINT**

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The glory of a brilliant white gloss that holds its whiteness can now be given to your buildings. Eagle Ready-To-Use White Lead Paint possesses an exceptional smoothness that makes it more useful to property owners, easier to use for painters. It delivers a paint job that surpasses their greatest expectations, and enhances your reputation.

**Traditional white lead in a new, convenient form**

Eagle RTU Paint is backed by the 2000-year-old white lead reputation plus more than a century of Eagle-Picher paint making experience. It preserves the durability, beauty and economy made famous by white lead : : and adds new, time-saving convenience. It is being made available as rapidly as production will permit. Two forms: Primer Sealer and Outside White Finish Coat. One, two and five gallon pails.

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**Eagle White Lead in Oil**

**EAGLE PURE**  
**WHITE LEAD**  
*Paint*

Buy more  
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**Pittsburgh Plate Glass Buys West Coast Paint Brush Plant**

THE Pittsburgh Plate Glass Company has announced the purchase of the Morck Brush Manufacturing Company of San Francisco, according to J. H. Heroy, vice president of the glass firm.

A manufacturer of painters' brushes and master painters' tools, the San Francisco unit will continue operation as the Morck Brush Division of the Pittsburgh Plate Glass Company.

\* \* \*

**Venetian Blind Industry Launches Promotion Campaign**

AT A meeting of the board of directors of the Venetian Blind Association of America, held in Cincinnati recently, Henry J. Mackin, president of the association, announced that an industry-wide, broad-range educational and promotion program has been launched by the industry.

"Initial steps in this program, established as a long-term approach to the industry's common marketing problems,



HENRY J. MACKIN

are concerned principally with styling trends, over-all public relations and research," Mr. Mackin said.

For the accomplishment of these initial aims, Mr. Mackin announced the formation of "Venetians, a Service to Home Stylists." This service, he said, functions through Butler-Advertising, the association's advertising agency and public relations counsel, and will serve as a liaison unit between the Venetian Blind industry and editors of fashion, shelter and women's service publications, furnishing information on request and arranging for the immediate installation of Venetians in settings for illustrations.

\* \* \*

**Two New Sales Officials For Briggs Plumbingware**

APPOINTMENT of William C. Macdonald as director of sales for the Briggs Manufacturing Company's plumbingware division and Lee Hopper as Macdonald's assistant has been announced by E. O. Brady, general manager of the division.

Macdonald, a native of Massachusetts

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*Go builder  
of your  
new windows  
for YOU*



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

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

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

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

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



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

*Windows of* **ALCOA** **ALUMINUM**





## KINNEAR Rolling Doors

Time-tested KINNEAR Rolling Doors offer positive "open-and-shut" proof of resilient strength, long life, and efficient operation in\*installations of any type and size. Witness the smooth, quick, spring-counter-balanced, *coiling upward* action of the interlocking-slat steel curtain! It rolls into a small area above the lintel, clear of plant traffic. Permits full use of all adjoining space. Resists weather, wear, and fire. Always ready for instant use. Motor operation and push-button remote control are available for extra advantages of convenience and economy to KINNEAR Rolling Doors. For complete facts in this case, write today!

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Factories: 1540-80 Fields Ave., Columbus 16, Ohio  
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who has been with Briggs since 1944, succeeds Brady as sales director. The latter was elevated to general manager three months ago after the death of R. B. Jenkins.

A graduate of Harvard University, Macdonald has been in the plumbing and heating business since 1927. During the war he served with the War Production Board in Washington as chief of the war housing branch and later as deputy director of the plumbing and heating division.

Hopper, a native of Alpena, Mich., has been with Briggs since 1933. During the war he served as technical adviser to the U. S. Navy on aircraft gun turrets, making trips into the Africa-Middle East and European theaters. Hopper succeeds Macdonald as assistant sales manager.

\* \* \*

### Celotex to Distribute General Panel Prefabs

GENERAL Panel Corporation of New York has entered into an agreement with Celotex Corporation for west coast distribution of General Panel houses, it has been announced by George E. Swenson, assistant to the president of Celotex Corporation.

At the same time, Swenson's election to the board of directors of General Panel of New York was announced by Konrad Wachsmann, president of General Panel.

An executive of Celotex Corporation for 24 years, Swenson became assistant to the president in 1940, after 18 years as sales manager of the building department. He had previously been associated with the Barrett Company and Johns-Manville.

He will serve as liaison between Celotex distributors in six western states and General Panel Corporation of California, manufacturers of the revolutionary panel house.

Under license from General Panel of New York, the California corporation this week launched a \$22,000,000 building program for the Pacific Coast upon receipt of a letter of intent from the National Housing Expediter. Production schedule calls for 10,000 four-room houses for West Coast distribution alone during 1947, according to Swenson.

The two-bedroom house, dubbed B-16 by the government, is composed entirely of interchangeable insulated plywood panels. Constructed and erected, ready for occupancy, the house will sell for \$4500.

\* \* \*

### G. E. Air Conditioning Department Names Renewal Parts Manager

LEONARD E. THOMPSON has been appointed manager of the renewal parts section of the General Electric Company's air conditioning department and will be responsible for that section's operations at both the Bloomfield and Fort Wayne plants of the air conditioning department. He will make his headquarters at Bloomfield, N.J. He has been associated with G.E. since 1935.

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STAPLES - TACKERS - STITCHERS  
FOR EVERY PURPOSE

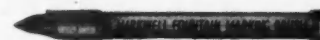


INDUSTRIAL STAPLES



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For All No. 1 & No. 2 Point Drivers.



#### Brushes

Trim Sash — Varnish — Glue  
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Today, more than ever before, you must know how to analyze building costs. If you want to become a successful builder, learn how to prepare a correct estimate in a hurry. Get in on the profitable work now available wherever you turn. Your success is assured if your estimates are right; otherwise you are licked before you start.

The Tamblin System of Estimating will make a real estimator out of you in a few weeks of your spare time. We are so sure that you will want to learn it, that we will send you our complete home study course for ten days examination absolutely free. If you don't think it is the finest thing you ever saw, just return it and it won't cost you a cent. If you like it and want it, send us five dollars a month until you have paid the total price of only thirty dollars.

This estimating system is based on forty years of actual construction experience. It has been sold all over the world for more than twenty years. Thousands of estimators and contractors swear by it. Our offer isn't hot air and big talk. We don't give you a diploma or a lapel button, but we do teach you down to earth estimating which will bring you profitable business.

Just send us your name and address today, and we will mail you the complete course at once for your approval.

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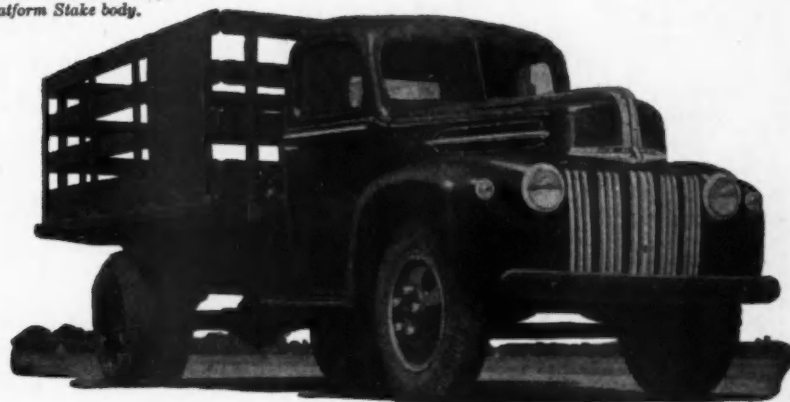
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REGISTRATIONS SHOW IT—OPERATORS KNOW IT!

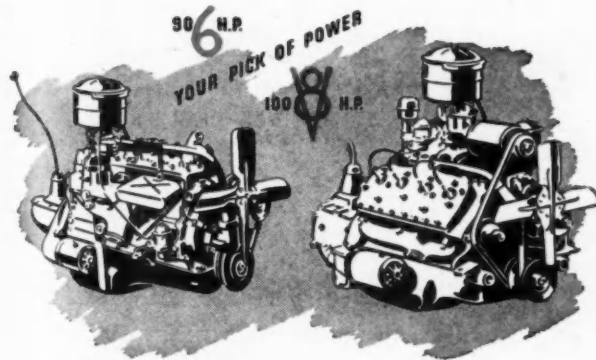
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Ford Heavy Duty 1½-Ton, 158-inch  
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Ford Truck engines—either the famous 100-H.P. V-8 or the extra-thrifty 90-H.P. Six—are world-famous for endurance in severe service. Here are some reasons why: They're of time-proved L-head type, quiet, simple, efficient—hardened valve seat inserts resist pounding and pitting—precision-set valves need no adjusting—valve springs are shot-peened and rust-proofed for long life—Ford alloy cast steel crankshafts are balanced and counterbalanced for enduring smoothness—Flightlight aluminum alloy 4-ring pistons maintain good compression, save oil. Full pressure lubrication, with positive, large-capacity oil pumps, plus effective crankcase ventilation, scientifically correct cooling and efficient oil- and air-filtering, all prolong Ford engine life.

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There are more than fifty such long-life features throughout Ford Truck engines and chassis. **NO OTHER TRUCKS BRING YOU ALL THESE IMPORTANT PLUS VALUES AT ANY PRICE.** It is the extra worth which Ford alone offers that makes Ford Trucks Last Longer. This extra value tells you clearly why 7 out of 11 of all Ford Trucks

registered since 1928 are still in service—why more than half of all Ford Trucks on the job are at least nine years old!

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**FORD TRUCKS**

**MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE**



Stanley Bench Plane No. 5

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From toe to heel, bottom is machined smooth and true. Handle and knob are designed and placed for perfect balance. "Composite" Steel Cutter stays sharp longer. Finest cutter adjustments are easily made. Design of Cutter Cap, Lever and Frog assures a smooth working chatter-proof plane. Get a Stanley Plane—the choice of skilled wood workers for 90 years. Stanley Tools, 133 Elm Street, New Britain, Connecticut.

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**Lewis Brown Named Chairman of Board and Executive Officer for J-M**

THE Board of Directors of Johns-Manville Corporation has elected Lewis H. Brown, who has been president since 1929, to be chairman of the board and chief executive officer of the company.

R. W. Lea, who has been vice president for finance since 1939 and executive vice president since January, 1946, was elected president; Alvin Brown to be vice president for finance and a member of the board of directors, and John P. Syme to be vice president and assistant to the chairman of the board.

Under this delegation of responsibility, the chairman of the board will devote himself to general policy, the growth of the company and external relations, while the new president will be responsible to the chairman for administration, current operations and internal relations.

Reorganization of the company into six operating divisions accompanied the major realignment of responsibilities. Each of the newly created operating divisions will be responsible for production and sales of the products under its respective responsibility. These products include industrial insulations, packings, refractories, electrical products, friction materials, asbestos-cement pipe, building materials, and services related to these various products. The complete Johns-Manville line includes more than 1,200 products. These products are designed for the control of heat, cold, sound and motion, and for protection against fire, weather and wear.

Mr. Lea, the new president, announced appointment of general managers of these six operating divisions as follows: J. A. O'Brien, industrial products division; Harold R. Berlin, building products division; A. S. Elsenbast, celite division, and E. C. Brockett, Canadian products division. E. S. Crosby continues as general manager of the international division. A. R. Fisher, who is vice president for production, will act as general manager of the asbestos fibre division. All have been members of the Johns-Manville organization for many years and intimately associated in executive capacities with products and services under their jurisdiction.

\* \* \*

**Coleman Company Announces Personnel Changes**

CARL L. BURROWS, for the past seven years manager of The Coleman Company, Inc., of Pennsylvania, with offices in Philadelphia, has been named secretary of the parent company at Wichita and manager of the Central Division.

The announcement was made by Sheldon Coleman, executive vice president and general manager, following a special meeting of the board of directors, October 4.

Mr. Burrows assumed his new duties November 1.

Mr. Coleman also announced the appointment of C. B. Kuhn as treasurer

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An easy business to master; costs little to start. Complete course condensed in one book. Author J. A. Dolan, 35 years experience in Real Estate, Building and Title Insurance work, has handled over 20,000 deals.

A Practical Book by a Practical Man

CONTAINS INFORMATION EVERY HOME BUYER AND HOME OWNER SHOULD KNOW. Experts say best book on subject ever published.

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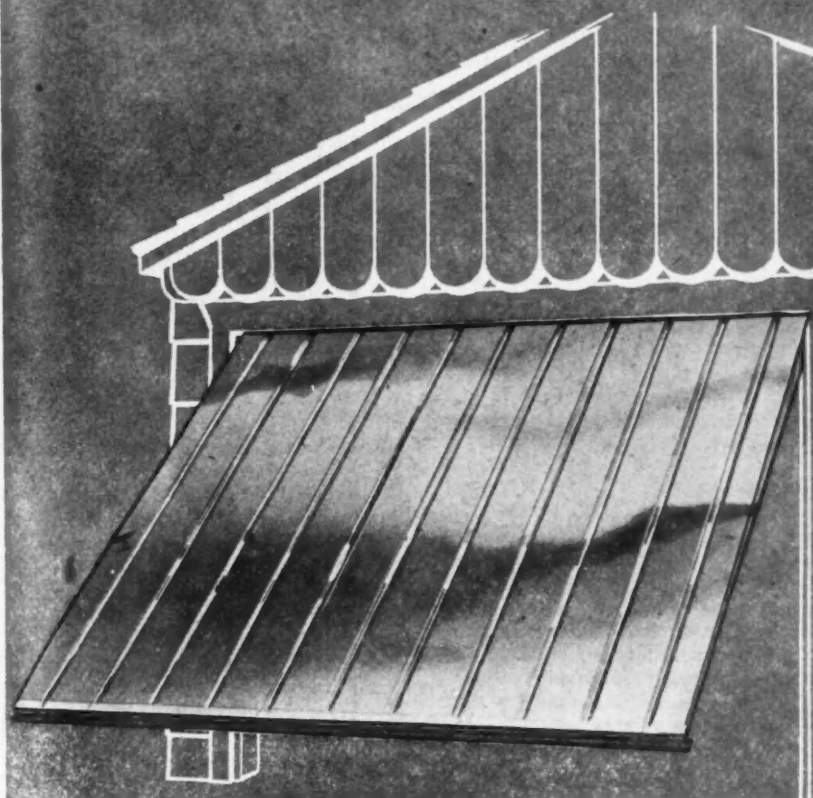
Enclosed \$5.00 for copy of DOLAN SYSTEM for becoming a Real Estate Expert.

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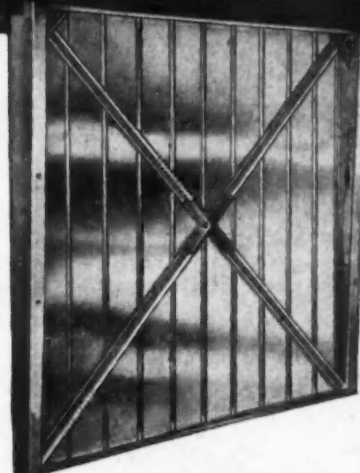
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# IN VOLUME PRODUCTION!



