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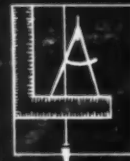
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TECHNICAL GUIDE
for Builders and Craftsmen

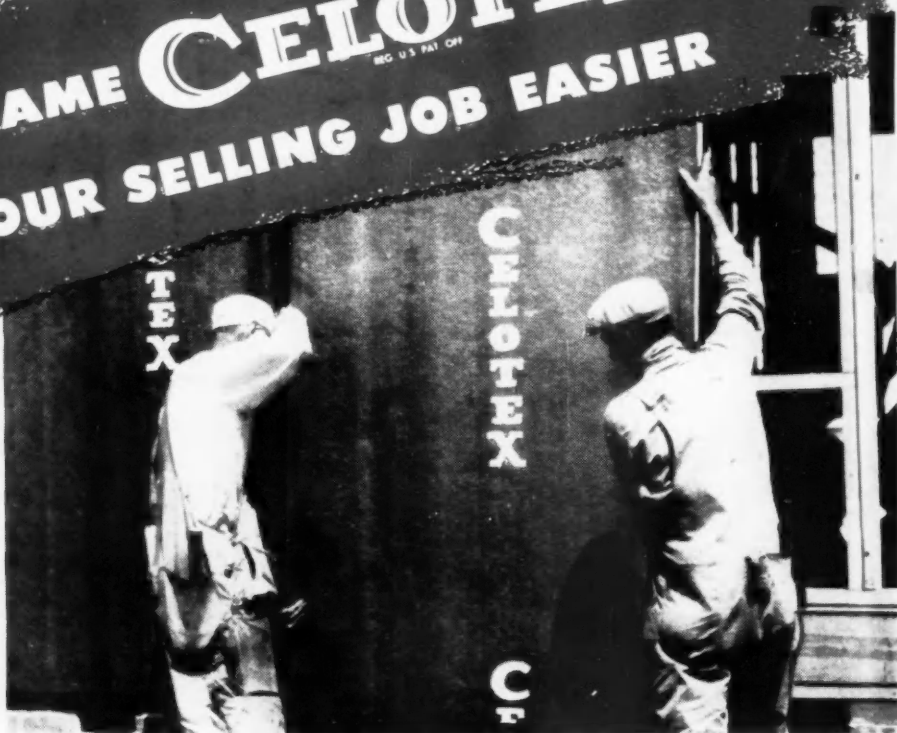


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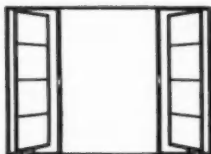


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AMERICAN BUILDER

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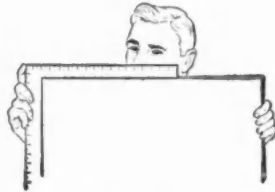
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Publisher's Page



Will the Middle Class Protect Itself?

THE WRITER of this page emphasized in the February issue of *American Builder* and in a previous editorial in its sister publication, *Railway Age*, that the middle class in the United States is being rapidly liquidated and showed how this is being done. The editorial in *Railway Age* has been quoted in newspapers throughout the United States, and both it and the article on this page in the February issue of *American Builder* have elicited many letters. Most writers of the letters agree that the middle class is in process of being ruined, and some ask whether this can be stopped and, if so, how.

The answer to that question seems obvious. Senator McGrath, chairman of the Democratic National Committee, said "Labor did it."—meaning that the labor unions elected Truman. The labor unions did not do all the electing of Truman, but no informed person questions that they did most of it, or that, in consequence, they are dictating to Truman and his northern wing of the Democratic party the socialistic policies tending to establish a charity state—called a "welfare" state—that he is advocating.

The manual workers composing labor unions have by organized political and economic action got control for all practical purposes of the economy and government of the United States, and are engaged in using that control to liquidate the middle class. The middle class can save itself *only* by organizing or taking control of some already existing organization for effective

counter political and economic action. Its natural and probably most effective course would be to use for political action the Republican party, which it already controls without apparently knowing it. More than twenty-two million persons, who were all against the New Deal and were virtually all middle class, voted for Dewey—only a fraction less than voted for Truman. Also millions who were opposed to socialistic policies did not vote at all because they became disgusted with Dewey for carrying on a campaign intended to appeal to those who believe they benefit by socialistic policies rather than to those who have to pay for them.

The statement often has been made that the Republican party will have to become more "liberal"—i.e., more socialistic—if it is ever to win again. Well, if it becomes more "liberal," the only people who will care a curse whether it ever wins again will be Republican politicians. And in that case for whom are the twenty-two million anti-socialists who voted for Dewey and the millions of them who stayed at home because they disliked him—whom are they going to vote for? Every politician with a grain of sense knows that the Republican party never can win without their votes. *Dewey ignored them during the last campaign* in the hope of gaining more by appealing to the *proletariat*, which was organized and class conscious, than to the *bourgeois*, which was neither organized nor class conscious. That is why he lost.

The middle class has many organizations that are supposed to be protecting its interests—the National Association of Home Builders, the Association of American Railroads, the National Association of Manufacturers, the Chamber of Commerce of the United States, the American Farm Bureau Federation, the American Medical Association and so on *ad infinitum*. Yet the socialization of professions and industries and the liquidation of the middle class go on with accelerating speed. Why? Because all such organizations as have been mentioned seek only to protect *special interests* of parts of the middle class and often actually promote socialization of other special interests. How many of these organizations have helped the railroads to oppose socialization of transportation, or the home builders to oppose socialization of housing, or the doctors to oppose socialized medicine?

All these organizations of the middle class should get together and coordinate their efforts—"one for all, and all for one." Also, the middle class can learn something from the labor unions' practice of going into politics and helping beat candidates who don't favor the "right" policies and helping elect candidates who do.

Has the foregoing been written in an effort to incite class war? No, just in an effort to incite the middle class to offer organized resistance to the class war that already is being carried on to destroy it, and with it the entire economic and political system of the United States.

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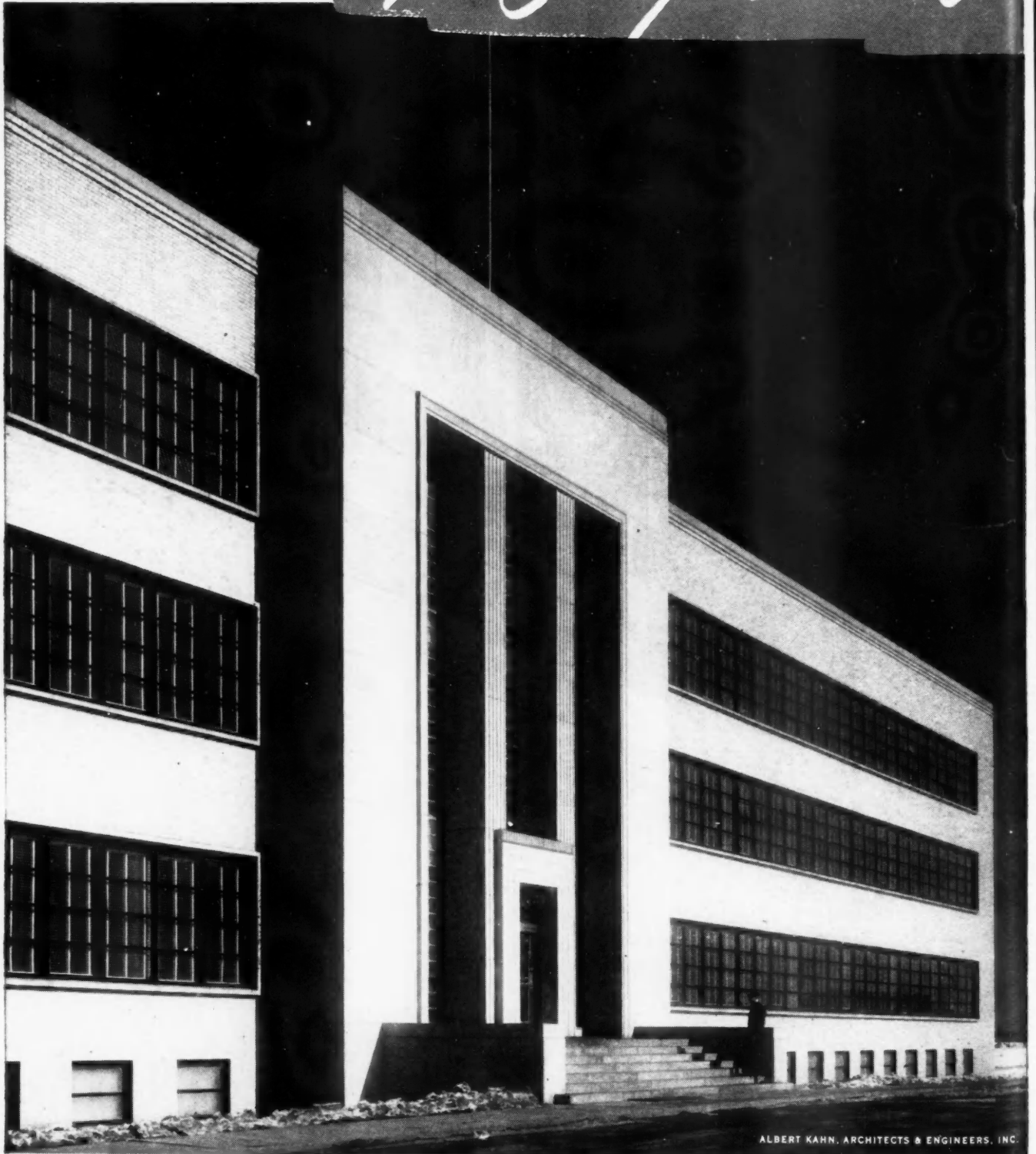
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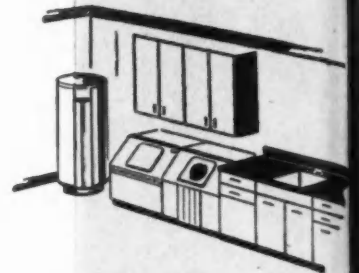
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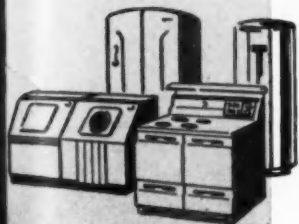
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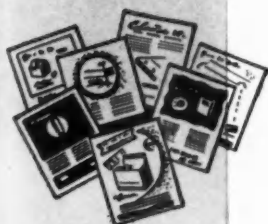
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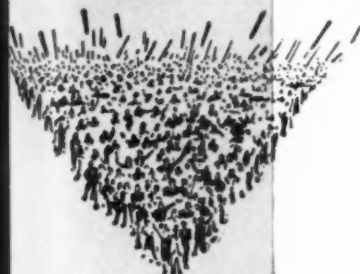
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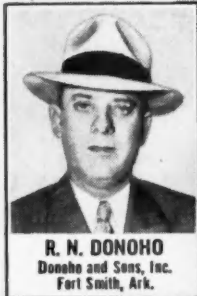
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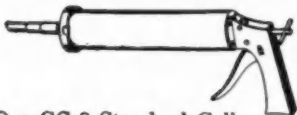
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INSTEAD OF PUTTY...

Nu-GLAZE does the job better for your customers... makes a bigger profit for you. The perfect material for glazing wood or metal sash.



Furnished in 1/2 pint, pint, quart, 5 lb. and 12 1/2 lb. cans. Also in 25, 50, 100, and 880 lb. drums.

Sold only through hardware stores, building supply dealers and lumber yards.

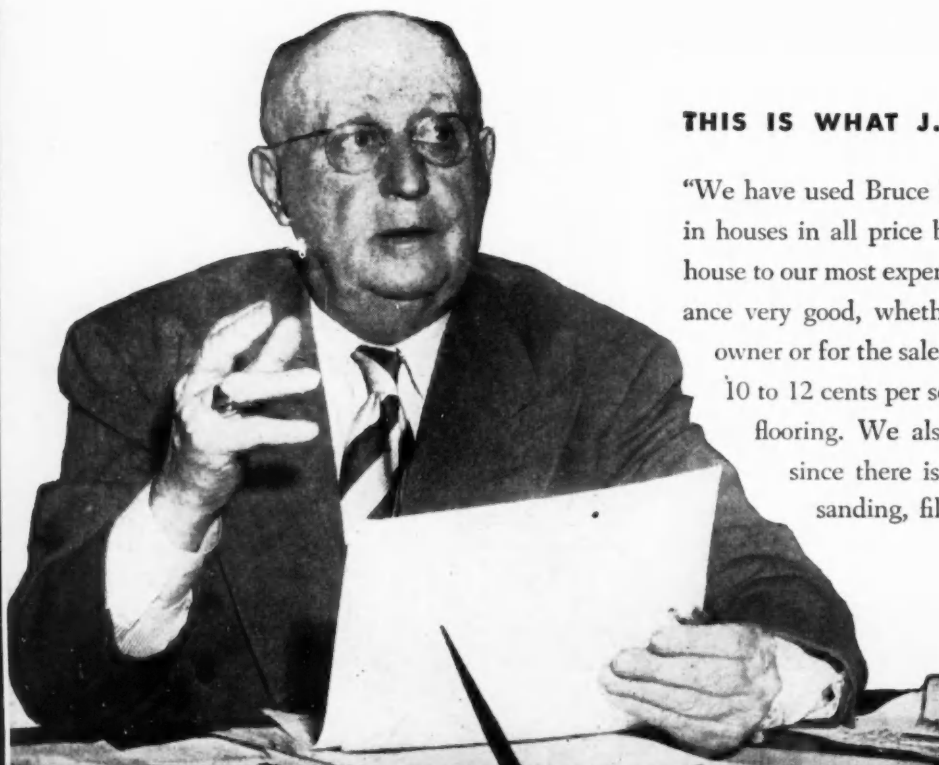


MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA



Nichols of Kansas City saves 5 working days and cuts costs \$100 per house by using Bruce Finished Floors



THIS IS WHAT J. C. NICHOLS CO. SAYS

"We have used Bruce Factory-Finished Strip Flooring in houses in all price brackets from our lowest priced house to our most expensive. We have found its acceptance very good, whether the house was built for an owner or for the sales market. Today the cost is from 10 to 12 cents per square foot less than job-finished flooring. We also find a great saving in time, since there is no delay in other work while sanding, filling and finishing on the job."

J. C. Nichols, Chairman of Board, J. C. Nichols Co., world-famous developers of beautiful Country Club District of Kansas City, Missouri.



Nichols' famous Country Club District in Kansas City has been called "America's Finest Residential Area." It covers 5,000 acres, includes thousands of homes, ranging from the small houses shown above to large estates.



Bruce Finished Floors Have Many Advantages:

No time-consuming sanding and finishing on the job

No interference with work of other trades

Factory finish costs less than on-the-job finish

It's the finest finish ever given hardwood floors

Owners praise beauty, durability, easy upkeep

BRUCE *Finished* FLOORS

With the Wonderful New 1949 Finish

PRODUCT OF E. L. BRUCE CO., MEMPHIS, TENN.

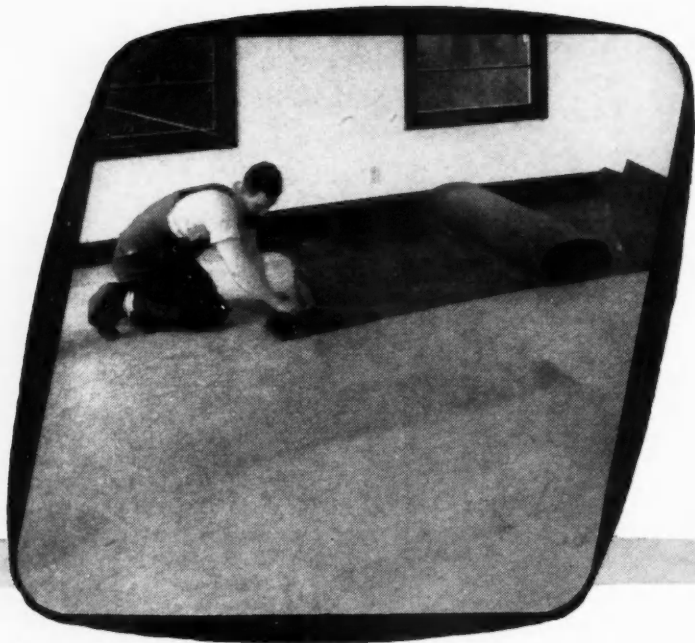
World's Largest Maker of Hardwood Floors



New Booklet...

"A Life Saver for Builders."
For free copy, write
E. L. Bruce Co.,
Memphis 1, Tenn.





PLYBASE is a NEW grade of Interior-type Douglas fir plywood—manufactured especially as a smooth, firm, rigid base for linoleum, asphalt tile, wall-to-wall carpeting and other similar floor coverings. PlyBase is an excellent backing for wall tile and other panel materials.

Floor Coverings Look Better... Last Longer... When Laid Over **PLYBASE**

**Linoleum, Tile, Carpeting—
All Need This Better Base Panel**



Because it presents a smooth, solid base, PlyBase reduces wear on linoleum, carpeting, asphalt tile and other modern wall to wall floor coverings.

Quick and easy to install . . . there are several handy panel sizes to meet the needs of any job. Because joints and cracks are reduced to a minimum, the smooth, firm surface reduces over-all wear.

Sanded smooth, PlyBase presents a surface that is tight and solid for best finished covering appearance and wear. In addition to new work, PlyBase serves well in remodeling to cover old, rough, worn flooring with a smooth, firm surface for new covering.

For walls, too—PlyBase serves as a backing for wall tile and other wall coverings requiring a smooth, solid backing.

For Subflooring—**PLYSCORD**

Under PlyBase, or any other type of finish flooring, PlyScord is the ideal subflooring. It offers a rigid, sturdy working platform . . . insulates and protects against cold from below. PlyScord can be quickly, easily and economically applied for roof and wall sheathing as well as for subflooring.

PLYBASE is a NEW GRADE of Interior-type Douglas fir plywood with a face of B (solid) veneer, and a back of D veneer. All sanded both sides. For full details on PlyBase use and application, see Sweet's File, Architectural, or write for the new 1949 Basic Plywood Catalog. Also available is a new book—"The Wood of 1,000 Uses", Douglas Fir Plywood Association, Tacoma 2, Washington.

PLYBASE THICKNESSES: 3/16", 1/4", 3/8", 1/2", 5/8", and 3/4".

PLYBASE WIDTHS: 30", 36", 42", and 48".

PLYBASE LENGTHS: 60", 72", 84", 96", 108", 120", and 144".

Douglas Fir **PLYWOOD**

LARGE
LIGHT
STRONG

*Real
Wood*
Panels



REY
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P

RE

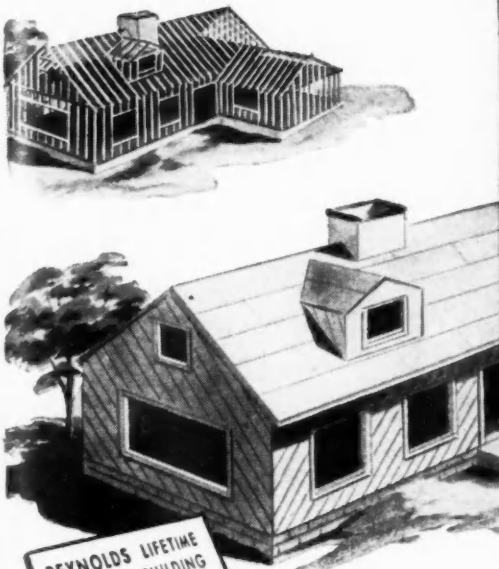
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REYNOLDS LIFETIME ALUMINUM BUILDING PRODUCTS USED IN THIS CONSTRUCTION

REYNOLDS ALUMINUM RESIDENTIAL CASEMENT, FIXED AND PICTURE WINDOWS

Four-point superiority in engineering detail, complete in all fittings for any kind of construction. 98 types and sizes available. Write for 16-page booklet, including installation diagrams. Reynolds Metals Company, Window Division, Louisville 1, Ky. Offices in 32 principal cities.



Reynolds Lifetime Aluminum Gutters and Downspouts

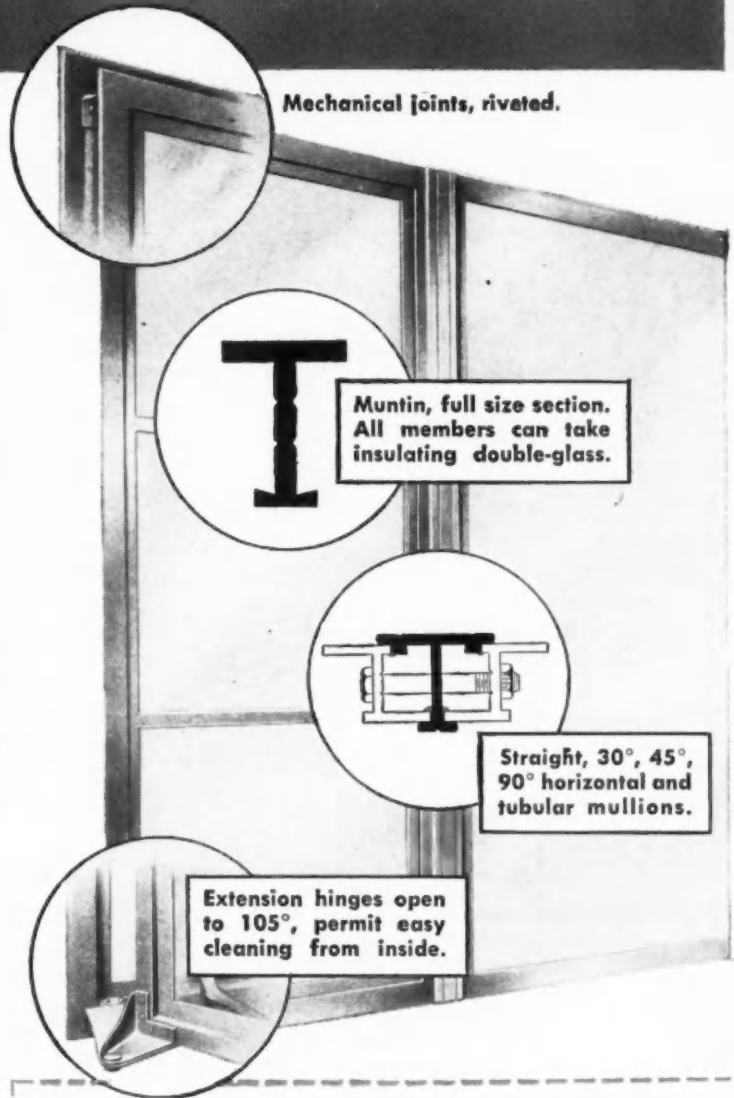
Rustproof permanence at about half the price of other rustproof materials. Exclusive Reynolds stipple-embossed finish... half-round style also available plain. Slip-joint application — no soldering.

WORLD'S LARGEST PRODUCER OF ALUMINUM BUILDING PRODUCTS

IF YOU SEE RUST YOU KNOW IT'S NOT ALUMINUM



The closer you get to windows—the more clearly you see Reynolds four-point superiority



Mechanical joints, riveted.

Muntin, full size section. All members can take insulating double-glass.

Straight, 30°, 45°, 90° horizontal and tubular mullions.

Extension hinges open to 105°, permit easy cleaning from inside.

Reynolds Metals Company, Building Products Division, 2003 South Ninth Street, Louisville 1, Ky.

Please send detailed literature on the products checked:

- *Corrugated
- *Snap-Seal Roofing
- Industrial Corrugated
- *Built-up Roofing
- Reflective Insulation
- *5-V Crimp
- *Weatherboard Siding
- *Gutters and Downspouts
- *Flashing
- Windows
- *Stipple-embossed finish

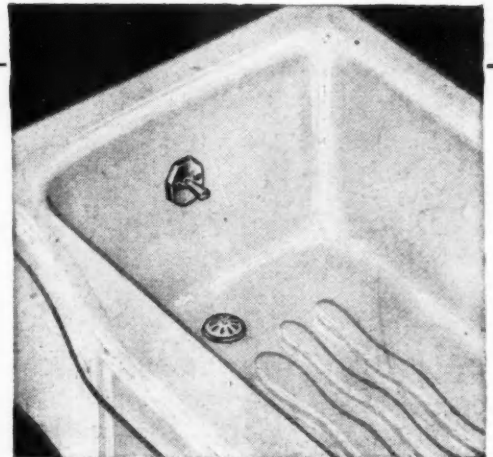
Name _____
Address _____



For the acid test... count on a BRIGGS bathtub—
it's stainproof!

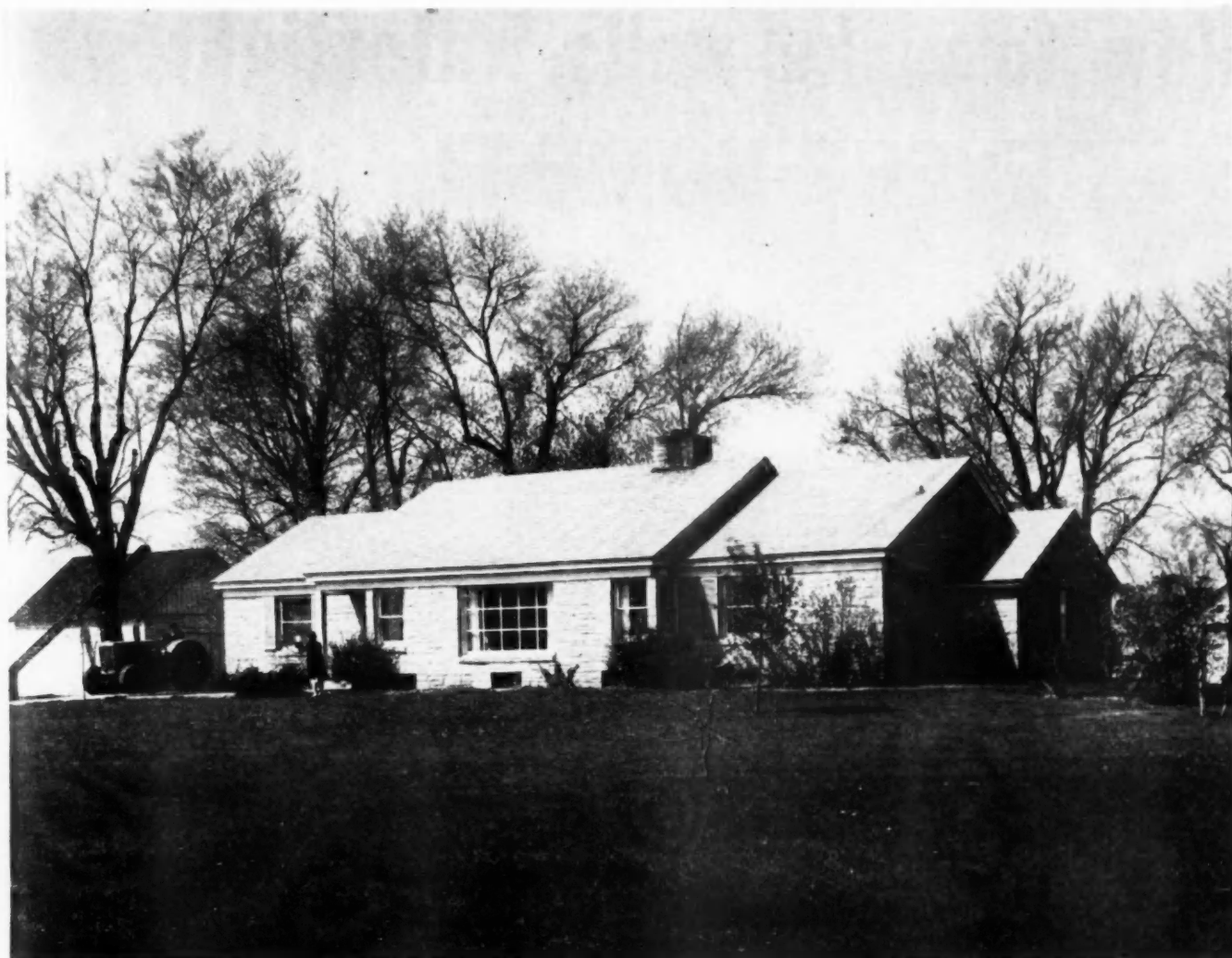
COPYRIGHT 1949. BRIGGS MANUFACTURING CO.

Stainproof (acid-resistant) porcelain enamel is only *one* of the safety, comfort and luxury extras which have placed Briggs Beautyware 'way out in front of the field. Only Briggs makes the tub with the famous Safety-Bottom. Other features include the wide-rim seat... greater area of level bottom... integral tiling flange which provides leakproof edges, tub to walls. Only Briggs prices all this revolutionary designing right down to earth for every American home! Write now for new catalog featuring Briggs plumbing fixtures and Briggs brass. Briggs Manufacturing Company, 3025-c Miller Ave., Detroit 11, Michigan.



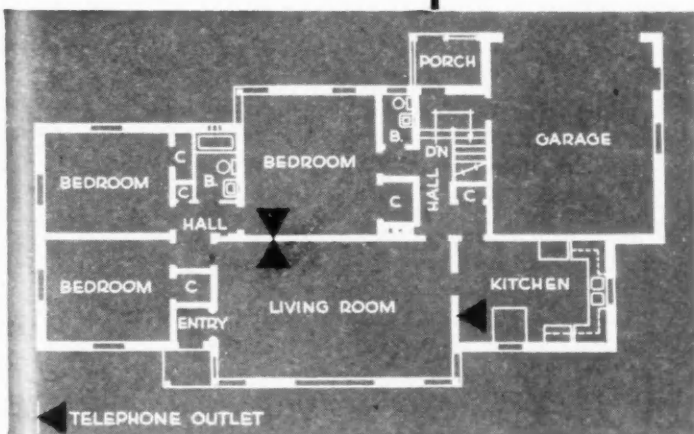
ALL Briggs bathtubs are furnished in stainproof (acid-resistant) porcelain enamel. Only steel fixtures give this extra protection and beauty at no extra cost! Note the patented Safety-Bottom, for safe tub and shower bathing.

BRIGGS Beautyware



Arthur F. Moratz, Architect, Bloomington, Ill.

“SOUND” PLANNING CALLS FOR BUILT-IN TELEPHONE RACEWAYS



It's easy to build a "Telephone Planned" home. That means concealed telephone wires, and preplanned, conveniently located telephone outlets.

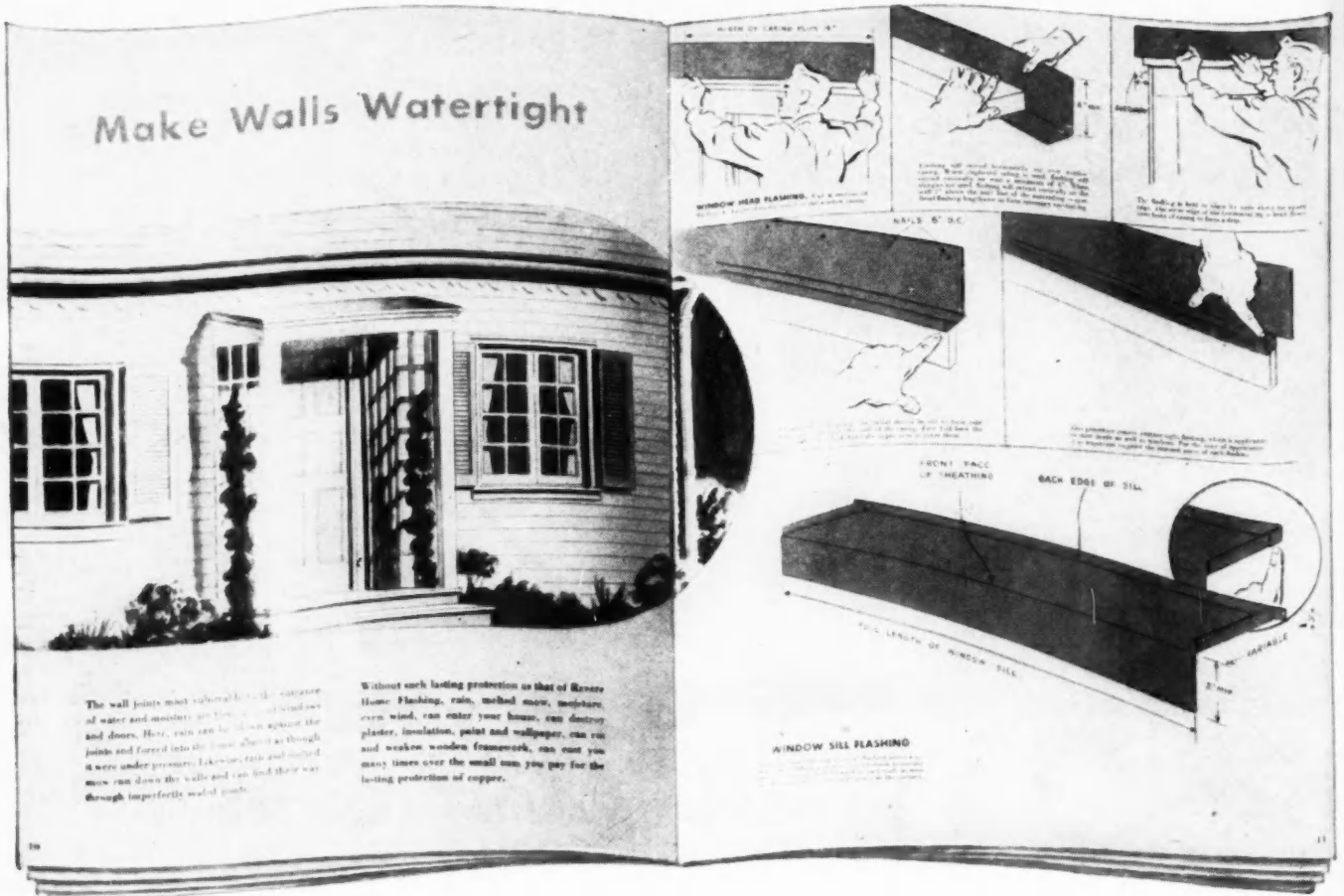
Telephone raceways will do the job. Just a few short lengths of pipe or tubing, installed during construction, will carry telephone wires inside the walls to the outlets.

For homes of any size, your Bell Telephone Company will be glad to help you plan modern telephone arrangements. Just call your Telephone Business Office and ask for "Architects and Builders Service."



BELL TELEPHONE SYSTEM

How to make walls watertight with REVERE HOME FLASHING



A reproduction (1/3 the size of the original) of 2 typical pages in the Revere Home Flashing Instruction Book. You get a copy of this instruction book in every package of Revere Home Flashing.

REVERE HOME FLASHING is a new packaged system for use in valleys and flashing on low-cost houses. Based on a special size, special temper and special gauge of sheet copper, it is packaged, complete, ready to install.

Each package contains 10 sheets of this special copper, cut to 18" x 48"; 200 bronze nails; and complete, illustrated instructions for installation. Simply follow these step-by-step instructions and you are sure of protection that is good for a great many years.

Revere Home Flashing provides low-cost, easy-to-install weatherproofing not only for wall joints, but also at valleys, doors, windows, chimneys, and other roof joints. In addition, being copper, it adds an important selling point to the house; it

shows that the builder uses quality material; and it assures complete satisfaction for the owner. And it does all this at such low cost that you'll want to start using it right away.

Your building supply dealer has Revere Home Flashing in stock or can get it for you promptly. Ask him about Revere Home Flashing today.

REVERE

COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801

230 Park Avenue, New York 17, New York

Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.; New Bedford, Mass.; Rome, N. Y.

Sales Offices in Principal Cities, Distributors Everywhere.

For Low Cost Homes...

Why not USE PART OF
THE ATTIC FOR THE
"FURNACE ROOM"
WITH A GAS-FIRED

Janitrol THERM-O-ATTIC FORCED AIR FURNACE

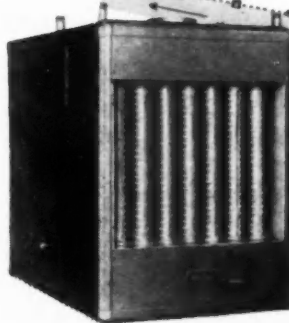
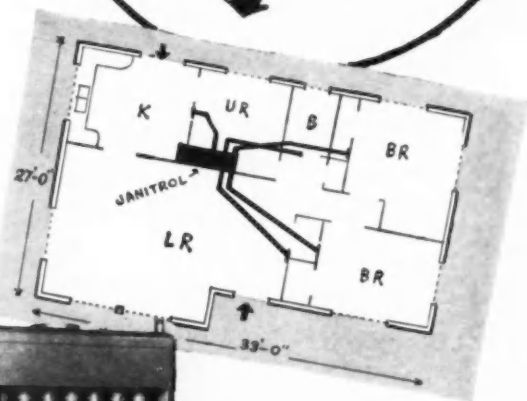
Put the heating in the attic? Yes, it's entirely practical with a Janitrol Therm-O-Attic—the installation works like a charm—we have testimonials to prove it. Now, think of the advantages for low-cost homes, where you want to merchandise all that's modern, but you've got to trim costs without seriously sacrificing quality.

- 1 **No basement** is needed for the heating plant.
- 2 **You don't use up scarce closet space.**
- 3 **Short simple duct systems** cut down installation costs.
- 4 **Grills at floor levels** lead into return air ducts.
- 5 **Heat is comparable** to a more expensive installation of a winter air conditioner.
- 6 **A merchandising plus**—the Janitrol Unit can be operated in summer for attic ventilation to exhaust hot air from rooms.
- 7 **Janitrol Therm-O-Attic furnaces** are complete, factory-assembled and tested packages to further simplify installation.

So, here's the way to put more sales appeal into your smaller homes—provide all the advantages of clean, automatic and economical gas heat with the famous Janitrol name, and at the same time cut your costs. Write today for complete specifications and operating data.



**IT'S PRACTICAL!
SAVES INSTALLATION
COSTS! PROVIDES
MORE USABLE
LIVING SPACE**



Compact Janitrol Therm-O-Attic Forced Warm Air Furnaces are available in 4 sizes to meet practically every Btu requirement and are equipped for operation with natural, manufactured or LP-Gases.

SURFACE COMBUSTION CORPORATION • TOLEDO 1, OHIO

Janitrol Winter Air Conditioners, Gravity Furnaces, Conversion Burners, Unit Heaters, Boilers and Triple Service Systems

A modern laundry built of a modern material



APAC ASBESTOS-CEMENT SHEETS

K&M "Century" APAC was a perfect choice for the Blue Ribbon Laundry's attractive new building. It adds the right finishing touch to this modern design. And APAC's smooth, neat surface invites business . . . suggests like qualities of smoothness and neatness in the workmanship of the laundry.

Recommend K&M "Century" APAC for any exterior or interior finish that calls for modern, fireproof construction. Your customers will like its good looks, economy, service qualities. You'll like it because of its easy handling, quick application, adaptability . . . factors that add up to good profits for you.

Get full information about "Century" APAC from your K&M Dealer, or write direct to us. We'll attend to your inquiry promptly.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

K&M "Century" APAC advantages

ATTRACTIVE . . . The smooth finish and light gray color of APAC never needs protective painting . . . though it can be painted if desired.

EASY TO USE AND APPLY . . . APAC saves time . . . just score it, snap off and fasten with nails or screws . . . full size sheets, 4' x 8' (32 sq. ft.) can be laid at a time.

DURABLE . . . APAC is made of asbestos and Portland cement . . . is completely fire-resistant, and proof against rats, rust and weather. It grows tougher with age.

ECONOMICAL . . . Low first cost, a long maintenance-free life, fast application without special tools . . . all combine to make APAC one of the most economical of building materials.

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



Here it is!

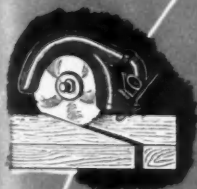
THE NEW, LOW-COST



De WALT 6W
1 H. P. 18" saw

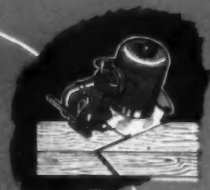
PORTABLE SAW-SHOP

you've waited for!



It's a MITER saw!

This new, low-cost DeWalt is easy to carry from job to job. When you put it to work you actually have a "saw-shop" on the job, because every time you change the cutting tool, you have another machine.



It's a VARIETY saw!

Light in weight (about 200 lbs. net), this DeWalt is nevertheless perfectly balanced. It is equipped with the entirely new and exclusive DeWalt-built, voltage-relay capacitor motor which operates on either 110 or 220 volts—a motor which develops 2½ to 3 times the horsepower it's rated for. It is a motor you can depend on for continuous, trouble-free service.



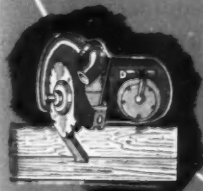
It's a RIP saw!

What's more, this DeWalt can be equipped with legs for inside shop use. With this DeWalt, your men will help you set new standards of performance and quality in building your houses better, faster and at lower costs.



It's a SHAPER!

Order one now for immediate delivery. Write for catalog. DeWalt, Inc., 13 Fountain Avenue, Lancaster, Penna.



It's a DADO machine!



It's a ROUTER!

ALL THESE AND MORE
IN ONE . . . and-for
THE PRICE OF ONE!

DeWALT

THE SAW THAT'S FIRST WITH BUILDERS

Healthy sign for builders:

"No garbage in this community"



Mr. Barney Katzman
Lincoln
Construction
Company



EVERYBODY'S healthier and happier in a community that has *no garbage cans*.

Knowing this, a great many progressive builders are planning communities completely free from garbage, free from the ill health and disease that garbage causes.

Such a builder is Lincoln Construction Company, whose new development in Dearborn, Michigan, has a Youngstown Kitchen of white-enameled steel and a Mullinaider electric garbage disposer in every house—AND NOT ONE GARBAGE CAN.

Their satisfaction is aptly expressed by Barney Katzman, who says, "We cannot praise the Mullinaider sufficiently." He also reports the City of Dearborn is well pleased with the new garbage-less community, and that home buyers are, too.

Make the Mullinaider standard equipment in houses you build. You will be giving purchasers a feature they want; you will also save them the expense of future installation. For more details, ask any Youngstown dealer or write Mullins Manufacturing Corporation, Warren, Ohio.

Eliminate the foul-smelling, disease-spreading garbage can. Make the Mullinaider electric garbage disposer standard equipment in your houses. Adds much more in home value than it adds in cost.



Youngstown Kitchens

BY MULLINS

World's Largest Makers of Steel Kitchens

Firestone
Velon^{*}
SCREENING



YOU TRY IT! This 235 pound man actually stood on a Velon screen for fifteen minutes—yet it returned precisely to its original shape almost immediately.

AMAZING STRENGTH ASSURES EXTRA SALES

One sale leads to another with *Velon screening*, (and that's for sure!) Thousands of satisfied customers have installed *Velon screening*. Hundreds of dealers sell *Velon* on its strength and durability. Your customer will want permanent *Velon screening* on every window in his house. He will like the fact that *Velon* requires no upkeep, can stay up the year 'round, never stains

sills or siding. No ordinary screening offers so many advantages. Don't miss out on sales of *Firestone Velon screening* this spring. Check your suppliers or write Firestone, Pottstown, Pa., for early delivery.



- **won't bulge or sag**
- **won't rust or rot**
- **won't stain siding**
- **never needs painting**

Trade mark

Recognized by millions as the finest

AMERICAN-Standard
First in heating... first in plumbing

AMERICAN-Standard
First in heating... first in plumbing

Wyandotte
for automatic gas heating in smaller homes

first in design... first in demand
your heating preference? Water air conditioning? Warm air radiator heating? Radiant heating? And what kind of fuel do you prefer? Whatever your preference, you'll find heating equipment in American-Standard line carefully designed to do your particular heating job safely and economically. This equipment is sold through exclusive Distributors to your Heating and Plumbing Contractor. Make payments for remodeling. Write for free, most, most, a guide to quality heating and plumbing products. American Standard & Standard Sanitary Corp., Dept. W-95, Pittsburgh 30, Pa.

THE MEGALINE BATH... water in beauty and economy... one of most smart plumbing fixtures in the American-Standard line.

Look for this Mark of Merit
Industry: AMERICAN STANDARD • AMERICAN BLOWER • COPPER BATH • BELMONT LUBRICATOR • SEWAGE RELEASER • BUILT BATTERY • THERMOMETER 1008

AMERICAN-Standard

First in heating . . . first in plumbing

in heating and plumbing

You make any home a better value when you build with

AMERICAN-Standard

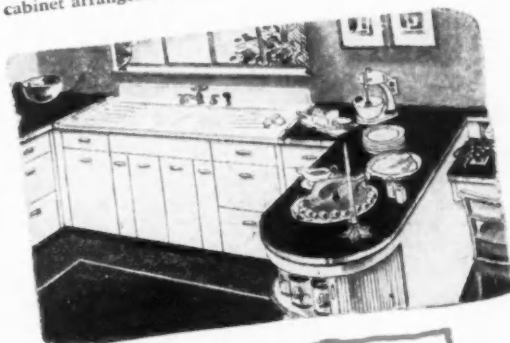
■ The extensive advertising program we are running every month in leading national magazines and farm journals is creating a bigger market than ever for American-Standard Heating Equipment and Plumbing Fixtures. And this strong public acceptance is a big advantage to you who put these quality products in the homes you plan or build.

By featuring American-Standard in your own advertising . . . and by prominently displaying the familiar American-Standard "Installed Here" sign on the job, you tell everyone that only the best is good enough for your homes. And, the finer the heating and plumbing your homes have, the greater their value . . . the easier they'll sell.

Your Heating and Plumbing Contractor welcomes an opportunity to give you up-to-the-minute information about the complete American-Standard line. American Radiator & Standard Sanitary Corporation, P. O. Box. 1726, Pittsburgh 30, Pa.

FOR EFFICIENT KITCHENS

Crowning touch of any kitchen is the Royal Hostess Sink by American-Standard. There's nothing finer. Made in one piece of rigid cast iron with a heavy coating of lustrous acid-resisting enamel, it is built to give years of service. Fits easily into continuous cabinet arrangements.



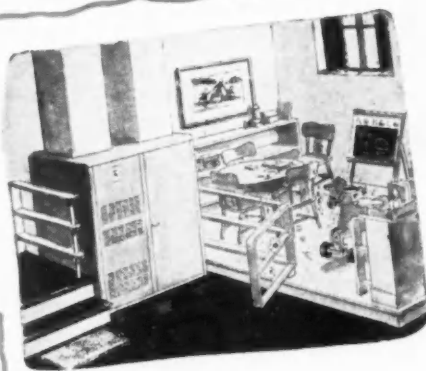
FOR BEAUTIFUL BATHROOMS

American-Standard Plumbing Fixtures enable you to achieve many striking effects in bathroom beauty and utility. Shown here are the Neo-Angle Bath, Companion Lavatory and Master One-Piece Water Closet. All come in gleaming white and a wide variety of attractive colors.

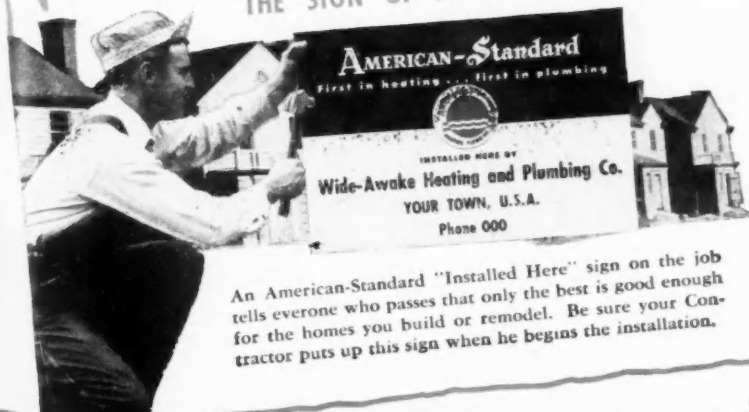


FOR COMFORT AND ECONOMY

American-Standard makes heating equipment for every type of heating . . . for every kind of fuel. All units are expertly engineered and ruggedly constructed for efficient and economical performance and long, trouble-free service.



THE SIGN OF A GOOD HOME



An American-Standard "Installed Here" sign on the job tells everyone who passes that only the best is good enough for the homes you build or remodel. Be sure your Contractor puts up this sign when he begins the installation.



Look for this Mark of Merit

Serving home and industry
AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON



Douglas Fir Doors marked "FDI-B" meet these Department of Commerce Standards

FDI-B

FDI-BP

When the letters FDI appear as part of the grade trade-mark they certify that the doors so marked not only meet *quality* Commercial Standards CS73-43 but have been officially inspected by the Fir Door Institute and, at the buyer's request, will be covered by notarized Certificate of Inspection.

BP doors are of multiple-piece-stile construction; and are so designated because they are ideal for paint or enamel finish.

FIR DOOR INSTITUTE

Tacoma 2, Washington

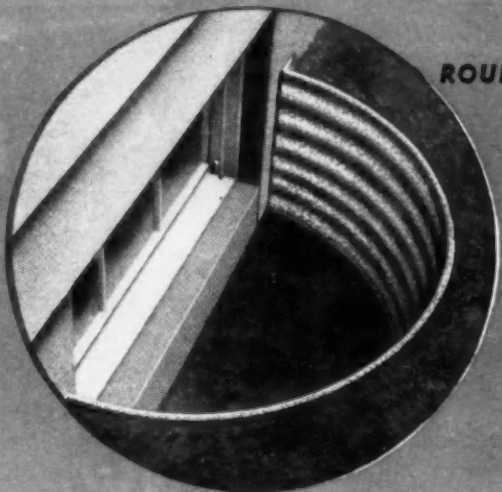
STILES, RAILS, AND MULLIONS—This stock shall be of vertical grain faces with some coarse grain permitted. It shall be sound in all respects, and may contain sap, light stains, streaks, burls, and neatly repaired pitch seams. Glued-up members are permissible. A moisture-resistant glue shall be used. Mixing of woods is permissible provided both stiles are of a single specie.

PANELS—FLAT VENEERED—The standard thickness of 3-ply flat veneered panels shall be $\frac{1}{4}$ inch after sanding. Each face shall be of one or more pieces of firm smoothly cut veneer. When of more than one piece, it shall be well joined and reasonably matched for grain and color at the joints. It shall be free from knots, splits, checks, pitch pockets, and other open defects. Streaks, discolorations, sapwood, shims, and neatly made patches shall be admitted.

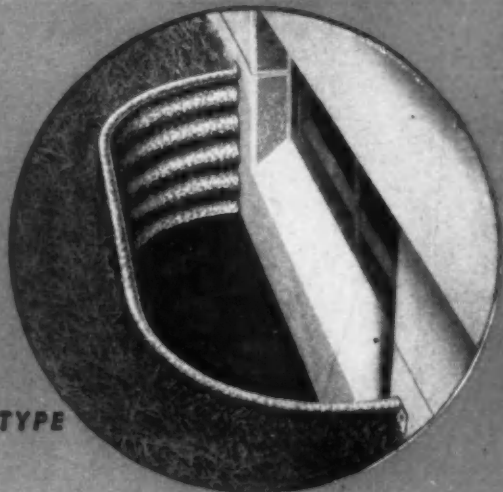
PANELS—RAISED—The standard thickness of raised panels shall be not more than $\frac{9}{16}$ inch before sanding and not less than $\frac{7}{16}$ inch after sanding. They may be either slash or mixed grain, or mixed woods and shall conform to the grade of the stiles and rails. Glued-up, solid panels are permissible.

BRAINARD Brite-Lite

AREAWALLS



ROUND TYPE



STRAIGHT TYPE

BRIGHTENS *your* BASEMENT

Better designed — easier to install — better looking and safer, the new Brainard Brite-Lite Areawall comes in two styles and all standard sizes.

Check these Brite-Lite Features

✓ **Better Design** — Brite-Lite is specially designed to reflect a maximum of light into the basement. A bright long-lasting mirror-like finish that requires no paint assures brighter basements.

✓ **Safer** — Brite-Lite is constructed of a single piece of metal. No bolts, welds or rivets to fail. And Brite-Lite rolled top edge and special corrugations adds rigidity—increases durability.

✓ **Stronger** — Brite-Lite is made of heavy gauge copper-alloy, rust resisting galvanized steel. New ductile steel that is strong — permanent and safe against freezing and thawing.

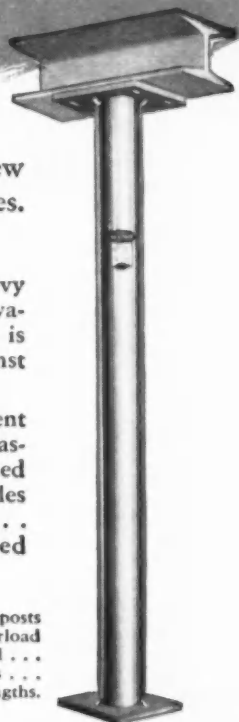
✓ **Easier Installation** — The wall attachment flanges of Brite-Lite are flattened to assure tight anchorage. Holes are punched entire length of flange with top holes elongated for bolts or lag screws . . . Hardened masonry nails are supplied with each unit.



TEL-O-POST is the original all-steel adjustable jack post. When adjustable jack posts are needed . . . buy TEL-O-POST.



Brainard Steel-Strong fixed length posts are available in single posts or carload quantities. They are easy to install . . . fit either wood or metal beams . . . and come in a wide variety of lengths.



BUILDING PRODUCTS DIVISION
BRAINARD STEEL COMPANY
WARREN, OHIO Dept. 639

See Brite-Lite at your Building Supplies, or Hardware Dealer. Write for literature.
I would like to know more about Brite-Lite Areawalls.
BRAINARD STEEL CO., Warren, Ohio Dept. 639
Name
Address
City Zone State

HERE'S **AMERICAN'S** ANSWER TO

...THE *New and Faster* SU



All New!

American's sensational new Super Eight is not "souped up" Standard—it's not a "hot rod" machine! It's all new—specially designed to save time and cut costs on every floor facing job!

New **AMERICAN**
Super Eight

Send CO

Now
van
repl
sens
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help
cut
bag
fect
and
con
way
bal
ing
for

TO *Lower Building Costs!*

SUPER EIGHT FLOOR SANDER

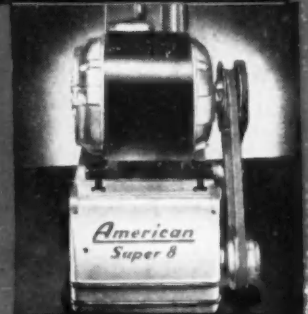
- ✓ *Twice as FAST!*
Saves job-time with high speed sanding! Cuts twice as fast as Standard Sander.
- ✓ *Adjustable Speeds*
Single adjustment quickly changes the drum speed... range 1600 to 2800 r.p.m.
- ✓ *Big Power-2 H.P.*
A full 2 H.P. motor gives you super speed and power to get the job done *fast*—and save money!
- ✓ *Double Volume Dust Pick-Up*
New design makes dustless sanding a reality—it has twice the capacity!
- ✓ *Compact Design*
No waste space in motor or machine. Low center of gravity.
- ✓ *American-built Dependability*

Now—American brings you the biggest advancement in floor sanders since aluminum replaced the old cast iron machines! This sensational new American SUPER EIGHT meets the need of present-day contractors—helps them *save hours* in floor surfacing and *cut costs!* It's all new—from 8" drum to dust bag—a product of American Research perfected after nearly four years of development and "proving ground" use by floor surfacing contractors! See it! Use it! You'll like the way it handles—so compactly built—so well balanced! You'll like the way it saves sanding time and money for you! Send coupon for more details.

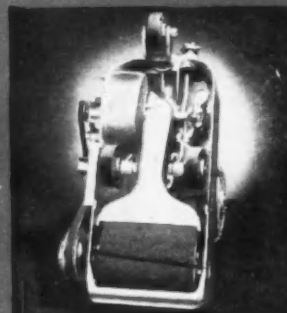
MONEY-MAKING FEATURES



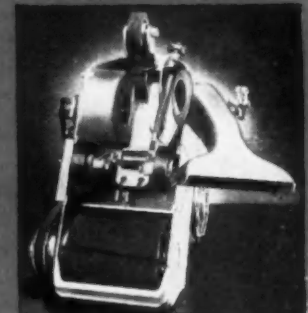
Special single adjustment pulley for speeds from 1600 to 2800 r.p.m. High speed position shown here—note small diameter of drum pulley.



Ready for action at low speed, 1600 r.p.m. Note large diameter of drum pulley, small diameter of motor pulley.



No waste space! The Super Eight is compactly built for easy handling... perfect balance.



Dust pan is quickly removable—just turn control knob which holds pan in position, then lift out pan.

AMERICAN FLOOR MACHINES

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

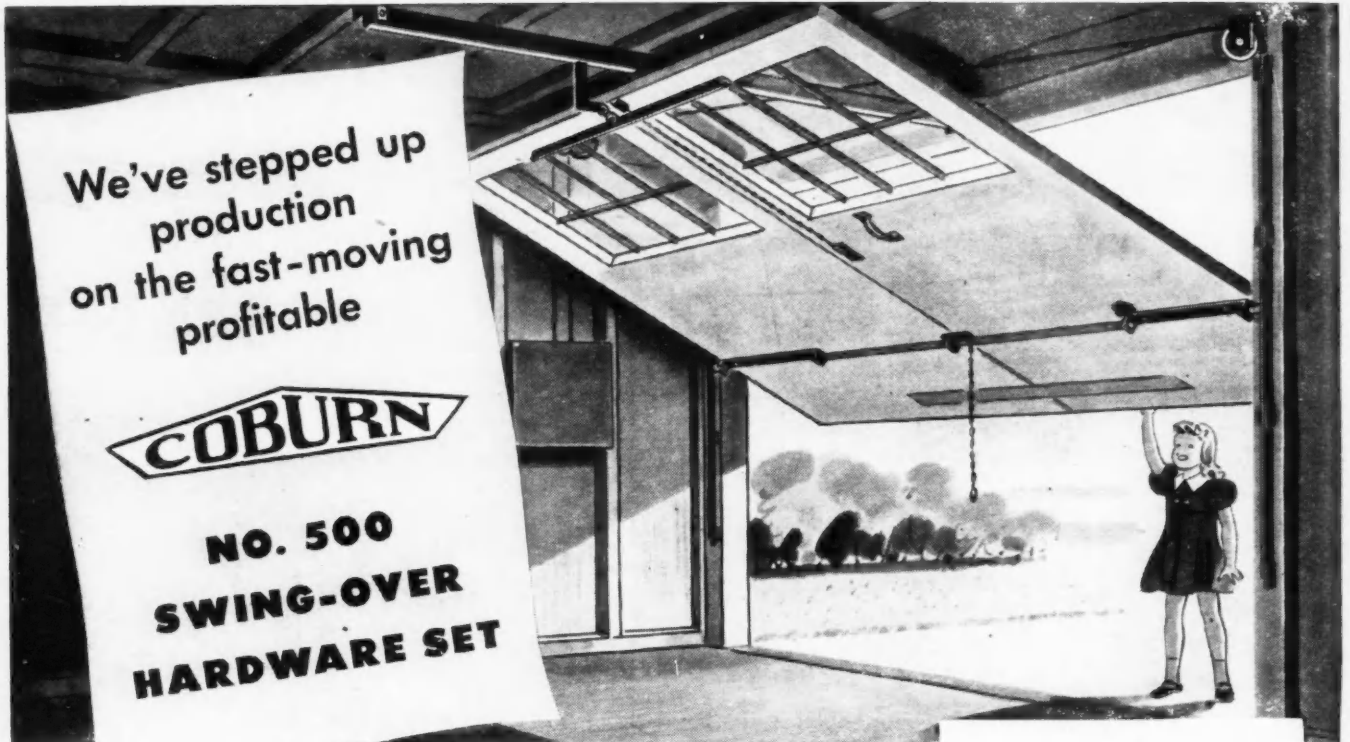
Please send free description and prices on the new American Super Eight Floor Sander, without obligation.

Name.....

Street

City State

Send coupon today!



We've stepped up
production
on the fast-moving
profitable

COBURN

**NO. 500
SWING-OVER
HARDWARE SET**

THOUSANDS OF HOME OWNERS are remodeling troublesome swinging garage doors to smooth operating overhead doors. And the many advantages of the Coburn #500 Hardware Set have made it a leader in the field.

The Coburn #500 Set is adaptable to practically all types of garages—on remodeling jobs or new installations. It is easy to erect and operate, does not interfere with usable floor space and, even though it is high in quality, it sells fast in the lowest price field.

Write today for catalog showing full line of hardware for garage and barn sliding doors. Other Coburn Products include fire door hardware, overhead trolleys and conveying systems for carrying loads up to 3,000 lbs.

WICKWIRE SPENCER HARDWARE PRODUCTS

INSECT WIRE SCREENING

Famous American
"GOLD STRAND" Brand

POULTRY NETTING

"Clinton" Brand
Hex Mesh

NAILS AND BRADS

HARDWARE CLOTH

"Clinton" Brand

DOOR SPRINGS

"Perfection" Brand

CLOTHES LINE

"Wisco" Flexible
Clothes Line

WICKWIRE SPENCER STEEL
A DIVISION OF
AMERICAN WIRE FABRICS CORPORATION
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500 FIFTH AVENUE • NEW YORK 18, N. Y.

Boston • Buffalo • Chicago • Denver • Ft. Worth • Philadelphia • Pacific Coast Subsidiary—The California Wire Cloth Corp., Oakland 6, Cal.

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Stained
CEDAR SHAKE
DOUBLE-COURSED
SIDEWALLS

Builders prefer them for their luxury appearance and ease of application. Homeowners prefer them for their beauty, economy and care-free service. Stained cedar shakes are fast becoming America's first choice for sidewalls because they answer the demand for quality housing materials at low cost, and minimum cost-per-year of service.

Stained shakes are re-buttet and jointed to assure straight, unbroken course lines and tight, invisible joints. For complete information, lumber dealers should write direct to any manufacturer listed below.

REFER TO SWEET'S FILE 8b/7a
for complete details and specifications



ASSOCIATED MANUFACTURERS

- Canadian Forest Products, Ltd., Vancouver, British Columbia • The Robert McNair Shingle Co., Ltd., Vancouver, British Columbia
- Creo-Dipt Company Inc. North Tonawanda, New York • Everett Shingle & Shake Company, Everett, Washington • Capilano Shingle Company, Ltd. Vancouver, British Columbia • Perma-Products Company, Cleveland, Ohio • West Coast Stained Shingle Co. Seattle Washington • Portland Shingle Company, Portland, Oregon • Wood Beautifiers, Seattle, Washington • Colonial Cedar Company, Seattle, Washington • M. R. Smith Lumber & Shingle Co., Seattle, Washington

● Unsaturated building paper.

● Outer course is laid $\frac{1}{2}$ " lower than the concealed layer.

● Unstained Red Label, No. 3 or undercoursing Grade Shingles are used for the under course.

● Weather exposures may be varied to achieve many desirable architectural effects. Sixteen-inch shakes may be exposed up to 12" to the weather. Eighteen-inch shakes allow exposures as great as 14" to the weather. Twenty-four-inch shakes allow 16" exposures.

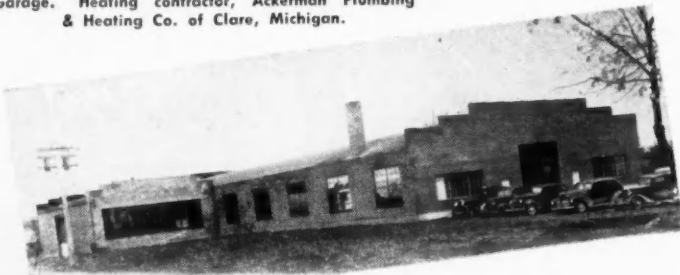
● Two rust-resistant, small head 5d nails per shake for outer course, applied 2" above butt-line and $\frac{3}{4}$ " from edges. Use a third nail in shingles wider than eight inches. Joints are tight or spaced.



Mr. Henry Ackerman* of Ackerman Plumbing & Heating Company.

*"I saved \$3500
for my client...
on installation costs by recom-
mending and installing WARM AIR
instead of wet heat"*

View of Clare County (Michigan) Road Commission Garage. Heating contractor, Ackerman Plumbing & Heating Co. of Clare, Michigan.



Interior view of one portion of Clare County Road Commission Garage.



A Jackson & Church "PowerRated" stoker-fired heater is satisfying a heat loss of 1,600,000 Btu's at low cost. Unit handles 15,000 cfm.

"The Clare County (Michigan) Road Commission has informed me that I saved the County \$3,500 by recommending and installing warm air heat for their County Garage. This represented a 30% reduction over the lowest bid for wet heat.

Daily operation cost reports indicate a further savings. The unit installed was a Jackson & Church — "Power-Rated" model CC-2000, stoker fired, with an output of 1,600,000 Btu's per hour. The unit works perfectly. The furnace and blower handle 15,000 cfm with frequent air changes, ample humidification . . . plus filtering.

For 20 years I have been installing only wet heat for big jobs . . . but I have been converted to warm air heating because of the tremendous savings to the customer in installation and operating costs.

I like the extra features . . . filtered air-humidification — frequent air changes . . . that warm air heating gives. So do my clients."

* Statement of Mr. Henry Ackerman on file with Jackson & Church Co.



... AMERICA'S LARGEST AND MOST COMPLETE WARM AIR HEATING LINE



A PRODUCT OF JACKSON & CHURCH CO., SAGINAW, MICHIGAN

"WORK WELL DONE SINCE '81"

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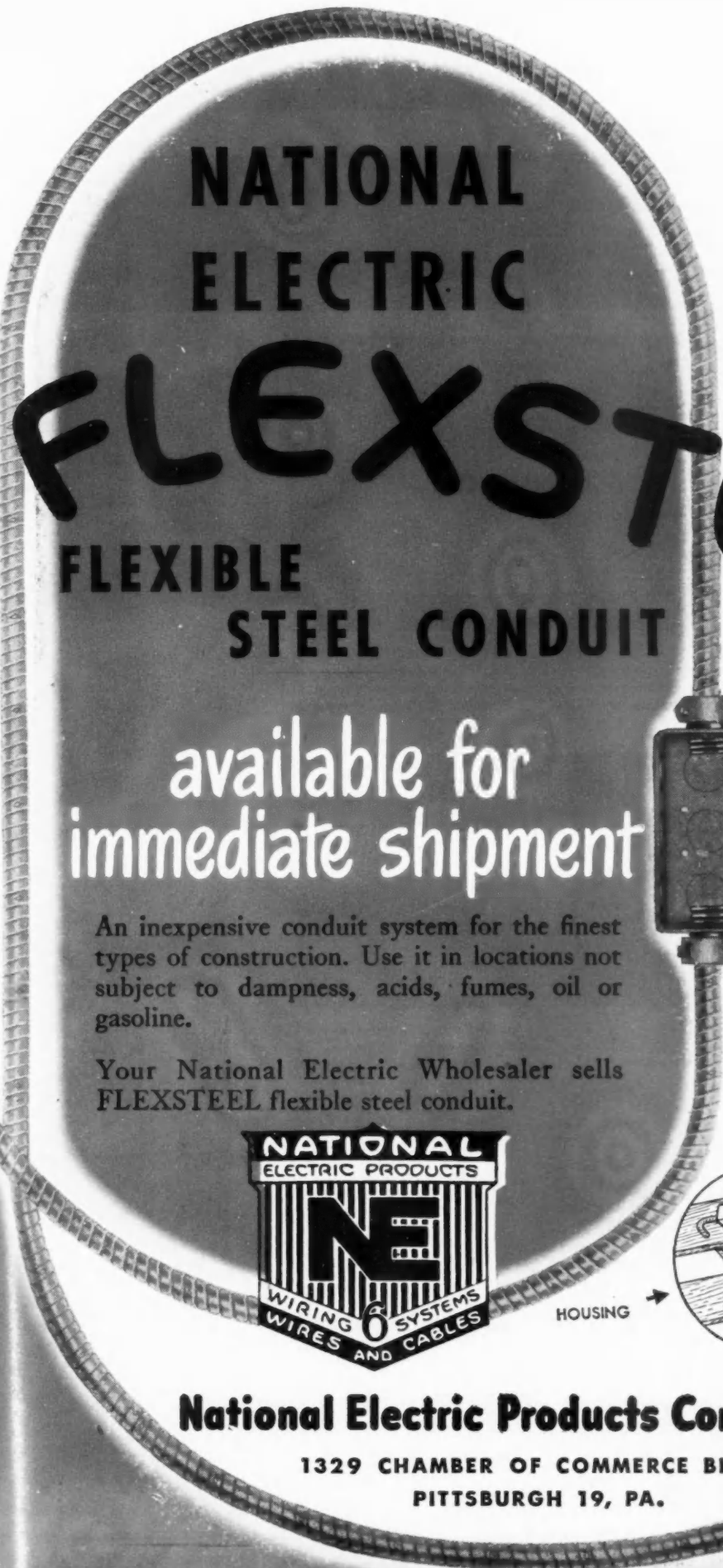
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**NATIONAL
ELECTRIC**

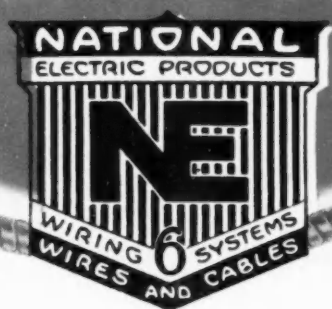
FLEXSTEEL

**FLEXIBLE
STEEL CONDUIT**

*available for
immediate shipment*

An inexpensive conduit system for the finest types of construction. Use it in locations not subject to dampness, acids, fumes, oil or gasoline.

Your National Electric Wholesaler sells FLEXSTEEL flexible steel conduit.



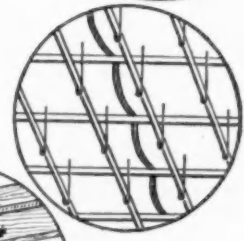
**EASY to carry-
QUICK on the job**



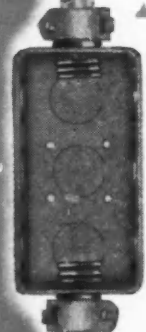
- NO SPECIAL TOOLS
- NO WASTE
- QUICKLY INSTALLED



↑ **FACTORIES
AND MILLS**



↑ **COMMERCIAL BUILDINGS,
STORE ROOMS AND
PUBLIC BUILDINGS**



→ **HOUSING**

National Electric Products Corporation

**1329 CHAMBER OF COMMERCE BLDG.
PITTSBURGH 19, PA.**

Here's Why It Pays To Specify

Pittsburgh Steeltex Lath For Plaster

You get low maintenance and high fire protection in your buildings with Pittsburgh Steeltex Lath for Plaster. This combination of galvanized welded wire mesh and absorbent backing makes possible positive embedment of the wire mesh and provides maximum *reinforcement* and protection against plaster cracks. Also this reinforcement has earned high fire ratings for

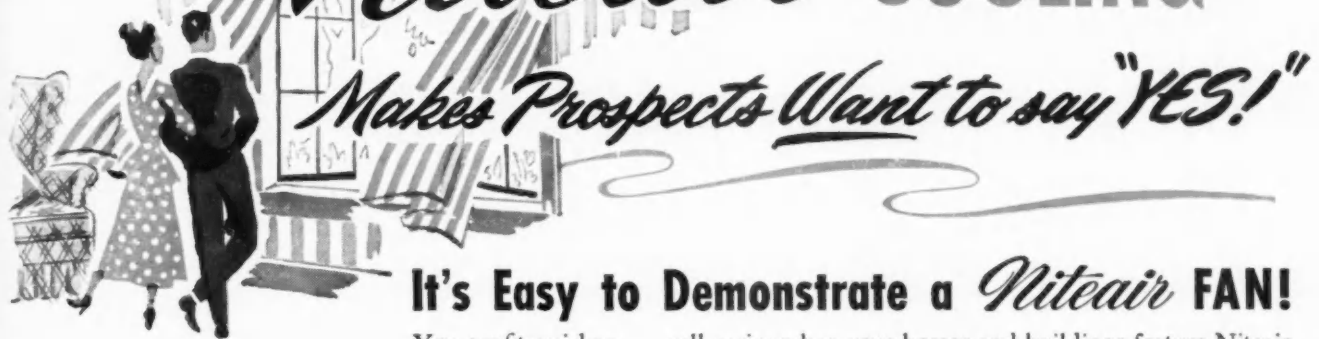
Steeltex including Underwriters' Laboratories, Inc. test R-2258.

In addition Steeltex provides a rigid troweling surface which speeds its application and saves plaster. For better plaster construction see our catalog in Sweet's or write for Catalog D.S. 130 to Dept. AB, Pittsburgh Steel Products Company, Grant Building, Pittsburgh 30, Pennsylvania.

PITTSBURGH STEEL PRODUCTS COMPANY

A Subsidiary of Pittsburgh Steel Company
Pittsburgh, Pa.



It's Easy to Demonstrate a Niteair FAN!

You profit quicker . . . sell easier when your homes and buildings feature Niteair cooling. Prospects are looking more and more for those "built-in" extras that add so much comfort and convenience to a new home. Extras that often decide a sale quickly and easily. When a prospect is considering one of YOUR homes, here's the way to clinch the sale! Just flip the switch to demonstrate the marvelous cooling benefits of the LAU Niteair fan. When your prospects see and feel for themselves the wonderful cooling breezes circulating throughout the house in a matter of minutes, your sales opportunity will go up 100%! Each fan in the LAU line is outstandingly efficient at amazing, low cost and carries a Certified Rating.

★ **Less Cost
More Profit
to You!**

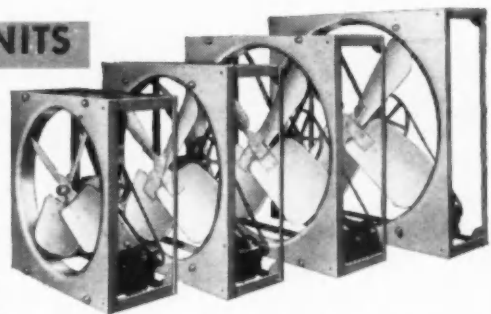
★ **A
Niteair FAN
for every size
and style of
Home**

★ **Simple • Quick
Easy to Install**

All Niteair Fans are specifically designed for ease, simplicity and economy of installation and operation. Superior quality and workmanship, plus Certified Ratings assure you of the best possible dollar for dollar value on today's fan market.

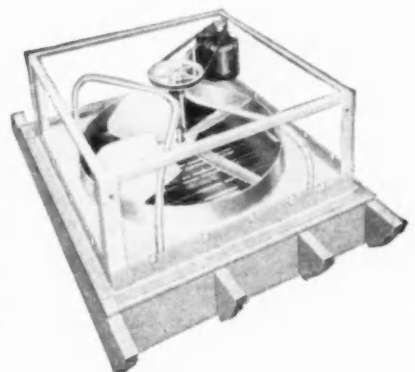
Niteair **PANEL UNITS**

New design . . . outstanding performance makes the NEW Niteair Panel Units tops in cooling efficiency for homes, factories, stores and offices. Their marvelous cooling benefits are truly astounding in homes large and small. Available in a complete range of sizes (30", 36", 42", 48" blade size) with discharge capacities for every requirement. Ratings begin at 7600 C.F.M. and go up to 17,000 C.F.M. Make preparations to see and install a "Niteair" Attic Fan, now!



Niteair **RANCHER**

An outstanding new addition to the famous LAU Fan line. The "Rancher" is especially designed for homes of low-pitched roof construction. Highly efficient and gives wonderful cooling results. Quick . . . easy . . . economical to install and operate. Mounted horizontally to discharge upward and outward. A Complete Package Unit with superior mechanical features. Two sizes (30", 36" blade size) moving 6409 and 8500 C.F.M. respectively. Requires practically no maintenance or attention and will give a lifetime of comfort and relaxation.



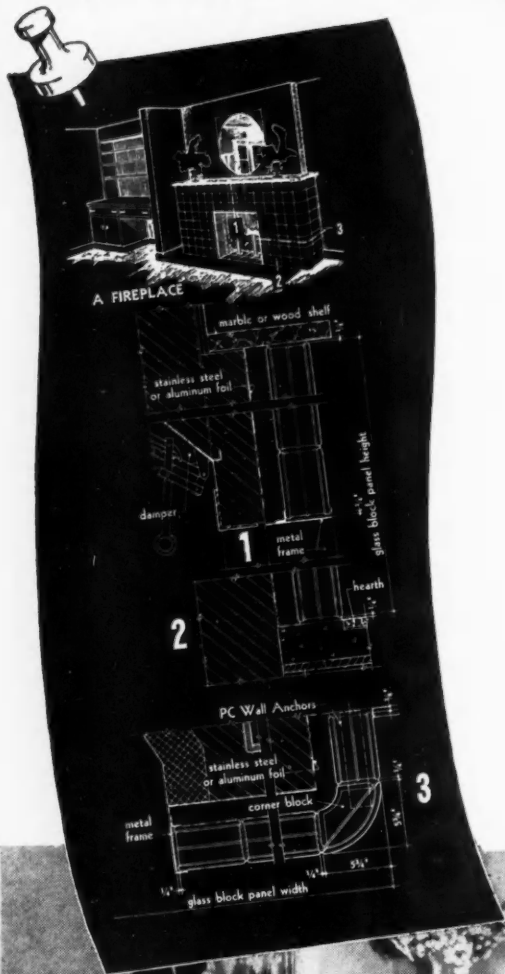
Write Today — Dept. "B" — for complete information



THE LAU BLOWER Company
DAYTON 7, OHIO, U.S.A.

WORLD'S LARGEST
MANUFACTURER
OF FURNACE
BLOWERS

Simplify Selling . . . with PC Glass Blocks

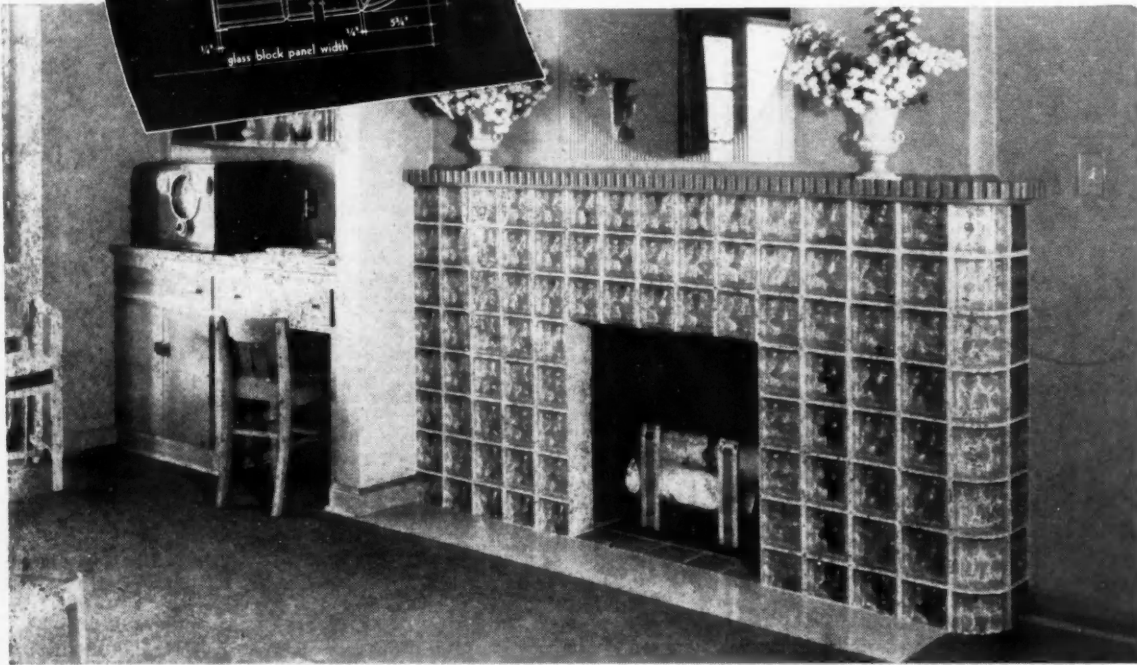


● When you make PC Glass Blocks a "must" in your building plans, you add a lot of sales appeal to the homes that you build. That means that such homes are more attractive to buyers . . . they take less effort to sell.

PC Glass Blocks are completely modern in appearance and function. They add to the beauty of houses of all sizes and architectural styles. As a fireplace, as shown here, PC Glass Blocks give the room a feeling of distinction and cheer. And in bathrooms, kitchens . . . at stairwells or around doorways, they admit plenty of daylight, yet assure privacy.

Since PC Glass Blocks are *hollow*, with a partial vacuum, or dead-air space inside, their insulating value is twice that of ordinary single-glazing. Thus, heating loss is greatly reduced; there is a sizable saving in heating and air-conditioning costs. Moreover, they're easily cleaned; prevent infiltration of dust and dirt; deaden outside noises; require no upkeep, no painting, no storm sash.

Why not simplify your selling job by making sure that PC Glass Blocks are included in your building plans? And for the full facts, fill in and return the coupon. There's no obligation.



SPARKLE AND ZEST are added to the room with this truly distinctive fireplace of PC Glass Blocks. A few Glass Blocks throughout the home can bring a lot of cheery brightness . . . make your homes easier to sell.

PITTSBURGH

PC

CORNING

GLASS BLOCKS

The mark of a modern building

Pittsburgh Corning Corporation
 Dept. A-39, 307 Fourth Avenue
 Pittsburgh 22, Pa.

Without obligation on my part, please send me your FREE booklet on PC Glass Blocks in all kinds of homes.

Name _____

Address _____

City _____ State _____

Distributed by Pittsburgh Plate Glass Company; by W. P. Fuller & Co. on the Pacific Coast, and by Hobbs Glass Ltd. in Canada



See the difference...



feel the difference

SKIL Belt Sander means

fine, fast finishing on every sanding job!



Watch SKIL Belt Sander at work! It sands faster because it's more powerful . . . yet lighter, better balanced, easier to handle.

And inspect the sanded surface! You just can't beat the smooth look,

the smooth feel of finishes produced by SKIL Belt Sander.

Call your SKIL Tool Distributor and make him prove those facts with a demonstration on your own jobs. Do it today!



SKIL Belt Sander plugs in anywhere. Saves you time and money sanding cabinets, shelving, etc. . . . in the shop or on the job.



SKIL Belt Sander sands flat or contoured surfaces of all materials . . . wood, metals, stone, tile, concrete and compositions.



SKIL ELECTRIC
Tools
PNEUMATIC
TRADE-MARK

SKILSAW, INC.

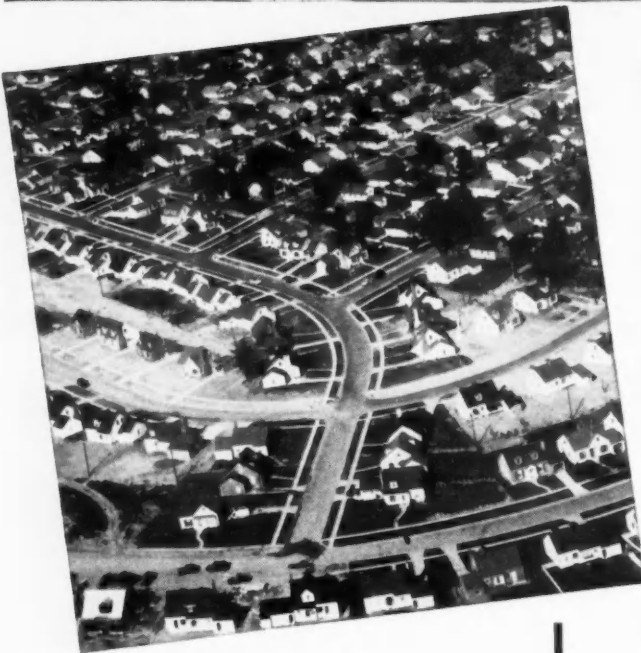
3033 Elston Ave., Chicago 30, Ill.

Factory Branches in Principal Cities

In Canada: SKILTOOLS, LTD., 66 Portland St., Toronto, Ont.



As Robert P. Gerholz says:
*"Asphalt Shingles help houses
 stand apart—and yet fit together"*



NEWEST GERHOLZ PROJECT ZOOMS WITH ON-SITE BUILDING OF TWENTY-FIVE HOUSES AT A TIME

● The experience of 26 years in large home and neighborhood construction is focused in Mott Park of Flint, Mich., latest community development of Robert P. Gerholz and Gerholz Community Homes, Inc. Air view is of Bassett Park, recently completed project handled by Gerholz-Healy Co. All of Bassett Park's 601 homes are roofed with asphalt shingles—as will be all of Mott Park's 250 rambling colonials. Half completed, Mott Park benefits from efficiencies proved in other projects. Construction proceeds year round with 25 houses going up simultaneously. Architect for both developments is Charles Noble of Ann Arbor and Detroit.

**Community of spirit pays
 in *Community Development***

Again and again in modern community building, asphalt shingles are demonstrating their ability to spread charm, individuality, variety throughout an entire development.

Mr. Gerholz, president of Gerholz Community Homes, Inc., and past president of Natl. Assn. of Home Builders, puts it this way: "Asphalt shingles fit each house in an individual, personal way—and they help all houses fit together, in harmony and to the advantage of all."

Color, of course, is one of asphalt's big features. Fire resistance, with its resulting insurance savings, is important, too. Add to these asphalt's low relative cost, its adaptability, its neat modern appearance, the simplicity of proper application, its long, dependable service life and you have reasons to spare for its popularity.

**ASPHALT
 SHINGLES**

CONSTRUCTION'S BIGGEST DOLLAR'S WORTH

ASPHALT ROOFING INDUSTRY BUREAU

2 West 45th Street

New York 19, New York

SPONSORED BY 28 LEADING MANUFACTURERS OF ASPHALT SHINGLES . . . SIDINGS . . . ROLL AND BUILT-UP ROOFINGS

WHERE THERE'S A WALL

THERE'S A WAY TO

GREATER PROFITS

WITH

PITTSBURGH INTERLOCK PLASTIC WALL TILE

EVERY HOME A PROSPECT!

Here's a wall tile that can be installed anywhere . . . over old walls, new walls . . . on any straight, structurally sound wall or ceiling area. Perfect for modernizing. It *locks on* and *stays beautiful!*

EASY TO INSTALL! Installation is 25% faster because of the exclusive interlocking feature. Your *net* profit is greater any way you figure it with the tile that gives you so many *extras!*

THE ONLY INTERLOCKING PLASTIC TILE

- ★ Self-aligning
- ★ No grouting
- ★ No clean-up
- ★ 15 rich colors
- ★ Solid plastic
- ★ Low selling cost
- ★ Higher net profit

Mail this coupon TODAY!

Jones & Brown, Inc.
439 Sixth Avenue
Pittsburgh 19, Pa.

Yes, I want to make bigger NET profits with PITTSBURGH INTERLOCK. Send me full details.

Name _____

Address _____

City _____ State _____
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JONES & BROWN, INC.
439 SIXTH AVENUE · PITTSBURGH 19, PA.

Introducing



**THE FIRST POSITIVE "LOCKING" NAIL
FOR ATTACHING WOOD
OR ASBESTOS SHINGLES
DIRECTLY TO GYPSUM
OR INSULATION SHEATHING**

**A major advance . . . of vital importance
to EVERY architect, contractor and builder—**

ES-nails—the first new type of shingle fastener—are designed to cut construction costs by providing a simple means of attaching wood or asbestos shingles directly to gypsum or insulation sheathing.

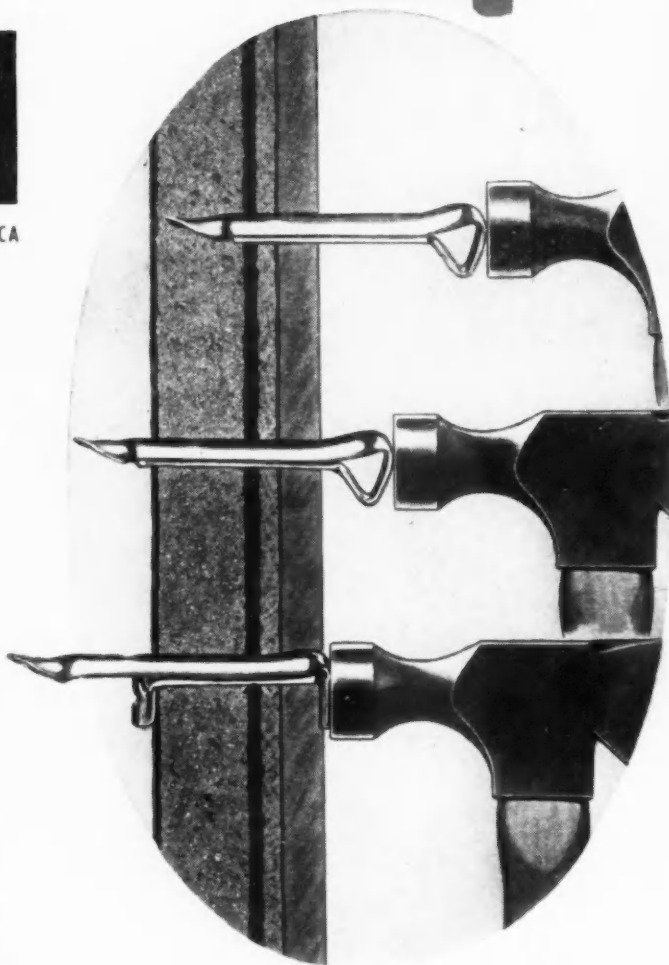
They are as easy to work as ordinary shingle nails—no special tools are required—a regular shingling hatchet or carpenter's hammer are all that are needed.