**WILSON**  
**Easy-Lift**  
*aluminum*  
**GARAGE DOORS**



**All the Beauty, Strength, Durability,  
 Light Weight and Rust-proof Qualities  
 of Heavy Gauge *aluminum***

PLUS exclusive features in construction and operation which make the *Wilson Easy-Lift*, by any comparison, *America's finest garage door.*

It's braced by full length top and bottom beams—and by "U" shaped diagonal girders with double spider. It's welded by airplane type methods into a strong rigid unit, designed to last a lifetime. And it floats, literally *floats* up and down at a touch of the fingers. *Floating Tension* does it—produced by special *dual* lifting mechanisms (Pat. applied for) concealed in the door itself. For details of our Profit Plan—

wire, write, phone or **MAIL THIS COUPON!**

Wilson Foundry & Machine Co.  
 12 Wilson Avenue, Pontiac, Michigan

Send me full information about *Wilson Easy-Lift* Garage Doors and your Profit Plan.

\_\_\_\_\_ Your Name \_\_\_\_\_  
 \_\_\_\_\_ Name of Company \_\_\_\_\_  
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- Can't rust!
- Can't rot!
- Can't sag!
- Vermin-proof!
- Weighs only 101 pounds!
- Hangs on lifetime lubricated ball bearings!
- Requires no space inside garage!
- No assembly on job!
- No exposed weights, springs or balancing devices!
- Easily adjustable for perfect balance!
- Attractive architecturally!
- Requires less paint—or can be left unpainted as desired in most climates.
- Rubber weatherstripped at top and bottom!
- Assures minimum maintenance cost!
- Extremely simple to handle, store and install.
- Designed for the finest homes—but priced for EVERY home owner.



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### MASONRY WATERPROOFING PRODUCTS

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**FLURESIT PASTE**  
Integrally Waterproofs Poured Concrete, Stucco, Mortar and Plaster.

**FLURESEAL**  
Surface waterproofs and decorates Concrete and Cinder Block Walls. EFFECTIVE UP TO 5 YEARS.

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Surface waterproofs and decorates poured concrete, brick and stucco walls. EFFECTIVE UP TO 5 YEARS.

**QUICK-SET**  
Stops running water leaks through holes and cracks in masonry.

**FLURETEX**  
Waterproofed Portland Cement Paint decorates and renovates masonry. Write for booklet completely describing these and other proved, specially formulated masonry waterproofing and maintenance materials. Consult us on maintenance and waterproofing problems.

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It will pay you to  
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THIS!**



**TORNADO Makes Blueprints—  
Prints—Photoprints—in 1/2 the  
time—saves up to 80%**

ALL the prints you want—when and as needed—speeding up bids—making records private—with TORNADO Duplicator. Operates from any electric outlet. Makes one print or 100—anytime, anywhere, day or night.

Two models. Model S makes prints up to 24" x 34", or several smaller ones in one operation. Timing device insures clean-cut, uniform prints. Model J makes prints up to 17" x 17". Both models compact, portable, attractive; efficient, economical. Investigate!

*Write for details  
and demonstration.*

**BREUER ELECTRIC MFG. CO.**  
5126 N. Ravenswood Ave., CHICAGO 40, ILL.

of the company succeeding the late Royal R. Sterling who died September 8. Mr. Kuhn will continue as controller.

L. L. White, formerly regional sales manager serving the New England states, succeeds Mr. Burrows as manager of the company's Eastern Division. A. O. Kelly becomes secretary-treasurer of the Pennsylvania corporation and Ralph Barnes takes over the position formerly held by Mr. White.

Mr. Burrows, a native of Missouri, joined Coleman in 1929. After seven years as a salesman for the company he moved to the Wichita office in 1936 as assistant to Mr. Sterling. He became manager of the Eastern Division in 1939.

Mr. Kuhn has been with Coleman since 1919 and for many years has been closely identified with the financial operations of the company.

\* \* \*

### Insulux Resumes Publication Of Quarterly Digest

THE Insulux Digest, a quarterly news bulletin issued by the Insulux products division of Owens-Illinois Glass Company, has resumed publication after a wartime suspension.

Circulated among building-supply distributors and company salesmen, the eight-page digest is devoted entirely to pictures and news about Insulux glass block. The new digest is edited by W. E. McWhorter, advertising manager of the Insulux Products Division.

\* \* \*

### New Officers Named For Producers' Council

TYLER S. ROGERS of Toledo, Ohio, was elected president of the Producers' Council, national organization of building product manufacturers, at their recent annual meeting.

Rogers, who is assistant to the executive vice president of the Owens-Corning Fiberglas Corp., was vice president of the Council for the past year and had served for three years on the board of directors. In addition, he had been chairman of the organization's Technical Committee.

Prior to moving to Toledo in 1939, the Council's new president was vice president of Taylor, Rogers, and Bliss, Inc., marketing consultants in New York City, and then became managing editor of the American Architect and Architecture.

He is author of a book entitled "Plan Your House to Suit Yourself," and of various magazine articles in the field of construction.

Rogers is a graduate of Massachusetts State College and did graduate work at the Harvard University School of Landscape Architecture and City Planning.

Andrew L. Harris has been appointed executive secretary of the Council, Mr. Rogers announced recently. He assumed his new duties October 15. He left the Eagle-Picher Sales Company at Cincinnati, Ohio, where he had been manager of sales promotion for the past two years.

A native of Kansas City, Missouri, Mr. Harris has spent 14 years in the construction industry, starting in 1933 with the U. S. Gypsum Company in New



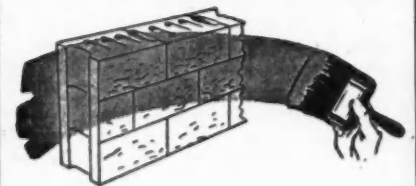
ANDREW L. HARRIS

York where he did sales and promotion work.

From 1940 to 1943, he headed his own building material supply house in Albany, N. Y., and built a number of defense housing units in that area. He then joined the National Association of Manufacturers' executive staff to organize and direct public information activities of N. A. M.'s building material and banking committees.

Mr. Harris will reside in Washington, D. C., where the Council's national offices are located.

### Here's the Answer to Cement Block Waterproofing and Finishing



### Waterproof with CONCRETE SEALER

A modern, scientific material which seals all types of porous concrete masonry against water. Stops leaky walls . . . provides dry basements. Apply outside or inside . . . above or below ground.

### For Decorative Finish VENETIAN PORTLAND PAINT CEMENT

A finish coat that adds long lasting protective beauty to exterior or interior . . . Attractive colors. There's big demand for these products in today's construction field.

*Profitable dealerships available—  
write for details*

**E. D. CODDINGTON MFG. CO.**  
5024 No. 37th Street, Milwaukee 8, Wis.

1946.  
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1933  
New

**MORE**  
and  
**MORE**  
- it's  
**KENTILE**  
for  
**DRAMATIC FLOORS**



Kentile snaps up foyer entrances.

Kentile puts zip into kitchens, both new and remodelled.

Kentile transforms dull basements into the smoothest playrooms a family ever romped in.

Kentile fits any floor plan . . . comes in handy, easy-to-lay squares . . . flexible design to fit any decor, any color combination.

Kentile's a cinch to install . . . does a fast, clean job—saves time and labor.

Kentile saves money—no repairs needed, no worn spots to replace. Kentile lasts for years, its colors stay fresh. (They go clean through.)

Kentile's the one answer for basements—it goes directly on concrete in contact with the earth.

This time-tested asphalt tile is the answer to many a builder's flooring problem. It contributes to that fresh zest for living, which is part of American life.

Save Yourself Flooring Headaches! Get the facts on Kentile. Our full color folder has all the details and plenty of inspiration for builders everywhere. Send for your copy today. David E. Kennedy, Inc., 61 Second Ave., Brooklyn 15, N. Y.

**KENTILE**  
Asphalt Tile

Trade Mark Reg.



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# MONOWALL

**Streamline-Design makes rooms look larger**

**U**NDER today's building conditions, there's an important extra advantage you get by using Armstrong's Monowall in the streamline-design. The horizontal score-lines of this modern wall surface make walls look longer and small rooms seem larger.

Installation of Monowall is inexpensive and quick—requires only ordinary hand tools.

Monowall—streamline-design, plain, or tile-design—comes in many attractive colors. Its tough, mirrorlike surface withstands all ordinary use, without cracking, chipping, or denting. It can be kept spotless by washing with a cloth and soap and water. Monowall is ideal for kitchens and bathrooms because of its sturdy resistance to moisture and grease.

It pays you to stock Monowall in all three designs and a variety of colors. For free samples and literature, write today to Armstrong Cork Co., Building Materials Div., 1611 Lincoln St., Lancaster, Pa.



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

**ARMSTRONG'S  
BUILDING MATERIALS**

TEMLOK\* INSULATING WOOL MONOWALL\*

## Stanley Works Open House Well Attended

**E**MPLYEES of The Stanley Works staged a product exhibit in one of the two new eight-story modern plant units nearing completion in New Britain, Conn., October 9-12, 1946, to acquaint their fellow workers and their families and the public with the company's products and plants, and to see one completed floor of one of the new buildings. It is estimated that more than 10,000 employees and guests reviewed the exposition.

Plants of the Stanley Works now comprise nearly 3½ million square feet of floor space of which more than 2 million are concentrated at New Britain where approximately 5,000 of its 7,500 employees are engaged. Stanley Works' units are also operated in Germany, England and Canada, Vermont, Tennessee, Ohio and in Connecticut towns outside New Britain.

The open house program was officially opened Wednesday evening, October 9th, by Richard E. Pritchard, president. J. C. Cairns, executive vice-president, and Rodman W. Chamberlain also appeared on the program. During



STANLEY'S two new eight-story plants in New Britain, Conn.

the exposition President Pritchard had for his special guest George P. Hart, fourth president of the Stanley Works.

An exhibit of Stanley hardware, hand tools and electric tools was featured in the exposition. Other displays showed the company's line of door controls, the "magic eye" doors, and other movable items, in operation. Of additional interest were displays of war products manufactured by the company.

\* \* \*

## Crawford Company Serves Large Area

**T**HE Crawford Company, prefabricators of houses and farm buildings at Baton Rouge, La., announces its present operations include an area generally bounded by the Mississippi River on the west with the addition of the state of Texas, Gulf of Mexico on the south, the eastern seaboard and a line roughly from Milwaukee to Philadelphia to Washington, D.C. on the north. In addition to this territory now being served, individual shipments have been made to Denver and other points in the west as well as foreign countries. The June issue of *American Builder* carried a statement that the Crawford company was currently serving an area of only 250 miles radius from the plant at Baton Rouge.

# LET'S LOOK INTO THIS -



## Look Into These Facts:

- **Initial Cost Economy:** A hand-fired coal furnace is the least expensive of all central heating plants. And, with no trouble at all, it can be converted to automatic.
- **Automatic Heating:** The cost of a quiet, odorless stoker-fired coal furnace is no greater than any other kind of heating plant over a period of time. Fuel economy is the saving. Today's bin-fed, ash-removing stokers offer the ultimate in cleanliness, comfort and convenience.
- **Clean, Smokeless Fuel.** Today's coal is sized, cleaned and dustproofed at the mine.
- **Inexhaustible supply.** There is a 3,000-year coal reserve. Other fuels may be depleted soon. Coal is here to stay.
- **Conversion Possibilities.** A conversion burner can be installed in a coal furnace at no great cost. The reverse is not possible. Be safe . . . design for coal. "Fuel satisfaction" can give your client "owner satisfaction."

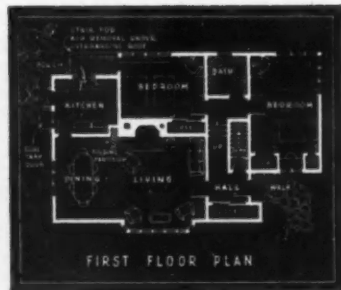
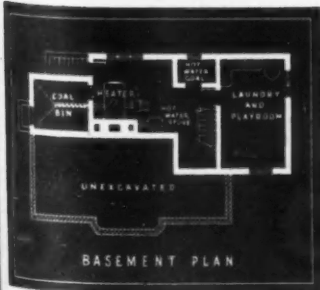
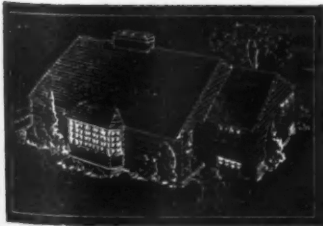
Millions of home-seeking young couples are coming to you for help. They'll say, "We want a home we can be proud of . . . we want a comfortable little home . . . but we don't have a lot of money to spend."

You CAN help them. The basement YOU design will go a long way toward solving their home problem.

Let's look into this basement. In this design, you can offer a fully automatic heating plant. Automatic coal heating is as good as money can buy. Initial cost is no greater than any other plant. And, operating cost is LOWER than all other types. Extra basement space can give your client a combination laundry and playroom—added sales appeal and owner satisfaction.

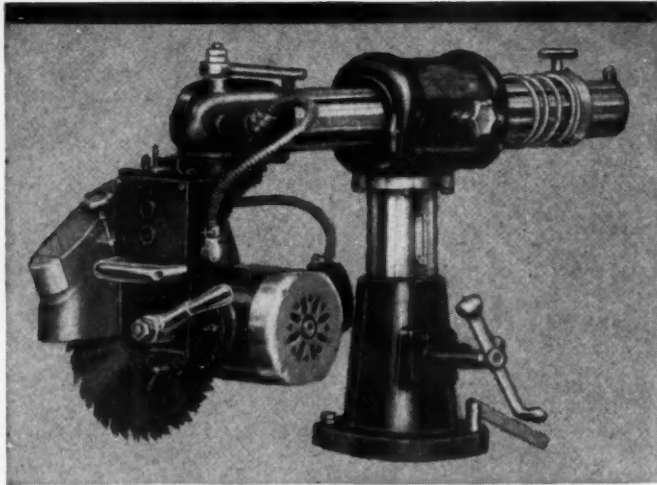
As an alternative, you can save your client even more money and still achieve satisfactory heating if you specify a modern, thermostat controlled hand-fired furnace. This type of plant can be converted to automatic at any time. ONLY a coal heating plant can be converted to all other types of heating.

When they look to you for help, give them a low cost home with high market value, sales appeal and owner satisfaction . . . a home with a basement built for better living, better heating . . . built for coal.



# Norfolk and Western RAILWAY

CARRIER OF FUEL SATISFACTION



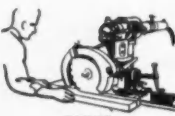
BEVEL CROSS CUTTING

## ALL THE COMETS MAKE ALL THE CUTS

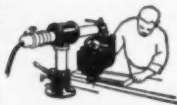
From the Comet Junior to the Comet Timber Cutter all the Comets make all the cuts. These versatile machines with their speed and accuracy are unsurpassed in the radial power cutting field. There is a Comet Saw available for every purpose where power cutting is required. Strong and rugged, all are perfectly balanced and respond easily to slightest pressure. High operating efficiency makes all Comets money makers on the job. Order from your dealer, or write direct.



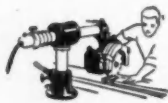
BEVEL RIPPING



RIPPING



SHAPING



BEVELING



COMPOUND MITERING

### Construction Industry Needs Public Relations Program, Wiley Tells Producers' Council Meeting

THE following statements are excerpts from an address made in New York City on Sept. 26 by John E. Wiley, chairman of the board of Fuller & Smith & Ross, before the annual meeting of the Producers' Council, national organization of building product manufacturers:

"It's probably no news to you that you've got just about the toughest public relations problem existing anywhere in industry, and it's probably equally well known to you that your industry is so vast and so hard to marshal into unified policies of procedure, that it is beyond my powers to suggest a way in which you can completely master the conditions which face you.

"Let's take a look at some of the obstacles that confront you. In the first place, you have political difficulties.

"While the chief threats to and fears of the construction industry are political, they have been magnified and brought to the edge of frenzy by short supply. With many essentials for building, from nails to flooring, to be found only in the black market at five to ten times normal prices, the manufacturers who compose the construction industry are naturally fearful of a terrific public reaction.

"Of course one of the most dangerous factors is the urgency of the demand for homes and the magnitude of the market for shelter.

"On top of the time and urgency angles are other handicaps also reflecting the wartime diversion of production. Among these items are price controls, priorities, directives and regulations, restrictions and subsidies.

"Not one of all the foregoing difficulties can be cured overnight. Each one of them carries risk of growing public antagonism toward the housing industry.

"I think you'll all agree with me that the housing shortage and its attendant problems are not going to be solved in Washington.

"Since the building industry reaches into every city block and every country town and farm in the United States, it seems to me that you're going to get the best approach to handling your public relations problem by organizing to use the representatives you have in every locality in the United States to help you keep on friendly terms with the people who are inevitably being inconvenienced.

"I do think that there are some definite things that can be done to solidify the good forces that are at work and which will eventually solve the problems that bother us today.

"I'd like to list for you some of the people who can be enlisted as friend-makers and friend-keepers for the construction industry. First of all come the stockholders in your companies who can be enlisted in an aggressive campaign to carry a better understanding of the job that is being done by the construction industry to their friends and acquaintances.

"An even more numerous group, who have every reason in the world to want you to prosper and to want you to be properly understood by the public, is your employees.

"Next in importance come distributors, jobbers, wholesalers, retailers, contractors and sub-contractors.

"Everybody in the industry should be stressing to a greater extent the fact that the contributions of the construction industry to the winning of the war are the only reason why it is in such great difficulties now. The public has already forgotten that for five years every ounce of steel and wood had to be thrown into the war effort. A year is too little time to make good that shortage. No one is telling the public that and the memory of the public is notoriously short.

"Contractors as well as manufacturers should be encouraged to use advertising to show the economy of quality in anything so lasting as a building.

"Finally, let us all remember that making friends for the construction industry is not an undertaking for a single manufacturer, or a handful of advertising agencies. The housing problem has taken on the immensity of a war itself in the number of people affected directly, and in its potentiality for serious trouble. It can be done partly perhaps by cooperative effort, but the main need is for individual, local, national effort, to give the public the facts quickly, honestly, plainly."

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.  
2029-33 Santa Fe Avenue, Los Angeles 21, California



**COMETS** cut quicker



# the Commodore

## COMBINES STRENGTH WITH BEAUTY

NEW production techniques have changed many familiar products. Enriched concepts of *strength, lightweights and durability* have been created through advanced brass engineering.

Life-tests, already carried beyond the equivalent of 30 years kitchen usage, insure the perfect and continuous operation of the *Commodore*, GENERAL'S ultra-modern ledge type swing-spout kitchen faucet. The construction of the *Commodore*, made from brass stampings and precision machined brass fittings calls for workmanship of high order. *Commodore's* permanent silver brazing produces solid unit strength unimpaired by plumber's pipe wrench or extreme water pressures.

The perfection of *Commodore's* jewelry-polished heavy chrome finish, its graceful sweeping lines, and the strength of its lightweight fabrication are revolutionary in plumbing fixtures. Soon, GENERAL'S additional line of beautiful fixtures will provide the trade with merchandise of unparalleled sales appeal.

Write GENERAL about the *Commodore*



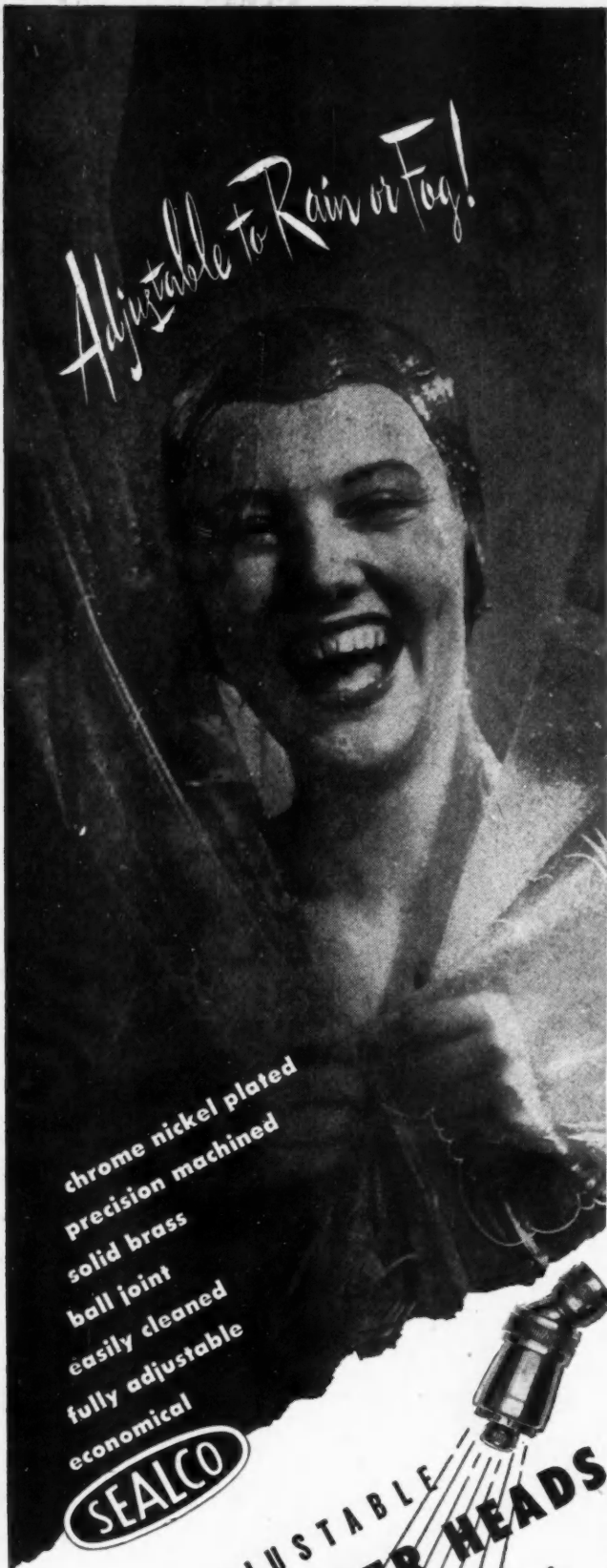
WITHSTANDS MANY TIMES  
NORMAL INSTALLING FORCE  
EXERTED BY PLUMBER'S  
PIPE WRENCH.



# GENERAL TIRE & RUBBER COMPANY OF CALIFORNIA

Plumbing Division Sales Office: 608 South Fair Oaks Avenue, Pasadena 2, California, U. S. A.

*Adjustable to Rain or Fog!*



chrome nickel plated  
precision machined  
solid brass  
ball joint  
easily cleaned  
fully adjustable  
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**SEALCO**

**ADJUSTABLE  
SHOWER HEADS**

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Available at your Jobber



# JUST OFF THE PRESS!

**FREE** copy of this new  
edition of "Western Pine  
Camera Views" is yours  
for the asking.



This is just the book to show a home building prospect. Its 73 pictures reveal new and practical ideas for making every room in the house beautiful and livable with those versatile, fine-grained woods—the Western Pines. Order now—specify book No. 50.

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## WESTERN PINE ASSOCIATION

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\*Idaho White Pine    \*Ponderosa Pine  
\*Sugar Pine

\*THESE ARE THE WESTERN PINES

# CHRYSLER AIRTEMP



*Extra* heat for the coldest days . . .  
*Extra* value for your new homes, too

Chrysler Airtemp automatic home heating means greater satisfaction for your clients—better heating and extra value in the homes you build.

Whether you specify gas, oil or coal, you'll find that Chrysler Airtemp provides extra heating capacity for the coldest days. Sensitive regulation guards against too much or too little heat in the Spring and Fall.

Chrysler Airtemp heating equipment is precision-built in a "package"—the result of years of research and development in the outstanding Chrysler Airtemp laboratories. Behind each product stands the world-famous engineering and quantity production skill of Chrysler Corporation. Give your homes this finer heating performance, prestige and extra value—at no extra cost. Write today for details . . . no obligation.



### **AUTOMATIC HOME HEATING**

There is a wide range of advanced Chrysler Airtemp furnaces and boilers—for gas, coal or oil—large or small homes.

**AIRTEMP DIVISION OF CHRYSLER CORPORATION**

DAYTON 1, OHIO

In Canada: Therm-O-Rite Products, Ltd., Toronto

**A I R C O N D I T I O N I N G**  
HEATING . COOLING . REFRIGERATION



Note the wide variety obtainable in this group of P&H Pre-Assembled Homes.

## Quicker Profits From Quicker Construction

P&H Pre-Assembled Homes are fast and simple to erect . . . offer greater profit possibilities. The result of 11 years' experience in this exacting building field, these homes offer owners complete satisfaction—assure your prestige.

Variety in a development is possible through use of the numerous distinctive styles. Acceptable for FHA financing. Write for additional details.



The WH-4 model, one of a number of distinctly different exterior styles available.

Now available for residential developments in: Wisconsin, Illinois, Indiana, Ohio, Michigan, Minnesota, Iowa.

**P & H** Pre-Assembled Homes  
 300 Spring Street  
 Port Washington, Wisconsin

**HARNISCHFEGER CORPORATION**

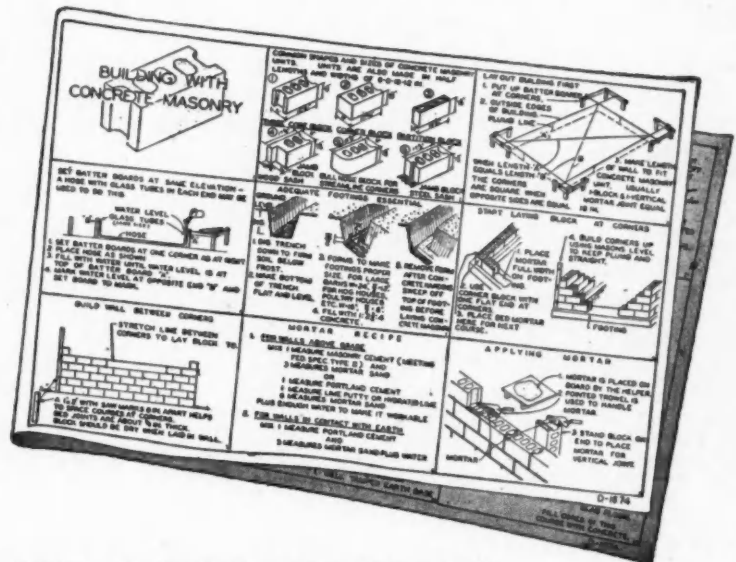
EXCAVATORS • ELECTRIC CRANES • ARC WELDERS • HOISTS • WELDING ELECTRODES • MOTORS

# Aid to Building Farm Structures with Firesafe Concrete Masonry

Here are detail sheets illustrating 33 important steps in constructing farm buildings with durable, firesafe concrete masonry.

Isometric drawings and simple text lead through every step from building the foundation to installing doors and windows and putting on the roof. Several methods of building concrete floors are described. Methods of insulating and waterproofing walls are shown.

Send for your copy of "Building With Concrete Masonry." Free in United States and Canada.

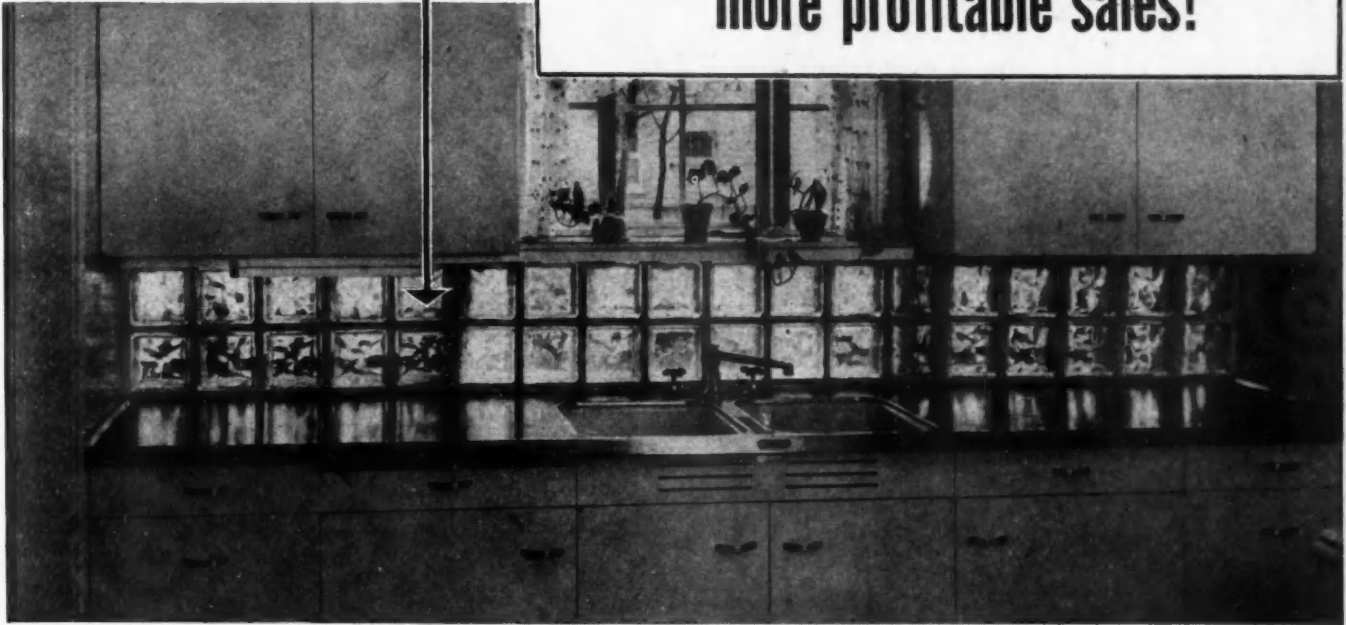


## PORTLAND CEMENT ASSOCIATION

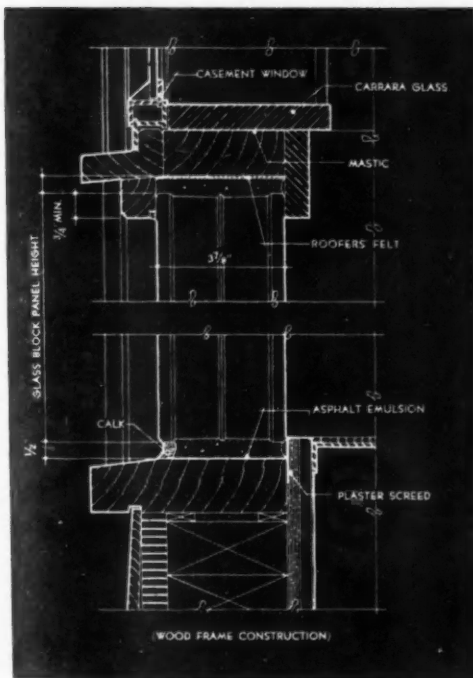
Dept. 11-3, 33 W. Grand Ave.; Chicago 10, Illinois

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

*a little extra glass* means easier,  
more profitable sales!