—And they can be driven at *any* convenient point . . . no need to locate studs.

ES-nails enable the builder to take full advantage of the inherent economies and valuable construction characteristics of non-wood sheathing: lower unit cost; faster applications; less waste; weather tightness. Substantial savings result.

HOW ES-nails WORK

The illustration (above) shows how ES-nails "lock" shingles to gypsum or insulation sheathing. The fastener has two legs, one enclosing the other, hinged near the end and forming a triangular loop at the head. When it is hammered down into



the material in ordinary fashion, the last blow of the hammer flattens the head, causing the clinching action. The shingle and the sheathing are thus fastened securely together.

Since the clinch is automatic, no particular skill or unusual care is required on the part of workmen to assure the positive attachment of shingles.

Investigate the many cost-saving construction advantages offered by ES-nails—today's fast, low-cost means of attaching shingles to gypsum or insulation sheathing. For prices, sizes service or other pertinent information, call or write: Elastic Stop Nut Corporation of America, 2330 Vauxhall Road, Union, New Jersey.

MAKERS OF THE FAMOUS RED ELASTIC COLLAR STOP NUT . . .



ES-nails are accepted on
F.H.A. insured houses



**ELASTIC
STOP NUT
CORPORATION
OF AMERICA**

A TYPICAL COST-SAVING EXAMPLE . . .
**ES-nails USED TO ATTACH ASBESTOS SHINGLES
TO INSULATION SHEATHING AT SPRING VALLEY, N. Y.**

Maximum cost-savings are possible through ES-nail construction. While these figures only apply to attaching asbestos shingles to insulation sheathing, similar cost-savings can be enjoyed with wood shingles on gypsum, asbestos on gypsum, or any other combination. The following figures will serve as a basis for comparison with your own cost experience:

Costs per 1,000 Square Feet

WOOD SHEATHED CONSTRUCTION

Material:	
1" x 8" sheathing—1,333 sq. ft. (incl. 33 1/3% waste) @ \$100/M.	\$133.33
Asbestos Shingles—10 squares at \$9.50/sq.	95.00
Sheathing nails—31 lbs. 8d. com. @ 12¢/lb.	3.72
Shingling nails—3 lbs. 3d. galv. @ 15¢/lb. (for head nailing)	.45
15 lb. Building Paper	7.50
Labor:	
To Sheath—17 1/2 hrs.—@ \$2.50/hr.	\$ 43.75
To shingle—20 hrs.—@ \$2.50/hr.	50.00
Total	\$333.75

THE ES-nail WAY WITH GYPSUM OR INSULATION SHEATHING

Material:		
1,050 sq. ft. sheathing (incl. 5% waste) 1/2" Gypsum @ \$47/M and 25/32" @ \$92/M.	\$ 49.55	\$ 96.60
Asbestos Shingles @ \$9.50/sq.	95.00	95.00
Sheathing nails—30 lbs. 1 1/2" galv.	4.50	4.50
Face nails—1 3/8" ES-nails (S-1499-11) @ 75¢ per sq. or 1 1/2" ES-nails (S-1499-13) @ \$1.13 per sq.	7.50	4.50
Head nails—1 3/8" ES-nails (S-1501-11) @ 40¢ per sq. or 1 1/2" ES-nails (S-1501-14) @ 50¢ per sq.	4.00	11.30
15 lb. Building Paper	7.50	5.00
Labor:		
To sheath—11 hrs. @ \$2.50/hr.	\$ 27.50	\$ 27.50
To shingle—20 hrs. @ \$2.50/hr.	50.00	50.00
Total	\$245.55	\$297.40

Savings per 1,000 sq. ft. . . \$88.20 \$36.35*
*No allowance taken for insulation value of 25/32" sheathing.

THE NUT WITH VISIBLE EVIDENCE OF LOCKING SECURITY

BEST BUY in the WINDOW FIELD!
The Truscon Series 138 DOUBLE-HUNG STEEL WINDOW

trim, smart, streamlined



strong, sturdy, economical

You bet it's the best buy in the window field! These Truscon Steel Windows help you sell your homes and buildings, because *window beauty* combined with the ultimate in operating simplicity plays an important part in clinching house sales! You'll find, too, that you have universal acceptance because Truscon Double-Hung Steel Windows are structurally-correct!

And, of equal importance, you'll like the downright *economy* of these famous windows—not only is their initial cost

low, but because they are pre-hung, pre-fit, pre-weatherstripped and pre-adjusted, their installation cost is also amazingly low! They won't warp, rot, stick or shrink either before or after installation. And, in the most popular types and sizes—you can order direct from our local stocks.

Weights and cords are not used. Operation is controlled by motor-type spring balances equipped with tapes of Enduro stainless steel. Each window is completely factory weatherstripped in stainless steel. Screens and storm sash of the simplest and most economical type are available.

Shade, drapery, curtain or venetian blind fixtures, of standard types are easily attached to the interior side, in holes provided in all units.



New Literature! Send for new catalog complete with installation details and specifications on Truscon Steel Windows for every type of residential use.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Steel Windows and Mechanical Operators • Steel Joists • Metal Lath • Steeldeck Roofs • Reinforcing Steel • Industrial and Hangar Steel Doors • Bank Vault Reinforcing • Radio Towers • Bridge Floors.

TRENDS

BUILDING MATERIAL — EQUIPMENT — APPLIANCES

How Big a Drop in Prices?

THE DROP in prices registered in official government data is microscopic as yet, but there are signs of a continuing decrease which may bring prices down to a level substantially below the peaks reached last year. The principal drop has been in food prices. Farm products which cost \$2.03 in January of last year now cost \$1.70. The price of wheat which was \$3.10 per bushel is now \$2.24.

Evidence of sliding prices and the return to competition are lower prices in retail stores of food, clothing and furniture and appliances and the increasing availability of automobiles. Lumber has dropped 15 per cent to 20 per cent from its all-time high. The index (1939=100) reached 341.4 last August.

A general break in prices such as the one that occurred in 1920 could have an important effect in bringing down building costs. As the chart indicates, prices after World War I came down sharply and stayed at a constant level for ten years. They resumed that level after a drop from 1930 to 1936. However, prices never went as low as they had been in prewar 1915. There was a steady rise between 1940 and 1948.

Just as the conditions brought about by World War I — an increased supply of money and higher labor rates prevented prices from ever again reaching the prewar level — just so it can be expected that prices will not drop to the 1939 level in the future. About as large a drop as can be expected is to an index of 150 to 175 from the present level of 200 plus.

Manufacturers of building materials have looked with apprehension on the drop in housing starts during the last five months of 1948. In December, for example, the Bureau of Labor Statistics reported 56,000 dwelling units started as compared with 58,800 in December of 1947, a decrease of 5 per cent. As

with other commodities, the first thing that suggests itself to a manufacturer faced with a drop in volume is to cut prices. Since the control of labor rates is increasingly rigid this is difficult, if not impossible. As long as the average weekly earnings in manufacturing are \$54.50 per week it cannot be expected that the price of manufactured products will drop substantially. Neither can construction costs decrease as long as the average rate for skilled construction labor is \$2.34 an hour.

Declining demand has caused some manufacturers to reduce production. An example is the asphalt roofing industry where the current level of employment is about 40 per cent below last November. A spokesman for the industry states that "Based on present manufacturing costs with a current reduced volume of production, prices should go up." It was also predicted that when the contractors reach their peak business next spring and summer there will not be enough material to go around. It remains to be seen whether this situation develops.

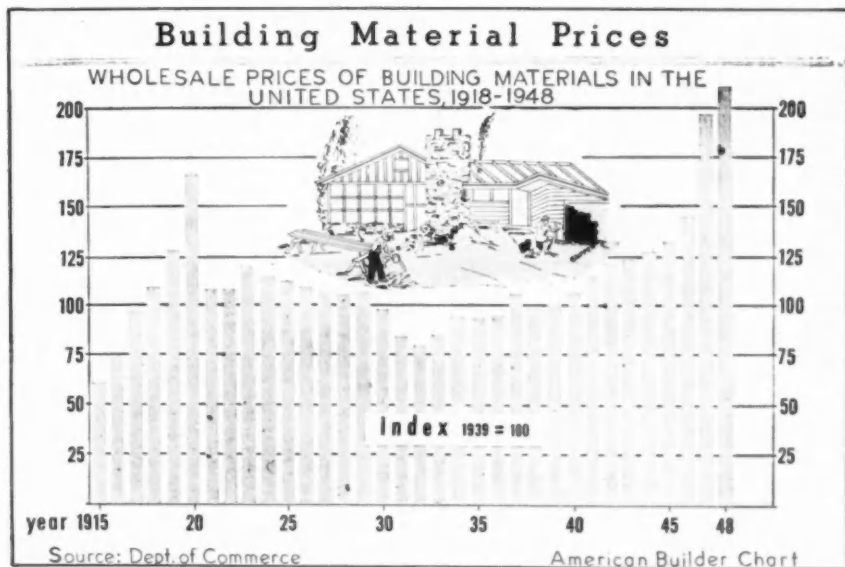
Most manufacturers of building materials have increased their plant

capacity substantially in the last three years. Maintenance of employment and profits requires that substantially greater quantities of materials be produced and distributed.

Builders and manufacturers have the same problem when confronted with declining demand. After finding ways and means of reducing costs, they examine and improve their sales methods, restyle their product for possibly a different market and see what can be done about more favorable installment terms.

The maintenance of residential volume in the neighborhood of 1,000,000 dwelling units a year will require intensive sales effort and a practical demonstration that a new house with payments of \$60 per month is far superior to a rental unit frozen at \$35 per month.

The confusion of government over the housing situation is evidenced by the fact that officials have recently discovered four million "hidden" dwellings. These are units that have been remodeled since 1940 to serve more families. It served to explain why demand for housing this fall and winter fell off.





This charm will work
for you...in any setting

**BLACK ORNAMENTAL HARDWARE
by STANLEY**

Wherever it's used today, this Early American inspired hardware charms home owners and prospects. For the beauty of it is that Stanley Black Ornamental Hardware adds distinction to any style of architecture—Colonial, Early American, Modern or Spanish.

A "natural" for natural wood finishes, it's just as attractive with painted surfaces. And mighty *practical* anywhere. Since there's no need for the precise, time-taking mortising required for conventional hardware, Stanley Black Ornamental Hardware is far easier and quicker to install.

In summer camps, lodges, apartments, executive offices, Stanley Black Ornamental Hardware solves the hardware problem beautifully. Recommend it! And use it in the homes you build—to give sales a lift. The Stanley Works, New Britain, Conn.

Get a supply of these idea books showing the many ways Stanley Black Ornamental Hardware can be used all over the house and in all types of interiors.



STANLEY

Reg. U.S. Pat. Off.

HARDWARE • HAND TOOLS • ELECTRIC TOOLS • STEEL STRAPPING

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News, Views
and Comments

On and Off the Record

ELLENDER—The Louisiana Senator wants 1,050,000 public housing units in the next seven years. That is 150,000 a year. With the building industry working at capacity to provide 935,000 new units in 1948, Ellender would take nearly 16 per cent of all materials and mechanics for government housing.

FALLACY—The prime fallacy of all arguments for public housing is that no bill can provide more houses than are currently being built. All that could happen is that government would slow builders down.

RAYMOND FOLEY—Undoubtedly without realizing the full implication of his statement, Foley recently told Congress that the nation needs between 17 and 18 million new dwelling units within the next ten years. The figures, of course, as Mr. Foley well knows, are no more authentic than if he had said 50 million or two million. Anyone can prove a need for any total arbitrarily selected.

THE POINT—The point, however, is that once a public housing bill is passed, the housing czar, whoever he happens to be, can demand and probably easily get increasing annual quotas of public housing from Congress. So, if Foley or whoever happens to be the housing czar, made a need of 1,700,000 new units a year stick, there is no reason to believe that a politically conscious Congress might not look at the approximate 1,000,000 units the industry is geared to produce, and say that the difference between capacity and need, in this case about 700,000, should be the annual public housing quota. That would leave private builders with a maximum of 300,000 a year they could build, provided they could find anyone with enough money left after taxes to buy them.

M. DE JOUVENAL—He's an internationally respected contem-

porary historian, economist and political scientist. He recently wrote an article for The Foundation for Economic Education, Inc., entitled, "No Vacancies." It's a short account of the tragedy of rent control in France.

90 CENTS—That is the average monthly rental for a worker in Paris. The same 90 cents also will buy six packages of the cheapest cigarettes available. It equals 2.7 per cent of the minimum individual income demand by the labor unions, and 1.2 per cent of the average monthly income of a six-member family.

SOUNDS GOOD—But there are no vacant lodgings, practically everybody is doubled or tripled, waiting for the death of an entire neighboring family as an outside chance to undouble or untriple. Wage earners have no chance, since in any case it costs from \$500 to \$1,500 to buy one's way into an apartment.

ALSO—Of the 84,000 buildings for habitation in Paris, 27.2 per cent were built before 1850; 56.9 per cent were built before 1880; 90 per cent were built before World War I. Sixteen thousand are in such a state of disrepair that they should be razed. None are satisfactory living quarters.

WORSE STILL—82 per cent of all Parisians have no bath or shower; more than half must leave their lodgings to find a lavatory; and 20 per cent have no running water.

LANDLORD?—Not in Paris. It's landslave. Since 1914 rents have multiplied 6.8 times, taxes 13.2 times, repairs 120 to 150 times.

ROAD TO RUIN—De Jouvenal says the whole thing goes to prove that rent control is self-perpetuating and culminates in both the physical ruin of houses and the legal dispossession of owners.

In Every Case...
SPECIFY

YOUNG

**SPECIALISTS IN HEATING,
COOLING AND AIR CONDITIONING
EQUIPMENT FOR HOME AND INDUSTRY**

YOUNG

HEAT TRANSFER PRODUCTS

HEATING, COOLING AND
AIR CONDITIONING PRODUCTS

Convectors • Unit heaters • Heating coils • Cooling coils • Air conditioning units • Evaporative condensers

AUTOMOTIVE PRODUCTS
Gas, gasoline, Diesel engine cooling radiators • Heat exchangers • Intercoolers • Oil coolers • Supercharger intercoolers

**OIL FIELD, HEAVY INDUSTRIAL, MUNICIPAL &
CHEMICAL PROCESS COOLING EQUIPMENT**
Engine jacket water coolers • Oil coolers • Steam and natural gas condensers • Natural gas coolers • Evaporative coolers and condensers • "VAD" Vertical air discharge cooling and condensing units.

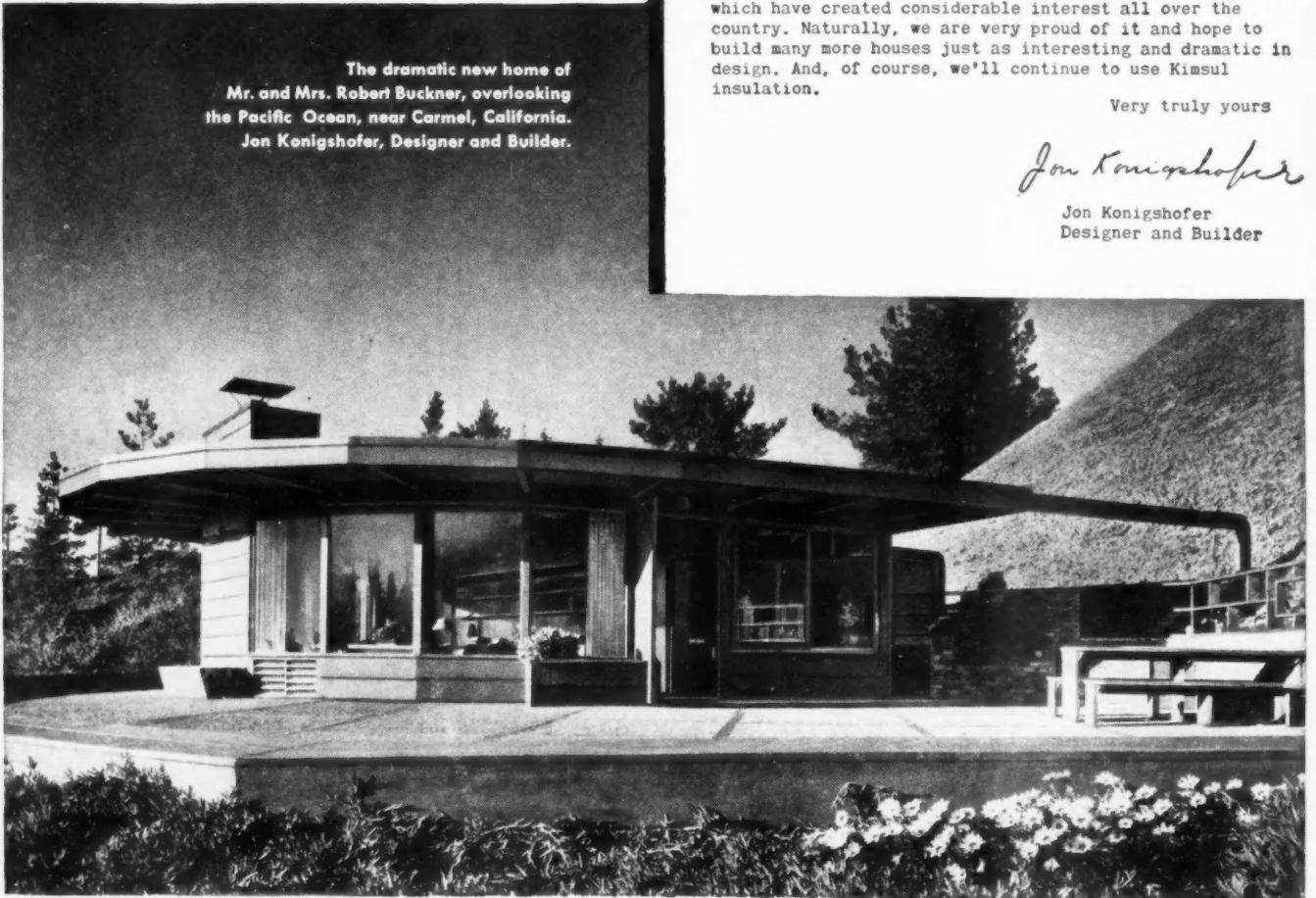
AERONAUTICAL PRODUCTS
Oil coolers • Supercharger intercoolers • Radiators • Heat exchangers • Valves • Regenerators

YOUNG RADIATOR CO.

General Offices: Dept. 129-B, Racine, Wisconsin
Plants at Racine, Wisconsin, and Mattoon, Illinois
Sales and Engineering Offices in All Principal Cities

Prominent architect selects KIMSUL* for low cost, high insulating efficiency

The dramatic new home of
Mr. and Mrs. Robert Buckner, overlooking
the Pacific Ocean, near Carmel, California.
Jon Konigshofer, Designer and Builder.



Designers and builders of every type home across the country are discovering that it pays *more* to insulate with KIMSUL. For KIMSUL offers an exceptional combination of low cost and high insulating efficiency (0.27).

KIMSUL is the only many-layer stitched blanket insulation, and provides an entirely different kind of

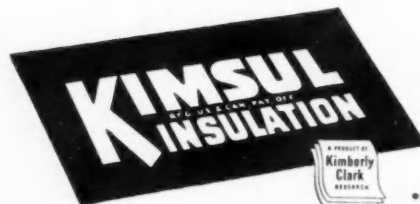
comfort. "KIMSUL comfort" means *uniform* temperatures throughout every room in the house! No thick spots — no thin spots where heat can leak out. KIMSUL comes in light, handy compressed rolls, so it's easier and more profitable to install. No need for skilled workmen or expensive machinery. And the fire-resistant PYROGARD*

cover is an exclusive feature of this fine insulation.

For further information and free technical literature, see your KIMSUL dealer. Or simply write to:

KIMBERLY-CLARK CORPORATION
KIMSUL Division • Neenah, Wisconsin

America's Finest New Homes
Are Insulated With KIMSUL!



*T. M. Reg. U. S. & Can. Pat. Off.

December 20, 1943

Kimberly-Clark Corporation
Neenah, Wisconsin

Gentlemen:

Our experience with Kimsul insulation during the past few years has been most satisfactory. We found it particularly suitable for the Buckner house, a very special project of ours in Carmel, California.

In addition to fulfilling the wishes of our client, we wanted to prove that low-cost homes can be erected in a short period of time and still be attractively designed. We therefore selected Kimsul for its low cost and high insulating efficiency. As usual, it proved to be exceptionally easy to install, and helped to keep construction moving along rapidly.

As you can see, the Buckner house has many unusual features which have created considerable interest all over the country. Naturally, we are very proud of it and hope to build many more houses just as interesting and dramatic in design. And, of course, we'll continue to use Kimsul insulation.

Very truly yours

Jon Konigshofer

Jon Konigshofer
Designer and Builder

A FAST-MOVING MIXER...



3½-S Tilting Mixer. Capacity, 3½ cu. ft, plus 10% overload (A. G. C. rating).



Quickly spotted and towed, this half-bag mixer is a cost-cutting combination of strength, lightness and efficiency. Other Ransome Blue Brute Mixers in capacities up to 126 cu. ft.



AIR AT SHORT NOTICE...

A light-weight, handy compressor that can get around fast! Powers light hand-held Rock Drill, Paving Breaker or equivalent air tools through its easy-breathing Feather* Valves — with unfailing dependability and economy.

*Reg. U.S. Pat. Off.



60' Contractor's Portable Compressor. Other Blue Brute Compressors up to 500' capacity.

PLENTY OF RESERVE POWER...



Blue Brute Self-Priming Centrifugal Pump. Built in A.G.C. sizes to A.G.C. standards.



Now! a Contractor's Pump by Worthington, the world's largest pump makers, with fast, dependable pickup that saves time and money. Rust- and abrasion-resistant, with built-in self-priming.

FOUR FAST WORKERS...

Though tough and powerful, Blue Brute Air Tools are light and compact, with the easy handling that means more satisfied workers . . . more work done . . . more profit for you.



Paving Breaker, WB-50

Rock Drill, WJ-45

Clay Digger, W-19

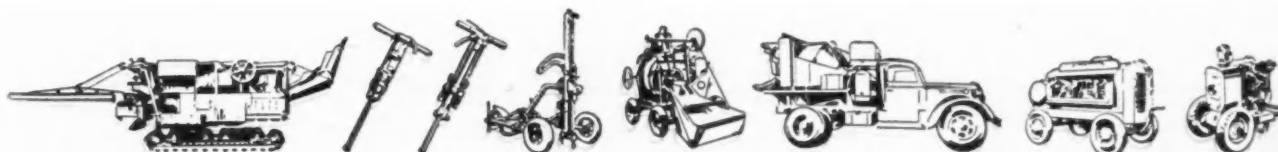
Backfill Tamper, W-8

BUY BLUE BRUTES

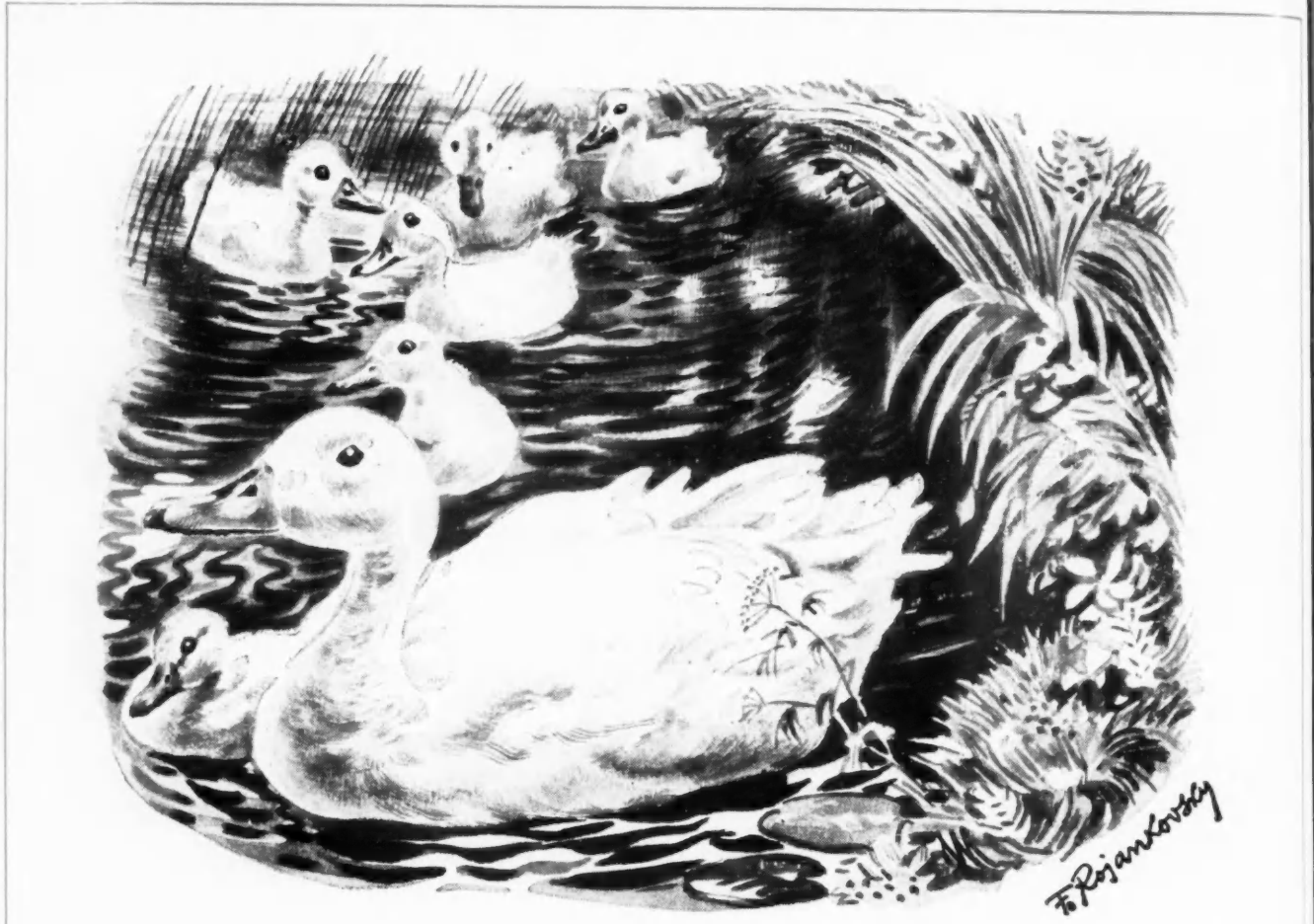
WORTHINGTON

Worthington Pump and Machinery Corporation, Construction Equipment Department, Harrison, N.J. Distributors in all principal cities.

H8-2



IF IT'S A CONSTRUCTION JOB, IT'S A BLUE BRUTE JOB



YOU CAN'T **duck** THIS FACT!



You can't avoid the fact that home buyers want the most modern type of kitchen equipment—and that includes Electric Ranges. Proof is found in the actual sales figures. Another million American families switched to Electric Cooking last year. Conservative estimates indicate that the same thing will happen again this year.

To you, this means just one thing. To build houses that are modern today and will stay modern for years to come, you must include wiring for an Electric Range, leading to a range outlet in the kitchen. The time to do this economically and efficiently is during construction. An Electric Range, like electricity itself, is now a "must" in every modern house!

ELECTRIC RANGE SECTION, National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

- ADMIRAL • COOLERATOR • CROSLEY • ESTATE HEATROLA • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT
- KELVINATOR • LEDO • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

Follow the trend...

wire YOUR HOUSES FOR ELECTRIC RANGES

Another 1,000,000 American families switched to Electric Cooking last year

A SYMBOL OF ADEQUATE WIRING



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EDITORS' Round Table

WE'RE PROUD of our February issue. It not only was the largest in the magazine's history, but it was one of the best balanced and informative. We thought it was when we designed and wrote it, and a mound of letters from readers confirms that judgment.

WE RECOMMEND another careful reading of the feature articles about the management policies of the builders whose stories are told. Every one of them contains ideas that a builder of any size can use.

THE SECTION entitled "Building Products on Review" has all of the value of a catalog of new building products, and many builders and dealers use it as a reference volume throughout the year.

THE ABILITY to present this complete catalog of products without in any way compromising the character of the issue as a magazine in every sense of the word is the particular skill of our Managing Editor, Lyn Arent. It takes real layout skill to do a job like the February issue. And please note that every product description is written to completely fill every line of type devoted to it. Lyn insisted on that, and the editors sweated it through. He says it makes a neater looking book, and all of us agree with him. Hope you notice it.

SOME MONTHS AGO we thought that 1949 would be a good year for apartment buildings, and accordingly featured a number of good ones in this issue. No doubt there are many just as good, if not better. We'd like to know about them.

FOR APRIL the staff is planning another banner issue. It is the annual spring building number, and it will be filled with good, tried plans, sound operation methods, and a new style of presentation for workable short-cuts and job economies. The new style is designed to simplify selection by the reader.

A G.I. CARPENTER trainee recently registered some complaints against the manner in which his builder employer was handling him. We published the complaints.

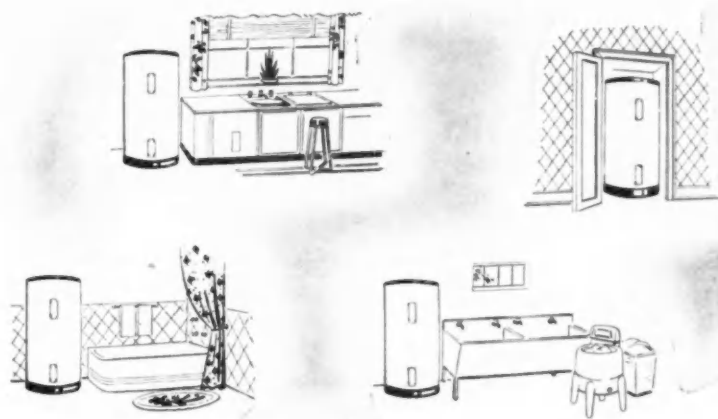
HERBERT MALLIN, a carpenter in Galesburg, Ill., writes that ap-

(Continued to page 56)



Like a duck takes to water . . .

Customers *do* take to Electric Water Heaters like a duck takes to water. There's one sure way to have them satisfied. That is—install in the homes you build the kind of water heaters that will satisfy your customers both now and years from now—Electric Water Heaters.



How to reduce construction costs and add customer features

Electric Water Heaters can save you money on construction costs. There's no flue or vent. Installation can be made anywhere—in the kitchen, in the bathroom, or the utility room—even in a closet. This keeps hot water lines short, cuts piping cost.

Customers like Electric Water Heaters because they are: (1) AUTO-

MATIC (continuous hot water, no attention); (2) CLEAN (smokeless, sootless); (3) DEPENDABLE AND TROUBLE-FREE (as electric light); (4) ECONOMICAL (fully insulated storage, short hot water lines); (5) SAFE (all electric, dependable temperature control); (6) FLEXIBLE (can be installed anywhere, even in living quarters; no flue or vent).

ELECTRIC WATER HEATER SECTION, National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

BAUER • FAIRBANKS MORSE • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM
JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE • PEMCO • REX
RHEEM • SELECTRIC • SEPCO • SMITHWAY • THERMOGRAY • TOASTMASTER
UNIVERSAL • WEBIX • WESTINGHOUSE

It's EASY to INSTALL an

electric WATER HEATER!

... in a house wired for an Electric Range!



If you want
LONG LIFE get—

BERMICO®

SEWER PIPE

YOU GET DURABILITY. BERMICO Sewer Pipe stays tight, leak-proof, root-proof. It's corrosion-resistant, built for a life-time of trouble-free service.

YOU GET RUGGEDNESS. BERMICO's strong walls resist breakage, on the truck and on the job. Uniform machining of wall thickness, joints, and fittings, length and bore—withstands sudden temperature changes and soil settlements.

YOU GET FASTER LAYING. One-two-three quick hammer blows—that's all it takes to make a tight joint with BERMICO Sewer Pipe. No joining compound necessary.

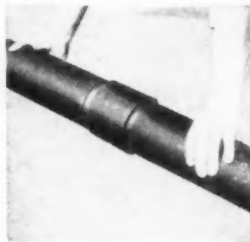
FOR HOUSE-TO-SEWER OR SEPTIC TANK Specify BERMICO. Made in a full range of sizes, connections, bends, reducers, adaptors, etc. Nationally advertised. Use BERMICO Perforated pipe for drainage purposes. For further information write Brown Company, Dept. A-13 500 Fifth Ave., New York, N.Y.

EASY TO INSTALL



8-foot lengths reduce number of joints to be made.

EASY TO JOIN



Root-proof, machine tapered joints require no packing.

EASY TO HANDLE



2/3rds lighter than other types of sewer pipe.

BERMICO meets with an ample margin all requirements of Commercial Standards CS 116-44 as issued by National Bureau of Standards, U. S. Department of Commerce.



BERMICO—A PRODUCT OF BROWN COMPANY

EDITORS'

Round Table

(Continued from page 55)

parently the complaining G.I. is a nice young fellow who is willing to learn. He points out, though, that the G.I. apprentice doesn't realize that all carpenters have had to go through about the same kind of program. "When I was learning," says Mallin, "I spent a great deal of time doing what is known as labor work."

"IT IS TRUE," says Mallin, "that the scale for laborers is greater than that for apprentice carpenters, but the G.I. must realize that while he is learning his trade, he is taking the time of a regular carpenter as well as his own to show him how things are done." He has no valid complaint, says Mallin, when he is called upon to do labor work when that is the kind of work that has to be done in the interest of getting houses built.

THE GALESBURG CARPENTER points out that after all, the idea is to build houses to fulfill the demand of the public, and to do this as well and as cheaply as possible, thus satisfying the public as well as showing a profit for the contractor. This apprentice, points out Mallin, has the attitude that houses are built so that apprentices can learn how to do carpenter work, and not to fulfill the demand for houses, and make a profit for the contractor. "G.I.'s" concludes Mallin, "deserve every consideration, but they are going to have to learn to adjust themselves to different situations and they also might be working directly or indirectly for another G.I., who also deserves that same consideration. We hope that time will make the necessary adjustments and solve these problems. Your idea of training in school is one way to help."

JOHN BONFORTE, a G.I. who settled in Colorado Springs, Colo., at the end of the war, and started in business for himself as a home builder, builds excellent houses, and sells them at fair prices as fast as he can complete them.

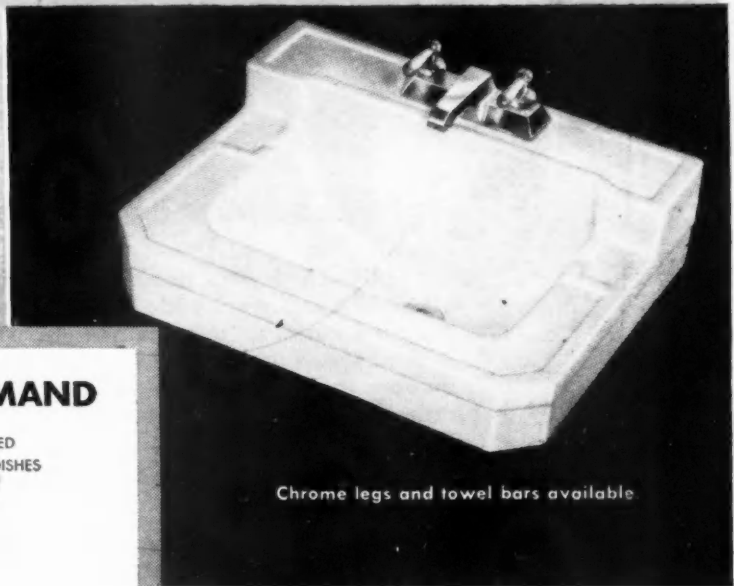
HE BELIEVES in what he is doing, and so do several hundred satisfied and comfortably housed customers. John uses the local newspaper to insert advertisements, not to draw prospects to his development, but to tell the facts

(Continued to page 58)

It's New! It's Neat!

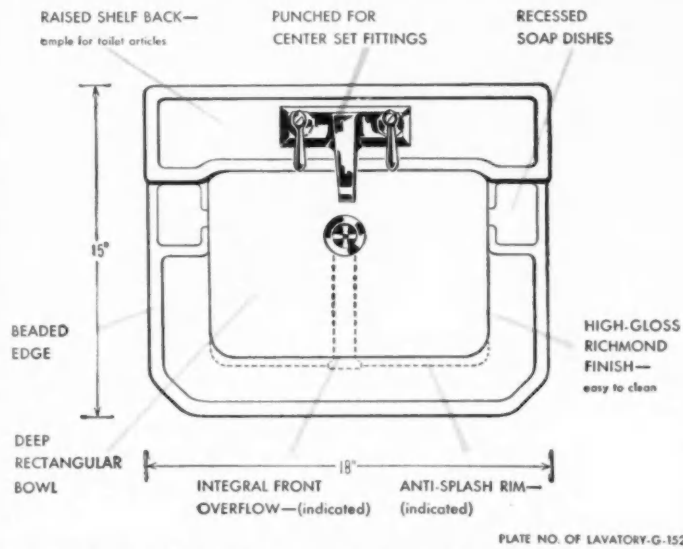
IT'S PERFECT FOR THE MODERN HOME! THE RICHMOND RICHLEDGE

MODERN HOMES demand modern plumbing. Richmond's compact new Richledge—designed with this in mind—has all the big lavatory features yet it's only 18" x 15" overall! This low-priced wall-hung unit fits into the most modern bathroom or powder room—no matter how small the space. . . .



Chrome legs and towel bars available

FEATURES YOUR CUSTOMERS DEMAND



... The **RICHLEDGE** will help you get those modernization jobs, as well as new installations, started now. Combining the highest quality with the lowest possible price—it is a timely addition to the Richmond line of fine vitreous china.



Richmond's whiter-white enameled cast iron sinks are at home in any kitchen.



RICHMOND

RICHMOND RADIATOR CO.—AFFILIATE OF REYNOLDS METALS CO.



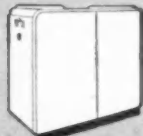
Vitreous China



Gas Boilers



Enameled
Cast Iron Ware



Winter Air Conditioners
Gas—Cast iron or steel
Oil—Steel

See your wholesaler or MAIL COUPON TODAY

AB-3

Richmond Radiator Company
19 East 47th Street, New York 17, N.Y.

Please send me complete information on the Richmond vitreous china line—including the new Richledge. No obligation, of course.

Name.....

Company.....

Address.....

EVERYONE PROFITS

WITH

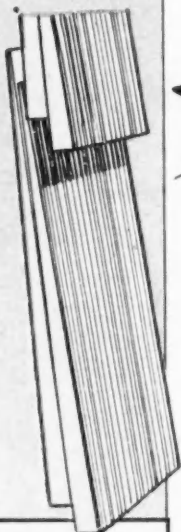
Duo-Laps

DOUBLE COURSE
RED CEDAR
STAINED SHINGLES



Mr. and Mrs. Home Owner

DUO-LAPS give homes the beauty and effect of expensive, wide siding at low cost. These luxurious, deep-horizontal shadows and wider exposures bring out the beauty of modern building design, give new life to older homes. Nature's prize insulator, Red Cedar, keeps homes cool in summer, warm in winter. Choice of eight colors.



Two shingles in one. Stained No. 1 Red Cedar top course. Rugged, genuine Red Cedar undercourse.



The men who specify and apply Duo-Laps...

DUO-LAPS cover more area with fewer shingles, fewer nails, less labor. Applied easily over spaced or solid sheathing for new construction . . . over any kind of outside wall for remodeling. Can be laid with full 12" or 14" exposure. DUO-LAPS come to you pre-stained, eliminate your painting costs. Butted, squared and tapered perfectly for easy application. Immediate delivery.

for Double-Beauty Insulation and Economy...Specify DUO-LAPS

Write for new folder in beautiful natural colors and name of your nearest Duo-Lap dealer.

American

STAINED SHINGLE CO.

GENERAL OFFICES COR. SPRUCE ST. AND DENNISON AVE.

COLUMBUS 8, OHIO

EDITORS'

Round Table

(Continued from page 56)

about public housing to the readers of the newspapers.

RECENTLY he threw the lie at the public housers by publishing the record of the home building industry since the close of the war. He sent us a copy of the ad, which charges that public housing will be the first major step to legislate communism into our nation. He attaches a coupon to the ad, inviting readers to fill it out and send it and the ad to Senator Ed Johnson of Colorado. One ad of the kind John Bonforte uses in his local paper will do more good to preserve freedom in this country than 10,000 speeches at builders' and dealers' meetings.

NORMAN A. MAXWELL, a long time subscriber to *American Builder*, and for years a home builder in Covington, Tenn., told one of our staff a few weeks ago that he remembers when there were only two concrete mixers in his town, and no power tools. He owned one of the mixers and the city owned the other. Now, there are at least eight mixers and scores of electrically operated tools and machines. He adds that power machinery and greater skill are producing better houses today than when he started in business.

IN THE SAME WEEK, we were told by a wrathful builder that some years ago he built and sold houses better than those going at \$12,500 for \$600. The \$600 is not a misprint. That's what he said. Then he stigmatized the entire industry as a heartless gang of grafters on the ground that since the wages of his crews have quadrupled, he should be able to sell his \$600 house of years ago for \$2,400. It would be wonderful if it were that simple, but when you find a reader who can think no further than that, there is no use trying to argue with him.

OUR WESTERN EDITOR deserves a special salute this month. He lives in Los Angeles, but spent most of January in the Northwest, clad in a spring coat and climbing around building projects with outside temperatures as low as minus ten. No complaint, but he did let us know that he thought our timing for the trip was pretty sour.

Builders:

when you specify

ELJER

Plumbing Fixtures, your clients enjoy...



LONG-LIFE STYLING
EXTRA CONVENIENCES
OUTSTANDING QUALITY
FAMILY OF DESIGN
HARMONIZING COLORS
RENEWABLE BRASS FITTINGS

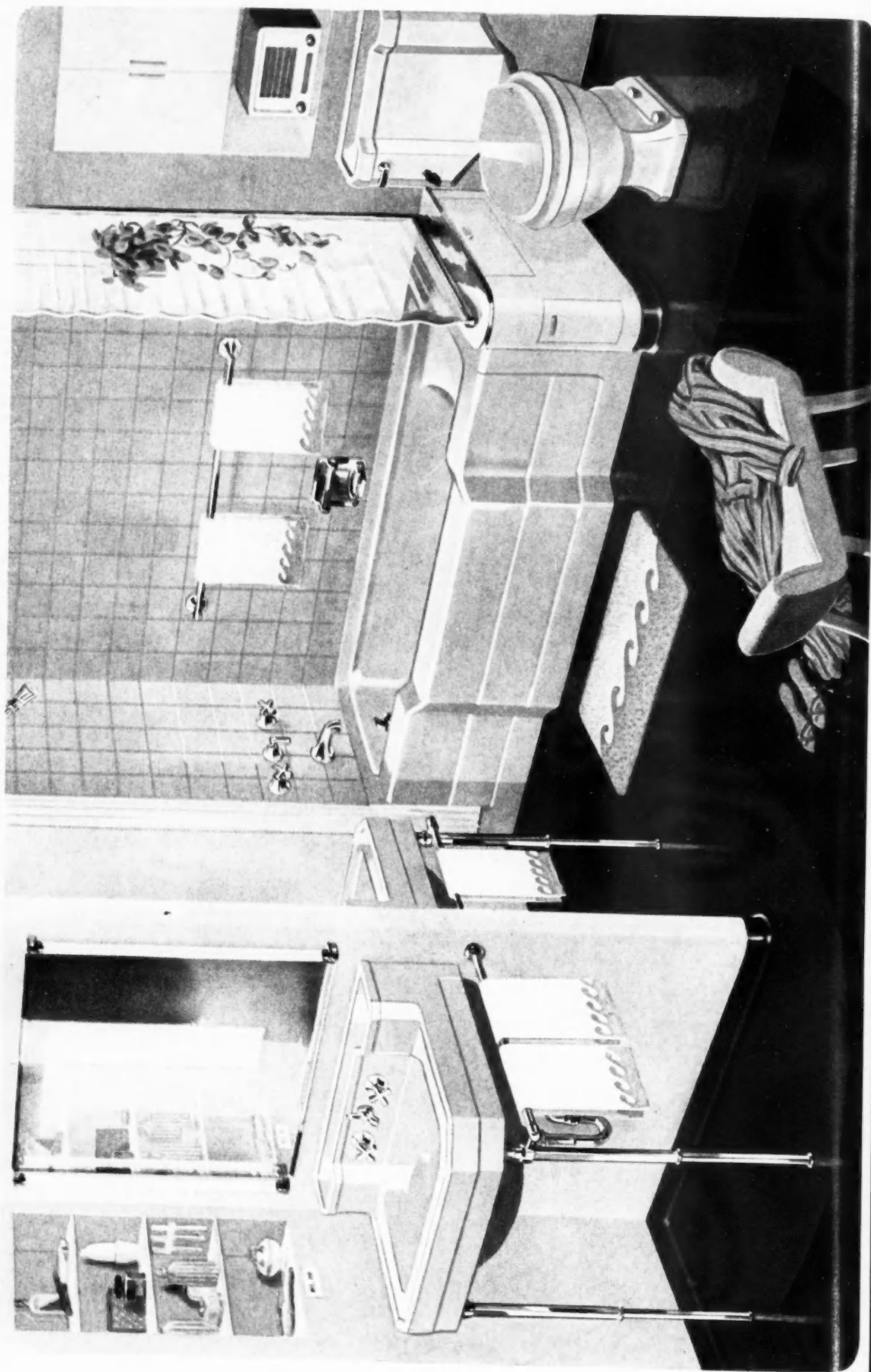
It pays you, it pays us-

because we specialize in Plumbing Fixtures and Brass

AS ADVERTISED IN THE POST 

Eljer advertising in consumer magazines like The Saturday Evening Post will reach 115,000,000 this year. Everywhere, people know Eljer. You can be sure that **your clients** appreciate the long-life styling, superb quality and extra conveniences of Eljer's Fine Plumbing Fixtures, trimmed with Eljer's Quality Brass.

ELJER EQUIPPED HOMES DO SELL FASTER BECAUSE



ELJER BATHROOMS ARE *first* FOR CONVENIENCE

ELJER BATHROOMS ARE *first* FOR CONVENIENCE

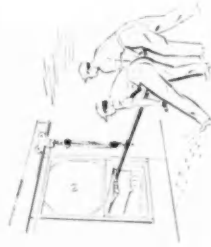


Enjoy the convenience of an Eljer Legation Bath . . . with its distinctive end-seat that is comfortable for foot bathing or a sitting shower. The low, wide front rim-seat makes it easy to step in or out and is ideal for bathing children . . . and the entire surface is within easy reach for cleaning.

Eljer is *first* for quality, too . . . bathtubs and kitchen sinks have a *rugged, rigid, cast-iron base* that makes possible a smooth, *extra-thick* coating of glass-like enamel . . . easy to keep sparkling clean and new-looking with the swish of a damp cloth. And, Eljer Vitreous China Lavatories and Closet Combinations just naturally resist stains and the effects of all ordinary acids . . . because they are *real china*.

Everyone in the house appreciates Eljer's Chrome-Plated Faucets that turn off or on with a touch of the finger. Exclusive construction features assure long, trouble-free service, while all wearing parts are easily renewable.

Your Plumbing Contractor or Builder will help you select a combination of Eljer Fixtures . . . in white or beautiful pastel shades . . . for bathroom, powder-room, laundry or kitchen. For free booklet on bathroom ideas, write Eljer Co., Box 192, Ford City, Pennsylvania.



All Eljer Enameled Cast-Iron Fixtures have a body of solid cast iron. An extra-thick coat of vitreous enamel is fused to this base by extremely high oven temperatures. The resulting finish is velvet-smooth . . . and will last a lifetime with ordinary care.

MANUFACTURERS OF FINE PLUMBING FIXTURES SINCE 1904

ELJER

Factories at Ford City, Pa., Salem and Marysville, Ohio and Los Angeles
There are over Ten Million Eljer Fixtures in Use

more and more people are asking for the *Extra Features* available
Only in Eljer's Fine Line of Plumbing Fixtures and Brass Trim



IN 1949, 115,000,000 ADVERTISEMENTS

WILL HELP YOU SELL ELJER

IN 1948, 75,000,000

IN 1947, 62,000,000

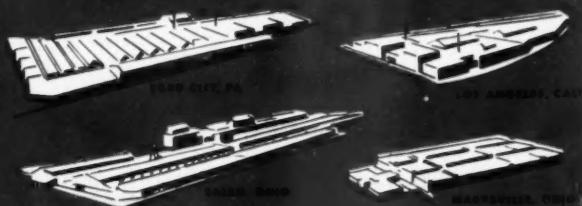
IN 1946, 52,000,000

Every Eljer advertisement contributes to an ever-increasing public acceptance of Eljer. And, more and more architects, builders and plumbing contractors are recommending and installing Eljer Fixtures, trimmed with Eljer Quality Brass Goods.

Certainly, many of your customers know about the beauty, outstanding quality and superior styling of Eljer's Fine Plumbing Fixtures. Take advantage of this growing demand. Let the powerful advertising and sales promotion of Eljer make your selling job easier . . . and more profitable. See your Eljer Distributor, or write direct to Eljer Co., Ford City, Pa.

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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

NAHB Elects Rodney M. Lockwood 1949 President

1949 Convention hits new high in attendance and interest in exhibits, business sessions and problems

The 1949 NAHB Convention and Exposition, conducted in Chicago February 20 through 24, constituted a full dress demonstration of how this organization is growing steadily in membership, strength and prestige. A new all-time high in registration, plus unprecedented interest and attendance at all business and clinic sessions, taxed every facility of the Stevens Hotel. At many of the sessions there was standing room only.

A comprehensive program permitting maximum participation by those in attendance has done much to clarify the most important problems facing the industry. Outstanding interest was centered on five general session discussion panels and six technical clinics.

The huge array of exhibits by manufacturers of building materials and equipment officially opened Sunday afternoon at 1 o'clock, with 141 firms represented in the Exposition hall and on the mezzanine of the Stevens. From then on, every hour that the exhibits were open booths and aisles were crowded with curious builders seeking information about the products.

The first general session was conducted in the Grand Ballroom Monday afternoon with President Milton J. Brock presiding. A message of welcome was extended by Nathan Manilow, president of the Chicago Metropolitan Home Builders Association. Past president Edward R. Carr delivered the keynote address. He urged the 3,000 builders crowded into the room to work vigorously for new technical advances in construction and to spend more time and effort in educating the public with the truth about housing.

Convention committee chairman W. Hamilton Crawford presented a brief, dramatized summary of the current trends toward socialism through the efforts of bureaucratic elements in government.

A new style of reporting was introduced by Executive Vice President Frank W. Cortright when a review of the year's work by NAHB's national staff was presented as a drama "Builders of America" by professional performers of Ira Mosher Associates, Inc.,

(Continued to page 64)



RODNEY M. LOCKWOOD
1949 President

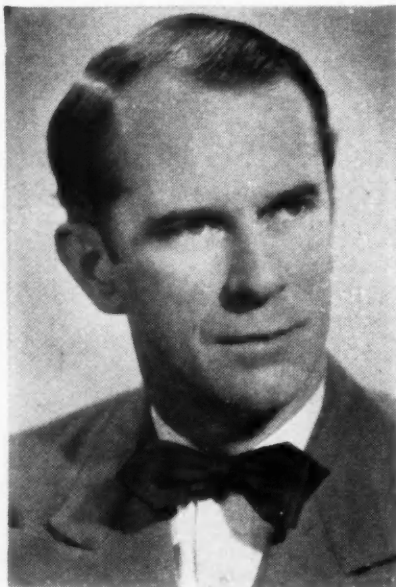
Roster of Capable Men Elected to Run Association for Coming Year

One of the highlights of every NAHB convention is the election of officers, which always inspires peak interest and no end of prognostication. This year's meeting was no exception. The nominating committee worked hard and long to select its final slate of leaders for 1949. The men elected are all well-known in the industry, and throughout the nation, and are of such calibre that members of NAHB can have perfect confidence in their ability to carry on all the fine work of the Association.

Rodney M. Lockwood, of Detroit, Mich., the 1949 president, who succeeds Milton J. Brock, has been in the forefront of Association activity for several years, and is best known for his outstanding work in behalf of veterans' housing since the end of the war. He was chairman of the NAHB special committee on building materials and regulations, which acted in an advisory capacity to the housing expediter. Lockwood developed a series of comprehensive reports which resulted in the



THOMAS P. COOGAN
1949 First Vice President



WILLIAM P. (Bill) ATKINSON
1949 Second Vice President



NICHOLAS F. MOLNAR
1949 Secretary

correction of many government regulations and practices which were impeding construction. More than two-thirds of the recommendations of Mr. Lockwood's committee were ultimately accepted by the government and brought relief in the production, distribution and supply of building materials.

Lockwood entered the building business in Detroit in 1938, and since 1940 has been a recognized leader in his city's housing affairs. He worked for the stimulation of war and veterans' housing. He was chairman of the legislative committee in 1948.

In addition to being an active operative builder, Lockwood is general counsel of the Detroit Association. He has also been engaged in general law practice since 1933, when he was graduated with highest honors from the Detroit College of Law.

Thomas P. Coogan, NAHB secretary in 1948, has had more than 20 years' home building experience in the low-cost field. A resident of Miami, he is a past president of the Florida Home Builders Association, and was for three years an NAHB national director.

Mr. Coogan is a World War I vet-

eran, serving as an observer and a bomber-gunner in the Naval air force. He studied engineering at Massachusetts Institute of Technology and is a member of the Town Planning Board of Surfside, Fla. His predecessor in the vice presidential post was the new NAHB president, Rodney M. Lockwood.

W. P. "Bill" Atkinson of Oklahoma City is NAHB's first second vice president, this office having been added to the officer panel at the 1949 convention. Mr. Atkinson, a native Texan and former newspaperman, is a graduate of Texas Christian University, Fort Worth. He

(Continued from page 63)

assisted by members of the NAHB Washington staff.

Tuesday forenoon six clinic discussion panels were conducted concurrently in rooms located in both the Stevens and Congress hotels. Clinic No. 1 dealt with FHA and VA questions and answers with past president Joseph E. Merrion presiding. Personnel on this clinic included Franklin D. Richards, Commissioner of FHA, and his assistant, Curt Mack.

Clinic No. 2, "Building Methods That Cut Costs", produced numerous ideas that will be helpful to the many builders in attendance. Clarke Daniel, NAHB Director of Washington, D. C., was discussion leader.

Clinic No. 3, "Prefabrication for Better Values and Increased Sales", with W. Hamilton Crawford as discussion leader, included prominent prefabricators as personnel, and clarified many questions in the minds of builders regarding this type of construction.

The fourth clinic titled "Heating—Air-Panel Radiation" was another which proved of outstanding interest to the builders. It was led by Kimball Hill, Chicago.

A builders' round table "Economy Houses I Have Built", led by Nicholas

Molnar, included H. Leland Smith of FHA and Carl Lans, of the NAHB staff, as leaders. Many interesting reports were made to the assembly.

"Faster Sales Through Better Design" with John N. Highland, Jr., architect, leading, resulted in the development of some good sound thinking dealing with the subject.

All of the clinics drew overflow crowds, and were repeated on Wednesday forenoon.

With Rodney Lockwood as chairman, the Tuesday afternoon general session featured addresses by Roy Wenzlick, real estate analyst of St. Louis; Raymond M. Foley, administrator of HHFA, and Franklin D. Richards, FHA Commissioner.

HHFA Administrator Foley urged the home builders to continue to emphasize low-cost housing and to work with the government rather than at odds with Washington in working out the nation's housing problems.

Tuesday's afternoon session was concluded with a nine-man panel on "Meeting Today's Mortgage Finance Problems", with National Secretary Thomas P. Coogan as moderator.

Tuesday evening a panel discussed "Land Planning for Permanence" with David D. Bohannon as moderator.

After a lively and interesting discussion on the subject, W. P. Atkinson, chairman of the NAHB's Neighborhood Development Contest, issued awards to the winners of the recent nationwide competition.

Wednesday forenoon was filled with repetition of the clinic program for Tuesday. The afternoon general session featured two interesting panel discussions—"Building a Better House at Lower Cost" moderated by Fritz Burns, and "Selling Your Houses in 1949" with W. P. "Bill" Atkinson as moderator. Both sessions were crowded and proved highly enlightening to those present.

Thursday forenoon President-elect Rodney M. Lockwood highlighted the program with the 1949 NAHB policy statement. He was preceded by F. Perry Brown, national commander of the American Legion, who spoke on the national housing program from the viewpoint of the veteran.

The fifth panel, "Reaching the Mass Market through the Economy House," discussed in detail what is being done with the low cost house—planning, methods, materials and problems. Nicholas Molnar, NAHB treasurer, was moderator. The last of four Ira Mosher dramatizations concluded the program.



NATHAN MANILOW
1949 Treasurer

started a construction business in 1939, after three years as chairman of the Department of Journalism and public relations director of the Oklahoma City University.

He has developed an entirely separate town, "Midwest City," and, with 17 other Oklahoma City builders, is engaged in the development of another large tract, 200 homes of which are already under construction.

A record of 27 years in low-cost housing lies behind Nicholas Molnar, 1948 NAHB treasurer. He is a past president of the Home Builders Association



FRANK W. CORTRIGHT
Executive Vice President

of Greater Cleveland and was, in 1947, treasurer of the Home Builders Association of Ohio.

Mr. Molnar is a graduate of the Royal Hungarian University of Budapest. An active participant in civic affairs in Cleveland, he has been executive secretary of the City Planning Commission and Board of Zoning Appeals. He succeeds Thomas P. Coogan in the office of NAHB secretary.

Nathan Manilow, 1949 treasurer of NAHB, became actively engaged in the building industry more than 20 years ago. His college degree is in law, but

soon after graduation he turned to building and found this business more fascinating. Despite the fact that his organization is responsible for the construction of more than 4,000 homes and \$20,000,000 worth of other types of construction, Manilow has always found time to engage actively in Association affairs. He has served as chairman of the finance committee, then as treasurer of the Chicago Metropolitan Home Builders Association, and for the past year has served as president of that organization, the largest local chapter in the nation. In addition to this he has been a director of NAHB, and has also served on the National's emergency committee. Mayor Kennelly of Chicago selected Manilow to serve as a member of his Chicago Committee for Housing Action.

Frank W. Cortright, executive vice president of the National Association of Home Builders, came to Washington immediately after Pearl Harbor. While awaiting a commission in the Army Air Corps, he accepted a temporary position as secretary of the Home Builders Institute. As the need became apparent for a national approach to the immense problems of constructing a million homes for immigrant war workers, Mr. Cortright remained as executive officer and has played an important part in creating and developing to its present stature the National Association of Home Builders.

Born in Beverly, New Jersey, he attended the Farnum Preparatory School, Lafayette College, and the Wharton School of Finance at the University of Pennsylvania.

He served in the Field Artillery in World War I. He established and operated a large real estate business under his own name in Philadelphia. For 15 years prior to coming to Washington his firm operated in the capacity of real estate brokerage, land development, appraisals, mortgage finance and home building.

At the time Mr. Cortright came to Washington he was vice president of the Philadelphia Real Estate Board in charge of the suburban areas, and was also vice president of the Main Line Board of Realtors.

He is a Realtor, member of the National Press Club, Philadelphia Photographic Society, National Aeronautic Association, American Legion, Thirty-Second degree Mason, Lafayette Alumni Association, Washington Aero Club, Phi Kappa Psi Fraternity, and American Trade Association Executives.

First Registrant at Meeting Greeted By Reception Committee Chairman



FIRST person to register for the 1949 NAHB Convention and Exhibition after the desk opened Saturday morning, February 19, at 9:00 a.m., was Charles B. Neal, right, vice president of the Home Builders Association of Greater Kansas City. Newton C. Farr, of Chicago, chairman of the reception committee, and Myrtle Fiedler of Convention and Exposition Director Van Auken's office, were on hand to help him.

Association Officials Travel Thousands of Busy Miles

Milton J. Brock, NAHB president, in 1948 travelled 100,000 miles; attended 100 meetings, 10 conventions, and made a total of 150 speeches.

* * *

Normine W. Watkins, director membership chapter relations, NAHB, travelled 18,000 miles in 1948; attended 42 meetings, and 8 conventions. He made 12 speeches.

American Builder and Its Editor Honored



NAHB President Milton J. Brock, left, presenting citation to Edward G. Gavin, editor of *American Builder* at the Annual Banquet in Chicago. This was done in recognition of NAHB's appreciation of the work of Gavin and *American Builder* in promoting the best interests of the nation's home builders and the National Association

In appreciation of consistent and vigorous editorial policies promoting the best interests of the nation's home building industry and its individual members, the National Association of Home Builders at their Annual Banquet Wednesday evening, February 23, awarded an engraved citation to *American Builder* and its editor, Edward G. Gavin. Specifically mentioned in the citation is the origination of National Home Week, inaugurated at the suggestion of Gavin and the *American Builder*.

The citation reads: "The National Association of Home Builders is honored to present to the *American Builder* and its editor, Edward G. Gavin, this testimonial of the industry's appreciation of the *American Builder's* co-operation during the last seven years and particularly its proposal for the establishment of National Home Week. Presented at the Annual Convention of this Association in Chicago, Illinois, February 1949. M. J. Brock, President; Frank W. Cortright, Executive Vice President."

Local Chapter Secretaries Talk Problems During Annual Meet

Nearly 90 secretaries of local NAHB chapters assembled at the headquarters of the Chicago Metropolitan Home Builders Association Sunday during the annual Convention for an all-day conference dealing with major functions of association work. The presiding chairman was Martin C. Huggett, Chicago, and the meeting was opened at 9:00 with a statement by Normine W. Watkins, Director of Membership and Chapter Relations, NAHB, Washington.

With the exception of the luncheon session, operation of the conference was by means of panels. The first panel was on the subject of conducting successful association and committee meetings. The panel was headed by George Brunner, Buffalo, as moderator. The accepted and tried techniques of conducting meetings was thoroughly explored.

The second panel session of the morning round was conducted by James M. Lange, and dealt with organization and functioning of low cost housing committees. The range of discussion included research and investigation, competition among members and architects, association sponsored plans, and relations with FHA.

The luncheon session was featured by addresses by Nathan Manilow, president, Chicago Metropolitan Home Builders Association, Frank Cortright, executive vice president, NAHB, and Ed Gavin, editor, *American Builder*.

The luncheon session, attended also by several chapter presidents, was

characterized by Frank Cortright as an assembly of association executives of a calibre unequalled by any business group he had ever seen. Nathan Manilow dwelt briefly on the need for intelligent association leadership as the only sure guarantee of continued freedom of enterprise in the nation. Gavin defined the function of a modern trade association and its executive leader, and urged that association executives establish themselves as local leaders of political and economic thinking.

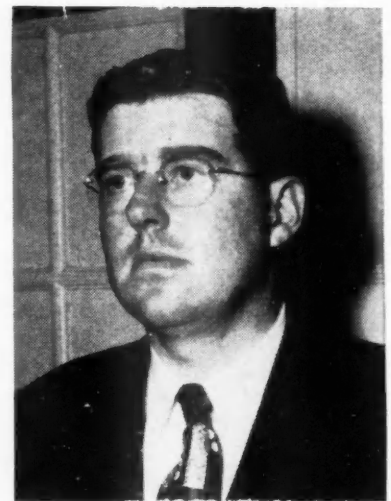
The first panel of the afternoon session was led by William J. Guinan, Detroit, and the subject was public relations.

A second afternoon panel was on the subject of local association financing, and was led by Richard M. Sandberg, Cincinnati. The discussion revolved around budget and dues systems, magazine and bulletin publication, year books, plan books, home shows, insurance plans, membership promotion.



THE SECRETARIES' group at their luncheon in the headquarters clubroom of the Chicago Metropolitan Home Builders Association during the Annual Convention sessions

Builder Travels 10,000 Miles To Attend 1949 Convention



Theodore W. Walsh, Melbourne, Australia, traveled 10,000 miles to attend the NAHB Convention and Exposition. While here he became a member of the Association

Socialized Housing Rapped In NAHB Policy Statement

The National Association of Home Builders at the 5th Annual Convention and Exposition pledged its membership to produce quality houses within the means of middle and lower income families.

"Today thousands of American families in surprisingly low income ranges are enjoying comfortable modern homes of quality which symbolize our program and our ability to house all the American people," the NAHB statement of policy asserted.

"We re-affirm this pledge for the coming year with full determination to construct, in increasing volume, homes within the reach of those whose demands are the most urgent."

The policy statement came out strongly against federally subsidized socialized public housing and other direct federal participation in the housing field. Opposition of the home builders is based "on the evidence that socialized public housing does not clear slums nor house the lowest income group. Its excessive costs must be met by the American taxpayer."

On the matter of slum clearance, the builders asserted that responsibility for such a program belongs to state and municipal governments. They recommended that the re-development of blighted areas be carried out in accordance with comprehensive community planning.

Concerning housing measures now before Congress, the policy statement recognized "that state and local governments must co-operate in any plan for re-development of the more extensive areas, inasmuch as such re-development must be carried out in accordance with comprehensive community planning.

"We re-state our conviction that the responsibility for such planning and re-development is within the local jurisdictions and that this responsibility be accepted on the local level."

"Our Research Department has been studying cost breakdowns and methods of more efficiently handling all kinds of building products and their assembly to attempt to remove any excess costs that may be involved in the production of housing which could contribute to a better house at a lower price," the policy statement asserted. "At the same time the supply of materials has improved and there are signs of improved productivity of labor.

"The cost of housing appears at last to be leveling out. However, these encouraging indications may well be sharply reversed by a multi-billion dollar Federal socialized public housing and slum clearance program which would force costs upward by competing with private builders for land, labor and materials."

Our home builders will continue to seek amicable work relationships with

labor, the statement declared. "We believe that the principles and provisions set down in the Taft-Hartley law have proved beneficial to labor, industry and the general public. We believe that basically and fundamentally it is a good, sound piece of legislation. The provisions of the Taft-Hartley law which abolish the closed shop, outlaw secondary boycotts and provide the machinery for settlement of jurisdictional disputes, have afforded the entire home building industry with proper safeguards and protection against unwarranted and unconscionable union practices permitted under the old Wagner Act."

On-the-Job Training Program Inaugurated by Home Builders

A nationwide "on-the-job" training program for university students preparing for positions in the home-building industry was announced at the convention by the National Association of Home Builders.

Robert P. Gerholz, Flint, Mich., past president and director, made the announcement at a luncheon for college and university students in light construction courses.

This luncheon drew a group of 80 students from midwestern colleges including Wisconsin, Northwestern, Chicago Technical College and Illinois Institute of Technology. There also were delegations from University of Minnesota, Virginia Technical College, Georgia Tech and Denver University.

"The hope of the entire construction industry rests with the young men of the nation. New blood, new ideas, new initiative and new goals are necessary so that the private construction industry can continue in the fine manner in which it has operated," said Gerholz.

"The National Association of Home Builders wants to give every qualified

university student who is studying for the construction field a chance to work during the summers on actual construction jobs. The home-building industry promises that it can absorb those college men into full-time jobs immediately upon graduation."

Fritz Burns, Los Angeles, Calif., past president and director, told the students that the construction industry is starving for trained leadership. "Every man with some native ability and a technical education will be a welcome addition to the industry, provided he is willing to work hard and 'start at the bottom,'" he said.

Edward Carr, Washington, D.C., past president of the NAHB, told the students that it is the responsibility of younger men coming into the industry to thwart the forces which are trying to socialize an industry which to do a good job must "exist in an atmosphere of competition and free economy."

The students were welcomed by NAHB president Milton Brock, Los Angeles, California, who told them that this on-the-job training program was designed to assist them in two ways: (1) to aid them in their university classes by providing practical field experience, and (2) to prepare them to accept jobs immediately upon graduation from their courses.

Tours of Chicago Housing Jobs Popular During Meeting

Roy Healy, executive assistant of the Chicago Metropolitan Home Builders Association, who was in charge of the conducted tours of Chicago home building operations during the Convention reported unexpected high interest in this convention feature.

For the first day, Monday, he had set a limitation of 80 persons for the party. Within a very short time after ticket sales at the registration desk started, the 80 tickets for Monday's tour were sold out, so he arranged for supplemental accommodations and took 120 persons on the first tour. Tuesday, Wednesday and Thursday's tours were also booked to capacity.



GROUP of NAHB officials at luncheon with several of more than 80 students who attended the Convention as guests of the Association. This was the occasion for announcement of a nationwide on-the-job training program by home builders

1949 Officers of National Association of Home Builders

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 2nd VICE PRESIDENT.....W. P. (Bill) Atkinson, Oklahoma City, Okla. TREASURER.....Nathan Manilow, Chicago, Ill.

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 Walter Johnson, Niagara Falls, N.Y.
 Russell A. Muth, Philadelphia, Pa.
 Robert A. Bready, Baltimore, Md.
 George S. Goodyear, Charlotte, N.C.
 Emil J. Gould, Miami, Fla.
 Walter Neller, Lansing, Mich.

Kimball Hill, Chicago, Ill.
 Sidney F. Dwyer, Milwaukee, Wisc.
 O. G. (Bill) Powell, Des Moines, Iowa
 Richard G. Hughes, Pampa, Texas
 Alex G. Adamson, Salt Lake City, Utah
 T. A. Hutchinson, Denver, Colo.

Al Balch, Seattle, Wash.
 Cedric Roberts, Los Angeles, Calif.
 J. P. Bourne, Louisville, Ky.
 Frank Zuzak, Shreveport, La.
 Charles R. Malowney, Tucson, Ariz.
 Carl Gellert, San Francisco, Calif.
 Emanuel Spiegel, Dumont, N.J.

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 Harry J. Finkenstein
 Fritz Burns
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 Lloyd S. Whaley
 Milton J. Brock
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WASHINGTON—V. O. Stringfellow
 Samuel Andersen
 F. R. McAbee
 Frank Snider
 James March

WISCONSIN—Frank Kirkpatrick (†)
 James R. Baer
 Henry Grommes

NAREB—John M. Mowbray, Baltimore, Md.

NOTE:

(†) Elected for two years in 1948

Normine Watkins Establishes Display of Typical Office

Every time an NAHB official attends an Association convention, he meets other officers or presidents he wants to talk to, but in many cases it is difficult, if not impossible to do so.

Such was the thinking that prompted Normine Watkins, NAHB Director of Membership and Chapter Relations, to offer for the first time a plan to solve the problem. The plan enabled officials to get together in a familiar Association atmosphere, at any time, to discuss any problem.

The plan is in the form of an office, and at the Convention Exposition it was set up in room 509 of the Stevens hotel. The office was designed to resemble a local Home Builders Associa-



VIEW in the typical local secretary's office, which was established as a display during the Convention and Exposition

tion office. In the office was an addressograph, a mimeograph machine, adding machine, typewriters, a filing system, and other items necessary to an association office. The filing system was set up to demonstrate how material should be filed that is passed on to local association headquarters from the national headquarters.

Mr. Watkins had a simplified accounting system open for inspection. Display racks for various association materials were lined with home show promotional ideas, trade magazines that an association should subscribe to and have on display, public relations ideas, and revenue-producing ideas for associations, pamphlets, different types of local association news letters, a series of directories, and model home books that help sell houses were on display.

Cortright Traveled 75,000 Miles on Job in 1948

The total number of miles travelled in 1948 by Frank Cortright, National Association of Home Builders executive vice-president, was 75,000, according to a statistical summary of NAHB staff work. He attended 75 meetings, 10 conventions, and made 115 speeches throughout the country.

Cortright's Column

By Frank W. Cortright

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



Can you get construction loans in your community?

Can your buyers finance the home you would like to build this year?

If not, you can place most of blame at the door of the Federal Reserve Board, the Treasury, the FDIC and that segment of our government which has been so worried about inflation that it has been—and still is—fighting the balance of the government which demands a million new homes annually.

Of course, some of the blame must be placed on the banking interests of the country—on the insurance companies, savings and commercial banks, the building and loan groups and other sources of mortgage funds. The Dow Service has just completed a survey which condemns the conservatism of mortgage lenders in most vigorous terms. We quote from the Dow Service release:

"Many people believe that an over-cautiousness fortified by uncertainty and fear, is generally prevalent. Such a thing, according to reports to Myron L. Matthews, Vice President of The Dow Service, could amount to abandonment of America. In short, it seems that the goal of the custodians of money is to demand advance guarantees of the amortization of the United States. Thus the pendulum has swung from utter recklessness to extreme conservatism.

"The reasoning is clear enough but the antidote is not. The reasoning runs like this: Building costs are coming down sometimes, 'gosh knows when or how much. Let's be careful. The antidote, slash all cost figures 25 or 35 per cent, then grant whatever loan the law allows from that level.

"It is nice to know that mortgage lenders recognize their responsibility in the administration of the funds entrusted to them. This is as it should be and it should give everyone more confidence in their banks, insurance companies, savings and loan groups and other mortgage money outlets. The over-conservatism is not so meritorious for it exemplifies an incomplete knowledge of economic and moral hazards vs merits in real estate investment, and, what is infinitely worse, it is an evidence of selling America down the river notwithstanding how unconsciously this may be being done.

"As one man from out West observes, the poor G.I. confronted with buying a home because he cannot find one to rent, finds that on a \$12,000 house he can borrow only \$8,500 because banks slash the appraisal. That means the G.I. has to raise the balance as a down payment, or continue to live in his trailer, furnished room or doubled up with his folks or the in-laws. This same thing is repeated over and over again, all around the country and promises to get worse according to field reports to The Dow Service."

The statement concludes by saying that many lenders cannot and should not rid themselves completely of risk any more than people in other lines of business can divest themselves of it. It is suggested that the antidote is for lenders to resell themselves upon America, regain confidence in themselves and invest depositors' money at reasonable risks.

In defense of our mortgage lending system, it must be said that since 1945 more than \$14 billions of dollars has been invested in mortgage loans. This is an immense amount to digest and constitutes a substantial percentage of the nation's investment portfolio. Fortunately, savings and loans, insurance companies and banks are daily fortified with new funds. Existing loans are amortized daily and the return on mortgages exceeds any other opportunity for investment.

Although this is not a defense of the over-cautiousness of lending institutions today, nor of some unrealistic evaluating and desire for the high interest rate and the ultra-safety of insured loans, it must be said that the pressures applied from the Washington level are so severe as to partially justify the lenders' stand and explain the serious shortage of loans necessary to maintain construction momentum.

However, various pressures for immense direct government loans are now under most serious consideration by the Congress. Bankers would do well to evaluate the disastrous effect of such action and, by studying the results of direct government lending in Europe, wake up to the fact that direct loans would be the beginning of the end of lending in residential mortgages.

All Women Panel Urges More Livability in Low-Cost Homes



Mrs. Henry Chalaron, home builder of New Orleans, La., spoke on The Attractive Economy Home on program staged by lady builders. Urged varied exteriors to keep out monotony. In 1948, she built 36 homes in \$8850 to \$10,250 price range

A capacity crowd of both men and women turned out for the all woman's program staged by the lady builders in the South Ballroom at The Stevens Monday forenoon. The meeting was one of the most delightful as well as highly informative sessions to be held at the Convention. The panel comprised of women builders and women editors covered such topics as builder-client relationships, economy houses, interior decorating, what American women want incorporated in today's home, and how to defend against socialized housing.

Throughout the session the thought was stressed that more livability be incorporated into the small low-cost house. Charging that family living is going bit by bit as the house is reduced in size and quality, Mrs. Mary Davis Gillies of McCall's Magazine urged the builders to plan the economy house so the family will live from lot line to lot line. "Even the small economy house can have a great deal of living built into it, and living must be the first thought in planning any home," Mrs. Gillies stated.

There is no price tag on good taste, originality, or character, Mrs. Henry Chalaron, builder of New Orleans reminded her audience. "By giving consideration to proper land planning, site planting, variation in exteriors to keep out monotony, and the use of simple details, the low-cost house can be made not only more attractive but more livable," she remarked.

The interior shell of the house as a merchandising tool was the topic Mrs. Maxine Livingstone of Parents' Magazine covered. "Through the judicious use of color you can create the illusion of space in even a small room," Mrs. Livingstone commented. "Anything you builders can do to literally and figuratively push out the walls of these small low-cost houses will mean greater livability to the family and more sales to you."

Mrs. Lillian Moebus, realtor of Brooklyn, N.Y. wielded a few telling blows at

public housers. Urging all women to actively participate in civic programs, Mrs. Moebus said, "We don't need socialized housing, we need more personal interest in our small towns. If all citizens will take it upon themselves to see that the beginnings of a slum area are corrected, then through personal interest in the situation, the problem may be eliminated.

With the return of a competitive market every builder should take inventory of his builder-client relationships, Mrs. Henry Mollgaard of Milwaukee suggested. "In a competitive market, price is not always the deciding factor—quality, high professional standards, a good reputation, prompt payment of bills and above all, no chiseling are more important." She urged that the small home buyer be given the same courtesy and respect as the purchaser of the mansion.

Mrs. R. B. Butler of Tulsa, reminding her listeners that women select 95 per cent of all homes bought in this country, read off some replies she received from 3000 American women in response to her query as to what features they would incorporate in a new home. While the answers ran the gamut of human needs, wants, and tastes, the predominant requests were for closets and storage space, front entrance halls, and good circulation in all house plans. Mrs. Butler, prominent realtor and builder of Tulsa, was chairman of the panel. She was also responsible for planning and staging the program.

Celotex Corporation Promotion Campaign Commended by NAHB

One of the resolutions passed at the 1949 NAHB Convention in Chicago commended the Celotex Corporation for its recently inaugurated advertising and promotion campaign to stimulate the immediate building and remodeling of homes.

American Builder, March 1949.

"Keys to Happiness" Were Made For Visitors to Convention

Home builders who are planning to use the "Keys to Happiness" idea can now obtain "Keys" booklets from the NAHB, Association officials have announced. The new public relations idea is to present to new home purchasers a pair of gold-plated, specially-coined keys bearing the NAHB insignia on the bow and the words "Keys to Happiness" on the blade.

Keys are produced by leading lock manufacturers under licensing agreements with the Home Builders. The purpose of the project, is to provide home buyers with an attractive memento of the purchase, plus information about the builder and the industry.

Yale and Towne Manufacturing Co. distributed the new keys at their convention booth. When a key to a Yale front door lock was presented they made a gold-plated "Key to Happiness" while the owner waited.

Complete sample sets of the keys, the booklet and the silver chain have been mailed from the NAHB Washington headquarters to presidents and secretaries of local associations.



Cutting combinations for gold-plated "Keys to Happiness" at the Yale & Towne booth during the convention.

Convention Sets Record For Press Representation

That the eyes of the nation focus on the NAHB Convention and Exposition is best proved by the thorough coverage accorded this year's meeting by the nation's press. Registrations from large metropolitan dailies, business and consumer publications reached a record number in excess of 350.

Only the two national political conventions and the American Legion national meeting draw a heavier representation of the press than the NAHB.

NAHB public relations director Walton Onslow and his staff spent a busy week in Chicago setting up elaborate press room facilities in the Stevens Hotel where press releases, conferences and all types of special requests were prepared for the reporters and editors.

YOUR CUSTOMERS LOOK FOR
all THESE ADVANTAGES OF...

GENUINE CLAY

tile



Photo by Ezra Stoller: Pictorial Services.

Design flexibility of tile makes possible such imaginative applications as this kitchen. Carl Koch, Architect, designed it for his own home at Snake Hill, Belmont, Massachusetts.

Sparkling tile colors can be used in modern arrangements or patterns to enhance any decorative theme. And, you know that colors won't fade or darken because tile's beauty is fired-in for a lifetime of loveliness.

Easy to clean and keep clean, tile never needs waxing, polishing or refinishing. Homeowners appreciate, too, the fact that water rolls off without leaving stubborn, streaky blemishes.

The Tile Council of America was formed in January 1945 to provide a central source of information about floor and wall tile, and to sponsor research and development projects designed to increase the usefulness of tile in all types of private and public building.

Bright and efficient, clay tile for floors, walls and countertops keeps its fresh, spic-and-span appearance for a lifetime. Exposure to heat or cold, dampness or dryness will not affect clay tile.

Long term economy of clay tile means lower end-cost for the homeowner. With no recurring charges for maintenance or replacement, tile is a sure sign of careful, thrifty planning.

For specific information regarding available types, sizes and colors, see *Sweets Architectural or E-C-A File*. THE TILE COUNCIL OF AMERICA, Room 3401: 10 East 40th Street, New York 16, New York. Room 433: 727 West Seventh Street, Los Angeles, California.

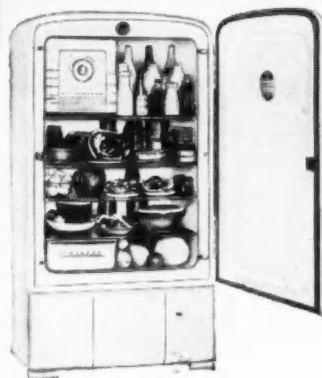
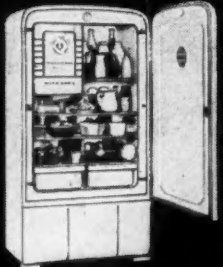
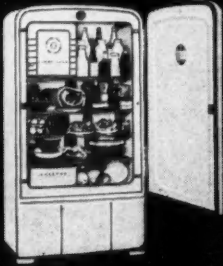
PARTICIPATING COMPANIES: American Encaustic Tiling Co. • Architectural Tiling Company, Inc. • Atlantic Tile Manufacturing Co. • B. Mifflin Hood Co. • Cambridge Tile Manufacturing Co. • Carlyle Tile Co. • General Tile Corp. • Gladding, McBean & Co. • Mosaic Tile Co. • Murray Tile Company, Inc. • National Tile & Manufacturing Co. • Olean Tile Co. • Pacific Clay Products • Pacific Tile and Porcelain Co. • Pomona Tile Manufacturing Co. • Robertson Manufacturing Co. • Sparta Ceramic Co. • Summitville Face Brick Co. • United States Quarry Tile Co.

THE MODERN STYLE IS TILE

Take any one

Kelvinator's complete line of "Space-Saver" refrigerators . . . 6 new models . . .

all one width 31 $\frac{1}{4}$ "
 —for easier kitchen planning!



Choose models by budget—no change in floor plans needed!

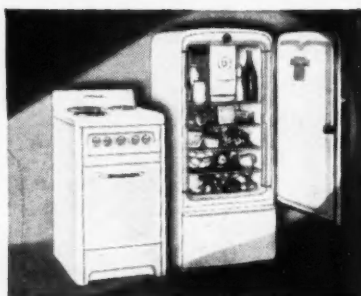
It's the new complete line of 6 superb Kelvinator Refrigerators. Model for model . . . all are 31 $\frac{1}{4}$ " wide. Pictured at the left is the new 8.6 cu. ft. Model RS . . . that holds nearly 50% more food than previous 6 cu. ft. models of the same floor dimensions. Value-priced and Kelvinator top quality throughout.

Only Kelvinator offers the flexibility of uniform widths for easier kitchen planning. Simplify and save—by specifying Kelvinator!

GET MORE

Get **Kelvinator**

MORE! 4 RANGES AND HOME FREEZER . . . ALL ONE WIDTH — 39"!



Get Kelvinator's 1949 "Space-Saver" Package. "Space-Saver" Refrigerator only 24 in. wide is full 6 cu. ft. Companion range is only 21 in. wide, with advanced design permitting installation flush against wall. Top-of-the-line quality throughout. For further information, write Kelvinator, Division of Nash-Kelvinator Corporation, Detroit, Michigan.

AMERICAN BUILDER

E D I T O R I A L

Another Showdown Is Near

A NEW HOUSING BILL, S. 138, has been written and referred to the Senate Committee on Banking and Currency. The bill contains all of the socialistic features of the T-E-W bill which were rejected by the Eightieth Congress. The only major difference is that the new bill proposes government expenditures much higher than those stipulated in its predecessor. It is expected that S. 138 will reach the floor sometime this spring. Thus, another showdown looms on the issues of public housing, federal aid for slum clearance and federal research in building materials and techniques.

The bill is even more dangerously inflationary than the defeated T-E-W bill and cannot help increasing taxes without providing one single dwelling unit that would not be provided by a free home building industry operating without the bill. It calls for an appointed head of a vastly expanded federal housing agency who can, if he wishes, exercise the unlimited powers of a czar over housing. It opens the way to complete socialization of housing with inevitably fewer and poorer houses at greatly increased costs for everyone, as the pitiful housing plight of England proves.

It is a dishonest bill in that it is being promoted as a measure that will provide wholly or partly subsidized rent for the lowest income groups. It definitely excludes the lowest income groups from the benefits of public housing, and thus exposes its real purpose, that of breaking down lower middle class resistance to socialism. It places the tax burden of clearing slums in a few large cities on the entire population, while entirely overlooking the fact that urban slums can be cleared at any time city governments decide to enforce the ordinances that already form parts of their health, sanitation and safety codes.

To placate farmers, all of whom will be forced to bear a full tax share of clearing big city slums, the bill places a premium on irresponsibility and shiftlessness by reversing every accepted principle of credit, and expects the farmer as well as the city man to stand for still more taxes to house the idle. It does it by providing federal financial aid to the farmer who can show that he "is unable to secure the credit necessary for such housing from other sources upon terms and conditions which he could reasonably be expected to fulfill."

It places the government in competition with builders for materials and mechanics, and with expanding government housing programs will inevitably reduce both builders and their mechanics to the state of government hirelings doing the bidding of a housing czar. Both present and future generations will bend under a staggering tax load while existing in the kind of cubicles that pass for housing in England today, whether or not there is incentive to earn and acquire something better.

The building industry cannot defeat the bill, but it can tell the facts to the public. If the public is told what public housing will cost it in taxes, sub-standard dwelling units, regimentation, and denial of the opportunity to enjoy the fruits of its own earnings, popular demand will defeat S. 138.

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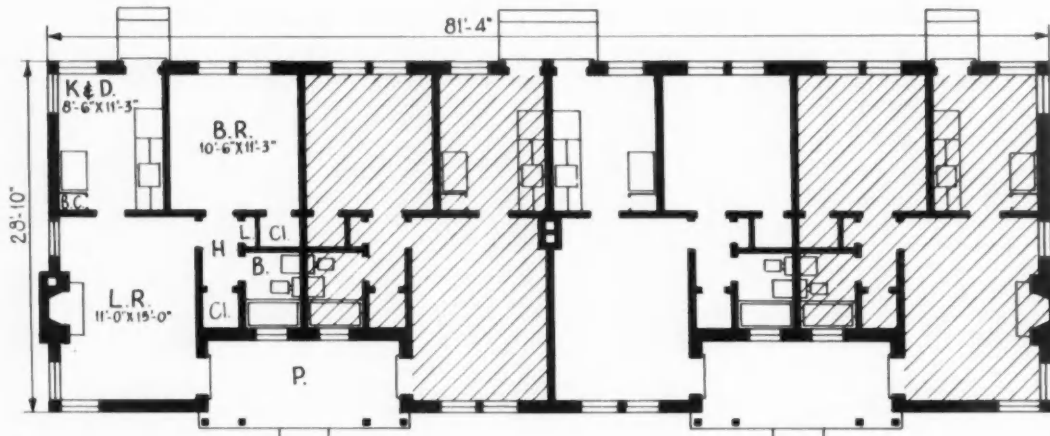
TWO OF THE varied exteriors on four-family apartments

A FAST-GROWING population in a small city requires ingenuity and sound foresight by home builders whose responsibility and ambition is not only to expand operations to house the incoming population but also to maintain good standards in house construction and subdivision development. In 1940 metropolitan Wichita, Kans., had a population of 127,308. This was increased by 72,447 to 199,755 in 1948 to make that city show one of the biggest percentage gains of any in the nation.

Russ Prater, of Russ Prater, Inc., is one of the home

builders in Wichita who observed the rapid growth of his city. With limited resources but a large amount of nerve and ambition, he set out to keep pace with the city's growth by gradually expanding his home building operations so that, by the end of 1948, he had completed well over 2,000 units in and around Wichita and that section of Kansas. Prater is now completing a 450-house project of two and three-bedroom single-family homes selling at \$8,600 to \$10,750. Because he has faith in Wichita's future as a good place to live, he has completed 49 four-family bungalows and 39 du-

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FIRST FLOOR PLAN

PRATER has built 49 of these four-family bungalow apartments at a cost of \$18,000 to \$22,000 per structure. Each apartment unit is rented for about \$50 per month

By expanding his home building operations in step with rapid growth of a small city, this builder now not only erects hundreds of two and three-bedroom, low-priced houses each year, but has completed several hundred rental units which he owns and manages as income property



ALTHOUGH Prater's major operations are in Wichita, he also builds in seven other towns in western Kansas and finds this plane especially convenient for travel to and from the various building jobs

Pace with a Fast-Growing City

plexes to give him a total of 274 rental units which he owns and maintains as part of his building and real estate operation.