A course or two of PC Glass Blocks above the sink and work surfaces brings in daylight where it's really needed . . . and looks smart, too. Detail shows simple installation method.



**P**ROSPECTIVE buyers and tenants want their homes to be charming, practical and modern. When planning building or remodeling jobs, remember this: glass is a *modern* building material, and a *little* extra glass means a *lot* of extra charm. Glass is an ideal combination of good looks and utility which will make your homes more appealing . . . your business more profitable.

There are many spots in every home which can be improved with glass. Built-in mantel or wall mirrors, for example, make a room look brighter or larger. Splash panels of Carrara Structural Glass behind the kitchen stove or bathroom lavatory are colorful and easy to clean. And a full-length door mirror is a convenience in any room. Inexpensive applications such as these are both smart and practical and can be made to fit any budget. The sales appeal they add is out of all proportion to their cost because every nickel spent for glass can be easily seen and appreciated.

Use the coupon below to get our free booklet containing a wide variety of suggestions on the use of glass in the home. It includes drawings like the one on this page showing how each glass installation should be made. Send for it today.

Pittsburgh Plate Glass Company  
2366-6 Grant Building, Pittsburgh 19, Pa.

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

## CHOICE OF TENANTS CHOICE OF OWNERS

### *...Servel stays silent, lasts longer*

**You'll make a hit** with both tenants and owners when you specify Servel Gas Refrigerators for the new apartment houses you design or build. Tenants are enthusiastic about Servel because it never makes a sound, never annoys. As 2,000,000 families know, the Gas Refrigerator offers perfect food protection...plus the most modern refrigeration conveniences.

What's more, apartment house owners profit from Servel's lasting dependability. Year in and year out, this modern refrigeration keeps giving the same efficient service it did when new. Operating and maintenance costs remain low.

These unmatched advantages explain why Servel Gas Refrigerators have been the pop-

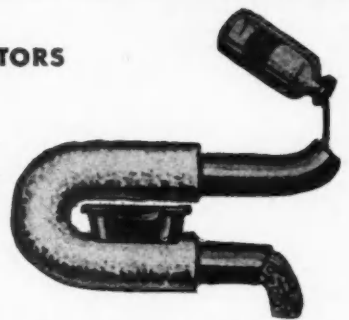
ular choice for years in outstanding multiple dwelling developments. Typical is their pre-war installation in New York's Castle Village and London Terrace, as well as in Washington's modern Alban Towers Apartments. And today, as a result of Servel's top-flight war-time performance, the demand is greater than ever. Thousands of families, who put up with noisy, troublesome refrigerators during the war years, have decided their next refrigerator will be a silent, long-lasting dependable Servel.

Plan now to provide outlets for Servel Gas Refrigerators in your current designs and construction work. For complete information on this famous refrigerator, consult Sweet's Catalog. Or write today to Servel, Inc., Evansville 20, Indiana.

## HERE'S WHY SERVEL IS DIFFERENT

**Servel stands out** with both tenants and owners because it is the *only* refrigerator that offers permanent silence and lasting dependability. These advantages are the result of a basically different method of operation. Here is a simple explanation of the big difference that makes Servel outstanding.

**ALL REFRIGERATORS  
COOL BY  
EVAPORATION**



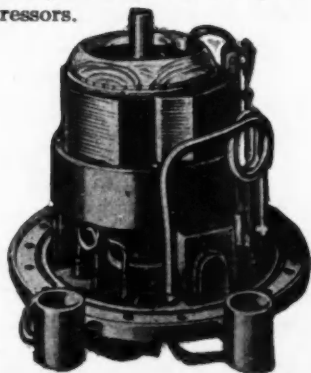
**When a continuous stream** of ammonia or other refrigerating liquid and a continuous stream of air are poured through a bent metal tube, evaporation takes place inside the tube. This cools the outside of the tube and causes refrigeration. The evaporated ammonia goes off in vapor gas. Since in a practical refrigerator the supply of refrigerant is limited, it must be recovered and used again.



**BUT SERVEL CHANGES VAPOR BACK TO LIQUID WITHOUT MOVING PARTS**

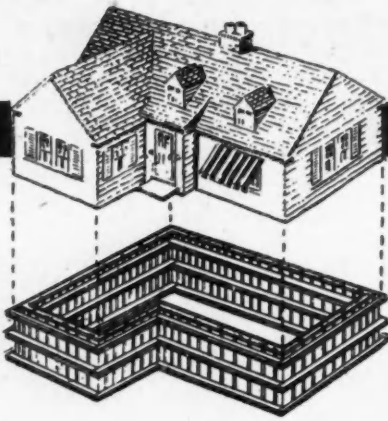
**HERE'S THE DIFFERENCE**

In an electric refrigerator, the vapor is compressed back into a liquid by use of machinery. This machinery consists of a motor, valves, pumps and compressors.

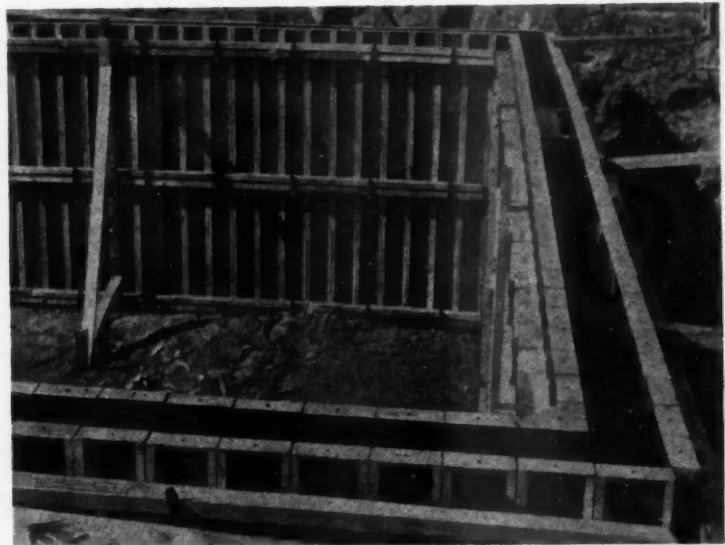


In the Gas Refrigerator, the vapor is changed back into a liquid by first being passed through water. The water absorbs the ammonia. The mixture is then boiled by means of a tiny gas flame. The ammonia is driven off in the form of hot ammonia vapor. Cooled by passing through pipes, it condenses again into liquid ammonia. Not a single moving part is needed.





**ATLAS LABOR-*SAVING* SPEED FORMS**



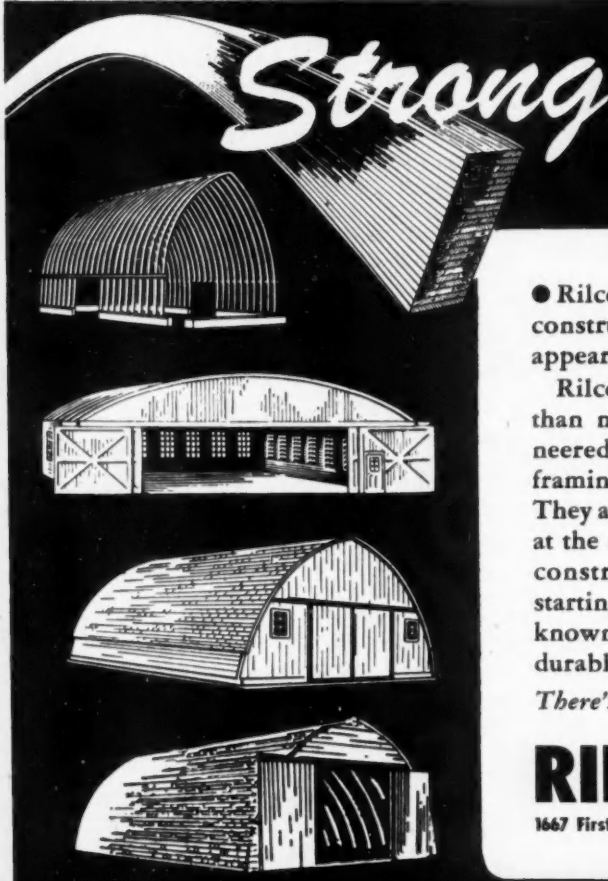
Builders ARE AMAZED at the speed and savings they make with Atlas STEEL Forms. In housing projects, they get a sound, water-proof foundation a day, including stripping, moving, erection and pouring at a much lower cost than with cinder block or wood forms. In apartment house, Industrial and heavy construction, they make savings of 25% and more in comparison with wood forms. Finish is smooth and uniform—no grain marks—nothing to remove. Irregularities and inserts are easily accommodated. Lightweight—anyone can lift them. Strongly built of steel—good for an indefinite number of uses.

**For Rent or Sale.**  
**Available for Early Delivery**  
 SEND FOR ILLUSTRATED FOLDER NO. 9

**IRVINGTON FORM & TANK CORP.**

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 New York Sales Office: 43 Cedar St.  
 Tel. Bowling Green 9-4030

**Atlas Labor-Saving Concrete Forms for every Purpose**



**Strong RILCO RAFTER BUILDINGS**

● Rilco Rafters are used more and more... in all types of construction. Streamlined Rilco buildings are modern in appearance, more rigid and wind resistant.

Rilco glued laminated wood arches are four times stronger than nailed arches. Their strength is predetermined engineered and built into them at the factory. They are single framing members, continuous from foundation to roof ridge. They are anchored at the sill with bolts and angle irons, bolted at the ridge with metal plates. By eliminating such ordinary construction weakness as toe-nailing, and starting with a Rilco factory built Rafter of known strength, Rilco gives you a sturdy, rigid, durable building.

*There's a Rilco Rafter for every type of building.*

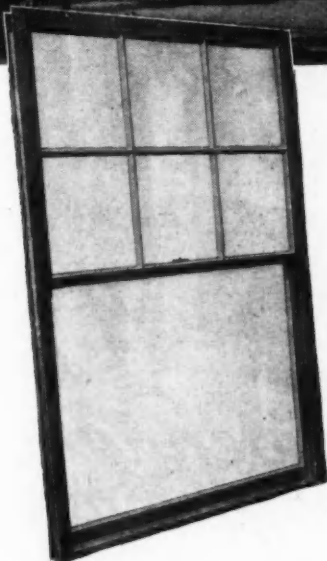
*Write for*  
**FREE FOLDER**

**RILCO LAMINATED PRODUCTS, INC.**  
 A WEYERHAEUSER INSTITUTION

1667 First National Bank Bldg., St. Paul 1, Minn. • Eastern Office: Wilkes-Barre, Pa.



**TO SERVE YOU BETTER**  
 we're building this new plant  
**Capacity:**  
**4,000 WINDOWS PER DAY**



**12 STOCK SIZES**  
**4 STYLE MUNTIN**  
**ARRANGEMENTS**

Despite the fact that right now our factories are producing more than five times as many aluminum windows as they did before the war, we still can't begin to keep up with the tremendous demand for ALWINTITE aluminum windows.

To better serve you and the thousands of other builders and building materials dealers, who want well-designed, soundly-constructed, low-cost aluminum windows, we are now erecting a large new factory which should be in operation early in 1947. With a capacity of approximately 4,000 complete window units each day, in addition to screens, stormsash, picture and basement windows, it will be the largest aluminum window factory in the world.

As you plan now for 1947, we suggest that you make full use of ALWINTITE aluminum windows. These fine-quality, low-cost aluminum windows offer many advantages that appeal to both builders and home owners. They embody many *patented* design and construction features that are a result of our 35 years' experience in manufacturing fine windows. For the complete story and name of your nearest distributor, write today.

**ALWINTITE**

**THE ALUMINUM WINDOW CORPORATION**

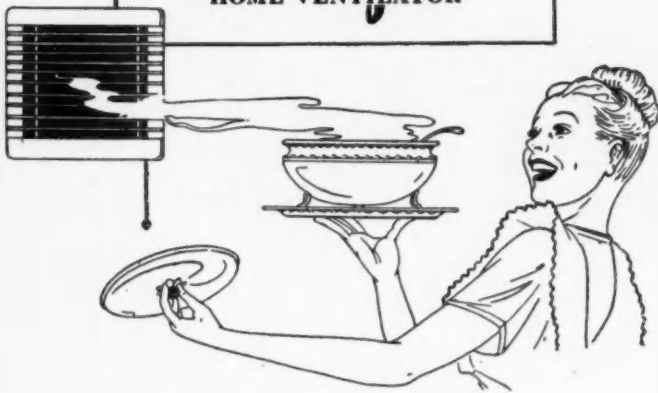
A Subsidiary of General Bronze Corporation

34-20 Tenth Street Long Island City 1, N. Y.

**aluminum WINDOWS**

**"BUILD RIGHT WITH ALWINTITE"**

You Can Sell  
**NEW**  
*Aeropel*  
 HOME VENTILATOR



Every home—old or new—a prospect

—  
**Housewives love it!**  
 —

**Aeropel whisks out odors,  
 greasy fumes, smoke**



**KEEPS KITCHENS FRESH AS A DAISY!**



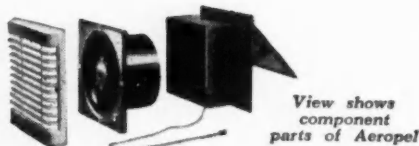
Big sales possibilities, too, for bathrooms, bedrooms, nurseries, laundries, recreation and utility rooms, stores and offices.

Fast, easy, *profitable* installation.

**The price is right for competitive selling!**

Compare appearance and performance with any other home ventilator.

Ask your jobber today about Aeropel or call the nearest American Blower Branch Office.



View shows component parts of Aeropel



**AMERICAN BLOWER**

AMERICAN BLOWER CORP., DETROIT 32, MICH.

Division of AMERICAN RADIATOR & Standard Sanitary CORPORATION



*I wanted*  
**DEPENDABILITY**



*gave me*  
**Dependable Performance**

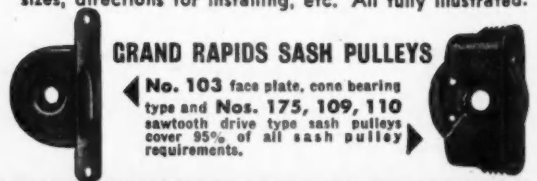
The Grand Rapids Invincible has many features of superiority, as has been conclusively proved in thousands of war time and peace time installations. Among these are ease of installation, actual invisibility, and dependable, efficient operation in all climates and under varying conditions. The same balance for upper and lower sash make them interchangeable and 10 sizes meet 95% of all residential requirements. Complete illustrated instructions are on every carton.

**SEND FOR SASH BALANCE CATALOG**

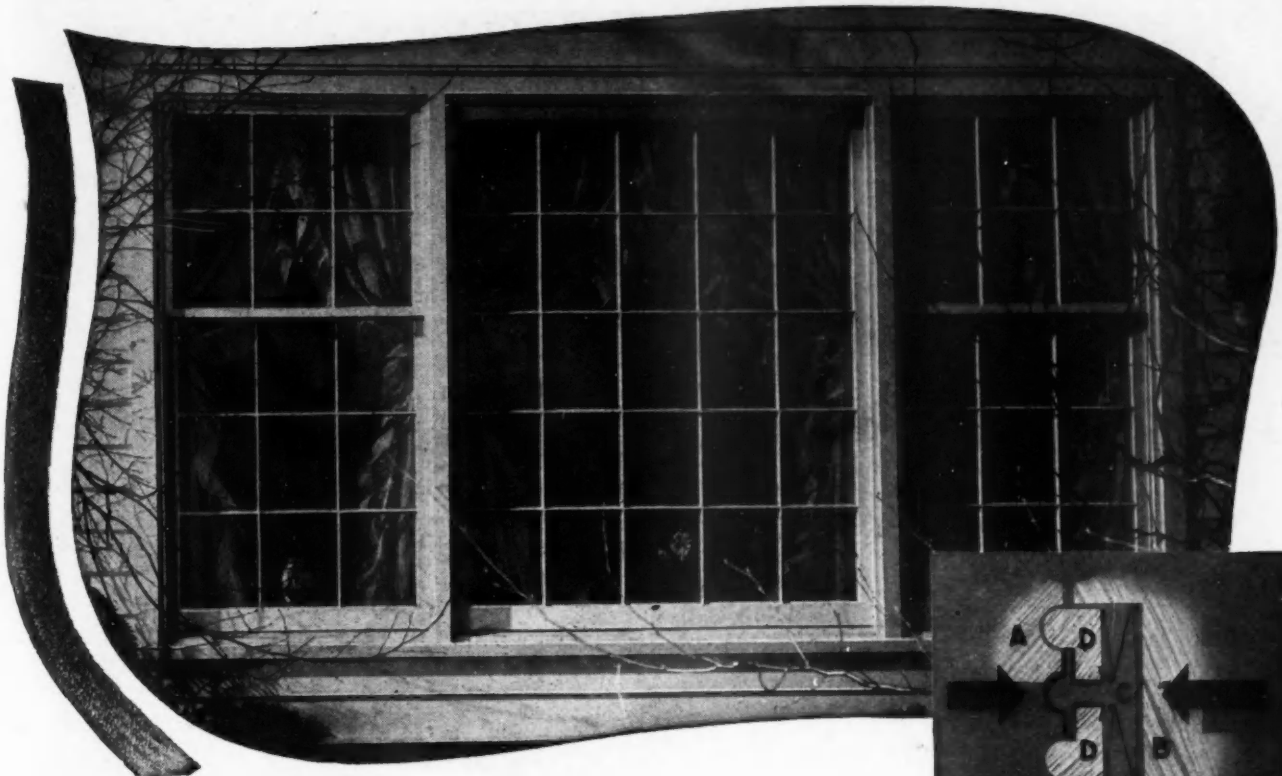
which contains complete information on sash balance sizes, directions for installing, etc. All fully illustrated.

**GRAND RAPIDS SASH PULLEYS**

◀ No. 103 face plate, cone bearing type and Nos. 175, 109, 110 sawtooth drive type sash pulleys cover 95% of all sash pulley requirements.

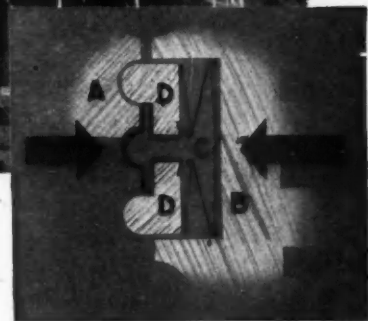


**GRAND RAPIDS HARDWARE COMPANY**  
 GRAND RAPIDS • MICHIGAN

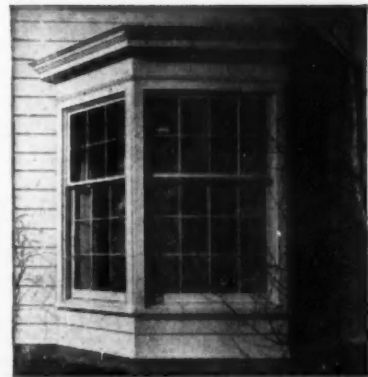


**A New Achievement  
IN WINDOW WEATHER-TIGHTNESS  
... NEW SELF-FITTING SILENTITE**

● No window can be modern unless it is truly weather-tight. And in the new Self-Fitting Silentite, Curtis engineers have utilized entirely new principles to provide complete weather-tightness in a double-hung window. The weather-stripping in the jamb channels is *self-fitting* (See diagram). A new design of meeting rail overcomes the problem of weather-stripping the space between the two window sections. An improved head weather-strip is employed. Extreme weather-tightness is obtained between frame members and frame and wall. There are no through cuts in jambs, thus eliminating air leakage. The new Silentite is 20% more weather-tight than the old unit. Weather-tightness is only one of the many features of this new Silentite—below are some of the others.

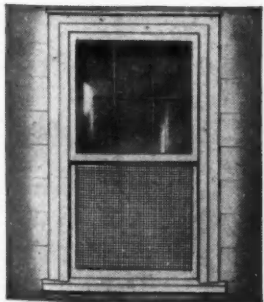


**NEW WEATHER-TIGHTNESS**—Made of wood—in itself a nonconductor of heat and cold—the new Silentite has “floating” chemically treated wood sliding bars, and these are seated on full-length double Z-type bronze weather-strips. Sash (A) operates against sliding bead (D), which presses against metal Z-type weather-stripping (C) in frame (B). The new design of the meeting rail overcomes the problem of weather-stripping between two window sections!

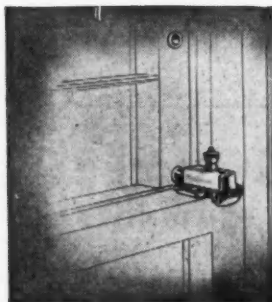


**GREATER BEAUTY**—Twelve designs of windows from which to choose—numerous styles of attractive bays, corner windows, window groups, all are yours with the new Silentite Self-Fitting Window!

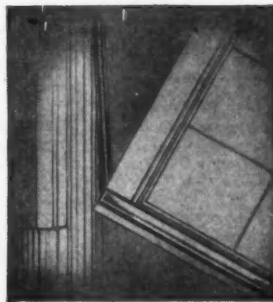
In Canada: W. C. Edwards & Co., Ltd., Ottawa



**DOUBLE UTILITY**—Removal and storage of storm sash and screens is eliminated with the new convenient Curtis combination screen and storm sash unit. Or, separate pre-fit screens and storm sash, hung from the inside, may be used.



**NEW SAFETY LOCK**—The new Self-Fitting Silentite locks in a closed or partly open position—new safety from intruders when ventilation is desired. New-style sash lock—marked “Silentite”—furnished with each window unit.



**SIMPLE INSTALLATION**—See how easy it is to install the new Silentite Self-Fitting Window! The sash is put in with minimum effort—yet, once installed, is firmly in place. Here's a big economy in installation.

**CURTIS COMPANIES SERVICE BUREAU**

AB-115 Curtis Building  
Clinton, Iowa

Gentlemen: Please send me full information on the new Silentite Window line.

Name.....

Address.....

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

**HERE IS SOMETHING  
YOU CAN  
SELL & DELIVER\*  
RIGHT NOW**  
\* at a profit

*"American Maid"*  
**SHOWER DOORS**

**A Packaged Shower Door... \$9.97**

**THE STORY IN A NUTSHELL...**

Complete molded frame with all necessary accessories (except glass) costs you \$14.95, less quantity dealer discount of 33 1/3%, or \$9.97 net, f. o. b. Hollywood, packed to ship.

In order to prove to you how easy and profitable it is to sell and install "AMERICAN MAID" Shower Doors, we will ship you sample packaged door at this quantity price together with complete instructions.

Here is a water-tight door, pressure set in non-deteriorating duorubber, equipped with anti-drip channel, protecting floor from water when door is open, and insuring rapid drainage into shower stall. Many special and exclusive features make these doors easy to sell and assure satisfied customers. Here is a door that will not rust, corrode or tarnish. It is designed right and built right for lasting satisfaction.

Shipped knocked down so that you assemble. Just measure shower stall opening, make two simple cuts for desired width, assemble and install. Only tools required, mitre box, saw, drill and hammer.

Send your order today for sample door which will be shipped C.O.D. unless you desire to make regular credit arrangements.



MEASURING



ASSEMBLING



INSTALLING



COMPLETE JOB

Cost of Frame . . . . . \$9.97  
Approx. Cost of Glass . . . . . 3.00  
(You Furnish)  
Cost of Shower Door Complete \$12.97

**OUR  
RETAIL  
SELLING  
PRICE  
\$35**

**YOUR APPROX. PROFIT \$22.03**

**AMERICAN SHOWER DOOR COMPANY**  
1001 N. La Brea • Hollywood 38, Calif.



**S.R.P.**  
**MEANS "SURE RUST PREVENTION"**  
**FOR IRON, STEEL AND  
GALVANIZED IRON SURFACES**

Here's a "Sure Rust Preventive" for new and old metal! S. R. P. is a penetrative rust-preventive coating that "insulates" metal against the corrosive action of salts, moisture, acid fumes and vapors, and weather exposure.

S. R. P. is easy to apply—needs no expensive preparation—goes on like paint—and you don't have to remove firm rust. S. R. P. penetrates through and combines with existing rust to bond firmly with clean metal, forming an impermeable coating against air as well as moisture. Its exceptional elasticity prevents formation of pinholes and resists the damaging effects of expansion and contraction.

Protect piping, fences, structural members and sheet metal surfaces with S. R. P. #75 Primer; then, as a finish, apply either S. R. P. #87 or SONOLASTIC Aluminum Ready-Mixed.

See SWEET's for further information, and for descriptive literature write Dept. B-11.

**SONNEBORN**  
**"BUILDING SAVERS"**

IF IT'S  
WORTH BUILDING  
IT'S  
WORTH SAVING

- Floor Treatments • Waxes • Paints and Protective Coatings • Concrete and Mortar Admixtures • Waterproofing and Dampproofing • Caulking Compounds • Roof Coatings

Building Products Division, **L. SONNEBORN SONS, INC.**, New York 14, N. Y.  
In the Southwest: Sonneborn Bros., Dallas 1, Texas

# New G. I. Homes Need The G. I. Home Security Plan



THE G. I. protected you  
and yours. Now it's  
your chance to provide  
protection for him.  
From what? From financial  
insecurity and the danger of  
immediately losing the  
home should the bread-  
winner die.

THE G. I. Home Security Plan of Allied Building Credits costs only a few cents each month, well within even the most modest budget of young home buyers. It guarantees that during the difficult period of uncertainty which follows the death of the mortgagor, a continuation of full monthly payments will be made for the family.

This worthwhile plan is finding eager acceptance by home buyers everywhere. It will gain you much good will, valuable publicity, and invaluable word of mouth advertising to offer the G. I. Home Security Plan. Write, without obligation, for complete information.