Housing erected by Prater is not bulked in one large subdivision, but is located in several different parts of the city. The 49 four-family bungalows are in two groups in new sections near transportation and schools. Although one basic floor plan was used for all 49 structures, a pleasing variation in exterior appearance was achieved by changing front elevation roof lines, entrance arrangements, different colored brick, stone and paint on trim. The fact they are located on large lots, many of them on curvilinear streets, also adds to their attractiveness as dwellings for those who need but one bedroom and limited dining facilities.

Construction of these units is conventional frame with brick and stone veneer exteriors. Interiors are gypsum board dry wall. One-third of the area under each structure is excavated and devoted to laundry facilities and locker space. Automatic Bendix washers are installed for the use of tenants.

The two end living units have fireplaces. Heat is supplied by 50,000 B.T.U. floor furnaces, gas-fired. All interior woodwork in these rental units is hardwood, natural finish. Prater explains he found in his experience that there was much less maintenance cost and damage by tenants to the natural finish woodwork. These buildings, which cost around \$22,000 each, are now paying an average of \$200 per month rent to Prater, or about \$50 for each apartment.

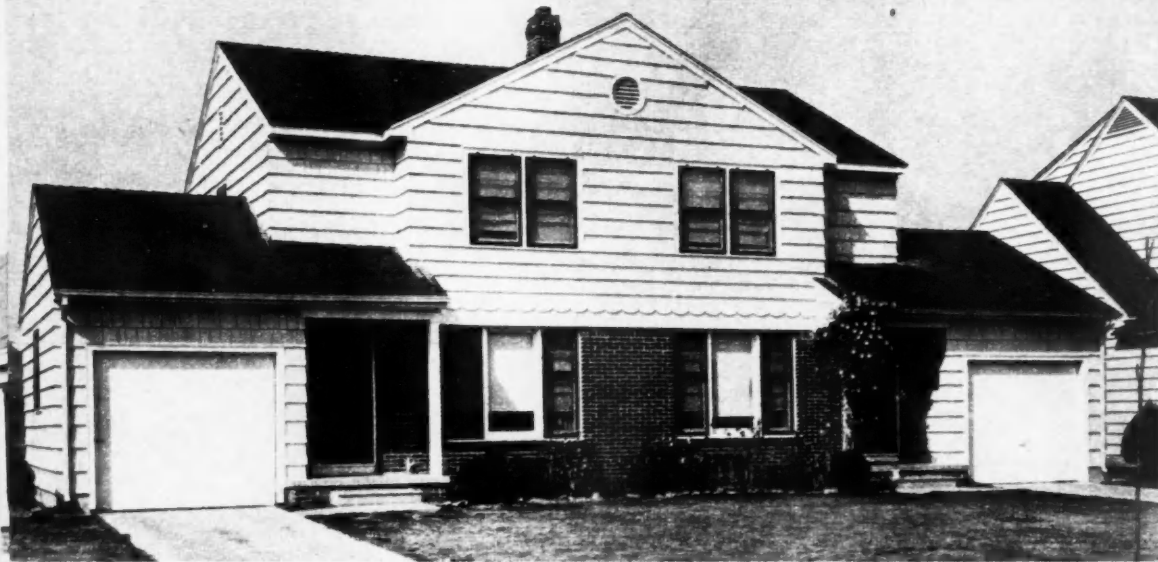
The 39 two-story, two and three-bedroom duplex

structures are located in a good residential neighborhood. Their design makes them blend well with the single-family dwellings there. Interesting combinations of brick, stone, bevel and shingle siding with stained cedar shingle roofs were used with several different front elevations and roof lines to render pleasant variety in appearance. The structures are framed conventionally over full basements with poured foundations. Gypsum board was used on the interior walls. Each unit is heated with a gas-fired, forced warm air furnace.

These duplexes were all planned to provide living conditions approximating single-family units even to including individual attached garages. Cost was \$18,000 to \$22,000 per building. Prater has never had any difficulty obtaining tenants who pay \$75 per month for the two-bedroom units and \$80 for the three-bedroom units.

Prater's single-family two and three-bedroom dwellings are located in several subdivisions on the edge of Wichita. All studs and standard framing members are precut on radial saws adjacent to the site. After excavating, which is done by a subcontractor who works 98 per cent of the time for Prater, specialized crews move in to set forms, pour concrete, box foundations, frame, roof, sheath, trim and finish the houses. By carefully timing starts and work by the specialized crews, houses are being completed ready for occupancy in about 60 days after ground is broken.

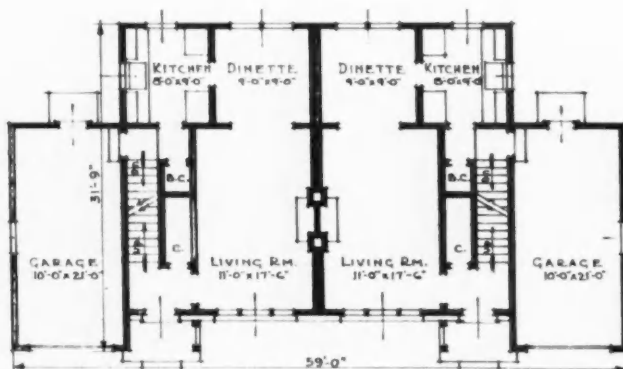
Interior walls are finished with gypsum board and wallpaper. Floors are hardwood with linoleum in the



TWO different versions of the 39 duplexes. These photos and plan below illustrate two-bedroom units only. Three-bedroom plan puts additional bedroom over the attached garage



SECOND FLOOR PLAN



FIRST FLOOR PLAN

MATERIALS USED IN RUSS PRATER, INC., PROJECTS

Ace bronze screens
 Alabama Pipe Co. cast iron pipe
 American Standard plumbing fixtures and trimmings
 Anaconda, Paramite and G.E. electrical cable
 DeVoe & Reynolds and Lowe Bros. paint
 Eagle Picher Lead Co. plumbing lead
 Exchange Saw Mill oak flooring
 G. E. and Bryant electric switches and receptacles
 General Plywood doors
 Homalko or Marona cedar shingles
 Insulite and Celotex insulation board sheathing
 Lightolier, Frankalite, Globe, Verdon, Gill and
 Gross Chandelier lighting fixtures
 Lennox, Coleman and John Zink furnaces
 Markel LaSalle bathroom heaters
 Mission hot water heaters
 National and U. S. G. gypsum board
 Protex weather stripping and window balances
 Republic Steel water and gas steel pipe
 Dock Island window sash
 Schlage and Hollymade door locks
 Square D, Westinghouse and Austin circuit breakers
 Stanley cabinet hardware and butts
 Stockman steel pipe fittings
 U. S. G. mineral wool



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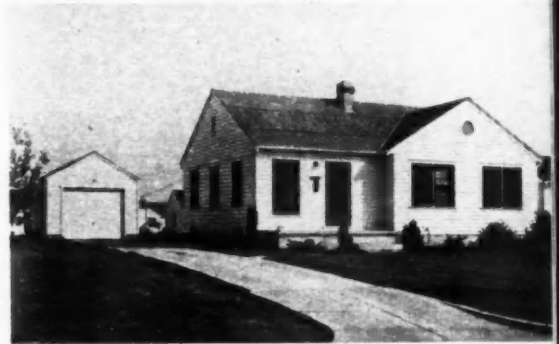
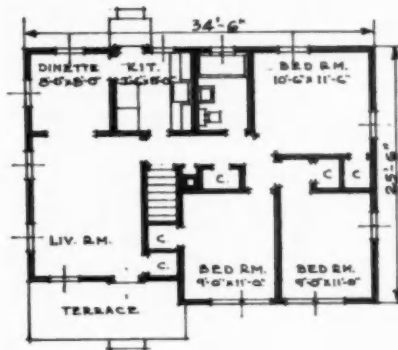
CO

kitchens and bathrooms. Some of the houses are heated with gas-fired, forced warm air units installed in basements, and others are heated with floor furnaces. Where floor furnaces are used, a 12,000 B.T.U. wall heater is installed in the bathrooms.

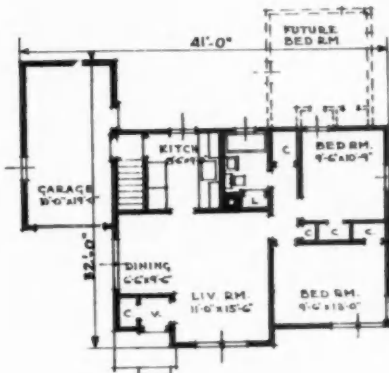
Part of the Prater operation includes a complete small millwork plant with all equipment, including a sticker. All kitchen cabinets, linen cabinets and other built-in features of the Prater housing units are fabricated here and on the job. All millwork and trim except doors and window sash are now fabricated in this plant. It has been found that a considerable saving can be achieved with this type of operation if enough outside work from other builders is accepted to keep the millwork plant running at a good pace all the time. There are 19 employees in the plant.

In addition to building houses in Wichita, Prater has finished or has under way operations in Garden City, Hayes, Dodge City, Pratt, Great Bend, Ellinwood and McPherson, Kans. All sales in Wichita and the other cities are handled entirely by his own organization. He never puts a house up for sale until it is completely finished, including basic shrubs and front lawn seeded.

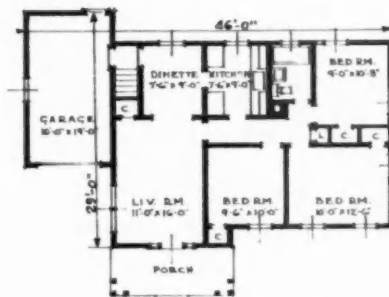
The key personnel in the organization, in addition to Prater, are Jesse Graham, vice president of Russ Prater, Inc. Graham is also general construction superintendent. He and Prater buy all materials and handle the personnel. Margie Asmann is secretary-treasurer of the firm.



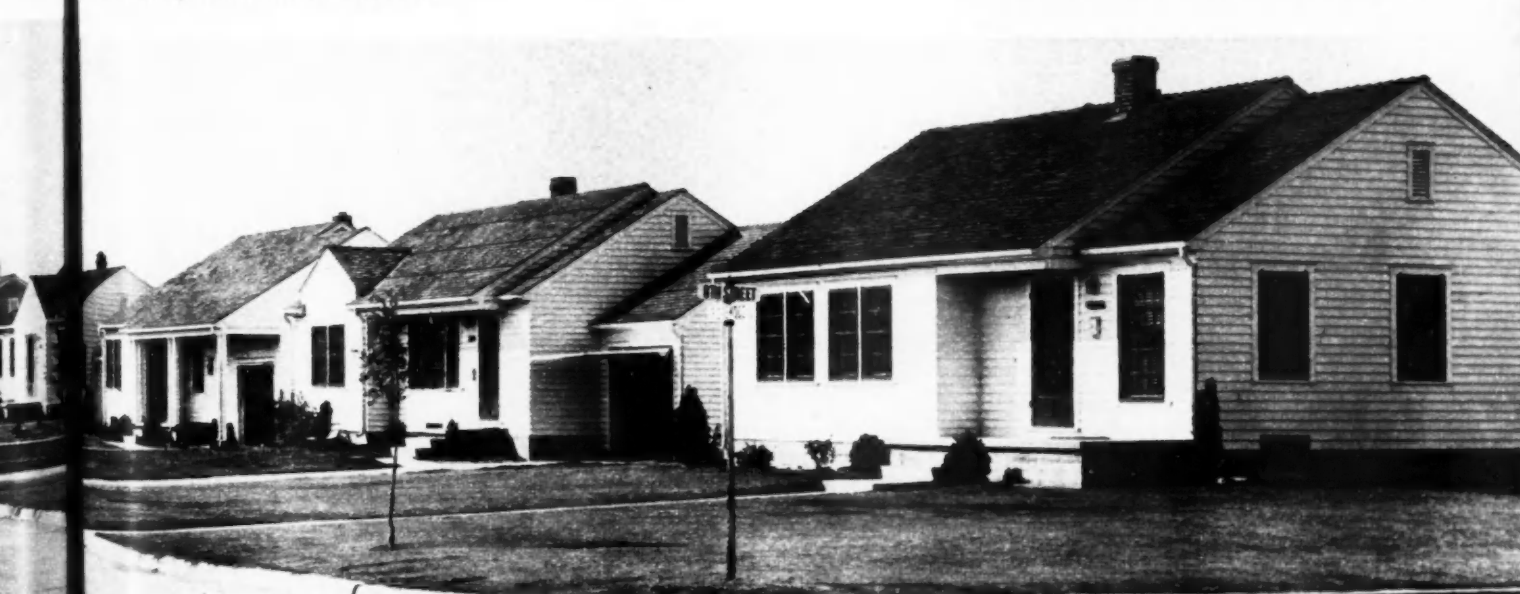
ONE VERSION of the three-bedroom house, located on a 60x145-foot lot with detached garage, priced to sell for \$10,750



A TWO-BEDROOM model with attached garage, on 60x145-foot lot, priced at \$8,600. Price includes seeded lawn, basic shrubbery



ANOTHER three-bedroom model. Standard equipment includes venetian blinds in all front windows, upward-acting garage doors



CONCRETE PAVEMENT, curbing, walks, driveways and porches add to the attractiveness and cleanliness of this subdivision

LEVITT'S

Price tag on Levitt houses includes sales features adaptable to developments of smaller builder

A BETTER-designed small house and a better-designed large house are the twin features around which the 1949 big-scale operation of Levitt & Sons revolves on Long Island. The third year of mass construction finds a new community of 6,000 small homes already built with apparently undiminished demand for more and better ones in the same price range. Smaller subdivisions of higher-priced houses sell relatively as easily.

Despite the size of the Levitt operation, there are lessons to be learned from it by the small builder. One is in the foresight that has built saleability into the homes in advance of the return of a buyer's market, so that buyers still are eager to get down their money on a Levitt house—and will wait months, if necessary, to get into one.

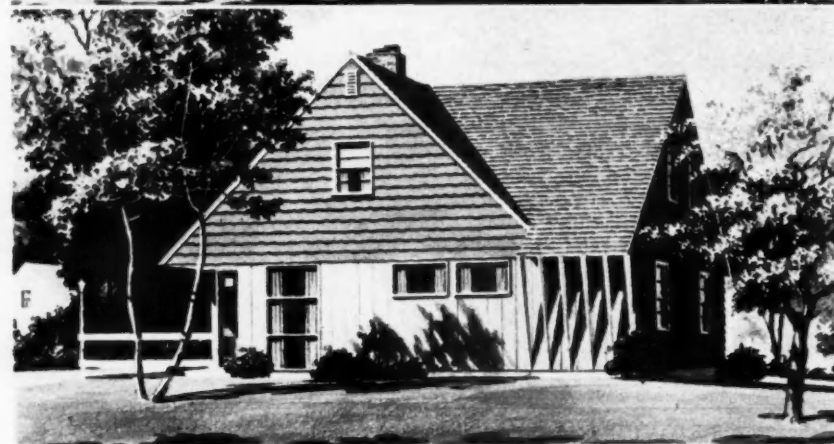
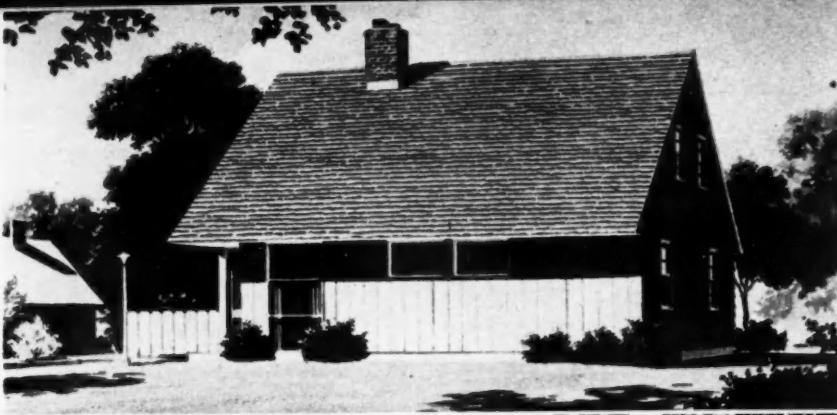
The experience with the new 1949 designs for a two-bedroom, fully-equipped small house demonstrates this. They sell for \$7,990 and \$8,500. When a model house was built and opened for inspection, 372 orders were taken over one week end. The higher priced house is for corner locations on lots of 6,500 square feet minimum. Other lots are 60x100 feet.

The facility with which these sales were made was not due entirely to the price tag, but was due partly to the recognition of how the equipment in the house would ease future strain on the family budget. The buying urge was so strong that purchasers were willing to accept a certain amount of regimentation—such as restrictions against fencing in their properties—in order to get their down payments accepted.

It is apparent that Levitt planning has been concerned just as fully with taking competition out of the buyer's budget as it has with taking man-hours out of the construction costs of the house. Here are some of the ways in which this has been done.

1. Today's housewives have been subject to such a barrage of advertis-

LEVITT'S 1949 designs for fully equipped, two-bedroom house at \$7,990



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'S NEW Home Models Accelerate Sales

ing and education on luxurious and automatic kitchen and laundry equipment that few will accept a new house without planning to include as much of this as they can afford. If the appliances are not in the house, they will include them in budgets which cuts down the amount they can allocate for amortization of the home.

Recognizing this, Levitt includes a modern electric range, refrigerator, automatic washer, stainless steel cabinet sink and metal kitchen cabinets. He also selects nationally advertised brands in such equipment so that he cashes in on the effect of this national advertising which is paid for by the manufacturer.

2. Increasing fuel costs have made economical house heating an important sales argument. The new Levitt house includes a compact automatic oil-heating plant which takes up only the space of a large overhead cupboard in the kitchen, and which is designed to heat the homes for an entire winter at a cost of about \$100.

3. Furniture costs have increased just as much as any other commodity. Levitt has planned built-in equipment which gives a young couple an opportunity to start housekeeping with only a minimum of new furniture. In the bedrooms, for example, a closet wall includes, behind sliding doors, a built-in chest and shelves. A bed, dressing table and chairs would be all the additional furniture necessary as a starter.

The living room includes a built-in writing desk and bookshelves which also double as a swinging partition to screen the kitchen from the house entrance when company is coming to dinner in the evening.

Such features as these were included in the first small houses which



AERIAL view of portion of Levittown, L. I., shows shopping center and recreation area

were built for rent to veterans, and of which there are now about 6,000 in Levittown. The new 1949 small house, in addition to these features, has an architectural beauty of exterior design that surpasses that of the original house.

Since the new house is being built for sale, not for rent, this is an important addition. In appearance, it stacks up with the designs shown in the best shelter magazines, capitalizing on the impressions such publications make on the home purchaser. This improved exterior is achieved without sacrificing the advantages of Levitt's production line techniques.

In addition to the sales features incorporated in the houses themselves, community planning has included some extra sales factors that now are taking tangible form. These are in the forehanded provision for schools,

business districts, shopping centers and recreation facilities.

It has been estimated that the population of Levittown ultimately will be from 30,000 to 32,000. This figure is not excessive, for there are now 6,000 homes occupied, and present plans call for the addition of 2,000 more in 1949.

To provide for this population, a water supply system costing a million and half dollars has been installed. It includes nine supply wells and six diffusion basins.

Three school sites have been reserved in the section already developed. This will be sold to the school districts at just the acreage cost of the undeveloped land.

Three shopping centers also are on the plans, and construction is progressing on some of these. Parking space and circulation is provided for them.

Original plans for recreation facilities were expanded last year. Provision is now made for six swimming pools to serve the 6,000 homes already built. Each pool will be 100x150 feet. Park and playground areas adjoin. There will be softball fields, handball courts, tennis courts and the like.

When completed, these facilities will be turned over to the Levittown Park District which will maintain them. The cost of these to home owners will represent about \$5 per year on the tax bill.

While the initial houses built in Levittown were exclusively for rent to veterans, this year's plans are for homes exclusively for sale. The tran-



FLOOR PLAN

BASIC floor plan for \$7,990 house is 32x25 feet overall. Ample storage space is provided in rooms which are generous in size. Two bedrooms and two wood-burning fireplaces stimulate buyer demand

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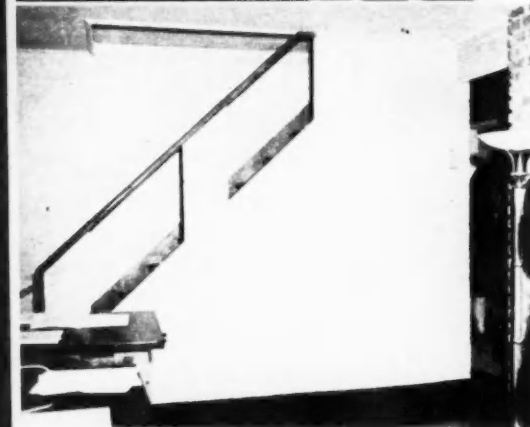
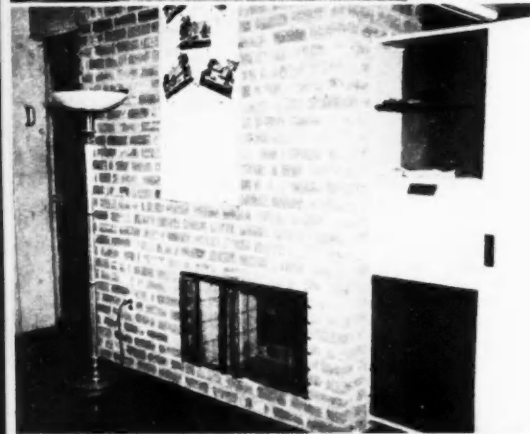
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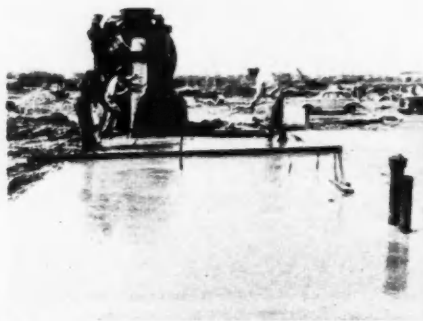
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KITCHENS are equipped with electric refrigerator, stainless steel sink, electric range and steel cabinets. Double opening fireplace with sliding screen separates kitchen from living room. Upper right, over washer, is compact oil-burning heating unit. Stairway leads to unfinished attic



AFTER copper coils for radiant heat are laid, ready-mix concrete is delivered to site for floor slab. Framing begins on slab. Plates, studs, joists, rafters are precut

sition from rental property to sale property began last summer, and eventually all the rental property probably will be privately owned.

In 1948, a block of 1,800 houses that had been rented for a full year was offered for sale to the tenants by Levitt & Sons. At the time, the tenant was paying \$65 per month rent. If he agreed to purchase, his back rent was credited for down payment and his monthly payment was cut to \$57.50 which included all amortization, interest, taxes and insurance.

In 1949, sales still are being restricted to veterans, and the volume of sales indicates there still are plenty of veterans willing and able to buy these homes at the price asked. Advance sales of 745 homes was made, and Levitt ceased taking orders. Selling will be resumed later in the year after construction of the new designs has progressed. The first of the new homes is expected to be finished in March.

Along with the continuation of the mass production of small homes, Levitt & Sons is continuing to erect a luxury home in the middle price bracket. Like its smaller relative, it shows improved appearance and design over those which Levitt built last year in that price range. While only one floor plan is used, the exterior variations in elevation, com-

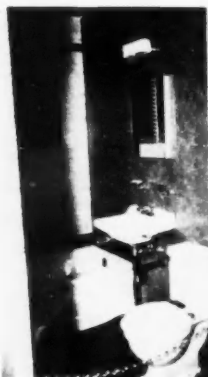
bined with variation in exterior materials, lends the appearance of custom designing to the development.

The larger homes are being built in Manhasset, L.I., in a subdivision which is heavily wooded and has rolling topography. This makes it possible to preserve the original trees in many cases, and curvilinear streets fit naturally into the topography.

Most of the elevation variation permit an expansion attic which can easily accommodate two additional bedrooms and bath, as well as extra storage space. Future additions of this kind would convert them into four or five-bedroom homes, since the first floor plan provides two bedrooms and a third room that can double as a guest room or den.

At present, 78 of the deluxe homes are under construction. Prices range from \$18,500 to \$23,000, depending upon the size and location of lots and the choice of exterior finish. All of the deluxe homes that Levitt proposes to build in 1949 have already been sold from their plans.

There is no question but that the size of the Levitt & Sons organization gives it advantages in cutting construction costs. This is apparent in the buying through Levitt's own supply company, in the ability to maintain large inventories to take advantage of market breaks, and in the labor-saving



BATHROOM has walls of linoleum-covered plywood, asphalt tile floor. Cabinets and built-in drawers serve as linen closet between bedroom doors, center. Notice shelf space

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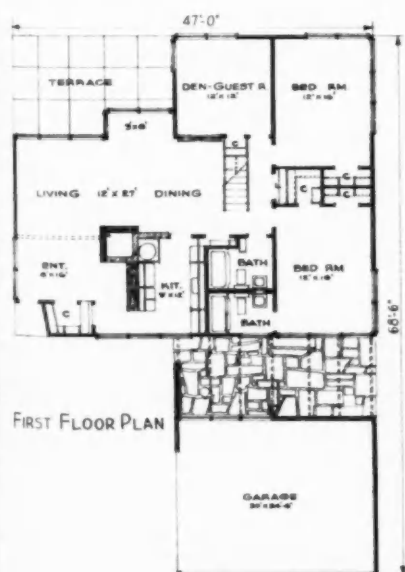
MATERIALS AND EQUIPMENT USED IN LEVITT HOMES

- G. E. electric range
- G. E. electric refrigerator
- Bendix automatic laundry
- Tracy sinks and cabinets
- Fasco ventilating fan
- York oil-burning heater
- Thermopane floor level windows
- Kentile asphalt tile floors
- Chase copper plumbing
- Briggs bathroom fixtures
- Cellulite insulation

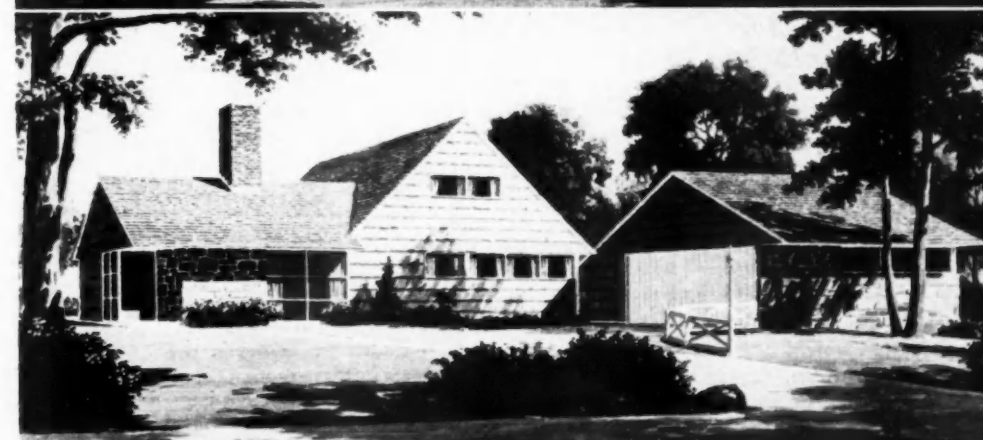
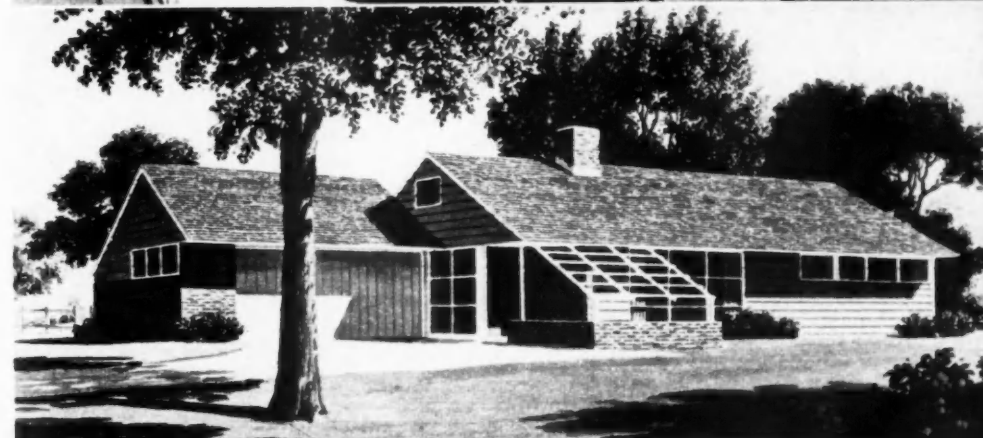
production line techniques he can employ on the site.

But behind this there seems to be another factor that makes this possible—an absence of friction within the organization that makes it function smoothly. The labor relations between management and employees is such that workers do not limit their production to arbitrary amounts, but give the fullest measure possible. And in return, they earn big take-home pay checks and are assured of year-around work.

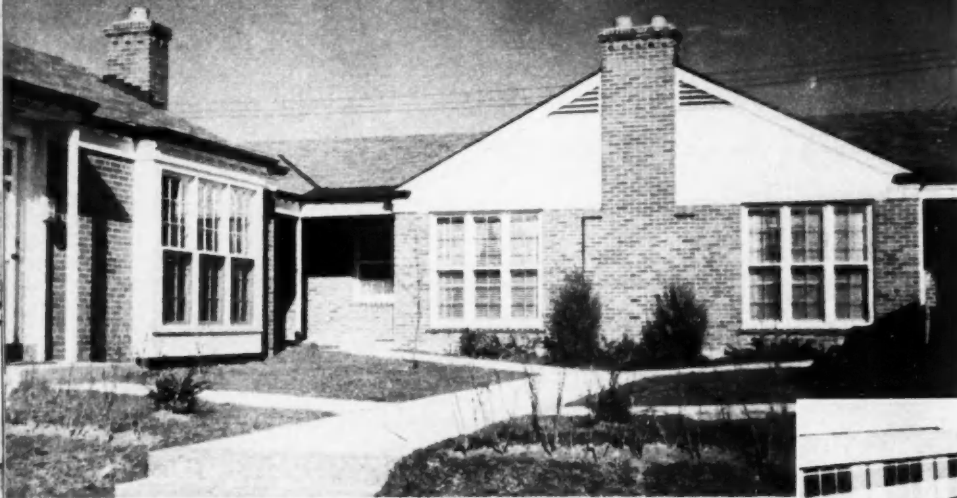
Adequate financing, too, plays its part. In addition to the resources of the Levitt organization, liquid capital is available from lending institutions to meet all needs. Four of the well known banks which provide much of the financing for Levitt are the Bowery Savings Bank, Jamaica Savings Bank, County Trust Co. and Buffalo Savings Bank.



BASIC FLOOR plan of the Levitt "House of 1949." Five variations of this deluxe \$20,000 house are shown at the right. There is so much chance to vary materials, the position of the garage and the orientation on the lot that no two houses will look alike in the Manhasset development



Bungalow



FAMILY UNITS have private entrances to these one-story flats

Many desirable aspects of private homes are found in these four-family one-story units, and they provide a good return on the investment



HARVEY H. SIMS, vice president of building firm

COMPETITION for apartment tenants may increase among landlords as the so-called housing problem subsides. When that time arrives it will mean apartment dwellers demanding more for their money and, in most cases, obtaining more.

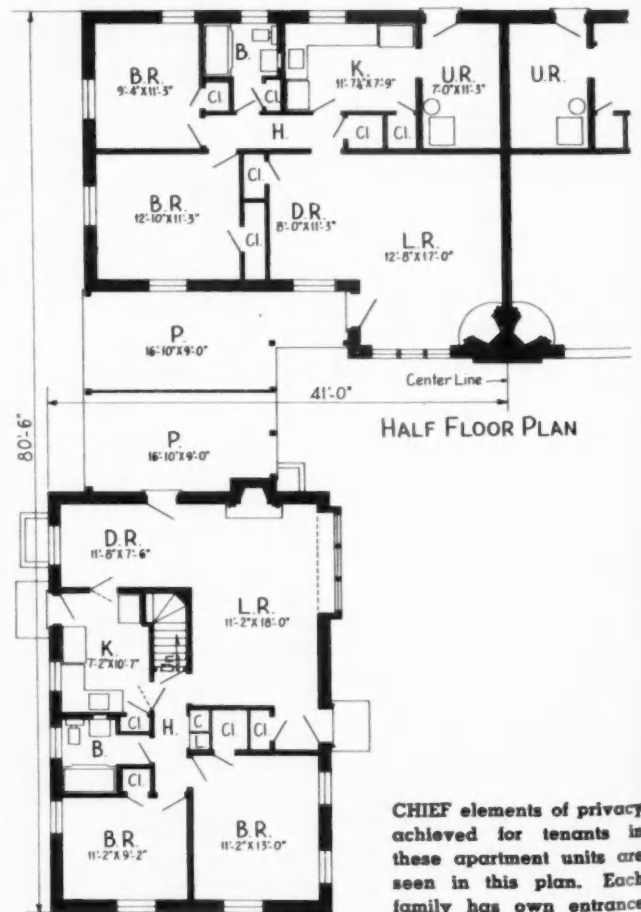
Apartment buildings recently built by the Sims Construction Co., Clayton, Mo., are designed to meet such competition. Obtaining desirable tenants is not likely to be a problem for the owners of these units for many years. This is true mainly because the builders realized the more exacting wants of apartment clientele, incorporated them into plans, and constructed the units accordingly. In so doing, the firm has invested in a good rental property that will provide a substantial long-range income.

Privacy, in great demand by any tenant, is the outstanding feature of these Clayton apartments. Here, it is an achievement in apartment floor-planning.

The buildings are four-family, one-story units, arranged in a U-shape. Each apartment has a private front entrance, two bedrooms, living room, dining room, kitchen, bath and a side screened porch. Each building occupies a 100x135-foot lot. Ground areas in the center of the courtways are attractively landscaped and sodded, and provide excellent private recreational facilities for children.

Private garages and individual heating units are other facilities that enhance the value of the apartments. The garages for the front apartments are entered from the main street, and provide storage space for four cars. Heating units for the two front apartments are installed in the basements. The two rear units have no basements but utility rooms are provided off the kitchens.

Equipment furnished in each unit consists of an electric refrigerator, gas range, automatic hot water heater, warm air gas-fired automatic heating unit, in-



CHIEF elements of privacy achieved for tenants in these apartment units are seen in this plan. Each family has own entrance

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Apartments Are Desirable Income Property



BASEMENT GARAGES in two front apartment units house four cars and heating units.

dividual attic fan for summer air conditioning, kitchen ventilating fan, venetian blinds and copper screens. Kitchens and bathrooms are tile. Each apartment has hardwood flooring throughout except in the kitchens and baths where composition tile flooring was laid. Both ceilings and floors are insulated.

In 1948, Sims Construction Co. built about half the number of apartment units they planned to build because of increasing financing costs. On a \$19,000 loan, financing costs increased \$400.

First mortgage on two of the four-family units amounted to \$68,400, FHA insured for 32 years, 7 months, at 4 per cent interest, 1½ per cent amortization plus ½ per cent. Insurance charges on that amount come to \$342 for the first year, diminishing to nothing at the end of the mortgage. Interest and payoff on this first mortgage is a level payment of \$313.50 per month for 391 months, or an annual payment of \$3,762.

With leases per family unit of \$135 per month, the Sims Construction Co. will realize a net income of

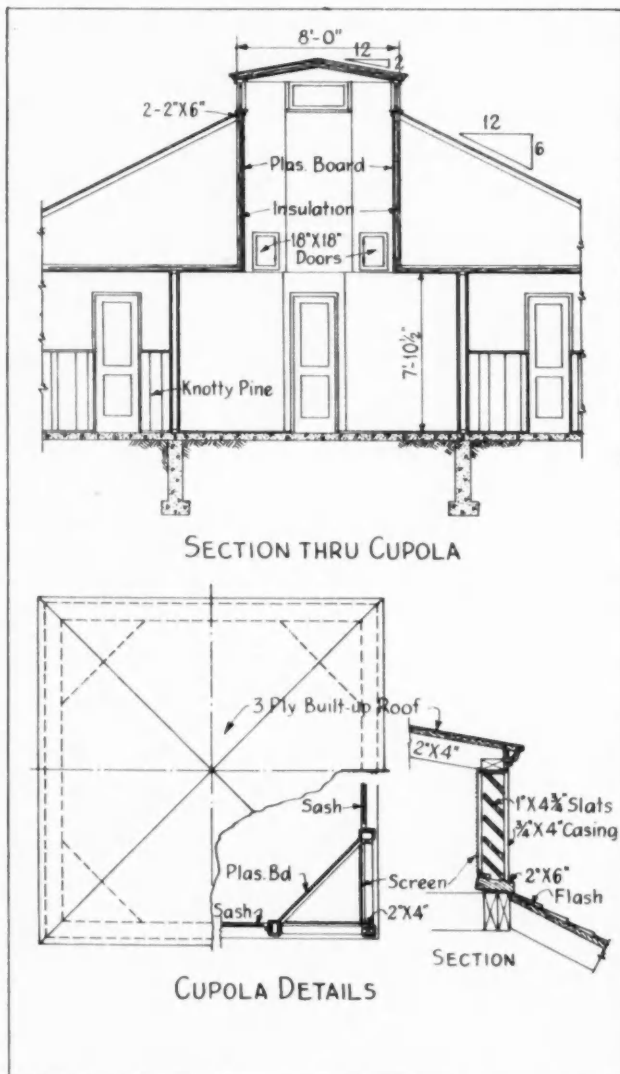
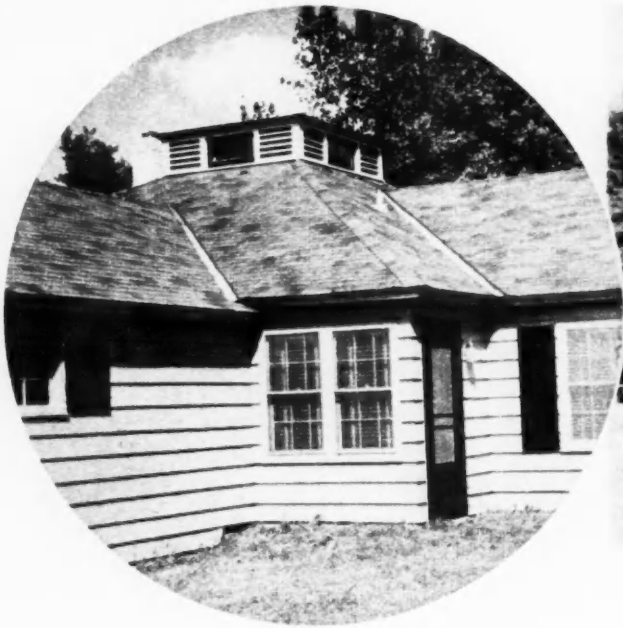
\$6,776 per year, exclusive of mortgage payoff, on eight one-family units. The following table shows their estimated operating expenses:

Taxes estimated.....	\$	800.00
Janitor service—\$30 per month.....		360.00
Water per year.....		80.00
Insurance per year.....		240.00
Repairs and decorating per year.....		600.00
<hr/>		
Total operating expenses.....	\$	2,080.00
Interest and payoff on first mortgage.....		3,762.00
Mortgage insurance requirements first year.....		342.00
<hr/>		
Total, all expenses.....	\$	6,184.00
Gross income (\$1,620 x 8).....	\$	12,960.00
Net income, exclusive of mortgage payoff....	\$	6,776.00

Three two-story four-family apartment buildings recently constructed by the same firm in Clayton incorporated much the same design as the single-story flats, and much the same type construction.



APARTMENT units in this Clayton, Mo., project are on 100 x 135 foot lots



Easy Servicing Features Motel For Year-Round Occupancy

Increasing competition for overnight tourist business demands that motel design be attractive and also provide economical maintenance and daily servicing



THIS luxurious motel will attract clients the year around

ENTIRE MOTEL can be kept properly ventilated by the corner tower ventilator units, shown above. Norman R. Johnson, St. Paul, Minn., architect, travelled throughout the United States to gather the best ideas in motel design. Here, he incorporates them

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MOTEL, built by Earl Benner in White Bear, Minn., offers all the cleanliness and service of most modern hotels

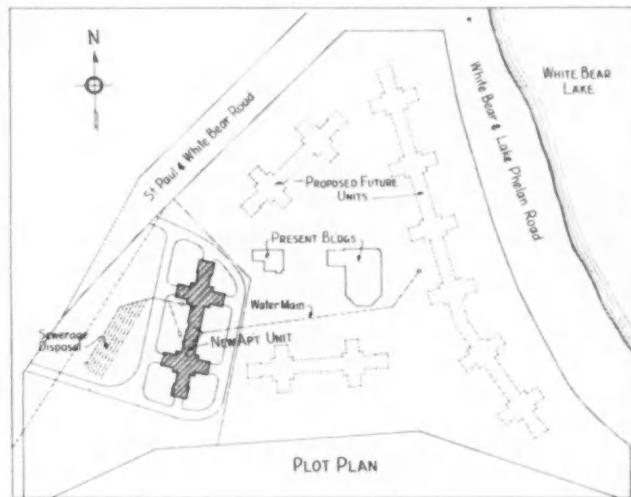
SPEED and economy in servicing and a minimum of maintenance expense feature this motel designed by Norman R. Johnson, St. Paul, Minn., architect, and built by Earl Benner, builder, of White Bear, Minn. The layout makes it possible for one maid or caretaker to service all the units by going outside only once, or for one maid to service half the units without leaving the building. Two louvre-equipped cupolas provide a flow of air through all sleeping units.

Design of the motel, erected just outside White Bear, recognizes that the traveling public now looks upon a motel as a convenience rather than an economy, and expects motels to be maintained and serviced at the same high standards of cleanliness as those of the best metropolitan hotels.

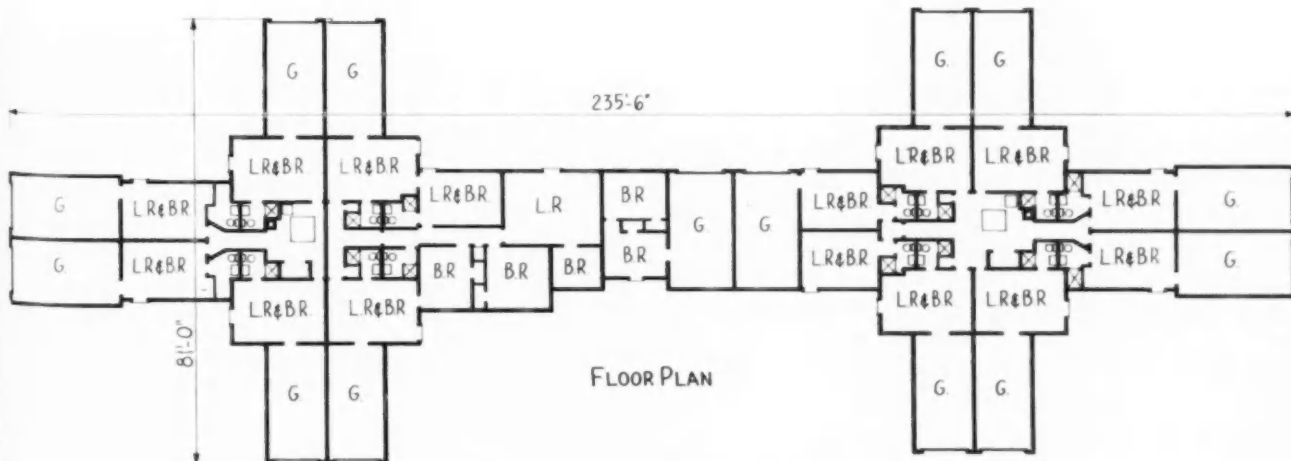
The design and construction of the motel reflects the fact that it is no longer sound investment to build a collection of separate or connected units without expert design and construction service.

While tourist travel is on the increase, there is, nevertheless, competition for overnight business, and the motel that can offer hotel comfort and cut servicing costs is the one most likely to get the business.

Party walls in this motel are insulated with Balsam-Wool, and ceilings and walls are Homasote. Insulite seals the slab from wall bases. Roof is asphalt shingle.



PLOT PLAN shows how motel is situated to take advantage of traffic from main highway. Garages are conveniently located



THIS PLAN of the motel shows how speed and economy in servicing may be achieved

CLIFFWOOD

An



ARCHITECT Edwin Grove of Ringel & Grove

Pittsburgh home buyers were exposed to contemporary design when this local organization decided to be "different." Not only were clients interested, but 80 per cent were sold on first sight, creating a new demand



NOBLE S. CLAY, builder

THESE houses sold at \$13,000 to \$17,000, and were equipped with G. E. garbage disposal units, automatic laundries, dishwashers and water heaters. Sink tops are Formica. Square D circuit breakers are installed. Steel kitchen cabinets by Palley Manufacturing Co., Frantz garage door hardware, and Lockwood Manufacturing Co. hardware were used



"HOUSES in many subdivisions, whether they are lined up in rows like soldiers at attention or have little or no variation in design, are selling in the current building market because clients have no other choice." This is an assumption made by an architect-builder team in Pittsburgh, Pa. The situation exists, they think, partially because many builders feel they have a special insight into potential home owners' tastes in design. They design a type of home that sells, and because it is selling, they can see no reason to "take a chance" on changing design.

The architect-builder team, Noble S. Clay, builder, and Architects Ringel & Grove did something about it. In the process of their achievements, they set a precedent in Pittsburgh, and one that might well be considered by builders throughout the country. They added a fresh note into the development housing field. Designs of the houses they build in Cliffwood subdivision, and the way the houses found ready consumer acceptance, tell a story of success in functional design.

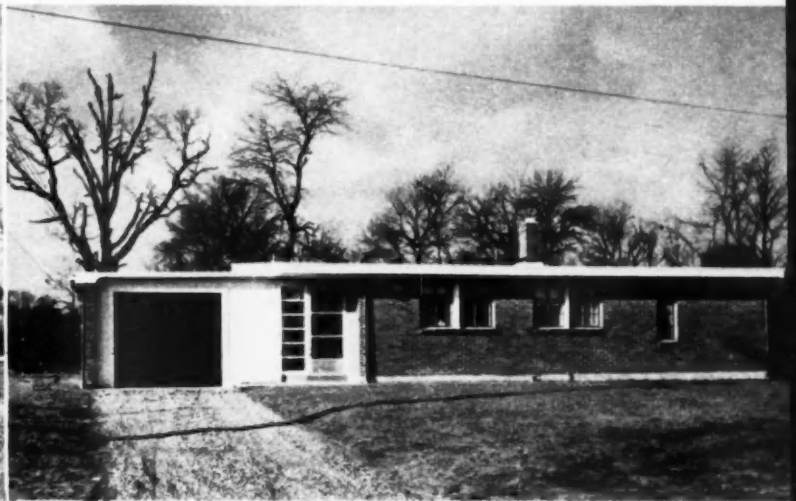
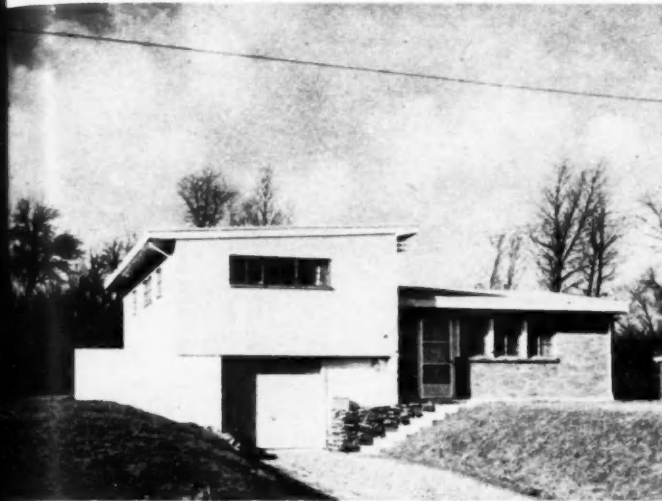


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An Architect-Builder Cooperative Venture



Moreover, this team offers proof that planning and cooperation between builder and architect react to the advantage of both parties.

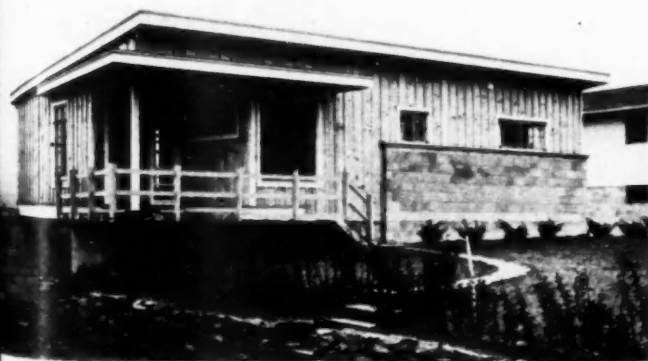
The Cliffwood development, about 10 miles north of Pittsburgh, was started in the fall of 1947. Sales prices are \$13,000 to \$17,000. Experience with the eight houses completed and four others under construction has pointed up these interesting facts: Eighty per cent of the people are favorable to the houses with contemporary design on first sight. Ten per cent are sold after seeing them several times, and ten per cent would not have a modern house at any cost. Great difficulty was found in trying to sell a remodeled old house near the subdivision because of the attraction of the modern homes. One modern basementless house was sold to a lady, 72, who lives alone.

The houses are designed so that they take full advantage of sun, view and terrain. The application of a variety of materials to exteriors adds freshness and avoids a monotonous appearance. Flat roofs, practical

overhangs, together with varied window and door treatments, add an appearance of space.

On 9,000 square foot lots, the houses are built on concrete slab foundations. Rubber tile flooring is installed in kitchens and baths, with beech flooring in the remainder of the house. Exterior wall finishes are brick veneer and frame, concrete block, lap siding, vertical knotty pine, and battens. Interior wall and ceiling finishes include striated plywood and plaster. Roof covering is asphalt shingle. Outer shell of built-up roof is granite and limestone, offering the advantage of greater sun reflective value, plus adaptability to the particular design of the house. Insulation is mineral wool batts in walls and ceilings. Houses were equipped with garbage disposal units, automatic laundries, dishwashers, hot water heaters and modern steel kitchen cabinets.

Detailed information about this type of home by the same architect-builder team is included in this month's Blueprint House presentation.



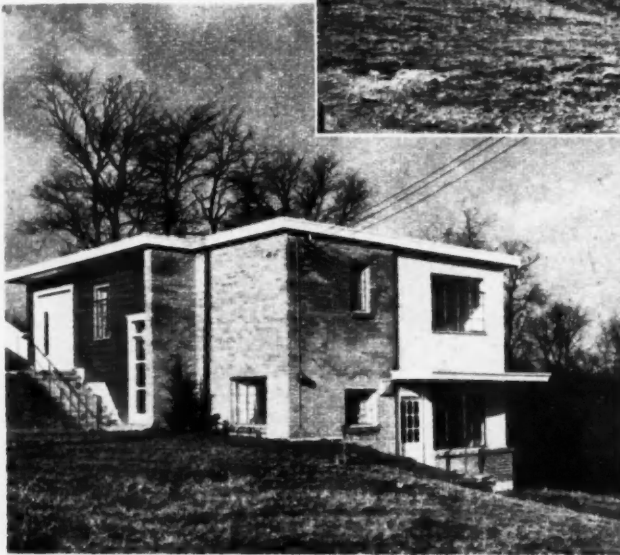
AMERICAN BUILDER

Blueprint House

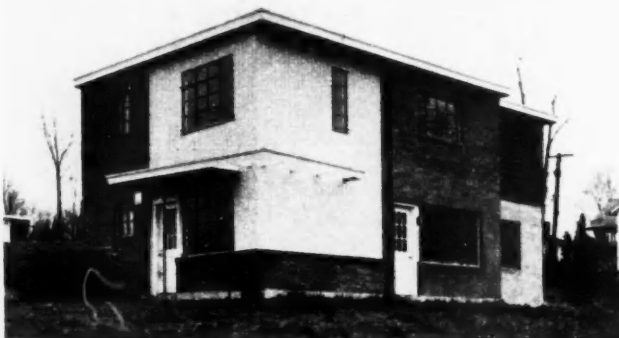
Number 26

Ringel & Grove, Architects

PLEASING balance achieved by use of brick veneer and siding, glass treatment around entrance door in harmony with size of garage door opening. Roof line adds illusion of height to the elevation



DESIGNED to take full advantage of the terrain, sun and view, large windows provide feeling of added space, and garage is situated where driveway is easily accessible to entrance



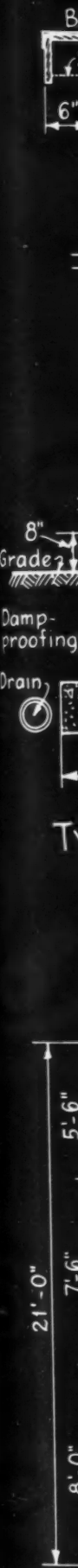
HOOD, installed over door and large window, provides protection from sun and interest to design. Porch light recessed in hood

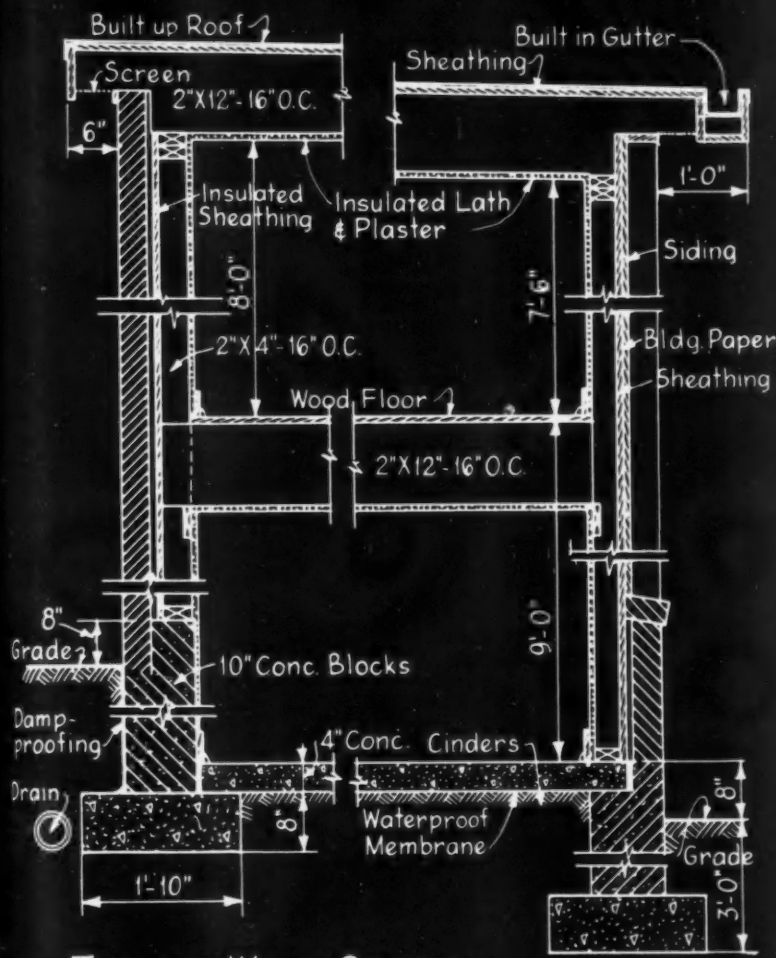
Careful Open Planning Adds Feeling of "Space"

HOME BUYERS in Pittsburgh, Pa., enthusiastically approved the note of freshness and absence of monotony achieved in the design of homes by this firm. Builder Nobel S. Clay and Architects Ringel & Grove applied varied exterior materials and employed a plan that took advantage of sun, terrain, and view. The home presented here, and those on two previous pages, illustrates the charm their homes offer.

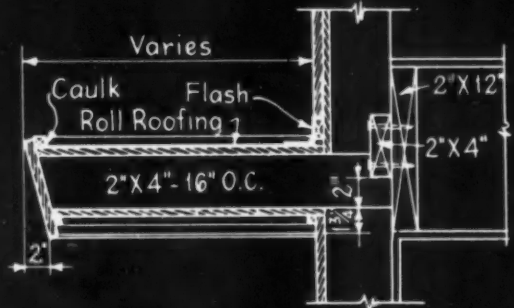
The flat roof, structurally strong enough to withstand the weight of snow, adds simplicity and an extra illusion of height to the elevation. The application of brick veneer, frame, concrete block, lap siding, vertical knotty pine and battens to exteriors does much to add interest and eye-appeal. Until two years ago, flat roofed houses were not considered practical in Pittsburgh because of heavy snows in the winter. Financial firms in the city would not give a loan on a flat-roofed house. Now, the city accepts them, and so does FHA. This building firm was one of the first to take advantage of the acceptance.

Large windows are placed to take advantage of exterior scenery, facing away from pedestrian traffic. The garage is situated on a level where the driveway is easily accessible.

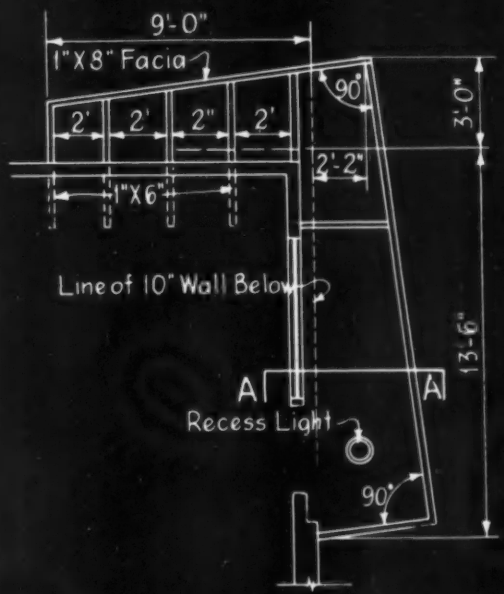




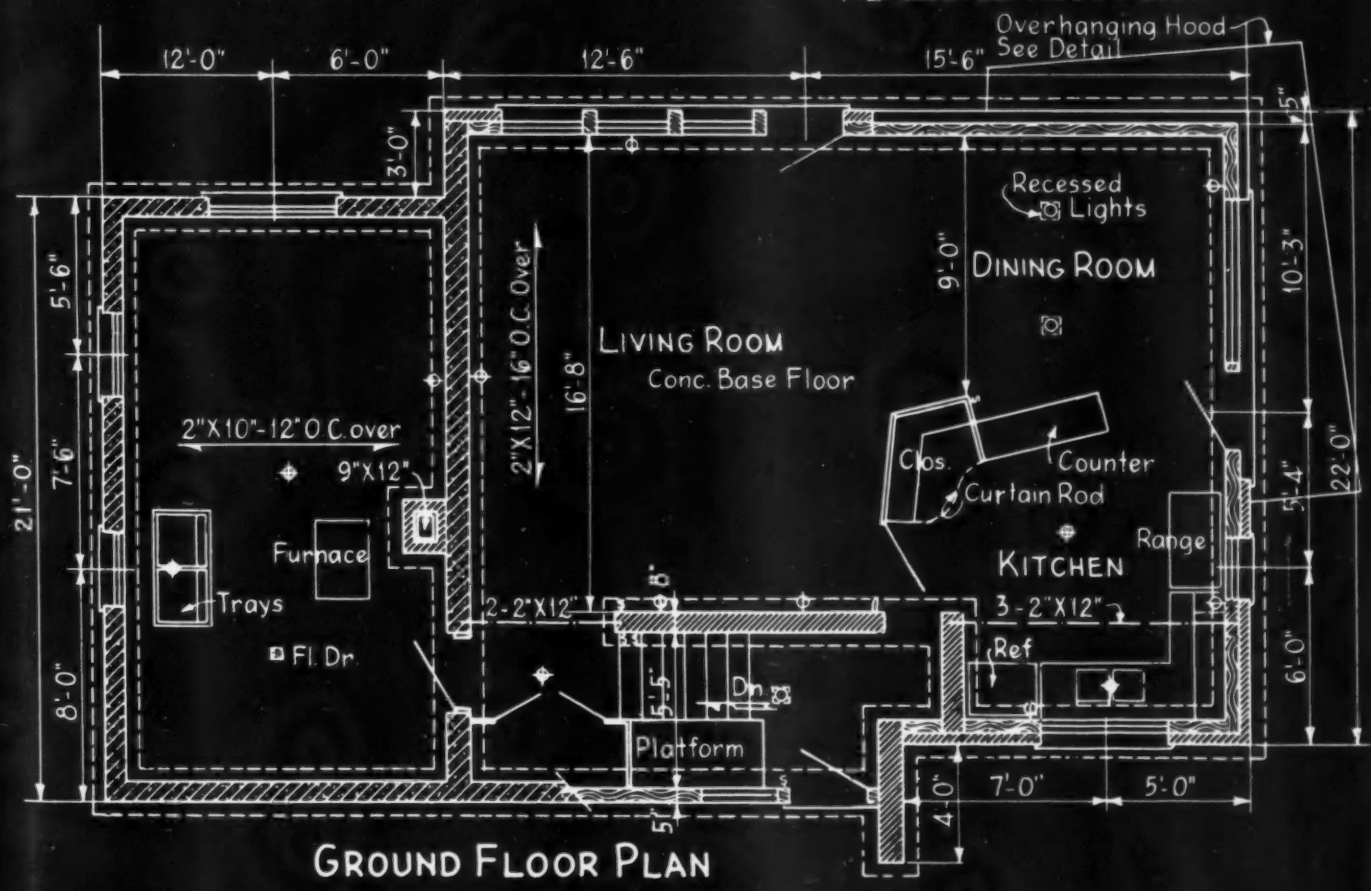
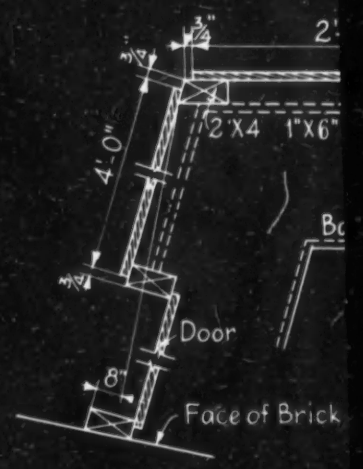
TYPICAL WALL SECTION



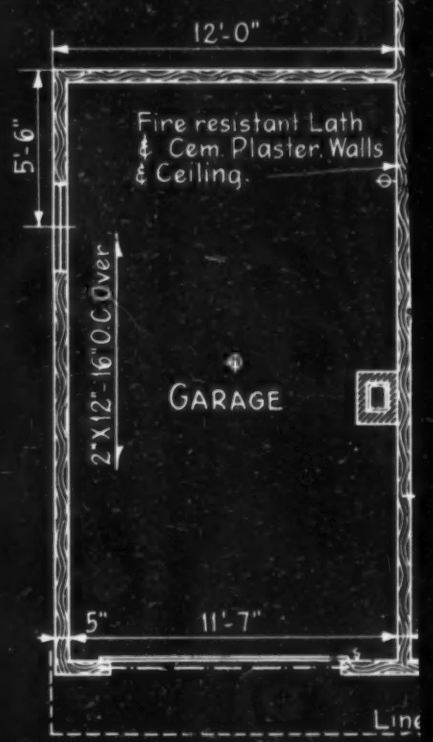
SECTION A-A



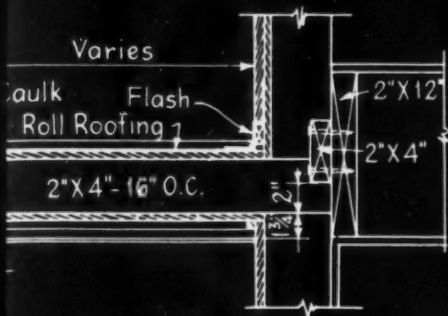
REFLECTED HOOD PLAN



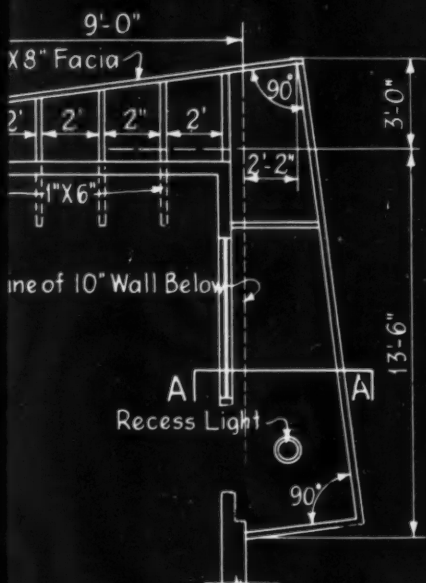
GROUND FLOOR PLAN



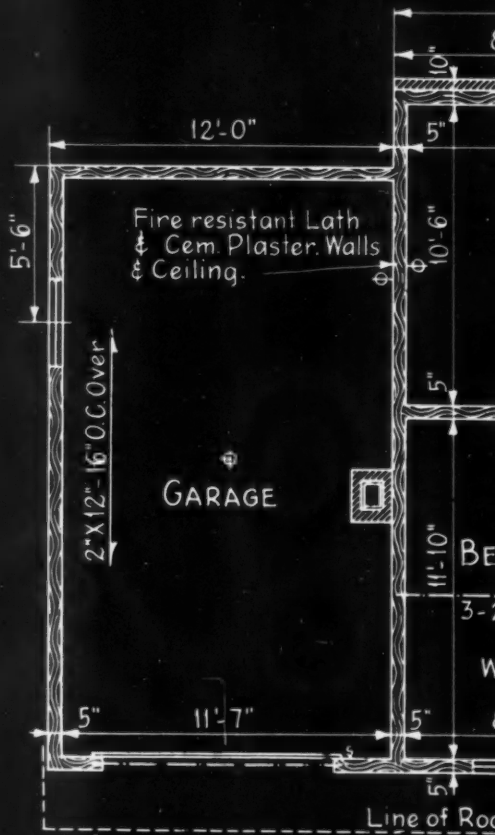
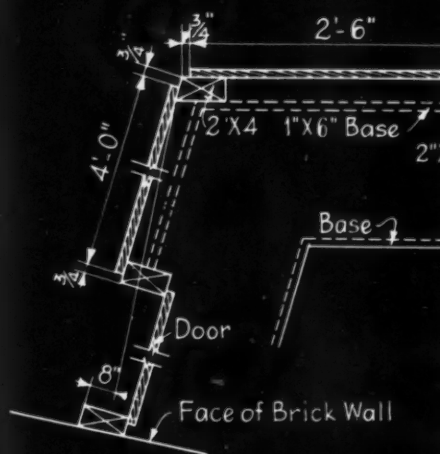
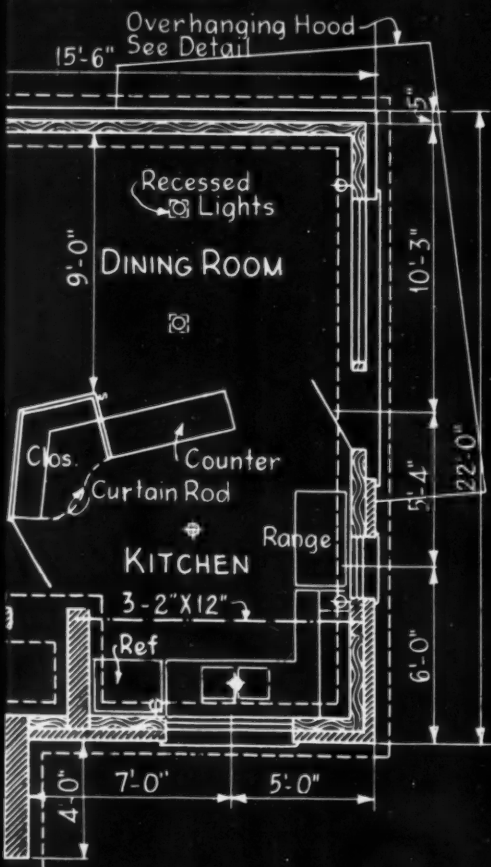
GARAGE

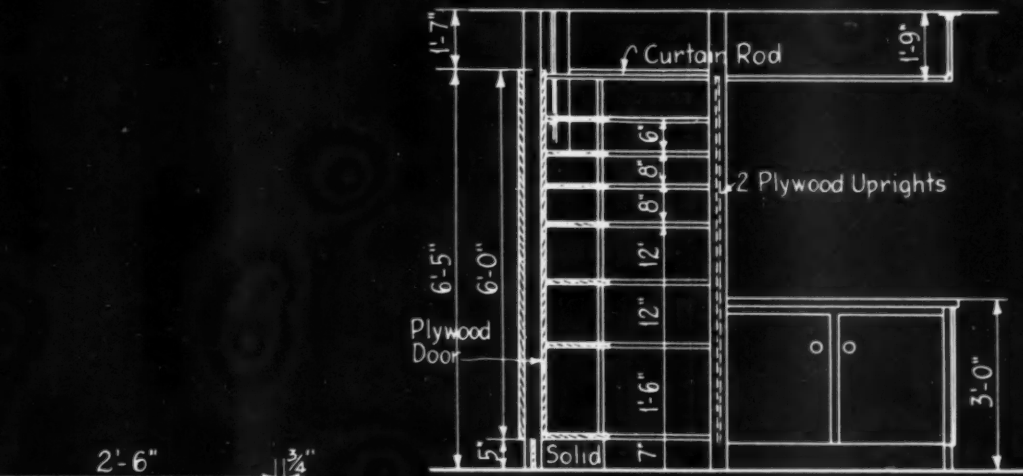


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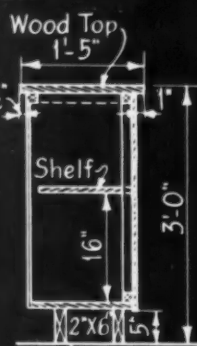
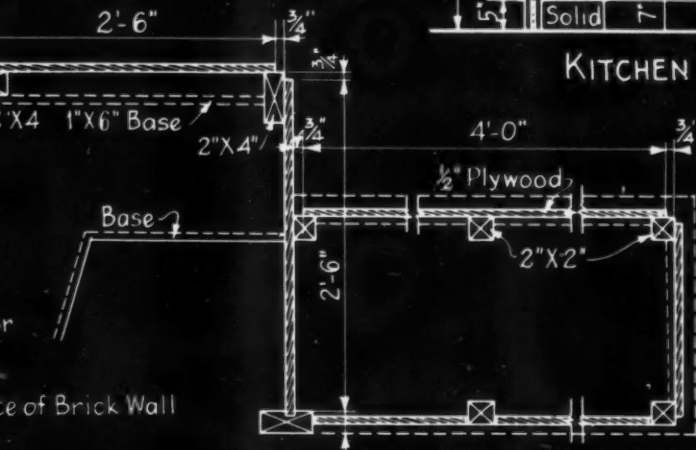


REFLECTED HOOD PLAN

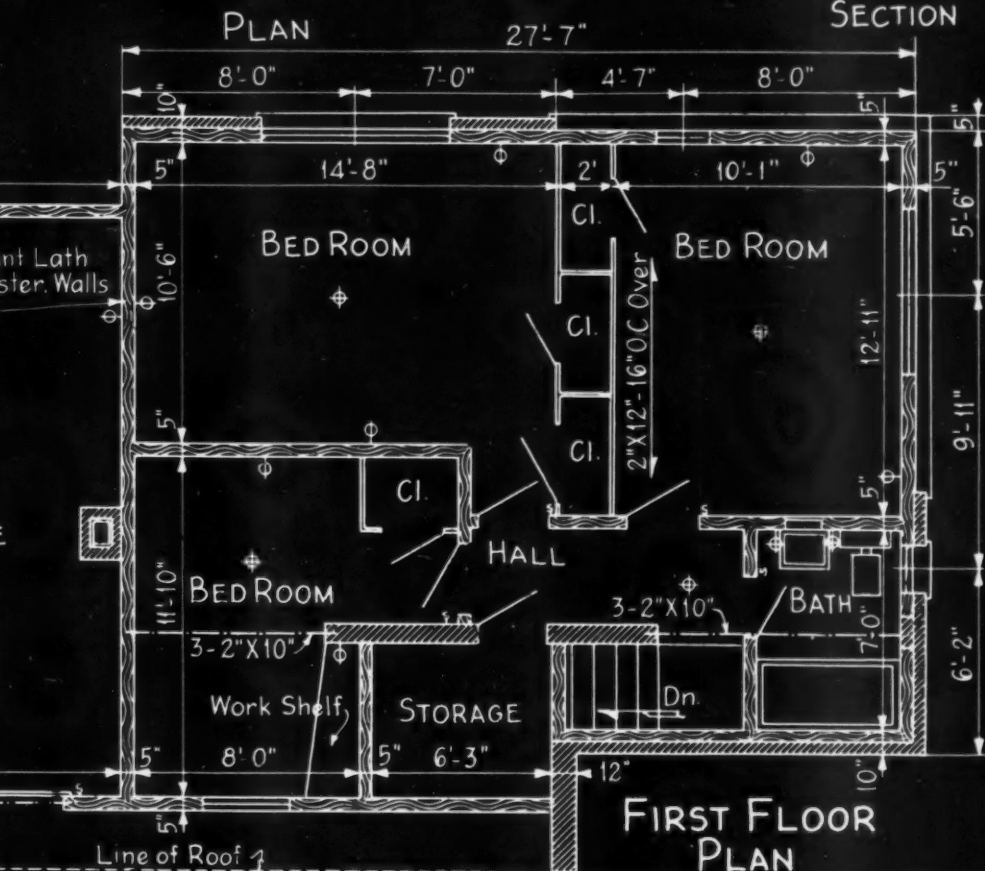




KITCHEN ELEVATION



SECTION



FIRST FLOOR PLAN

DESIGN NO. A.B. 139

AMERICAN BUILDER BLUE PRINT SERIES

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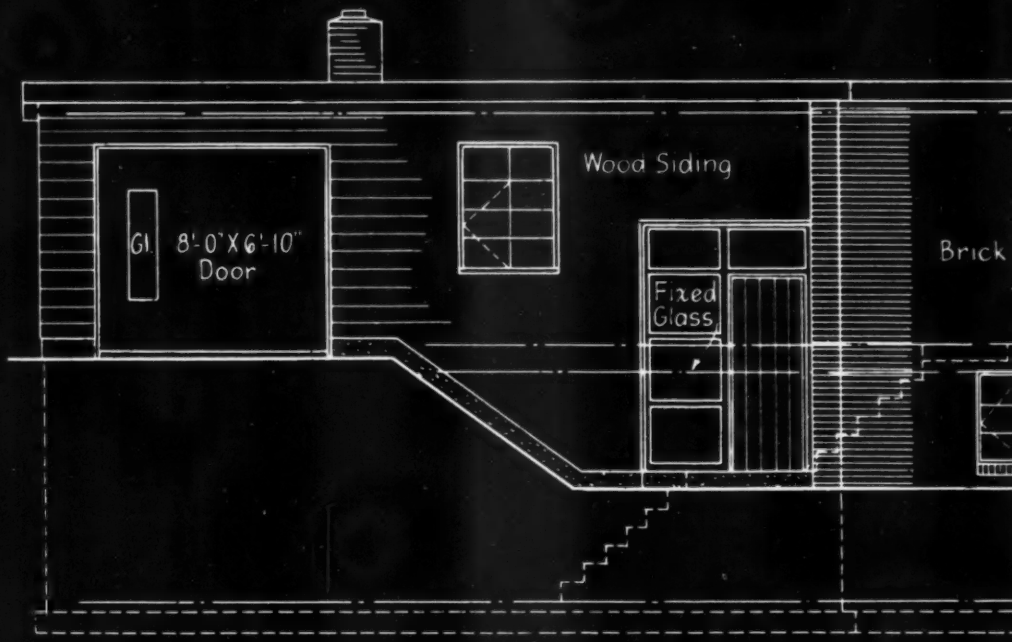
RINGEL & GROVE

ARCHITECTS.

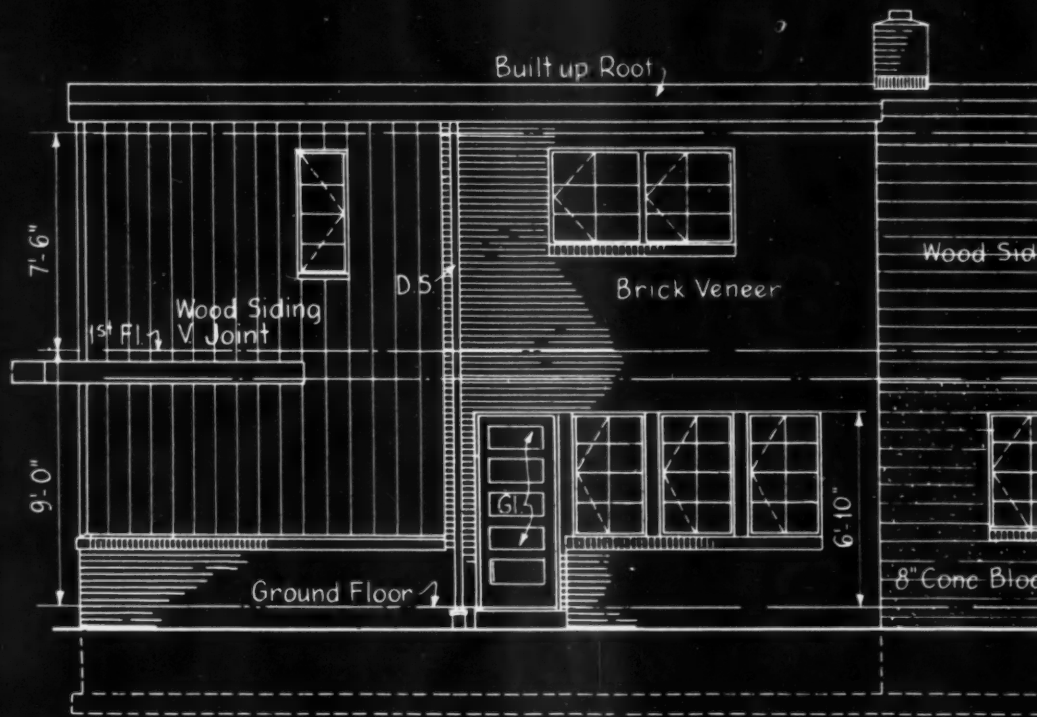
31 Investment Bldg.

Pittsburgh, Pa.

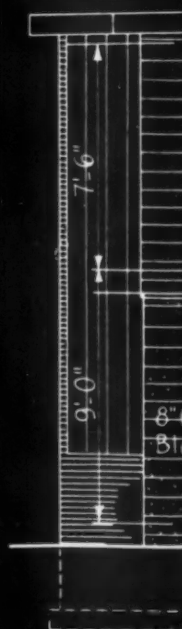
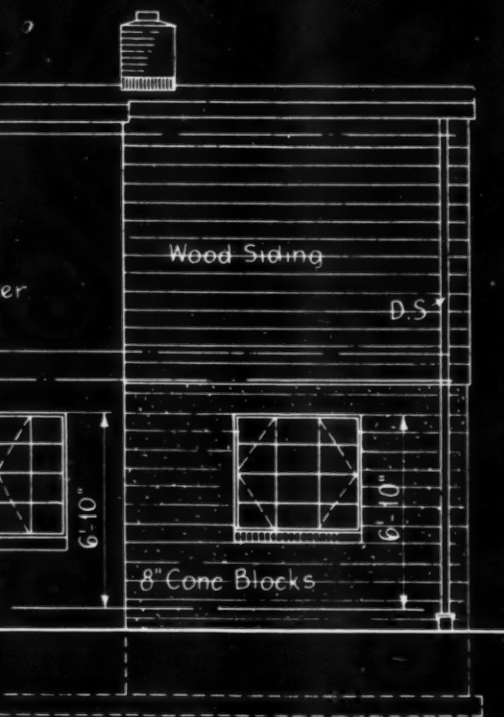
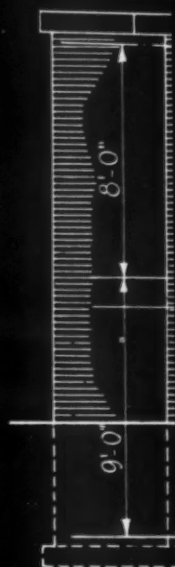
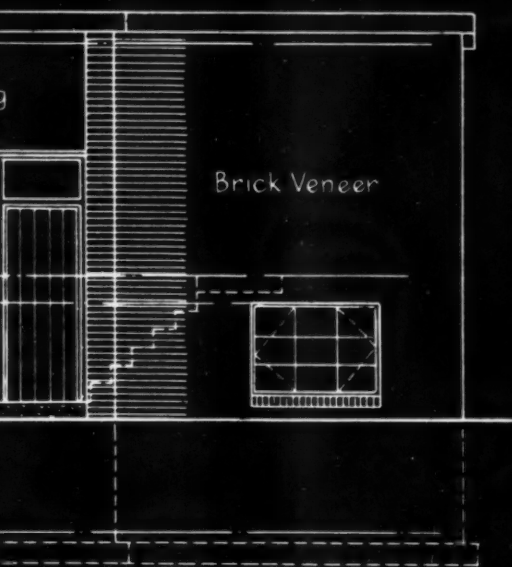
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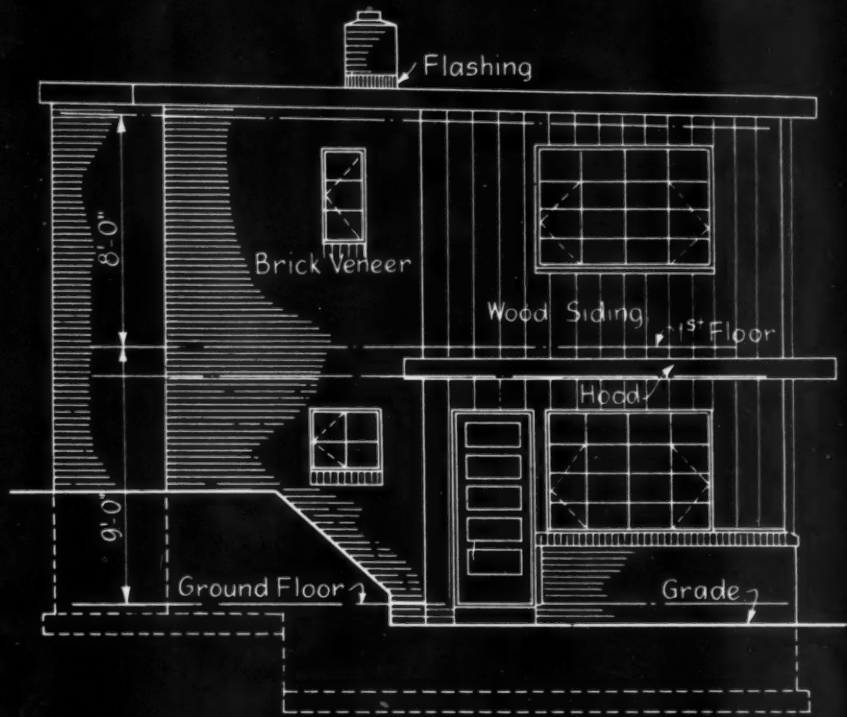
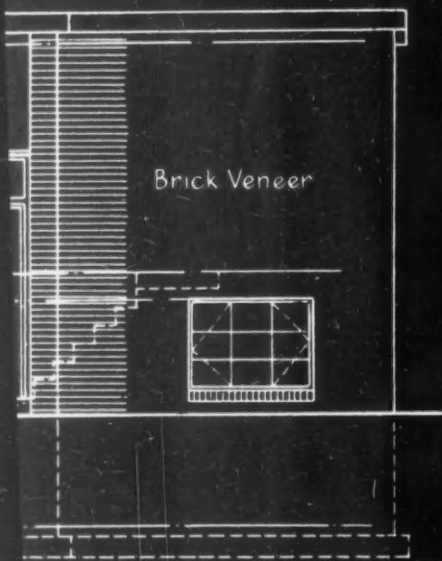
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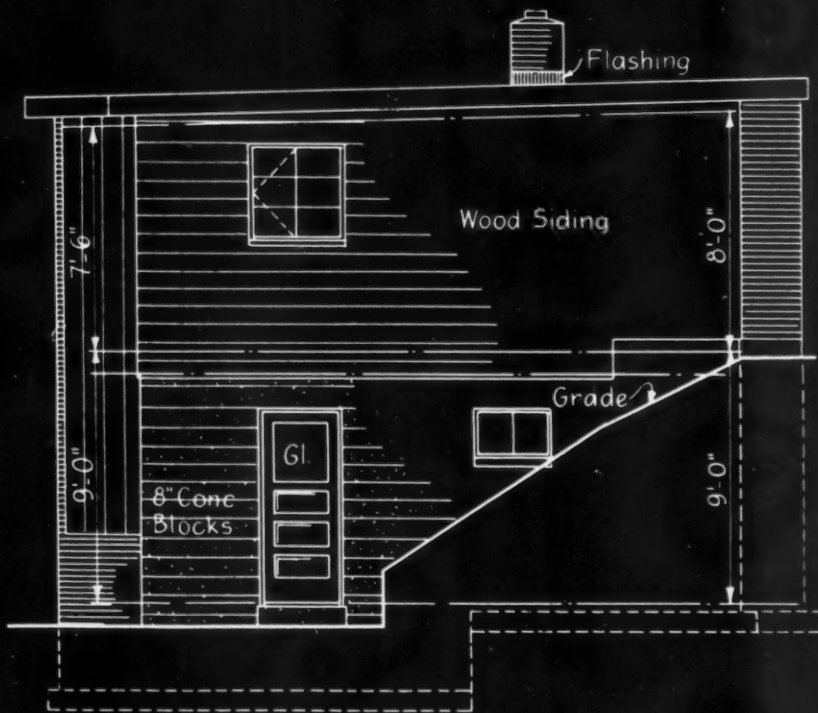
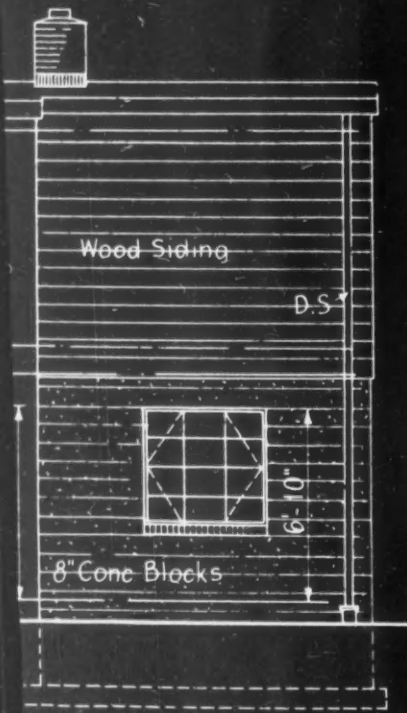
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BUILDERS. finance men and public officials gathered with little fanfare for ground breaking ceremonies in mid-1947.

BUILDERS BUILD *While Public Housers Talk*

PPRIVATE HOME builders have consistently claimed that, given even part of the subsidies provided public housing authorities, they could build reasonably-priced rental housing faster and cheaper than could the public housing groups.

In Worcester, Mass., private home builders proved this to be true by doing it. A privately financed project produced 144 dwelling units for rent at \$55 per month in half the time it took a public housing authority to plan and reach the ground breaking stage for 204 units. The privately produced dwellings were completed and occupied while a real housing emergency existed. No one is living yet in one of the public housing units.

There is a lot of conjecture in Worcester as to why the public housing should be costing virtually double that of the private rental housing, while at the same time it has not actually produced an occupied unit. An examination of the facts seems to indicate that the private builders gave house hungry veterans a "bread" type of dwelling while the philosophy of the public housing authority seemed to be. "Let 'em eat cake."

The privately built subdivision of 144 dwelling units in duplexes was

Home Builders Association erects 144 dwelling units at half the cost and in half the time required by public housing authority

built by members of the Worcester Home Builders Association for a non-profit corporation called the St. Nicholas Trust. It was financed by a cooperative group of five banks at an interest rate lower than that charged under Veteran's Administration rules. Municipal subsidy was provided by putting in the streets free, charging only 10 per cent of the usual sewer assessment, and giving the trust a break in valuation for tax purposes of about 20 per cent less than the usual valuation on comparable property.

The subdivision must be held by the trust for rental for at least five years. After that it may be sold if desired. If it is sold, any profit goes to the city as compensation for the street and sewer subsidies it advanced. Only veterans were admitted to the project at a rental of \$55 per month.

Meanwhile, the city is collecting good taxes on the subdivision which formerly was low-value vacant land.

The Worcester Housing Author-

ity, formed early in 1946, has begun construction on the Coes Pond project in Worcester of 204 walk-up apartment type units which are supposed to rent, when finished, for not more than \$45 per month. They will cost about \$14,000 per dwelling unit. The City of Worcester will go into debt for about \$2,000,000 to make the project possible. It will receive a state subsidy of about 2½ per cent per year of the project cost for not more than 25 years. There will be an annual deficit of cost over income—just how much is not yet clear.

What puzzles Worcester citizens is that against these figures, the St. Nicholas project required no bond issue by the city. The units, while renting for \$10 per month more than the public housing units are expected to rent for, cost only \$7,500 per unit compared to the Coes Pond \$14,000 per unit.

Moreover, they are duplexes, in an attractive subdivision, on large lots. The Coes Pond project of apartments is adjacent to a factory district in a less desirable part of the city.

The committee of the Worcester Home Builders Association, which initiated the St. Nicholas Trust project, was not formed until the spring of 1947—a year after the

apartments are of costly construction, brick and steel, and are typical of what are called "long range" public housing projects.

The point, which was expressed in an editorial in the Worcester Gazette, is that the public housing project has not met the need for low-cost, good quality rental houses during the emergency, while the St. Nicholas project has done just that.

The editorial stated, "The Hous-

gable or hip roofs. The same floor plan is used throughout the development.

Foundations are concrete with full basements. Houses are frame construction with bevel siding or cedar shingles. Roofs are 210 pound Bird's asphalt shingles.

Inside walls are plastered over gypsum lath. Living and bedrooms are papered, and kitchen and bath are painted. The kitchen has wood cabinets, custom built, with lino-



AERIAL view shows completed homes, occupied within a year after trust was formed. Foundations are of 12-inch concrete

Housing Authority was formed. Yet it secured the cooperation of the city, five savings banks, the Chamber of Commerce and labor—and had half of the duplexes up and occupied during the winter of 1947. The remainder were occupied by late summer of 1948. And as the last three duplexes were being built, the housing authority was just pouring foundations for its first two units of 36 apartments each. As this issue went to press, the first unit was under roof.

It has been demonstrated to the satisfaction of builders that the costs on the public housing project are not out of line for the type of construction that is being undertaken. In fact, the Worcester Housing Authority invited a committee of builders to check their figures after bids were received, and this committee agreed that the bids were fair bids. The garden

ing Authority says it wanted units 'adequate in size, attractive in appearance and of permanent construction.' The St. Nicholas Trust development meets all of these conditions and still costs just a little more than half the cost per unit of Coes Pond. . . . We want adequate houses under our city housing program, but we do not need luxury. Fourteen thousand dollars still sounds like too much for a unit of housing."

An examination of the houses at the St. Nicholas Trust development bears out the newspaper's contention that they are good, sound houses of permanent construction and adequate for decent rental property.

The duplexes have two identical apartments, each with a first and second floor. Designs are traditional, with exterior variations in materials and color, and either

leum counter tops and floor. The bathroom floor is tile. Other floors are hardwood.

The roof is insulated with 2 inches of mineral wool and the sidewalls with Kimsul blanket insulation. Plumbing is brass and copper with galvanized hot water tank of 20 gallon capacity. The homes are heated by Bryant automatic, gas-fired furnaces with gravity hot air ducts. Lockwood hardware is used throughout.

Despite high material costs, the St. Nicholas project was built with each duplex costing only \$15,000. This low figure was not made possible by the home builders alone, but by all organizations and institutions which participated. The builders made their bids as low as possible, figuring to take out no profit. The banks set an exceptionally low interest rate. The land was sold to the trust at a very rea-

sonable figure by the owner. Building labor, while collecting full scale wages, turned out a full day's work for a day's pay. The city and public utilities made concessions as already outlined.

When the job finally was completed, the builders found they actually did clear a small net profit on each house. And it has been demonstrated that the same house can be built for investment rental or for sale in Worcester to yield

County Institution for Savings and Bay State Savings Bank.

The banks formed the non-profit trust to finance the undertaking and buy the land and building materials, acting as purchasing agent for the builders. Thirteen acres of land was bought for \$10,000 and cut up into 85 lots.

While the trust did the actual buying of building materials, they were specified by a committee of the builders. Periodic payments



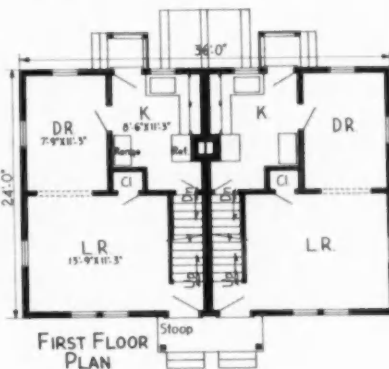
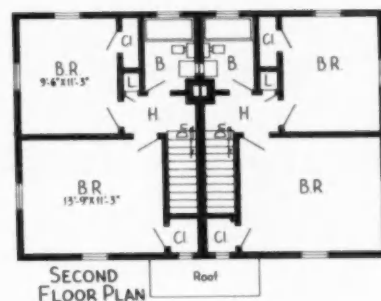
THE GABLE roof, traditional Colonial design, is popular in conservative East



STREETS, curb and sewers were put in the St. Nicholas project by the city as its contribution to veterans' housing project



A SITE precutting operation cut construction costs, sped work



TYPICAL floor plans show generous-sized rooms, well arranged. An 8-inch fire-wall separates the two apartments



HIP ROOF variation of same floor plan avoids monotonous appearance in project

a reasonable builder profit. Some of the association members who participated have built the same house on scattered lots in the city to rent at slightly higher figures or for sale with good acceptance.

The committee of builders who initiated the St. Nicholas project for the Worcester Home Builders Association included William C. Anderson, the president; John Olson, Clark B. Sundin and Milton A. Thompson. This committee sought to interest other agencies in cooperating in the veterans' rental housing plan. The committee then was expanded under the impartial chairmanship of Harry L. Gustafson, assistant general secretary of the Chamber of Commerce. Representatives were added from the Worcester Mechanics Savings Bank, Guaranty Bank & Trust Co., People's Savings Bank, Worcester Five Cent Savings Bank, Worcester

were made to the builders by the trust as construction progressed, but materials advanced were deducted from these payments.

Efficient building operations were made possible by setting up a site precutting operation, using power equipment. Studs, rafters, and so forth were all pre-cut in production run batches. This site precutting operation produced some economies not possible where individual houses were built on isolated lots later, which was one reason such homes were somewhat higher priced.

The contrast between the privately financed St. Nicholas Trust project in Worcester and the publicly financed Coes Pond project has decidedly cooled that city's enthusiasm for public housing. The World Telegram stated in an editorial the project proves private industry can provide houses.



Ingenious planning, small cash outlay transform low rental triplexes into commercial units that bring owner more equitable rents



"BEFORE" and "after" buildings had been converted into modern business rentals

Apartments Remodeled for Commercial Center

UNDER present rent ceilings, T. E. Denny, realtor and builder of Pasadena, Calif., could not meet expenses on four triplexes he owned on Lake Avenue. As a matter of fact, he was going into the red about \$700 a month on the basis of rentals of \$32.50 for the one-bedroom apartments and \$40 for the two-bedroom apartments. (New apartments in the community, similar in size and not under rent ceilings, are currently renting at \$85 to \$125 a month.)

Because no one wants to take over a losing proposition, he could not sell the buildings. Therefore, to protect his investments, he had to consider remodeling the units for commercial use. Fortunately, Lake Avenue had become a heavily traveled thoroughfare so he felt his chances of leasing the buildings at satisfactory rentals for business use would be good.

After giving the matter considerable study and enlisting the services of Architect Norman B. Entwistle, Denny hit on a novel idea. He decided to tie all the buildings together by extending overhangs and adding other architectural embellishments and to call the group "Denny Gardens." Space would be rented to shops as well as to professional men and every effort would be made to make the environment so clean and attractive, so beautiful with stone work and plantings, that people would like to visit the little center.

This ingenious idea, which completely transformed the exterior appearance of the group of buildings, was simple to accomplish. The roof were extended about five feet toward the street and a sufficient length on the sides to form an overhang broad enough to completely cover the passageway between the buildings. Pairs of 4x4 posts tilted outward were used to support these overhangs. So tilted, the posts also supply the chief attention-getting feature of the new structure. Four-inch redwood boards, left natural, comprise the underside of the overhangs. Flush lights also installed on the underside of the overhangs illuminate the courtways at night.

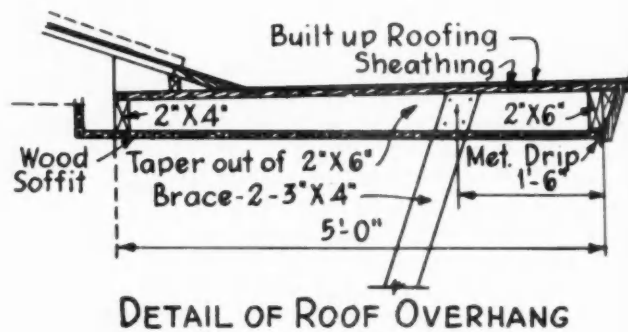
Along the sidewalk, Denny built a flagstone wall 24 inches high, capped with a layer of wider flagstone. Every 10 feet there is a planting box built of common brick about 18 inches square. The wall continues to the street corner and there, in a space of 30 feet from the side of the build-

ing to the sidewalk of the side street, are planted 150 rose bushes, which when in bloom furnish a riot of color.

Unity in the overall layout was further accomplished by paving the courtyards, walks and steps with flagstone. As an added embellishment, a planting area of flagstone is located in the center of each courtyard.

Remodeling of the interiors was kept at a minimum. In one instance, to serve a dress shop, display windows had to be substituted for the usual apartment windows. In another, closets and partitions were removed to provide ample space for a tearoom.

The total remodeling bill was slightly over \$8,000. The result was a jump in rents per unit from \$32.50 and \$40 a month to \$100 and \$125 a month.



DETAIL OF ROOF OVERHANG



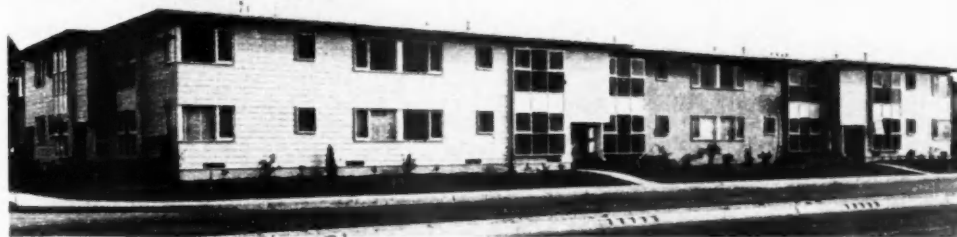
TILTED posts supporting overhangs are attention-getting feature. Method of attaching posts to overhangs are shown in drawing detail. Flagstone wall is an added embellishment

Eye Appeal With Usual Materials

Good design plus judicious use of wood, stucco, glass and paint give apartment building refreshing modern appearance



UNUSUAL window treatment produces attractive exterior design. Drying yards enclosed by picket fence, and play pens built of redwood boards are features of rear yard



WOOD SIDING painted a bright green, tan stucco, and expansive glass areas combine to make this modern apartment building an interesting eye-fel to motorists passing on Lakewood Blvd., in Long Beach, Calif.

Designed by Francis J. Heusel, A.I.A., of Long Beach, and built by Gardner & McCall, general contractors, it is also a good example of how enterprising builders can create work. The contractors had had their eyes on the site for a long time. After Title 608 came out, they went to the property owner and persuaded him to build this multiple unit structure. The building houses 14 two-bedroom apartments, each of which has a private garage. Its total cost came to about \$125,000. Each apartment, including garage, rents for \$90 a month.

The building is L-shaped. It is built on a lot 185 feet wide and 125 feet to an alley. Entrance to the garages is from the alley. A 3 foot overhang extends around the entire structure. On the side of the building, 20 feet of 10-inch beveled siding is offset by a stretch of stucco. Stucco alone is used in the rear.

Entrances are recessed under the stairways to the second floors. Planting boxes built of Roman brick embellish each entrance. Doors to both the entrances and the apartments are of heavy slab. The stairs and land-

ings are made with Chemi Stone, a plastic moulded material. Striated plywood is used on the walls of the halls.

The living room windows offer a unique design feature. They project about a foot from the plane of the house and extend from floor to ceiling. The three lower panes and the center pane in the upper tier are fixed; the other two are awning type windows. Floors are hardwood throughout except in the kitchens and baths in which linoleum is used. Wall finishes in the dinettes and bedrooms vary; some are papered and others are painted. The kitchens are equipped with exhaust fans. The drainboards and backsplash of the sinks are tile.

Partitions of 1x3 foot boards

spaced 8 inches o.c. separate the garages into private units. Storage space is provided in each garage by extending a 2x6 across the width of the rear wall about 5 feet from the floor and another 4 feet from the rear and placing boards on top of them. The hoods of the automobiles go under these platforms.

BRANDED PRODUCTS USED

Standard & Crane plumbing fixtures
Armstrong linoleum
Russwin locks
Fuller paints
U. S. G. Rockwool
Warmahl Furnaces
NuTone chimes
Thermidor heaters
Herco water heaters
Herco toilet seats
General thermostats
Henne Co. window hardware



SECOND FLOOR PLAN

SECOND floor plan of one wing. Note spacious wardrobes in bedrooms; ample supply of storage cabinets in kitchens. Extended lavatory counter in bath provides storage below

Solving the Student-Faculty Housing Problem at Purdue



PERMANENT housing facilities at Purdue University include 22 brick and concrete two-story fireproof buildings of this type. Each entrance provides access to four apartments, all with large window areas and cross ventilation. The 200 apartments in these buildings rent for an average of \$57 per month to students or faculty members



LIVING room of apartment in building above. Kitchen-dining facilities are at rear

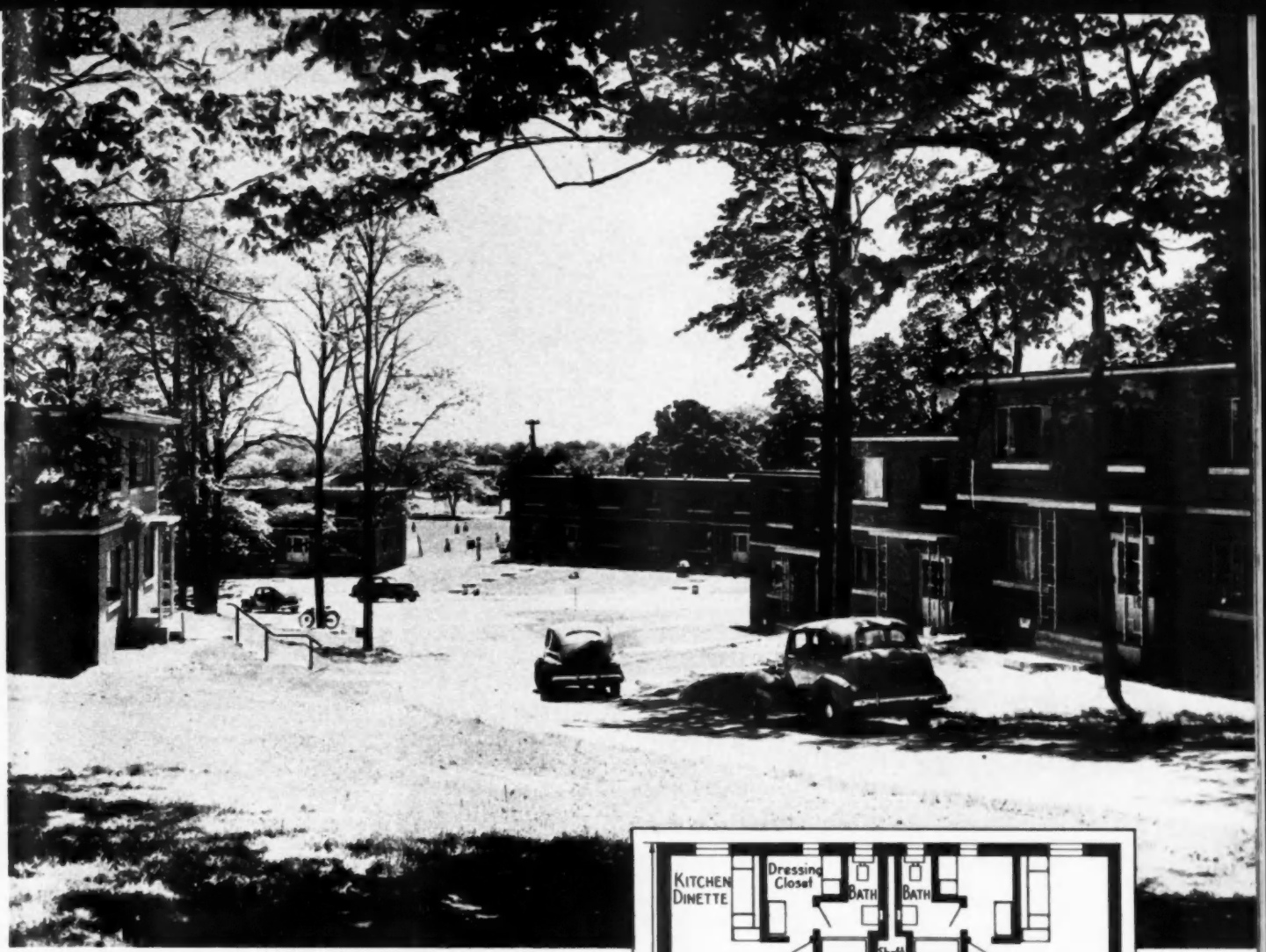
To keep pace with huge increase in registrations, Purdue University erected and now operates 1,100 family living units. Majority are temporary but large group is permanent

THE TREMENDOUS upsurge in university and college registrations following the close of the second World War brought sharply into focus two facts—that students cannot be educated unless they have housing and that faculty members must have housing to be on hand to teach. President F. L. Hovde and Vice President R. B. Stewart of Purdue University at Lafayette, Ind., were quick in appraising this situation and set about early to house the large number of new students and faculty members. By mid-1948, under the supervision of W. S. Fletemeyer, director of family housing, living accommodations for 1,100 families had been provided.

One of the major projects completed is a 200-unit apartment dormitory group planned by Walter Scholer and Associates, Lafayette architects. Ideas and features gathered from extensive study in all sections of the nation were incorporated into the plans. The construction work was done by A. E. Kemmer, a Lafayette builder.

These apartment-type dormitories are constructed with four living units served by each entrance, two on the first floor and two on the second. They are erected in 22 attractive units of either two or three of the four-family units and so arranged as to blend with the rolling terrain of the

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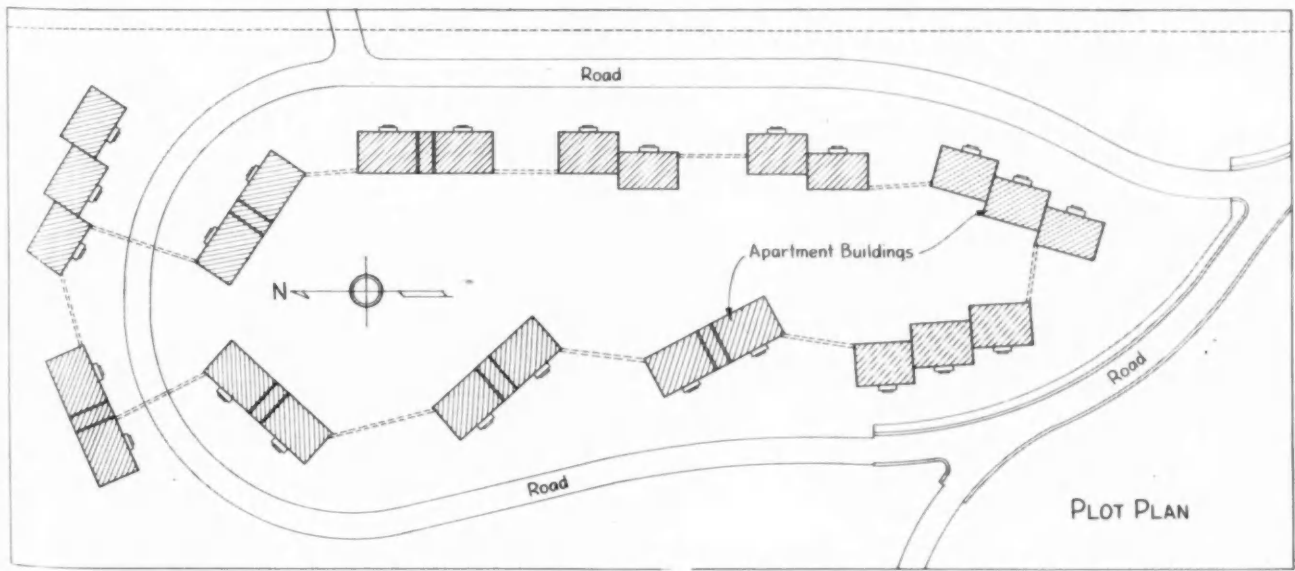
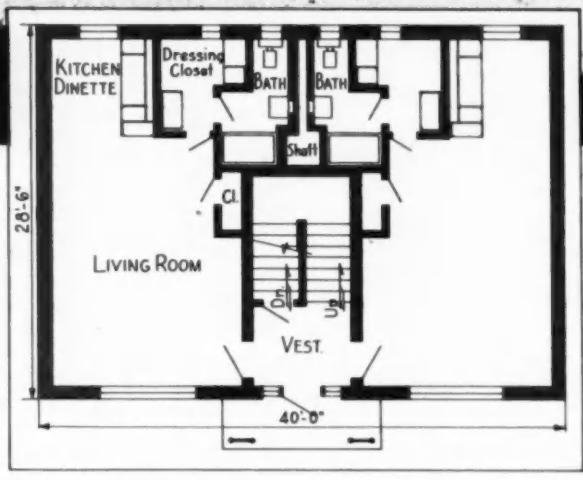


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area bordering the university golf course. Lawns and walkways add to the attractiveness of the dormitory buildings.

They are of modern fireproof construction throughout, with walls of concrete covered with brick veneer on the exterior. Floors, both first and second, and roofs are of concrete slab over a steel bar joist system. Asphalt or rubber tile will eventually consti-

THE rough terrain on which the 22 buildings were erected posed some problems for designers and builders, who took advantage of timber and hills to add to attractiveness of the project. Typical floor plan of the interior is at right



PART of the plot plan showing arrangement of structures. In most cases buildings set well back from the street



THREE National Homes Corporation prefabricated houses which are typical of 23 erected by the university between

fairways on the 18-hole golf course. These were planned for faculty members to ease their critical housing problem

tute the finish flooring. Interior walls and ceilings are plastered.

Each living unit, designed to have cross ventilation, contains a combination living room and bedroom, a dinette-kitchenette, a large dressing room, a full bath and plenty of storage space. The standard unit is 15x26 feet in size, with the extra bedroom 11x12 feet. Basement areas under the units provide laundry space and room for extra storage facilities. Heat and utilities are provided by the university's power plant and essential furniture is provided by the university. These housing units are permanent and will be operated as a part of the university plant. Each unit rents for an average of \$57 per month including utilities.

Between two fairways of the university's 18-hole golf course, 23 National Homes Corporation prefabricated homes were erected. These are for faculty members and helped materially to relieve the housing shortage for faculty members with families. These are also regarded as permanent housing.

Houses Fabricated at University

Temporary housing erected included one project of 150 two-story prefabricated frame houses, planned by Carl Boester, of the Purdue housing research staff. They were designed to last five years, and were fabricated in sections in the University armory at the rate of four houses a day. The first house was erected November 10, 1946, and the project was completed June 1, 1947, during a period when there was an extremely short supply of almost all building materials.

The houses set on concrete footings and concrete blocks. Framing is balloon type with 2x2 studs spaced two feet on center. Exterior walls were first covered with 4x8½-foot sheets of coated paper board, which did not prove to be satisfactory and



TYPICAL floor plan of prefabricated units

had to be replaced during the summer of 1948. Gordon O'Reilly, of the Ford Roofing Co., working with the university's housing officials, worked out a system of economically resurfacing the exterior walls with Ford V-Neer fibre glass insulating brick siding. Additional 2x2 studs had to be added to obtain an adequate nailing base for this new exterior finish. This rehabilitation also included installation of metal drip caps over windows and new roof gutters.

Occupants Do Own Decorating

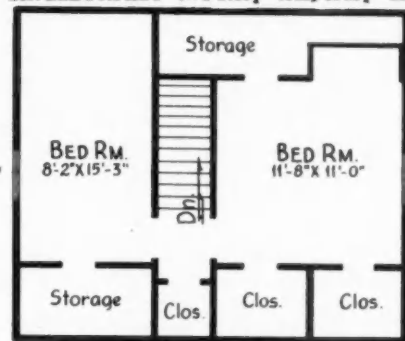
Interior walls in these houses are finished with aluminum-foil backed gypsum board. Second floor joists were left exposed and the flooring serves as the ceiling for the room below. All interiors were left unpainted and occupants applied paint in color schemes they desired, with paint supplied by the university. All these units are heated with gas space heaters. Roofs are covered with asphalt shingles. Each unit cost \$3,500 including kitchen cabinet, kitchen range, water heater, and ice box. Tenants pay \$50 per month rent, plus their utility expenses for electricity and gas, including heat. The total investment by the university here was about \$500,000.

To accommodate married veterans, with children, who were registered for study, 590 barracks apartments were erected. These were moved from an army camp in Kansas and consist of one and two bedroom, with modern facilities for living in a small apartment with limited kitchen and dining accommodations. Rents on these are \$41.50 to \$48.50 per month.

The university housing officials also operate a university-owned trailer camp with 106 trailers owned by veterans; the camp also houses married students. The university provides all utilities, shower baths and toilet facilities, in this central camp.



SINGLE-FAMILY two-story temporary units were prefabricated in university armory



SECOND FLOOR PLAN



FIRST FLOOR PLAN



ARRANGEMENT of rooms in units. **TEMPORARY** exterior paper board covering with 960 square feet of floor area was replaced with fibre glass brick siding



APARTMENT barracks for married veterans with children, which were moved from an army camp and re-erected at Purdue



Westdale Village

BE THE COMPLETELY FINISHED HOME HERE

Beautiful 2 BATHROOM 3 BEDROOM HOME

The Question for today

YOU WON'T BELIEVE YOUR EYES WHEN YOU SEE.....

THE HOUSE OF HAND-ME-DOWNS

IN WESTDALE VILLAGE

Equipped with **COMMON CENTS** for less than **\$1000!**

THE HOUSE OF HAND-ME-DOWNS

THE HOUSE OF HAND-ME-DOWNS

Paul W. Trousdale & Associates

Westdale Village

ANOTHER

PAUL W. TROUSDALE

AND ASSOCIATES

DEVELOPMENT

Home work for tonight...

Paul W. Trousdale & Associates

Home work for tonight...

Paul W. Trousdale & Associates

10th and 11th

11th and 12th

12th and 13th

13th and 14th

14th and 15th

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27th and 28th

28th and 29th

29th and 30th

30th and 31st

Paul W. Trousdale & Associates

HERE are a few homes completed by dynamic Trousdale and his organization. His advertising and public relations is done by experts. Taking advantage of local newspapers, he encourages public to visit his subdivisions. Most important publicity, Trousdale says, is good will of owners of his homes

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Expert Sales Technique

Makes This Large Scale Operation Successful

Public relations to this builder means, first of all, client satisfaction. To this end, he has adapted a policy of "looking for trouble" and remedying complaints



PAUL W. TROUSDALE—his interest in buyer does not stop when sale is made. His "follow-up" pays

THE BEST judge of any sales technique is how well it works. With almost monotonous regularity, Paul W. Trousdale, Los Angeles, Calif., has been posting "Sold Out" signs on his subdivisions since 1940. His volume steadily averages 2.1 homes completed per day.

In Rancho Vista, 320 homes sold for \$11,500 to \$12,800. In Lakewood Gardens, 440 sold for \$10,600. In Westdale, 400 sold for \$15,000 to \$16,000. Ninety, three-bedroom homes on half acre lots sold for \$10,900 in Los Ranchitos. This is only a preamble. Trousdale acquired 640 acres in Baldwin hills, a few minutes by bus from Los Angeles. Next he formed a syndicate which paid \$3,500,000 for the property; and which is completing an entire community of apartment houses with a community shopping center included.

Main reason why the Trousdale subdivisions are successful is that he delivers exceptional values—soundly constructed houses, well located, at fair prices.

Sales appeal is achieved by painstaking attention to the design and location of each individual house. Each house is designed and placed so that it will be different, yet harmonize with other houses in the block.

His Advertising Pays

As would be expected in a program of such magnitude, Trousdale employs expert advertising and public relations assistance. Liberal use is made of color in his booklets and even in his advertising in the magazine section of the Los Angeles Times. Separate booklets are produced for each of the important projects. There is nothing amateurish about Trousdale's advertising—it

represents the work of professionals. Newspaper advertising on Westdale Village was particularly effective because it challenged the attention of those who read it arousing first curiosity, then interest. The fact, that this subdivision of fine homes sold quickly and that a new unit has now been opened, is proof of the pulling power of the advertising, backed by a quality product.

Follow-up Work Worth While

Trousdale's interest in the buyer does not stop when the sale is made. He wants the buyer to be satisfied because every new home owner likes to show off his new home and praise his builder if he is satisfied. And every owner is a potential prospect for another Trousdale home, perhaps in another community or in a higher price bracket. So Trousdale has established a policy of "Looking for trouble." He has touch-up crews which service houses after they are occupied, if it is necessary.

In accordance with the same policy of "keeping the owners happy," Trousdale, in many of his developments, provides the youth of the communities with recreational facilities to keep children healthfully occupied. The thought back of this is not only to keep residents satisfied and promote civic pride, but to reduce juvenile delinquency as well.

In the Los Angeles Lakewood Gardens tract of 445 homes, Trousdale and Associates constructed a complete clubhouse and play center and presented it to the homeowners of the community. A civic association was formed and each owner in the subdivision was given a membership. The function of the association is to provide supervision, mainte-

nance, plan programs and keep the enterprise active. The Trousdale Construction Co. furnished insurance and maintenance on the facilities for six months. Cost of the project to Trousdale was approximately \$25,000.

The Trousdale Construction Co. consists of 29 key men associated with Paul W. Trousdale. These associates, all experts in their field, receive much credit from Trousdale. They really do the work, he says. All of the key executives are on a profit-sharing plan. Most of the balance of the employees constituting his \$100,000 weekly payroll have been with him for years.

The Reason for Efficiency

In commenting on the efficiency of his mechanics, he stated that he has had 6,000 or more houses under construction for the past several years and so has been able to furnish steady work for his men and has had an opportunity to weed out the ineffective workers.

The company is constantly investigating and experimenting with new materials. One of the most promising is aluminum, according to Trousdale. He is interested in aluminum siding, shingles, windows, garage doors and foil insulation.

Trousdale, now only 33, was graduated from the University of Southern California in 1933 at the height of the depression. In 1934 he took a job with a local contractor with whom he stayed until 1940, learning every phase of the business. Most of his time was spent in the construction of palatial homes for movie stars and executives. If his past achievements during the last eight years are any criterion, the future holds great things for Paul Trousdale.

Sold at



THESE small, well-constructed homes built by the MacArthur Construction Co., sold in Flint, Mich., for \$7,150

IN BUSINESS since 1925, this builder has adapted a business philosophy that makes his homes more in demand by clients. He offers a well-constructed home, but most important to buyers, his belief is that the current market price of homes is not necessarily the price at which they should be sold. Instead, "homes should sell for what they are worth."

The builder, Ivan A. MacArthur, president of the MacArthur Construction Co., Flint, Mich., is living up to his belief.

MacArthur could have marked and sold houses in his 60-house Dixieland subdivision in Flint at \$7,400, the price at which similar houses were selling for in that area.

FHA estimated the worth of the houses at \$8,100 to \$8,225. MacArthur sold them for \$7,150, under Title VI. He believed that price to be the actual worth of the homes. The G.I. set-up under Title VI called for down payments of about 10 per cent; monthly payments of \$45 per month.

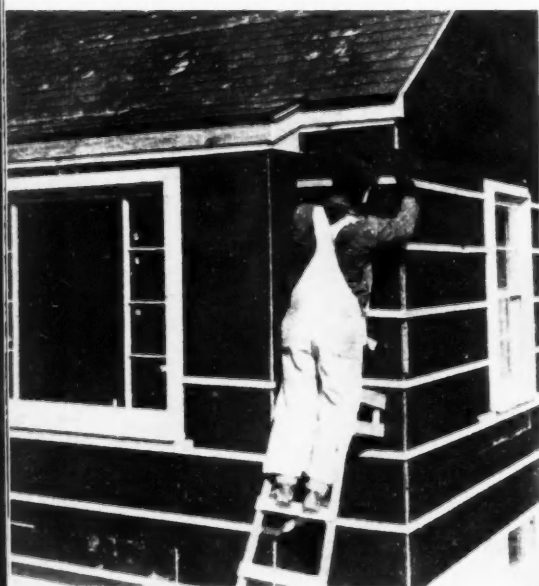
For their money, buyers got well-constructed houses, located on 45x100 foot lots. The two-bedroom bungalows have complete basements, kitchen-dining room combinations, good-sized living rooms and baths, with stairways leading to unfinished attics.

Exposed surfaces of concrete block foundations are faced with cement, and all basement walls are

waterproofed. Steel beams and columns were used to support floor joists. Sub-flooring is placed diagonally, and diagonal bracing was used in corners of exterior walls. In kitchens and bath, $\frac{3}{8}$ -inch plywood was used as a base under linoleum. Flooring in the other rooms is oak. Kitchens have wood cupboards that were prefabricated off the site. Counters are covered with linoleum. Laundry trays are furnished by the builder.

Outside 18-inch wood shingles are applied with 14 inches to the weather. Sheathing is $\frac{3}{4}$ -inch Celotex. Walls and ceilings are plastered, and the ceilings have cotton insulation. One panel pine doors were installed, and R.O.W. windows

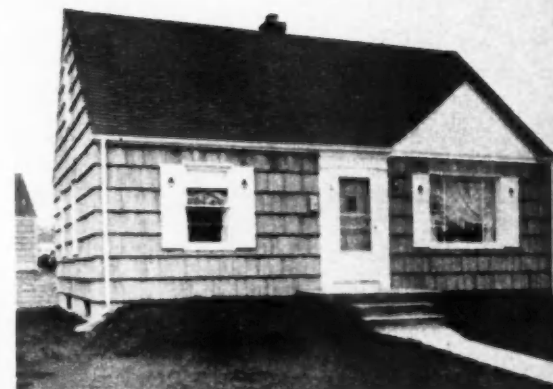
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PROPER application of furring strips is demonstrated by workman on one of MacArthur homes. Houses have attractive kitchens

Their Worth — Not at Market Price

The personal and business philosophy of this builder makes for better public relations and satisfied home owners



were used. Space was left at one side of each house for the future addition of a garage. Asphalt shingles were used on the roofs.

All downspouts are installed so that they empty on to the grade. Grading was left rough, and sidewalks were placed. Drain tile was placed outside below ground level along the foundations to assure dry basements.

Coal-fired furnaces, supplied by the builder, heat the houses, and heat ducts are available to the unfinished attics.

One reason why good workmanship goes into MacArthur's homes is that 50 per cent of his subcontractors have worked with him 25 years. These men know MacArthur's building operations, and MacArthur knows the

quality of their work. As a result only a minimum of supervision is needed.

MacArthur purchases all materials, supervises all work, does all selling, and handles FHA problems. His office force consists of two girls and his brother. They handle all correspondence. Since 1943, MacArthur has averaged 75 homes per year. In 1948 he completed 125.

MacArthur's crews do not work on an hourly basis but on a job basis. They are divided into four separate groups. One group takes care of exterior framing; one handles finished flooring, another interior trim, and another group applies exterior finish to the houses. Before a job is begun, each group bids for its work.



WITH these plans, MacArthur builds good low-cost houses that meet with ready sale. Good workmanship was achieved with good materials, experienced sub-contractors



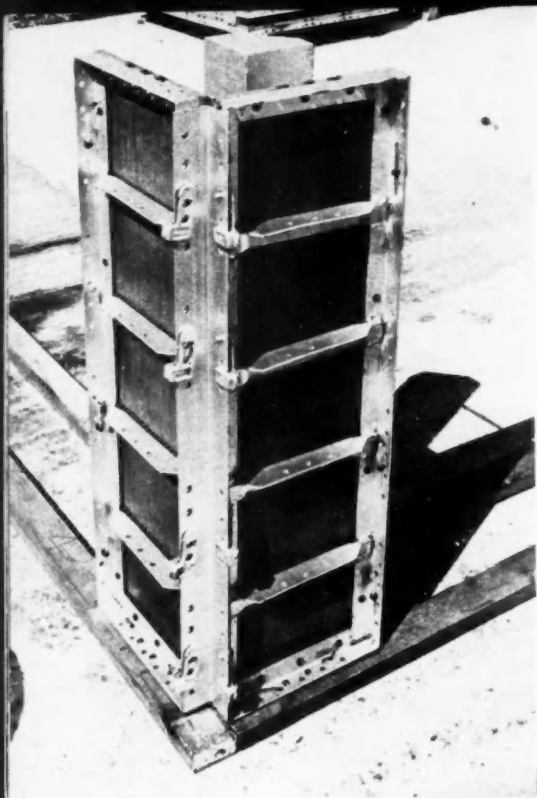
COMPLETE basement and finished stairway to expandable attic, were included with these houses on 45x100 foot lots

Engineered House Construction

Part IV—

Manufactured Concrete Forms And Form Hardware

Better concrete work and longer life from manufacturers' forms can be achieved by observing the rules of correct mixing and handling techniques



THANKS to more modern concrete forms and form accessories, it is now possible to achieve better concrete work—faster—than ever before. Better work is being achieved by stronger forms with smooth, durable surfaces; faster work by more simple, easier-to-operate hardware and installation techniques.

Several manufacturers are supplying many kinds and types of forms, and for that reason it would be impossible here to explain the best methods of handling each. Certain basic facts, however, apply to any kind or make of concrete forms, and with these facts in mind the builder may realize more value from concrete forms and a better concrete job.

Preparing the subgrade is the first important problem. Within a subgrade area where tree stumps or other ground impediments have to be removed, special attention must be given to tamping. Thorough tamping six inches or more from the surface down is not sufficient—if any loose soil remains below that point. The reason is that a concrete slab placed over the area will settle. A pocket may occur in the concrete slab surface, just above the area where the tree roots, stumps or other impediments have been excavated. The solution is adequate tamping—even if it means spading out a larger hole where the tree stump has been, then tamping from the bottom of the excavation up. Sometimes, depending upon the type of soil, puddling may have to be done

to make sure of a solid subgrade.

Forms and reinforcing should be erected as called for on the plans. Forms should be clean, tight, and adequately braced. All loose material such as sawdust and nails should be removed from the area to be concreted. Forms should be moistened or oiled before they are set up so that they will be easier to remove. Plywood forms are sometimes lacquered to prevent sticking. If any kind of reinforcing steel is installed, it should be clean and free of loose rust or mill scale.

Methods of bracing and types of accessories vary with each manufacturer's forms. If the builder constructs his own forms and buys accessories, there are a number of things to consider. The cost of ties is important, but should not be a controlling factor. Possible re-use, speed and ease with which the ties can be placed and removed, adaptability to the builder's forms, positiveness of action, and the effect of the ties on the finished job are the important considerations. Spreaders, provided in wall forms to prevent the sides being forced in when

the tie rod clamps are tightened, should be selected with the same considerations.

What forms the builder selects will depend, of course, on the size and nature of his operation. Some manufacturers furnish directions with their accessories or hardware that aid the builder in constructing his forms. This service is used by many builders. Accessories supplied with manufacturer's forms are specifically made to handle the particular size job requirements. It is up to the builder, when ordering forms or accessories, to provide the manufacturer with complete job specifications and requirements.

Concrete

Good results can never be achieved regardless of the type of concrete forms used, unless the builder has a good basic knowledge of concrete. He should know how temperature and moisture affect concrete, and what the forms will have to withstand in stress and deflection.

The importance of the water ratio in concrete mix, though still a debated problem, cannot be taken lightly. The Portland Cement Association, after many years of research, places much emphasis on the importance of the proportion of water to other aggregates in concrete. An accompanying table shows their recommendations.

The use of salts, chemicals or other foreign materials to lower the freezing point of concrete is not recommended unless extreme precaution is taken. Within certain

Because of wide reader acceptance of the *American Builder Engineered House Construction* series, these articles are being continued with this discussion of the proper use of manufacturers' concrete forms. Next month's article will explain various techniques of nailing.

limits, calcium chloride may be used to accelerate hardening and early strengths, but not more than two pounds per sack of cement should be used.

Strength of concrete increases as long as drying of the concrete is prolonged. The moment concrete is permitted to dry, chemical reaction of water and cement ceases. It is desirable, therefore, to keep the concrete moist as long as possible. This can be done in several ways. In general, the best method to defer drying is, obviously, keeping the concrete moist by sprinkling—if the forms are removed. Letting concrete stand in forms will prolong drying.

A temperature of about 72 degrees is the most satisfactory curing condition. Fresh concrete gains little strength when it is exposed to temperatures of 35 degrees Fahrenheit or under.

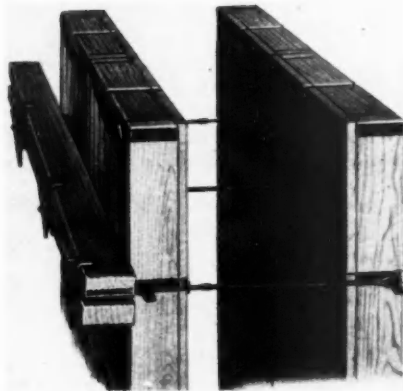
To make sure of achieving the proper strength desired, and to make sure of economic form operations, tests for concrete strength should be made by the builder. The tests should be made with all materials he is to use on the job, and with not less than four different water contents. Tests should be made under actual job conditions.

Concrete should be placed in the forms in horizontal layers of uniform thickness. Most concrete form manufacturers recommend that concrete be poured in the corners first, before long lateral spaces are filled. In either case, each layer placed should be thoroughly compacted before the next is placed. Concrete should not be allowed to drop freely more than three or four feet, and should not be placed too rapidly. The more rapidly concrete is placed, the quicker the maximum pressure against the sides of the forms builds up. The placing rate, temperature of concrete, and the

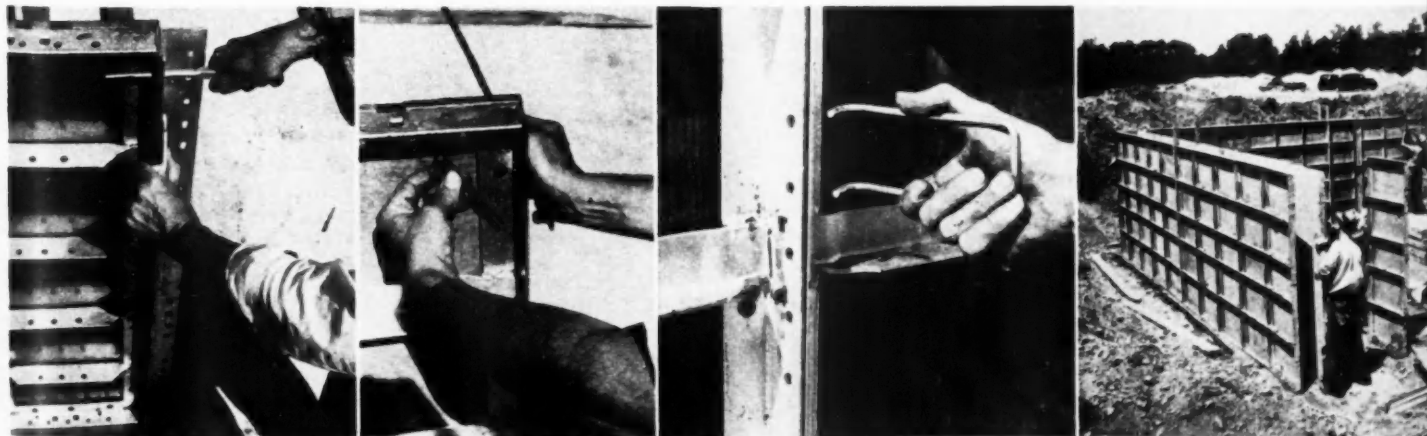
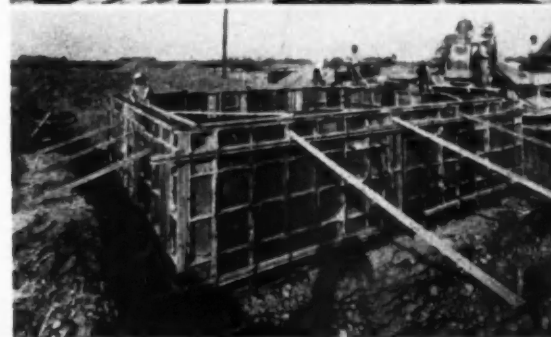
method of placing determines the pressure that the forms will have to withstand.

Maximum pressure on the forms is reached at a certain depth of concrete, and beyond that point additional amounts of concrete will not increase pressure below that depth. If the builder is to construct his own forms, he will be more concerned with the problem of pressures. By determining where the greatest amount of pressure will occur (see accompanying chart), the builder will know where to install bracing and walling. Most manufacturers' concrete forms today are made to accommodate any practicable amount of pressure, but it is up to the builder to make sure these forms are set up according to the manufacturer's directions.

Forms must be left in place long enough to allow the concrete to gain sufficient strength to support its own weight, plus that of any construction loads that it must immediately support. Usually, no forms should be removed in less than four days. It is well to remember that it takes approximate-



ABOVE photo shows hardware and how it is used with the forms being erected at right. Roofing paper will protect green slab. Slab will be cleaned by brush. Panels are oiled thoroughly before being set up

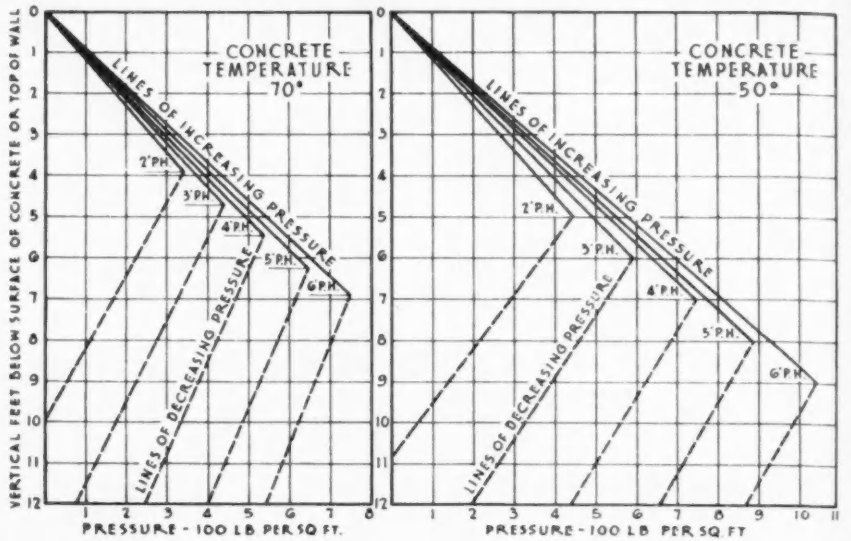


THIS manufacturer's system provides plywood faced steel frames locked together by pre-formed tie that acts also as spreader

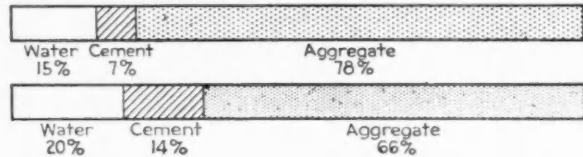


A SYSTEM devised by manufacturer enables builder to strip entire foundation, inside and outside forms, in one operation. This is an example of how improved forms speed up work. These forms are steel

How Concrete Temperature Affects Pressure

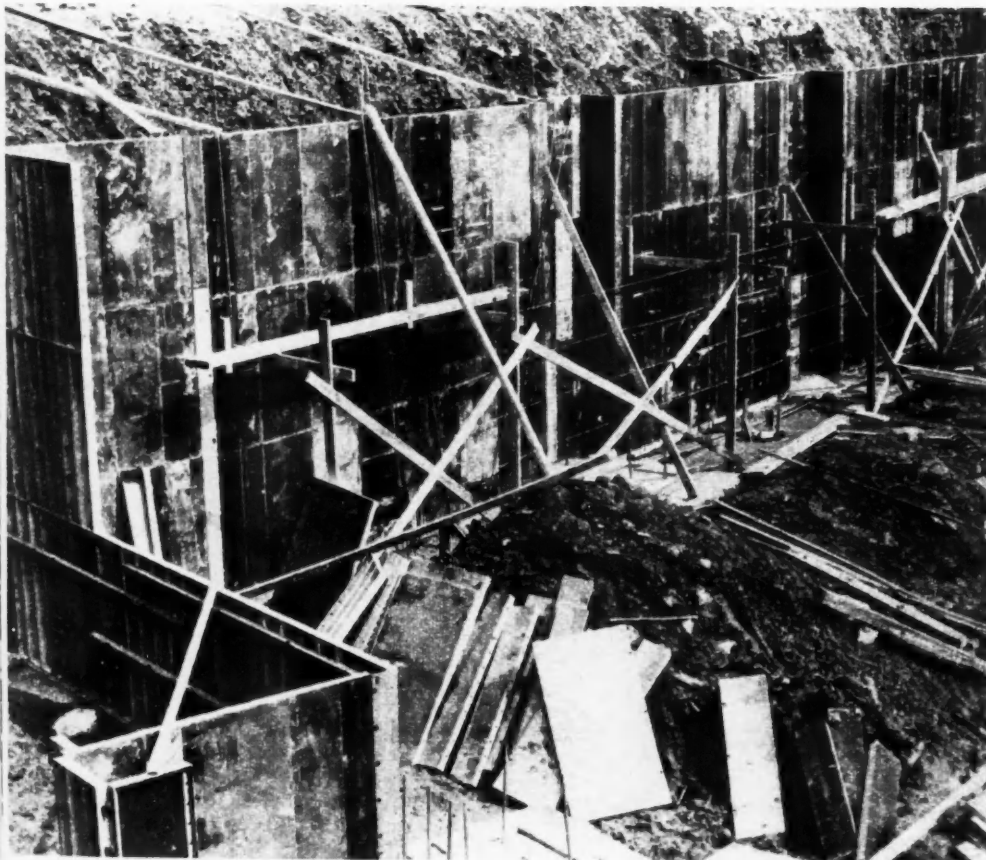


CHARTS, prepared by Portland Cement Association, show pressure against sides of forms at given points at two different temperatures and using different rates of placing



RANGE in proportions of materials used in concrete shown above in chart prepared by Portland Cement Association. Upper bar represents lean mix of stiff consistency with large aggregate; lower bar, rich mix, wet, small aggregate

PLYWOOD panels in manufacturer's forms are interchangeable with steel panels. Steel framed with protected edges, panels are reversible. Forms make columns, beams and slabs



ly a full month before concrete, in most areas, reaches its full structural strength.

Ordinarily, the order of stripping forms will be the reverse of that in erection. The time spent in training the stripping gang in the order and manner of stripping the forms will be profitable for the builder. Greater re-use value of form materials and a better concrete job will be the result.

Care in handling forms will go far toward insuring greater re-use value. Forms should be thoroughly cleaned soon after they are stripped. They should be stored in a dry place until the next using. If steel forms are used, they should be coated with a thin coat of paraffin base form oil such as manufactured by the Standard or Gulf Oil Companies.

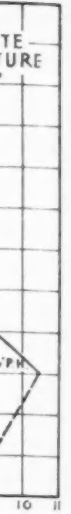
Board forms should be soaked with water at least 12 hours before concrete is placed. This tends to tighten joints, to prevent absorption of water from concrete, and to facilitate stripping. Linseed oil cut with kerosene is recommended for oiling plywood when this type form is stripped, though any type oil or form lacquer made specially for the purpose is satisfactory.

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sides of placing

takes made is in backfilling too soon around foundations. Mass production of houses and the importance of the time element to many builders today are reasons why this is occasionally done. The time and money lost in such a costly mistake, greatly emphasizes the importance of proper curing of concrete.

Besides many other problems of settling involved when proper subgrading is not achieved, most of the common errors which result in costly outlays for concrete forms, are being made through improper concrete mixes. The tables on this page prepared by Portland Cement Association graphically illustrate the importance of temperature on concrete pressure in forms, and a thorough understanding of pressure will eliminate many common errors in the use of concrete forms. Structural strength of concrete—the most important factor—is often not sufficiently considered by the builder who is "racing against time" to finish his project.

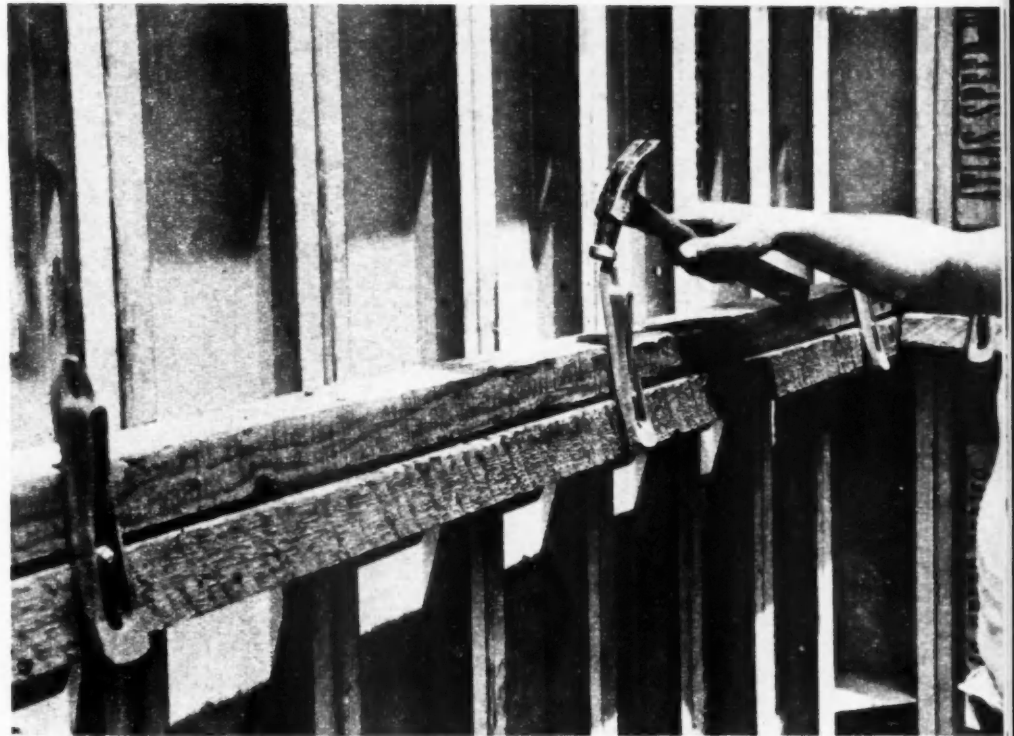
Cold weather concrete placing is still a common problem to some builders. While concrete is moist or wet, freezing and thawing can be the most destructive force for concrete or forms. The effective solution is a thorough understanding of the proportion of water to be used with other aggregates in the

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NO SPECIAL tools are required to erect these forms. Here, tie holder is secured

mix. Generally, less water should be used in concrete mix when it is colder; more water when it is warmer. (See table on opposite page.)

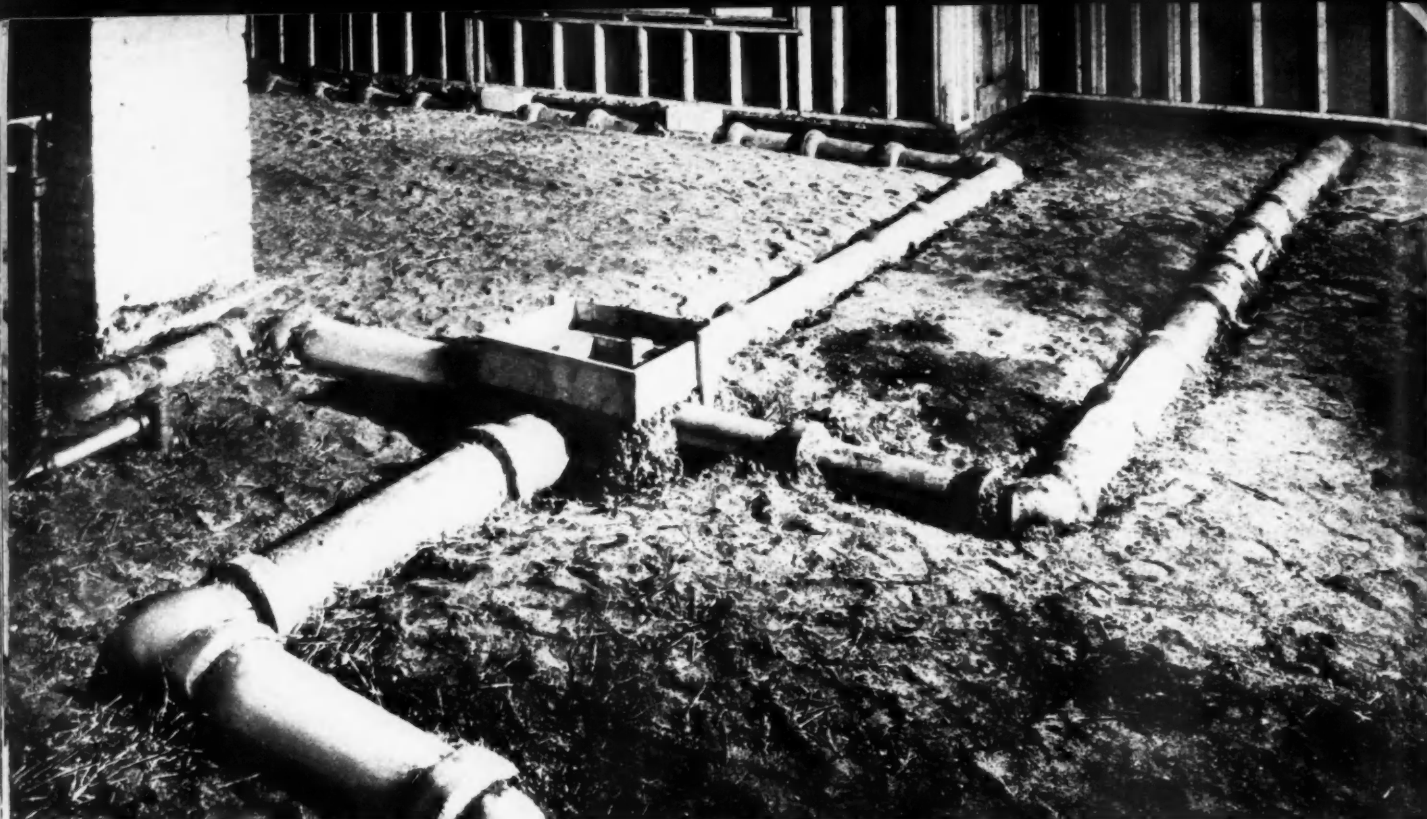
With a good basic understanding of concrete, the effect and nature of pressures, stresses and deflections, and the effect of tempera-

tures, a builder can achieve the best in concrete work.

*Photos and data courtesy of—
Portland Cement Association
Symons Clamp & Manufacturing Co.
Irvington Form & Tank Corp.
Universal Form Clamp Co.
Bulldog Concrete Forms, Inc.*



TIE RODS for these forms are anchored from side. When forms are taken down, they may be lifted straight up without disengaging ties. This is another example of what manufacturers are doing to provide simplified hardware for faster handling



TYPICAL LAYOUT for a slab with clay tile used to form the ducts from base of the furnace and around perimeter

Heating Basementless Houses—

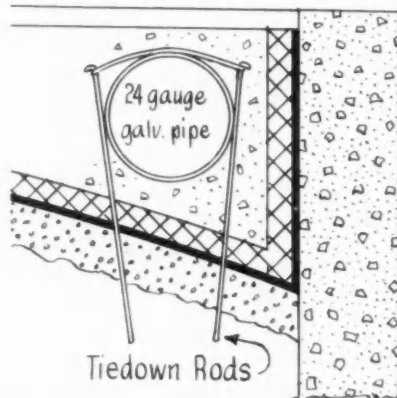
With Radiant-Forced Warm Air

A SYSTEM of heating, which economically combines the favorable factors of radiant warm air with forced warm air, has been developed for basementless houses. Known as "radiant-forced warm air," the system requires a specially designed forced warm air heating plant, which is now available in quantity and at low cost. Engineers and heating plant manufacturers were inspired to develop the system because of the need for a low-cost, satisfactory method of heating low-priced houses, built on concrete slabs or on foundations without basements.

International Oil Burner Company engineers and executives, who worked with builders in developing the new system, now have several hundred successful installations in midwestern homes. In discussing their concept of the problem, they say: "Since warm air rises, proper heating must begin from the floors to assure constant, comfortable temperatures throughout the living level. This principle has been established and has been the basis for gravity warm air systems as well as modern radiant heating systems. The new system goes one step further to insure

more thorough and continuous application of comfortable warmth by combining advantages of both radiant and circulated warm air heating."

Warm air is distributed through ducts in the slab or under the floor at the perimeter of the house. These ducts produce radiant heat which rises up the walls, overcoming the problem of cold air washing down the walls and over the floors. In addition to the radiant heat produced by the ducts, special warm air outlets are installed under each window to eliminate down-draft of cool air to floors from the

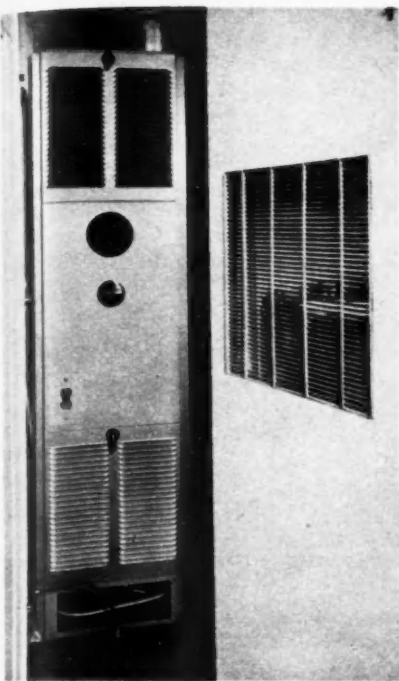


SUGGESTED method of holding pipe in place when it is used to form ducts in slab

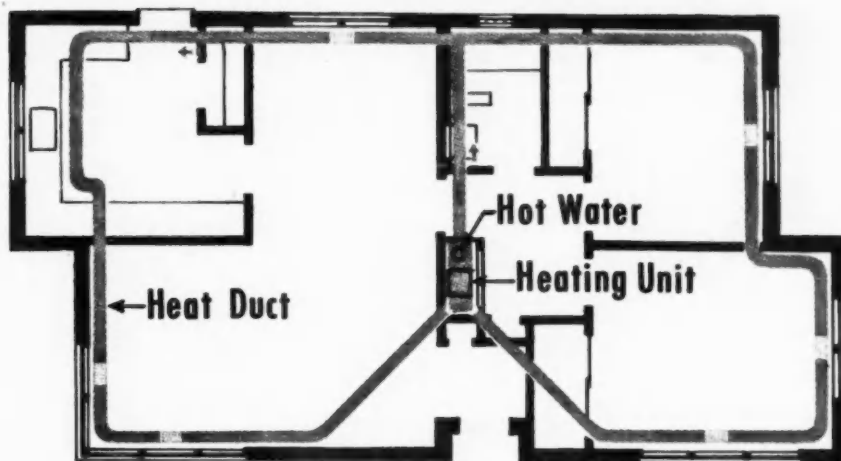
windows. With this combination the problems of cold floors in basementless houses can be eliminated.

When the gently rising warm air, produced by radiance from the ducts and by the outlets under the windows, reaches the ceiling around the perimeter of the house, an efficient forced air blower located in the top of furnace near the ceiling draws the warm top layer of air into the furnace and recirculates it down and through the heating system again. The furnace must be located near the center of the house. Air stratification and temperature lag—two problems encountered in radiant heating for basementless houses—have been successfully overcome with this system, which also eliminates the common problem of cold floors in basementless houses.

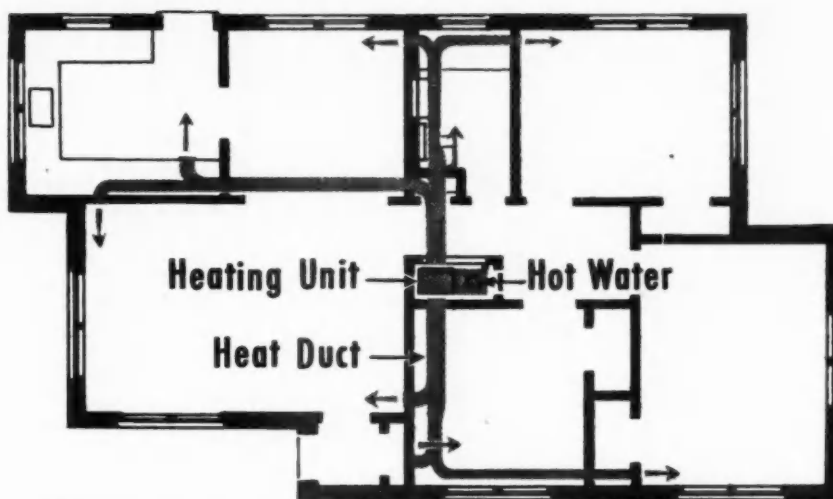
Unlike conventional warm air furnaces, which deliver heated air out the top into pipes and ducts, the new International Oil Burner Company's R-9 starts heat by forcing it out the bottom at floor level. This permits the furnace to be located on the same level as the rooms to be heated. A special blower is cradled in resilient springs at the top of the unit, permitting



THE R-9 International oil burner, especially designed for this type of heat in a typical installation. The louvered door enclosing the compartment for the unit must have at least 400 square inches of opening. Air velocity at louvered door should not exceed 300 cubic feet per minute



THIS "OUTSIDE-IN" method of heat distribution in small houses built on slabs prevents drafts and keeps the floors warm. Note warm air registers under the windows



THIS alternate layout of ducts may be used for the radiant-forced warm air system in houses with frame floors and a crawl space. Warm air is directed across the floor

constant operation without hum or vibration. The furnace is shipped as a "package" with all essential parts built in. To connect ducts at sides, front, back or underneath the furnace, the sheet metal worker merely needs to remove the knock-out blanks provided in openings.

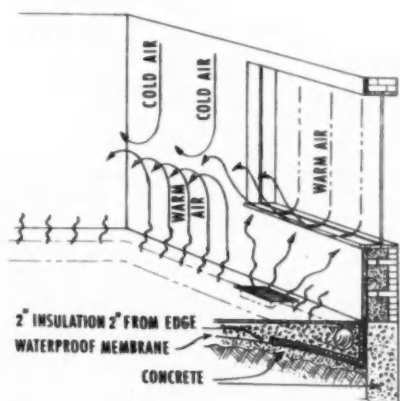
In installing this system in a concrete slab, ducts may be formed by using clay tile, metal pipe properly anchored, or any other suitable material. The trunk ducts from the furnace to the perimeter ducts should always be given a slight rise from the spot where they leave the plenum chamber to the point where they join the perimeter ducts. The perimeter ducts should be as close to the surface of the slab as practicable to achieve a good floor—1½ to 2 inches.

The slab should be located on ground which is well drained and every precaution must be taken to keep the ground and the concrete dry. This makes a good moisture barrier below the slab essential. The outside perimeter of the slab should be insulated with two inches of waterproofed rigid insulation for its full thickness and two feet under on all outside edges.

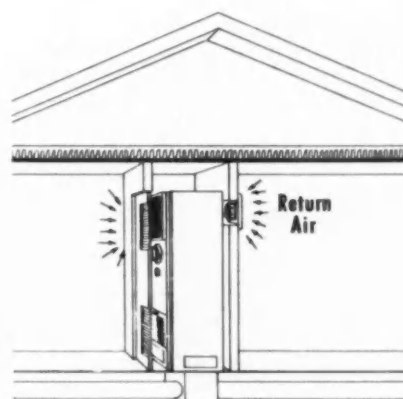
In basementless houses with frame floors on foundations, ducts may be run around the perimeter of the house as shown in the diagram for slab floor construction

or they may be installed according to the other suggested layout for framed floors over crawl space. In either method the ducts should be

well insulated on all sides except the upper, which will then produce radiant heat while also delivering heat to the various rooms.



CROSS SECTION showing typical slab and warm air register installation under a window with duct which creates radiant heat in the slab. Warm air rises to meet cold air from window and from cold outside walls to give even distribution



WARM AIR is returned to the furnace from the ceiling area without ducts and passes through the system again at proper temperatures and humidification. With this system there is practically no temperature variation within the room



MARTIN MILLER, above, right, with Breidert, center, and Morrison. At right, they discuss costs of rehabilitating farm buildings with Ruth and Earl Ulrich. Miller's remodeling property value for his clients, and profit for himself



Rehabilitating Farm Buildings

ANYONE driving through the country these days will note that the farmer is beginning to dress up his property. He is putting better clothes on his buildings as well as his family. Actually, this movement to improve farm property lags behind a similar trend in the cities, but there is a good reason for it.

When the war and postwar periods brought prosperity to the farmer, his first thought was to reduce the top-heavy mortgage that usually burdened his land. After that came the need for replacing worn-out machinery, improving the fertility of his soil, enlarging his working acreage or his dairy herds. These were essentials. Buildings that had not been painted for years, machine sheds and corn cribs that leaned with age, and drafty houses were displeasing to the eye and perhaps uncomfort-

able, but something that could wait.

Now the essentials have been taken care of for the most part, and the farmer is interested in improving his physical property. Insulated siding manufacturers have turned their attention to this market, and in so doing they offer an unusual opportunity to carpenter-contractors in the rural field. Such contractors can step into the picture as applicators of insulated siding on jobs sold through local lumber yards, who will act as dealers. They also may develop their own jobs aided by the industry's intensive promotional campaign and a strong desire on the farmer's part for what is offered.

Insulated siding offers a special appeal to farmers. After years of neglect, many of their buildings have deteriorated to the point where replacement seems the only feasible course. This frequently

calls for too great an outlay and the farmer prefers to get along as he has. This is where insulated siding can do a special job. The heavy, asphalt-coated panels decorated with brick, stone and shingle designs not only beautify old buildings, but they impart other important values.

Cracks, warped boards and decay along the sill line can be covered quickly and easily. The nailing procedure and the shiplap joints which tie panels together add rigidity to a weakened building. Insulation is added. Each panel has an insulation value equal to three courses of brick, 1½ inch thick lumber, or 18 inches of solid concrete. Another selling point to farmers is the fact that surfaces covered with the insulated siding never need to be painted again.

Profits are high for applicators of insulated siding. What is more,



SIDING arrives on the job neatly packaged and easy to handle. Rotten boards and timbers were replaced to give firm nailing



surface for the insulated siding. Insulated siding was nailed to lath furring strips on dairy barn. Completed barn, above



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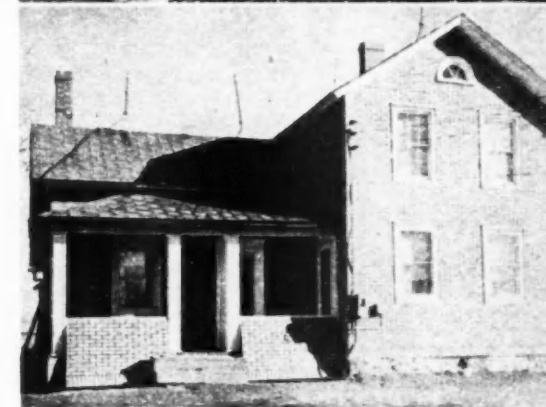
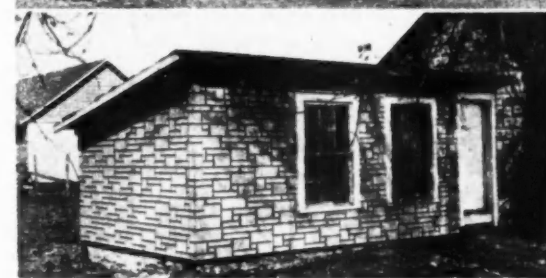
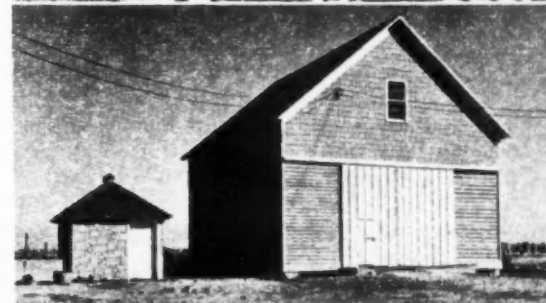
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application goes hand in glove with other improvement work and brings increased profits. Almost every siding job requires some carpentry work, but in the farm field this is usually more extensive.

Application contracts are written on a per square basis. This figure generally is lower in rural areas than in the city, but on the other hand, barns and other farm buildings offer large, plain surfaces which can be covered rapidly. The contractor, in turn, also pays his men according to the number of squares applied. Whereas an applicator working on city homes will lay up about two squares in a working day, this may be boosted



CARPENTER Miller applies corner trim to utility shed. Insulated siding is easily cut with a roofer's or fibre board knife from both the front and the back sides



ABOVE shows improvements made on under-eave sections of corn crib, completed brooder house, and the Ullrich farm home

Offers Opportunities

to as much as three squares in farm work.

The opportunities available to carpenter-contractors in the rural field are amply illustrated in the case of Martin Miller of Frankfort, Ill., who did the work in the pictures accompanying this article. The job was sold by a Frankfort lumber company which then suggested Miller as the applicator. In other instances, Miller has contracted his own jobs. Of interest, too, this one job has so vividly illustrated what can be done with the insulating siding on farm buildings that Miller already has been asked to bid on several other applications in the vicinity.

At the Earl Ullrich farm pictured, insulated siding offered the only means of improving some of the buildings short of tearing them down and replacing them. This was too costly a project and would have resulted in the Ullrichs' passing up renovation work all together except perhaps for some painting. As it was, weakened buildings with large cracks caused by shrinking boards, dried out old sheathing and warped boards were covered with insulated siding. The nailing process tended to strengthen buildings.

The Ullrichs chose to use all three basic insulated siding designs in modernizing their century-old homestead. The house was done with a brick design as was the

machinery shed and barn. A dilapidated milk house was made sturdy-looking with stone panels, the brooder house was given the same treatment. The shingle-type panels were used on the combined corn crib and garage.

Incidentally, Contractor Miller followed new recommendations of the Insulating Siding Association on the dairy barn. The barn was furred out before siding was applied in order to form a dead air space between the old sheathing and the new panels. The association has found that this is a big aid in controlling humidity, a serious problem for dairy farmers during winter months.

Application of the siding actually was only half the job for Miller. Some buildings had to be shored up and strengthened. Decayed boards were replaced where they were so bad they would not provide a proper nailing surface for the insulating siding. New barn doors were installed and most of the windows in the outbuildings re-framed. His profit on this extra work was approximately equal to that on the siding application alone.

Somehow a new dress always goes with a new coat. And Mrs. Ullrich already is planning on new kitchen cabinets and other interior work. Thus, do the opportunities multiply for a carpenter-contractor in this type of work.



GEORGE E. VOORHEES,
president

THAT a wholesaler of building materials is neither an accident nor an expense in construction economy is proved by the growth of the Michigan Wholesalers, Inc. The firm started in 1932 with a capitalization of \$7,000, purchased the buildings of an abandoned lumber yard, and rented the ground for \$375 a year.

In 1948, 16 years later, paid-in capital of the organization was \$350,000, and physical holdings included three large warehouses in three States, mechanical handling equipment for all loading and unloading operations, fleets of delivery trucks, a main business office in Jackson, Mich., and 40 employees including seven travelling salesmen.

The firm was started by five retail lumbermen who wanted to provide a central warehouse from which to distribute building materials in less-than-carload lots to the dealers.

The reason for this move was that, with business at a low ebb, it was not profitable for individual dealers to purchase carload lots of specialty items. Since there were no regularly scheduled motor truck services at the time, obtaining small lots of many materials from manufacturers was a slow process.

Wholesaler Essential to Successful Dealer and Builder Operations

Wholesale distributors of building materials perform purchasing, warehouse and delivery services that save money for dealers and builders and home buyers

However, the very conditions that led to the formation of the new company were the reasons it went broke soon after it started. Sales were small, collections were slow, but operation expenses went right on. Manufacturers who had delivered material on consignment became uneasy, and it was not until a reorganization had been effected, and a new directorate had agreed to carefully supervise the business, that they agreed to go along.

By the end of 1934 there was a small profit, and by 1936 the firm was on a discount basis. All that the stockholders received, however, was convenience and service from the company, both of which were also available to all dealers in the vicinity of Jackson, Mich., the area served. In 1937 the finances of the firm were sound enough to warrant expansion into Indiana, and a divi-

sion was established in Ft. Wayne. A third division was established in Toledo, Ohio, in 1944.

The Jackson division serves 13 counties in central and southern Michigan. These have a population of 650,000 people and approximately 135 retail lumber dealers. Two salesmen call on these yards.

The Fort Wayne division covers northern Indiana and a few counties in western Ohio with a population of slightly over 1,000,000 people. Three salesmen call on about 225 lumber dealers in the area. The Toledo division covers northwest Ohio with a population of about 900,000 people. Two salesmen call on about 210 dealers in the area.

Recently, the firm decided to remove all of the detail work from the division warehouse offices, except that having to do with selling, unloading and shipping of merchandise. To accomplish this, executive offices have been opened in Jackson. These offices house the executives of the company and the accounting, purchasing, credit and advertising departments. Since the company is essentially a sales organization it was felt that division offices should be set up to devote all of their time and energy to selling. Today, there are no retailers



LEFT: Lloyd Price, manager, Jackson, Mich. division. Center: Victor Fiedler handling telephone and pick-up orders with Kardex

system at Fort Wayne, Ind. division. Right: One of all-weather loading areas for delivery trucks at the Toledo, Ohio division



THE name, "Forest Lumber Company," is in black-faced letters, 24 inches high, illuminated at night

Lumber Served "Cafeteria Style"

ONE WAY to sell lumber is to serve it the "help-yourself-way," like cafeterias serve food. The advantages of such a system are many, but the most important is that a greater volume of lumber is sold.

This has been true for W. F. Reeder who manages the Forest Lumber Co., Santa Paula, Calif. Here, a customer can drive in at either gate, and by the time he has completed the half circle that takes him out the opposite gate, he will have had the opportunity to select all the lumber and materials needed for the construction of a house.

"We planned the yard," said Reeder, "so that our customers can easily become familiar with the way our lumber is stocked and can drive right up to the pile of material they want to pick up. It prevents congestion in the yard—saves their time and our time."

Moreover, the psychology is that when a buyer may select items more

Here, builders help serve themselves by driving right into the yards and selecting what they want. It saves time, and results in more sales

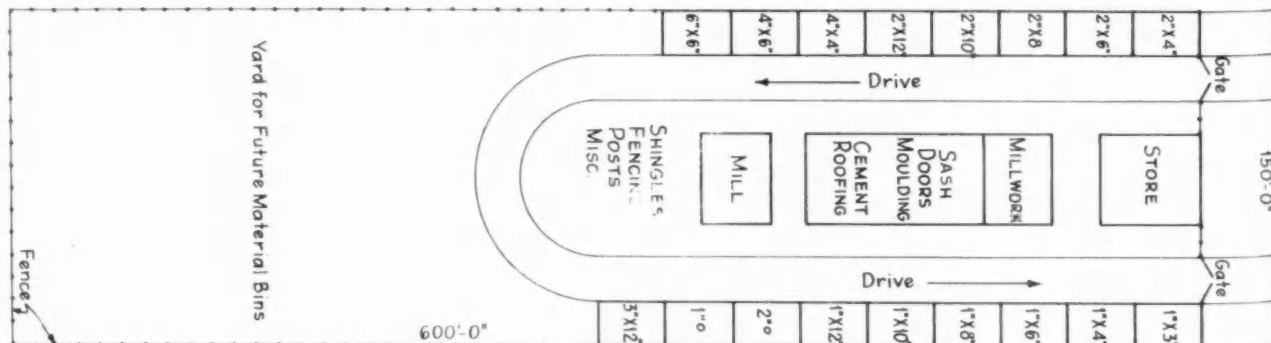
leisurely, without prompting, he usually will buy more. The Forest Lumber Co. store is an example. Here, most of the merchandise is on open counters or shelves so that customers can help themselves. Reeder says that the showroom is like a supersalesman. It sells people things they had no idea of buying when they came in. Frequently, he says, some one will come in to pay a bill for material picked up in the yard, and while waiting for the clerk to get it ready, he will look over the counters and select additional merchandise. In addition to paint, hardware and builders' hardware, the store displays appliances, including washers, home freezers, sinks and cabinets.

The Santa Paula yard is one of four yards operated by the Forest Lumber

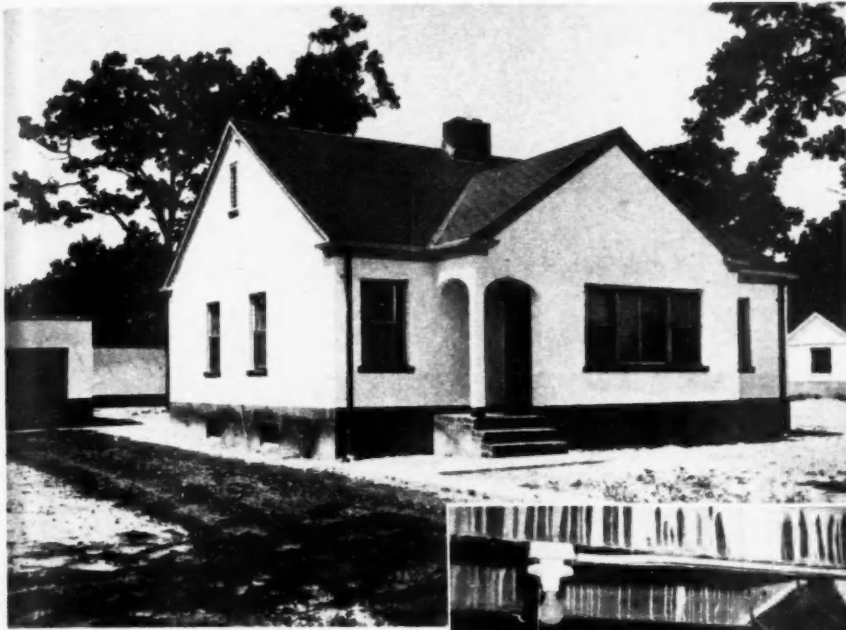
Co. All of them are under the general supervision of C. E. Fortney, secretary and general manager of the company, who has headquarters at the Santa Ana, Calif., yard described in the *American Builder* last year. The president of the company is R. B. White, who is also president of the Exchange Sawmills Sales Co. of Kansas City, Mo.

The Santa Paula yard store is of frame and stucco construction. Plate glass windows reach from the floor to the ceiling. Two rows of glass block at the bottom achieve an interesting effect. It was built by G. J. Larson, contractor, and designed by Fortney, Reeder, and the builder.

The store is small, but it displays—and sells—a surprising amount of merchandise.

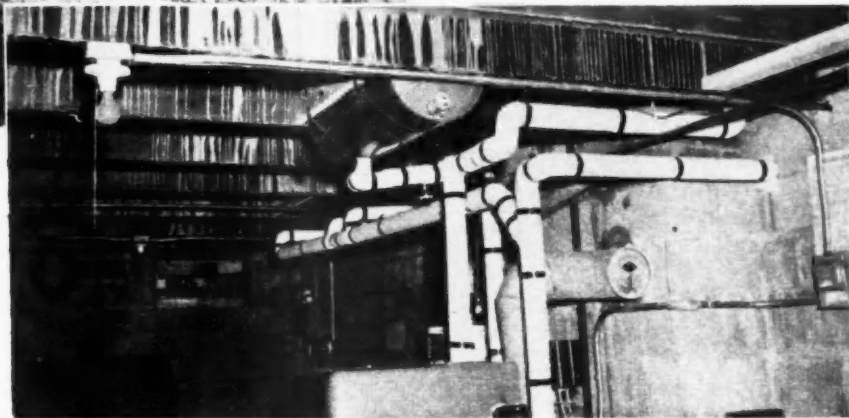


THE horseshoe-shaped yard, with lumber piled all around the edges, is designed so that customers may help themselves



Branded Equipment Used

- Aetna Steel Door Frames
- Jones & Laughlin Jr. Steel I-Beams
- Rockwool Insulation
- Steeltex
- Byers Wrought Iron Pipe
- National Boilers
- Automatic Device Co. (Weatherman Control)
- Heatilator
- Wood Mosaic Co. Flooring
- Tile-Tex
- Alwintite Aluminum Windows and Screens
- American Radiator & Standard Sanitary
- Miroplas Wall Tiles
- Johns-Manville Asphalt Shingles



THIS house, in Long Island subdivision, is on 60 x 120 feet lot. Price, \$12,500



Low Cost Fireproof House

Uses Cinder Blocks, Steel Beams, Concrete Floors

CINDER BLOCK is now successfully used in northern climates for residential construction. Such use is made possible by progress in manufacturing techniques, plus many new developments in waterproofing compounds.

In a Long Island subdivision cinder block houses are being erected, which have other unique and modern features, such as a radiant heating floor panel, supported by junior steel I-beams over a full basement.

William Lohr, the builder, is erecting a very livable house on a lot 60 x 120, with a cinder block stucco finished garage, to sell for \$12,500.

The house has a full basement of concrete block up to floor level. Above floor level it is cinder block, with a cement stucco finish that is painted with a waterproofing compound to prevent condensation. The inside of exterior walls is furred out and plastered; partition walls are plastered directly on the

4-in. cinder blocks that set into the steel door bucks.

Two-by-eight junior steel I-beams on 40-inch centers are placed on the concrete blocks. Over these, forms are laid for the pouring of the concrete floor slab. One inch of cinder-free concrete is first poured on the form. On top of this are 4 inches of mineral wool insulation, overlaid with Steeltex, on which is poured another inch of concrete. Then one-inch wrought iron pipes are laid for the heating panel and over this are poured another three inches of cinder-free concrete.

The heating is supplied by an automatic oil-fired boiler, net rating 150,000 B.t.u., and controlled by inside and outside thermostats that automatically take care of the wide variations in radiant heating, due to sudden changes in the atmosphere. The heating is supplemented by a circulator unit in the living room fireplace, which is con-

structed of face brick.

Floors are covered with asphalt tile, except the living room. This has oak parquet flooring.

Double hung aluminum windows with screens are used, with a large picture window in the living room. Another feature in the living room is the built-in bookshelves on either side of the fireplace. Bathroom walls are finished with plastic tile. Equipment includes a recessed medicine cabinet, tub and shower combination, and a large linen closet. The kitchen has built-in counters and overhead cabinets. One corner of the kitchen is to be used as a dinette. Bedrooms are ample size, with a large closet in each room.

Asphalt shingles are used on the roof, ceilings are insulated. Louvers are built in at both ends of the attic for ventilation above the insulation.

The construction of these houses makes them termite-proof and practically fireproof.



BESIDES a complete line of building materials, services offered in this new \$100,000 "store" include a home planning bureau

Complete Home Building Service

One-stop buying facilities and home planning bureau are under one roof in this outstanding example of good organization

ONE-STOP buying service, plus a complete building materials "department store," is housed in the new \$100,000 Wilcox Lumber Co. structure in Dallas, Texas. Clients who would like to build their own homes can find not only a library of architectural drawings in this store, but also an architect and draftsman, on duty full time, to assist in drawing plans to fit their individual needs. Moreover, in one stop under one roof, they can purchase all the materials needed to build a complete home.

This service, offered for the first time in Dallas, no longer makes it necessary for the individual to find and engage many workmen, such as a carpenter, plumber, roofer, electrician, paper hanger, architect or concrete man. Wilcox representatives take care of all these details.

A wide variety of appliances is displayed on the first floor of the building. Numerous island displays, wall show booths and glass showcases display radios, refrigerators, stoves; and for the client who plans to build or remodel, there are sample door knobs, a variety of flooring, roofing, siding, molding, or even carpenter's tools. Over each department in the salesroom is a neat, identifying sign.

The home planning bureau, located on the second floor of the building, contains a complete library on building ideas, plan books and other helpful suggestions for the

home owner. This department is manned by a competent staff of building consultants who assist Wilcox clients free of charge.

The consultants make a survey of a client's needs; help him determine the kind of home he wants in size, style, layout, equipment and price. On the basis of this survey, a consultant will then advise the client in developing his preliminary ideas to create exactly the kind of home he wants. Detailed plans and specifications are drawn up, and the Wilcox consultants quote a complete price on the finished home. This lumber firm then oversees the



*CUSTOMER convenience is provided in this Wilcox display room



LITERATURE such as this 12-page brochure explains to each prospective client the benefits of Wilcox services. Other publicity carried on by firm includes extensive use of local newspaper advertising



J. M. WILCOX, JR., vice president, and J. M. Wilcox, Sr., president and founder of Wilcox Lumber Co., head new "store" in Dallas

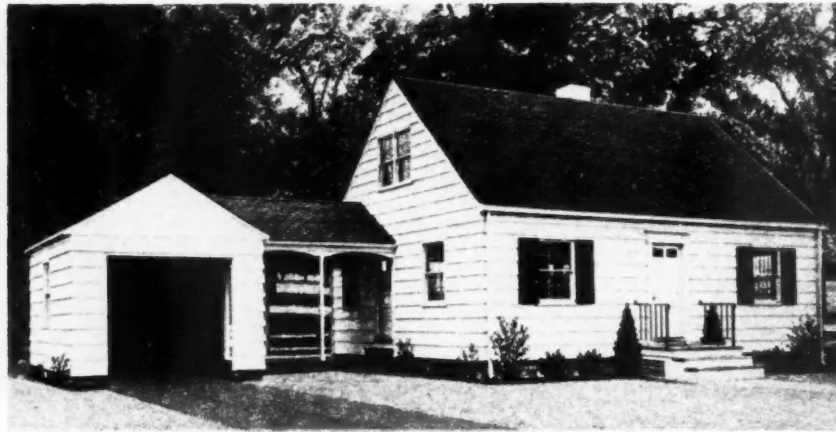
complete construction job, co-operating with the builder. The Wilcox Lumber Co. has grown, in 35 years, from a small business with one employee to a firm which today employs 44 people. J. M. Wilcox, Sr., began operations in a little building 12x16 feet, with a lumber shed 16x80 feet in 1913. Today the company owns its "old" building, two warehouses, one under construction, two lumber yards, a separate paint store, and the new building which is 70x70 feet. The office building, lumber yard and paint store occupy a space of 52,300 square feet. Architect for the new building was E. L. LaFoy.