Complete Instalment Note and Mortgage Services for the Building Industry

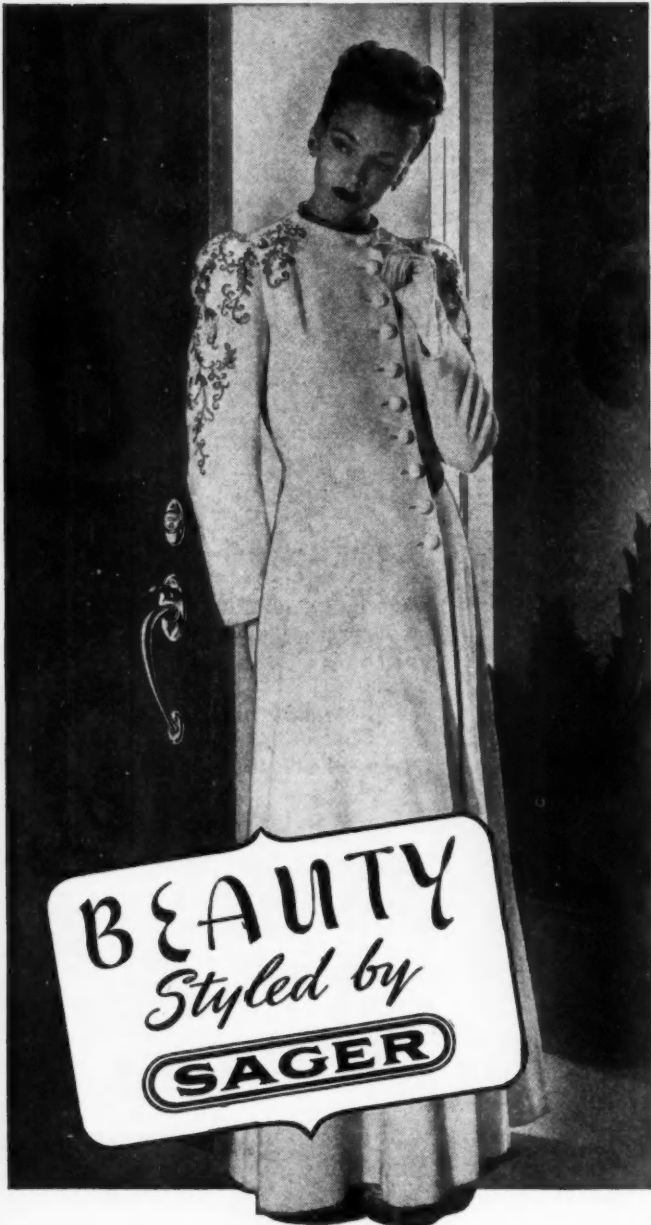
**ALLIED BUILDING CREDITS, INC.**

5201 FIRST NATIONAL BANK BUILDING

SAINT PAUL 1, MINNESOTA



OFFICES IN  
PRINCIPAL  
CITIES



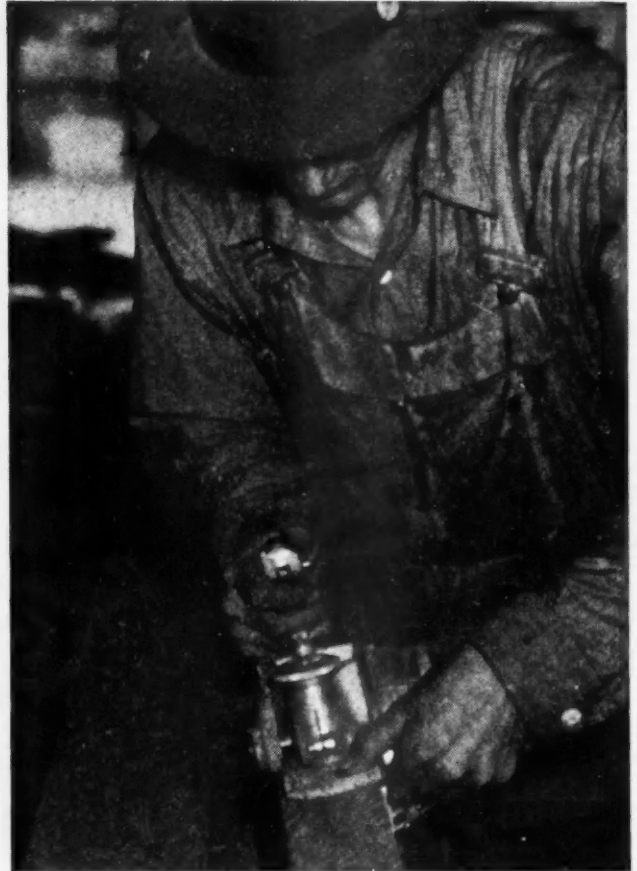
BEAUTY  
Styled by  
**SAGER**

Grace, charm, perfection of form—these attributes of beauty are expressed by SAGER craftsmen in the fundamental classic lines so necessary to harmony in any architectural form. For virtually every hardware function you'll find a SAGER counterpart, in both traditional and contemporary design. Each SAGER product is a creative expression of BEAUTY moulded in metal, but blended, too, with the practical qualities of strength, dependability, convenience and ease of installation.

BETTER STYLE IN BUILDERS HARDWARE by

**SAGER**

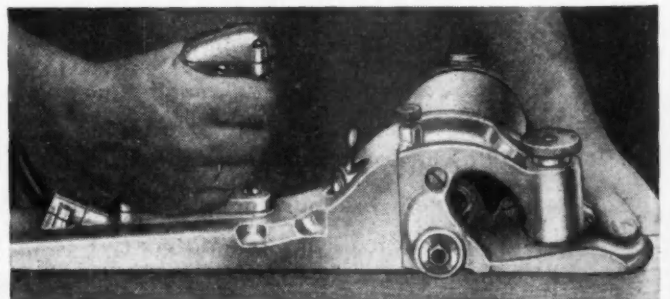
NORTH CHICAGO, ILLINOIS



BETTER AND FASTER WORK  
with the  
**STANLEY-CARTER POWER PLANE**

See the chips fly from that piece of lumber. The one-piece spiral cutter, turning at 18,000 R.P.M., removes material fast, from tough woods, with or against the grain. The workman furnishes the skill—the powerful 1 H.P. motor of the Carter J5 does the drudge work, getting heavy work done better, faster, cheaper.

Try one of these work-saving planes on a job. It planes surfaces up to 2 1/2" wide, without waves or cutter marks on paper-thin cuts. It can save its full cost on one job requiring a lot of hogging cuts. Write for information about the J5 or other Stanley-Carter Power Planes. Stanley Electric Tools, Stanley-Carter Sales Division, New Britain, Connecticut.



**CARTER J5 PLANE**—1 H.P., 18,000 R.P.M., Universal type motor operates on either DC or AC, 60 cycles or less. Length 18 1/2", weight 16 lbs.

**STANLEY**  
Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS



# Better Homes and Gardens

READ BY MORE THAN 3,850,000 FAMILIES  
NOVEMBER 1946 • 15 CENTS • IN CANADA

Did you see  
what we told the public  
about operative builders?

If you missed it, get out your October Better Homes & Gardens and flip it open to page 53. Here's the low-down on the operative builder that clears up a lot of pretty foggy ideas — and shows what he means to the home owner. It's material like this—straight stuff, packed with facts—that makes Better Homes & Gardens the best friend the building trade ever had.

*America's First Service Magazine*

New Motor Schemes Are Bold Like  
Furniture—What to Buy When You Start

Relics for More Living Space  
Travel—Fun Spots Under the Southwest Sun

**1947 Circulation Over 3,000,000**

# 13th ANNUAL NORTHWEST BUILDERS SHOW

**MARCH 22-30, 1947**

Minneapolis Auditorium  
Minneapolis, Minnesota

## THE NATION'S GREATEST BUILDERS SHOW

*You Are Invited to Exhibit . . .*

If your product goes into the home . . . building materials, heating or plumbing equipment, home appliances, furniture, dishes, draperies, books . . . anything for the home, then here is your opportunity to contact the Greater Northwest Market.

The 13th Annual Northwest Builders Show, the nation's largest builders show in dealer and public attendance, number of exhibitors and square footage of display, with an estimated 1947 attendance of over 100,000 . . .

## SELLS THE GREATER NORTHWEST MARKET

More than 200 of the nation's leading manufacturers and distributors of home products are already participating in this, the biggest of all builders shows. Space sales for this great Spring exposition have broken all existing records to date.

Display your home products at the 13th Annual Northwest Builders Show where the Greater Northwest trade and public annually gather to see and buy the newest and latest home products.

Some excellent \$100 booths are still available. Wire or write for immediate space reservations.

### Special Invitation

Manufacturers of the latest in home product inventions are particularly invited to exhibit before the Greater Northwest Market.

## BUY YOUR SPACE NOW!

*Wire or write*

H. H. CORY, Show Manager  
410 Thorpe Building  
BRIDGEPORT 0836

MINNEAPOLIS 2,

MINNESOTA

THE  
**GETTY**

No. 4715

## Casement Operator



for **WOOD  
CASEMENTS**

1. Easy to install. Only two simple measurements: 2 1/4" from jamb; 1" minimum from sash. Only six screws in entire installation.
2. Low in cost. High quality zinc die casting.
3. Can be used with wood, metal, or roll screens or without screens.
4. Rugged, sturdy construction; years of service.
5. Neat and compact in design.
6. Long-wear cadmium-plated steel channel guides. Also furnished with brass channel guides.
7. Lubricated for life at the factory; gearing positively protected from damage.
8. Can be used with butt or extension-type hinges.
9. Positive casement control at all times.
10. Finished in statuary bronze lacquer (EBL). Also available in standard plated finishes.



Getty manufactures operators for all types of casements for both wood and metal. Also a complete line of high-quality accessory hardware for casement windows.

Write today for descriptive literature and prices.

See page 168 of Hardware Age Annual Directory for details of other Getty casement hardware.

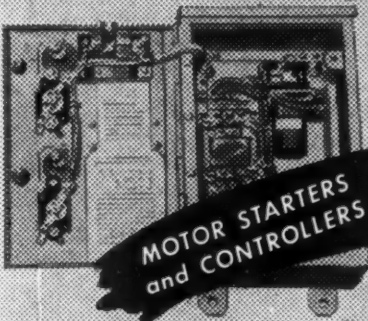
**H. S. GETTY & CO., INC.**  
3342 N. 10th ST., PHILADELPHIA 40, PA.



# ELECTRICAL SUPPLIES

for

## JOBBER-CONTRACTOR-INDUSTRY



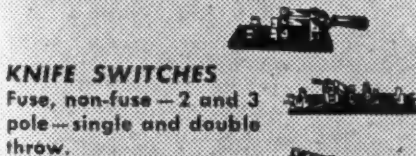
General Electric, Westinghouse, Cutler-Hammer, Ward Leonard and other makes, built to both commercial and Navy specifications. 115 and 230 volt DC; 220 and 440 volt AC; 60 cycle, 3 phase. Drip-proof, water-proof, manual and magnetic types. Unused and used.



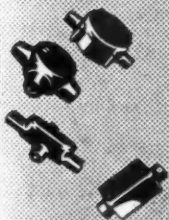
**ATTACHMENT PLUGS**  
Composition and rubber in a variety of grips. Fine quality.



**CONNECTOR BODIES**  
Bakelite and composition, parallel slots, "T" slots, rugged construction.



**KNIFE SWITCHES**  
Fuse, non-fuse—2 and 3 pole—single and double throw.



**CONDUIT FITTINGS**  
All types, for all purposes.

The electrical supply items shown here are but a fraction of the total surplus inventory. Use the coupon to indicate other items in which you are interested.

A huge inventory of government surplus electrical supplies is now available to dealers, jobbers, contractors and industrial users. Many scarce items are included in this sale—items which continue to be in short supply and are now offered at prices well below today's market for similar products.

*Act Now*

—secure needed supplies and build up depleted stocks. Simply fill in the attached coupon and mail to your nearest War Assets Administration Regional Office.

Send this coupon to your nearest WAA Regional Office:

I am interested in the following:

ITEMS	DESCRIPTION
.....	.....
.....	.....
.....	.....
.....	.....

Name.....

Firm.....

Address.....

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

691-3

All electrical supplies are subject to priorities. VETERANS OF WORLD WAR II are invited to be certified at the War Assets Administration Certifying Office serving their area and then to purchase the material offered herein.

EXPORTERS: The War Assets Administration solicits your inquiries. Communicate with your foreign clients promptly.

# WAR ASSETS ADMINISTRATION

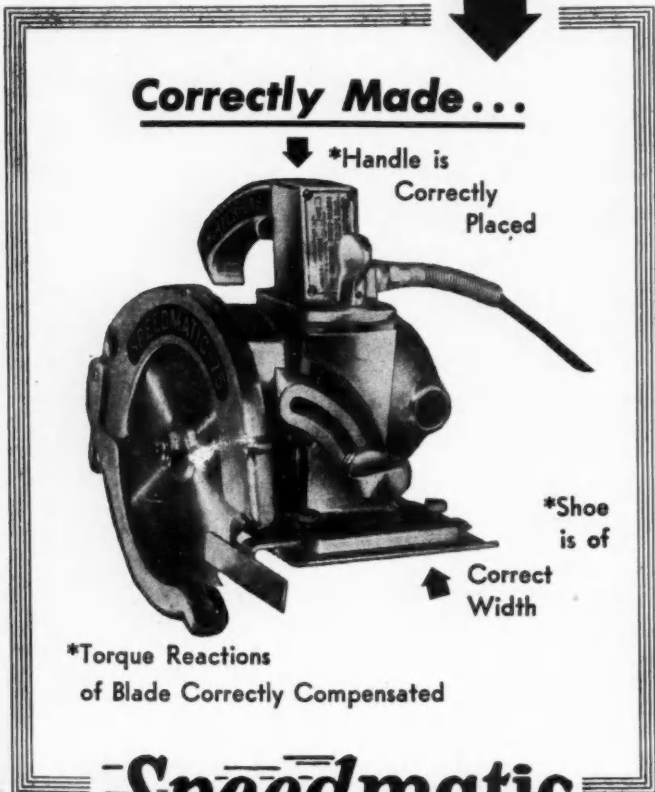
Offices located at: Atlanta  
Birmingham • Boston • Charlotte  
Chicago • Cincinnati • Cleveland  
Dallas • Denver • Detroit • Fort  
Worth • Helena • Houston  
Jacksonville • Kansas City, Mo.  
Little Rock • Los Angeles

GOVERNMENT  
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SURPLUS

Louisville • Minneapolis  
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St. Louis • Salt Lake City • San  
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Seattle • Spokane • Tulsa

691-3

# TRUE BALANCE\* . . . for One-Hand Operation!



## Speedmatic

Truly... a great SPEED saw!

- It's easy to handle . . .
- It rests correctly on the work . . .
- It cuts straight to the line . . .
- It feeds with a minimum of effort . . .
- It operates on slanting or vertical surfaces without tiring strain.

All these reasons prove that the SPEEDMATIC saw does *more work* under any conditions—with less fatigue—at *less cost!*

Do a Day's Work with **ONE HAND!**

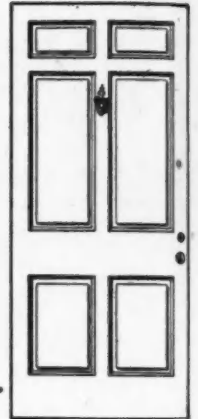
**PORTER - CABLE  
MACHINE CO.**

1721-11 N. Saline St.

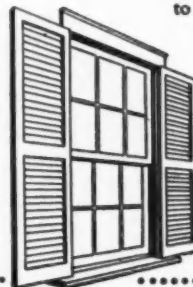
Syracuse 8, N. Y.

# what should YOU know 6 about this important fold protection?

Because it combines great workability with strength—beauty—endurance—wood has always been a first-choice building material. Today, the National Door Manufacturers' Association takes six important steps to help make wood a better building material than ever. These six questions will give you the "why" and "how" of NDMA service—show you why it protects the public interest and yours:



- QUESTION:** What is the basis of NDMA protection?  
**ANSWER:** A reliable test, developed through years of research, for measuring the effectiveness of toxic preservatives for woodwork such as doors, screens, frames and windows.
- QUESTION:** What is the value of this test?  
**ANSWER:** It makes possible the establishment of minimum standards for wood treating—standards easily and quickly applied.
- QUESTION:** How can I identify woodwork which meets these standards?  
**ANSWER:** Such woodwork bears the NDMA seal of approval—available by license to all manufacturers and distributors who conform to NDMA toxic preservative standards.
- QUESTION:** How are NDMA standards applied?  
**ANSWER:** By periodical mill inspection made by NDMA technicians of wood treating equipment and practices.
- QUESTION:** Is continuing conformity assured?  
**ANSWER:** Yes, by means of check tests of preservative solutions, made by NDMA laboratories. These tests assure absolute and continuing uniformity to minimum toxic treatment standards.