ATTRACTIVE interior of new Wilcox building is designed for convenience and comfort. Here, part of first floor displays are shown

The Home Building Industry Marches On

by R. E. Saberson



THIS popular design was built in a variety of combinations—with or without breezeway, dormers or finished second floor. Methods of construction achieved economies

NINETEEN FORTY-NINE will go down in history as the year in which the great housing shortage began to melt away.

That's a pretty strong assertion! Maybe we'd better throw in a qualification or two so that when the statement bounces back, if it ever does in the years to come, the impact will be somewhat less embarrassing.

So, just to be on the safe side or on ice that is less thin, let's put it this way—1949 *may well be* the year in which the housing shortage begins to run through our fingers.

At the moment it appears reasonable to assume that the intensive attention being given the subject will continue throughout the coming year. If such is the case, something is sure to bust. You simply can't have so many smart people and so many successful concerns hammering away at a problem without finding some solutions. To assume that these vast efforts will all come to naught simply doesn't make sense.

It is our contention that more real progress has been made in residential construction methods during the past few years than in any comparable period in the history of home building. Not all of them have come to full bloom but here and there it is not unusual to encounter contributions that are very substantial. Eventually they will add up to an impressive total but even before this takes place the benefits already obtained will have been enjoyed by thousands of relatively happy home owners. We find it necessary to again interject a qualification in referring to

While all the "whooping and hollering" is going on, private builders continue to turn out houses by thousands. What happens now if government steps in?

the *happiness* of certain home buyers because of the high prices many purchasers were compelled to pay . . . a sadness that was stimulated unduly by the all too common assertions of politicians, bureaucrats and earnest do-gooders that in some mysterious way houses could be made to escape the effects of the same economic laws that sent the price of everything else to new highs.

Even so, while all the whooping and hollering was going on, the far flung housing industry was busily engaged in turning out houses *by the million* despite distressing shortages of manpower and materials.

Demand Determined Price

Human nature being what it is, it was only natural to first skim off the cream and there was plenty of it in certain areas. If you could sell \$18,000 houses faster than you could build them, you simply went on building houses in that price classification. When you reached the end of that string you didn't stop building houses and liquidate your business. You quite naturally turned to the next lower price classification. It may have taken some plain and fancy figuring but the fact remains that the industry kept right on working down the price scale with the result that today the

great overall objection is focused on what is called "the economy house."

All of this is highly encouraging to all parties concerned because it means more, and better, houses in the lower price field.

Naturally this laudable program can be rudely interrupted or upset completely if the Government steps in with public housing projects which will require vast quantities of building materials. This will again interrupt the orderly flow of materials and nullify the price decline now taking place in many items used in home building.

It must not be overlooked that Government projects are seldom economical or efficient. It is doubtful whether there is a case on record where the same activity could not have been achieved quicker, better and cheaper by free competitive enterprise . . . particularly if given the same advantages or special privileges enjoyed by Government.

The zeal of the present administration to get into the housing business can only result in gumming the works so far as 1949 is concerned. It will only slow down the progress already being made by the great building industry, divert badly needed materials, retard declining prices, increase manpower shortages and raise havoc in general. It can accomplish little in the actual solution of the temporary housing shortage.

What we are driving at seems to us to be a reasonable premise. Instead of throwing a wrench in the gears at a time when residential construction is attaining a whale of

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PROPORTIONS of this attractive home are the same as the Industry-Engineered house



a momentum, it would be a lot smarter to heave to and lend a hand in helping to accelerate said momentum. If this were done, it wouldn't be long before the housing *shortage* would be turned into a housing *overage*. Everything then produced in excess of normal needs would again add to our economic problems. Industry and labor serve best and profit most during the periods of shortages . . . not when over-production rears its ugly head.

At the beginning of 1949 it appears that all segments of the home building industry are making satisfactory progress in the adoption of new and better methods which in turn eventually means more home for less money. The large builders are constantly on the alert for anything and everything that will speed up erection and lower building costs. The extent to which they have succeeded is well known. They can be expected to maintain their ceaseless vigil and to obtain the same satisfactory results.

Generally speaking the same thing may be said of the smaller companies although to a lesser degree in the case of some of the least aggressive. Most certainly it applies to the single house builder who has little, if any, fixed

overhead and depends for his profit upon his own participation in the actual construction of the home.

In other words, labor and material-saving devices and services now extend from excavating to the landscaping of the finished job. Furthermore, they apply to practically every phase of the operation. While the savings inherent in such improved methods may not be spectacularly apparent during a time when demand greatly exceeds supply, you may be sure their full force will be felt as supply and demand become more nearly in balance.

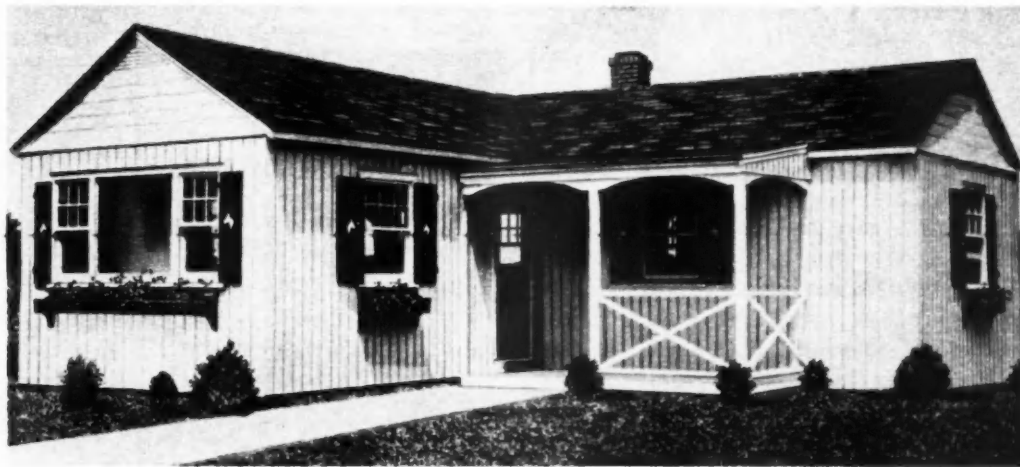
Dealer Completes 57 Houses

Recently we came across a dealer who had never erected more than half a dozen houses in any one prewar year. In 1948 he completed 57 attractive, economical homes simply by taking advantage of a setup which enabled him to purchase prefabricated wall, window and door sections ready to put into place and at the same time obtain all precut parts needed to complete the shell of the house. While it was readily possible to use these sections to construct a wide variety of homes, he concentrated his selling efforts on three designs which best

suited the families in his locality. By building his foundations in advance, it was possible for the manufacturer to deliver the prefabricated-precut shell of the home direct to the building site where the sections and pieces went into place in a surprisingly few hours. It is needless to point out that the delivery of 57 homes to the building site eliminated inventory problems, saved handling costs, increased turnover. Most of the homes were sold from models maintained by the manufacturer and completion was accomplished in a remarkably short time.

We cite this case only to show that progress is taking place in the construction of homes just the same as in everything else . . . even though this particular dealer is generally referred to as a small operator. The term was undoubtedly correct in prewar days but is not nearly as true today . . . thanks to the home building services now available.

As time marches on the home building industry does the same thing and there are plenty of signs on the horizon to indicate it isn't far behind the procession. For our money it need not take a back seat for any other comparable industry.



PREFABRICATED wall, window and door sections, plus precut parts, made it possible to erect shell of this house in a remarkably short time

DEALER REVIEW



NEWS OF NRLDA AND STATE AND REGIONAL ASSOCIATIONS

Retail Dealers Conduct 1949 State and Regional Association Annual Meetings

REPORTS from state and regional dealer association conventions conducted thus far this year indicate increased interest in industry affairs. Registrations in a number of instances have established new high records, and attendance at the business sessions has been better than in previous years.

Business programs, in most cases, follow the usual pattern of reports from association officials, committee reports, resolutions, panels or dealer discussion groups led by moderators with audience participation, and addresses by prominent industry and national leaders. Some of the personalities making the retail dealer convention circuit this year, addressing the sessions, are: C. B. Sweet, president of the National Retail Lumber Dealers Association, Longview, Wash.; Clyde A. Fulton, vice president, NRLDA, Charlotte, Mich.; H. R. Northup, executive vice president, NRLDA, Washington, D.C.; Phil Creden, advertising manager, Edward Hines Lumber Co., Chicago, Ill.; Roy Wenzlick, real estate analyst, St. Louis, Mo.; Edward G. Gavin, editor, *American Builder*, Chicago; H. V. Simpson, executive vice president, West Coast Lumbermen's Association, Portland, Ore.; Gates Ferguson, director of advertising, The Celotex Corp., Chicago; John H. Ryder, Norm Advertising, New York City; T. R. Armstrong, general sales manager, Huttig Sash and Door Co., St. Louis, Mo.; Carl S. Marty, business analyst, Kimberly-Clark Corp., Neenah, Wis.

Brief reports on elections of officers and other pertinent data about conventions conducted in 1949 through February 10 follow:

Northwestern

R. V. Porter, of the Hawkeye Lumber Co., Oskaloosa, Iowa, was elected president of the Northwestern Lumbermen's Association at the 59th annual convention January 10, 11 and 12 in Minneapolis.

He succeeds Ward D. Briggs of the Crane-Johnson Co., Fargo, N.D. All business sessions and exhibits were in the Municipal Auditorium. Registration reached an all-time



R. V. PORTER

high for this association with 3,654—1,797 dealers, 1,135 exhibitors, 256 contractors and architects, 94 students from vocational high schools and universities and 372 guests. There were 200 individual exhibits.

Other officers elected to serve with Mr. Porter are: C. M. Heimbach, Heimbach Lumber Co., Duluth, vice president for Minnesota; Hiram Munn, H. L. Munn Lumber Co., Ames, vice president for Iowa; G. B. Patterson, Rugby Lumber Co., Rugby, vice president for North Dakota; Clem Knecht, Knecht Lumber Co., Rapid City, vice president for South Dakota; Robert Kemerer, Peavey Lumber Yards, Minneapolis, treasurer, and W. H. Badeaux, Minneapolis, re-elected secretary.

Entertainment features included the annual banquet, stage show and dance at Hotel Radisson; Concatenated Order of Hoo-Hoo initiation, stag banquet and show at Hotel Nicollet, and a ladies' luncheon at the Minnesota Terrace of Hotel Nicollet.

The 60th annual convention will be conducted in the Minneapolis Auditorium January 17, 18 and 19, 1950.

(Continued to page 123)

The President's Column



By C. B. SWEET
President, NRLDA

In the past two decades we have lived through crises, uncertainties, and critical times. During these years American business has never been sure just where it stood in relation to the Government. Now, however, our position has been clearly stated; our President did that for us in his message to Congress on January 5, 1949. The course he has chosen for the Nation's business is not a smooth nor a pretty one. It is dangerously socialistic.

When the Chief Executive of our Country goes before Congress and asks for socialized medicine, socialized education, and socialized housing, together with authority to impose allocations and controls, it is clearly time for us as Americans and lumbermen to face certain eventualities.

Do lumber dealers want an economy whereby they will be told what they can sell, where they can sell and to whom they can sell? This can happen with socialized housing. Do you personally want your present customers to be forced to secure a government permit before being able to build a home or do any repair work on it? Do you want your present customers to be forced to buy their materials from a government warehouse? Both of these are now being done in socialistic England.

The question now arises what we as individuals, and what we as a group can do to combat this threat to our democratic way of business

(Continued to page 182)

(Continued from page 122)

Kentucky

The 44th annual convention of the Kentucky Retail Lumber Dealers Association was conducted in the Brown Hotel, Louisville, January 11, 12 and 13. Registered attendance was 817. There were 59 individual exhibits.

Blaine Fulton, Weingartner Lumber Co., Newport, was elected president to succeed Sam Crump of the Square Deal Lumber Co., Park City. Ben P. Eubank, Ben P. Eubank Lumber Co., Lexington, was named vice president and Don A. Campbell, Lebanon, was reelected secretary-treasurer. National Association directors are Blaine Fulton and Don A. Campbell.

Directors elected for a two-year term are Urban Boland, Louisville; Sam Crump, Park City; Harold Dossett, Paducah; L. L. Hanks, Lexington; S. W. Hearne, Ashland; Elbert Myers, Glasgow; Matt Rogers, Mt. Sterling; Ira Yeary, Somerset.

Entertainment features at the convention included the annual banquet and entertainment on Wednesday evening, and a ladies' luncheon Wednesday noon.

Ohio

Lumber dealers of Ohio gathered in the Cleveland Public Auditorium January 18, 19 and 20 for the 68th annual convention of their Association. J. Irvin Jones, manager of the Doddington Lumber Co., Columbus, was elected president to succeed Don B. Beaumont, of the Cleveland Lumber and Door Co.

Other officers named include John M. Horn of the John M. Horn Lumber Co., Hamilton, first vice president; William Stine, Stine Lumber Co., Bryan, second vice president; Allen Brain, Brain Lumber Co., Springfield, treasurer; Findley M. Torrence, Xenia, reelected secretary; Charles E. Benson, Columbus, re-named field secretary.

More than 4,000 delegates attended the many entertainment and business events, and viewed the exhibits of building materials and equipment shown by 166 different firms.

Northeastern

The Hotel Statler, New York, was the scene of the 55th annual meeting of the Northeastern Retail Lumbermen's Association January 24, 25 and 26. Registrations totaled 4,011 to set an all-time record for this association. There

were 127 exhibitors who displayed their products to the delegates.

Willard F. Terrell, Meriden Lumber Co., Inc., Meriden, Conn., was elected president to succeed Chester T. Hubbell, of the C. T. Hubbell Lumber Corp., Albany, N.Y. Other officers chosen are: John W. Dain, Dain Supply Co., Inc., Mahopac, N.Y., first vice president; Russell L. Fish, The Welch Co., Inc., Scituate, Mass., second vice president; Frank H. Morin, Morin Bros, Inc., Fulton, N.Y., third vice president; J. Harold Stacey, Stacey Coal & Ice Co., Inc., Windsor, Vt., fourth vice president; Paul S. Collier, reelected secretary.

Norman P. Mason, immediate past president of the National Retail Lumber Dealers Association, former president of the Northeastern and of the Massachusetts Associations, was honored with the presentation of a scroll recording his



WILLARD F. TERRELL

outstanding work with the government and other agencies during past years. It was presented on behalf of the membership of the Northeastern by retiring President Chester T. Hubbell and Paul S. Collier, secretary.

Entertainment features at the convention included a ladies' luncheon and bridge party Monday noon; a stag dinner sponsored by the association and the International Concatenated Order of Hoo-Hoo Monday evening; a ladies' theatre party Monday evening; a dinner-mixer at Billy Rose's Diamond Horseshoe followed by dancing in the Hotel Statler Manhattan Room with entertainment; a theatre party Wednesday evening.

Southwestern

Members of the Southwestern Lumbermen's Association elected Kermit W. Ingham, of the Kermit W. Ingham Lumber Co., Stillwater, Okla., president at the 61st annual convention in the Kansas City Municipal Auditorium January 26, 27

and 28. Mr. Ingham succeeds Paul M. Leird of Little Rock, Ark.

Total registration was 2,951. There were 162 firms exhibiting building materials and equipment in 225 spaces. A feature of this convention, which had been eliminated in recent years, was revival



KERMIT W. INGHAM

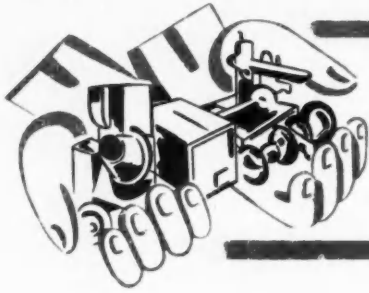
of the annual banquet, entertainment and dance which drew an attendance of 658 this year. A class of 20 "kittens" was initiated into the International Concatenated Order of Hoo-Hoo on Wednesday, with a stag dinner following the initiation. A dinner and entertainment for ladies was conducted the same evening.

Other officers elected to work with President Ingham are: Charles H. Kemper, Kemper Lumber Co., Troy, Mo., first vice president; C. D. Burkholder, E. R. Burkholder Lumber Co., McPherson, Kans., second vice president; Henry H. Jones, Arkmo Lumber Co., Little Rock, Ark., third vice president; C. Wilbur Baker, Burgner-Bowman-Matthews Lumber Co., Kansas City, Mo., treasurer; Allan T. Flint, Kansas City, Mo., secretary - manager, W. B. Kennedy, Jr., T. H. Rogers Lumber Co., Oklahoma City, Okla., was named as dealer-director for the Southwestern to the National Retail Lumber Dealers Association.

Western

Kent Rubow, Home Lumber and Coal Co., Boise, Idaho, was elected president of the Western Retail Lumbermen's Association at the 46th annual convention in the Olympic Hotel, Seattle, Wash., January 27, 28 and 29. He succeeds H. W. Blackstock, H. W. Blackstock Lumber Co., Seattle. Building materials and equipment were displayed by 64 exhibitors and the program listed an additional 27 cooperators. Attendance was more than 1,400.

(Continued to page 186)



NEW PRODUCTS

Offered by Manufacturers

PACKAGED HARDWARE AB3937

Attractive packages include all hardware and accessories, including sill anchors and wood screws, for all agents, dealers, distributor and warehouse stocks of Ceco's Roto casement windows. Packages list what is included and indicate type of windows that can be served by the package. Separate package for each type of standard Roto casement window. Hardware for



contract jobs where windows are shipped directly to job sites will not be packaged. Ceco Steel Products Corp., 5601 W. 26th St., Chicago 50, Ill.

INSECTICIDAL PAINT AB3902

Dianol insecticidal oil paint, especially recommended for interiors of closets and cupboards where food is handled or stored. Compounded with Rothane D-3 insecticide, it kills ants, flies, roaches and other household insects. Harmless to pets and humans. High quality, one-coat paint. Dianol, P. O. Box 908, St. Petersburg, Fla.

LINOLEUM TILE AB3906

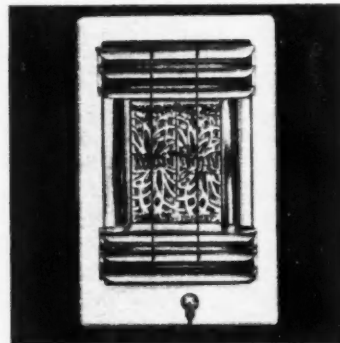
Marbleized standard-gauge linoleum tile can be installed economically. Nine complimentary colors include blue, green, red, yellow, gray, brown, black, white, and red and black overtones on white field. Flexible, easy to handle, and can be trimmed or cut with shears or linoleum knife. Simple to replace. Can be installed over any suspended floors in the house, but not recommended for basements or on-grade installations. Packed in quantities of 120



tiles to a box. One box will cover 7 1/2 square yards of floor space. Sloane-Blabon Corp., 295 Fifth Ave., New York, N. Y.

GAS WALL HEATER AB3908

Royal Model 202 recessed gas wall heater incorporates special louvers. Air is drawn in through lower louvers, heated, and quickly circulated into the room through upper louvers. Heat is directed out, rather than allowed to rise up.



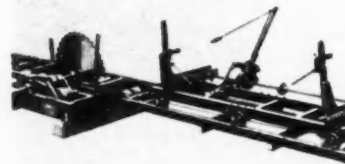
Economical to operate, safe, easy to light. Standard Royal interchangeable radiants are used. Therefore, replacements are easy to get. A.G.A. approved for use with natural, manufactured, and all LP gases. Chattanooga Implement & Manufacturing Co., Chattanooga, Tenn.

METAL SAWHORSE BRACKETS AB3920

New Jiffy Sawhorse Brackets enable carpenters and builders to set up sawhorses on the job without use of nails, screws, or bolts. The formed steel brackets permit ordinary 2x4's to be used for legs, and 2x4's, 2x6's, 2x8's, or 2x12's for the crossbar. Can be assembled or disassembled on the job. Brackets are zinc-plated. Grand Haven Stamped Products Co., Grand Haven, Mich.

PORTABLE SAW MILL AB3907

American Porta-Mill is fully portable saw mill with production abilities of large,



standard mill. Can be dismantled in the morning, loaded on 1 1/2-ton truck, moved to another location 50 miles away, be set up and sawing wood that evening—and this accomplished by four men. Has 34-inch headblock opening, 10-foot carriage, 3-inch belt feed works, roller bearing mandrel. American Saw Mill Machinery Co., Hackettstown, N. J.

CARPENTER'S SQUARES AB3919

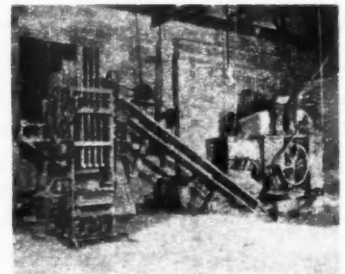
Accurate AB-14 carpenter's squares are made of top grade steel and are designed for accurate workmanship and long service. Clearly and precisely scored on face and back, graduations are scaled in eighths and quarters of an inch with prominent inch markings. Finish is blued, with white enameled markings. W. R. Mullen & Co., 20 N. Wacker Dr., Chicago, Ill.

WOOD PRESERVATIVE AB3942

Tremco wood preservative, double-action treatment, prevents wood from rotting and keeps moisture out. Reduces possibility of shrinking and warping of wood, and provides easier painting surfaces. The Tremco Manufacturing Co., 8701 Kinsman Rd., Cleveland, Ohio.

CONCRETE BLOCK EQUIPMENT AB3927

Ford equipped block plant includes Ford concrete block machine, conveyor and mixer. Simple in construction, designed to last for years. Makes standard 8-inch block weighing 37 pounds that meets A.S.T.M. specifications. Three men can oper-



ate, make five blocks a minute. With attachments, 40 types of blocks can be made up into more than 300 different blocks. Ford Cement Block Machine Co., Cedar Falls, Iowa.

CABINET FOR BLUEPRINTS AB3935

Here is a way to file blueprints without wrinkles, crease or curled edges. The Draw-In-Dex cabinet. Accommodates 1,000 prints. Index file locates the prints instantly, and in so doing does not disturb other

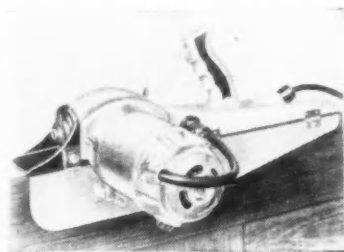


prints in the cabinet. Height of cabinet, 4 feet. Width, 2 feet, 6 inches. Depth, 20 inches. Eighteen gauge steel top, 16 gauge reinforced steel sides. Colors: Gray, green, brown (mahogany). Empire Development Corp., 52 Broadway, New York 4, N.Y.

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FOUR TOOLS—ONE MOTOR AB3944

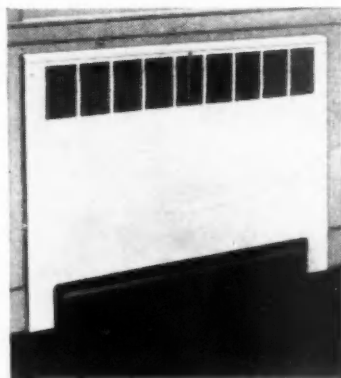
Four electric woodworking machines offered by this firm can be powered by the same interchangeable power unit. Tools are high-speed router, pedestal shaper, power plane, and door-lock mortiser. Spondmatic plane is shown here. Machines are also available individually with their own integral motors. Variety of templets, and 130 different bits and cutters are included in line manufactured by firm. Power



bins Manufacturing Co., 1801 N. Central Park Ave., Chicago 47, Ill.

CONVECTORS AB3940

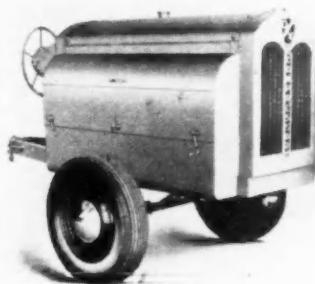
U.S. Copper Convector, for either steam or hot water heating systems, are cabinet-type heating units of copper type and aluminum fin heating elements, completely enclosed in cabinets. Available in ten cabinet lengths, four heights and four depths. Adaptable for either free-stand-



ing or semi-recessed types of installations. Painted inside and out with neutral shade primer. Special fastener provides easy removal of cabinet front. Chain damper control operates from front of cabinet. United States Radiator Corp., 300 Buhl Building, Detroit, Mich.

PORTABLE COMPRESSOR AB3903

O.K. compressor SS60 weighs 950 pounds with skid mounting, 1,100 pounds with trailer mounting. Delivers 60 cubic feet of free air, and can easily be towed or carted. Innovation is the use of Ford motor and standard automotive parts, which may be obtained at any United



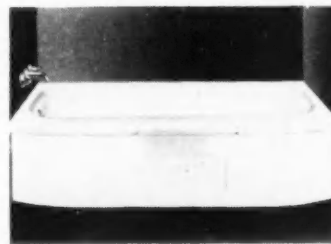
Motors service station. Air tank capacity, 4 cubic feet. Water jacketed to protect against overheating. Efficient operation in all climates. O. K. Clutch and Machinery Co., Columbia, Pa.

HEAVYWEIGHT SHINGLE AB3905

"Architect" is name of massive-appearing asphalt shingle with triple coverage. Butt thickness approximates slate. Three blends and three straight colors, giving wide range of selection. Entirely different character because of unique texture of coarse granules. Weight per square, 290 pounds. It is 15-inch 3-in-l strip, laid 5 inches to the weather. Bird & Son, Inc., East Walpole, Mass.

STEEL BATHTUB AB3923

The "Ohio" formed steel bathtub has either right-hand or left-hand outlet. Overall length is 5 feet for recessed installation. Same roomy bathing area as other conventional baths. From floor to rim, 15 1/2 inches. Rim is 5 1/2 inches wide, providing



comfortable seat. Raised, tiling ledge at back and ends prevents seepage of water behind walls. Chromium-plated overrim supply and easy-operating Dial-ese controls. Crane Co., 836 S. Michigan Ave., Chicago 5, Ill.

LIGHT ACOUSTICAL TILE AB3941

Lightweight perforated acoustical tile, of compressed glass fibers, is noncombustible. High sound-absorbing properties, excellent thermal insulation value. Weight, approximately 7/10 pound per square foot. Can



be cemented to solid backing or mechanically mounted on wood or metal furring strips, or on suspended ceilings. Unaffected by humidity conditions. Owens-Corning Fiberglas Corp., Toledo, Ohio.

ELECTRIC WATER HEATER AB3929

Modern automatic electric water heater has rugged tank designed to withstand high-test pressure of 300 pounds per square inch. Water is heated by either one or two heating elements, thermostatically controlled. Tank completely surrounded by heavy insulation. Supplies 150 degree water. National Electrical Manufacturers Association, 155 E. 44th St., New York 17, N.Y.

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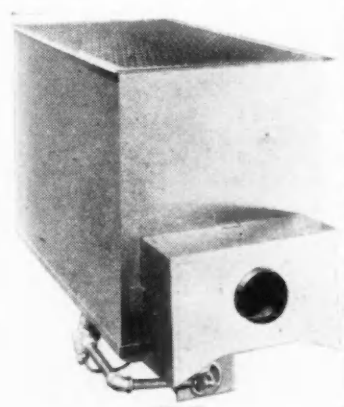
unit contains full one h.p. Universal motor with oversize oil-seal bearings and automatic adjusting end-thrust bearing. Porter-Cable Machine Co., Syracuse 8, N.Y.

PLASTIC FLOOR FINISH AB3945

Floor coating material for wood, metal or concrete becomes part of the floor, penetrating into the surface as applied. Makes floors easy to clean, brings out their natural beauty. Applied with damp cloth, material makes hard, glossy finish. Contains fire retardant qualities. Resists acids and alkalis. Minnesota Platon Corp., Pipestone, Minn.

GAS FLOOR FURNACE AB3939

Superfex gas floor furnace is suitable for installation in homes, churches, schools, or stores. AGA approved for natural, manufactured and L. P. gas. Furnace is self-contained unit. Fits directly below floor between joists, eliminating need for heating pipes and ducts. Manual or automatic. Equipped with 100 per cent shut-off, automatic, safety pilot control. Draft diverter



prevents pilot or burner from being extinguished by down drafts. Input is 35,000 or 50,000 B.T.U. Perfection Stove Co., 7609 Platt Ave., Cleveland 4, Ohio.

COMBINATION WINDOW AB3932

Robbins "60" wood frame combination screen window and screen is tailor-fitted to window opening. The windows are of the tried, toxic-treated wood construction. Double-glued joints and frames, laminated corners, wood-glazed panes, and equipped with cadmium-coated hardware. Screen cloth is of aluminum colored plastic. No sub-frame to install. Windows fit directly into window opening. Rob-

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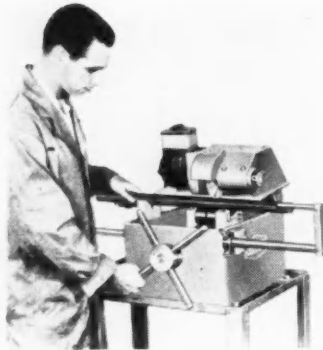
(Continued from page 125)

SMOKELESS FURNACE AB3916

Complete burning action of Smokabator, approved smokeless furnace, saves coal. Smoke particles and gases are drawn down through red hot coals to be thoroughly consumed and provide extra heat. All-steel body construction. Daily ash and clinker removal eliminated. No moving parts to interrupt continuous operation. Wheeling Furnace Corp., Martins Ferry, Ohio.

PIPE CUTTING MACHINE AB3917

Number 662 Cut Master machine cuts off small or large quantities of pipe within the range of 1/4-inch to 2 inches, inclusive. Production: 60 pieces of 2-inch or 150 pieces of 1/2-inch pipe can be cut off



in 10 minutes. Motor is 1/2-h.p., 10,000 r.p.m. Universal, variable speed, geared head type for light socket operation. Effort of operator is reduced to minimum by feed screw mechanism. Weight, 225 pounds. Can be furnished mounted on steel stand. Oster Manufacturing Co., 2057 E. 61st St., Cleveland, Ohio.

COMBINATION TACKER AB3909

Combination of modern tacker with swing-type jaw and channel cleaner. Design provides for instant disassembly and assembly, without tools of any kind, by pressing down cap of tacker and swinging out jaw with one operation. Tacker may be serviced on the job, without necessity of sending it back to source of supply for servicing. A. L. Hansen Manufacturing Co., 5059 Ravenswood Ave., Chicago 40, Ill.

MOTOR GRADER AB3933

The BD-3 motor grader weighs 19,042 pounds, has a 78 brake h.p. General Motors two-cycle Diesel engine, and has the



power to move capacity loads at increased speeds. Unit injection, four-way cooling and readily available engine parts that are interchangeable with all other General Motors "71" series engines make for economic field and shop service. Allis-Chalmers Manufacturing Co., Tractor Div., Milwaukee, Wis.

BATHROOM ACCESSORIES AB3911

Chromesmith projecting type bathroom accessories eliminate the set screw. Slip-on method of attachment involves offset washer principle, permitting the accessory to be slipped on back plate and to grip the post like a vise. No set screw needed to clamp accessory to back plate. Back plates are rectangular shaped, providing square corners to prevent accessory from twisting, turning, or slipping. Design of Chromesmith line discards conventional hexagonal shape, presents simplicity, with a sculptured look that is appealing to the eye. E. C. Smith Manufacturing Co., 1515 N. Artesian Ave., Chicago, Ill.

HAND LEVEL AB3938

Hand level for preliminary engineering and construction surveys of all types has level vial inside. Adjustment is pre-set and maintained by spring tension, regardless of rough handling. Prism and lens



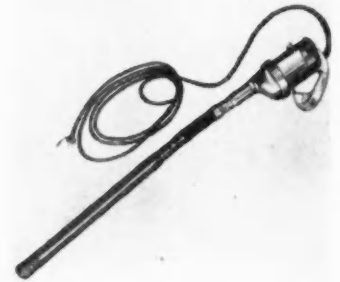
mounted in sturdy, one-piece frame, preventing change of adjustment due to movement of these parts. Delivered complete in leather case with belt loop. May be carried easily in shirt pocket. Brunson Instrument Co., 1405 Walnut St., Kansas City 6, Mo.

FLOOR-LEVELING JACK AB3904

Perma-Jack floor leveling device has adjustable tubular steel jack-and-post with elevation range of full four feet. Rated load capacity, above eight tons. Protected inside and out by anti-rust baked enamel. Easy-action Timken Thrust roller bearing. Extra heavy top and base plates. Packaged in carton 2 3/4 x 5 1/2 x 6 inches. Weight, 41 pounds. Perma-Jack Corp., Cleveland, Ohio.

CONCRETE VIBRATOR AB3921

Mighty Midget Universal electric one-man short-coupled vibrator has loop handle with built-in switch, 15-foot cord and plug, patented Hi-Kik vibrator head with revolving off-balance weight feature for



powerful vibration. Vibrator head tip is armored with hard welding rod metal to resist abrasion. Motor operates on 115 volt, AC-DC current. Mall Tool Co., 7740 S. Chicago Ave., Chicago 19, Ill.

ALUMINUM DOORS AB3922

All-extruded aluminum doors finished in Aluminite. Standard sizes, 3x7 feet and 3 feet, 6 inches by 7 feet for single doors, and 5x7 feet and 6x7 feet for pairs, with transoms available if desired. In-stock doors are equipped with modern door bars and choice of butts or floor pivots. Rust-resistant, adaptable and enduring. Newman Brothers, Inc., Cincinnati 3, Ohio.

FLOOR FINISHER AB3925

Interchangeable brushes and attachments for scrubbing, waxing, polishing, steel wooling, disc sanding and rug shampooing are incorporated in new line of floor maintainers. Three new models are designed



and fabricated for dependable performance, noiseless operation, ease of handling, speed, low initial and upkeep cost. Floor maintainers feature heavy-duty repulsion-induction motors with ample power to insure rated brush speed. Clarke Sanding Machine Co., Muskegon, Mich.

(Continued to page 154)

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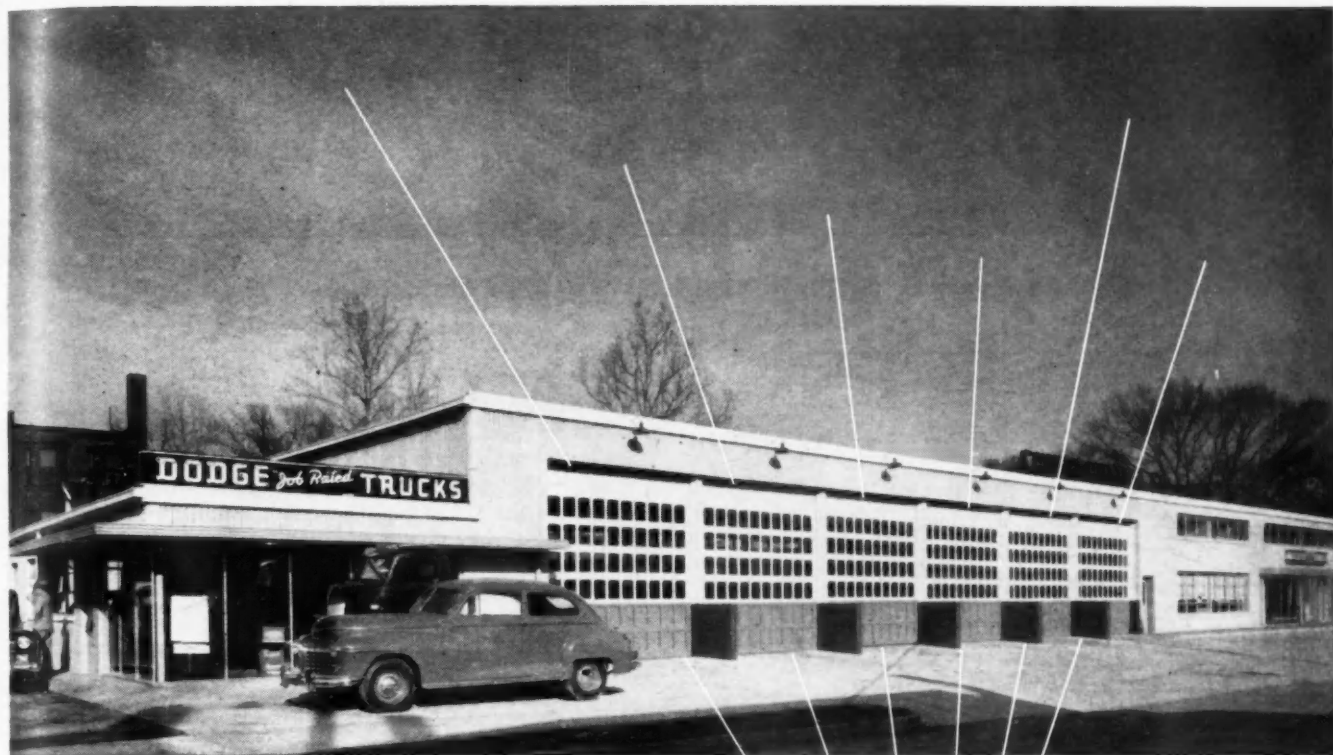
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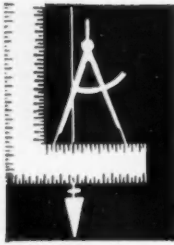
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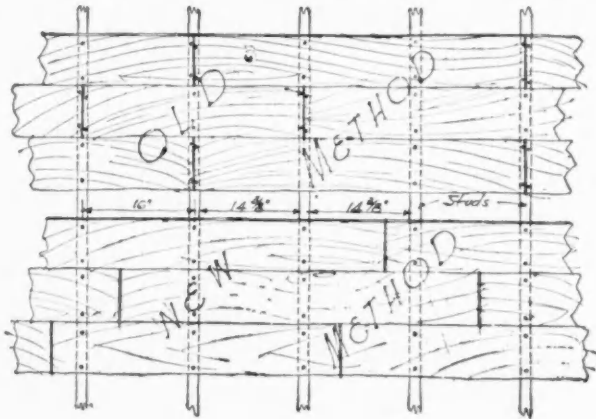
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TECHNICAL GUIDE for Builders and Craftsmen

How to Apply Sheathing With Less Waste of Material and Time



A SOURCE of wasted material, needless work, and lost time, occur in the old method of sheathing frame buildings with the usual "roofers," or tongue and grooved boards. These can be either six or eight inches in width.

As usual, the boards, often 16 feet long, are sawed off so that the ends may be nailed on half the width of a stud. This is known as "breaking the joints on the

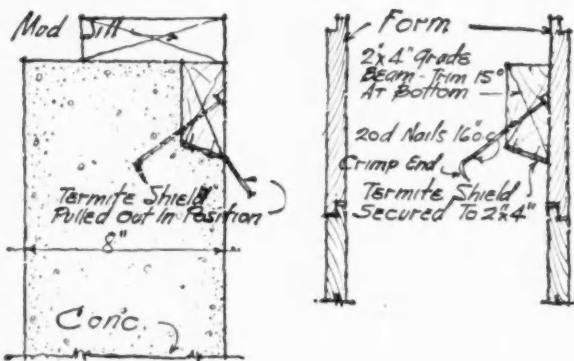
studs." Each board then uses half a stud, a width of only 13/16 inch, into which two or three 8d nails are driven. This means that nails are driven within 3/8 inch of the end of each board. It also means that the sheathing is not securely attached to the stud at this point, and the stud is weakened by having four to six nails driven into it at that point. In order to break these joints on the studs, as shown herewith, many valuable pieces of eight inch tongue and groove sheathing are sawed off and wasted. In addition, time is lost by measuring, marking and cutting the boards.

When tongue and groove "roofers" are securely driven up and nailed, then each course of sheathing interlocks with the other, both above and below. With studs spaced 16 inches on centers there is no place in the 14 3/8 inch space between studs, where deflection takes place in the sheathing.

A considerable saving is affected when using up to eight inch tongue and groove sheathing, in squaring off the ends, or leaving them as they come from the mill, if they are reasonably square. Then it is only a matter of butting the ends together wherever the joints may come, relying on the tongue and groove of the piece above and below to hold the sheathing tight.—Erwin L. Schwatt, Atlantic City, New Jersey.

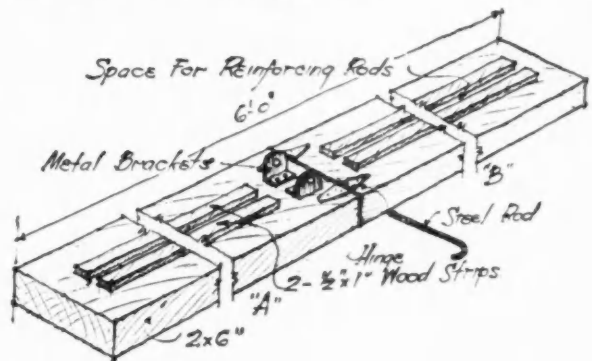
HOW TO DO IT • HOW TO DO IT • HOW TO DO IT • HOW TO DO IT • HOW TO DO IT

A Combination Grade Beam and Termite Shield



AFTER forms are placed in position for pouring of concrete, a continuous 2 x 4 inch grade beam with metal termite shield attached is secured to the inside face of top of form. The top of concrete wall is floated flush with imbedded grade beam. After forms are stripped the termite shield is pulled out diagonally into position and the mud-sill is nailed to the 2 x 4 grade beam. In this manner anchor bolts for securing mud-sill to concrete is eliminated. Grade beam is secured with imbedded 20d nails.—Max Sorensen, Dallas, Texas.

A Simple Method for Bending Reinforcing Rods



THIS is a jig for bending reinforcing rods. Cut a six foot length of a 2 x 6 in the center. Place two hinges on top side where the pieces come together. Bolt two metal brackets on "A" length close to hinges. Drill holes in brackets so small rod can be slipped into position. Lay reinforcing rod on 2 x 6 between two wood guide strips that have been nailed in place. Stake "A" part of jig to ground. Place reinforcing rod between guide strips and under metal rod in bracket. "B" part of jig can then be raised, bending rod.—Batsell Moore, Waco, Texas.

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**MAKE MORE MONEY PER JOB
WITH THE FASTEST FLOOR
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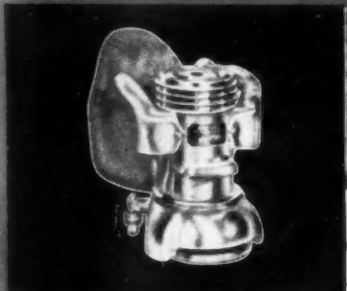
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Accurate, smooth, effortless operation at lower cost!
Sands 3,200 surface feet of floor per minute... an amazing
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1½ h.p. motor drives the 7½ inch
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Ruggedly constructed to
withstand severe usage under
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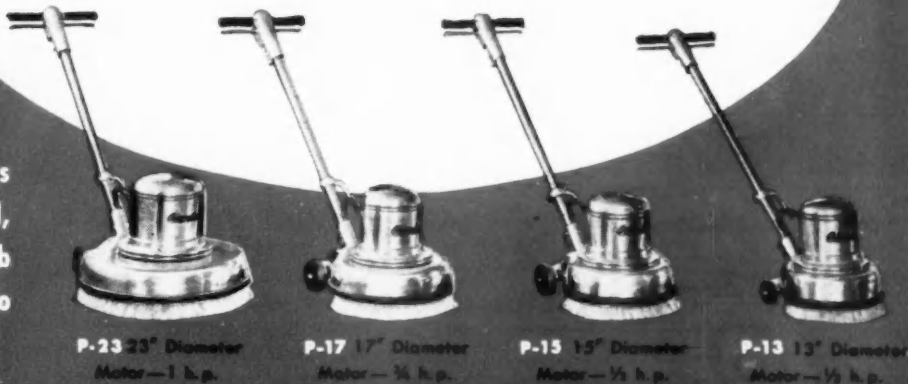
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Fast cutting, smooth operating, powerful
Guaranteed outstanding performance,
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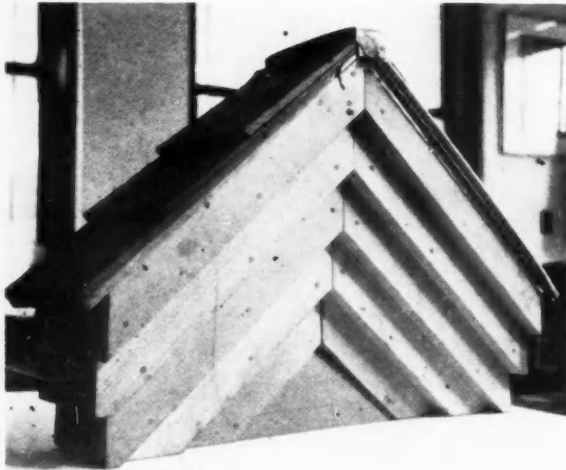
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TECHNICAL GUIDE
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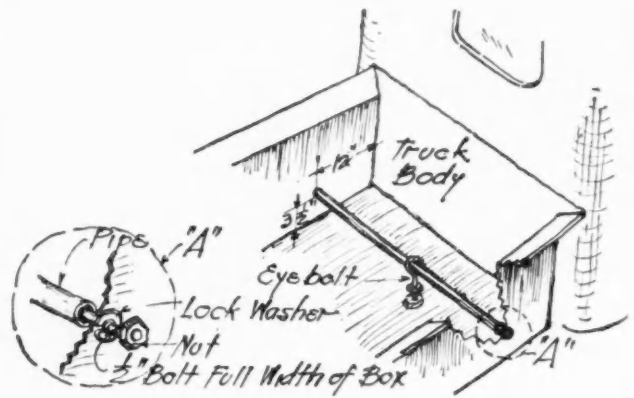
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New Type Gable End

REPLACING the series of mouldings that normally constitute the cornice, are the one inch thick members that pyramid one over the other along the rake of roof. This cornice is composed of a series of flat surfaces, each with a two inch face exposed; the projection being the thickness of the material. To build, start with a 1 x 4 with filler extending to roof line, followed with a 1 x 6, 1 x 4, and 1 x 2 respectively.—Emanuel C. Mettler, Menno, So. Dak.

A Simple Method for Hauling Lumber

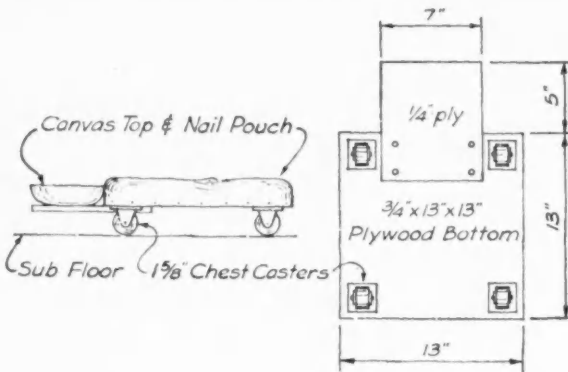


TRANSPORTING long lengths of lumber on a pick-up truck often presents problems. Here is an idea that works.

By placing lumber under the support bar that is provided across front portion of truck body, long lengths of lumber may be hauled without difficulty. If the lumber hangs too low at rear of truck, this condition may be overcome by twisting tail-gate chains sufficiently to raise gate to the desired height.

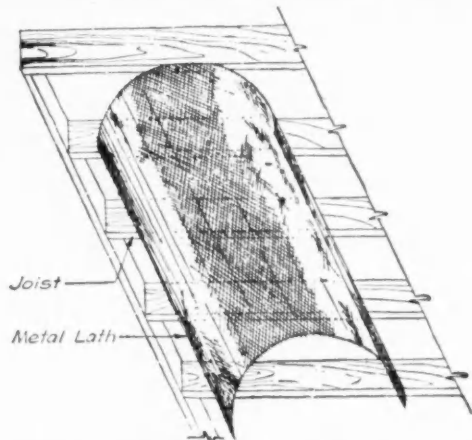
Support bar should be placed 12 inches from front of truck box, and 3 3/4 inches from truck box floor. This permits space in front of bar for a tool box when not hauling lumber. The position of the bar allows ample room for four pieces of 3/4 inch stock, or two pieces of 1 5/8 inch members, or a single section of ladder.—Myron G. Miller, So. Williamsport, Pa.

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How to Make a Top-Nailer's Dolly

THE USE of a dolly of this type will ease the job of top-nailing a sub-floor. This dolly is made similar to the kind that floor men use to machine-nail oak flooring. Chest casters are secured firmly to the underside of a plywood base. An extended piece of plywood secured to the base, provides a seat for the nail pouch. The nail pouch is formed of canvas stretched over a wire frame. Seat of canvas or other material is placed on plywood base for convenience of worker. This dolly has a holder for 8d nails, and has proved to be a labor-saver.—J. G. Caldwell, San Mateo, Calif.



How to Stretch Metal Lath on Ceilings

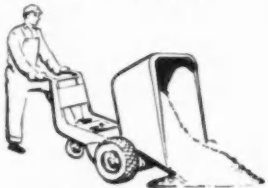
DIFFICULTY is often experienced when attempting to tightly stretch metal lath on ceilings. The following suggests a way this can be very easily overcome. Hold a large piece of metal lath in the center in position against the joists. Allow the sides of the lath to drop, as shown in the illustration. Then nail the sheet across the center. Stretch the lath on joists and extend the nailing from the center out to the edges. This leaves the lath tight without tugging or pulling.—Myron G. Miller, So. Williamsport, Pa.

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(Continued to page 132)



Bucket holds 10 cubic feet . . . 18 with sideboards



Mechanically dumped . . . operates by foot pedal



9-square-foot steel platform takes half-ton loads



Climbs 20% grades fully loaded



50-inch steel blade makes Prime Mover an efficient snow plow

FEATURES:

- gear driven . . . no belts or chains
- fully enclosed engine protected against dirt and moisture
- clutch, engine, transmission all run in oil
- switch from bucket to platform without tools . . . in less than a minute
- turns in its own length (63½"); width 31½"
- 3-gallon tankful of fuel gives 8 hours continuous service

A PRODUCT OF **BELL Aircraft CORPORATION**

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The BELL Prime Mover

- eliminated cars, track, and skip hoist on tunnel job at Wright Field

VEST & BARTELL, Cincinnati contractors have discovered that Prime Movers not only save time and manpower, but frequently substitute for costlier equipment. This was clearly demonstrated on a 4'x 5' rock tunnel beneath the gun range at Wright Field. Here Prime Movers functioned right in the tunnel itself . . . hauling broken rock out of the tunnel and up a steep ramp to the surface, and from there to a disposal dump several hundred feet away.



● Combining the features of a giant motorized wheelbarrow, a 9- or 14-square-foot platform truck, and a powerful snow plow, the Bell Prime Mover is an ingenious answer to the problem of cutting costs and reducing labor on construction projects.

With Prime Movers on the job . . . pouring concrete and doubling the productive capacity of wheelbarrow or "buggy" gangs . . . work can be expedited on almost any job. You can take some of the guesswork out of figuring labor costs, for Prime Mover savings provide a cushion against increased labor rates.

All of these facts can be proved conclusively by an on-the-job demonstration. It took only half an hour at one of these demonstrations for a contractor to sideline six concrete buggies in favor of two Prime Movers on a 160-yard

pour. Two men finished the job in 7½ hours.

If you would like to see a Prime Mover . . . or a "fleet" of them in action, we'll gladly make the arrangements. For more information, please attach this coupon to your letterhead and mail it to us at once.

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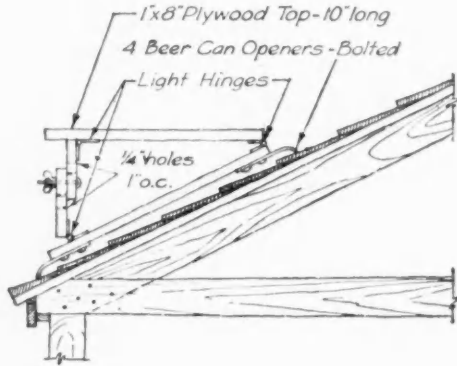
TECHNICAL GUIDE for Builders and Craftsmen

(Continued from page 130)

How to Make an Adjustable Roof Jack

THIS ROOF jack was made by a shingler. It can be used on any pitched roof, cannot slip and does not split the shingles.

Boards 1x8x10 inches long are used for top and bottom. These boards are hinged together at top end. A 1/4 inch piece of plywood is hinged to lower end of top and bottom



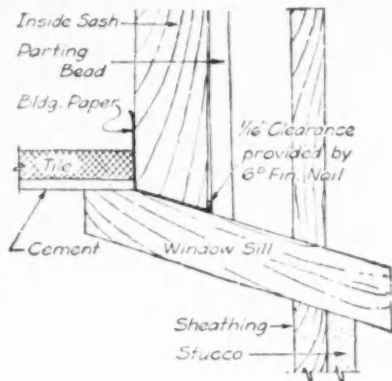
piece. Quarter inch holes are drilled one inch on centers on face of plywood. Insert 3/16 inch bolt through plywood. This is to be held in place with wing nut when jack has been adjusted to roof pitch. Six light hinges are used in the construction. Four beer can openers bolted to underside of 1x8 inch board hold jack securely in place. J. G. Caldwell, San Mateo, Calif.

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How to Set a Tile Sill

THIS is an easy way to be assured, when setting tile sills for windows, that the sash will work properly.

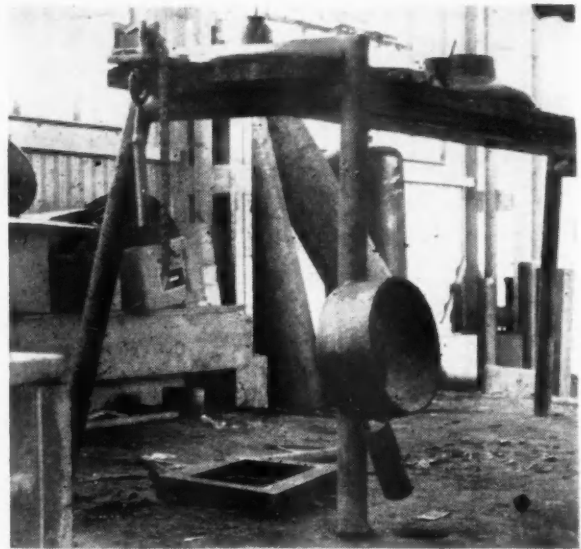
Place building paper on the inside face of window sash where tile and cement contact the sash surface. Drive a six penny nail temporarily between parting bead or stop



and the outside face of the lower part of sash. Place tile sill in the usual way. After sill has set remove building paper and nail after raising sash. This method will provide ample clearance between tile and wood. J. G. Caldwell, San Mateo, Calif.

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(Continued to page 134)

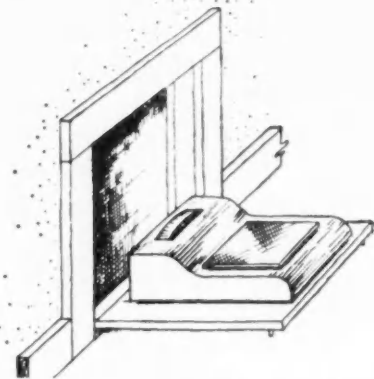


Pipe Bending Form

ON A JOB where a great deal of pipe bending is required, such as a radiant heating installation, a special bracket welded to a leg of the fitting bench will save much time. Weld a short length of a 12 inch diameter pipe to the bench leg, as shown in illustration. A short section of 2 inch diameter pipe is welded to lower portion of larger pipe. The small pipe is slotted for use when inserting the pipe to be bent.

By inserting one end of the pipe to be bent into the socket formed by the 2 inch sleeve, the pipe can then be bent to any desired number of degrees around the 12 inch pipe by applying force to the other end of pipe. Where short sections are to be formed, a "cheater", or sleeve of pipe can be slipped over the one to be formed to act as a lever. Elton Sterrett, Houston, Texas.

Bathroom Scale Cabinet



FOR USE in bathrooms of minimum size. The built-in wall cabinet provides space for scale where it can be put out of the way when not in use, and yet be made available immediately.

The cabinet is placed in the wall between studs and close to the floor line. Door is hinged at bottom with continuous piano hinge. A bar handle placed at upper rail extends across the full width of door. The bar rests on floor when door is open, thus giving stability when scale is in use. The scale is fastened permanently to the door. A. F. Taggart, Monrovia, Calif.

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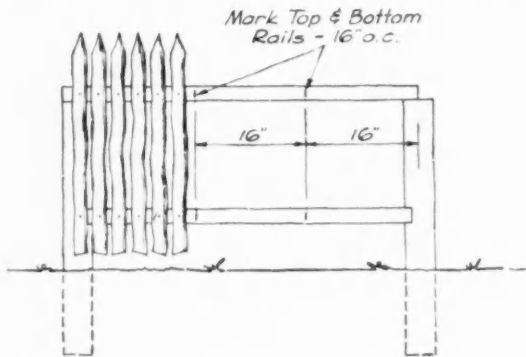
TECHNICAL GUIDE for Builders and Craftsmen

(Continued from page 132)

How to Build a Grapestake Fence

GRAPESTAKE fences are attractive but hard to build. Due to their un-evenness it is hard to get them to look plumb. This suggestion will help to correct that condition.

After the posts and cross rails of the fence are set in place, then use the steel square to mark the top rail

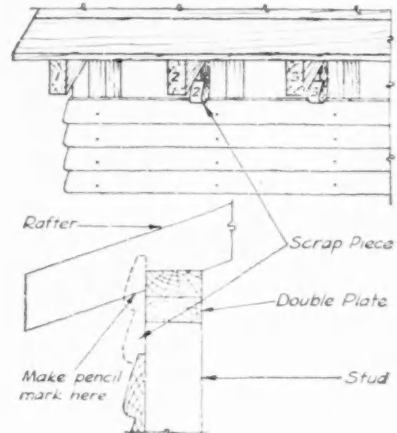


16 inches on centers. Plumb these marks down to the bottom rail. Nail the first picket on rail even with the 4 x 4 inch post. Then nail five more pickets on top rail only. Plumb up the sixth picket by nailing parallel to the mark on the bottom rail. With this as a guide, nail the other pickets on the bottom rail. Proceed with balance of rail in same manner. J. G. Caldwell, San Mateo, Calif.

How to Fit Siding Between Exposed Siding

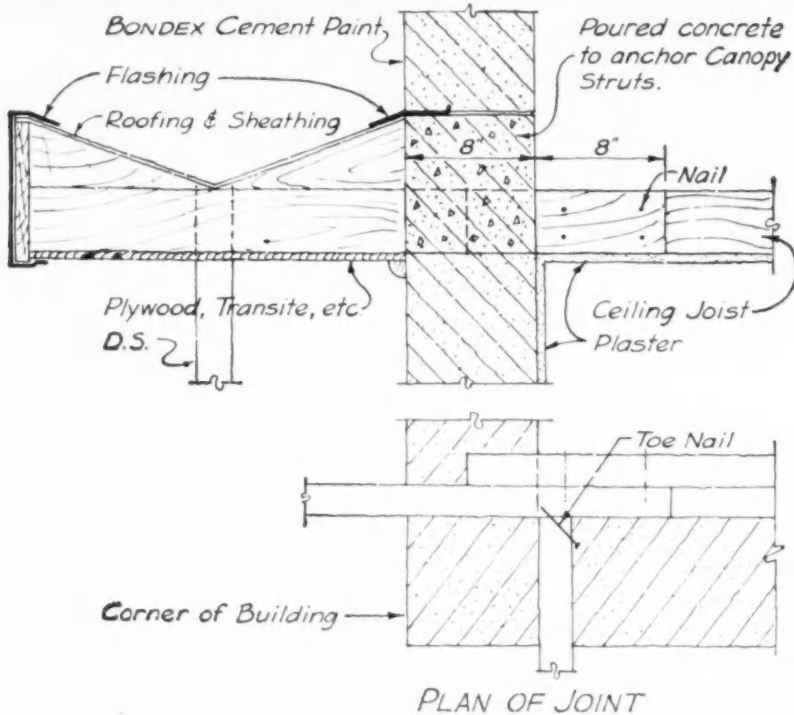
TO MAKE a perfect fit with the last piece of siding or weatherboard, try the following method.

First, obtain the correct length of the siding and cut it off squarely on either end. Hold the siding up against the underside of rafters and make two pencil marks on the upper edge of the board to correspond with the width of the rafters. Mark the rafters in



sequence as shown in the sketch and also number the marks on the siding in like manner. Take a scrap piece of siding, hold it against the rafter so that the pencil mark can be made on the edge. Take a different piece of siding for each rafter. Transfer these marks to each corresponding number on the siding to be put in position, holding the lip of the scrap even with the siding. Use a fine toothed saw and chisel to make the notches and the last piece of siding will fit perfectly regardless of conditions. H. E. Fey, New Braunfels, Texas.

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How to Build a Canopy for Commercial Buildings

THE TYPE of canopy herein described can be applied primarily for use on small commercial buildings.

Assuming a total span of 20 feet for the building, a steel beam is placed midway or ten feet from the front wall; 2 x 4 ceiling joists are then placed in position. The sizes of timbers would, of course, vary with the increase in span.

By placing the joists at a right angle to the front wall, it permits the 2 x 4 canopy struts to be tightly secured to joists. Concrete beam placed in wall at canopy level further anchors the canopy struts in position.

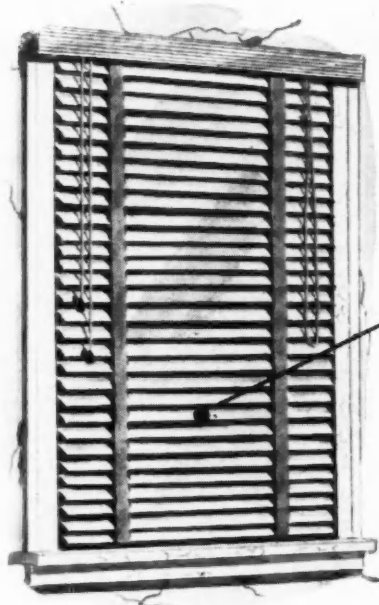
To make proper preparations for supporting canopy, the process of work in building wall should be as follows:

1. Lay concrete blocks to underside of ceiling joists.
2. Place joists and struts in position.
3. Pour continuous concrete beam.
4. Continue laying blocks for parapet.

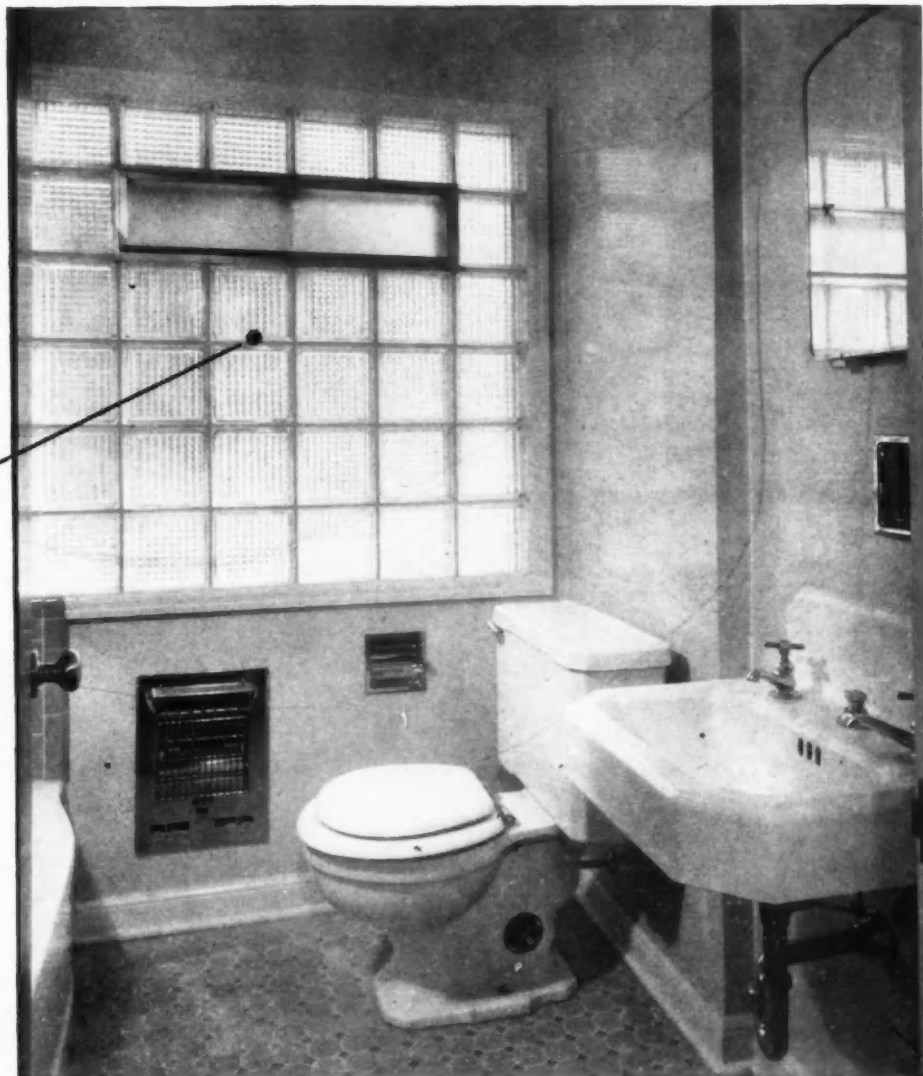
Ed Grabowski, Toledo, Ohio.

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(Continued to page 136)



This bathroom panel is able to resist the ravages of excessive moisture condensation because it is made of Insulux Glass Block.



For bathroom beauty that lasts . . . Insulux Glass Block

THE condition of high humidity found in any bathroom is one of the many problems solved by a lustrous panel of Insulux Glass Block.

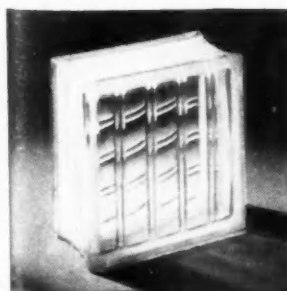
Insulux is impervious to moisture—it does not rust, rot or corrode. No painting is needed. These advantages, combined with the inherent ability of certain Insulux patterns to transmit plentiful daylight while furnishing privacy, make it an ideal material for your new homes.

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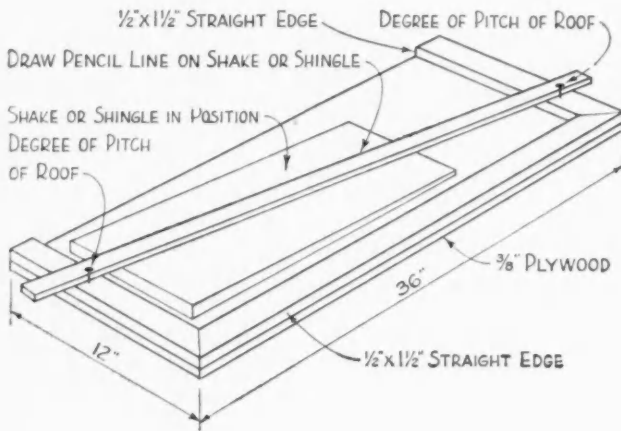
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TECHNICAL GUIDE for Builders and Craftsmen

(Continued from page 134)

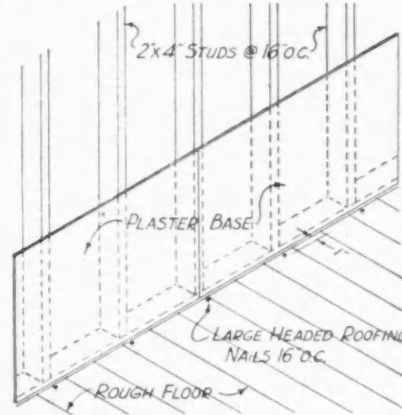
How to Cut Shingles To Fit Roof Lines



MAKE A JIG of $\frac{3}{8}$ -inch thick plywood. Nail a $\frac{1}{2} \times 1\frac{1}{2}$ inch straight-edge on the bottom edge and both ends. Mark the degree of pitch required for cutting by placing a nail on each end of straight-edge. Place nails to conform to the angle of the cut. Place a straight-edge against the nails and draw a pencil line across the face of the shingles. By using this method you avoid mistakes and speed up the job of laying shingles. Submitted by J. Chegwidan, Portland, Ore.

How to Stretch Wires to Batter Boards

DRIVE a 16-penny nail about one-third of the way into the batter board that is securely fastened, then bend the nail over about one inch below the head. Pull the wire up tight by hand, then wind it around the nail. With a pair of pliers or hammer claws, grip the part of the nail which was bent over. By turning the nail it is simple to stretch the wire very tight. If the wire should become loose by someone tripping on it, or some object falling on it, a few turns of the nail will make it tight again. RALPH W. SETTLE, Mexico, Mo.



How to Locate Studs After Plaster Is Applied to Walls

AFTER the plaster base is applied to walls, and before plastering is started, drive large-headed roofing nails partially into the subfloor. The nails are placed in front of every stud about an inch away from the wall.

The nails are the means of locating studs when nailing baseboards in place. If the finished floor is laid before the baseboard, then it will be necessary to re-locate the studs by placing a chalk or pencil mark on the plaster. Submitted by Harold Kragness, Canby, Minn.

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Details Enhance Small Home Designs

By R. J. Alexander

A SINGLE detail, such as a bay window or a front entrance, can change the entire appearance of a house. These minor details, if properly designed and scaled to the size of the building, can add character and a feeling of individuality to an otherwise uninteresting elevation.

The living room bay, detailed on the opposite page, is straightforward in design and simple in detail. A point of interest is the clear glass area, free from wide wood corner mullions or posts. Warm red brick for the lower portion of the bay will contrast pleasingly with the painted siding or shakes of the main portion of the house. If required, storm sash may be installed in the bay or the large center sash could be designed to take a standard size double insulated glass.

Iron columns of a stock pattern could be used effectively at the front entrance. The entrance roof, like the bay ceiling and cornice, is self supporting and the columns could be put in place when the house was nearly completed. Provision should be made for anchoring the columns to the concrete stoop.

Red cedar shingles are specified for the roof. Thick butt asphalt shingles could be used if the roof boards were laid solid.

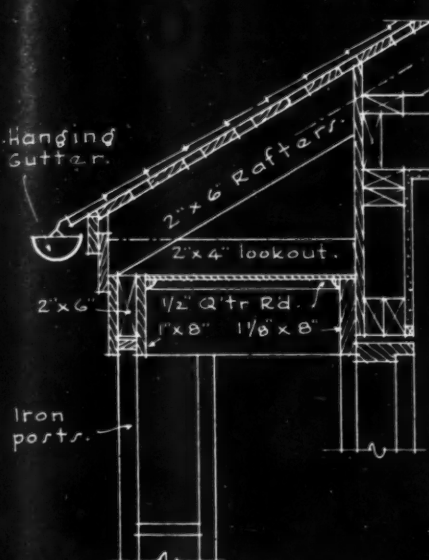
Particular care should be exercised in building the footings under entrance and bay. The footing walls should be bonded or tied into the main foundation wall to insure against any settling or separation.

This detail is applicable to any small house design. (Continued to page 150)

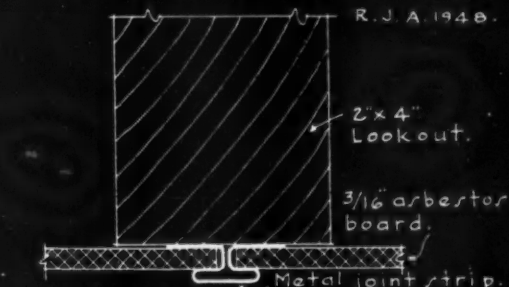
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AMERICAN BUILDER'S BETTER DETAIL PLATE

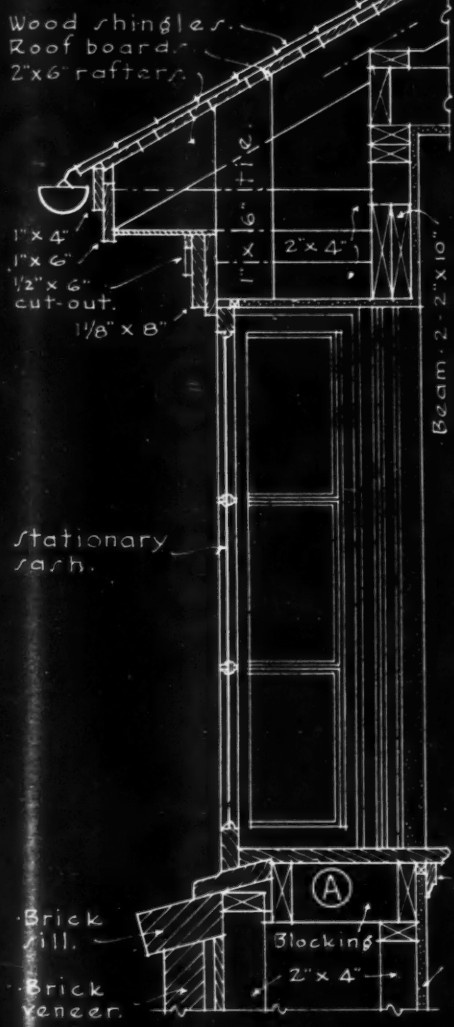
NO. D.52. ENTRANCE & BAY OF UNUSUAL DESIGN.



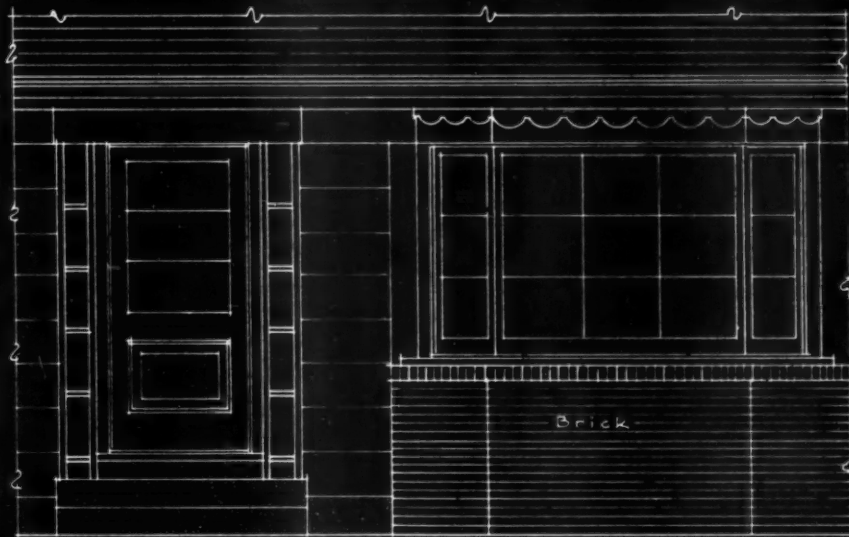
SECTION THRU ENTRANCE.



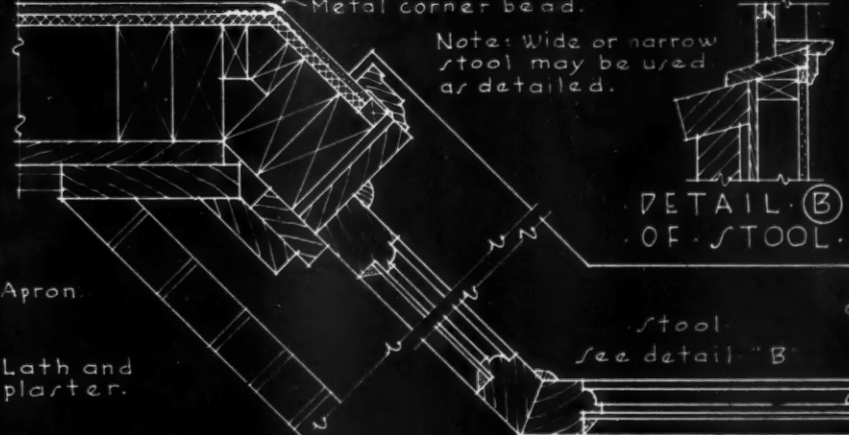
SOFFIT DETAIL. CORNICE & ENTRANCE CEILING.



SECTION THRU BAY.



ELEVATION OF ENTRANCE & BAY.



PLAN OF BAY.



IS the perfect Sash Balance for all double hung windows. It has a variable spiral rod that slides through a slotted bushing which is fastened to the end of a torque spring.

FITS in a groove at the edge of the sash. Simple to install because it is fastened on the surface of the jamb to suspend the sash to slide freely up or down; and retains the sash in any position.

DOES excel in mechanical principle because all working parts are encased in a tube. It provides a weather-tight installation and affords the use of modern, narrow-line trim and narrow mullions.

OUTLASTS the life of a building with its rust-proofed galvanized tubing, oil tempered coiled (torque) spring, hard dye-cut white metal bushing, rust-proofed steel spiral rod and rust-proofed metal sash attachment.

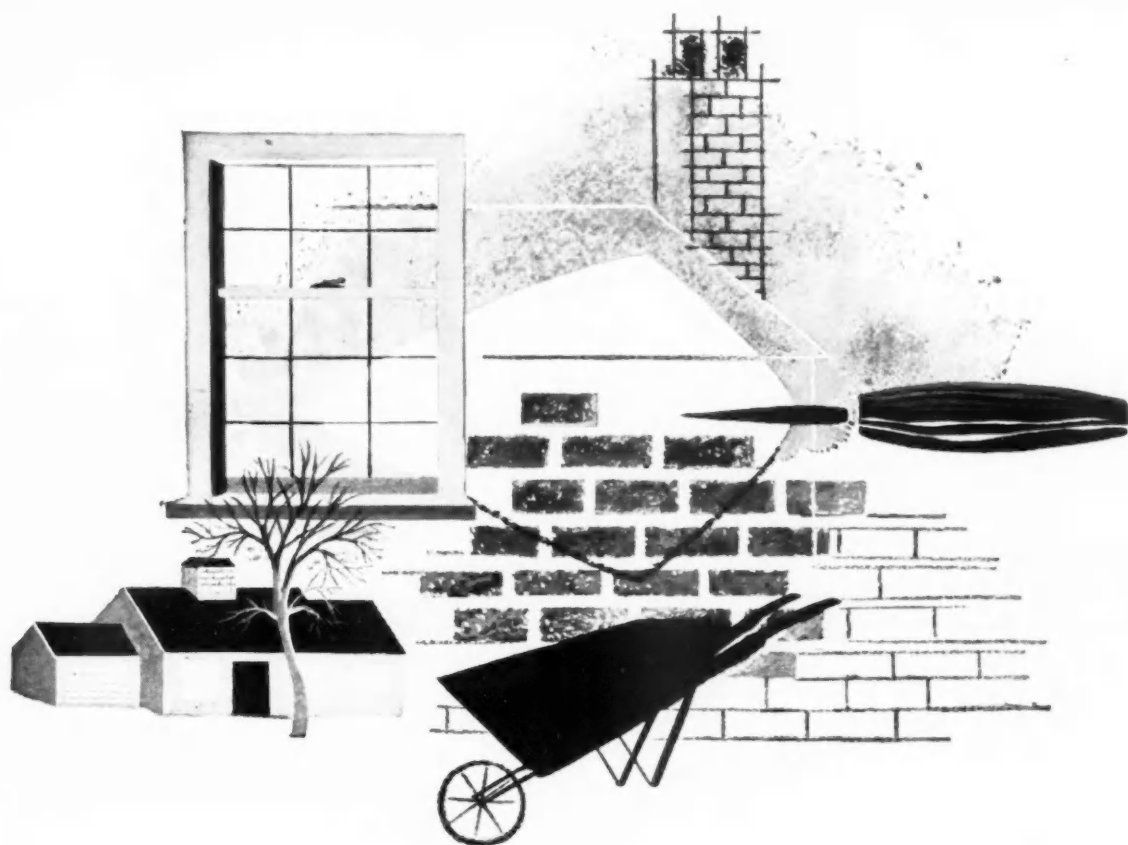
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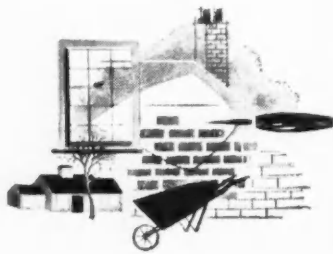


These Editorial articles are

- ★ *Desk-table-cabinet the unhandy man can build*
- ★ *Designed for air conditioning*
- ★ *Well planned for a narrow lot*
- ★ *All kinds of windows*
- ★ *Help yourself to better-looking bookshelves*
- ★ *Radiators can be attractive*
- ★ *How to fasten two boards together*
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- ★ *Remodeling—the best way to get a home*
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- ★ *This month's Five Star home*
- ★ *Color-style your home*
- ★ *Fit your lot to your needs*
- ★ *We built our house on weekends*

Note the titles of those articles. They're another example of Better Homes & Gardens' 100% service on better living in better homes. No side lines, no fiction. Better Homes & Gardens is addressed entirely to husbands and wives whose big interest is the home — and who have the money to meet the high living standards that BH&G takes for granted.

No wonder the readers of Better Homes & Gardens relish every page of every issue!



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Single-minded, 100% service like this screens out the casual reader — screens in the 3,000,000 husbands and wives who read BH&G solely for suggestions, ideas, information. It doesn't matter to them whether the facts they want come from an editorial or an ad, because both are on the same side of the street in BH&G.

The result? BH&G sells and sells and sells — to a pre-screened, multi-million audience that no manufacturer can afford to overlook.

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Kaustine
Nu-Way
Oil-O-Matic
Petro
Price Fireplace Form
Stewart Exhaust Fan
Trane
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APPLIANCES

Admiral Refrigerator
Bissell Sweeper
CP Gas Ranges
Cadillac Vacuum
Caloric Gas Range
Coolerator Homefreezer
Coolerator Range
Coolerator Refrigerator
Dexter Washer
Easy Washer
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General Floor Polisher
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Harvester Homefreezer
Harvester Refrigerator
Hoover Vacuum
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Hotpoint Electric Range
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HARDWARE

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Badger Traverse Rods
Burgess Vibro-Sprayer
Paint Gun
Cyclone Fence

HARDWARE (Cont'd)

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Durall Aluminum Tension Screen
Durham's Rock Hard
Water Putty
Hall-Mack Bathroom Accessories
Home-Utility Tools
Judd Drapery Fixtures
Keystone Wire
Knappe & Vogt Closet
K-Veniences
Lumite Screen
Nichols Never-Stain Nails
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Plastic Wood
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Speedy Sprayer Paint Gun
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Chamberlin Windows
Crawford Doors
Curtis Woodwork
Eagle-Picher Windows
Masonite Preadwood
Menge Flush Doors
Pella Rolscreeens
Ponderosa Pine
R. O. W. Windows
Rusco Windows
Timm Aluminum Casements
Weisway Cabinet Showers
West Coast Woods
Western Pines
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Cabot
Cuprinol
Imperial Wallpaper
Kyanize
Lin-X
Martin-Senour
Masonite
O'Brien
Penta
Pittsburgh
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Truscon

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Wall-Tex Wall Covering
Nancy Warren Wallpaper
Wood Life

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Styron
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PLUMBING

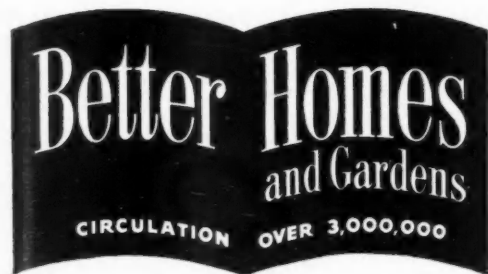
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American-Standard Fixtures
Briggs Fixtures
Burks Water Systems
Cane Fixtures
Dayton Water Systems
Denning Water Systems
Eljer Fixtures
F&W Water Systems
Fairbanks-Morse Water Systems
Frigidaire Water Heaters
General Electric Water Heaters
Goulds Pumps
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MQ Sewer Cartridges
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Rheem Water Heaters
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MISCELLANEOUS

Acme Galva-bond Steel Slats
Aladdin Homes
Braun Cedar Cabins
Canvas Awnings
Cleveland House Plans
Dow Magnesium Rod
Dunstone
Hastings Alumitile
Int'l. Mill Ready Cut Homes
Johns-Manville Roofing
Koolvent Awnings
Kreger Molds
L.O.F. Plate Glass
L.O.F. Thermopane
Lewis Homes
National Homes
Orlyt Portable Greenhouse
Pittsburgh Corning Glass Blocks
Pittsburgh Plate Glass
Portland Cement
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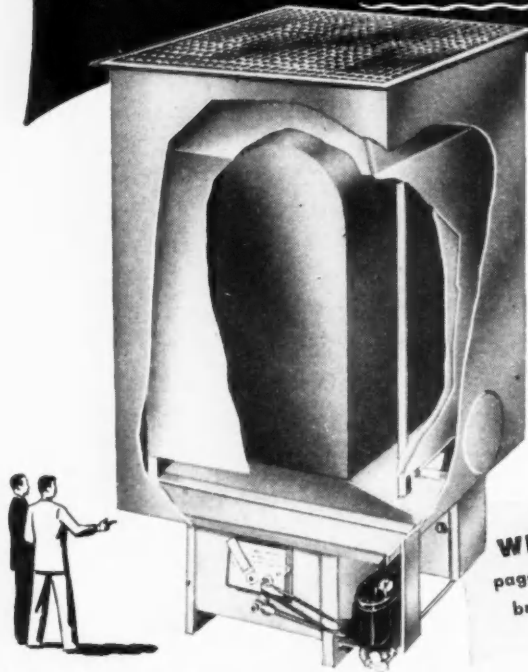


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Catalogs and HOW-TO-DO-IT INFORMATION

Information on any of the printed matter listed here will be sent **FREE** on request. Please use coupon on page 144

517—STANDARD ALUMINUM ARCHITECTURAL SHAPES—by Reynolds are detailed in new portfolio issued by Reynolds Metals Co., 2500 S. Third St., Louisville, Ky. For increased value to architects, engineers and builders, drawings are on standard 8½x11-inch sheets for filing purposes. Cross sections printed black in actual size, full scale.

518—PANEL RADIANT HEATING—Twenty-page catalog describes history, engineering and installation methods for this system of heating. Well-illustrated, including several detailed drawings, the catalog is issued by Mueller Brass Co., Port Huron, Mich.

519—A COMPLETE WOODWORKING SHOP—in itself is the statement made by The Master Woodworker Manufacturing Co. about the "Master." It is not just a saw rig, but a combination of twelve machines in one, performing practically every woodworking operation with speed and accuracy. The machine is described with illustrations and specifications in a brochure issued by this firm. The machine is made in five sizes. It has gasoline or electric power.