- QUESTION:** How can I keep up to date on NDMA developments?  
**ANSWER:** A continuing educational program is carried on by NDMA to acquaint architects, builders and the public with the results of scientific research in toxic preservative treatment.

**NATIONAL DOOR  
MANUFACTURERS ASSOCIATION**  
McCORMICK BUILDING • CHICAGO, ILLINOIS



# Everybody's Talking about Sisalation!



### HOME OWNERS SAY:

"I'm glad my house is insulated with Sisalation. It's everything you say it is — and more!"



### ARCHITECTS SAY:

"Reflective insulation has proved its value over many years. Sisalation is inexpensive and ideal for insulating low cost homes!"



### CONTRACTORS SAY:

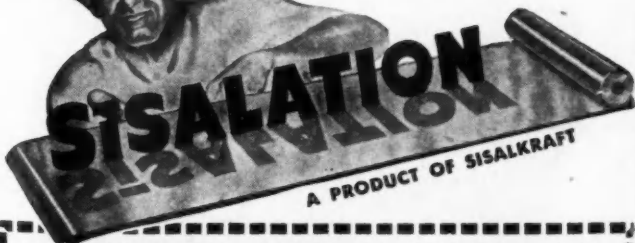
"Sisalation is a natural for low cost insulation. Not only does it insulate — it's an effective moisture-vapor barrier as well!"

Its reflective surface keeps houses warm in winter, cool in summer. You'll be talking about Sisalation too! Send for your free sample and complete information.



### Meet the Unseen Guardian!

Symbol of Sisalkraft Products — guardian of your comfort — protector of your home investment.



The SISALKRAFT Co., 205 W. Wacker Dr., Chicago 6, Ill.

Gentlemen: Please send me folder and free sample of your new low cost Sisalation!

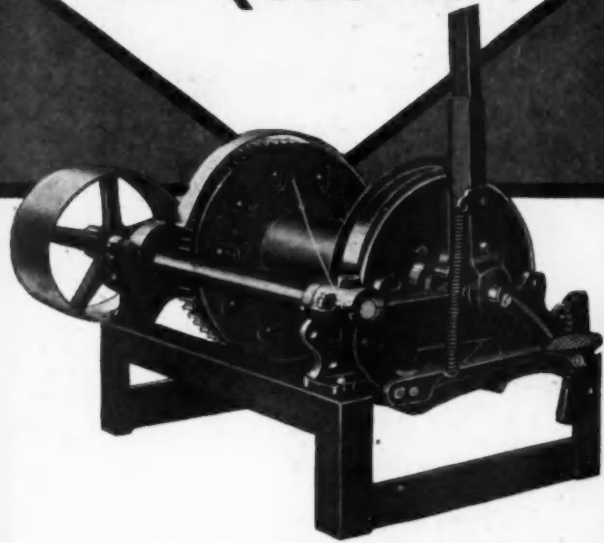
Name.....

Address.....

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

AB-1146

## PLEASE ANSWER OUR \$64 QUESTION



"Ireland" Utility Hoist . . . "Sell 'em to the building trade! They're a 'natural' for the general contractor, the mason and plasterer, as well as the roofer, plumber and heating contractor."

That's what friends in the building game tell us about the "Ireland" Hoist. We *think* they're 100% right. Here's why:

The "Ireland" Utility Hoist is rugged, sturdy, easily portable and, therefore, extremely flexible in use. It operates with a 3 H.P. electric motor . . . will lift 500 lbs. on a single line at 100 feet per minute . . . and has been work-tested since 1911 on scores of tough, outdoor jobs in the farm field.

So, here's our "\$64 question" . . . .

Can you use the "Ireland" Utility Hoist as your Handy Andy on light hoisting jobs?

Please let us know. The American Builder is sending out a questionnaire. When you get yours will you please answer it or send for illustrated folder?

## BENNETT-IRELAND INC.

*Chartered in 1906*

1146 Market Street • Norwich, New York



MAKERS OF FRESH-AIRE FIREPLACE UNITS

another important

**BIG 3**  
get together



"THREE HINGES TO A DOOR" is necessary to the future security of the homes now being planned or being built.

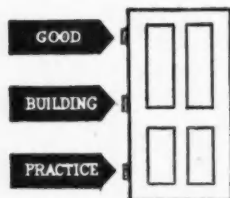
"THREE HINGES TO A DOOR" throughout the building is the most dependable assurance of free-swinging, smooth operating, non-sagging doors for the life of the home.

"THREE HINGES TO A DOOR" guarantees perfect alignment of locks and latches . . . positive protection without fail over the years.

"THREE HINGES TO A DOOR" keeps the door true, and free from dangers of warpage even though green lumber might have been used.

"THREE HINGES TO A DOOR" taxes the home builder very little in extra cost . . . and proves, over a long period, sound economy.

"THREE HINGES TO A DOOR" will gain the ratification of all home owners and provide durable, peaceful satisfaction without fear of later troubles, replacements and repairs.



Your reputation as a wise, reliable contractor will be made if you recommend always—"Three hinges to a door."

**McKINNEY**

MANUFACTURING COMPANY  
PITTSBURGH 12, PENNSYLVANIA



Delivering *Protection* to the Job



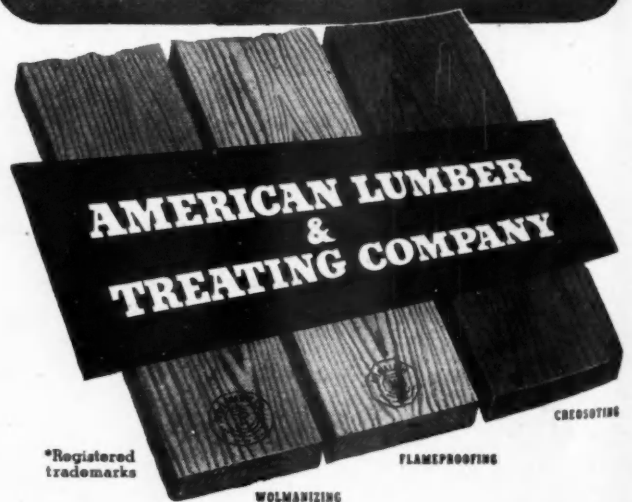
**IT'S WOLMANIZED LUMBER\***

This roof deck is going to last longer . . . they're using Wolmanized Lumber, the lumber impregnated with Wolman Salts\* preservative—highly resistant to decay and termite attack.

It is recommended for use in structures exposed to:

- (1) Moisture in artificially humidified buildings
- (2) Steam and vapor from industrial processes
- (3) Condensed water vapor in walls, floors and ceilings of refrigerated buildings
- (4) Soil moisture and rain water held in joints, etc., of outdoor structures
- (5) Moisture condensed by concrete or masonry

When you buy Wolmanized Lumber, you get *pressure-treated* lumber—the only reliable kind.



\*Registered trademarks

FLAMEPROOFING

WOLMANIZING

CRESOTINE

1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS

# HOLES In A Hurry



**MODEL 125**  
**1/2 INCH DRILL**

with *Mall Drills*  
REG. U.S. PAT. OFF.

Maximum speed, power and stamina in Mall-Drills cut valuable time from drilling in metal, plastics and wood. They leave clean, accurate 1-inch holes in form boards for ties and clamps. They will not stall under hand pressure . . . run cool under load . . . are compact in design for use in close quarters . . . light in weight and easy to handle. Slight pressure on the trigger switch releases more than enough torque to handle any drilling job.

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**5 POWERFUL MODELS**

- Model 143T —1/4" capacity—2500 rpm.
- Model 143TP—1/4" capacity—1800 rpm.
- Model 153 —5/16" capacity— 800 rpm.
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Available in 2 voltages—110-volt AC-DC or 220-volt AC-DC.

Ask your dealer or write for literature on MallDrills, MallSaws, Mall Concrete Vibrators and Mall Chain Saws

POWER TOOL DIVISION

**MALL TOOL COMPANY**

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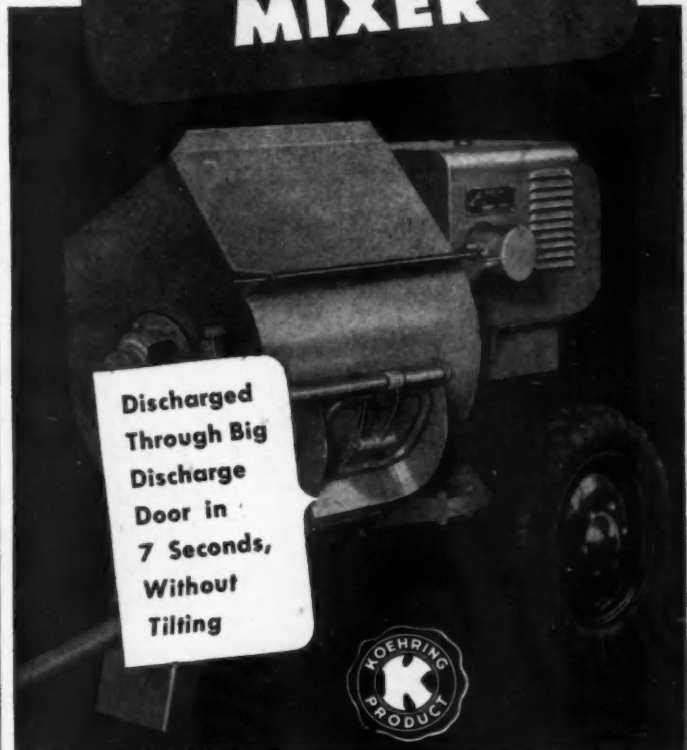
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★ 25 Years of "Better Tools For Better Work"



**PORTABLE  
POWER TOOLS**

## KWIK-MIX Plaster-Mortar MIXER



Discharged  
Through Big  
Discharge  
Door in  
7 Seconds,  
Without  
Tilting



### NON-TILTING • FULL 6 FOOT SIZE



- Low Charging Height
- Convenient Controls
- Built for Fast Trailing
- Discharged through Big Discharge Door in 7 seconds. The Drum is not tilted for discharge.

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3 1/2-S CONCRETE MIXERS; 6-S, 11-S AND 16-S KWIK-MIX DANDIE CONCRETE MIXERS; NO. 10 AND NO. 14 BITUMINOUS MIXERS.



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Send for your copy today and learn, at no obligation whatever, how a "Builder" may become a member of NAHB and enjoy its benefits.

**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)

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Street & No.....

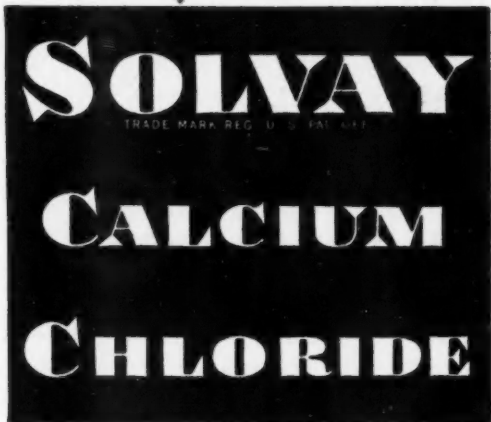
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BENEFITS ALL  
BUILDERS!**

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Add Solvay Calcium Chloride to your Portland Cement mix, and

1. REDUCE SETTING TIME, initial and final by two-thirds.
2. GET HIGH EARLY STRENGTH . . . 3 days strength in one day . . . 7 days in 3. SOLVAY overcomes slow setting caused by low temperatures.
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34-11

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**T**HIS Memphis scene is duplicated by American Distributors throughout the country, day in and day out. Whether you are near Boston, Chicago, Dallas, Los Angeles or one of the other thirty-two major centers you can have the same dependable American floor machine service.

It stands to reason that the more you use a floor sander—or any machinery for that matter—the more important it is that it should be serviced by expert hands. Time means money to the floor surfacing contractor and American helps keep the sanding drums rolling by its system of local service and supply centers. Write the Toledo factory for location of nearest American Distributor today.

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different kinds, shapes  
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quick shipment from ten  
plants.

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Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

# RYERSON



*I don't want a greasy  
ceiling in my  
new home!*

**BROTHER, SHE WANTS**

*Blo-Fan*

**CEILING VENTILATORS!**

**B**LO-FAN Spot Ventilators capture and banish kitchen smoke, greasy vapors and odors right now — as they rise. No chance to spread. The combination fan and blower principle — the ceiling installation — combine to make Blo-Fans twice as effective as equal size wall fans across the room from the kitchen range.

Install Blo-Fans in kitchens, dens, bathrooms, laundries — wherever walls and furnishings are to be kept clean — air to be maintained cool and fresh, free from odors.

Distributed by Franchised Electrical and Ventilating Wholesalers



**PRYNE & CO., INC.**

LOS ANGELES 54 CALIFORNIA

BRANCHES : NEW YORK • CHICAGO • HOUSTON • SAN FRANCISCO

## A Small Modern Factory—

(Continued from page 78)

ture is built exactly as if it were a floor in a multiple building. The exterior walls are buff brick trimmed with cut stone. About fifty per cent of the wall area is glass block. Conventional windows in the office portion of the building are of aluminum and equipped with aluminum venetian blinds. The insulated roof is supported by steel columns and trusses, and has a monitor skylight the full width of the building. Roof construction is of pre-cast concrete slabs, which form the ceiling of the factory.

The interior walls are buff colored, glazed tile, with bull nose sills. Lower maintenance costs are thus established.

The entire floor is covered with 1½ in. thick Louisiana sweet pecan flooring laid on sleepers over concrete. The office portion is air conditioned. Adjustable metal louvers located at floor level around the factory portion, in addition to exhaust fans located in the roof, permit a complete change of air every three minutes for the workers. The building is heated by individual units hung on the ceiling. Illumination in the factory is for the entire area, not for the individual machine. Industrial-type continuous row fluorescent lights, two rows in each bay, are suspended eight and one-half feet from the floor.

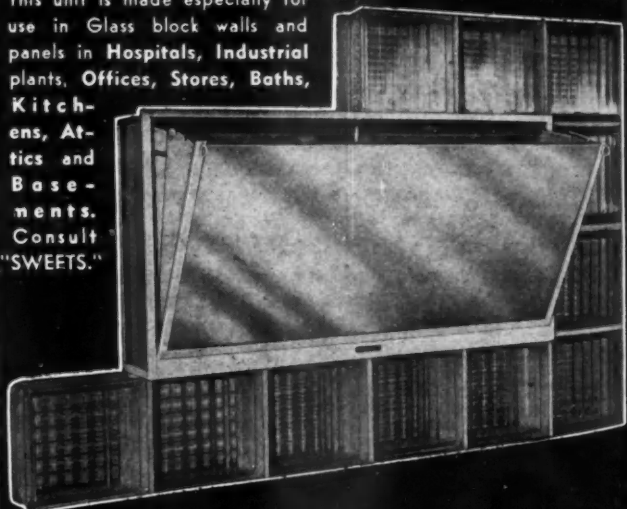
Sanitary accommodations are ample. All the plumbing is copper piping. Large circular terrazzo industrial wash basins are conveniently located throughout the factory. A completely equipped first aid room is also provided. The factory is wired for music, selections being played twenty minutes out of every hour. Careful thought also was given to producing a restful and harmonious color scheme inside the factory.