520—FACTS ABOUT CONVECTOR RADIATION—are graphically presented in a 6-page bulletin No. 249-A issued by the Modine Manufacturing Co., Racine, Wis. Cutaways, photographs and drawings

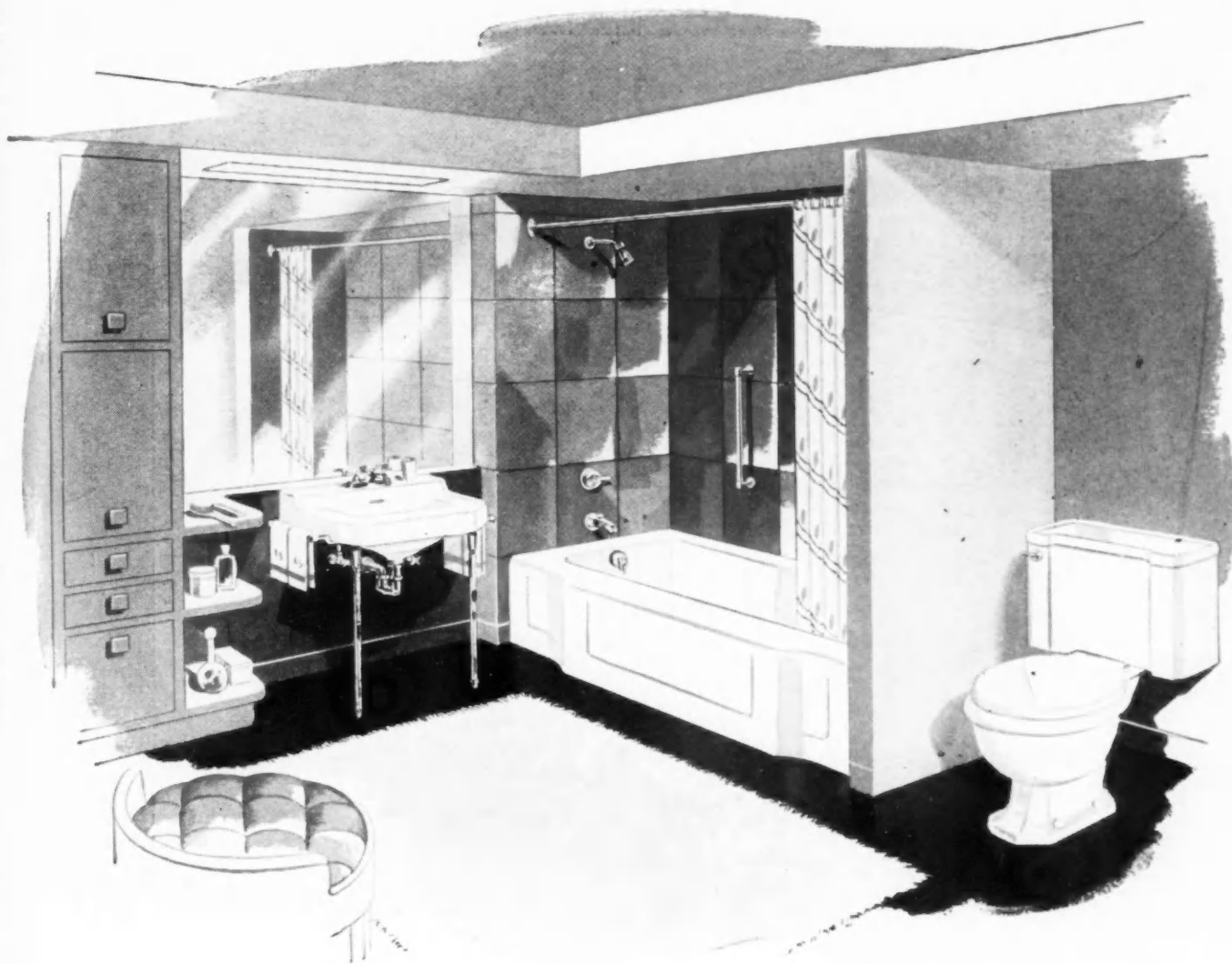
show different types of convector heating installations with accompanying explanations of how they work.

521—GUIDE BOOK FOR SPECIFYING INTERIOR METAL TRIM—offered by the Inland Steel Products Co., Milwaukee 1, Wis., includes illustrations of complete line of Milcor Metal lath and accessories. This 51-page catalog, No. 101, contains numerous drawings and photographs showing styles, dimensions, uses and weights.

522—"FLOORS THAT ENDURE"—14-page, 4-color catalog includes design ideas for the application of asphalt tile. Installation diagrams and illustrations of various uses are shown. Publisher is the Tile-Tex Company, Inc., Chicago Heights, Ill.

523—WEATHER STRIPS, CALKING AND GLAZING COMPOUNDS—Moulding and trim, numbers and letters, and screen door grilles plus many other products are illustrated and discussed in the 1949 catalog issued by Macklanburg-Duncan Co., Oklahoma City, Okla.

524—ENGINEERING MANUAL—for installation and service of Duo-Therm oil-burning furnace. For use of distributors, dealers and their organizations,
(Continued to page 144)



Practical planning starts with first quality . . .

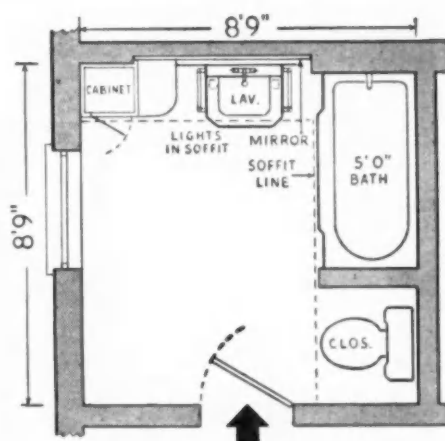
Specify: KOHLER PLUMBING

NOWHERE is first quality more important to home-planners than in the bathroom. Good sanitation, practical design, beauty, durability, convenience—these are the satisfactions that go with fixtures and fittings that bear the name "Kohler".

The arrangement shown includes the Chesapeake lavatory, with roomy ledge, made of finest quality vitreous china. Intense firing gives it a lustrous, glass-hard, easy-to-clean surface. The Centra mixer-type fitting, of chromium plated brass, is capably designed,

thoroughly tested for performance.

The Cosmopolitan Bench Bath has a base of non-flexing iron, cast for rugged strength and rigidity, and coated with the famous Kohler enamel. The Triton shower fitting with Niedecken mixer is outstanding for convenience and ease of operation. The Wellworth closet, quiet and smooth-acting completes the set, which comes in pure white, and four delicate pastel shades. Kohler quality is now a 76-year-old tradition. Write for further information. Kohler Co., Dept. 1-H, Kohler, Wisconsin.



This arrangement is convenient, balanced, compact—allowing freedom of access to all the Kohler fixtures, and providing a large mirror, good lighting facilities, and roomy, practical cabinets of modern design.

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PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

royal jet-flow

outperforms heating units
costing three times
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M. J. BROCK says:
"We consider the Royal
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giving the small home owner the type of heat
that has heretofore been available only in a
high-cost home." **M. J. BROCK & SONS**



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* Proved by tests conducted in America's
Finest Independent Laboratory. Royal Jet-Flow
uses jet principle and high outlet delivery
to achieve a velocity of 300 feet per minute.
Heats entire average size house with a mini-
mum differential from room to room. Royal
Jet-Flow costs only slightly more than a floor
furnace—much less than forced air.

write today for complete information

royal heaters, inc.

1024 WESTMINSTER AVENUE
ALHAMBRA, CALIFORNIA

Catalogs

(Continued from page 142)

this 32-page manual gives information on 11 different furnace models. Issued by Duo-Therm Div. of Motor Wheel Corp., Lansing 3, Mich.

525—THICKNESS PLANER—Brochure on a 12 x 4-inch thickness planer is offered by the Boice-Crane Co., 966 Central Ave., Toledo 6, Ohio. This power tool is described and illustrated in detail.

526—SAFETY TREADS, THRESHOLDS, SADDLES, SILLS—nosings, platforms, floor plates and trench covers, in all types and sizes for use with any material are described in a 12-page catalog issued by Wooster Products, Inc., Wooster, Ohio. Installation details and illustrations are included.

527—LUMBER PRODUCTS—28-page, well-illustrated catalog issued by Fordyce-Crossett Sales Co., Fordyce, Ark., discusses yard and shed stock, specialties, hardwood and pine flooring, industrial items, creosoted, Wolmanized treated and flame-proofed lumber, and structural material offered by this firm.

528—IDEAS FOR PLAYROOM PLANNING—Selected designs and suggestions to help plan recreation or hobby room for home are presented in a 20-page, illustrated catalog issued by The Heil Co., Milwaukee 1, Wis.

529—ROOF TRUSSES—manufactured by the American Roof Truss Co., 6850 Stony Island Ave., Chicago 49, Ill., are illustrated and described in a brochure presented by that firm. Bowstring, Belgian, Crescent and Howe trusses are discussed.

530—MASONRY DRILLS—Spiral-fluted, carbide-tipped masonry drills, manufactured by Super Tool Co., 21650 Hoover Rd., Detroit 13, Mich., are described in literature available from this firm. Sizes, diameters, shank lengths and overall lengths are given. Sets and kits of assorted sizes are also illustrated.

531—A LARGE VARIETY—of architectural aluminum shapes are presented in Catalog No. 48 issued by J. G. Braun Co., 609-615 S. Paulina St., Chicago, Ill. Included in the 34-page catalog are detailed drawings, installation pointers, and dimensions of many kinds of aluminum products made by this firm.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder,
105 W. Adams St., Chicago 3, Ill.

(March, 1949)

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

Numbers

Name

Street

City State

OCCUPATION*

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

THE BALANCED SAW...



PORTER-CABLE Speedmatic

BALANCED for easier handling!
BALANCED for truer sawing!
BALANCED for variety of cuts!

Here's the Speedmatic Saw that out-classes any portable electric saw on the market today! It feels balanced when you lift it! It's balanced when you hold it! It's balanced when you run it! No other saw compares with it!

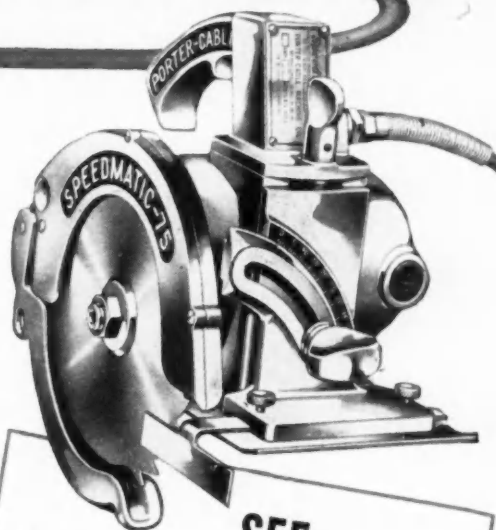
TRY THIS SIMPLE TEST

Balance the Speedmatic upside down on its handle (no other saw will do this). Place a full glass of water on the extra-broad shoe. Start the motor. The blade speeds up to 7,000 RPM. But — *not a drop of water spills*. It's balanced! The weight is balanced . . . the moving parts are balanced. There's no torque twist or jerk. The helical-gear drive runs easily and smoothly . . . *delivers 11% more power to the blade.*

And the entire saw is so compact, so expertly designed and precisely built, that it's lighter in weight . . . easier to use with one hand . . . far less tiring in a day's work.

MODELS: K-75 (2½" cut); K-88C (2¾" cut); BK-10 (3¾" cut); BK-12 (4¾" cut).

PORTER-CABLE Machine Co., 1603 N. Salina St., Syracuse, N. Y.
Manufacturers of Speedmatic and Guild Tools



SEE the Speedmatic
Saw at leading hardware, mill supply and lum-
ber dealers. Feel it. Try it. You'll agree no other
saw compares with it! Literature and name of
nearest dealer on request.

Another Speedmatic
Feature—Big microme-
ter screw quickly raises
or lowers blade. One
turn equals 1/8". Depth
of cut regulated to
close accuracy.



PORTER-CABLE
Speedmatic
the Line of Balanced Design

HOME BUILDERS...

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NAHB'S Labor Department Helps Show the Way

A friendly advisor in labor relations matters for all Home Builders is NAHB's Labor Director. He keeps his finger on the personnel pulse to render better service to the industry.

Maintaining a close, cordial relationship with important government agencies and labor groups, the Labor Director paves the way for firmer understanding and progressive agreements between employer and employee in the residential building field.

When called upon he makes special trips to participate in panel session, give informative lectures, lend counsel or negotiate satisfactory bargains to keep the wheels of construction properly lubricated.

Working constantly with NAHB's Legislative and Public Relations Departments, the Labor Director is one of a smoothly coordinated Washington team which stays on the job year round to bring better business conditions for Home Builders.

NAHB means protection for the individual builder in national affairs—plus service and special cost-saving construction data. Membership in NAHB brings benefits to every Home Builder regardless of the volume of his activities. See for yourself how NAHB works for YOU. Send today for the free booklet, "Men, Homes and YOU."

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National Association of Home Builders
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Washington 6, D. C.

Without cost or obligation please send me a copy of "MEN, HOMES AND YOU."

Name..... (Print)

Firm.....

Street Address.....

City & State..... (Give Postal zone if any)

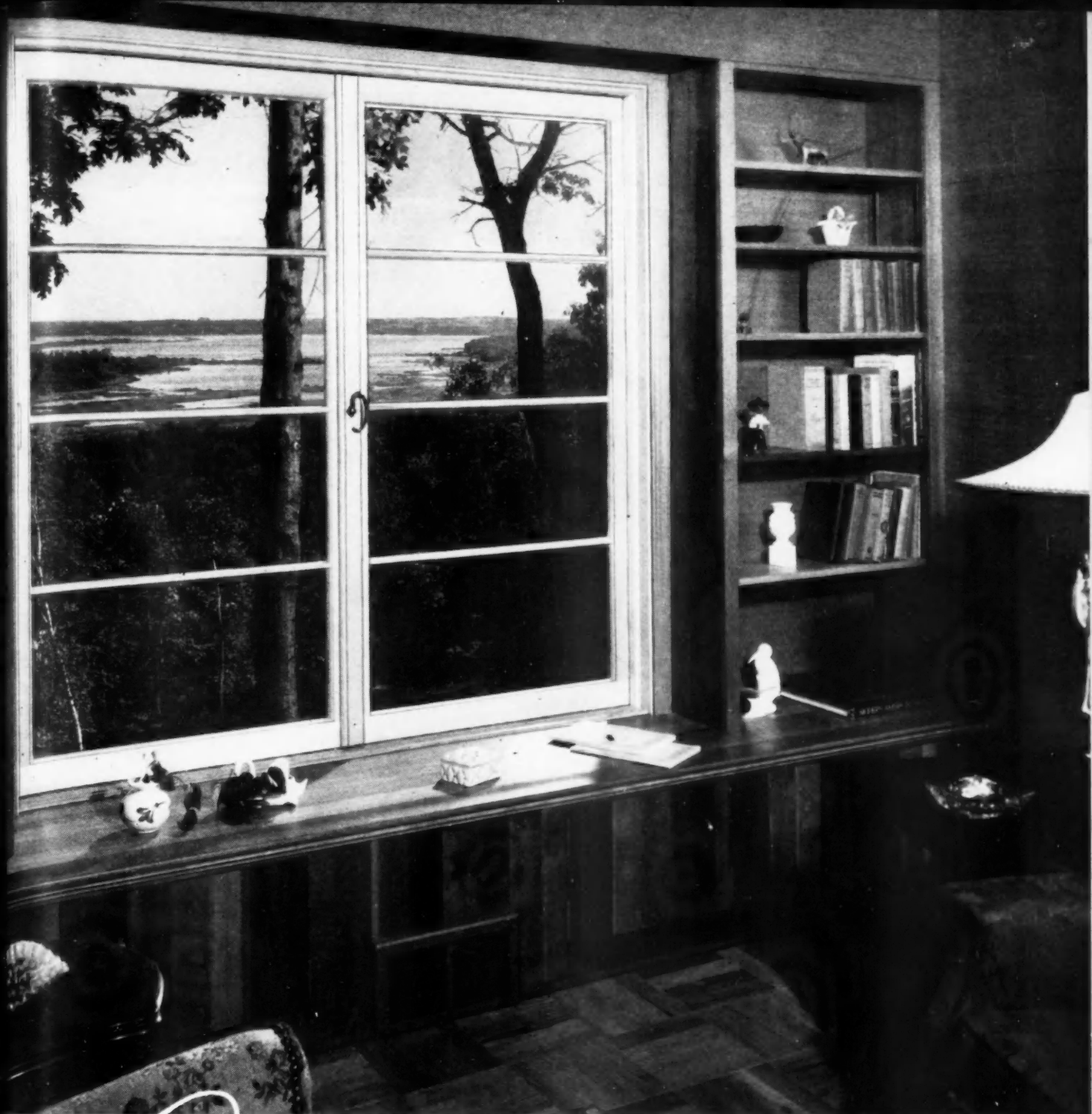


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Andersen Gliding Window Unit in Sam Buron Home, Pine Bend, Minnesota

ANDERSEN Windowalls*

LIVING PICTURE of a rambling river framed in the wall of this comfortable study. The WINDOWALL is a single Andersen Gliding Window Unit. It functions as a window, by opening up the view and by providing an excellent source of ventilation. Simultaneously

it functions as a wall, weathertight and proof against the wintry blasts of a Minnesota winter.

Specification data on ANDERSEN WINDOWALLS is in Sweet's Architectural and Builders' Catalogs, or will be sent by us upon request. See your local lumber or millwork dealer for further information.

*TRADEMARK OF ANDERSEN CORPORATION

Andersen Corporation
BAYPORT • MINNESOTA

CONNOR

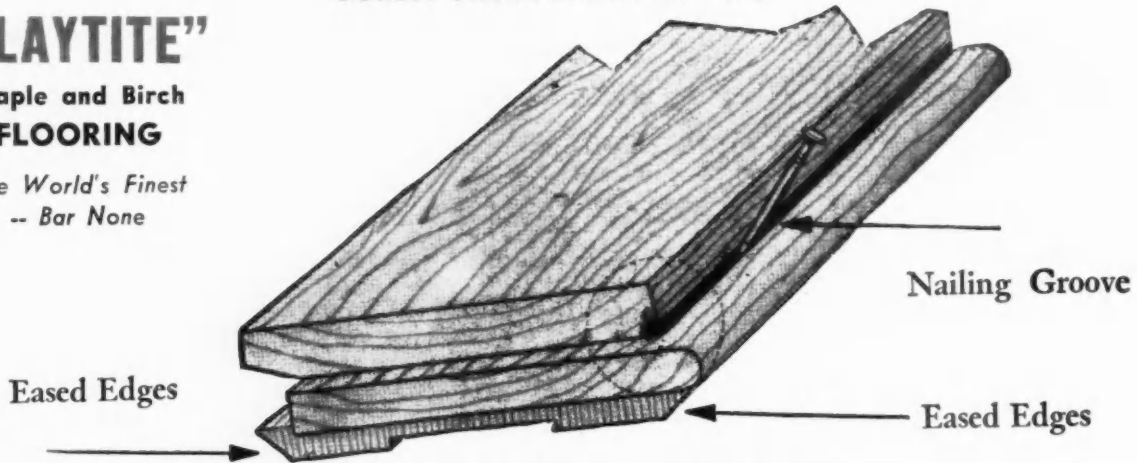
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Manufactured and Graded Under M.F.M.A. Specifications

"LAYTITE"

Maple and Birch FLOORING

The World's Finest -- Bar None



Write for illustrated 75th Anniversary Booklet

CONNOR LUMBER AND LAND COMPANY

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GORDON C. ESTES

Giving Good Service on Jobs Improves Dealer Credit Rating

By Gordon C. Estes

A SATISFACTORY "financing" connection has become increasingly important to insulating siding dealers during recent months. It is within this period that lending institutions and FHA have considerably tightened up on the type of loans they will approve, and in some cases, with the kind of dealer whose paper they are willing to consider. This situation was brought about by an alarming increase in the number of delinquencies on loans previously approved—and by all Federal Reserve banks being required to add substantially to their federal reserve bank balances.

Lending institutes are desirous of securing sound lending risks under the FHA program, but they insist on what they consider "reasonable co-operation" from the dealers whose paper they are considering for approval.

E. I. H. Bennett, vice president of the People's First National Bank and Trust Company of Pittsburgh, recently told me, "It has come to our attention that there seems to be some apprehension among dealers in and distributors of property improvement materials

that financial institutions generally have lost interest in FHA paper.

"I assure you that we are enthusiastically interested in this type of business. We enjoy excellent relations with hundreds of dealers in this metropolitan area who will attest to the fact that we have always indicated that we want as much of this class of business as we can obtain."

The principal complaint of lending institutions, generally, is that many dealers feel when a loan has been approved that he (the dealer) has no further obligation to the lending institution after his Completion Certificate has been turned in. As a result, when the dealer is notified by the banker of a complaint from the home owner of faulty workmanship or material, or that the home owner has given no reason at all for discontinuing his payments on the loan, the dealer ignores the notice and makes no effort to help clear up the difficulty. Lending institutions have told us that dealers who take this attitude in the future will

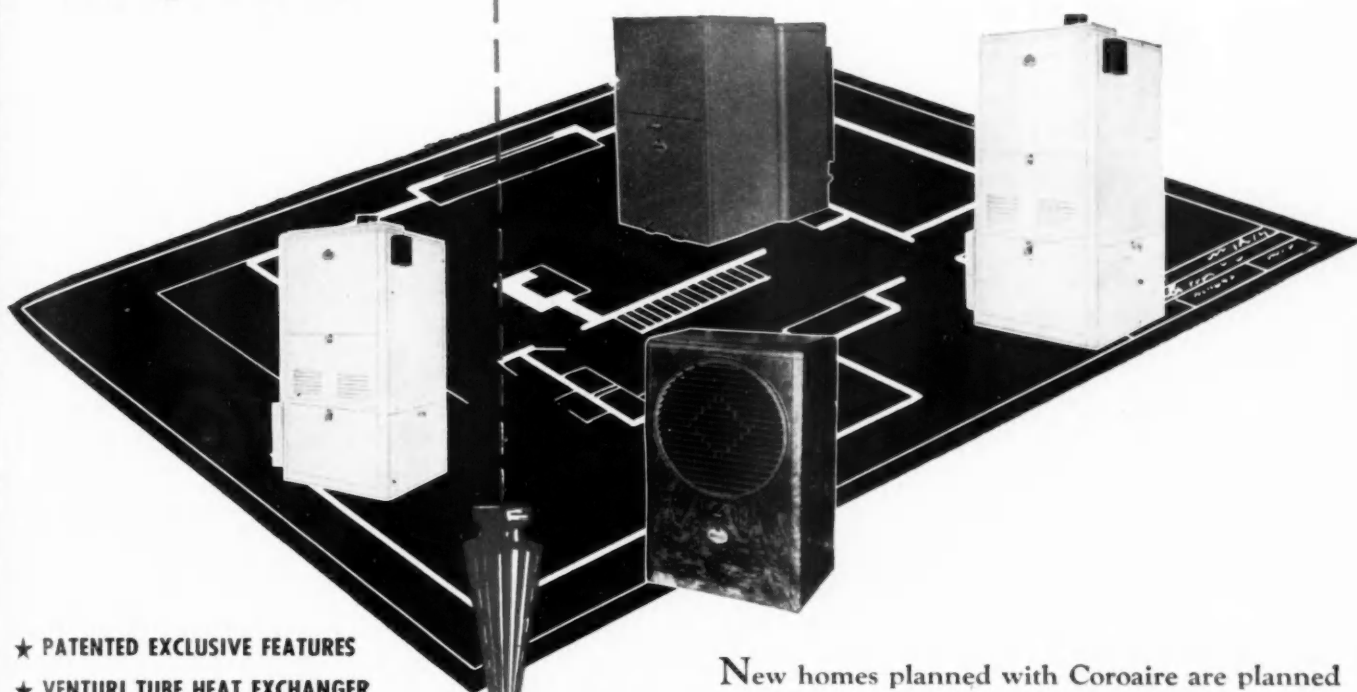
(Continued to page 196)

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YOUR NEW HOME AROUND

COROAIRE*



- ★ PATENTED EXCLUSIVE FEATURES
- ★ VENTURI TUBE HEAT EXCHANGER
- ★ FIRST FOR ECONOMY
- ★ NO COSTLY FIELD ASSEMBLY
- ★ POSTWAR DEVELOPMENT
- ★ GREATEST ADVANCE IN HEATING IN 50 YEARS
- ★ ABSOLUTE CUSTOMER SATISFACTION
- ★ COMPLETE WINTER AIR CONDITIONING
- ★ PRICED FOR BUILDERS
- ★ EASY, RAPID INSTALLATION

New homes planned with Coroaire are planned for faster selling. The builder finds new economy with this complete system . . . packaged for fast installation . . . in modern styling that today's home buyer wants.

Coroaire is installed in thousands of new homes. Its spectacular popularity since the war is due to economy for the builder—economy of operation for owners. Operates on all types of gases.

Jump ahead of competition. Plan your building plans with Coroaire.

WRITE NOW! Get the complete details of all the Coroaire benefits for builders.

THE COROAIRE HEATER CORPORATION
1422 Euclid Avenue ♦ Cleveland 15, Ohio

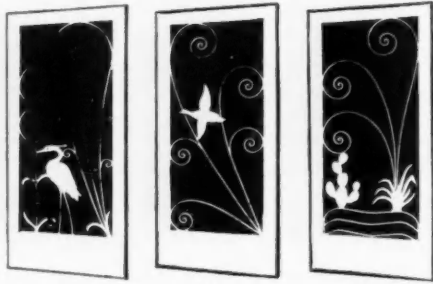
FIRST in the Industry



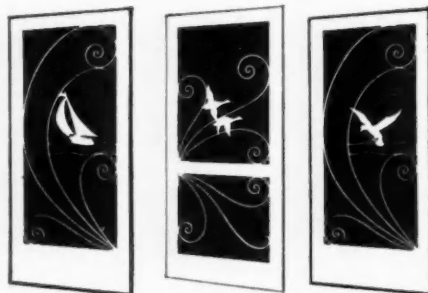
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ORNAMENTAL IRON
BY *Coffman*



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**DECORATIVE
Screen Door
GRILLES**

Make large or small houses more attractive, easier to sell,—with Coffman hand-wrought screen door grilles. The cost is small; the beauty and value added is amazing! And they save the screen, strengthen the frame. Easy to buy, Coffman grilles are available through building supply dealers.

**Stock Designs
at Low Cost**

Despite the high quality of these hand-wrought iron grilles with their forged points, graceful lines, and beautiful spirals—they are standardized for economy.

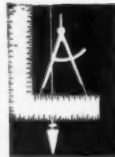
**Stock Sizes
for All Doors**

Simple to order, just check dimensions of your door and dimensions of inside screen opening. Grilles are available in stock sizes for all stock single panel, two panel and combination storm doors. Information on special sizes sent upon request.

Write Department AB, P. O. Box 259, for free catalog of designs, sizes and prices.

Manufacturers of the Original
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The R. J. Coffman Co. Inc.
ORLANDO, FLORIDA
ESTABLISHED 1925

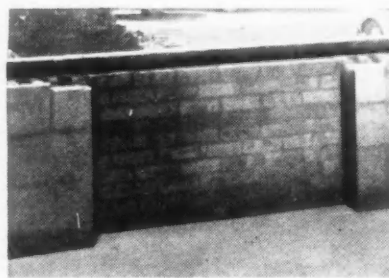


**TECHNICAL GUIDE
for Builders and Craftsmen**

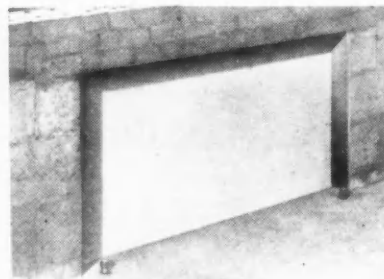
(Continued from page 136)

How to Install Convectors

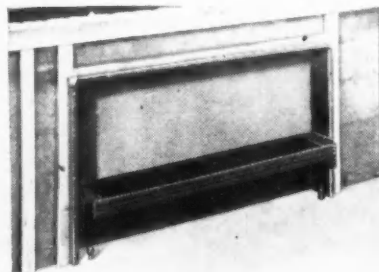
THIS series of pictures shows the step-by-step procedure to follow in installing a modern, recessed-type convector in an office. The final picture shows the finished installation which may be painted easily to blend or contrast with the interior decoration of the office. Many older office buildings are replacing older heating units with modern convectors. Recessing provides heating comfort at no sacrifice of usable floor area.



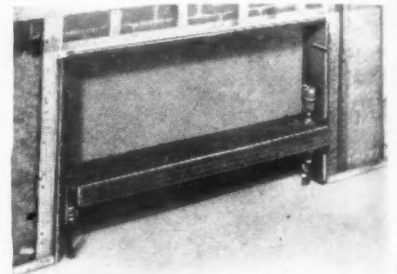
1.—An accurately dimensioned recess is first provided in the rough masonry wall by the general contractor. Recess dimensions are in strict accordance with recommendations of the convector manufacturer. Holes are provided in the floor to accommodate piping.



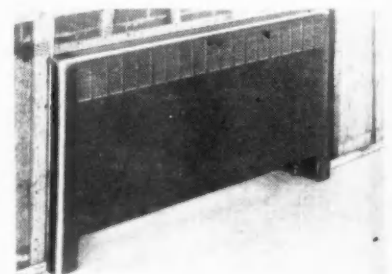
2.—Fiber board insulation is now set in place in the rear of the recess to reduce heat loss through the wall to a minimum. The rear half of the convector will be placed against this board.



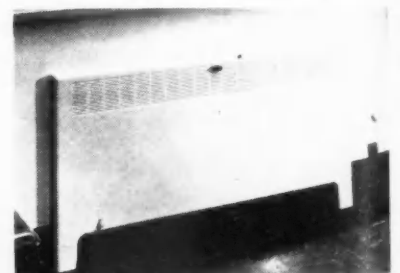
3.—Supports for wire lath are nailed in place, and 3/4-inch ground strips are secured to the wall around the recess. The rear half of the convector is nailed to ground strips. The heating unit is then placed in supporting clips with supply and return tappings above the pipe stubs.



4.—Wire lath is installed around the recess in preparation for plastering. Ground strips project the rear half of the convector forward of wire lath so that the convector front, when in place, will fit snugly against finished plaster. Piping connections are completed, and the air chamber is installed.



5.—The convector front is put in place and securely fastened. Convector can now be operated while other work in the room is completed. The convector front can be removed easily during plastering and painting.



6.—When the installation is finished, projecting edges of the convector front fit snugly against the wall.

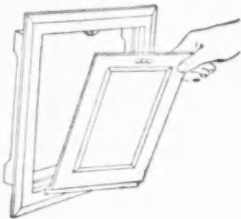
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"DEEP-SEAT"
ASH DUMP**

100% Heavier for Permanent, trouble-free service — 9 x 4½ inches. Cat. No. C-203.



**SCRU-TITE
CLEANOUT DOOR**

Offered in cast iron with steel door (C-211) and in solid aluminum (C-212) for superior corrosion resistance. Both have airtight closure with convenient thumb screw. Sizes 8" x 8" and 12" x 8".



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Cat. No. A-501 Heavy Duty. Extra Deep, Removable Ends. Ash dumping trap. For Coal or Wood.



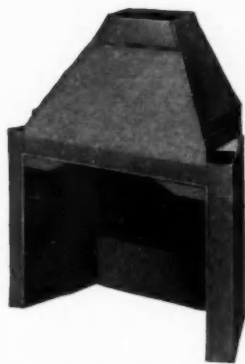
Cat. No. A-503 Cradle Grate. Sturdy Coal or Wood Basket.



Cat. No. A-515 Wood Grate. Use with or without andirons. Good outdoor fireplace grate.



Cat. No. A-1451 Log Dogs for Heavy Logs. Protect valuable andirons. Ideal for camp or outdoor fireplace.

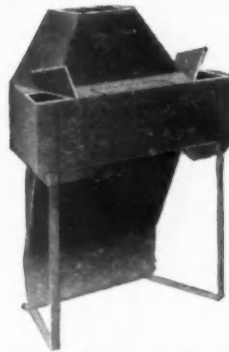


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Warm-Aire
FIREPLACE UNITS**

The post war recirculating Unit. Leak-seal flange around firebox. Tight-seal base. Longer baffles increase heating efficiency. Interchangeable Rotary or Ratchet control on Damper. Cat. No. C-131.

**THE BENNETT LINE
OF SALES PROVEN
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The Bennett Dealer enjoys steady demand for our line through our continuous National Advertising. Bennett Fireplace Supplies are a complete line of profitable quality products. It pays to sell Bennett.



**BENNETT
*Fresh-Aire
FIREPLACE UNITS**

The very best for the modern weather-tight house. Draws fresh air from out of doors, heats and circulates it throughout the house. Cat. No. C-121.



**BENNETT
*Expanslip
STEEL DAMPERS**

Exclusive "Slip-Joint" avoids damage to masonry from heat expansion. The only damper with 60° Steep-Slope. High dome. Lays up easily. Competitively priced. Cat. No. C-101.



**BENNETT
Steep-Slope
CAST DAMPERS**

High dome, steep slope (50°). Steel valve. Broad, strong front flange may be used as lintel bar. Sharp clean lines. Most up-to-date cast damper on today's market. Cat. No. C-103.



Flexscreen
REG. U. S. & CANADA PAT. OFF.

SAFETY FIREPLACE CURTAINS

The only Nationally Advertised curtain screen. Every fireplace owner is a prospect for Flexscreen. Its own best salesman, a display on your floor will increase your volume on this "quality" product.

BENNETT - IRELAND INC.

Chartered in 1906

NORWICH, NEW YORK

Write now to 349 Market St. for

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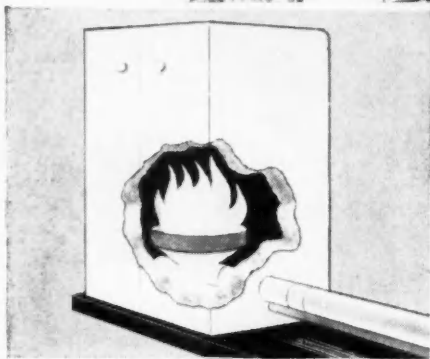
COMPLETE POST-WAR BENNETT LINE

*Trade Marks Reg. U. S. Pat. Off.

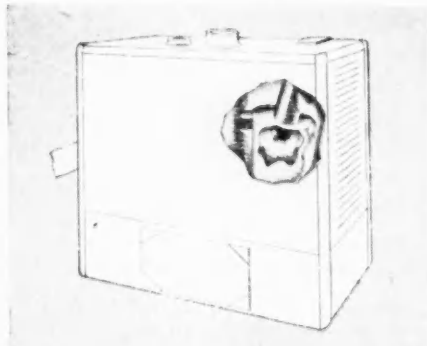
**Must buyers of your
houses pinch pennies
for food and
WASTE DOLLARS
FOR FUEL**



**Not if you specify
ANTHRACITE
Equipment!**



Automatic Anthracite Stokers—Installed in an existing boiler or furnace and in new houses, automatic hard coal stokers deliver *plenty* of heat quickly . . . save up to 52% on fuel bills . . . eliminate fuel worries.



The Revolutionary Anthratube—The Anthratube saves on fuel bills . . . its proved efficiency is over 80%. This scientifically engineered boiler-burner unit, with "Whirling Heat" and other revolutionary features, produces quicker response and superior performance than units using other types of fuel.

**Automatic Anthracite Heat offers
savings up to 52% on annual fuel bills**

• Here's how you can be a real friend to your clients . . . and build good will plus future business for yourself.

Just ask a few clients if they would rather burn money or Anthracite . . . it's as simple as that.

Then tell your clients how they can offset today's high living costs with completely automatic Anthracite equipment.

You'll find that most people will welcome the chance to save \$100 to

\$200 every year . . . particularly when they learn they can have all the comfort and convenience of completely automatic heat. Moreover you can assure them they will have *plenty* of heat . . . because there's plenty of hard coal now, and for years to come.

• • •

Get complete information about modern coal stokers, and data on the revolutionary new Anthratube, by writing to Anthracite Institute *now*.

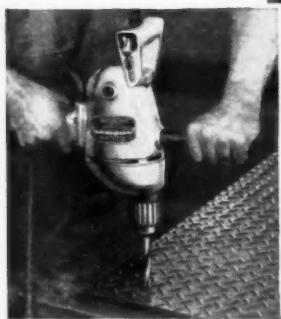


ANTHRACITE INSTITUTE

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New York 17, New York

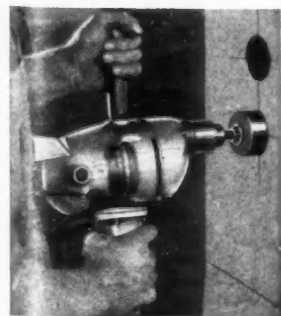
World's Standard
Electric Drill
BLACK & DECKER
1/2" Standard \$58⁰⁰
Drill



DRIVES TWIST DRILLS up to 1/2" diam. in steel



DRIVES WOOD AUGERS up to 1" diam. in hardwood



DRIVES HOLE SAWS up to 3 1/2" diam. in sheet steel

Cuts Your Building Costs by Speeding Up Hundreds of Jobs

The pictures tell the story of why the Black & Decker 1/2" Standard Drill leads in popularity with builders. The spindle speed is just right for all sorts of building jobs . . . tying rafters together . . . framing up concrete forms . . . boring in heavy timbers . . . drilling in steel beams. Perfect operating balance, weighs only 9 3/4 lbs. Minimum spindle offset and horizontal spade handle designed for work in close quarters. Operates from standard

power line or portable generator. And the tool is expertly built of first-quality materials to give you years of service!

Ask your nearby Black & Decker Distributor to show you this popular Drill of many uses . . . and the many other B&D Portable Electric Tools that mean faster building at lower cost. For your free copy of our catalog, write to: The Black & Decker Mfg. Co., 666 Pennsylvania Ave., Towson 4, Md.

LEADING DISTRIBUTORS  EVERYWHERE SELL

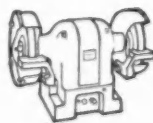
Black & Decker
PORTABLE ELECTRIC TOOLS



Electric Quick-Saws



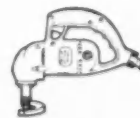
Electric Hammers



Bench Grinders

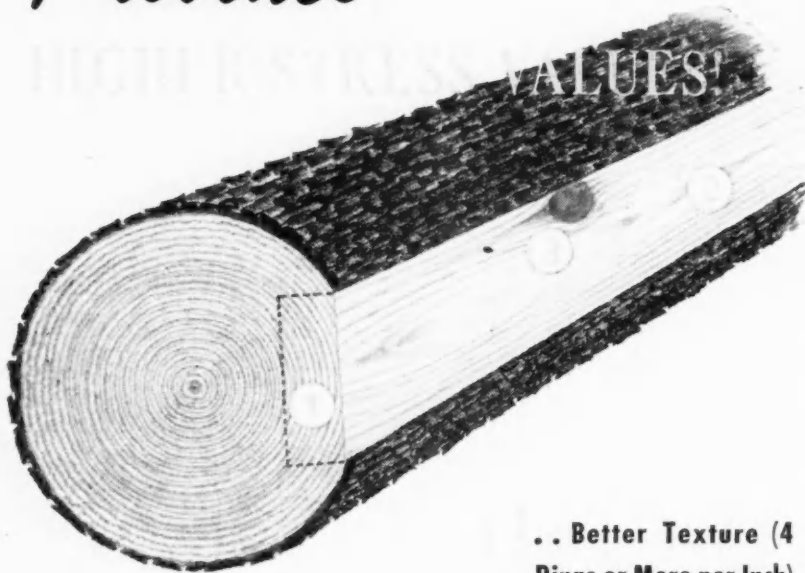


Portable Sanders



Electric Shears

Improved NEW GRADE for SOUTHERN PINE Provides



HERE ARE THE VITAL IMPROVEMENTS IN THIS GRADE

This close-up spotlights the improved grading standards for No. 2 Dimension which afford higher quality and new cost economies in this grade of Southern Pine framing material for residential and light commercial construction.

From every standpoint, this new grade is a decidedly better material than its predecessor. Its greater strength is known, because it carries definite working stresses... a feature previously available only in a higher grade at a higher cost.

SEND FOR NEW GRADING RULES—FREE

This constructive improvement is fully detailed in the new 1948 Southern Pine Grading Rules. Your copy and the helpful Grade Use Guide will be mailed promptly on request.

Quality Southern Pine Is Available, Now!

SOUTHERN PINE ASSOCIATION



- .. Better Texture (4 Rings or More per Inch)
- .. Bending Stress 1,100 Pounds per Sq. In.
- .. Smaller Edge Knots

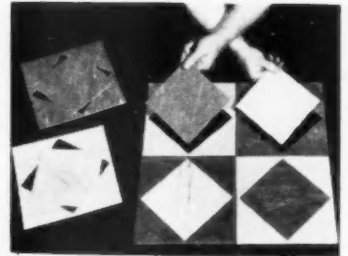
**WRITE
for this data
TODAY**

NEW PRODUCTS

(Continued from page 126)

RUBBER FLOOR TILE AB3915

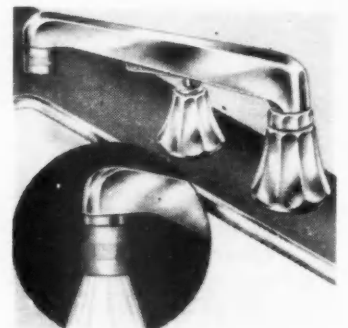
Duo-Cut specially-cut tile affords unlimited possibilities in pattern designing and color schemes. Main feature is the bevel die cutting of regular 9x9-inch squares of rubber floor tile, so that a 6x6-inch square



can be readily removed from inside and the space used to accommodate an insert of another color. Tile is available in 13 plain and marbled colors. Fremont Rubber Co., 164 McPherson Highway, Fremont, Ohio.

FAUCET WITH SPRAY AB3943

The Melard Finger-Tip spray is built-in feature of the Melard Concealed Deck faucet (M-05). By simple half-turn of spray attachment, normal flow is converted into finely-divided, diverging, splashless spray. Spray will cover a dinner plate when held approximately ten inches from it. All parts of spray made of metal. Melard Concealed



Deck faucet fits all sinks. Made of red brass, it has octagonal escutcheons, cast spout, and is heavily chrome-plated on base of copper and nickel. Supplied with tailpieces and coupling nuts. Melard Manufacturing Corp., 37-25 32nd St., Long Island City, N.Y.

POCKET SIZE LEVEL AB3934

The "Levelette" is an ideal level to use in positions where the standard level cannot be used. Made of select mahogany wood



with Pyrex glass vials. Weather-proved by chemical sealing process. Peerless Level & Tool Co., Sterling, Ill.

(Continued to page 156)

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It's New! It's beautiful! It's the last word in heating comfort . . . the New Modine Convector

Design and Mechanical Patents Pending

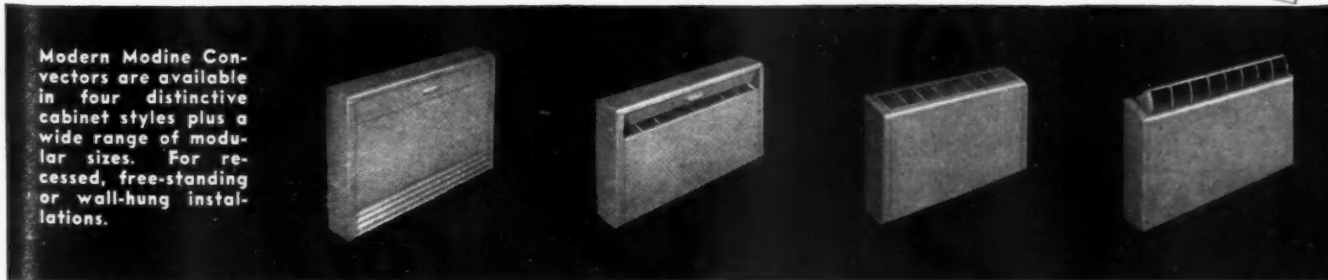
It's the *new way . . . the better way* to heat the modern apartment, new home, school, office or hospital. Yes, Modine Convector are functionally styled to complement modern taste in interior design. Modine gives you entirely new installation, control and maintenance features

that make it one of the greatest forward steps in radiation. Call your Modine representative. He's listed in the "Where-to-Buy-It" section of your phone book. Or write direct for complete details. Modine Manufacturing Company, 1501 Dekoven Avenue, Racine, Wis.

Send for New Modine Convector Catalog Today!
Special 1-Pipe Steam Convector Bulletin Also Available.



Modine CONVECTOR RADIATION



Modern Modine Convector are available in four distinctive cabinet styles plus a wide range of modular sizes. For recessed, free-standing or wall-hung installations.



A good door for good homes...

WEATHERTIGHT. Special roller crank closing action moves the entire door smoothly and evenly against the stop strips in the last few inches of its downward travel, effectively sealing the opening.

EASY WORKING. Tailored twin-torsion counterbalancing springs accurately support the weight of the door, so minimum effort is required for raising or lowering. Sticking is eliminated by the fast-freeing effect of the exclusive roller crank closing action.

Barcol OVERdoors assure satisfaction ... giving long, trouble-free service because they are strongly built, ac-

SEE OUR
CATALOG
IN SWEET'S

curately assembled, and carefully installed by factory-trained men.

ADAPTABLE. The picture above shows a somewhat unusual installation, in that this garage has both a single width and a double width entrance. It is, however, an excellent illustration of the adaptability of Barcol OVERdoors. Suitable doors can be furnished for any design of building and for any size of opening.

ELECTRIC DOOR OPERATORS. Available for swinging, sliding, and overhead type doors, and for sliding gates. They offer the convenience and protection of switch control or the amazing Radio Control.

FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES in PRINCIPAL CITIES



BARBER-COLMAN COMPANY
104 MILL ST. • ROCKFORD, ILLINOIS

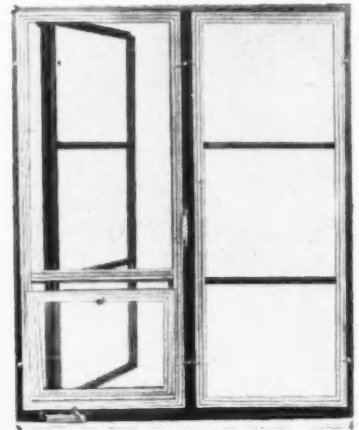
NEW PRODUCTS

(Continued from page 154)

ALUMINUM STORM WINDOWS

AB3931

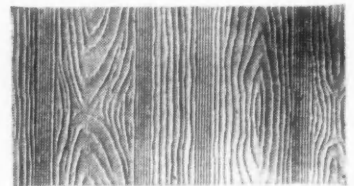
Wilson aluminum storm windows fit all types of metal casements, and may be quickly and easily installed from the inside. Interchangeable with screens. Hollow rubber, securely attached to aluminum



panel, prevents transfer of cold from metal casement, reducing possibility of condensation. Rubber insulation extends beyond and covers frame around aluminum panel. Ventilation provided by draft-free panel hinged at the bottom. Metal Window Co., 1954 W. 115th St., Chicago, Ill.

ASBESTOS CEMENT SIDING AB3913

Ceramo siding has rotproof, wearproof, fire-safe base of portland cement and asbestos fibres. Ceramic coated surface is fused on at high temperatures, making it smooth and hard. Density prevents infiltration of moisture or dirt, and any dirt



that should accumulate on surface is generally washed off by rain. Available in standard 12-inch by 24-inch shingle size in the wave line, straight line or thatch butt pattern. Philip Carey Manufacturing Co., Dept. 20, Cincinnati 15, Ohio.

LIGHTED HOUSE NUMBER AB3924

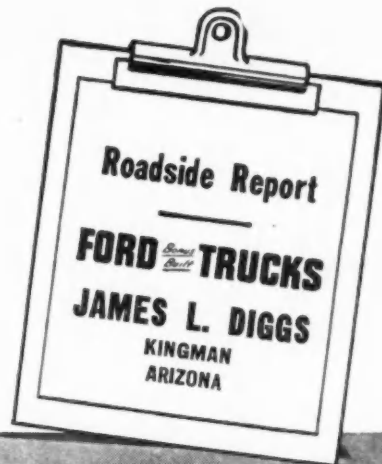
Plastic lighted house number is single unit, the numbers fused on permanently at the factory. Can be purchased with or without small built-in transformer, or if desirable, it can be plugged into wall.



Length, 9 inches. Height, 4 inches. Can be mounted above or around door. Weatherproof. Operates 24 hours a day. Dome Co., 401 Endicott on Fourth St., St. Paul 1, Minn.

(Continued to page 158)

FORD F-8 Big Jobs outperform all other trucks in their class!"



"MY BONUS BUILT Ford F-8 Big Jobs, averaging 46,000 lbs. gross, are outperforming all other trucks in their class," reports Mr. James L. Diggs. "Gas mileage is 6 miles per gallon. The engine on one F-8 has never felt a wrench, except for changing one set of points and two fan belts. My run takes us over a mountain range and through the intense heat of the Colorado River Valley."

Mr. Diggs is one of many big-time haulers who give the Ford Big Jobs a great big hand. Owners report the 145-horsepower engine outperforms anything in its class. They offer plenty of proof that it outsaves many engines much smaller in size. Drivers report that the new Ford Million Dollar Cab can't be beat for comfort. Ford Big Jobs for '49 are Bonus Built . . . like the other 139-plus models in the full line of Ford Trucks. Bonus Built is the superstrong construction that contributes to long truck life. Life insurance experts prove Ford Trucks last longer.

ONLY THE FORD BIG JOB HAS ALL THESE FEATURES!

- ★ New 145-h.p. Ford V-8 engine for top performance.
- ★ Ford exclusive concentric dual-throat carburetor for more power, more economy.
- ★ New heavy duty 5-speed transmissions for operating flexibility.
- ★ Big Ford power-operated brakes for sure-footed stopping; rear 16-inch by 5-inch on the F-8.
- ★ Ford Super Quadrax 2-speed axle with vacuum shift for performance flexibility in Model F-8 (single speed axle also available); single-speed Quadrax Hypoid Axle in Model F-7.
- ★ Large diameter (10-inch) wheel bolt circle with 8 studs to allow for extra-strong hub construction.
- ★ Million Dollar Cab with Ford Exclusive Level Action suspension for greater driving comfort.
- ★ Nationwide service from over 6,400 Ford Dealers.
- ★ Ford Bonus Built construction for long truck life.

Gross Vehicle Weight Ratings: F-8 up to 27,500 lbs., F-7 up to 19,000 lbs. Gross combination ratings: F-8 up to 39,000 lbs., F-7 up to 35,000 lbs.



BUILT STRONGER TO LAST LONGER

USING LATEST REGISTRATION DATA ON 5,444,000 TRUCKS,
LIFE INSURANCE EXPERTS PROVE FORD TRUCKS LAST LONGER!

The
Little
SWITCH
that
wasn't
there...



can break a leg... or break a sale!

Enough switches, properly located—always ready to throw paths of light at the flick of a finger—can prevent many a broken leg—and will help to prevent many a broken sale! Customers know that adequately wired homes have plenty of switches.

An adequately wired home sells readily at a good price, because home buyers nowadays have learned to look for Adequate Wiring.

An Adequate Wiring Certificate is your proof that each house you design and build has:

- ▶ Enough outlets, fixed lights and switches.
- ▶ Adequate electric service entrance equipment, fed by three ample size wires.
- ▶ Enough branch circuits and spares for present and future electrical needs.

The Sign
of
the Times

Use the services of the local Adequate Wiring Bureau in preparing a complete Adequate Wiring layout and specification, *before* you put the electrical job out for bids. Get the wiring into the plans for better appraisal—a better loan!

If there is no Adequate Wiring Bureau in your community, write us or your local electric utility for information on how to take advantage of Adequate Wiring in the homes you build.



USE THIS COUPON if there is no Adequate Wiring Bureau in your area

NATIONAL ADEQUATE WIRING BUREAU, Dept. AB-3
155 E. 44th Street, New York 17, N. Y.

Please send me, without charge, information on how to take advantage of Adequate Wiring as a sales feature.

NAME.....

TITLE.....

STREET ADDRESS.....

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

NEW PRODUCTS

(Continued from page 156)

REFRIGERATORS

AB3918

New exterior styling, more usable space and adjustable stainless steel shelves are incorporated in four new refrigerators in 8 and 10 cubic foot sizes. Line is characterized by Y-shaped door molding, new



plastic and metal nameplate, and chromium panel behind the handle. Butter conditioning compartment located in door permits housewife to keep a pound of butter at spreading consistency. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.

DISAPPEARING STAIRWAYS **AB3912**

Model 45 Bessler disappearing stairway requires finished opening of 2 feet, 6 inches wide. Standard sizes from 7 feet, 7 inches to 10 feet, 7 inches floor to floor.

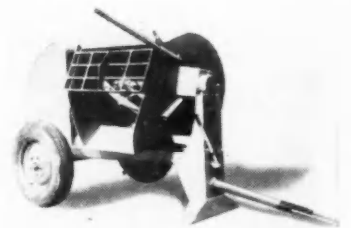


Provides handy way to get into the attic without taking up any space in the room below. The Bessler Disappearing Stairway Co., Akron 5, Ohio.

PLASTER MIXER

AB3928

Plaster mixer is designed to meet rough working conditions. Of 6 cubic foot capacity, it is driven by Briggs & Stratton engine through heavy roller chain drive.



Equipped with bag shelf and bag splitter. Fabricated of steel throughout. Disc-type wheels with Timken bearings, pneumatic tires. Telescopic towing bail. Muller Machinery Co., Inc., Metuchen, N.J.

(Continued to page 162)

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AB3910
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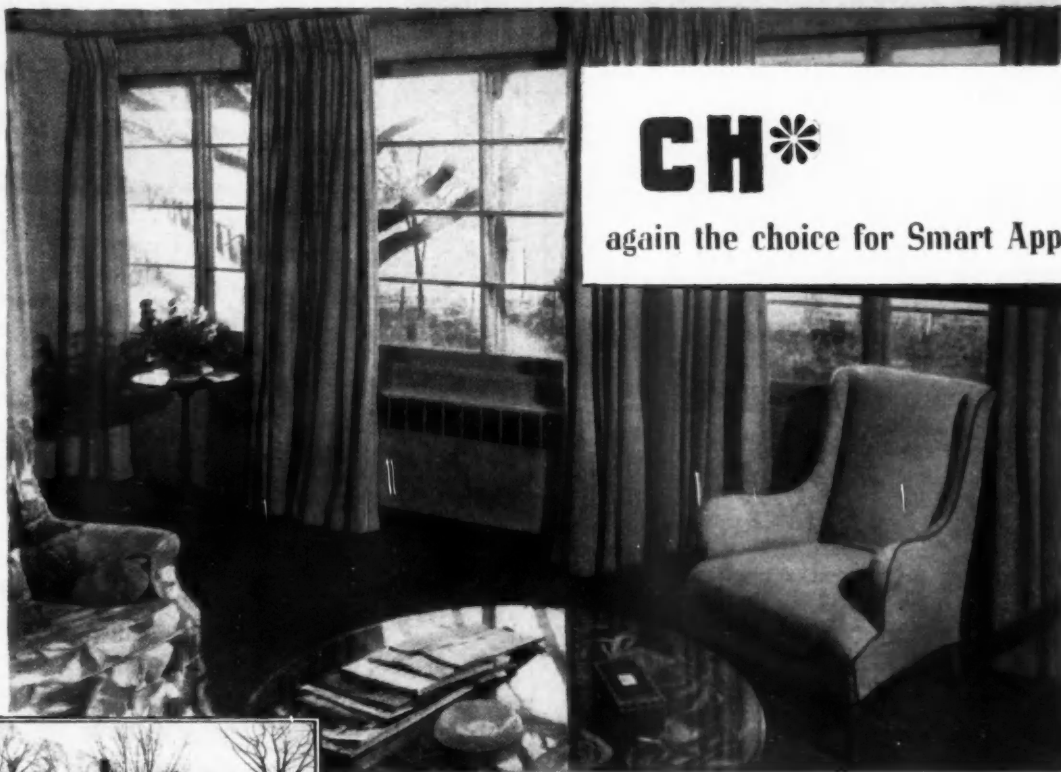
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CH*
again the choice for Smart Appearance



*
Convection Heating with

TUTTLE & BAILEY
Standardized COPPER CONVECTORS

In selecting the heat distribution equipment for *homes of distinction*, appearance is always an important consideration. For such equipment must blend architecturally with design . . . must harmonize with interior decorations.

Smartly-styled to meet these demands, Tuttle & Bailey Type RP Convectors actually add a touch of beauty to any room. Trim, space-saving units — *exclusively designed for recessed installation* — extend only 1 3/4" from wall. Front panel provides sufficient overlap to cover the wall plaster line.

From the standpoint of performance, T & B Convectors, operating on the principle of air motion, assure proper air circulation, more even temperatures, comfortable living . . . all-copper heating elements mean fast response to thermostatic control, quick transmission of heat from boiler to rooms, fuel cost savings.

For modern appearance . . . outstanding performance . . . specify and install *CH . . . with Tuttle & Bailey Standardized Copper Convectors.

ASK YOUR JOBBER

TUTTLE & BAILEY inc
NEW BRITAIN, CONNECTICUT

For detailed facts that will aid specifying and installing Tuttle & Bailey Convectors, write today for your copy of Catalog No. C8R.



Northern Hard Maple Floor—Hollywood Turf Club, Inglewood, California—Stiles O. Clements, Architect, Los Angeles.

NORTHERN Hard MAPLE Flooring

is truly resilient

● A floor of Northern Hard Maple is a *true* floor—not a floor covering. And, *truly resilient*. Northern Hard Maple's resilience absorbs shock—means less fatigue and real comfort underfoot.

Northern Hard Maple, with its tough-fibre and tight-grain has remarkable resistance to indentation and abrasion. Yet, it is *truly resilient*. For over 50 years, MFMA Maple floors have been laid in school classrooms, gymnasiums, auditoriums, bakeries, textile mills, industrial plants, stores, warehouses, residences. Builders know Northern Hard Maple affords everything these floors require—resiliency, warmth, beauty, smoothness, sanitation, long life and inexpensive maintenance.

Buildings planned for permanence deserve a *true*, resilient and permanent floor. Northern Hard Maple welcomes close comparison for all-round suitability, for cost, for investment value. Northern Hard Maple is the time proved quality flooring.

Consider MFMA (trademarked) Maple in strips or patterned designs. It is association supervised and guaranteed. Consider also, Northern Hard *Beech* and *Birch* for many spaces in building projects. Write for details.

REMEMBER! The *service idea* of member manufacturers assures continued co-operation after the flooring leaves their mills.

MAPLE FLOORING MANUFACTURERS ASSOCIATION
Room 386—46 Washington Boulevard
OSHKOSH, WISCONSIN



FLOOR WITH **NORTHERN** HARD MAPLE
BEECH AND BIRCH

Invizie says:

"HERE'S THE IDEAL SASH
BALANCE FOR MODERN
NARROW TRIM WINDOWS, TOO"



Always at your service — never in your sight, Grand Rapids Invisible Sash Balances are the most practical balance for double hung windows of every type. Tested and proved in the laboratory and in thousands of homes, they provide smooth effortless operation at the slightest touch of a finger. Housewives everywhere prefer them because they are completely concealed in the sash itself with no exposed cables, tapes or tubes. Builders prefer them because they are easy to install — because savings on material and installation more than pay their cost. Dealers prefer them because their ready demand and fast turnover assure greater profits!

BALANCE 100%
concealed in the sash . . . no tapes . . .
no cables . . .

EASY TO INSTALL
. . . just drive in two fasteners . . . screw in
one screw.

10 SIZES FIT 95%
of all new and old windows . . . completely
interchangeable.

INVIZIBLES ARE EASY TO SELL
BECAUSE THEY ARE WIDELY
ADVERTISED IN NATIONAL
AND TRADE MAGAZINES

SEE OUR
CATALOG IN
SWEETS

**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.



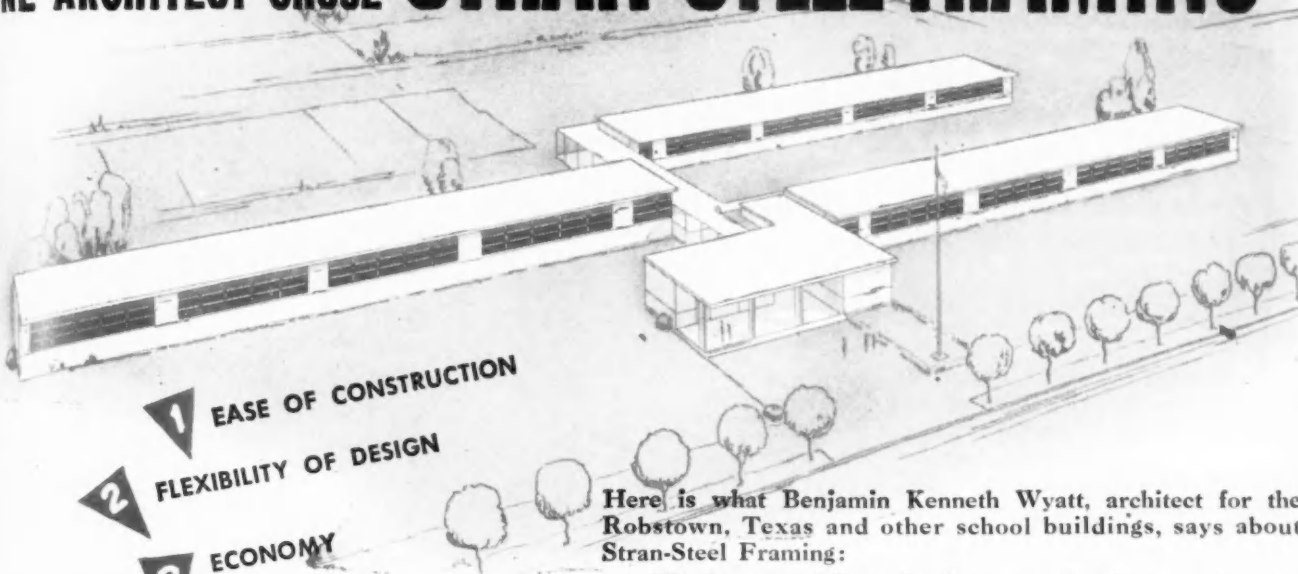
WRITE
for Illustrated
1949 catalog
49-S-B-P

**GRAND RAPIDS
Invisible
SASH BALANCE**

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS 2, MICHIGAN
Quality Leaders in Sash Hardware for over 50 Years

3 REASONS WHY ONE ARCHITECT CHOSE

STRAN-STEEL FRAMING



- 1 EASE OF CONSTRUCTION
- 2 FLEXIBILITY OF DESIGN
- 3 ECONOMY

Here is what Benjamin Kenneth Wyatt, architect for the Robstown, Texas and other school buildings, says about Stran-Steel Framing:

"We have used Stran-Steel construction in several recent school buildings.

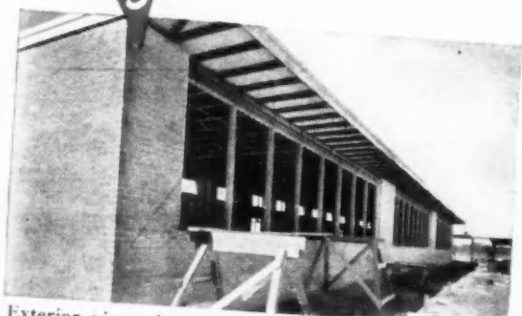
"Besides being most flexible for modern design, providing light cantilevered construction, thin window mullions used with collateral materials, economical suspended furring, Stran-Steel offers great rigidity with speed of erection for greater economy.

"Being able to nail to Stran-Steel framing gives the economy of wood framing for dry wall construction (Knox School) also eliminates furring for metal lath (Robstown Schools) in plaster construction. Fire-safety and long life is of paramount importance in school building construction, and incombustible Stran-Steel framework meets both of these requirements."

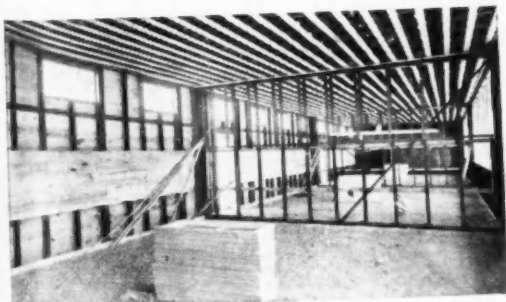
Stran-Steel framing makes it easy to design, easy to build **BETTER BUILDINGS** economically! If you are planning a housing project, a light industrial building or a private home, you can give your buildings a backbone of steel with Stran-Steel framing.

GREAT LAKES STEEL CORPORATION

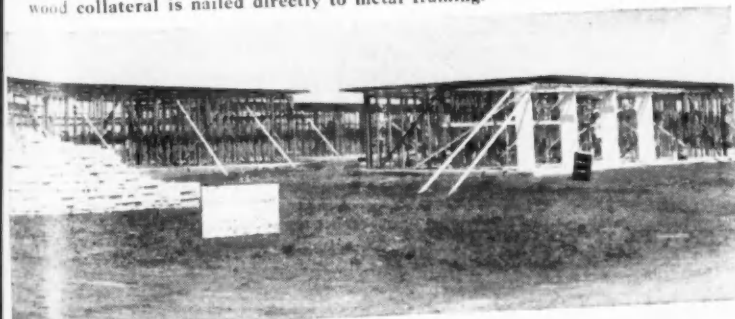
Stran-Steel Division • Dept. 30 • Penobscot Bldg. • Detroit 26, Mich.
UNIT OF NATIONAL STEEL CORPORATION



Exterior view of school. Electrical wiring is installed through factory-punched holes in frame members.



Interior view of school under construction. Note how wood collateral is nailed directly to metal framing.



Stran-Steel framing for Robstown Elementary School.



Corridor detail of school showing Stran-Steel framing.



STRAN-STEEL REG. U.S. PAT. OFF.

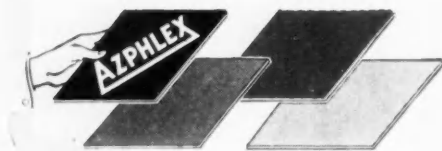
KEEP
FLOORING COSTS DOWN

Quality Up!

WITH
AZPHLEX
ASPHALT TILE

• Juggling cost against quality is no problem with beautiful, resilient Azphlex, the premium-grade asphalt tile that has *everything*—including a modest price tag! Very resistant to denting and marring, exceptionally durable, easy to lay in a wide variety of patterns and highly resistant to greases, alkalis, alcohol and mild acid solutions, Azphlex offers a lifetime flooring for installation over wood, metal or concrete sub-floor, above, on or below grade. Colors and marbling are permanent, being through and through.

WHEN FLOORING SPECIFICATIONS CALL FOR THE **BEST**—THEY MEAN



Ask your flooring dealer for full information about AZPHLEX—it's the best flooring buy on the market today! Or, if you prefer, write direct.

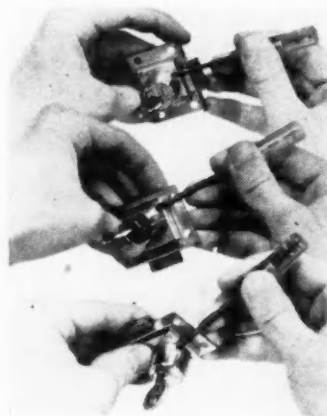
UVALDE ROCK ASPHALT CO.
Makers of AZROCK and AZPHLEX Asphalt Tile
FROST BANK BLDG. SAN ANTONIO, TEXAS

NEW PRODUCTS

(Continued from page 158)

THREE-WAY CABINET LOCK AB3936

A patented rotating cylinder that permits lock to be adapted to any one of three



different uses won for this cabinet lock a Certificate of Merit from Associated Locksmiths of California. The award was for simplification of stock. For cabinet, cupboards and drawers, it is applicable for either right hand or left hand doors. Yale & Towne Manufacturing Co., Chrysler Building, New York 17, N.Y.

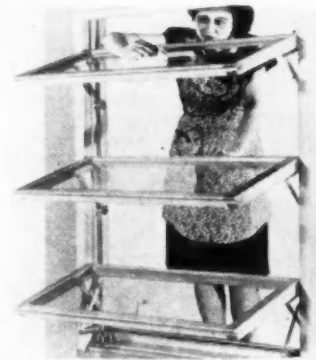
CEMENT DISPERSAL AGENT AB3901

Pozzolith, a dispersing agent added in the mixer, increases resistance of portland cement to moisture penetration. Dispersing

action breaks up the cement particles, releasing water imprisoned in small cement lumps, thus facilitating the flow of fluid through which the cement particles move. Increases strength and durability of surface area. Master Builders Co., Euclid and Thomas Sts., Cleveland, Ohio.

AWNING TYPE WOOD WINDOW AB3910

Super-Vent awning type window, for use in light and heavy construction, incorporates patented mechanism which lowers each vent from the top as it opens outward. This permits easy cleaning, and provides 100 per cent controlled ventilation draft.



free air circulation, even in rainy weather. Easily operated by crank. Super-Vent Co., 303 W. Monroe St., Chicago, Ill.

PERCOLATOR PRINCIPLE BOILER AB3914

Percoflash boiler operates on a principle which permits tubeless design—the per-

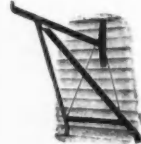
(Continued to page 166)

SAFE . . . SAFER . . . SAFEST
for sidewall and ladder work



SCAFFOLD BRACKETS

Simplify the installation of safe working platforms for many types of sidewall work. "TroubleSavers" are light, easy to handle and extra strong. Made of rail steel in nail-attached, studing and bolt-attached types. They do not bend.



LADDER JACKS

ONE-MAN Ladder Jacks (top) adjust to any pitch on either side of the ladder. Weight is distributed on three rungs. New rail type jack (bottom) provides added safety by using side rails of ladder for support.



Builders and contractors are quick to see the time and money-saving advantages of "Trouble Saver" Equipment... and the extra safety provided. Use of "Trouble Saver" Scaffold brackets and ladder jacks speeds work and eliminates many working hazards that cause costly accidents. Safe working platforms help your men do more and better work.

Write for catalog "M" on "Trouble Saver" Scaffolding Accessories

THE STEEL SCAFFOLDING COMPANY, Inc.
856 HUMBOLDT STREET BROOKLYN 22, NEW YORK
Telephone: EVERgreen 3-5510

The New Factory-Assembled Door-Frame that's *Easy to Specify - Easy to Install*



Architect: J. F. Lauck, Associates, Kansas City, Mo.

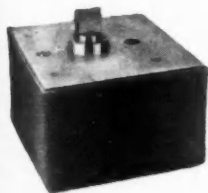
THE result of "Pittsburgh's" constant and extensive research, aimed at helping to solve architectural and building problems actually encountered in the field, this door-frame simplifies specification as well as installation. It is factory-built of special shapes and of heavy extruded aluminum, heavily reinforced with structural steel. It is fabricated to high quality standards by experienced metal craftsmen, who use special checking gauges to assure accuracy of all dimensions.

Pittsburgh Herculite Door-Frame Assemblies come in twelve standard designs and these make possible numerous combinations. There are no problems of setting and fitting; no assembly is required on the job. When ordering, all you do is indicate the name, "Herculite Door-Frame Assembly," and give the style number and size. It will come to you complete with moldings for transom glass, supports for sidelights, strikes for locks, sockets for bolts, and everything else necessary for its installation.

In addition, these door-frames are equipped with the famous Pitcco Checking Floor Hinge. Only 6 1/4" x 6 1/4", this hinge has remarkable operating characteristics, such as positive door speed control, a separate checking control, and a built-in hold-open feature.

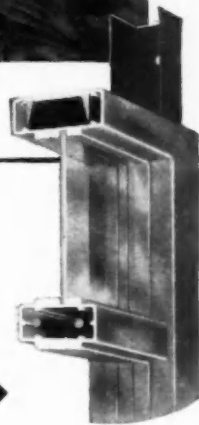
You will be interested in getting our illustrated booklet on Pittsburgh's Door-Frame Assembly. Fill in and return the coupon below for your free copy.

HERCULITE DOOR-FRAME ASSEMBLY



Pitcco Checking Floor Hinge is sealed in oil for life. Case and covers are drop-forged. Main working parts are hardened and ground tool steel. Bearings are anti-friction, precision-ground.

Handsome, rugged design of frame is shown here. Fabricated of extra-heavy extruded aluminum, highly polished and anodized, it is heavily reinforced with steel channels and tie rods.



Pittsburgh Plate Glass Company
2118-9 Grant Building, Pittsburgh 19, Pa.

Without obligation on my part, please send me a free copy of your booklet on Pittsburgh's Herculite Door-Frame Assembly.

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

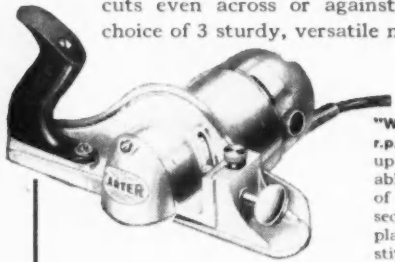


PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

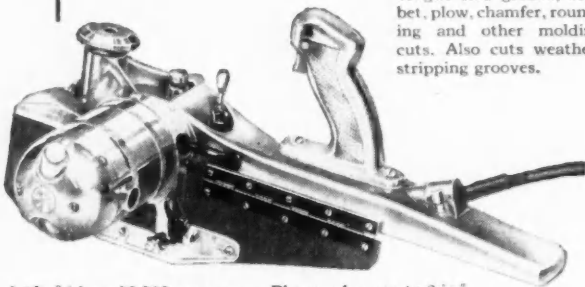
PITTSBURGH PLATE GLASS COMPANY

Cut the time from
"framed" to "finished" with a
Stanley-Carter Power Plane

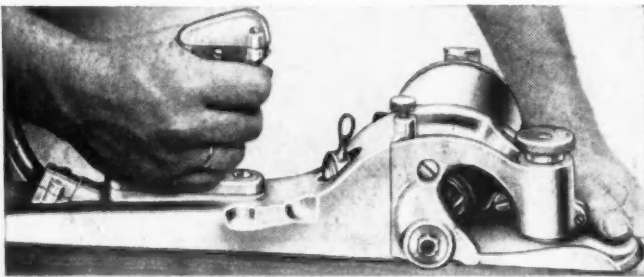
Speed up where you usually have to slow down . . . after the framing's done and you start fitting doors, sash, shutters, cabinets and trim. Get mill speed and precision at a dozen places with a Stanley-Carter Power Plane. It's the combination of spiral cutter and high-speed motor that does the trick . . . smooth, waveless cuts even across or against the grain. Your choice of 3 sturdy, versatile models:



"WASP", $\frac{3}{4}$ h. p. 18,000 r.p.m. . . . Planes any edge up to $1\frac{1}{2}$ " wide. Adjustable front shoe sets depth of cut. Has profitable secondary uses as small planing mill . . . by substituting Carter Shaper Cutters for spiral cutter. Will make surface beads, tongue and groove, rabbet, plow, chamfer, rounding and other molding cuts. Also cuts weather-stripping grooves.



J 4A, $\frac{3}{4}$ h. p. 18,000 r. p. m. . . . Planes edges up to $2\frac{1}{2}$ " wide. Has adjustable fence for making straight or bevel cuts from 0 to 45 degrees. Depth of cut set by dial. Furnished with two important accessories . . . an attachment which enables plane to grind own cutter and a bench bracket for converting plane to bench jointer for small work.



J 5, 1 h. p. 18,000 r. p. m. . . . Largest, most powerful portable electric plane. Handles any width edge up to $2\frac{1}{2}$ ". Has same adjustable fence, cutter grinding attachment and bench bracket as the J 4A. Heat treated aluminum body and aluminum alloy motor body. All wiring inside. Double pole, momentary contact, safety trigger switch with locking provision.

Write for complete, illustrated literature. Stanley Electric Tools, Stanley-Carter Sales Dept., 534 Myrtle Street, New Britain, Conn.

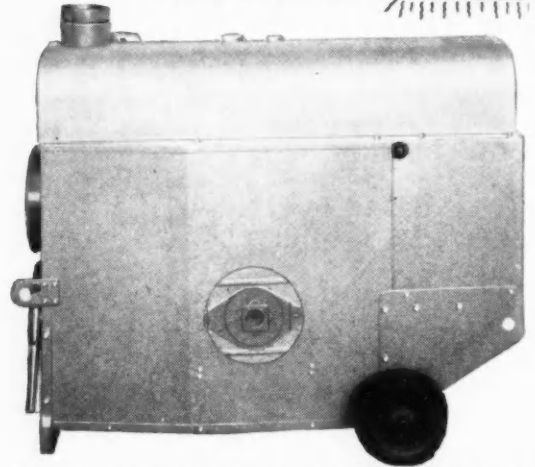
THE GREATEST NAME IN TOOLS

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HARDWARE • HAND TOOLS • ELECTRIC TOOLS • STEEL STRAPPING

Here's the Latest in
PORTABLE HEAT



THE NEW HERMAN NELSON
De Luxe Model Portable Heater

- Provides Quick, Clean, Safe Heat — without smoke, soot or open flame.
- Abundant fresh, heated air — forced to areas where most needed.

Full 250,000 BTU per hour capacity—enough to heat three ordinary 5-room houses!

Burns range oil, kerosene or prime white distillate — costs less than 39c per hour!

Electric motor powered; 115-230 volt, 60 cycle, single phase.

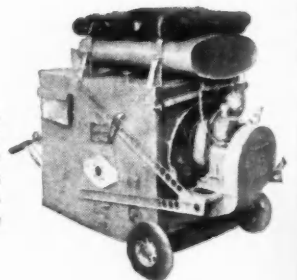
Automatic, constant spark ignition!

Two 12" dia. x 12' long, extendable hot air ducts.

Streamlined appearance. Two-tone finish.

Still Available

The original Herman Nelson, gasoline burning, gasoline engine powered, Portable (Ground) Heaters. For areas lacking electric power. Completely self-powered. Easily portable by one man.



Write for Interesting Free Booklet on "COST CONTROL"



THE HERMAN NELSON
CORPORATION
MOLINE ILLINOIS

Since 1906 Manufacturers of Quality Heating and Ventilating Products

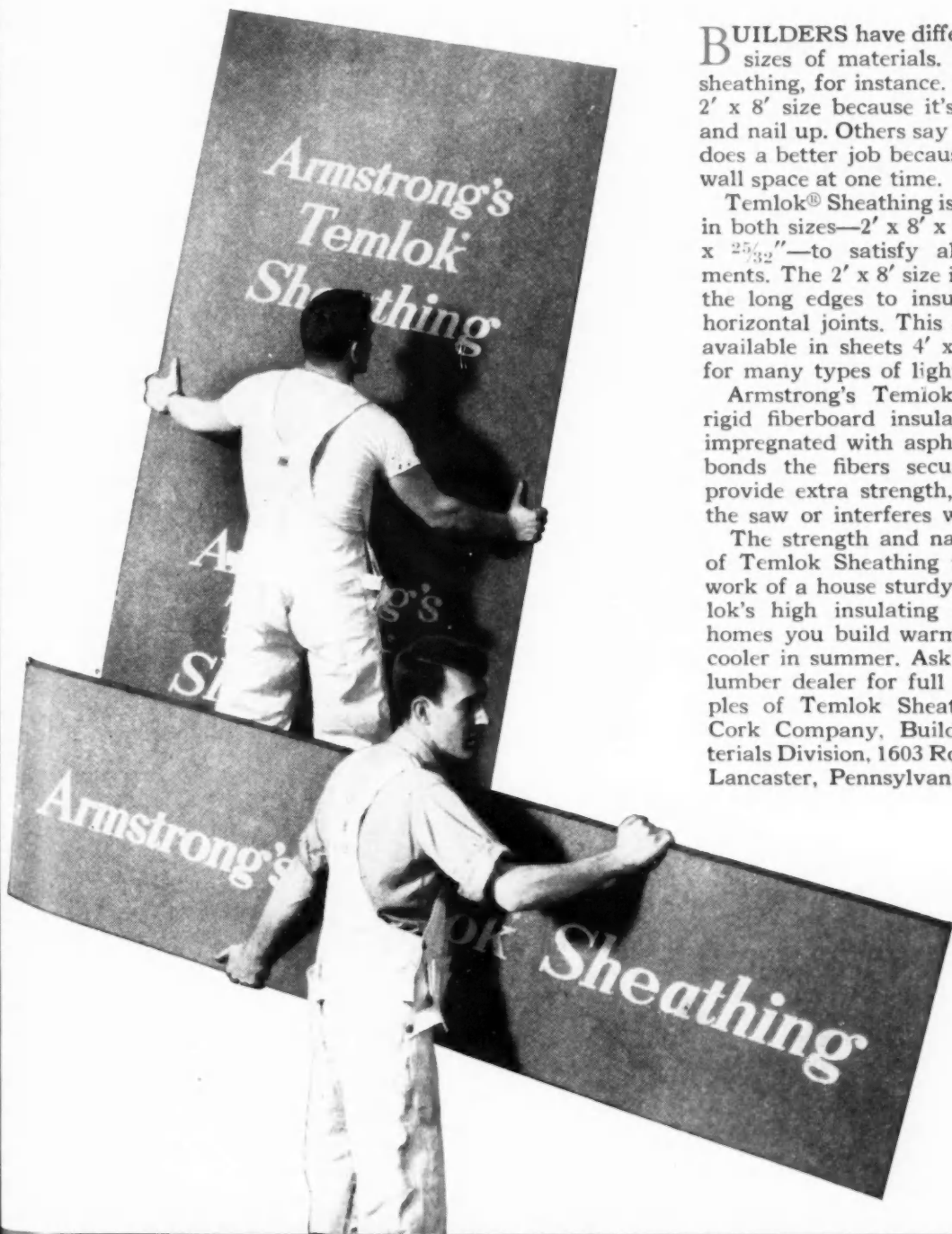
What size, Mr. Builder?

BUILDERS have different ideas about sizes of materials. Take insulating sheathing, for instance. Some prefer the 2' x 8' size because it's easy to handle and nail up. Others say 4' x 8' sheathing does a better job because it covers more wall space at one time.

Temlok® Sheathing is now being made in both sizes—2' x 8' x 25/32" and 4' x 8' x 25/32"—to satisfy all your requirements. The 2' x 8' size is ship-lapped on the long edges to insure weather-tight horizontal joints. This sheathing is also available in sheets 4' x 8' x 1/2", useful for many types of light construction.

Armstrong's Temlok Sheathing is a rigid fiberboard insulation, completely impregnated with asphalt. This asphalt bonds the fibers securely together to provide extra strength, yet never gums the saw or interferes with handling.

The strength and nail-holding power of Temlok Sheathing make the framework of a house sturdy and rigid. Temlok's high insulating value keeps the homes you build warmer in winter and cooler in summer. Ask your Armstrong lumber dealer for full details and samples of Temlok Sheathing. Armstrong Cork Company, Building Materials Division, 1603 Ross Street, Lancaster, Pennsylvania.



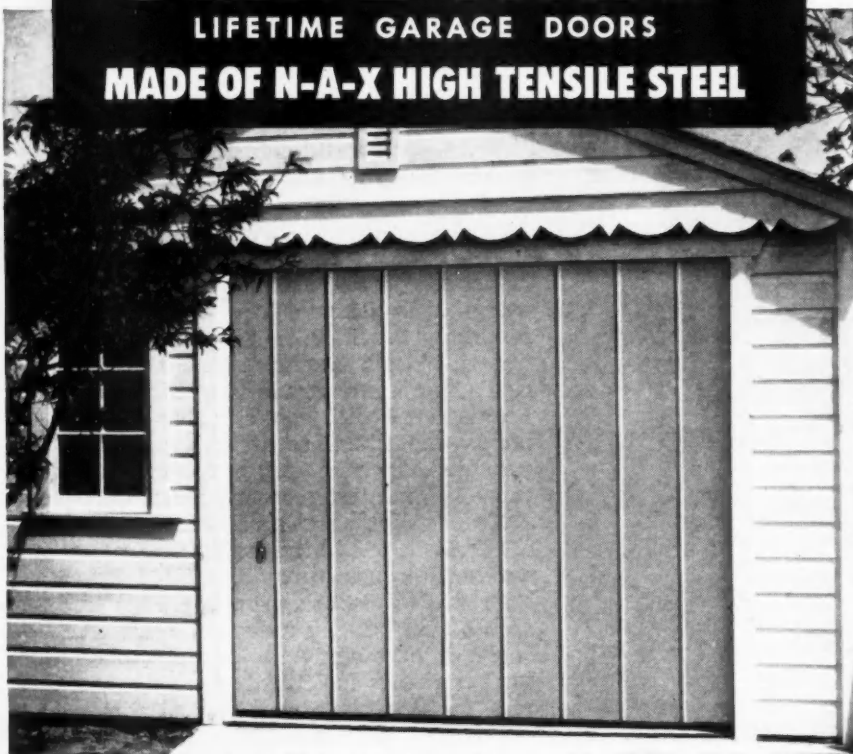
Armstrong's Temlok

It's Easy to Sell the Door Home Owners Want!

GLIDE-AWAY

LIFETIME GARAGE DOORS

MADE OF N-A-X HIGH TENSILE STEEL



THE ONLY DOOR WITH ALL THESE ADVANTAGES:

"Glide-Away" is the *only* overhead-type garage door made of N-A-X High Tensile Steel for 50% greater resistance to distortion and denting, and 4 to 5 times greater resistance to rust and corrosion. And look at the other features: One piece, all-welded construction for extreme rigidity. Edges are completely flanged to eliminate all sharp surfaces. Full recessing with only 2 1/2" of headroom required. Space-saver, jamb-type hardware that provides smooth, gliding action without sacrificing interior space. Distinctive jamb-aligner and weather seal that assures perfect closure even for out-of-plumb openings; and easily-adjusted, spring-balanced mechanism that provides effortless operation. Yes, "Glide-Aways" are just what home owners want, because they're built for a lifetime of trouble-free service, good looks and utmost protection.

DESIGNED FOR QUICK, FOOLPROOF INSTALLATION

"Glide-Aways" are so simple to install that anyone can do it quickly and without special tools. Standard sizes include the popular 8' 6" x 7' door for wide, late model cars, in addition to 8' x 7', 8' x 7' 6" and 8' x 8'. Double size is 16' x 7'. Special sizes available up to 16' wide by 8' high. Prices are competitive.

**STEEL DOOR DIVISION
STAMPING PRODUCTS
AND MFG. CO.**

628 E. FOREST AVE. • DETROIT 1, MICH.

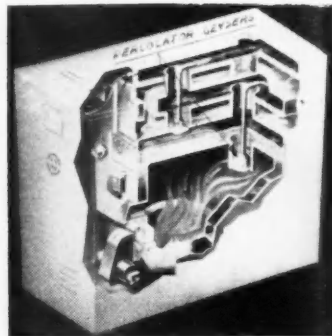
Stamping Products and Mfg. Co.
Steel Door Division
628 E. Forest Ave., Detroit 1, Mich.
Please send detailed information on "Glide-Away" Garage Doors.
I am a Builder, Dealer, Prospective Buyer

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ADDRESS _____
CITY _____ STATE _____

NEW PRODUCTS

(Continued from page 162)

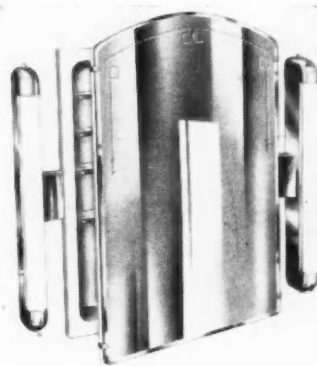
colator principle used in the percolator coffee pot. Percolator geysers, integral part of the boiler, raise quick-heated water to each heating head in steam boilers and provide accelerated circulation in hot



water boilers. Geyser action raises sediment and foreign matter to sump in upper head, making boiler self-cleaning. Tank or tankless hot water heater can be installed in boiler. Westcott-Alexander, Inc., Madison, N. J.

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spection plate. After-forming processing assures maximum protection to drill-holes, edges, corners and surfaces. The F. H. Lawson Co., Cincinnati 4, Ohio.

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Stock porch column available in 7-foot, 7 foot, 6 inches and 8 foot lengths has unusual carrying strength. Decorative effects easily achieved. Firm also special-



izes in precisely-built custom work for interior and exterior ornamental work, as well as many other stock items. Artcraft Ornamental Iron Co., Columbus, Ohio.

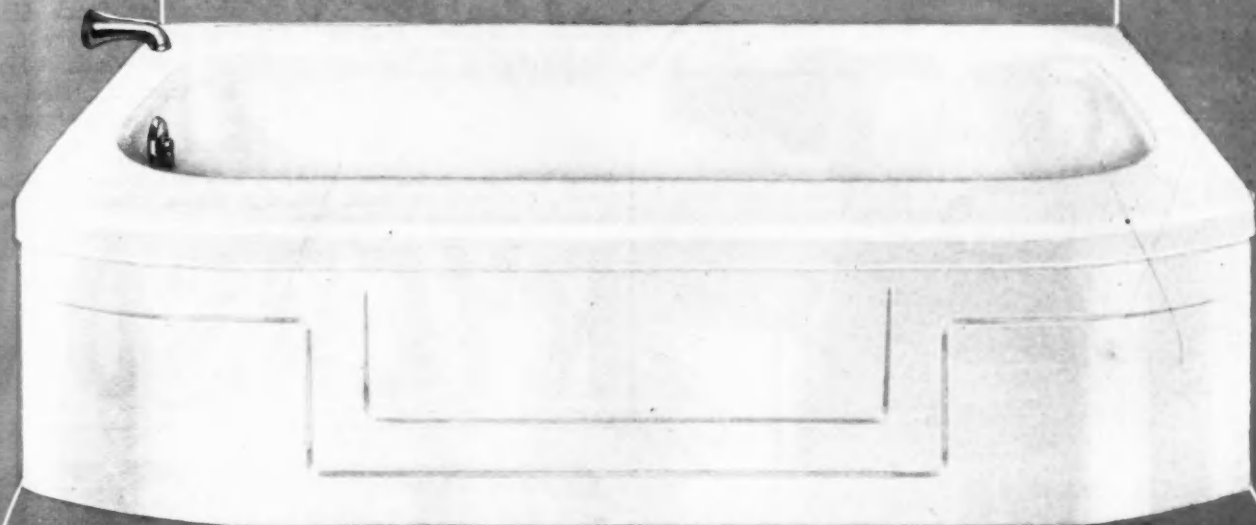
Announcing
the New

AllianceWare

PORCELAIN ON STEEL

BATHTUB

Modern Design • Wide Seat • Ample Depth



THIS most recent AllianceWare tub—Model BA5—has three important features—(1) an attractive, modern panelled apron which complements any basic design of bathroom decorations; (2) a wide seat as an integral part of the outer rim; and (3) a height of 15½ inches.

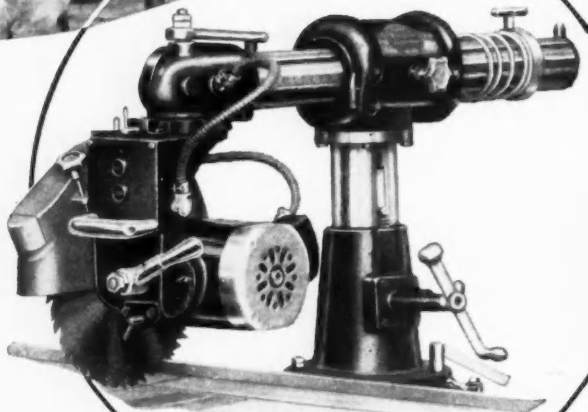
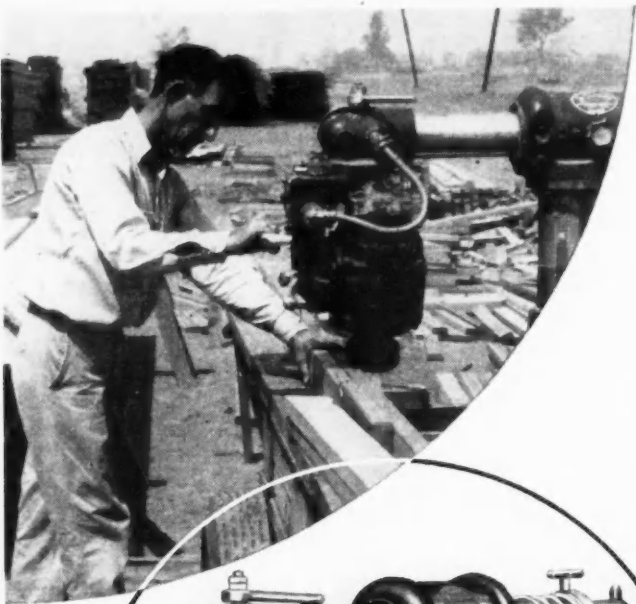
All other features of AllianceWare quality—heavy gauge steel but light weight in comparison with cast iron; integral wall guard, and the lustrous, stainproof, porcelain-on-steel surface of all AllianceWare fixtures—are an inherent part of these

models. These tubs are available for either right or left hand installations—5 foot recess.

Catalog descriptions giving complete details and dimensions of this AllianceWare tub, Model BA5, will be mailed gladly upon request.

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Bathtubs • Lavatories • Sinks

AllianceWare
PORCELAIN ON STEEL



**COMETS FEATURE
SPEED POWER ACCURACY**

Versatility

Other qualities too! exclusive mechanical features that make Comets superior in their field. Each Comet model makes all the cuts, with extra safety and clear view for the operator. Easy, finger tip pressure swivels Comets into desired position. Whatever you want in a radial power saw is to be found in a Comet. See for yourself. Visit the nearest Comet dealer or write direct.

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2029-33 Santa Fe Avenue, Los Angeles 21, California

COMETS cut quicker

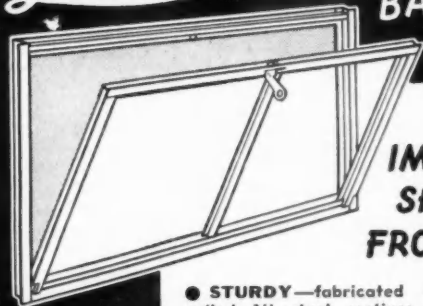
**Structural
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Shipped from Stock**

Write for Stock List—your guide to over 10,000 different kinds, shapes and sizes of steel for quick shipment from ten plants.

Joseph T. Ryerson & Son, Inc., Plants at: New York, Boston, Philadelphia, Detroit, Cincinnati, Cleveland, Pittsburgh, Buffalo, Chicago, Milwaukee, St. Louis, Los Angeles, San Francisco.

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Lemco **LIFT-OUT
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WINDOW**



**IMMEDIATE
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FROM STOCK**



UTILITY WINDOW



SECURITY WINDOW

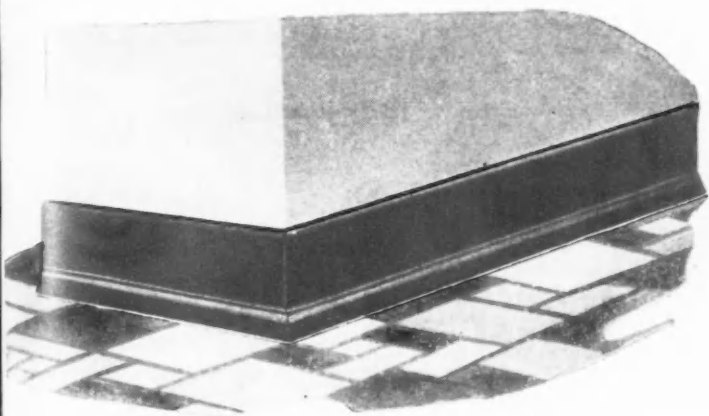
- **STURDY**—fabricated from solid, hot-rolled 1" steel sections to give life-time satisfaction
- **LOW COST**—priced no more than ordinary windows
- **SIMPLE OPERATION**—no sheet metal side arms or tricky opening devices
- **ECONOMICAL INSTALLATION**—completely prefabricated, hardware factory applied; installed in one-third less time than ordinary windows
- **COMPLETE LINE**—available in three sizes, plus utility and security windows; especially adaptable to concrete block construction. Basement and utility windows also available in aluminum

Write today for our 1949 Catalog or see Sweet's for further information on casement windows, awning windows and other LEMCO building products.

CROFT STEEL PRODUCTS, INC.
JAMESTOWN, N. Y.

New Beauty for New Houses!

a new kind of building material



Sloane Quality Koroseal* Cove Base

For all base-board needs. Easy to install, permanently beautiful. Easy to clean.



Sloane Quality Koroseal* Cove Molding

a neat, practical seal where wall meets counter top or ceiling and on stair risers.



Here is a beautiful new plastic building material that provides finer results for every base-board and coving need—a "must" for any modern home.

Look what Koroseal—and Koroseal alone offers . . . Absolute immunity to grease, acid, alkalis, moisture or temperature change. It will never rot, mildew or stain . . . has no pores to collect dirt or germs. It is dent-proof . . . non-inflammable . . . virtually indestructible. Installation is quicker and easier than wood base-board or molding . . . and no painting is required! And the material comes in a wide choice of fade-resistant, jewel-bright colors.

And wherever foot traffic is heavy . . . wherever matchless beauty and top quality are important, there is just nothing like Koroseal Tile—the longest wearing floor covering known . . . 18 colors—Crystal-tone and Marblitone designs.

Write for free samples and further information about this amazing new material.

*B. F. Goodrich Co.

- Jewel Colors
- Never Needs Painting
- Lasts a Lifetime



SLOANE-BLABON CORPORATION
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**Do
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about
these
exclusive
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colors?**



Architect: Eleanor Raymond

● **CABOT'S COLLOPAKES** now offer you a choice of 32 beautiful colors—including the exclusive Haddam Barn Red, Williamsburg Blue, Longfellow Yellow, Harwichport Blue.

Cabot's unique Collopacking process subdivides pigments to sub-microscopic fineness—gives Collopakes a porcelain-smooth, durable surface that shows no brush marks.

Because Cabot's Collopakes contain no fillers or adulterants, the rich colors stay fresh and lovely looking for years.

Write today for new Collopakes Color Card and complete information.

Samuel Cabot, Inc.

324 Oliver Building, Boston 9, Mass.
New York Minneapolis Chicago

**California Home Builders
Award Prizes for Economy Homes**

THE Home Builders Council of California awarded prizes to the winners of its Economy Home Contest, recently, ending an eight-month search for well designed, lower priced housing.

The competition sought designs for two-bedroom homes priced under \$7,750 without land, and three-bedroom homes under \$8,500 exclusive of lot.

Top award in both classes went to William Blackfield, young Contra Costa County builder. His winning construction costs, without land, are \$7,500 for the two-bedroom home and \$8,100 for the three.

Blackfield waived his \$1500 cash award, requesting that the money be used by the Council to further its research for development of more economy housing for low and middle income families. He was awarded a plaque in lieu of the cash prize.

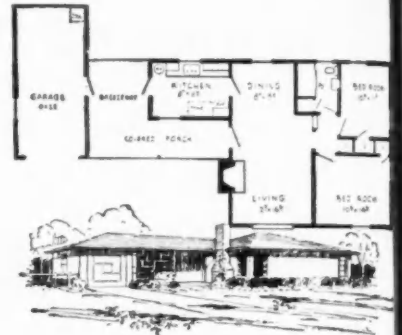
An engineering graduate of the University of California with 15 years of construction experience, Blackfield is proving practicality of his plan by constructing 400 of the prize winning homes in a subdivision one-half mile west of Concord in central Contra

Costa County. More than 100 of these homes have been completed and sold for \$8,500 to \$9,100.

Second prize of \$300 in the two-bedroom home category went to a World War II veteran, George Van Leeuwen, 1391 Franklin Street, Santa Clara. The 27-year old ex-B-17 pilot captured his prize with plans for a rambling one-story frame home.

Third award of \$200 in the two-bedroom class went to another young Air Force veteran, Earle S. Draper, Jr., 4535 45th Avenue, S.W., Seattle, Washington. The 30-year old ex-

(Continued to page 174)



First Prize Home

**TRI-STATES announces . . . THE NEW
27" BLADE BIG CHIEF KUTTER**

**WITH FRONT-END
NOSE PUNCH
AND
ANGLE GAUGE**

NEW ANGLE GAUGE can be easily attached or detached by the operator and enables him to quickly cut shingles with precision to desired degree of angle.

FRONT END NOSE PUNCH is part of upper main casting and is easily operated by the notcher handle. Rear punch is mounted 10 1/2" back from shingle stop and is conveniently operated by main handle, giving the operator two sizes of nail holes.

IMPROVED NOTCHER is newly designed from high grade, heat treated steel and is hollow ground, with teeth that are milled to notch a much smoother and faster cut.



\$39.50
F.O.B. Factory

**THIS PRICE
DOES NOT IN-
CLUDE ANGLE
GAUGE**

LOOK FOR THE BRAND

OF THE



This Cutter is light in weight, weighing only 26 lbs. • Castings are of high grade aluminum alloy • LENGTH overall—31" • HEIGHT—17" • Has two high grade tool steel heat-treated cutting blades, 27" long, capable of making a single cut up to 27 inches.

**ALL INQUIRIES ANSWERED PROMPTLY
TRI-STATES BUILDING MATERIALS CO.
P.O. Box 1476 Fort Worth, Texas**

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THE WINNAH.

AND NEW HEAVYWEIGHT CHAMPION!

Barrett*

SUPER WEIGHT

MULTI-SHINGLES†



This new Barrett champion weighs in 257 lbs. to the square. It makes a roof that will give the utmost in weather and wind protection, long-life and distinctive beauty.

It's a 12" x 36" strip shingle made from an *extra thick* felt base super-saturated with blended asphalt to which is added a specially heavy coating of mineral granules in attractive color tones. Can also be applied 4" to the weather (with special slits to facilitate application), to give a weight increase of 25 per cent, yet with only 20 additional shingles per square.

And what a roof! The extra thickness throws heavier shadows at the butts—gives that extra distinction that discriminating home owners want today.

Show your customers Barrett Super-weight Multi-Shingles† and you'll understand why we say this shingle is a champion among champions!

SPECIFICATIONS Size 12" x 36"—2" Headlap. Weight approx. 257 lbs. per square. 80 shingles per square—3 packages per square Underwriters' Class C Label. Colors: Blue Black, Green Blend, Deep Green, Blue Blend, Brown Blend. Slate Blend, Red Blend.

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ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

2800 So. Sacramento Ave. Chicago 23, Ill. 36th St. & Gray's Ferry Ave. Philadelphia 46, Pa.

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†Trade-mark of Allied Chemical & Dye Corporation

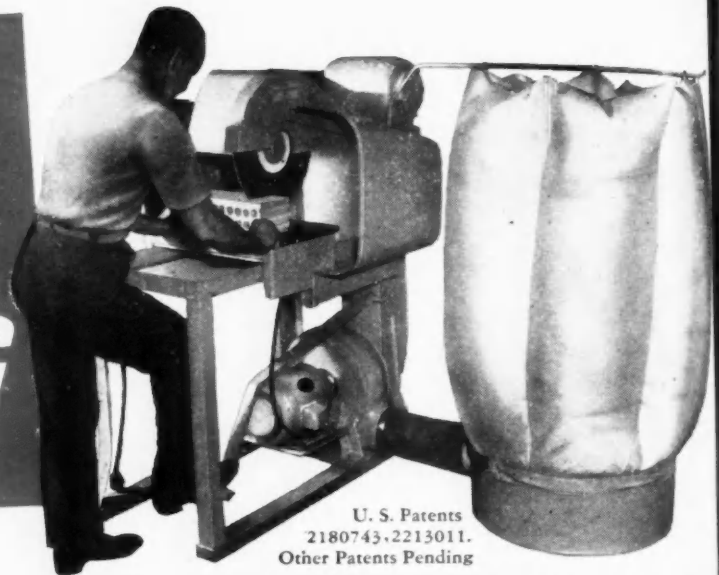
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IS PRICE
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only 26 lbs.
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get all the advantages of
**DUST-FREE
 DRY-CUTTING**



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NEW Fireproof MASONRY SAW

Now, you can *dry-cut* masonry units, anywhere, regardless of job conditions. Only the new FIREPROOFER offers dust-free dry-cutting without the use of liquids.

The new FIREPROOFER has been proven on our own masonry cutting jobs. Over 25 years of experience in cutting masonry units has led to its development.

DRY-CUT FOR GREATER SPEED, EFFICIENCY, ACCURACY, SAFETY!

WRITE FOR ILLUSTRATED BROCHURE, PRICES AND SPECIFICATIONS

MARTIN FIREPROOFING CORPORATION, 2100 Military Road, Buffalo 17, N. Y.

How to be Sure About Costs When You Estimate a Building Job

THE SIMPLE TAMBLYN SYSTEM OF ESTIMATING REDUCES BUILDING MATERIALS and LABOR COSTS TO EASY-TO-USE FACTORS!

Do you get that *creepy feeling* about your estimates? Why take a chance when you can be sure! Just multiply by our simple factors to determine your labor and material costs. The Tamblyn System is simple, fast, accurate, complete and dependable!

YOU MAY SAVE MANY TIMES ITS LOW COST IN ONE USE!

In order to get your share of profitable building contracts, you must be able to figure jobs fast and accurately. You must be sure your estimate is just right—low enough to get the job—high enough to give you a reasonable profit.

USED BY SUCCESSFUL CONTRACTORS FOR OVER 40 YEARS!

Many of the largest and most successful contractors in the United States and Canada—thousands of them—have used the Tamblyn System of estimating. It is tried and tested—it has been used for more than 25 years. Forty years of experience in construction and building is behind it. And you can study the system for 10 days without cost.

TEST THE TAMBLYN SYSTEM IN YOUR OWN OFFICE WITHOUT OBLIGATION

Send the coupon below for your complete Tamblyn System. Examine it in the privacy of your own home or office for 10 days. Try it on new jobs—check it against completed jobs. There is no obligation unless you keep it.

**SEND NO MONEY—TRY IT FOR 10 DAYS FREE!
 THE TAMBLYN SYSTEM, 1115 So. Pearl St., A-27, DENVER, COLO.**

THE TAMBLYN SYSTEM, 1115 So. Pearl St., A-27, DENVER, COLO.
 Send me the complete Tamblyn System on free 10 days trial! If I like it I will pay \$8.75 when 10 days are up and \$7.50 per month until \$38.75 is paid. Otherwise I will return it.

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specify NORDAHL sliding door frames

When you incorporate NORDAHL sliding door frames into your construction specifications, you're opening the door to more spacious living. Each installation provides up to 12 1/2 square feet of usable floor space. And when you specify NORDAHL in the wall sliding door frames you get these PLUS features... ball bearing rollers — metal track — and metal-reinforced jamb. NORDAHL frames are trouble-free and assure quiet operation and long life. For the best, specify NORDAHL!



180 WEST ALAMEDA AVENUE — BURBANK, CALIFORNIA
 ALSO SPECIFY NORDAHL WARDROBE HARDWARE

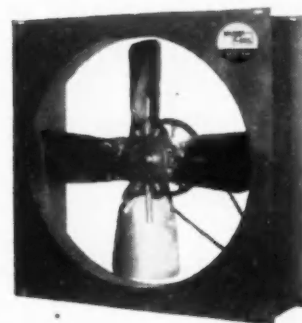
Now! Miami-Carey puts you in the fan business

Complete line of precision-engineered fans gives you big, year 'round market and profit possibilities.



ATTIC FAN line—3 Models

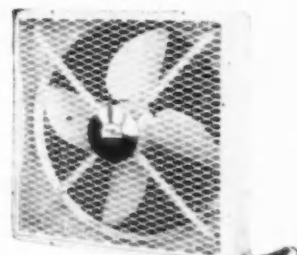
- For cool, healthful, hot weather comfort in homes.
- Ideal for use in industrial, farm and commercial buildings the year 'round. (Louvers and automatic controls also available.)



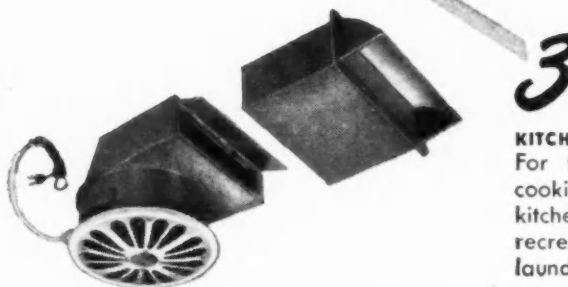
ATTIC FAN—Model MC 36-4

WINDOW VENTILATOR—1 Model (portable)

- For summer comfort in small homes and apartments.
- For day in and day out applications in commercial, institutional and industrial buildings.



WINDOW VENTILATOR Model MC WV-24



- KITCHEN VENTILATOR line—3 Models**
For the quick, efficient removal of cooking odors and greases from kitchens . . . Plus other applications in recreation rooms, bathrooms and the laundry.

KITCHEN VENTILATOR Ceiling Model MC 110 GC

KITCHEN VENTILATOR Wall Model MC 110-G

KITCHEN VENTILATOR Wall Model MC 6

Miami-Carey, famous for its outstanding line of bathroom cabinets and accessories, now makes available to you another profit-building line—precision-built fans designed to help you sell a great, lucrative, wide-open market, both new and existing buildings, *that needs selling* by salesmen like you. Here's a year 'round sales opportunity, a *complete line*, to help you sell healthful ventilation for resi-

dential, commercial and industrial installations in all seasons . . . as well as cool, hot-weather comfort. Be the *first* in your community to step out in front with the *complete* Miami-Carey fan line. You can add these fans to your material list on each job—without adding sales cost. So—ask your Carey dealer about "around-the-calendar ventilation" today as part of your regular line. Or write to

Dept. AB-3, Miami Cabinet Division, The Philip Carey Mfg. Co., Middletown, Ohio.



"COB-WEB" CASEY GETS "CLONKED" INTO COLD CASH!

HOLY SMOKES! BUILDERS AREN'T LINING UP AT MY DOOR ANY MORE!

CASEY BUILDING SUPPLIES

BUT THERE'S A LOT OF NEW CONSTRUCTION GOING ON, CASEY! YOU'RE MISSING PLENTY BY NOT GOING AFTER BUSY BUILDERS.

By Your Local Dodge Man

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PSST... TRAINED CONSTRUCTION NEWS REPORTERS CAN HELP BRING YOUR BUSINESS TO LIFE! THEY DIG UP NEWS OF BUILDING CONTRACTORS ALL SET TO BUY MATERIALS.

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SURE THING! DODGE REPORTS WILL TELL ME WHO NEEDS BUILDING SUPPLIES!

THINK OF IT! BUYING DODGE REPORTS IS LIKE HIRING EXTRA SALESMEN FOR "PEANUTS!" YES, THE COST OF DODGE REPORTS IS L-O-W!

NOW MY STOCK IS REALLY MOVING! PROFITS ARE PILING UP—THANKS TO DODGE REPORTS!

WHATEVER SERVICE OR PRODUCT YOU SELL IN THE CONSTRUCTION MARKET, DODGE REPORTS CAN HELP YOU. MAIL THIS COUPON—TODAY!

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Without cost or obligation, let me see some current Dodge Reports. I do business east of the Rockies.

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DODGE REPORTS

CONSTRUCTION NEWS DIVISION
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119 W. 40th Street—New York 18, N.Y.

California Homes

(Continued from page 170)

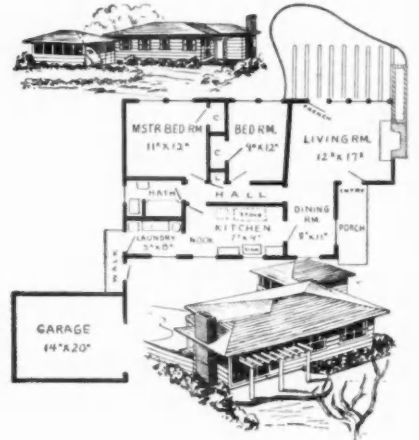
glider pilot was graduated from the architectural school of Yale University in 1947 following five years of overseas service. Draper's home design calls for the new look in housing—a flat roof, frame structure.

Blackfield's prize winning home is designed for a 75 by 125 foot lot. Built on the increasingly popular concrete slab, it has stucco exterior walls with inside walls plastered. The roof, of conventional pitch, is covered with composition shingles.

Interior living space approximates 860 square feet and all floors are covered with asphalt tile. An arbor-protected, roofed-over breezeway connects the home and detached garage.

Other features include fireplace, gravity flow central heating system, oversize windows, and extra cabinet space in the kitchen which also has tile drainboards and splashbacks. Laundry facilities are provided in the garage.

The second prize Economy Home, designed by George Van Leeuwen is highlighted by a fully developed outdoor living space. The arbor covered outdoor area opens off a glassed-in living room which also has a



Second Prize Home

Roman brick fireplace in one of the redwood paneled side walls.

Except for the bath, laundry and kitchen floors, which are linoleum covered, all floors are polished hardwood. A semi-protected walk connects the laundry area of the house and the carport provided in lieu of a garage. Inside living area of the house totals approximately 900 square feet.

The third prize two-bedroom home, designed by Seattle architect Earl S. Draper, Jr., is of contemporary or modern design and offers some 935 square feet of interior living space. The flat roof is constructed conventionally with inside ceiling

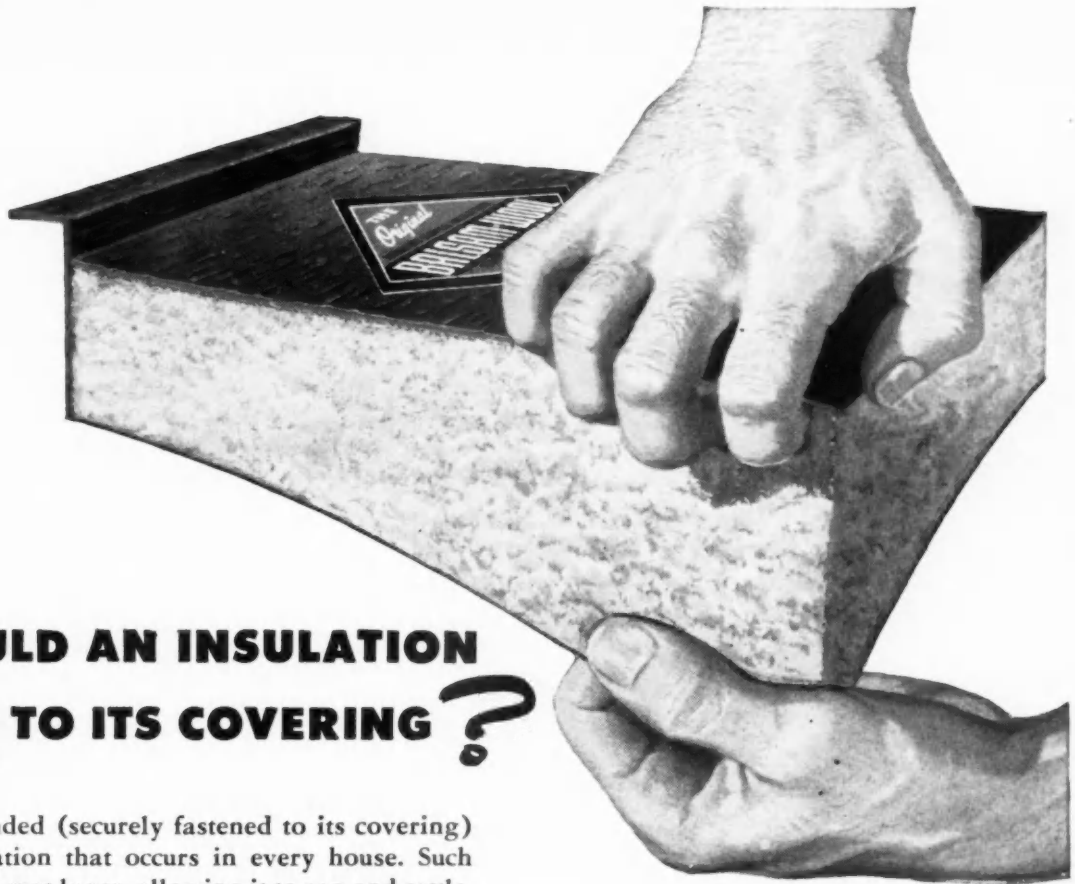
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WHY SHOULD AN INSULATION BE BONDED TO ITS COVERING?

Insulation *must* be bonded (securely fastened to its covering) to withstand the vibration that occurs in every house. Such vibration can shake the mat loose, allowing it to sag and settle. This leaves uninsulated areas. Hold a sample of insulation by the edges and shake vigorously . . . if the mat and liner part company, the insulation has failed one test of quality.

Balsam-Wool, the insulation that can't pack or settle down, offers EXTRA protection against uninsulated areas. The felted wood fibers of Balsam-Wool are bonded together to form a homogeneous insulating mat, firmly cemented to the liner...it is DOUBLE BONDED! In addition, the Balsam-Wool blanket is securely fastened in place, when applied, by its sturdy spacer flanges.

Combining advanced design and engineering, Balsam-Wool embodies the latest scientific developments such as:

- Continuous, Integral Vapor Barrier
- Sturdy Wind Barriers
- Double Air Spaces
- Special Spacer Flanges
- Rot and Termite Treatment
- Highly Fire Retardant
- Rigid Quality Control

You'll find the answers to many insulation application problems in a complete set of Balsam-Wool Data Sheets designed for you. They're yours for the asking, mail the coupon!



Balsam-Wool*

SEALED INSULATION

BALSAM-WOOL • Products of Weyerhaeuser • NU-WOOD*

*REG. U. S. PAT. OFF.

Wood Conversion Company
Dept. 119-39, First National Bank Building
St. Paul 1, Minnesota

Please send me a set of Balsam-Wool Application Data Sheets.

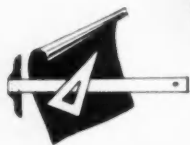
Name.....

Address

City.....Zone.....State.....

Avoid COSTLY ERRORS

Save Time and Money



You'll find

THE DAVID WHITE UNIVERSAL LEVEL-TRANSIT

IS THE MOST PRACTICAL ALL-AROUND
BUILDER'S INSTRUMENT YOU'VE EVER HANDLED

YES, you'll be time and money ahead if you use a David White Universal Level Transit in connection with all your survey and checking operations — your building and road construction. The David White Universal Level Transit is an extremely accurate, amazingly rugged instrument. It quickly converts from level to transit. It's designed to provide maximum strength and protection to all parts thus assuring you constant precision over long periods of use and handling.

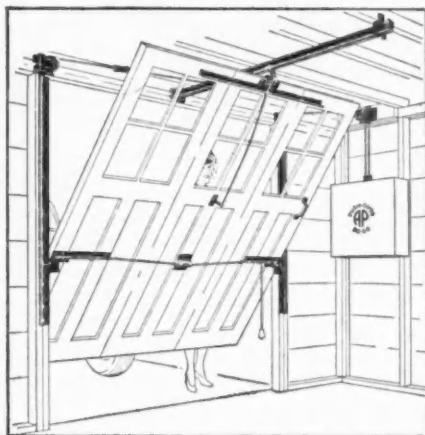
Among its many features are: Full 12" telescope with 25 power coated optics, a patented ball-bearing race, lock and release lever system, easy perfect alignment adjustments, guarded horizontal circle, vernier accurate to 5', vertical arc 3" diameter.

Write today for complete information on this time and money saving instrument. Included will be helpful booklet — "How to Lay Out Building Lots."



Manufacturers of
INSTRUMENTS FOR ENGINEERS,
SURVEYORS AND BUILDERS
311 West Court St., Milwaukee 12, Wis.

50-50 PUSH-OVER GARAGE DOOR HARDWARE



ALLITH

Heavy duty, well-engineered garage door hardware. Result; a quickly installed, easily operated, overhead door. Designed to insure **customer satisfaction**.

Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high.

ALLITH-PROUTY, INC.

DANVILLE, ILLINOIS

UNUSUAL OPPORTUNITY For Builders and Building Supply Dealers

Due to a change in marketing plans a nationally-known manufacturer has available for immediate shipment, a large stock of

SPRING TYPE OVERHEAD GARAGE DOOR HARDWARE SETS

These high quality sets are designed for use in better class homes. Made to assure long, trouble-free operation. Easy to install.

Operating spring is of torsion type, mounted above door. No springs, levers or arms project inward from the jamb to interfere with passage.

Spring assembly is complete with drums and shaft made up as one unit. Ball-bearing guide rolls. Vertical rails have slotted holes to per-

mit easy lateral adjustment. Cable drum is tapered to compensate for change in tension as it unwinds.

Designed for one-piece garage doors with opening up to 8 ft. wide and 7 to 8 ft. high, weighing up to 150 lbs. Auxiliary spring available for heavier doors. Requires only 5½ in. headroom. Has chromium-plated handle with cylinder lock built in. Packed in wire-bound crate for easy storage and handling. Available in any quantity.

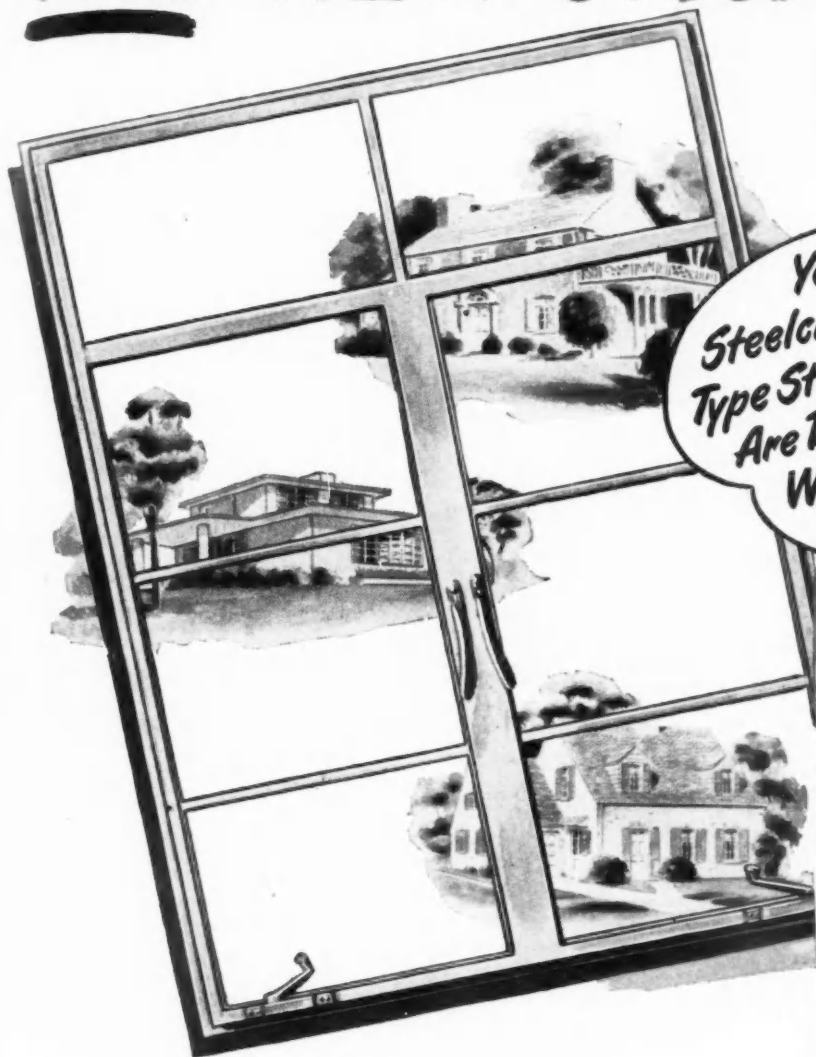
Don't miss this unusual opportunity. Write today for descriptive circular and prices.

BOX 303

AMERICAN BUILDER

105 W. ADAMS STREET, CHICAGO 3, ILL.

More and More Home Owners Will Clamor for ALL-NEW Steel Casements



PROMPT DELIVERY . . .
COMPLETE CUSTOMER
SATISFACTION

Yes...
Steelcraft Standard
Type Steel Casements
Are Better So Many
Ways...Yet Cost
No More!



Check These

ALL-NEW FEATURES!

- Deeper 1 1/4" Sections for Greater Rigidity!
- Cold Rolled Steel Construction Throughout!
- Easier and Better Painting and Glazing!

That's right . . . these are the casements that are taking dealers and contractors alike by storm—for they represent the first major improvement in the casement window industry since the introduction of the *under-screen geared operator* 20 years ago! This is a revelation in casement manufacture—a cold rolled formed steel sash that is deeper, stronger, more adaptable . . . becoming the foremost Standard Type Steel Casement on the market.

Combined construction and designing viewpoints of contractors, glaziers, engineers, and architects were digested by STEELCRAFT'S top-flight engineers and incorporated into this new, ALL-NEW standard type casement. As a result, this

casement is found to embody all the advantages of the far more costly custom-built windows—though staying well within the economy-bracket of standard casements. Send now for complete details on this Standard Type Casement . . . as well as information on the *complete line* of STEELCRAFT Casements.

Write for Free Catalog Now!

Mail This Coupon TODAY!

STEELCRAFT MANUFACTURING COMPANY
9145 Blue Ash Road,
Rossmoyne, Ohio (in Greater Cincinnati)

Please send me your free new catalog on the Complete Steelcraft Steel Casement Line.

NAME _____

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STEELCRAFT
MANUFACTURING COMPANY
ROSSMOYNE, OHIO (IN GREATER CINCINNATI)

**No head-twisting!
No mistakes!**

with the
**NEW Stanley
VERTICAL READING
Pull-Push Rules**

Vertical marking on these rules makes measuring easier, surer in awkward spots... 'way overhead or down below, in narrow places, underneath or up through. Rigid for straight measurements, flexible for angles



and curves. Use for inside as well as outside measurements.

Choice of white blade models or nickel-plated models... all with large, clear, lasting numerals. Pocket size case, attractive and durable chromium-plated finish.



No more worry about broken blades—it takes just a few seconds to put in a brand new blade.

Two sizes, with either white or nickel blades, 6 ft. and 8 ft.

Save irritation and lost time. Stop mismeasurements. Buy a new Stanley Pull-Push Vertical Reading Rule for every tool box. Stanley Tools, New Britain, Conn.

6-FT. RULES

White blade, No. 346-V
Nickel blade, No. 345

8-FT. RULES

White blade, No. 348W
Nickel blade, No. 348

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • HAND TOOLS • ELECTRIC TOOLS • STEEL STRAPPING

California Homes

(Continued from page 174)

covered with two coats of plaster. Interior walls are also plaster finish.

Outstanding feature of the home, aside from overall design, is its use of radiant heat. Copper coils for the heating system are imbedded in the concrete slab foundation. Surface of the slab, which forms interior floors, is stained and polished. The heating system is augmented by a painted brick fireplace.

Exterior walls of the home call for vertical tongue and groove cedar siding. Redwood rustic may be substituted for the cedar. Log sections, imbedded in the ground, are used to form a sidewalk to the detached garage.

Blackfield and Van Leeuwen accepted their awards at a luncheon held in San Francisco's Sir Francis Drake Hotel today. Presentations were made by Earl W. Smith of Berkeley, Council chairman, and Milton W. Morris, Council secretary.

Draper was unable to be present for the awards.

Honorable mention was also accorded the home plan developed by Council Chairman Smith. The design was cited as having achieved the lowest construction costs in California's Economy Home market.

**C. W. Smith Appointed
Administrative Director
Of Revere Institute**

APPOINTMENT of C. W. Smith of Highland Park, Ill., a specialist in the housing engineering field, as administrative director of the Revere Quality House Institute was recently announced by Henry Wright, chairman of the Institute's executive committee. Smith resigned as president of the Techome Co. of Evanston, Ill., to take the post.

Smith will devote his full time to the Institute. John H. Callender, who has maintained his New York architectural practice while serving the Institute as executive secretary, under the new setup will continue to devote part of his time to the organization as technical director.

Smith was president of the Housing Research Foundation and was formerly assistant to the chairman of the Building Research Advisory Board of the National Research Council. His appointment is coincident with the expansion of the Revere Quality House Institute plans for this year, which include sponsorship of the building of 30 demonstration housing projects throughout the country. Smith announced that the Institute would shortly be incorporated as a non-profit organization.



ROMANY TILES

**Many Bright
Cheery Colors
to Choose from**

Romany Tiles are real clay tiles. Not a substitute. Surprisingly simple to install. Their bright hard glazed surface is extra durable and extra easy to clean. You can't offer a better wall tile for kitchen or bath.

Write for color folder and suggestions how you can best use Romany on a tile job. We want to help.

**UNITED STATES
QUARRY TILE CO**

Member: Tile Council of America
738 RENKERT BUILDING
CANTON 2, OHIO

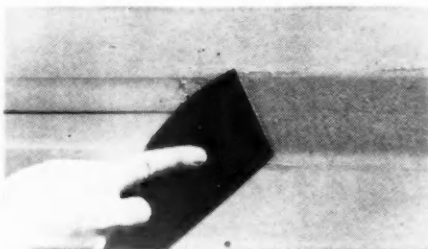
SAVE TIME! SAVE MONEY!



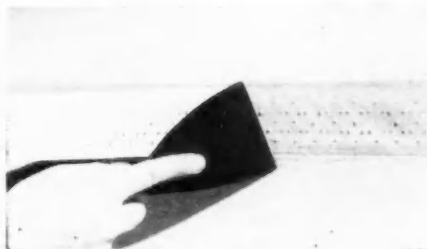
SAVE WITH GOLD BOND GYPSUM SHEATHING! The initial cost is less than most other sheathing materials. And the big panels in uniform 8 foot lengths go up quickly with practically no waste or cutting. New asphalt treated core for extra moisture protection. One man can sheath an average home in a day. And you'll have fireproof, stronger, wind-tight walls!



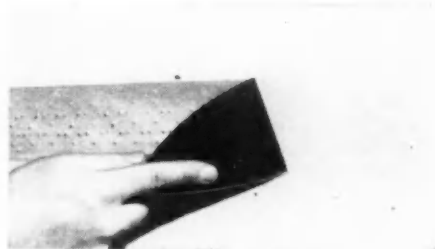
SAVE WITH GOLD BOND GYPSUM WALLBOARD! For quick modernizing or low cost homes where wallboard is specified, this sturdy, fireproof wallboard goes up quickly and easily. Won't warp, expand, or contract, and accordingly, takes any decoration—paint, texture and wallpaper. Joints may be completely concealed with Gold Bond Perforated Tape System, described below.



Fill channel Tape Joint with cement.



Apply tape, forcing cement through.



Feather out thin top coat of cement.

SAVE WITH THE GOLD BOND PERFORATED TAPE SYSTEM! For use with recessed edge Gold Bond Gypsum Wallboard when smooth wall finish is desired. Easy-to-use, fast, and makes joint actually stronger than the wallboard itself.

THANKS TO GOLD BOND RESEARCH, you'll save time and money with *all* Gold Bond Gypsum Board Products—and you'll have better final results with more satisfied customers. Use **GOLD BOND PRODUCTS 100%** and center the responsibility with one reliable manufacturer.

NATIONAL GYPSUM COMPANY
BUFFALO 2, NEW YORK

Over 150 Gold Bond products including gypsum lath, plaster, lime, wallboards, gypsum sheathing, rock wool insulation, metal lath products, and partition systems, wall paint and acoustical materials.

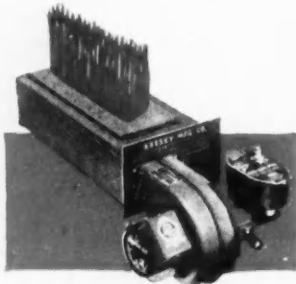
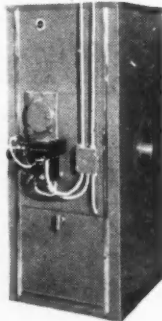
You'll build or
remodel better with
Gold Bond

**You Meet 3 Specifications With The
KRESKY AIR CONDITIONING
UTILITY HIGHBOY
OIL FURNACE**



- ✓ Forced Circulation of Warm Air
- ✓ Forced Circulation of Filtered Air
- ✓ More Living Space From Any Floor Plan

Even homes without basements can have modern warm air conditioned heating with the Kresky Utility Highboy Oil Furnace. Only requiring a space 24x34x60 inches . . . this furnace can be tucked into any nook, and give "big" performance, with capacities of 67,000 BTU or 112,800 BTU per hour and a ten-inch blower type circulating fan.



The filter case can be installed on any side, or if preferred, under the Kresky Highboy to draw in cold air beneath floor joists. Beautifully finished in brown enamel, the furnace is shipped completely assembled, including all wiring, except blower and thermostat.

**The Famous Patented Forced Air Induction Oil Burner
Makes Possible Giant Heat From Dwarf Space**

The Kresky Oil Burner gives soot free heat and full delivery of the maximum heat content of fuel oil. Your dealer will be glad to demonstrate the superiority of the Kresky burner.

For information on the Kresky Utility Highboy Oil Furnace, Kresky Floor Furnaces, Basement Furnaces, Water Heaters, write to Kresky.



KRESKY MFG. CO., INC.

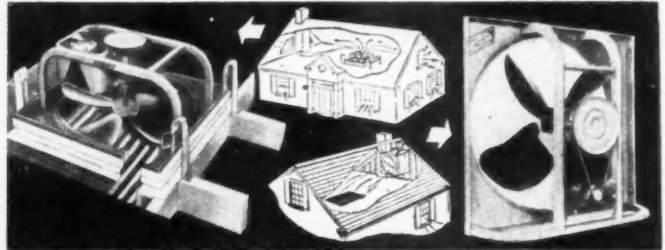
601 Second Street,
PETALUMA • CALIFORNIA

The Best Known Name in Oil Heating Since 1910

INCLUDE
HOME COMFORT-COOLING
IN YOUR BUILDING PLANS
CHELSEA
SPRING-MOUNTED FANS



- Easy To Install
- Certified Air Output
- Quiet in Operation
- A Quality-Built Product
- Unconditionally Guaranteed
- Complete Package Unit



TYPE EV-HORIZONTALLY MOUNTED FAN: A popular, all-in-one, package unit for attic floor installation. Includes automatic ceiling shutter, mounting accessories.

TYPE EH-VERTICALLY MOUNTED FAN: Package unit wall type comfort cooler for wall mounting. Includes automatic outside wall louvers and all mounting accessories.



Home buyers today are demanding comfort cooling as a necessary feature in the modern home. A definite asset to any builder or contractor is the statement "Comfort-Cooled by Chelsea"—makes a house easier to sell, easier to buy and better to live in!

WRITE FOR MANUAL AND CATALOG

Tells how to select and install the right Chelsea Fan for thorough, home comfort-cooling. Detailed description of how comfort-cooling works; address Department B-1.

CHELSEA FAN & BLOWER CO., INC.
1206 GROVE STREET, IRVINGTON, NEW JERSEY



**CHOOSE KEYSTONE
INSECT WIRE CLOTH**



● **KEYSTONE Alclad Aluminum Screen Cloth** can be sold by you with confidence. Will not stain or discolor woodwork or masonry. Red rust is eliminated, appearance improved . . . light, strong, durable and pleasing to the eye.

● **KEYSTONE Bronze Cloth**—both Bright and Antique finish, woven from highest quality commercial bronze wire of 90/10 analysis. Combines beauty, hardness, strength and resistance to atmospheric conditions.

● **KEYSTONE Galvanized Steel Wire Cloth**, made of specially selected analysis copper bearing steel, gives strength and rust resistant qualities. (Due to present critical steel situation, this type of cloth is woven only in limited quantities.)

Write for free catalog and estimating tables today.

Keystone Wire Cloth Co., Hanover, Pa.
DIVISION OF
SENECA WIRE & MFG. COMPANY
FOSTORIA, OHIO

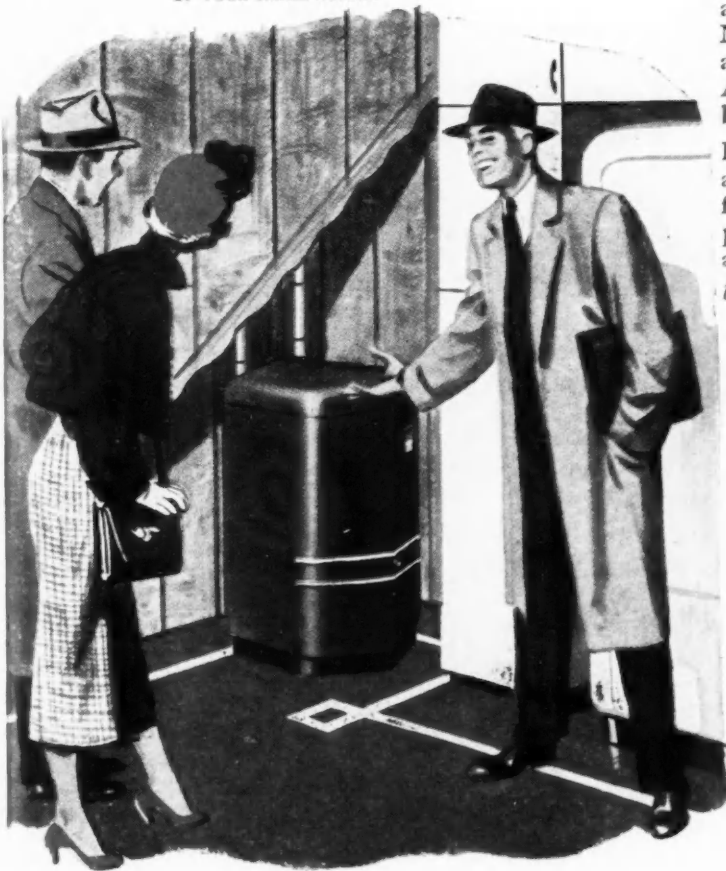
Timken Silent Automatic

"Duty-Designed" oil heating equipment satisfies every small-home demand for quietness, dependability, compactness and fuel economy . . . plus low first cost in keeping with small-home budgets.



- BUILT RIGHT
- PRICED RIGHT
- DESIGNED RIGHT

TO SPEED THE SALE
OF YOUR SMALL HOMES.



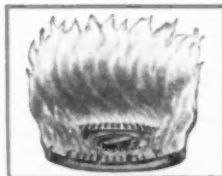
NEW "DUTY-DESIGNED" LO-BOILERS, incorporating every wanted, needed feature for finest small-home heating, are ready in a wide range of capacities from 25,000 to 110,000 Btu. per hour output. Two cabinet types—deluxe and special. Three heat exchanger types—copper coil, cast iron and steel. Tandem installations are recommended for larger homes. Write for literature today!

Other "Duty-Designed" units include Hi-Boilers, Hi-Furnaces, coil and tank-type Water Heaters, and standard-design Oil Furnaces.

Small homes *sell faster* when they're equipped with nationally advertised Timken Silent Automatic "Duty-Designed" oil heating equipment!

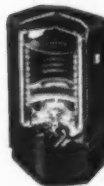
Here's a *complete* range of sizes and types of units—all built expressly to meet small-home heating needs. Newly engineered throughout—and totally unlike anything else on the market—these Timken Silent Automatic "Duty-Designed" units are truly in a class by themselves.

Because of their quietness, reliability, compactness, and fuel economy, they insure complete owner satisfaction. What's more, this quality-built equipment is priced to help you cut costs and offer better homes at lower prices. Today, more than ever before, *it will pay you to install Timken Silent Automatic!*



THIS WHISPER-QUIET WALL-FLAME FIRES EVERY "DUTY-DESIGNED" UNIT

The famous Wall-Flame Burner—especially designed for unit operation and equipped to burn the new catalytically-refined fuel oils—is the heart of every Timken Silent Automatic "Duty-Designed" oil heating unit.

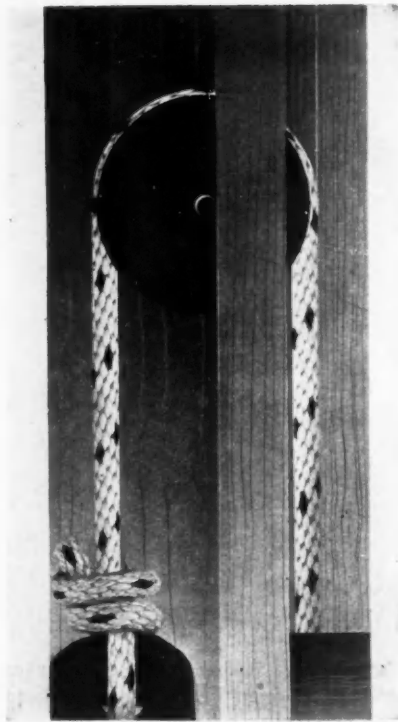


Models shown (OBD-50, OBA-65, OBG-85) illustrate three types of heat exchangers—copper coil, cast iron and steel.

TIMKEN *Silent Automatic* OIL HEAT

TIMKEN SILENT AUTOMATIC DIVISION
The Timken-Detroit Axle Company • Jackson, Michigan





®

SPOT SASH CORD

Simplicity — no other device is as simple or as permanently efficient for balancing double-hung windows as the time-tested combination of Spot Cord, pulleys and weights. Perfect and permanent balance and noiseless operation are assured. There is nothing to get out of order.

The part that takes the wear is the cord — and Spot Sash Cord will last almost indefinitely. It is made of extra quality fine cotton yarn, firmly and smoothly braided, and guaranteed free from imperfections.

Identified by our trade-mark, the Colored Spots (Reg. U.S. Pat. Off.) Send for sample card with table showing right sizes for different weights.



®

SAMSON CORDAGE WORKS

BOSTON 10, MASS.

The President's Column

(Continued from page 122)

life. One of the most effective weapons against an adversary is to be informed of his plan of attack. As members of the National Retail Lumber Dealers Association, we are furnished with detailed and authentic information about what is taking place in business and government. To be forewarned is to be fore-armed!

With this information we must start an educational campaign among our friends, and business acquaintances, warning them of what lies ahead, if the President's suggested program is carried through. We must immediately contact our Senators and Representatives, telling them that we are opposed to any and all socialistic legislation. We should also urge our friends to do likewise because all industry will be affected. We can be assured that the people opposed to our way of thinking will be doing this, and we must convince our legislators that the majority of Americans are not ready to toss democracy aside. This will not be an easy undertaking and it is not one that can be carried on by any one individual or organization. It can and will be accomplished through organized effort, with everyone doing his part.

The National Retail Lumber Dealers Association is the natural and logical medium through which to work, but it must have the support of every dealer in the country. Let me urge you to contact the secretary of your regional association and find out what you can do to help. Only in this way can your business be preserved for yourself and your family and not for some government agency.

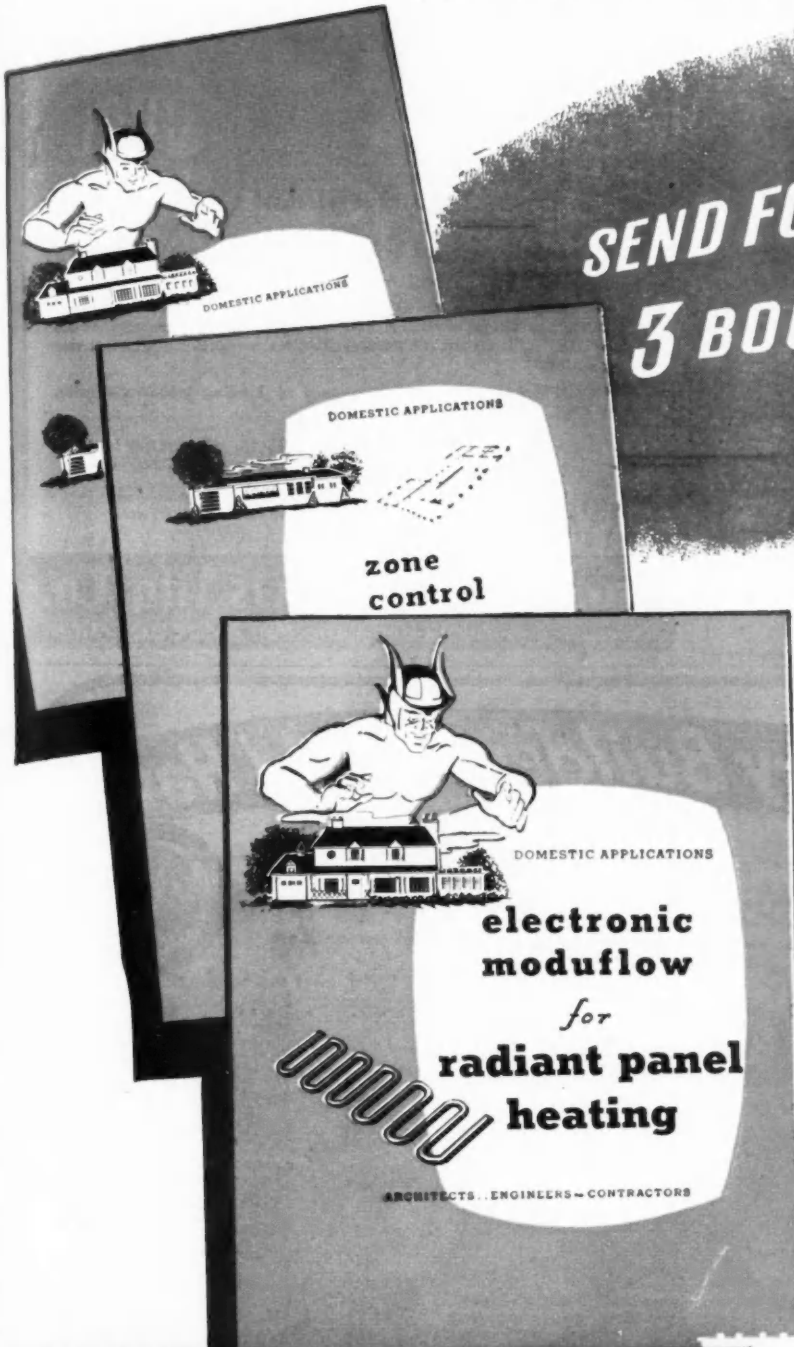
Urban Land Institute Re-elects Seltzer Head

RICHARD J. SELTZER, Philadelphia realtor, has been reelected president of the Urban Land Institute. Also reelected was Foster Winter, Detroit, vice-president, who is treasurer of the J. L. Hudson Co. Herbert U. Nelson, Chicago, executive vice-president of the National Association of Real Estate Boards, was reelected secretary, and L. D. McKendry, Chicago, was reelected ULI treasurer. He is vice-president of the Chicago Title and Trust Co.

Primary objectives of the Institute for 1949 will emphasize research on problems connected with the development of our rapidly growing suburban communities and shopping centers, Seltzer said. Problems involved will be traffic, parking, and decentralization of central business areas, and plant locations in urban areas.

NOW electronic control for radiant panel heating

.... FLOOR WALL OR CEILING



SEND FOR THESE
3 BOOKS • FREE.

HONEYWELL Electronic Moduflow is now available. This simple and inexpensive control system, with its sensitivity and extreme dependability is now available for all types of automatic heating systems including radiant panel heating, either floor, wall or ceiling.

The three books pictured are available upon request. They give you factual information about this newest and finest Honeywell control system, in addition to zone and individual room control systems for domestic applications.

Send for your copies today and learn all about Honeywell's newest control systems and why you'll want to use and specify them for all their many applications.

Electronic Moduflow is the Answer

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY
2604 Fourth Avenue South, Minneapolis 8, Minnesota

Please send me the 3 free books on Honeywell Electronic Moduflow, Zone Control, and Individual Room Control.

Name _____

Address _____

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MINNEAPOLIS Honeywell

CONTROL SYSTEMS

**ACCURATE
and TOUGH
is the
MASTER
TUFBOY!**



BUY ONE NOW!

Mechanics and craftsmen will welcome the Master Tufboy's accuracy and rugged construction. Its blade, of the finest tempered spring steel, has clearly etched graduations and its case is made of the toughest chrome-plated zinc alloy which will withstand the roughest kind of treatment. You will find the Master Tufboy at your local hardware or building supply dealer or if you prefer, use the coupon below.

MASTER

REG. U.S. PAT. OFF.

WOOD AND STEEL TAPE RULES

Master Rule Mfg. Co., Inc.
201 Main Street, White Plains, N. Y.

F-3

Gentlemen:

I enclose \$1.35 for the 6 ft. Tufboy
I enclose \$1.65 for the 8 ft. Tufboy

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

with

WOODLIFE the original
toxic water repellent

Give your customers the best. WOODLIFE means protection against decay, termites—and moisture absorption, the cause of warping, shrinking, swelling and checking. A few pennies spent for WOODLIFE treatment assures lifetime protection and customer satisfaction.

WOODLIFE is Time-Tested . . . used by leading woodwork mills since 1935.

as seen in
**Better Homes
and Gardens**

Specify **WOODLIFE**
protection, NOW!

Write for literature and
name of nearest Dealer.

Protection Products Mfg. Co.
Research Laboratory and Plant KALAMAZOO, MICH.

Two Mixers Every Builder Should Have



3 1/2 S NON-TILT

Improved Gated Batch Hopper with cam-operated shaker gives you power loader speed without its cost. 100% Timken equipped. Drum tracks are fully machined.



- Positive, no-slip, no-thrust spur gear drive.
- Separate, self-cleaning blades and buckets mix and remix batch thoroughly in less time!
- Vertical water tank accurately calibrated.

Compact, perfectly balanced, end-charge design.

SUPER "6" WONDER

Built in 6 and 10 cu. ft. sizes with telescoping axle. Special caster-type wheels available which permit mixer through 32" door. Plus many other features. A better mortar mixer any way you look at it!



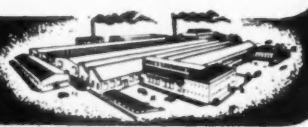
- Often pays for itself on first job.
- Triple mixing hoes with exclusive adjustable blades assure perfect mixing.
- Mixes cement mortar, patent plaster with hair or fiber, etc.

Renewable, longer-lasting drum liner guarantees long range savings. Jack-shaft equipped with anti-friction Timken Bearings assures longer trouble-free performance.

TOPS FOR DEPENDABILITY!

Write today for complete
CMC Mixer Catalog.

CONSTRUCTION **M**ACHINERY **C**O'S.
WATERLOO, IOWA, U.S.A.



BUILD THE *Double Duty* WAY

WITH **INSULITE**



APPROVED *Insulite Wall of Protection* Control Moisture Condensation

When frost forms inside the stud space, that means irate customers and trouble for you as the builder. To avoid this grief *seal the warm side* and *vent the cold side* of walls. (Proof available on request.)

How does Insulite fill this bill?

- (1) Insulite Sealed LOK-JOINT LATH with vapor barrier on the stud side insulates and effectively retards vapor travel.
- (2) BILDRITE SHEATHING insulates and at the same time permits satisfactory escape of vapor toward the outside.

The two in combination give you ideal insurance against moisture condensation and frost in walls.

See Sweet's File
for Builders — 2c/11

Double Duty
✓ BUILDS ✓ INSULATES

INSULITE DIVISION  MINNESOTA & ONTARIO
PAPER COMPANY
MINNEAPOLIS 7 MINNESOTA



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3-9



Start
the
sale
right
at the
door

with
RUSSWIN
TUBULAR LOCKS
and LATCHES

Everyone knows Russwin quality. For years the better homes have been equipped with this distinctive hardware. Where but in a *Russwin* Tubular Lock and Latch, for example, would you find all-steel rack and pinion construction—assuring smooth, positive, trouble-free action. Easy to install? It wouldn't be Russwin hardware if it weren't. And, once installed, you can forget these tubular locks and latches—no costly call-backs for service and adjustments. That's Russwin quality, *again*.

Your **RUSSWIN** dealer has them. See him today. Buy the builders' hardware that builds good will—Russwin... it's backed by over a century of experience. Russwell & Erwin Division, The American Hardware Corp., New Britain, Conn.



SINCE 1839
DISTINCTIVE
HARDWARE

Dealer Review

(Continued from page 123)

Those elected as vice presidents are: Harold Uglem, Home Lumber Co., Lewiston, Idaho; W. L. Johnson, Boise Payette Lumber Co., Boise, Idaho; H. F. McDaniel, McDaniel Lumber Co., Eugene, Ore.; F. C. Mauser, Mauser Lumber Co., The Dalles, Ore.; E. C. Schoeneman, Brownson Lumber Co., Wenatchee, Wash.; R. E. Wert, Independent Lumber & Fuel Service, Spokane, Wash., C. A.



KENT RUBOW

King, Lofthus Builders Material, Inc., Bremerton, Wash. W. C. Bell was reelected managing director, and retiring president H. W. Blackstock was named dealer-director to NRLDA.

Social events included a dance and mixer the first evening; the grand banquet, entertainment and dance the last evening; a Paul Bunyan dinner for men; a luncheon for women the first day and a banquet for them the next evening.

Western Pennsylvania

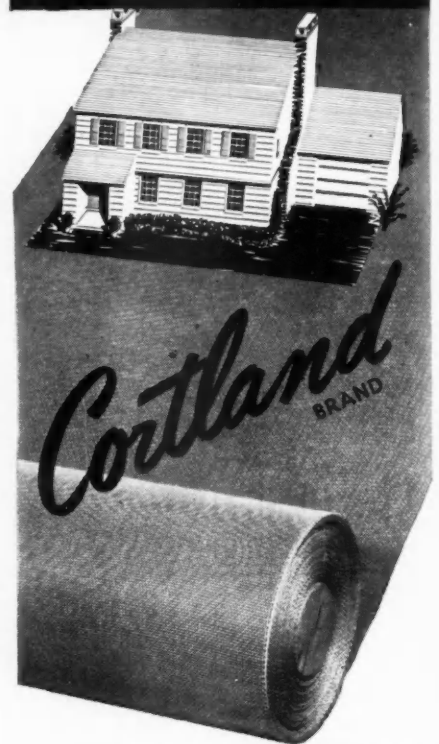
Meeting in the William Penn Hotel, Pittsburgh, February 2 and 3, the Lumber Dealers Association of Western Pennsylvania reelected Marlyn R. Fetterolf, Johnstown, Pa., as 1949 president at their 42nd annual convention. Attendance was the greatest in many years with about 900 registered. More than 70 exhibits added interest to the meeting.

Other officers elected are: George B. King, Tidioute, first vice president; Frank A. Grounds, Meadville, second vice president; S. W. Means, Pittsburgh, treasurer, and R. F. McCrea, reelected secretary-manager. J. H. Hankins, Uniontown, Pa., was re-named dealer-director to NRLDA.

During the course of the Pittsburgh Wholesale Lumber Dealers Association-sponsored luncheon, in

(Continued to page 188)

FOR LASTING PROTECTION



INSECT WIRE SCREENING

There is no screening like wire screening for lasting protection in window, door, and porch screens. Cortland Brand wire screening keeps the pests out and gives years of dependable service. Wire screening will not burn or sag; takes a minimum of tacking for a smooth, tight job; and it gives added security to windows left unlocked.

Cortland Brand wire screening has been tested under all conditions since 1873. For sure satisfaction specify Cortland Brand insect wire screening whenever you install new or replace old screens. There is a Cortland Brand wire screening for every purpose made to full compliance with U. S. Bureau of Standards specifications for steel, bronze, and aluminum wire:

Cortland Gray Wick - Popular all-purpose grade steel wire, electro-coated and enameled against corrosion.

Cortland Bronze - Special alloy wire, rustless, and not affected by salt air, acids, or gases.

Cortland Aluminum - Lightweight Alclad aluminum wire can't rust or stain.

Wire - Poultry Netting - Nails - Wire Screening



Cortland
BRAND

Wickwire Brothers, Inc., Cortland, N.Y.

For your Next Job Specify...

WELDWOOD FIRE DOORS

the *ONLY* wood-faced fire doors
that bear this label!

ONLY WELDWOOD FIRE DOORS GIVE YOU THESE 8 UNIQUE ADVANTAGES

1. Increased Safety

The *only* wood-faced fire door which bears the Underwriters' label. All Weldwood Fire Doors are approved for class B openings.

2. Beauty

Because of their beautiful wood faces, Weldwood Fire Doors harmonize perfectly with any decorative scheme.

3. Durability

The Underwriters' Laboratories tested a Weldwood Fire Door for durability by mechanically opening and closing it 200,000 times. At the end of the test, the door was unaffected and still opened and closed perfectly.

4. Dimensional Stability

Weldwood Fire Doors are so dimensionally stable that we guarantee them against sticking in summer or rattling in winter due to any dimensional changes in the door.

5. Light Weight

At last... a real fire door that is *not* heavy or unwieldy. A standard 3 x 7 door weighs approximately 80 lbs.

6. Vermin and Decay Proof

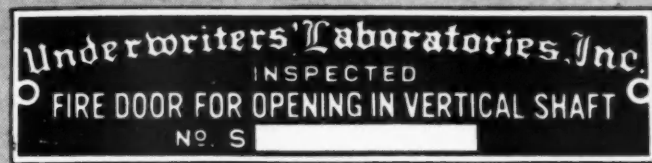
The mineral composition core used in Weldwood Fire Doors is permanently resistant to fungus, decay, and termites.

7. High Insulating Qualities

Another noteworthy characteristic of the core is its high insulating value over a wide range of temperatures. It is efficient against temperatures from freezing up to that of superheated steam.

8. Moderate Cost

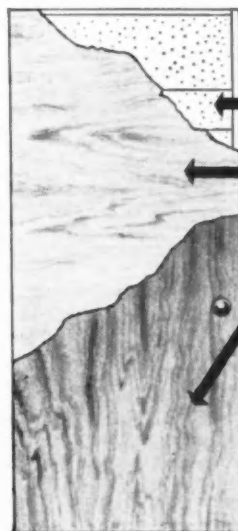
Investigate these doors for use on your next job. You will be pleasantly surprised at the low initial cost, and the minimum of maintenance required.



NOW... plan on permanent fire protection *plus* the rich beauty of real wood! Here at last is an absolutely fire-safe door that is also a decorator's delight.

Thanks to the handsome hardwood facing that distinguishes this unique Weldwood Door, you can plan on bringing extra beauty to every room. Yes, these beautiful new Weldwood Doors help you to carry your decorative theme throughout the building... while giving you lasting fireproof construction!

Write today for complete information. You'll also want full details about the new *Weldwood Flush Veneer Door* for use where absolute fire protection is not required.



EDGE BANDING
Of fireproofed hardwood matches the faces.

MINERAL CORE
Strong, light fireproof material. Great dimensional stability.

CROSS BANDING
Of 1-16" veneer is bonded to mineral core.

FACE VENEER
Is birch. Other decorative woods available on special order.

SIZES AND THICKNESSES:
Made in stock sizes, up to and including 3' x 7'; 1 3/4" thick.

MAIL COUPON FOR DETAILS



United States Plywood Corporation (Dept. 434)
55 West 44th Street, New York 18, N. Y.

Please send literature giving complete details of new Weldwood Fire Doors and matching Weldwood Flush Veneer Doors.

NAME _____

COMPANY _____

ADDRESS _____

UNITED STATES PLYWOOD CORPORATION

55 West 44th Street, New York 18, N. Y.

Distributing units in Baltimore, Boston, Brooklyn, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Fresno, High Point, Los Angeles, Milwaukee, Newark, New York, Oakland, Philadelphia, Pittsburgh, Portland, Ore., Richmond, Rochester, San Francisco, Seattle. Also

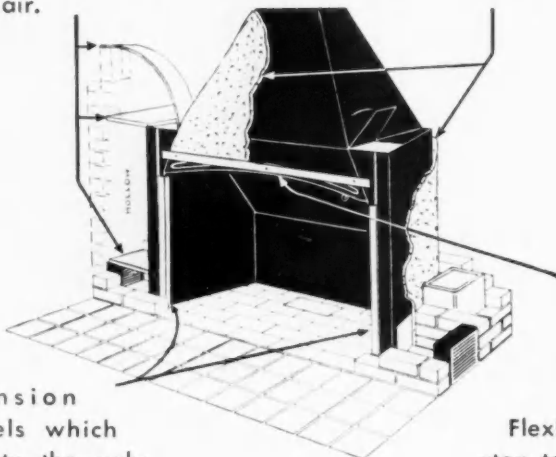
U. S.-Mengel Plywoods, Inc., distributing units in Atlanta, Birmingham, Dallas, Houston, Jacksonville, Louisville, New Orleans, San Antonio, St. Louis, Tampa. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.

New Improvements in Fyro-Place

*Save Masons Time
Improves Appearance*

1. Ductmakers which save masons time and materials (up to 40 bricks) will provide unobstructed flow of air.

2. Feather-light insulation in blanket form for quick application, does not fall apart, saves labor.



3. Expansion channels which eliminate the ugly joint between face brick and fireplace unit, due to the masonry drying and falling out.

4. Flexible metal stop to attach to apron of fireplace unit prevents insulation from working down and showing from front.

FYRO-PLACE is the fireplace form that saves you up to 16 hours of labor, plus the cost of damper, firebrick, etc. — often offsetting its cost. It creates good will for you because the satisfied owner gets a warm-air-circulating fireplace instead of a smoky, drafty old-fashioned one.

Write for our Free 32 Page Book — "100 Fireplace Ideas"

Win some of the prize money we are giving away.

A \$50 CHECK EVERY MONTH

is given for the best looking or most interesting fireplace built around a Fyro-Place. Simply send us snapshots of your best Fyro-Place installations.

**PRICE FIREPLACE HEATER
& TANK CORPORATION**

87 Austin Street / Buffalo 7, New York

Dealer Review

(Continued from page 186)

a surprise presentation, R. F. McCrea, secretary-manager of the lumber dealers association, was presented with a watch commemorating the completion of 30 years of faithful service to the association. The presentation on behalf of the



MARLYN R. FETTEROLF

members was made by John B. Millen, Greensburg, a director and past-president of the association.

The 1950 annual meeting will again be conducted at the William Penn Hotel in Pittsburgh.

Entertainment at the convention included "Exhibitors' Night" Wednesday evening; a banquet, floor show and dance Thursday evening and a ladies' luncheon Thursday noon.

Michigan

The Michigan Retail Lumber Dealers Association 60th annual convention was conducted at the Pantlind Hotel and Civic Auditorium in Grand Rapids February 2,



AXEL BECKER

3 and 4. Total registrations exceeded 2,000 and 106 exhibits drew the attention of delegates.

Axel Becker, Wolverine Lumber & Supply Co., Monroe, was elected president to succeed Edwin F.

(Continued to page 192)



New NEVER-STAIN ALUMINUM NAILS

- Will never streak or stain finished surfaces, such as painted house siding.
- Made in many sizes and types for use wherever nail stain is objectionable.
- Light in weight — almost three times as many per pound.
- Nichols Aluminum* Nails are etched from head to tip for great holding power. Easy to drive. Billions have been used.
- Available anywhere in the United States.

Consult Your Architect or Builder

He is qualified to recommend money-saving applications for Nichols Never-Stain Aluminum Nails.

TO HELP YOU SELL NICHOLS
"Never-Stain" Aluminum Nails
Over 11,000,000
readers who are potential customers
of yours will see this ad in the March
1949 issues of

LIFE

Better Homes
and Gardens

Country
Gentleman

W. J. Smith

Vice President and
General Sales Manager



NICHOLS WIRE & ALUMINUM CO.

General Office and Factory — Davenport, Iowa

ALUMINUM IS NOT A SUBSTITUTE!

* All Nichols Never-Stain nails are made from an aluminum alloy conforming to Federal Specification QQ-A-325.



YOU DEMANDED THIS MASSIVE SHINGLE



For a long time architects and builders have been demanding an asphalt shingle with these features: Greater thickness, greater rigidity, greater protection through increased headlap and a longer life span.

HERE IT IS . . . "The Architect", a new shingle designed especially by Bird & Son to meet the most exacting specifications:

- *Thick massive butts . . .* approximating slate or wood shingles in caliper . . . heavy shadowlines.
- *Weight 290 pounds per square . . .* the perfect balance of greater saturation and heavier coating of life-giving asphalt.
- *Triple coverage, 5" headlap . . .* Major factors in long-lived protection against standing snow and driving winds and rains.
- *Surfaced with larger mineral granules . . .* outstanding appearance, better adhesion, longer surface protection.
- *Greater rigidity* because of the heavier felt base, more asphalt and heavy, coarse mineral granules.
- *Cost of "The Architect" is in the asphalt shingle price range . . .* a prime selling feature for this rich, luxurious shingle.



Write today for folder showing the wide variety of colors and blends. Bird & Son, inc., East Walpole, Mass.

Take your choice:

**NAILED-and-BOLTED or
GLUED**

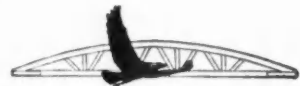


ARCHES • BEAMS • BOWSTRINGS

AMERICAN offers both

- A wide selection of popular roof designs . . . The best in nailed-and-bolted bowstrings, crescents and belgians, plus glued beams, trusses, and arches. (Superior glue process—developed in our newest plant . . . Controlled temperature, uniform pressure, during setting period.)

Write for literature that describes the most widely used trusses—**AMERICAN!**



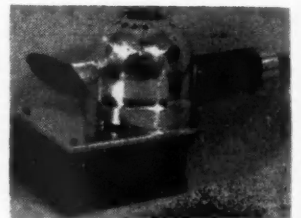
AMERICAN Roof Truss Co.

William and Raymond Waddington

6856 Stony Island Ave., Chicago 49, Illinois . . . PLaza 2-1772

ESTABLISHED 1922

**CONTRACTORS!
CARPENTERS!
DECORATORS!**



THE JITTERBUG—Portable Electric Sander was made *ESPECIALLY* for you.

Sands **DRY WALL CONSTRUCTION** perfectly—unexcelled on interior finish, cabinets, treads, and risers—a fine edging sander equally good on new and old work.

Patented compound motion eliminates hand sanding—sands closed corners **CLEAN**.

See your Dealer or write for complete information and Free Trial Offer—Price \$87.50 FOB, Menominee, Michigan.

A PENINSULA TOOL

JITTERBUG SANDER COMPANY,
Inc.

Subsidiary L. E. Jones Co.

MENOMINEE, MICHIGAN

Mesker

STEEL CASEMENTS



the casement with the
MESKEROTOR
FINGER-TIP OPERATOR

the mark of
modern post-war
construction . . .

Put greater sales appeal in the houses you build by equipping them with Mesker Steel Casements. Their versatility adapts easily to any architectural style, traditional or modern. The charm of their graceful, slender lines adds distinction that marks truly post-war construction. See our catalog in Sweet's Builders File, or write us for your own copy.

MESKER BROTHERS METAL WINDOWS
4342 GERALDINE AVE., ST. LOUIS 15, MO.



One hand opens and closes Mesker Casements the easy modern way. Gears do the hard work — you just twirl the handy rotor handle.



No tugging—no lifting—no struggling as with old-style windows. Mesker Steel Casements cannot swell, warp, shrink or stick.

Versatile!

Standard sizes can be used singly and in combination to obtain any desired window effect for any style of architecture . . .



1414 R/L



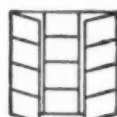
2414 R/L



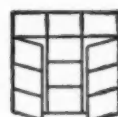
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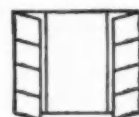
2423



3424



3423



4424



Here's Wiring with a Future

Yes, a long future that's full of satisfaction to the home owner. Wiring that you can specify and install with confidence. For the home wired today with Paranite Building Wire—Paraflex—ABC Cable—Service Cable—will be giving the same efficient electrical service in 1998 and beyond. Every bit of Paranite wire or cable is made under the watchful eye of SQC—Statistical Quality Control! Nothing is left to chance. Scores of tests, graphs, measurements—figures and figures—by columns and rows of columns—are compiled and analyzed, while the individual operations are still in progress. With Paranite's goal set high and Statistical Quality Control guarding each individual operation, you can confidently recommend and use Paranite Wires and Cables in all construction.

Building Wire
Types R—RH—RW—T—TW



Service Entrance Cable



Paraflex Non-Metallic
Sheathed Cable



A. B. C. Flexible
Metallic Cable



IF IT'S PARANITE IT'S RIGHT!

DISTRIBUTED THROUGH WHOLESALERS

PARANITE WIRE AND CABLE

Division of ESSEX WIRE CORPORATION
FORT WAYNE 6, INDIANA

WAREHOUSES* AND SALES OFFICES: *Atlanta, Ga. *Chicago, Ill. *Cleveland, Ohio *Dallas, Texas *Detroit, Mich. *Kansas City, Mo. *Los Angeles, Calif. *Newark, N. J. *Philadelphia, Pa. *St. Louis, Mo. *San Francisco, Calif.

Dealer Review

(Continued from page 188)

Westover, Westover-Kamm Co., Bay City. Other 1949 officers are: Lester Essenburg, Essenburg Building & Lumber Co., Holland, first vice president; Walter Peacock, Peacock Lumber Co., Port Huron, second vice president; Norman B. Cove, Hager & Cove Lumber Co., Lansing, reelected treasurer; Hunter M. Gaines, Lansing, reelected secretary. Mr. Westover was named dealer-director to NRLDA.

The entertainment program included the "Old Guard Dinner" and salesmen's midnight frolic Wednesday evening; the annual banquet and dance Thursday evening; a luncheon and evening entertainment for ladies Wednesday.

Illinois

An all-time high in attendance was recorded at the 59th annual meeting of the Illinois Lumber & Material Dealers Association at Hotel Sherman, Chicago February 8, 9 and 10 when a total of 4,032 persons registered. Attendance consisted of 1,953 dealers, 331 ladies, 1,106 exhibitors and 642 guests. More than 150 attractive exhibits

taxed the hotel's facilities.

Election of officers resulted in the selection of John W. McConnell, of Woodstock, to serve as 1949 president, succeeding James L. Watson of Troy. W. Lindley Huff



JOHN W. McCONNELL

of Decatur was named vice president and John D. McCarthy, Springfield, was reelected secretary-treasurer.

Ladies were entertained at luncheons and theatre parties. The International Concatenated Order of Hoo-Hoo conducted an initiation for 25 "kittens" followed by a stag dinner Wednesday evening.

DUO-FAST

Take "The Labor" Out
of Tacking

HAMMER TACKERS

DRIVE STAPLES FROM 5-32 TO 9-16" IN LEG LENGTH
FEED AND DRIVE STAPLES AUTOMATICALLY
TACK 2 TO 4 STAPLES PER SECOND



EASY ONE HAND OPERATION

EASY TO CLEAN - EASY TO LOAD

Tacking presents no problem when you use a Duo-Fast Hammer Tacker. It is time-saving, efficient and thorough. One hand does the complete job. This is the easiest, quickest method of tacking insulation, building papers and felts. Write for information on the Duo-Fast hammer, gun and air tackers.

DUO-FAST
FASTENER CORPORATION

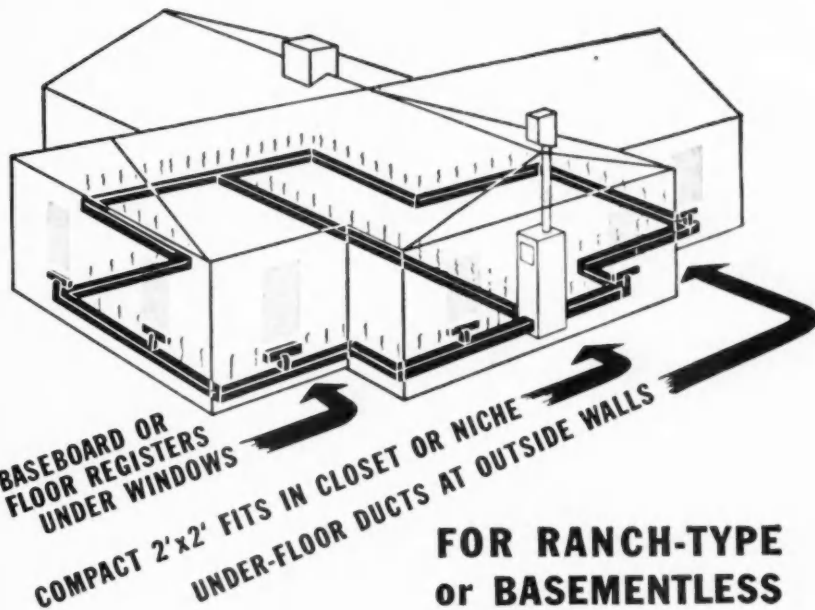
888 Fletcher Street

Chicago 14, Illinois

RADIANT FLOOR PANEL HEATING *plus* FILTERED CIRCULATING WARM-AIR

*Both in one unit - At less than
 the cost of conventional heating!*

The INTERNATIONAL WARM-AIR AUTOMATIC OIL or GAS FURNACE



**FOR RANCH-TYPE
 or BASEMENTLESS
 HOMES...**

A truly great advance in modern heating engineering—that really overcomes the basic problems of home heating. Underfloor ducts eliminate cold floors and chilly walls . . . Base register banishes cold air cascading down windows . . . Elimination of air stratification assures uniform temperatures at all levels. Low cost installation — economical operation.

Send for literature giving details and typical layouts.

INTERNATIONAL OIL BURNER CO.

Park & Spring Aves. St. Louis 10, Mo.

(Distributors—Some protected territories still open—Inquire)



SECURITY
PRIVACY
GOOD LOOKS
LOW PRICE

all 4 IN La Belle Doorknob Lock

Widen your markets with this new hardware staple that ends the need for lockplates and old-fashioned key-holes. The compact, attractively styled LaBelle, with a tumbler cylinder lock built into its outer knob, is non-jamming and spins like a bearing when locked. You can easily sell it for outside and inside doors of new building or remodeling projects — homes, schools, apartments and government jobs.

SPECIAL . . .
 With your initial shipment of one dozen LaBelle Doorknob Locks, you will receive, at no extra charge, a "use-it-yourself" display to help you sell. Order from your jobber or write direct.

La Belle Industries, Inc.

OCONOMOWOC, WISCONSIN



the fastest way to tack Insulation...
the HANSEN TACKER

Between studs it is easy to apply insulation with the Hansen. Simply place insulation in position, hold it with one hand and tack it with the other. Between rafters, overhead or in other hard-to-get-at positions, Hansen speeds the application.

With the strong gripping power of Hansen staples, material is held closer to frame, and less likely to buckle. Speedy, one-hand operation leaves other hand free to hold materials. REQUEST FOLDER.



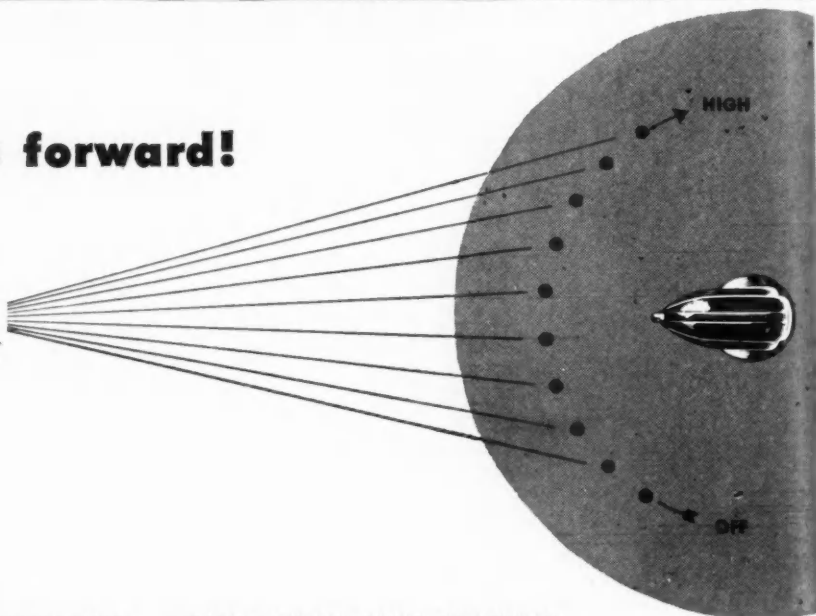
A. L. HANSEN MFG. CO.
 5055 RAVENSWOOD AVE., CHICAGO 40, ILL.

9 speeds forward!



Blo-Fan

INSTALLS OVER THE RANGE WHERE A FAN BELONGS—IN THE CEILING OR INSIDE WALL



NEW EXCLUSIVE FEATURE

Mr. Builder: Here is something new that you can actually demonstrate to the prospective home owner. The new nine position control switch enables the housewife to choose the desired rate of ventilation as easily as she controls the thermostat on her kitchen stove. Send this coupon to obtain information about this new feature found only on the Model 210 Blo-Fan.

Please send me detailed information on the Blo-Fan nine speed control switch and names of local distributors.

NAME _____

ADDRESS _____

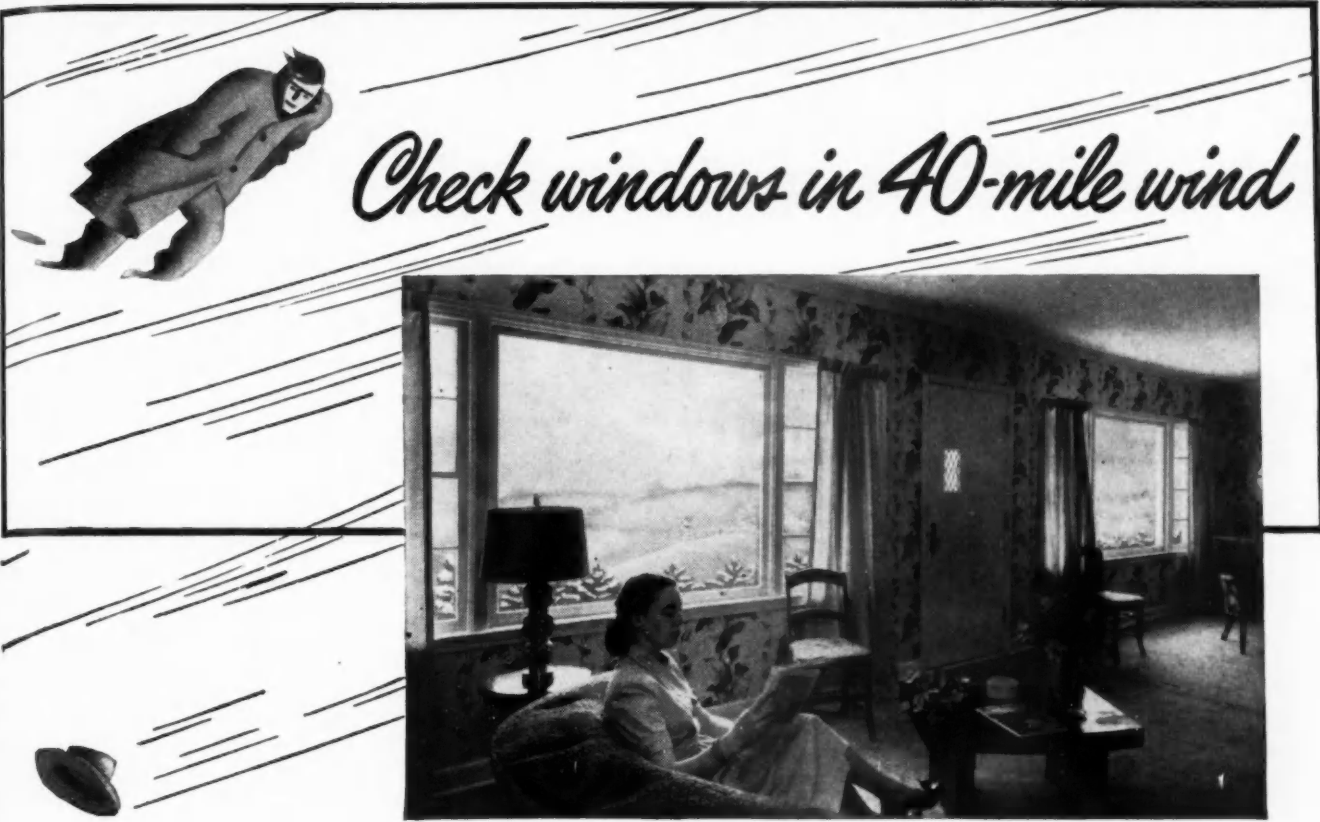
CITY _____ STATE _____

STOCKED IN 300 CITIES BY 500 FRANCHISED DISTRIBUTORS.