Three fireproof vaults are provided for the storing of inflammable materials. The dipping room is also fireproofed and separated from the rest of the factory by a tile partition. The owner's suite consists of a 20 by 30 foot room, with an entrance vestibule, tiled bathroom with a shower, and a completely electrified kitchen.

Do not overlook the possibilities and Beauty of Glass Blocks —but **BE WISE** and **VENTILIZE WITH**

### "WINCO VENTILATORS"

This unit is made especially for use in Glass block walls and panels in Hospitals, Industrial plants, Offices, Stores, Baths, Kitchens, Attics and Basements. Consult "SWEETS."



A Glass block Window in the Bathroom ventilated with a WINCO VENTILATOR is artistic, sanitary, and safe, assuring privacy when open.

**ATTIC AND BASEMENT**—A clear glass block window with a "Winco" ventilator is the solution of all time ventilation in attic and basement. Nothing can happen—rain or shine—to ruin ceilings or floors.

For information, circulars and prices contact your local glass dealer, building supply dealer, or write to

**WINCO VENTILATOR CO.**

1431 VERONICA AVE., ST. LOUIS 15, MO.



# Contractors and Builders

YOUR WATER PROBLEMS CAN BE SOLVED BY  
INSIDE APPLICATION, AGAINST PRESSURE



**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.

Write for circulars descriptive, in photographic detail, of how to waterproof a basement, how to seal the surface of an old brick building which leaks, how to protect the exterior surfaces of manufactured block, brick, concrete or any type masonry with THOROSEAL.

Request your Lumber or Builders' Supply Dealer in your home city to order for you.

**Standard Dry Wall Products, Inc.**

BOX X NEW EAGLE, PENNA.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933**

Of American Builder and Building Age published monthly at Chicago, Ill., for Oct. 1, 1946.  
State of Illinois ss.  
County of Cook

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Edward G. Gavin, who, having been duly sworn according to law, deposes and says that he is the Editor of the American Builder and Building Age and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Simmons-Boardman Publishing Corp., 105 W. Adams St., Chicago, Ill.; Editor, Edward G. Gavin, 105 W. Adams St., Chicago, Ill.; Managing Editor, Lyn E. Areni, 105 W. Adams St., Chicago, Ill.; Business Manager, Robert H. Morris, 105 W. Adams St., Chicago, Ill.

2. That the owners are: Simmons-Boardman Publishing Corporation, 30 Church Street, New York 7, N.Y.; Stockholders of 1 per cent or more of the total amount of stock are: I. R. Simmons, 15 Hillcrest Dr., Pelham Manor, N.Y.; P. A. Lee, Hopatcong, N.J.; Henry Lee, Hopatcong, N.J.; E. G. Wright, 398 N. Walnut Street, East Orange, N.J.; S. O. Dunn, 105 West Adams Street, Chicago, Ill.; C. E. Dunn, 3500 Eberhard Blvd., Chicago, Ill.; Mae E. Howson, 6222 Paxton Avenue, Chicago, Ill.; Marie J. Blockner, Woodbury, Conn.; Ella L. Mills or Catherin S. Mills, Westfield, N.J.; Maude E. Slate, Summit, N.J.; Frederick H. Thompson, East Cleveland, Ohio; Spencer Trask & Company, 45 Broad Street, New York, N.Y. General Partners of Spencer Trask & Company are: Edwin M. Bulkley, 817 Fifth Avenue, New York, N.Y.; Acosta Nichols, Cold Spring Road, Oyster Bay, N.Y.; Cecil Barrel, Bar Harbor, Me.; C. Everett Bacon, 16 Erwin Park, Montclair, N.J.; F. Malbone Blodgett, 66 Patterson Ave., Greenwich, Conn.; Arthur G. Gilbert, 440 Park Avenue, New York, N.Y.; Henry S. Allen, 407 Highland Avenue, Orange, N.J.; William Kurt Beckers, 39 E. 79th Street, New York 16, N.Y.; Edwin M. Bulkley, Jr., 40 East 66th Street, New York 16, N.Y.; Charles F. Bryan, 83 Adams Street, Garden City, L.I., N.Y.; Harold H. Cook, 259 South Mountain Ave., Montclair, N.J.; Brittin C. Busia, Old Chester Road, Essex Falls, N.J.; Amos Henry Rice, Jr., 1 Riverview Road, Irvington-on-Hudson, N.Y.; J. Streicher & Company, 2 Rector Street, New York 6, N.Y.; Partners of J. Streicher & Company are: Joseph Streicher, Ethel Streicher, and J. L. Streicher, all of 2 Rector Street, New York 6, N.Y.; Ingalls & Snyder, 100 Broadway, New York, N.Y. General Partners of Ingalls & Snyder are: Warner W. Kent, Samuel H. Waita, Ralph P. Elmhman, Jr., Daniel S. Monroe, Thorold H. Tenney, John W. Easton, Chester C. Beldran, all of 100 Broadway, New York, N.Y.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is..... (This information is required from daily publications only.) EDWARD G. GAVIN, Editor.

Sworn to and subscribed before me this 1st day of October, 1946.  
[SEAL.] RALPH E. WESTERMAN, Notary Public.  
(My commission expires February 3, 1949.)

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## Cuts Installation Costs 4 Ways

1. Duplex Adjustable Balances do not require special framing for overhead balance space or stud mortises at sides, being installed about midway between sill and head jamb, in virtually the pulley stile thickness.
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4. Just two sizes meet 98% of all residential building needs—an important advantage which simplifies ordering, stocking and installing.

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**FA** Main and Range SERVICE UNIT

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Certigrade Shingles Do a "Slick" Job

Remodeling of existing structures is one way of helping the critical housing and commercial building shortage. A simple, economical and practical method is to over-wall with Certigrade Red Cedar Shingles. Apply right over the old wall as on new sheathing. Over brick or stucco, use furring strips as a nailing base.

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REALIZATION of the tremendous interest in new construction plus good publicity sense resulted in the provision of seating facilities for more than 120 persons where they may get a full view of work on the new Philadelphia Inquirer rotogravure plant. A huge sign announcing construction of the new plant also invites the curious inside where they may relax and watch progress on the project.

A thirty-six-foot jumbostat, shown on the left wing of the sign, illustrates how The Inquirer plant will appear when the huge rotogravure plant is completed. The smart, nightclub type of entrance at right of the sign leads to the sidewalk superintendents' grandstand. News, music and entertainment are carried to the grandstand by loudspeakers from The Inquirer's own radio station, WFIL.

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CIRCULATOR FIREPLACE

Fits any type of mantel—saves on installation costs — assures perfect fireplace operation!

Pat. No. 2363026

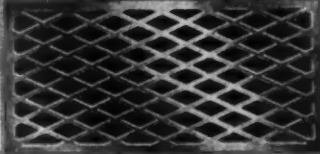
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Florida Die-Cast grilles are *permanent*. No corrosion or rusting is possible.

And, of course, the neat appearance of aluminum grilles gives added distinction to any building.

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*Weatherproof*



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Homasote. The book gives physical characteristics, performance charts, specification data and application instructions. Write for your copy today.

SECOND EDITION

**SIMPLIFIED CARPENTRY ESTIMATING**

By J. DOUGLAS WILSON

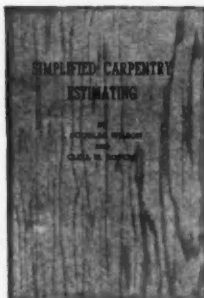
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and CLELL M. ROGERS

Mathematics Instructor, Venice High School, Venice, California

A practical text on carpentry estimating, covering rough lumber, finish lumber and hardware, in which the parts of a house are analyzed under six main divisions. Material lists, short cut rules and tables supplement the text and guard against anything being overlooked in making up the final estimate. Valuable information is given for making labor time estimates.

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**FIREPLACE**  
this  
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Build it around a  
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Any type of fireplace is easier to build if it is built around a HEATILATOR Unit. For the HEATILATOR is complete from floor to chimney flue, and needs only the decorative masonry to finish the installation.

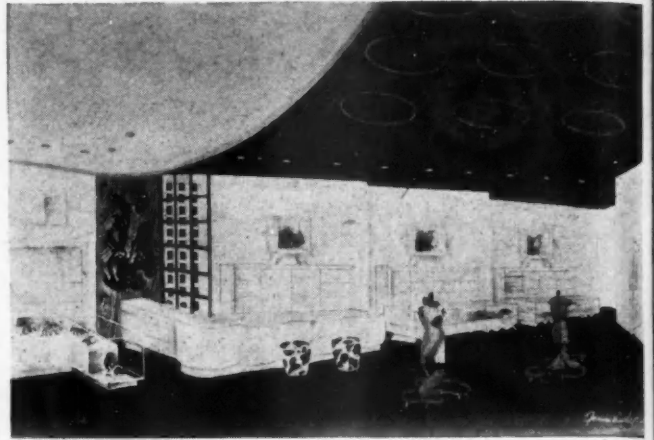
A HEATILATOR Fireplace will save you time and materials, and its proved scientific design assures perfect operation.

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Circulates Heat . . . Will Not Smoke

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The illustrations were provided by the Pittsburgh Plate Glass Company.

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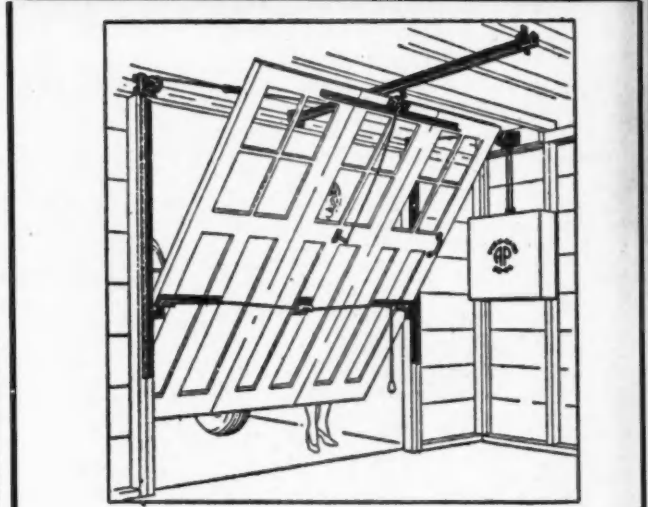
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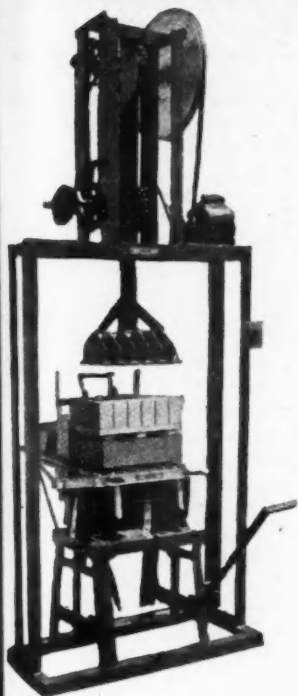
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Power or hand  
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## NHA and RFC Give Guaranteed Market Contract to Two Prefab House Builders

**H**OUSING Expediter Wyatt has issued directives to the Reconstruction Finance Corporation to enter into a guaranteed market contract with the HomeOla Corp., Chicago, and the William H. Harman Corp., Philadelphia, for the production of a total of 29,400 factory-built homes for veterans.

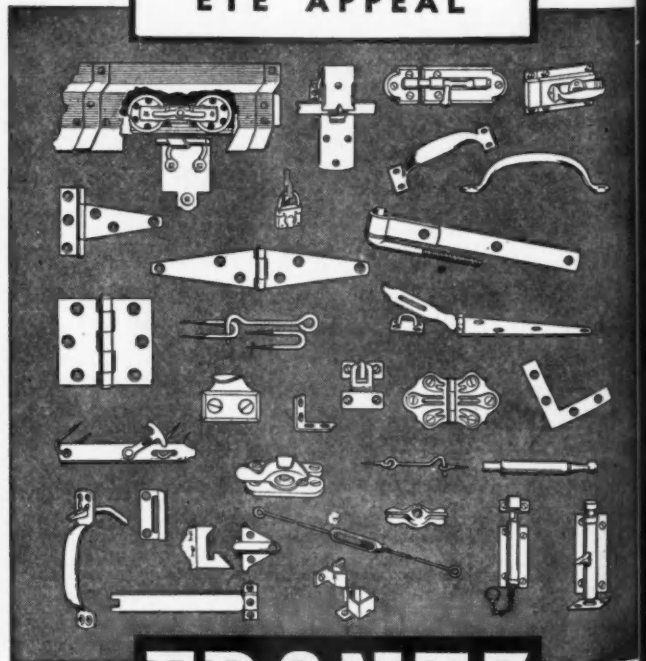
The HomeOla Corporation is currently producing about 10 houses a day. With the government assuming the marketing risk involved in greatly expanded production, the company has agreed to step up its output to 30 a day by January, 40 by February and up to 100 a day by next June. The directive for the HomeOla company provides for the manufacture of two models. One is a story-and-a-half model which is to be available to veterans at an average of \$5400, erected and complete except for kitchen range, refrigerator and settlement and brokerage fees. An allowance of \$647 is made for the lot.

The other model to be built by HomeOla under this program is a one-story house to cost the veteran an average price of \$6400, including an allowance of \$800 for a lot.

Eight types of houses will be built by Harman, divided almost equally between two and three bedroom types. The f.o.b factory prices for two-bedroom models will range from \$2925 to \$2965; for the three-bedroom, from \$3352.50 to \$3672. The price of a house as it leaves the factory will be about one-half the cost of a completed home ready for occupancy. The NHA's technical office has estimated the cost of a Harman house, erected and fully equipped, including \$1000 for the price of a lot, will range from \$6,000 to \$7,500, depending on whether it is a two- or three-bedroom type.

The Harman Corporation plans to get into production in December with an initial output that month of 50 homes, stepping it up to 200 in January, 300 in February, 600 in March, 800 in April, reaching a peak of 1,000 homes a month in May.

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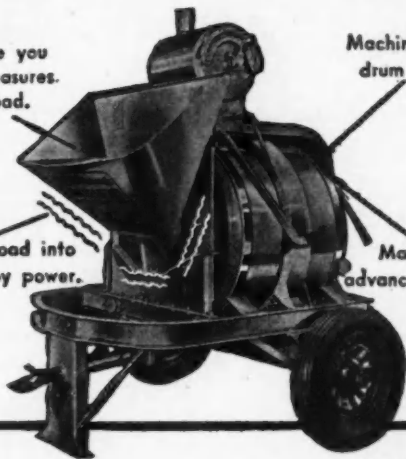
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