PRYNE & CO., INC.

BOX A, POMONA, CALIFORNIA

LOS ANGELES - SAN FRANCISCO - CHICAGO - NEW YORK



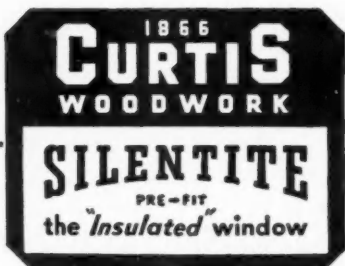
and you'll choose CURTIS Silentite!

In a 40-mile wind you'd soon know the difference between Curtis Silentite and ordinary windows. For under such conditions, Silentite allows 20% less air infiltration than the famous original Silentite—America's first "insulated" window.

There are scientific reasons for Silentite's superior weathertightness. "Floating" weather-strips press snugly against the side of the sash, yet allow easy movement. Gone is the conventional check rail—in its place a new type rail with specially designed weather-strip members. Bronze spring leaf weather-stripping at the head and sill complete this superior window design. And Silentite is a *wood* window for maximum insulation value and reduced heating costs.

Silentite Windows are easy to operate—have no weights, cords or pulleys. They have the streamlined beauty that comes from slender mullions and wide glass areas. Toxic and water-repellent treated, Silentite windows assure lasting value in any size or type of home.

When in New York, visit the Curtis Woodwork display at the Architect Samples Corporation, 101 Park Avenue.



Send for the Silentite Window Book

Curtis Companies Service Bureau
AB-3S Curtis Building, Clinton, Iowa

Please send me book on Silentite Windows, including casements,

Name.....

Address.....

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

I am

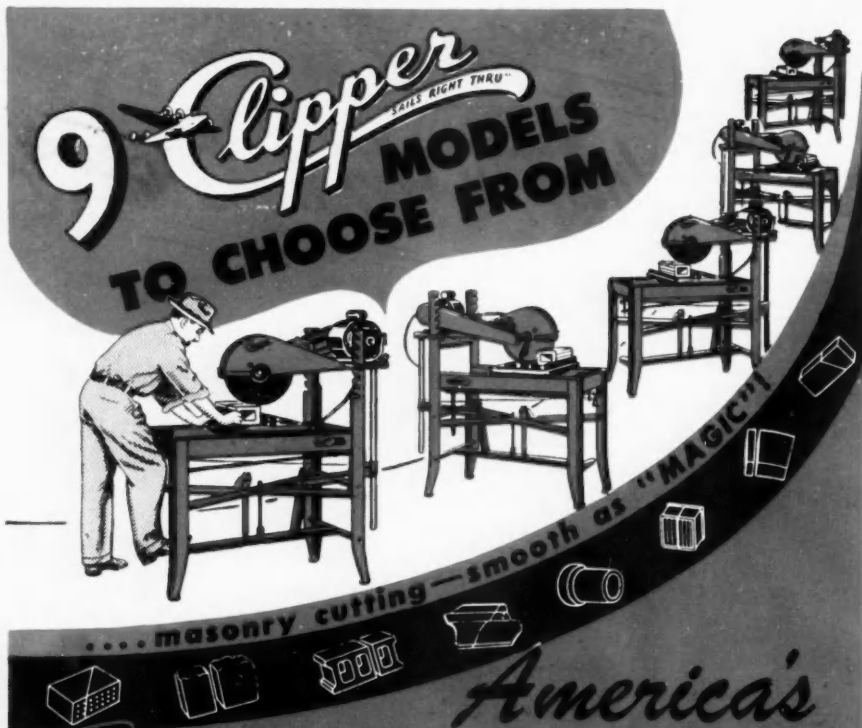
Architect

Contractor

Prospective Home Builder

Student

(Please check above)



America's Finest MASONRY SAW

WITH Every Feature FOR FASTER, BETTER CUTTING

YES, Clippers are guaranteed "To Provide the Fastest Cut at the Lowest Cost with the Greatest Ease—Any Time—Any Where!"

Nine different models to choose from — each designed to answer every masonry cutting need. The New 1949 Model HD answers the Contractors need for Wet (DUSTLESS) and Dry Cutting. The HD is the 100% Answer to ALL Masonry Cutting for it is actually two saws in one!

Clipper, originator of the masonry saw, has combined "Multiple Cutting" action with the 1949 Clipper Features—ADJUST-A-CUT Control; STREAMLINED Ball Bearing Conveyor Cart; Pressure Equalizer Spring; and the Improved SNAP-ON Blade Guard Cover — all combined to insure Faster, Smoother, and more Economical cutting performance.

CLIPPER'S PATENTED FEATURES AND ACCESSORIES

PRESSURE EQUALIZER

This Clipper feature with its automatic action provides smooth, sensitive blade pressure for faster cutting and economy



ADJUST-A-CUT CONTROL

Just pull the handy knob for an amazingly easy and simple way to adjust the cutting head position. A new Clipper feature that really saves time!

SNAP-ON BLADE COVER

Here's another Clipper feature . . . It lets you cut wet — without getting wet. An outstanding Safety feature for both wet and dry cutting.



ADJUSTABLE CONVEYOR CART

You can easily clamp material into place with this new Clipper accessory. Intricate cuts accurately and easily made

All Nine Clipper Models are shipped FREE TRIAL direct from your nearest COAST to COAST Factory Branch. Priced from \$195 . . . write today for descriptive literature!

Every CLIPPER is Sold on FREE TRIAL



MANUFACTURING CO.

NATION-WIDE DIRECT FACTORY SERVICE

2808 WARWICK • KANSAS CITY 8, MO.

PHILADELPHIA • ST. LOUIS • CLEVELAND • AUSTIN, TEX. • SAN FRANCISCO

Dealer Credit Rating—

(Continued from page 148)

find it difficult to maintain satisfactory financing connections.

In the future dealers who want to maintain a position "in good standing" with their financing connection should inspect promptly all complaints that are called to their attention and report such action as they take on each complaint to the lending institution. They should also endeavor to persuade any delinquent borrower, on one of the jobs they have sold, to resume and regularly continue his payments. Otherwise, when their delinquencies exceed the bank's maximum limit (which is usually 3 per cent) they may find that further loans on their jobs will not be considered.

Not only the lending institutions, but also FHA itself, which in turn insures the loans approved for the dealer, are a most important factor in the maintenance of a "satisfactory financing connection." Where too much trouble develops over a period of time with a particular dealer's paper, FHA has in some instances put that dealer on their "black-list" i.e., they notify all lending institutions that no further loans will be insured by FHA for that dealer, directly or indirectly.

Our purpose in covering this subject so frankly is because we, too, realize that without a continuing connection for financing, no dealer can succeed in the siding business. Unless dealers can finance their insulating siding jobs, they cannot continue in business—so it is to our advantage, as well as that of our dealers, for us to emphasize as we have here the kind of cooperation lending institutions are now requiring of the dealers with whom they are willing to continue to do business.

As we see this situation, it is not a question of whether or not the lending institutions have a right to insist on their present cooperation requirements from the dealer. The fact is, they do, and it is this condition we will have to continue to live with, at least for the immediate future.

We suggest, therefore, that you discuss with your lending institution, if you have not done so, the type of cooperation it is expecting you to give on the loans it approves for you, and that you make every consistent effort to furnish this cooperation in the future so that you may continue to have a satisfactory financing connection.



**HOW TO
HOLD WIRING COSTS DOWN
...KEEP QUALITY UP!**

Now, when every second counts—now, when every construction dollar must produce full value—methods of cutting costs without sacrificing quality take on new importance. That's why General Electric PVX® nonmetallic sheathed cable has become such a favorite.

PVX goes in fast—goes in to last. The tough, smooth, moisture- and flame-retardant braid covering makes for easy pulling. Its light weight makes PVX easy to handle. Its small over-all diameter permits installation in tight spots. And PVX strips freely, quickly, leaving a clean conductor for fast connection.

To get the rest of the money-saving facts on PVX and many other items in the General Electric wire and cable line, send for a free copy of the 42-page book *Building Wires, Cables, and Cords for every purpose*. Address Section W23-32, Construction Materials Department, General Electric Company, Bridgeport 2, Connecticut.



GENERAL  ELECTRIC

**AROUND THE CIRCUIT
WITH YOUR
G-E
CONSTRUCTION MATERIALS
DISTRIBUTOR**



TOUGH, FLAMENOL® portable cords are available in types suitable for almost any portable tool. These G-E cords are built to take abuse—are just the kind of tough, durable cords that hard-working tools need. Make sure that Flamenol cords are on the equipment you buy—make them the rule when you replace cords.

SUPER PVX nonmetallic sheathed cable is made to order for wiring those difficult jobs where easy installation and long service life under the worst conditions are important. Its tough, thermoplastic sheath and rotproof thermoplastic insulation make it a natural for fighting corrosive fumes and moisture in barns and other tough-on-wire locations. Ask your General Electric distributor about Super PVX.



TODAY'S biggest wiring news is General Electric remote control. This revolutionary, new lighting control method utilizes a lightweight, two- or three-conductor No. 18 Awg Flamenol control wire, easy to handle and low in cost. Your General Electric distributor has up-to-the-minute facts on this exciting new system. Stop by and see him soon.

FOR INFORMATION on any part of General Electric's line of wires and cables, contact your General Electric Construction Materials distributor. He is ready, willing, and able to help straighten out your supply problems, or give you how-to-do-it wiring information.



NEW, SUPER-TOUGH *Superlite* PANELS

Baked surface resists wear



SUPERLITE PANELS now are surfaced with a new high-gloss, plastic finish, *BAKED ON* for extra lustre and extra resistance to abrasion.

New rounded-edge score lines mean less dust collection and greater ease in cleaning. Just a wipe of a damp cloth over Superlite Panel's high-gloss surface and they're glistening again!

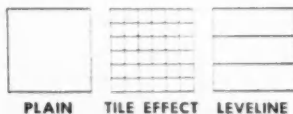
Large sheet size means reduced application cost. And no fuss and muss as in the application of plaster or similar materials!

Superlite Panels for interior walls and ceilings, either in new construction or renovation, are available in eleven pleasing colors.

Your customers will be pleased with Superlite Paneling because of its beauty and durability. Ideal for kitchens, bathrooms, game rooms, restaurants, hospitals—and other institutions.

Use the coupon below for descriptive literature and other pertinent information.

Superlite Panels are sheets of Masonite Presdwood, surfaced with a high-gloss, baked-on plastic finish. They are available in sheet sizes 4 ft. wide, and 4 ft., 6 ft., 8 ft. and 12 ft. long. These panels are finished three ways: plain colors, tile design (4" x 4" square) and Leveline (horizontal lines on 8" centers). A range of eleven colors (including black and white) is offered, with a wide variety of colors in the score line.



SUPERIOR WALL PRODUCTS CO.
Philadelphia 40, Penna.
"for more than a decade"

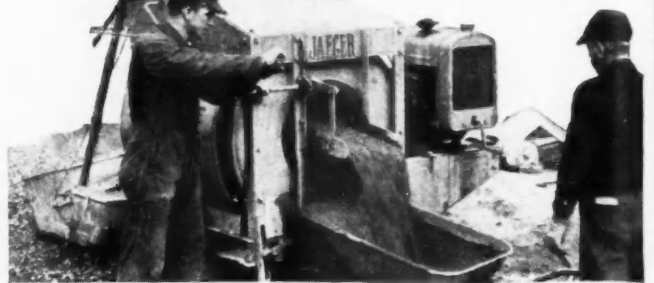
SUPERIOR WALL PRODUCTS CO., 4403 N. American St., Phila. 40, Pa.

Send us descriptive literature.
 Tell us the advantages of handling Superlite Panels.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Pour More Concrete — Beat High Costs with **JAEGER**

SKIP-SHAKER
POWER-LOADER
MIXERS



Jaeger 65, 115 and 165 Mixers pour more concrete per day because they have famous "Dual-Mix" drums for faster mixing and discharging, charging skips that load while the previous batch mixes then rise and shake their loads into the drums fast and clean, automotive transmissions, big clutches, oversize engines, and fast skip-hoisting and lowering device. They all mean greater production per wage dollar. Write for Catalog M-8.



Also 3 1/2 Tiltng and Non-Tiltng trailers.

THE JAEGER MACHINE COMPANY

Columbus 16, Ohio

regional offices: 1504 Widener Bldg. Philadelphia 7, Pa. 226 N. La Salle St. Chicago 1, Ill. 235 American Life Bldg. Birmingham 1, Alabama

PUMPS • COMPRESSORS • HOISTS • PAVING EQUIPMENT

For an A-1 brick construction job every time.



Here's the answer to every brick-building problem—a manual that shows you, step-by-step, each process of masonry construction, from the foundations to the flashings. It helps you by supplying the specific working aids you need in selecting materials—preparing mortar—handling construction masonry—eliminating faults and defects—estimating quantity and costs. It includes the design and construction of every type of brick wall—covers chimneys, fireplaces, porches, walls, walks and outdoor barbecues.

● BRICK STRUCTURES ● HOW TO BUILD THEM

Revised and edited by RALPH P. STODDARD
Eleventh Edition

169 pages, 100 figures, 10 tables, \$2.20

Hundreds of construction aids that help insure speed, quality and economy

- how to prevent wet walls and efflorescence
- fireproofing structural steel members with brick masonry
- construction of openings in brick walls bearing and non-bearing soundproof partitions
- design and construction of chimneys and fireplaces
- suggestions on decorative treatment of brickwork
- where to use flashing and calking

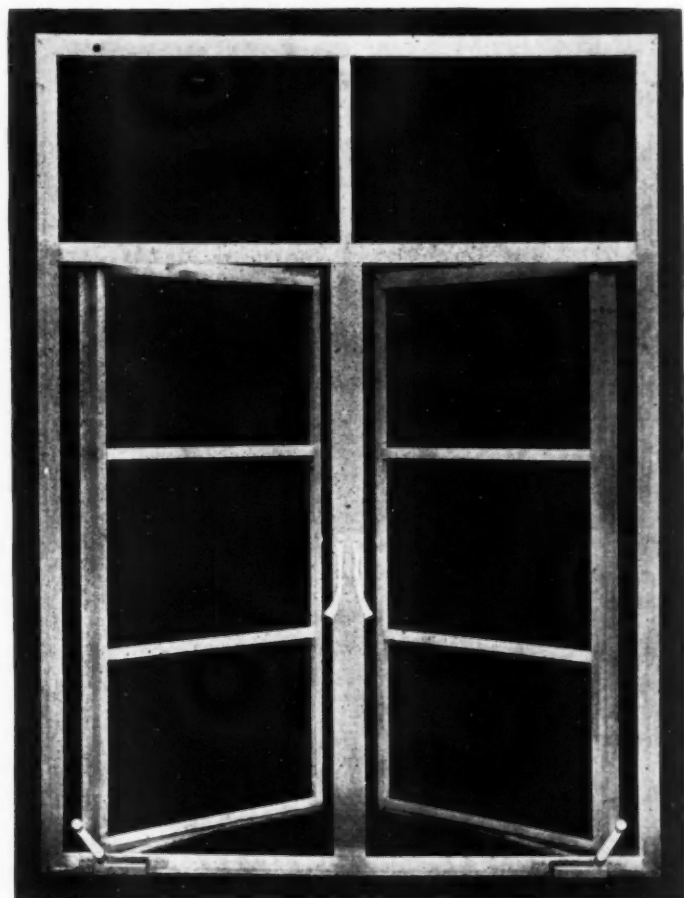
SEE IT 10 DAYS FREE!

MAIL COUPON TODAY

McGraw-Hill Book Co., Inc., 330 W. 42nd Street, NYC 18

Send me Stoddard's BRICK STRUCTURES—How To Build Them, for 10 days' examination on approval. In 10 days I will send \$2.20, plus a few cents' postage, or return book postpaid. (Postage paid on cash orders.)

Name _____
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Company _____
Position _____



WARE

Aluminum

WINDOWS

LIGHT YET STURDY
CHEERFUL SILVERY
APPEARANCE

NO PAINTING-NO RUST
EASILY OPERATED
FROM THE INSIDE

STORM-TIGHT

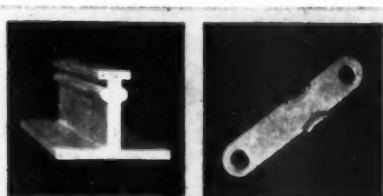
HEAVIER VENT SECTIONS • FLASH WELDED CORNERS
EXTENSION OR BUTT HINGES • STAINLESS STEEL PINS & WASHERS
CHOICE OF BUTTERFLY OR CAM LOCKING HANDLES

Manufactured by WARE LABORATORIES, INC. *in Miami, Florida*
GENERAL OFFICES AND SALES OFFICES: 1827 Delaware Parkway, Miami 35, Fla. • NEW YORK OFFICE: 21 West Street



CHOICE OF BUTTERFLY OR CAM LOCKING HANDLES

The optional choice of butterfly type for use with venetian blinds or the standard cam locking handles gives you a freedom of choice.



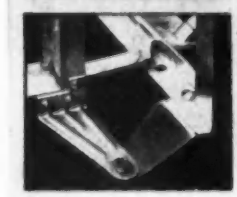
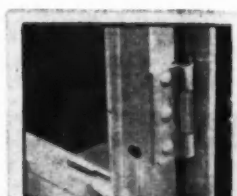
CHOICE OF BUTT OR EXTENSION TYPE HINGES

The sturdy Ware butt hinge with stainless steel bushings, pin and washers or the convenient Ware extension hinge with stainless steel pins and washers are optional.



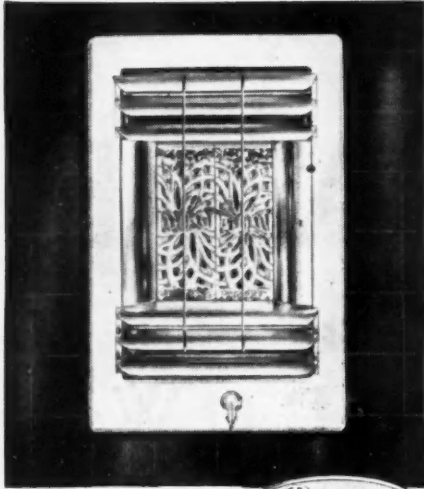
The Ware Mullion with self-aligning fit, bulb weathering and 3/16 inch web is exclusive with Ware.

The Ware Channel and Strike are of Stainless Steel, assuring long wear and freedom from rust and corrosion.



Heat Directing LOUVERS

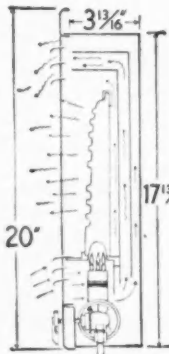
MODEL NO. 202



DEVELOPED BY 

New! ROYAL RECESSED GAS WALL HEATER

Heat quickly directed through scientifically designed louvers adds to the cozy radiant glow from this new Royal Gas Wall heater. Safety features include removable valve control handle, and sturdy but easily removable dress guard. Polished Armco Aluminized Steel inner unit and louvers permanently resist corrosion and tarnish, add heat reflectivity and increase efficiency. Flush to wall frame regularly furnished in baked on white Dupont Dulux finish. Available in porcelain enamel or chrome. For bathrooms, kitchens, dining nooks, utility rooms and other uses. Takes 12½" x 20" wall space, depth 3¼".



MORE HEAT, BETTER DISTRIBUTED

Diagram shows how louvers direct heat out into room—not up. Helps keep walls clean. Safe, low in cost, economical in operation.

Approved For Natural, Manufactured, And All LP Gases



CHATTANOOGA IMPLEMENT AND MANUFACTURING COMPANY
CHATTANOOGA, TENNESSEE

GET THE FACTS!

Chattanooga Implement & Mfg. Co.
Chattanooga, Tennessee

Please send:

- Specification sheet and descriptive literature on Royal Model 202
- Address of nearest Royal Distributor

Firm Name _____

Address _____

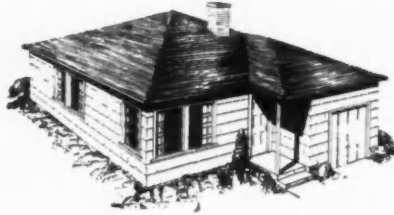
City _____

State _____

Requested by _____

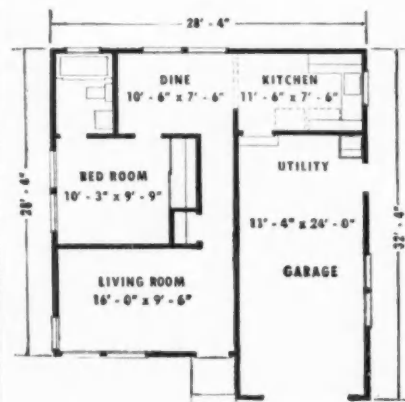
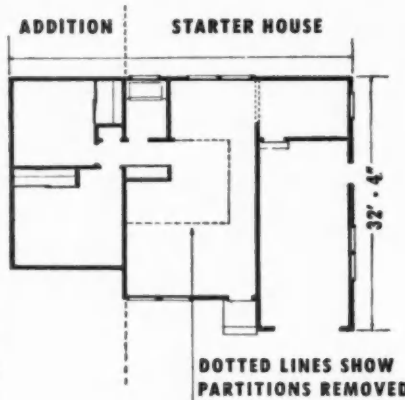
Portland Builders Will Erect Small Homes Under FHA's New Section 203D

A NUMBER of Portland, Ore., builders including Carl & Ted Asbahr and the Edwin Sandberg Co., will erect small homes under FHA's new Section 203D mortgage finance. Plan of the small house shown here is one



of the first to be used in constructing homes with the new financial arrangement. Down payment on this house will be \$350, and monthly payments, including taxes and insurance, will be less than \$39 extended over a period of 30 years.

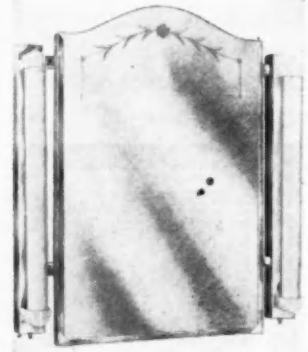
Homes constructed with this plan will carry a \$6,000 loan, including \$500 for the lot. Arrangements were



made by the Brice Realty Co., Portland, to finance the houses so that five of the major builders in Portland will build the house within 15 miles of the heart of the city, on individual lots.

The house can be readily expanded at a later date. Hardwood floors are

(Continued to page 204)



Attention DEALERS, BUILDERS, AND CONTRACTORS

The most beautiful all chrome finish fluorescent medicine cabinet with plate engraved Everlast mirror, all General Electric equipment, plastic caps, Underwriters' approved, retails at \$43.75. This medicine cabinet unit is built for the purpose of saving all wiring and fixtures necessary for the bathroom as it contains all the wiring and switches necessary and also a convenience outlet for electric razor or any other use. Each fixture has a separate switch so that you may light one or two lights as you desire and will provide sufficient light for any bathroom without any extra fixtures. The only thing necessary is to connect the cabinet with the main line.

The price of this cabinet is very reasonable and at the same time it covers all the cost of wiring and fixtures for the bathroom.

Manufacturers representatives and distributors invited.

Manufactured by

FLUORESCENT LIGHTING CO.

MONTICELLO, N. Y.

Brown's SUPERCEDAR



Red Cedar Closet Lining

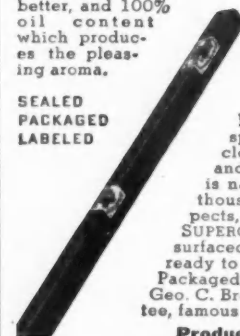
Guaranteed 90% Red Heart or Better

Only SUPERCEDAR is of the same uniform high quality standard that guarantees every package to contain 90% Red Heart or better, and 100% oil content which produces the pleasing aroma.

100% oil content
Suggest Cedar Lined Closets to Every Home Builder. There is Nothing Better than



SEALED PACKAGED LABELED



More home builders are specifying cedar lined closets today than ever—and Brown's SUPERCEDAR is nationally advertised to thousands of new home prospects, architects and builders. SUPERCEDAR closet lining is surfaced, tongue and grooved, ready to put on with no waste. Packaged and sealed with the Geo. C. Brown label and guarantee, famous since 1886.

Product of

GEO. C. BROWN & CO.

GREENSBORO, N. C.

ESTABLISHED 1886

LARGEST MANUFACTURERS OF AROMATIC RED CEDAR IN THE WORLD

49-ERS make a discovery!



You can be a 49-er and make a discovery too! Discover how much easier and faster your houses sell when you use Pratt & Lambert Paint and Varnish. Here is distinctive color and dependable quality, backed by one hundred years of experience in paint manufacturing.

Home buyers are quick to recognize the significance of the Pratt & Lambert name. Let these fine products do your prospecting for you. They will open up new frontiers in sales. Pratt & Lambert-Inc., 80 Tonawanda Street, Buffalo 7, N. Y. In Canada, 6 Courtwright Street, Fort Erie, Ontario.

PRATT & LAMBERT
paint and varnish

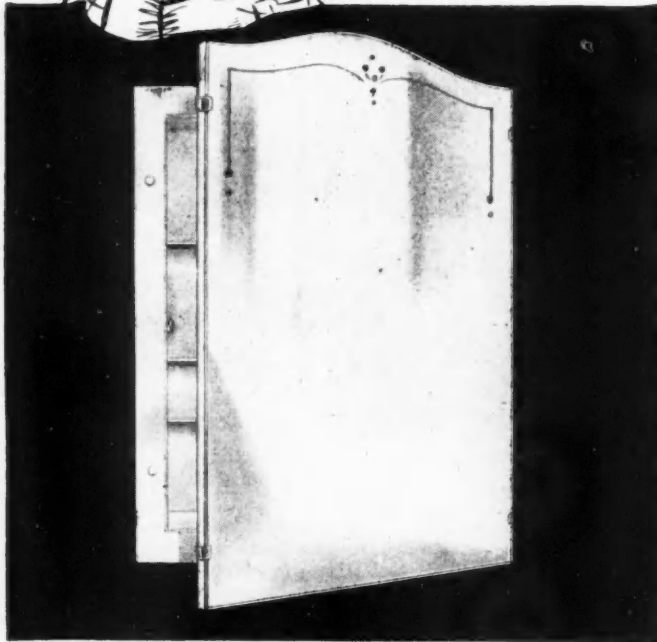
Save the surface and you save all!



1849 — Pratt & Lambert Hundredth Anniversary — 1949



meet
an
American
Princess



... a lady of fashion

American Royalty is not born, it's manufactured . . . by Mirro-Glo. This Princess has the sleek lines, extra features and quality material that comes only with experience of quality manufacturing. Economy is another characteristic that runs in the Royal Family. For Additional information send for a free copy of the Royal Family Album, Today!

The new etched mirror design follows the curves of the venetian mirror top.



The bar spring door stop resists jarring, protects contents and mirror.



THE MIRRO-GLO CABINET CO.
3131 W. 49th PLACE, CHICAGO 32, ILLINOIS

Gentlemen: Please send me a free copy of the Royal Family Album

FIRM NAME _____
 LINE OF BUSINESS _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

You'll Never
go Back to
Hand Sawing



Once You've
Used a

Mall Saw
REG. U.S. PAT. OFF.

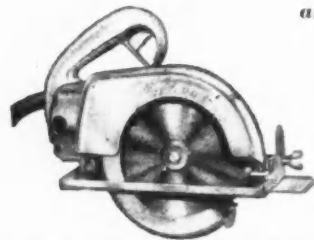
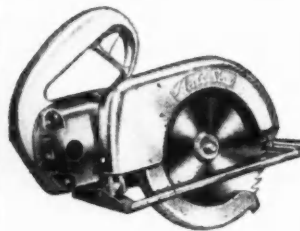
After you experience the ease and speed with which a MallSaw cross-cuts, rips or bevel cuts rough or dressed lumber you will never be satisfied with any other way of sawing. The MallSaw's quick, accurate cuts assure square board ends, better fitting members and a better building.

Your MallSaw will also cut metal and composition materials with a friction blade, hardened steel, glass, tile, porcelain and concrete with an abrasive blade. All three models operate from any regular 115-volt AC:DC or 130-volt AC:DC outlet, are quickly adjusted for depth, and bevel cut to 45 degrees. Available with metal carrying case, lubricant, cord and plug.

Model 70—2 1/4" capacity
7 1/4" blade

Model 86—2 7/8" capacity
8 1/2" blade

Model 128—4 1/2" capacity
12" blade



Write for FREE Booklet
"Mall Portable Power Tools"
and name of nearest dealer.

MALL TOOL COMPANY

7737 South Chicago Avenue, Chicago 19, Ill.

Preferred by Master Craftsmen

Johns-Manville Asbestos Flexboard is **STRONG AND TOUGH**



*One man can handle
the big sheets*

Exclusive J-M manufacturing process makes this fireproof, rotproof building board so strong and tough that it can be lifted and handled by one man without cracking or breaking. You save on time and labor, and avoid waste.



*It can be nailed
close to edge*

Another advantage of Flexboard—you can drive a nail even close to the edge of the sheet without cracking or chipping . . . no drilling required!



*It bends
to fit curves*

Still another exclusive feature . . . Flexboard is so tough and flexible it can be bent on either axis to a degree unmatched by any other product of its kind . . . a great advantage where curved surfaces are required.



Send for this FREE Handbook—contains complete information about cutting and working asbestos Flexboard. Easily understood drawings show how to apply it indoors or out . . . how to handle the joints, door and window openings, ceilings, and floors. Your copy is ready. Ask for the Flexboard Handbook. Address Johns-Manville, Box 290, New York 16, N. Y.





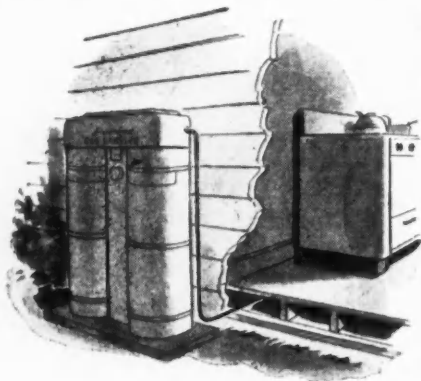
INSTALL *Pyrofax* GAS
TRADE MARK

In Homes You Build Beyond the Gas Mains

Users like it!

Hundreds of thousands of PYROFAX Gas users know that it is the cleanest, hottest, finest fuel obtainable. To the prospective buyer PYROFAX Gas means modern cooking, modern refrigeration, modern water heating at its best.

Home Buyers prefer gas—the choice of two out of three. Install PYROFAX Gas and speed the sale!



You'll like it!

PYROFAX Gas is the modern fuel for homes beyond the gas mains. It boosts their value. It's economical, efficient, convenient.

PYROFAX Gas can be installed quickly and easily. It is piped through the exterior wall from the twin steel cylinders directly to the range, water heater, refrigerator or other gas appliance.

Nationally Advertised Appliances


Magic Chef ranges, Servel refrigerators, Ruud and Bryant water heaters, and other gas appliances are available for use with PYROFAX Gas.

Pyrofax
TRADE MARK
Superior BOTTLED GAS Service



For full information see SWEET'S CATALOG, or address Dept. AB.

PYROFAX GAS DIVISION

Carbide and Carbon Chemicals Corporation  30 East 42nd Street, New York 17, N. Y.
The word "Pyrofax" is a registered trade-mark of Carbide and Carbon Chemicals Corporation.

Portland Builders

(Continued from page 200)

laid before the partitions are built so that no patching is necessary when they are removed. Exterior will be machined-grooved shakes; asphalt shingles. Interiors will be dry wall. Laundry tray and water heater are in the garage. Flue for later construction of a floor furnace is included in the original structure. No heater is provided originally. Concrete walks and garage floor are provided, although the driveway is gravelled. The house is wired for an electric range.

The realty company ran a small advertisement in one local paper and sold six houses and received several hundred leads.

L. M. Cassidy Re-elected

L. M. CASSIDY, vice-president of sales of Johns-Manville Corp., has been re-elected chairman of the board



L. M. CASSIDY

of governors of the Asphalt Roofing Industry Bureau.

P. C. Rowe, executive vice-president of the Flintkote Co., was re-elected vice-chairman, and E. L. Chamberlain, vice-president of Bird and Son, Inc., was re-elected treasurer.

Firm Announces Price Reductions of Steel Window Well Walls

PRICE REDUCTION in the cost of steel window well walls for basement window openings is announced by the Saint Paul Corrugating Co., Saint Paul, Minn. The action, as explained by the officers, is their contribution toward reducing home-building costs. This company has been in production of a nationally accepted product since 1938, and their plant has been in operation for 64 years.

Window wells made by this firm are Lux-Right, originated by the Saint Paul Corrugating Co.

Most Advertised! Most Wanted!

Install Westinghouse Automatic Laundries and Sell Houses Faster

The greatest single, concentrated advertising campaign in laundry equipment history is now running in leading newspapers, magazines and on the radio. Already, popular Westinghouse Laundromats, automatic washers and Clothes Dryers are in even greater demand.

Get on the band wagon. Install the Westinghouse Laundry Twins in your new houses. You'll sell them faster and make more money.

Tell your prospects that the Laundromat and Dryer come with the house at little increase in down payment and monthly installments. It's a sales clincher that's hard to beat. This completely auto-

matic laundry team requires only six feet of wall space. Easily installed. They eliminate the need to provide extensive laundry and drying areas, thus giving more space for living. Learn how other Westinghouse wired-in, plumbed-in appliances stimulate house sales. Send coupon, today.



Westinghouse Electric Corporation
Appliance Division—Mansfield, Ohio

Please send me your booklet, "How to Sell Houses Faster".

Name _____

Address _____

City & State _____

WESTINGHOUSE ELECTRIC CORPORATION
Plants in 25 Cities • Offices Everywhere



be sure that the heating plant is as modern as the home you build

You know that it takes modern features to sell a home today—and you work hard to see that the houses you build are up-to-the-minute. But what about their heating plants? Do you know that comfort comes first, that a modern heating plant and a well-heated home will make firm friends faster than any number of gadgets?

new HEIL units give you the

LAST WORD in heating

New Heil units have every modern heating feature—uniform heating, higher efficiency, quieter operation, better looks. Heil means quality to the millions of people in over 50 major industries regularly supplied by the Heil Co., with its diversified line of products. When you install a Heil Winter Air Conditioner, or a Heil Boiler-Burner

Unit you can be sure of a delighted buyer. You know that the house will be comfortable, that there will be no complaints about high fuel bills. It's a sure way to satisfied owners, and satisfied owners are your best prospect-getters.

There's a HEIL unit for every house

You can select from a complete size range in Heil Oil-Fired Boiler-Burner Units, and Oil-Fired or Gas-Fired Winter Air Conditioners. There's no need for an oversize unit. Factory wiring and pre-assembled units cut installation time, to save money on the job. Any way you look at it, your homes will be better—and better buys—with Heil Automatic Heat.

You'll be interested to know about two special propositions Heil has for builders. For more details, write Dept. 8239, today.

THE HEIL CO.

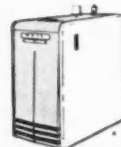
GENERAL OFFICES: 3082 W. MONTANA STREET, MILWAUKEE 1, WISCONSIN

Factories: Milwaukee, Wis.—Hillside, N. J.

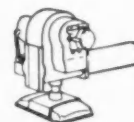
District Offices: Hillside, Washington, D. C., Atlanta, Milwaukee, Detroit, Chicago, Minneapolis, Kansas City, Dallas, Los Angeles, Seattle.



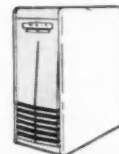
OIL-FIRED WINTER AIR CONDITIONERS



OIL-FIRED BOILERS



CONVERSION OIL BURNERS



GAS-FIRED WINTER AIR CONDITIONERS

Manufacturers of Quality Automatic Heating Equipment Since 1924



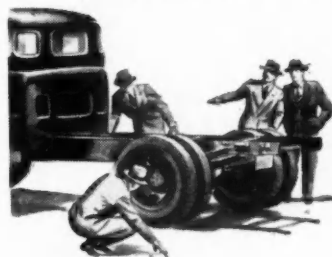
You mean you build
trucks just for the
**BUILDING
BUSINESS?**

That's right, mister!

From 248 basic chassis models, your Dodge dealer will recommend a "Job-Rated" truck that will fit *all* of your requirements.

Your Dodge "Job-Rated" truck will fit the size and type of your loads . . . and your operating conditions. It will be "Job-Rated" throughout to give you maximum economy, dependability, and long life.

Every "Job-Rated" truck has the right one of 7 "Job-Rated" truck engines . . . for top efficiency and greatest economy. Every other unit . . . from engine to rear axle . . . is engineered and built to fit your job, save you money.



Let your Dodge dealer tell you the whole "Job-Rated" story. You'll quickly realize his story makes sense! And remember . . . *only* Dodge builds "Job-Rated" trucks.



For the good of your business—

Switch to **DODGE**
"Job-Rated" **TRUCKS**

WATCH CELOTEX IN '49...

CELOTEX IS ON THE MARCH

*with the greatest
advertising drive in its history to increase
business for builders and contractors
and the entire building industry*

1949 bids fair to be the year of decision for the building industry. Everyone knows there is a big job to be done if the high level of building activity is to be sustained and advanced.

Celotex has made its decision! As our contribution to the cause, we are going all out in '49 with the greatest advertising and sales promotion campaign in Celotex history.

And you, Mr. Builder, are one of the key figures in the whole program.

In a series of smashing 2-PAGE SPREADS that will appear in THE SATURDAY EVENING POST, BETTER HOMES AND GARDENS, SUCCESSFUL FARMING, PROGRESSIVE FARMER, and other leading magazines—

Celotex will tell millions of Americans that *they not only can but should build or remodel now!*

This compelling advertising is designed to stimulate building activity and directly benefit builders, contractors, and everyone else who is a part of the great building industry.

Yes, Celotex is on the march in full force in 1949. We feel certain that you, the builders and contractors of America, will join with us—and that together, we will forge ahead to a new level of achievement and prosperity for the building industry, and ourselves!

The Celotex Corporation, Chicago 3, Illinois

Build Strong for the Future . . . Build with

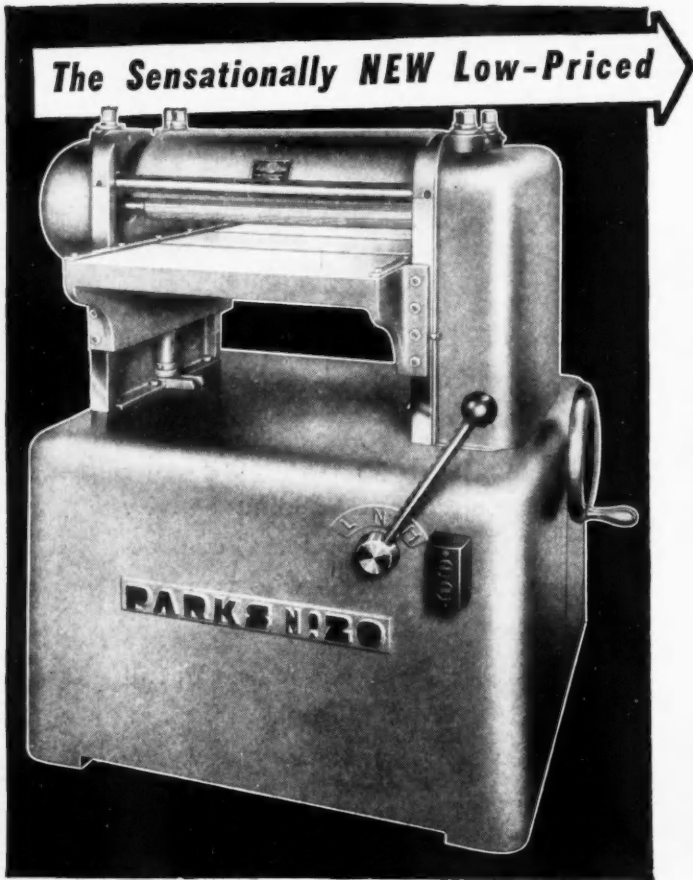
CELOTEX
REG. U.S. PAT. OFF.

BUILDING MATERIALS

INSULATING BUILDING BOARDS • ASPHALT COATED INSULATING SHEATHING • INSULATING LATH
INSULATING INTERIOR FINISHES • ROCK WOOL INSULATION PRODUCTS • TRIPLE-SEAL ROOFING

GYPSUM WALLBOARD • GYPSUM LATH, PLASTER • CEMESTO • INSULATING SIDINGS

ACOUSTI-CELOTEX • FLEXCELL EXPANSION JOINTS • HARD BOARD



PARKS No. 20 20" PLANER

Here is a modernly designed, rugged, high-speed, low-priced planer that is ideally suited for every shop and industrial plant requiring a quality sur-facer. The Parks No. 20 Planer has a four-knife cutterhead with a speed of 3600 R.P.M. and offers two feed speeds — 20 and 40 F.P.M., and 40 and 80 F.P.M. Write for complete descriptive literature.

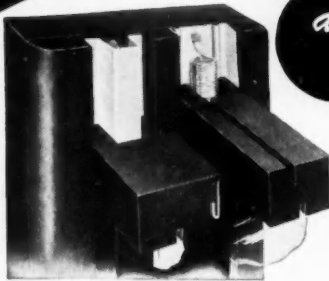


The PARKS Heavy-Duty 12" x 4" Planer

A compact, sturdy, thickness planer that offers mill planer precision and ruggedness at a sensationally low price. Write for descriptive catalog sheet.

The PARKS WOODWORKING MACHINE CO., Dept. 30-S, 1546 Knowlton St., Cincinnati 23, O.

The Milwaukee Combination Sash Balance and Weatherstrip



- ★ Efficient
- ★ Low Cost
- ★ For New Or Old Building

WRITE FOR DETAILS TODAY!

Simple installation slashes labor cost! One man easily installs 25 or more windows in 8 hours. NO high-priced, skilled labor needed. Get more satisfied customers at lower cost . . . higher profit!

Available with or without bronze covers that completely hide springs, as shown above.

Mail this coupon today!

MILWAUKEE STRIP SERVICE INC.
4621-23 W. Lisbon Ave.
Milwaukee 8, Wisconsin

Please rush me folder A-3 and price list on Milwaukee Combination Sash Balance Weatherstrip.

Name _____

Address _____

City _____ Zone _____ State _____

**TESTED...
APPROVED...
ACCEPTED!**

Smooth, positive action, accurate balance plus seal against draft, dust, moisture.

CONTRACTORS and BUILDERS

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every cellar, at one time or another, will spring a leak if it is not properly THOROSEALED on the inside at points which cannot be reached from the outside

WATERPLUG . . . to stop the leaks
THOROSEAL . to fill & seal the surface
QUICKSEAL . . . for a beautiful finish

Will take care of your water problems

Order through your Lumber and Builders' Supply Dealer

WRITE FOR CIRCULAR NO. 144 ON HOW TO KEEP WATER OUT OF YOUR MASONRY WALL

STANDARD DRY WALL PRODUCTS

Box X, New Eagle, Pennsylvania

Telephone Monongahela 67



Free of die-castings—inside parts of rust-protected steel—trim of solid brass.

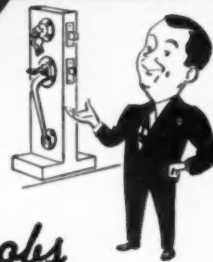
DEXTER-TUBULAR

... they'll bless you for this

WHO GETS THE DICKENS when the door knobs you installed come loose? Sure, we know it's *you*. That's why you'll like the way Dexter Tubulars have licked this annoyance. That clever little Dexter set screw with the grip-lock coil spring puts the knob in place — and keeps it there!

Be sure to point out that feature when installing Dexter Tubulars. Customers will bless you for it! They like such thoughtfulness. Also, it makes them interested in the other fine features found only in Dexter Tubulars — the Dexter exclusives that add up to a lifetime of satisfaction, with a guarantee that says so in straightforward words.

And while you're talking about Dexter's foolproof simplicity, don't overlook the simplest thing of all — the way a Dexter Tubular can be completely installed in *less than six minutes*—from scratch! That's the kind of cost cutting which really rings the bell nowadays.



"Yep, the knobs never come loose"



NATIONAL BRASS COMPANY

Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario



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ROLLING DOOR

HARDWARE

is now Completely Rustproof
--and more silent than ever!



CHAMPION quality Har-Vey Hardware has scored a permanent victory over rust, for use of new oilite bearings has made it completely rustproof.

And with this new feature, Har-Vey Hardware rolls even more silently, even more smoothly than ever before!

Rolling doors save space, time and money -- equipped with Har-Vey Hardware, they are simply installed and good for a lifetime of smooth, silent rolling.

Send today for folder showing varied uses & installation details of rolling doors & complete information on Har-Vey Hardware:

Address: **Hardware Division H**

METAL PRODUCTS CORPORATION

807 N. W. 20th St. Miami, Florida



Please send me your free folder on rolling doors & Har-Vey Hardware

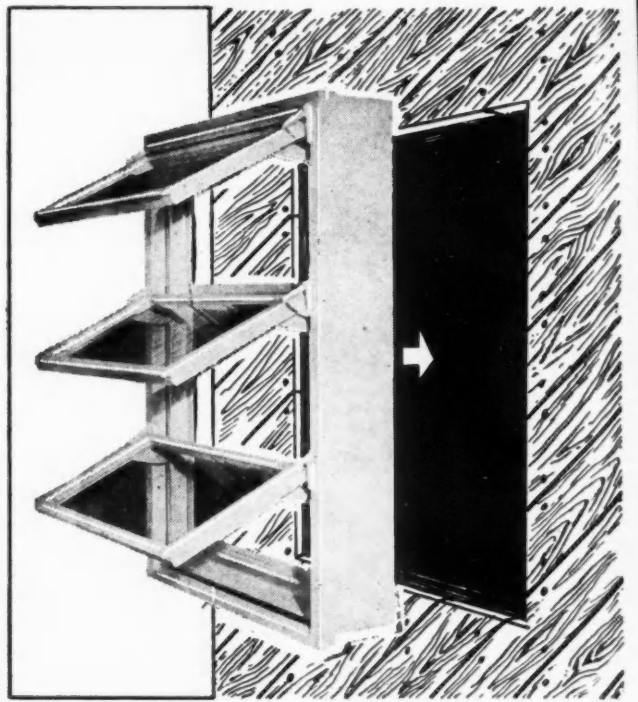
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GOT AN OPENING FOR A

Super Salesman?

Maybe you never thought a window could sell a house. But just install Gate City Awning Windows in a sample house and watch curiosity develop into desire for possession through the irresistible selling power of their advantages:—

- Distinctive architectural design.
- Feather-light worm-and-gear operation by a small handle.
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- Easy, safe indoor cleaning.
- Child safety.
- Indoor screens and storm sash — no rainstreaks on exterior walls.

Gate City Awning Windows may be just the "plus" to stamp your homes as the best buy in your locality. Their cost is low enough for your smallest home.

Write for full information, sizes, prices, etc. Gate City Sash & Door Co., Dept. B, Fort Lauderdale, Florida.

AWNING WINDOWS BY
Gate City

BUILDERS SAY:

Brick stands first

FOR STRUCTURAL STRENGTH

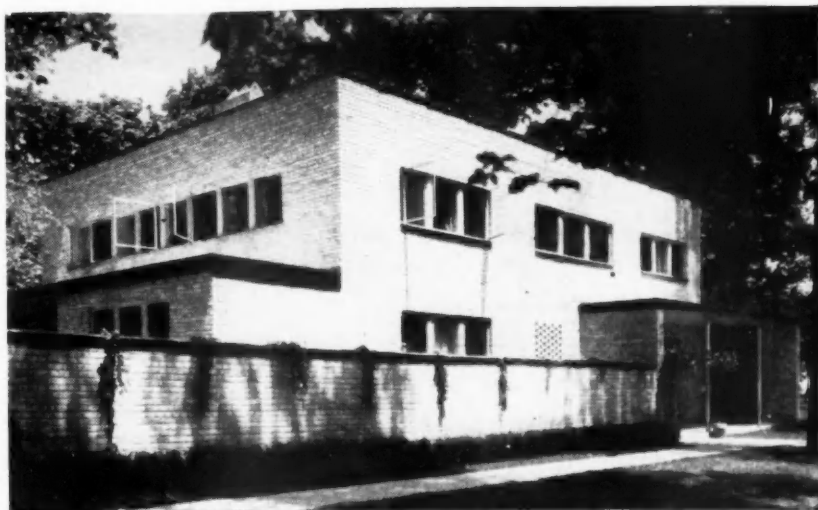
What material gives a home the greatest structural strength?

In a recent nationwide survey, you builders said "brick!"

For strength and for the many other qualities that make better, more salable homes you chose brick, time and time again. First for beauty, for permanence, for pride of ownership, for fire safety, for real value—first, among all other materials, 10 times out of 12! . . . very near first the other two!

For non-residential building, you gave brick a similar endorsement, only you made it even stronger!

So, on your next job, remember that you men who know materials best say—for all-around desirability in any building, it's BRICK FIRST!



GET YOUR COPY OF "BRICK ENGINEERED HOMES"

Shows you plans of six low-cost, easy to build homes. All are beautifully planned in modular coordination. Detail drawings available. Send 25¢ with your name and address to Structural Clay Products Institute, Dept. AB-3, 1756 K Street, N. W., Washington 6, D. C.

Type of exposed mortar joint used in masonry walls is important to both appearance and moisture penetration.

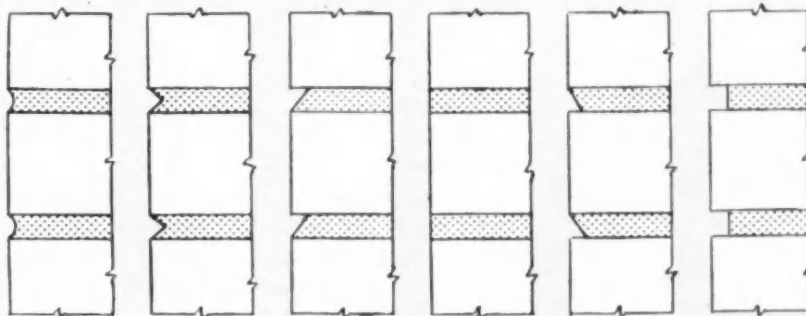
The color, type and texture of mortar joints will affect, to a marked degree, the interest and quality of a finished masonry wall.

Color should be kept uniform despite gradations in brick shading.

Texture may resemble brick, or contrast with it. It is controlled by the use of a steel or wood surface tool and also by the coarseness of sand or gravel in the mortar mix.

The 6 types of exposed joints illustrated are shown in order of their resistance to moisture penetration, greatest resistance first.

TIPS ON GOOD MASONRY PRACTICE



CONCAVE "V" WEATHERED FLUSH STRUCK RAKED



STRUCTURAL CLAY PRODUCTS INSTITUTE
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the 100% concealed sash balance



THE ARCHITECT is all smiles because with Hidalift he can design more beautiful windows without unsightly parts of balances showing.



THE BUILDER is all for Hidalift because he knows it's faster and easier to install.

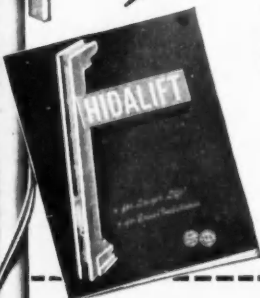


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WE (at T & S) like Hidalift because our faith in its superiority has been proven by its amazing sales record. A comparison will prove that Hidalift has all the desirable features a truly modern sash balance should have.

WRITE FOR our illustrated folder which includes all installation details and lists sizes and specifications on Hidalift for all standard sash. Use coupon below or your own letterhead.



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INEXPENSIVE SOLUTION TO A SERIOUS GARAGE VENTILATION PROBLEM

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Illustration shows standard kit with four extra tube outlets.



\$319⁵⁰

complete packaged kit, F.O.B. Decatur

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The National System of Garage Ventilation
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World's largest manufacturer of exclusive garage ventilating equipment.

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Designed for today's market!

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Ward Blackall Elected President of Michigan Home Builders Association

WARD H. BLACKALL, Grand Rapids, was elected president of the Michigan Association of Home Builders at the Association's recent first annual convention and exposition, held in that city.

Attending the convention were more than 500 representatives of the building industry who saw 38 manu-



WARD BLACKALL

facturers' exhibits, heard speeches, and participated in panel discussions designed to find ways of increasing the output by private enterprise builders of low-cost homes.

Answers State Houser

A constructive answer was given to proponents of state housing in Michigan through a report read in the executive committee meeting. The Association pointed to the low cost housing project now being built in Royal Oak, Mich., by state Association members. "There are over 100 houses varying in price from \$4,350 to \$7,650," the report stated.

"These houses are the joint efforts of 54 builders. To produce more of these houses in quantity and deliver them to the public which needs this type of housing, the building industry must have the full cooperation of federal, state and local governments, and the wholehearted support of the financial institutions of the state which must furnish mortgage money for such a program."

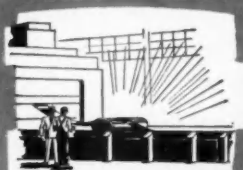
Among the speakers at the convention were Rodney M. Lockwood, Detroit, 1st vice president of NAHB; Edward G. Gavin, editor, *American Builder*; James Downs, consultant, president of the Real Estate Research Corp., Chicago; J. A. Schnackenberg, assistant state director of FHA, and Warren J. Lockwood, assistant commissioner in charge of field operations, FHA.

Every Month Builders Install Thousands of Galvannealed . . . All Steel . . . Overhead . . .

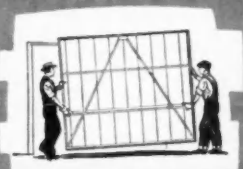
STRAND GARAGE DOORS



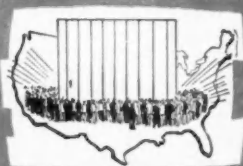
Home owners like the strength and lifetime durability of galvannealed steel—and Strand's easy operation.



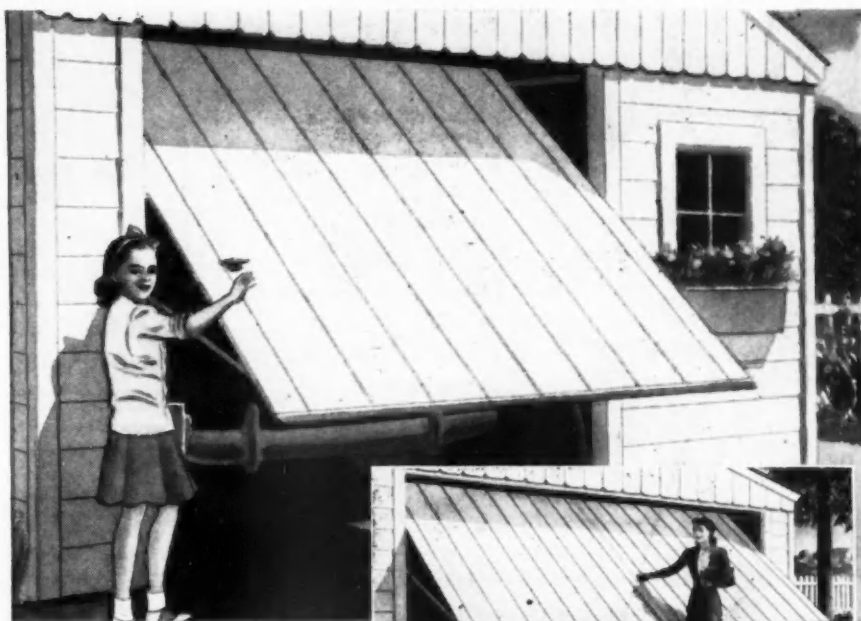
Galvannealed for rust resistance with a heavy galvanized zinc coat, oxidized to provide an excellent base for paint.



One piece construction—easiest, quickest of all doors to install.



New low price—America's greatest garage door value—result of volume production concentrated in one plant—and standardization on two models.



There are 2 types of Strand Doors for 8' x 7' garage opening—Receding (track) and Canopy. The Double-Garage Door (at right)—in receding type only—fits 16' x 7' opening, unobstructed by center post.

Builders like Strand's easy installation—no "factory-trained expert" needed to install. One-piece door leaf eliminates field assembly of single doors; double doors are quickly assembled from two 8' x 7' door leaf units and splice channel. Sturdy, factory-assembled, packaged hardware acts as installation templet.

Both canopy and receding (track-type) doors feature welded construction—no bolts or screws to work loose. Only 2" of headroom required. Heavy rubber weatherstrip across bottom is left full for trimming to fit uneven floors.

Home owners, too, quickly appreciate the outstanding features of Strand Doors. Rugged, all-steel—can't sag, warp, rot or shrink. Uniform steel sheets milled to exact specifications—no variation in quality as with some other materials.

Strand's durability and performance are provided at amazingly low prices—this is America's greatest garage door value! Both single and double doors are available without waiting. Order now—or mail the coupon for more information.

STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. AB3, 2250 E. Grand Blvd.
Detroit 11, Michigan

Please rush detailed description of Strand all-steel Garage Doors, for 8' x 7' and 16' x 7' garage openings.

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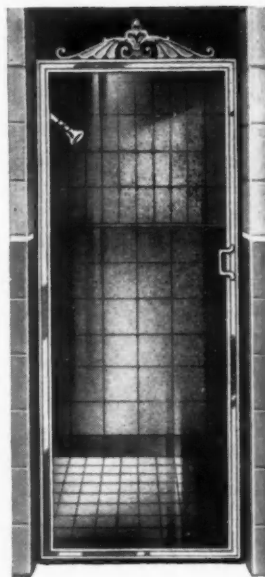
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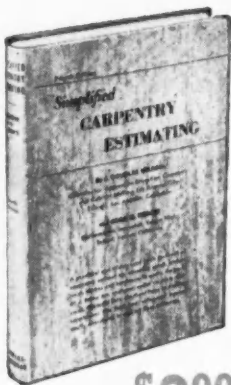
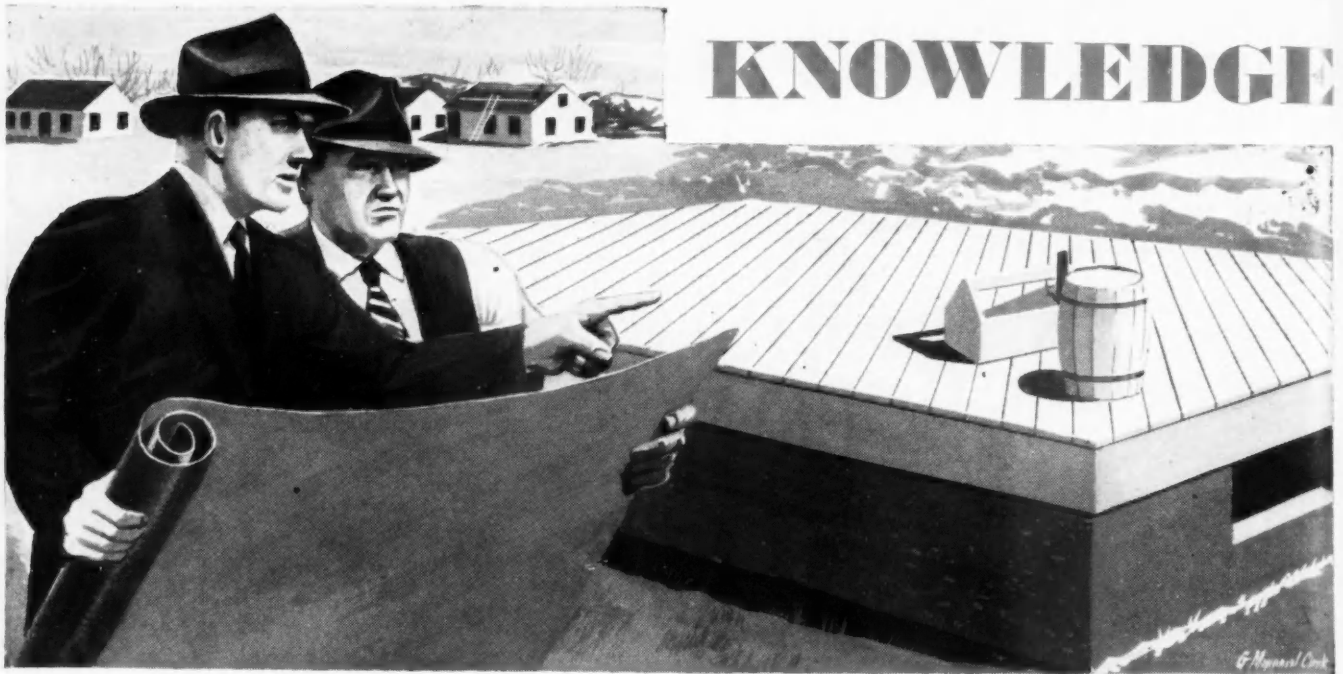
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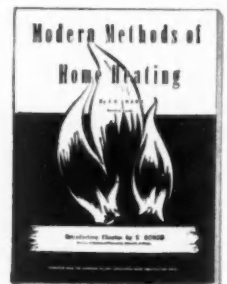
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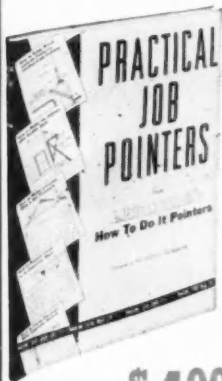
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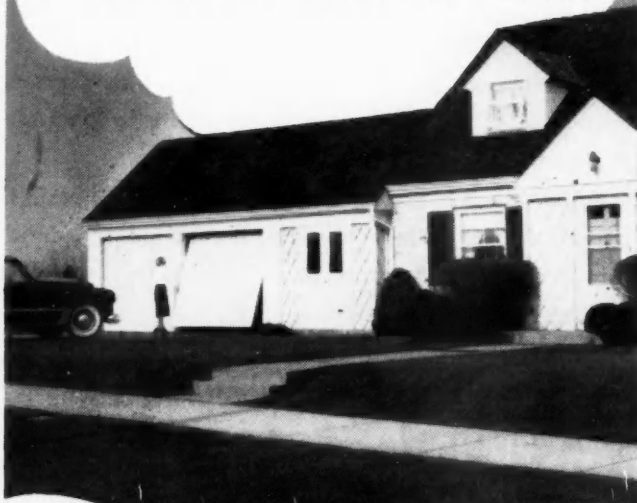
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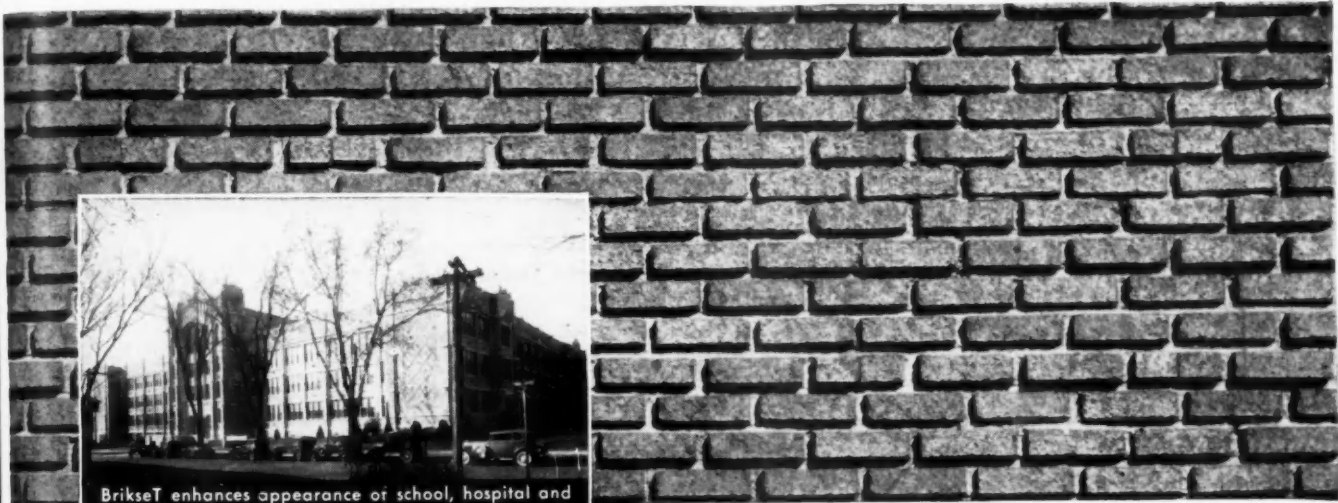
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This beautiful weathertight masonry wall shows the results of using Medusa BrikseT Masonry Cement. A "Job-Fitted" mortar cement, it makes a beautiful light gray mortar. BrikseT mortar contains a minimum of alkalis, thereby eliminating

efflorescence caused by mortar. You can't top BrikseT mortar for bonding power as it completely contacts the masonry units and resists contraction and expansion. Minimum shrinkage during hardening prevents separation cracks between mortar and units. The strength of BrikseT mortar surpasses Government specification S.S.-C.-181 b.

Workmen particularly are enthusiastic about BrikseT because it's so plastic, spreads easily, strikes off clean, and permits units to be bedded and shoved readily into position. It doesn't weep, eliminating expense in cleaning walls. Medusa BrikseT requires no expensive slaking . . . just add water and sand, and mix.

Medusa BrikseT is not only uniform but it's "Job-Fitted." It has the qualities best suited to make mortar for laying brick, tile, stone, glass brick and other masonry units. Use Medusa BrikseT on your next contract and standardize on it for a uniform high quality mortar. Order from your dealer today.

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Galvanizing (Zinc coating) insures long-time, low-cost service. For as long as iron or steel is coated with Zinc, it cannot rust. For satisfaction, use galvanized materials. They're "Sealed-in-Zinc" against rust.

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TIME proves galvanized sheets stay stronger longer. Used as roofing and siding, they give buildings the "strength of steel" . . . the rust protection of Zinc. The "Seal of Quality" (above) is your guide to economy in buying galvanized sheets. It means they carry at least 2 oz. of Zinc per sq. ft. Galvanizing also lengthens fence life and service.

Galvanized products in the railroad industry guard bridges, cars, buildings, etc., against rust.

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 Send me without cost or obligation the illustrated booklets I have checked.

Repair Manual on Galvanized Roofing and Siding.

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Producers' Council Asks Aid in Adoption of Modular Coordination

EVERYONE CONCERNED with building is asked by the Producers' Council to aid in speeding up the adoption of modular coordination as a major step in lowering construction costs.

James M. Ashley, president of the Council, stated that "the advantages of designing homes . . . on the modular basis and of using materials with coordinated dimensions have been demonstrated beyond all question, and 1949 should be the year when modular coordination becomes standard accepted practice throughout the building industry.

"With the aid of the Housing and Home Finance Agency, the industry must make certain that the details and advantages of this project are made known to everyone who designs and finances construction as well as those who produce materials and do the actual building," Ashley said.

"This can be done through educational meetings in local communities and through the dissemination of the necessary technical information in printed form."

Explaining how modular coordination will reduce construction costs, Ashley said "definite savings are obtained . . . because designing is speeded up and because both time and materials are saved at the building site.

"Economies at the building site arise from the fact that, when the dimensions of the various materials were coordinated, there is much less of the costly cutting, fitting, and patching which add so greatly to the cost of building," he said.

A. F. Baal To Retire From Carr, Adams and Collier

A. F. BAAL, secretary and wholesale manager of Carr, Adams and Collier Co., Dubuque, Iowa, has announced his plan to retire from active service at the annual meeting of the new board of directors of that company. However, he will continue as a member of the board of directors.

Baal was elected to the board of directors in 1924, and was elected secretary of the company in 1931. He has the unusual record of over half a century of continuous service with the firm, and has played an important part in the growth of that concern.

Fred E. Bissell, Jr., at the same board meeting, was elected secretary to succeed Baal. Bissell will continue as secretary, and will take over the duties of wholesale sales manager.

LITH-I-BLOCK Machine

Rated Capacity
3840
 8x8x16"
BLOCKS
 Per Day

or
40,000
 BRICKS
 Per Day

Tomorrow's block machine is here today, the result of 12 years research by Lith-I-Bar engineers plus over two years of actual production on the pilot model.

It will produce light weight, as well as sand and gravel block. It makes all standard sizes of block, brick and chimney block.

A few of the advantages which have been so widely acclaimed are: unusually quiet operation — continually clean pallets — size changes in as little as 15 minutes — automatic pallet feed — easily adjusted vibrating cycle — instantly adjustable feed timing — off-bearing cycle reduced to one-half of production cycle — simple installation.

Write today for complete details. The Lith-I-Bar Company, Holland, Michigan.

LITH-I-BAR CO.

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NEW EASY WAY

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AUTOMATIC TEMPLATE
 Saves time and money

Cut stair treads and risers in fraction of time formerly used for this type of work. ETCO Automatic Template measures each tread and riser quickly and accurately. Place template into space to be measured—turn locking handle and template automatically adjusts and locks to proper length and variation in angles. Use it as a pattern for cutting, and get a perfect fit every time. A money-saving tool carpenters and builders have always wanted—invaluable for apprentices. Adjusts from 30 to 42 inches. Postpaid, \$32.50.

It's Automatic, Accurate, and Easy to Use
 Send Coupon

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Send complete information about the new ETCO Automatic Template.

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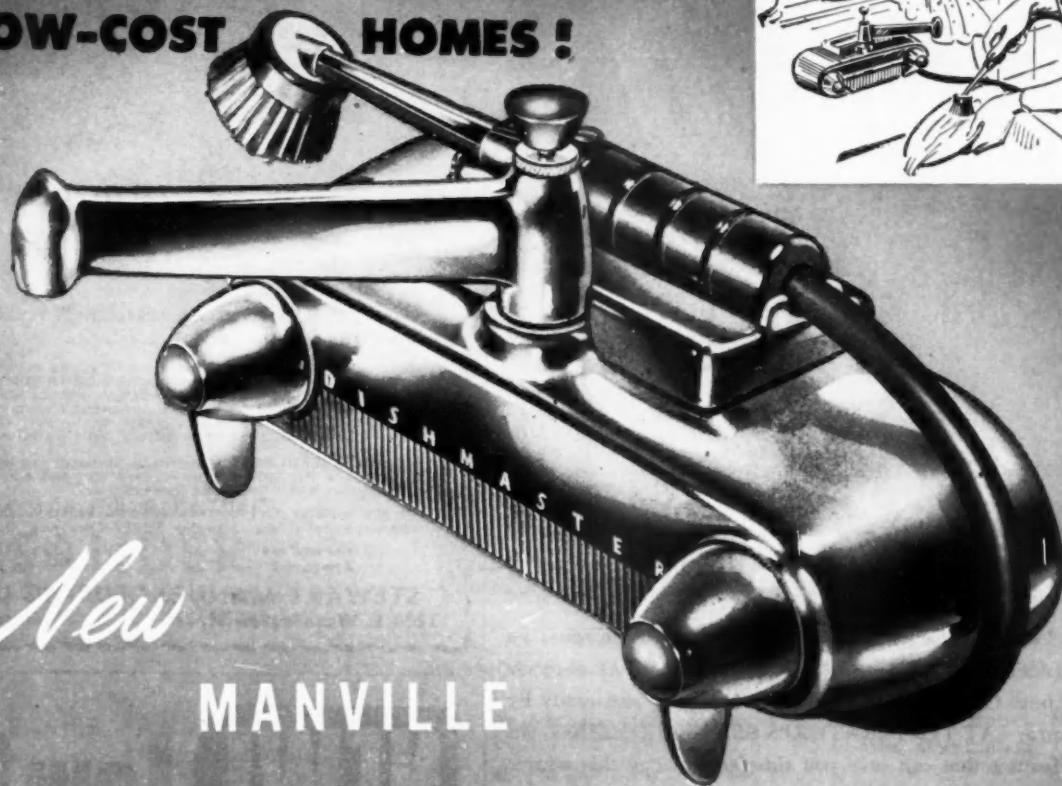
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It sells her on the house!



**... A LOW-COST DISHWASHER
for LOW-COST HOMES!**



New

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DISHMASTER

Put this quality "salesman" to work selling homes in your present development. See how the housewife "oohs" and "aahs" over its work-saving operation which eliminates "dishpan hands".

The handsome chrome faucet unit becomes a dishwasher at will. Suds flow through the nylon brush, giving fast, sanitary scrubbing of dishes. Instant switch to clear rinse water.

Manville DISHMASTER® adds the modern touch to any kitchen. It's not a gadget, but a permanent fixture manufactured to highest standards. Fully guaranteed.

Simple faucet type installation. Choice of wall or table types to fit any sink. Available at jobbers and dealers. Retail price is only

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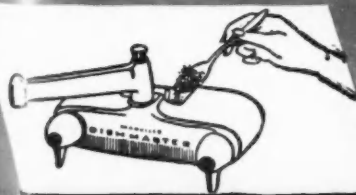
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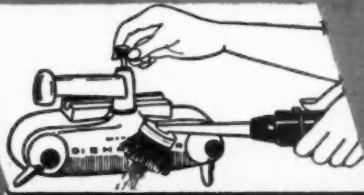
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When cold weather *slows up* construction jobs—you can *speed up* their completion by following through with CRYSTAL exterior waterproofing. CRYSTAL can be applied quickly and easily by brush or spray—AT TEMPERATURES *BELOW* FREEZING—an exclusive feature that can save you time and money this winter on concrete block, brick and stucco construction.*



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- Ship to me, one gallon can of CRYSTAL — for which I will pay \$5.35 if I am satisfied... otherwise there will be no charge or obligation on my part.
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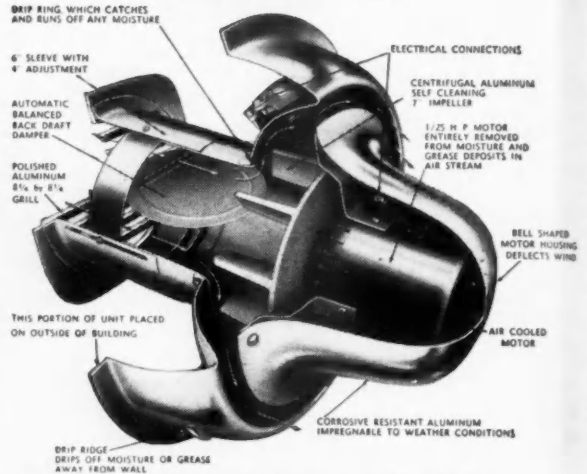
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Check these outstanding features . . .

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Here are features that the conventional exhaust units can't offer . . . Kitchen-aire units are actually SUPERIOR, and they're selling fast!

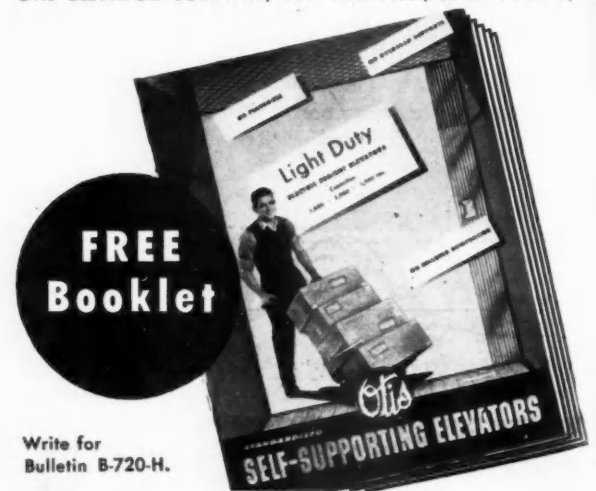
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REDUCE SANDING TIME AND FINISHING COSTS

Use a Sterling Sander to remove pressure marks and scratches caused during assembly and installation of cabinets.



PORTABLE ELECTRIC SANDER

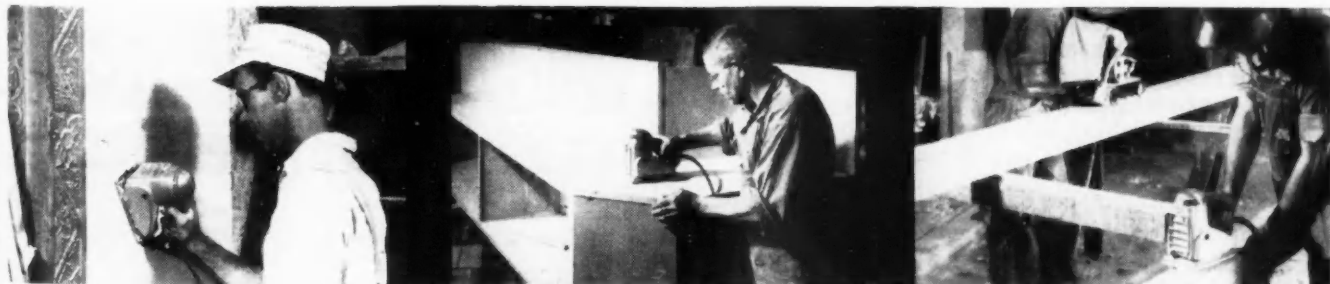
Sterling Sander quickly produces a smooth, uniform surface. Eliminates tedious hand sanding.

EASIER SANDING

Lightweight (only 8 lbs.) vibrationless and well-balanced, the Sterling Sander is easy to operate even in hard-to-reach places, on flat or curved surfaces.

SANDS (Coarse or Fine) ON WOOD, COMPOSITION OR METAL

- For dry wall (plaster-board) construction
- For constructing and finishing built-in cabinets
- For smoothing plaster cracks and patches
- Sands doors, frames, sills, stair treads
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Use a Sterling Sander to smooth rough plaster, excellent for dry wall (plasterboard) construction.

Use a Sterling for sanding unfinished cabinet work—smoothing mitered joints—removing finger marks and other blemishes prior to finishing.

Use a Sterling Sander to finish trim after rough sanding . . . also for fitting doors and drawers.

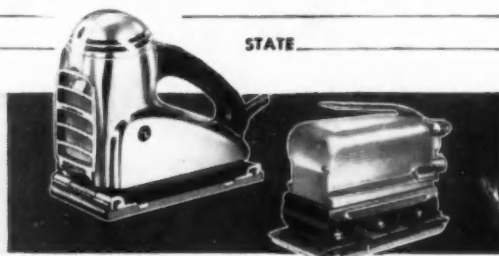
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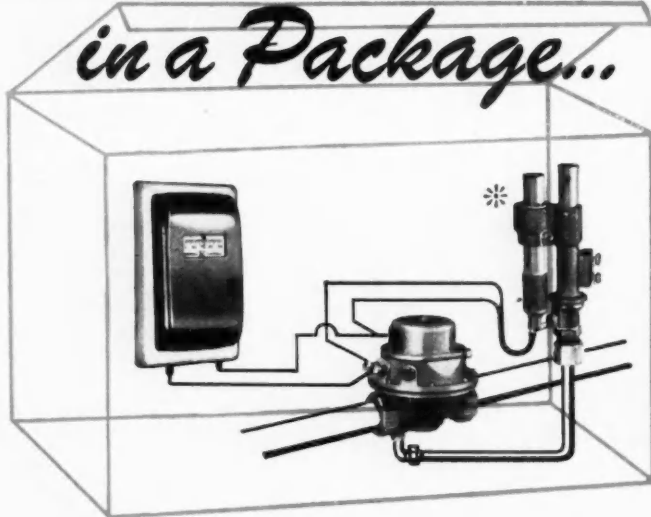
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PORTABLE ELECTRIC AND AIR-DRIVEN



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For Automatic Heating Comfort

***NO OUTSIDE CURRENT REQUIRED,**


the tiny pilot flame generates the power to automatically operate the control system. The PILOT GENERATOR is a unique thermocouple device originated by GENERAL CONTROLS, which provides the pilot flame ignition and simultaneously utilizes its heat to generate the electrical current. If pilot is extinguished, generation ceases, thus automatically and positively shutting off fuel control system. Everything required in a package for simple, easy installation. For all types of heating appliances using natural, manufactured, mixed or liquefied petroleum gases.

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System consists of the compact, modern snap-action Thermostat, (stainless cover with ivory plastic base, extending only 1" from wall), the silent-operating gas valve and the Pilot Generator. All three units scientifically designed to provide safe, remote control of room temperatures.

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Automatically
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GENERAL CONTROLS

Request Descriptive Literature

Manufacturers of Automatic Pressure, Temperature, Level & Flow Controls

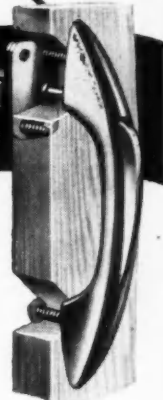
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Platon will take..
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Over 150 million square feet of MA•TI•CO installations the country over are proving their endurance to wear under the most rugged conditions.

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Made to Federal specifications, MA•TI•CO is precision finished to make for a perfect-fitting job. Cuts down on installation time. Can be laid without disruption of normal store or plant operation.

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Daily dusting and an occasional mopping and waxing is all you need to keep your MA•TI•CO floor clean and beautiful. MA•TI•CO is odorless, sanitary, safe... will not wear slippery with use.

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Should excessive abuse or accidents necessitate repairs, new MA•TI•CO tile units can easily be inserted. Expansion of a floor, as in remodeling, is just as simple with the addition of matching tiles.

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A range of 27 MA•TI•CO colors . . . both plain and marbled . . . offer limitless design possibilities only possible in tile types of flooring. Thru-and-thru colors can't rub off.



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THERE'S NO FINER INSULATION THAN
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Cotton insulation is given the finest rating of any available insulation by the American Society of Heating and Ventilating Engineers—recognized authority in this field. This means Insul-Cotton's "K" value of 0.24 is the lowest of any type of available insulation—therefore its effectiveness is maximum. Coupled with this high efficiency is Insul-Cotton's extreme light weight and its highly desirable advantages of being easy to handle and install. These important advantages, plus economy, long life and safety are winning public approval and acceptance for Insul-Cotton with striking results. Tie in with this fast selling product and let flame-proof, fire-retarding Insul-Cotton boost your insulation sales and profits.

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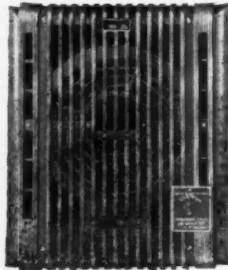
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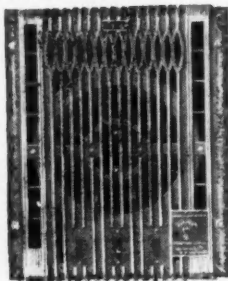
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NEW! Series 230 KT . . . new Fan-Glo Heetaires with Built-In Thermostats! Write for details.



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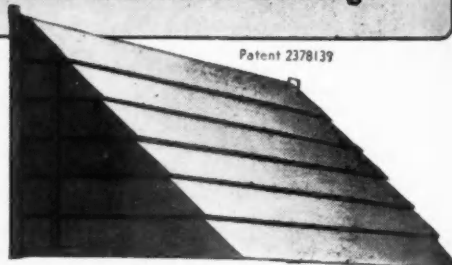
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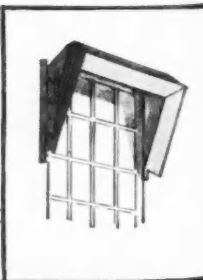
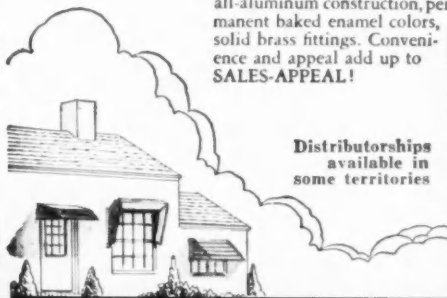
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Patent 2378139

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At last, the awning homeowners have waited for—functional, beautiful, economical. Only the **RON-DEL** aluminum awning folds up—can be raised or lowered from inside or outside. **RON-DEL** gives you heavy-gauge all-aluminum construction, permanent baked enamel colors, solid brass fittings. Convenience and appeal add up to **SALES-APPEAL!**



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Architect: D. Allen Wright, Detroit

When you offer bigger windows...
INCLUDE COMFORT...
WITH *Thermopane*

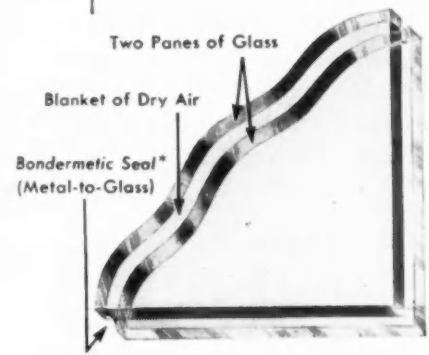
Home buyers today want large windows. They want comfort, too. That's your cue to put in *Thermopane**

This double-glass insulating windowpane builds in extra benefits that homeowners value the year 'round. *Thermopane* cuts heat loss, reduces downdrafts, ends worries about condensation . . . and saves fuel. It stays in all year . . . does away with annual spring and autumn struggles with storm sash.

L-O-F Glass Distributors can supply *Thermopane* quickly . . . in over 70 standard sizes as well as made-to-measure units. Write for our *Thermopane* book. *®



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Cutaway view of *Thermopane*



Right! Three construction features that mean a permanently beautiful floor . . . a better floor . . . one that is easy to lay . . . safe to specify. These features are yours exclusively with Hasko block flooring. First, the triple locking tongue and groove — a patented Hasko feature. Notice how the lips of the groove are locked in to positively prevent raised or curled edges . . . how the tongue is tapered to give a wedge-tight fit which prevents mastic extrusion. This tight interlocking joint is possible due to advantage number two — cross-laminated construction — which practically eliminates expansion and contraction — buckling and warping. Hasko's third exclusive feature is the smooth, unbroken oak face. Permanently laminated plies cannot separate, and there are no crevices, separations, or cuts to weaken the floor, catch dirt, or admit damaging moisture. 12" x 12" blocks are laid speedily with minimum number of joints. In addition, Hasko blocks save installation time, cost and waste. Factory finished in light or dark oak.

FOR RADIANT HEATING: Authorities working with radiant heating and exhaustive tests pronounce Hasko blocks ideal for radiant heating installation.

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Mortgage Banker Says Rent Controls Cause Excessive Depreciation of Buildings

THE GOVERNMENT'S policy on rent control is causing many buildings to depreciate at a faster than normal rate, according to George W. Warnecke, president of George W. Warnecke & Co., Inc., New York mortgage investment firm.

Under ordinary circumstances, owners can anticipate a profit, while allowing for 10 per cent to 15 per cent vacancy, Warnecke says. With enforced rent control and rising maintenance costs, however, they are lucky today if they can break even.

Warnecke refutes the claim that owners are better off today than ever, because high occupancy, due to the current shortage of space, enables them to absorb higher costs and still make a good profit. He points out that a fully occupied building has to bear the brunt of abnormally heavy traffic. This in turn, runs up the cost of replacements and repairs.

"When you run your plant on a three-shift basis," Warnecke says, "the machinery naturally wears out three times as fast as if you were only running on one shift. The same is true of buildings. When occupancy is high, traffic is increased and wear and tear increase in proportion."

Strongly advocating a free market on rents, Warnecke states that "rent control is causing indefinite postponement of much large-scale construction work.

"It's true," he said, "that no rental ceiling is placed on new construction. However, builders who are forced to ask high rents, because of present construction costs, think twice before going ahead with their projects. They feel that, as soon as the space shortage eases, and vacancies occur, tenants are going to desert their buildings in favor of rent-controlled space elsewhere."

AIA To Hold Annual Convention In Houston

ONE THOUSAND architects will gather in Houston, Tex., this month to attend the 81st annual convention of The American Institute of Architects.

Nationally prominent speakers will discuss "American Architecture in the Atomic Age." Seminars to be held will consider social and economic trends in American life, new ideas in design, and technical developments of recent significance.



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250,000
HOMELITE UNITS

Pumps • Generators • Chain Saws • Blowers • Paving Breakers

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Everywhere... even in the most remote places... wherever water has to be pumped out fast and with the least trouble you'll find Homelite Carryable Gasoline-Engine-Driven Pumps in action.



HOMELITE GENERATORS

For operating electric tools... both high-cycle and standard 110 volt... and for operating floodlights, Homelite Carryable Gasoline-Engine-Driven Generators are the ever-ready, ever-dependable favorites everywhere.



HOMELITE CHAIN SAWS

Lightweight, compact, safe and easy to handle, these one-man, high-cycle electric chain saws have super-fast cutting power and are rugged and dependable for all types of cutting on both tree work and construction jobs.



HOMELITE PAVING BREAKERS

More and more the new 84-lb. Homelite Electric Paving Breaker is being enthusiastically received by those who want a fast, efficient breaker that is compact and easy to move.



HOMELITE BLOWERS

Where ejecting smoke or supplying fresh air is a must for safety and efficiency, Homelite Carryable Gasoline-Engine-Driven Blowers are constantly on the job.



HOMELITE SERVICE

In all parts of the country Homelite representatives are ready to demonstrate the advantages of Homelite units and to service most efficiently all Homelite equipment.

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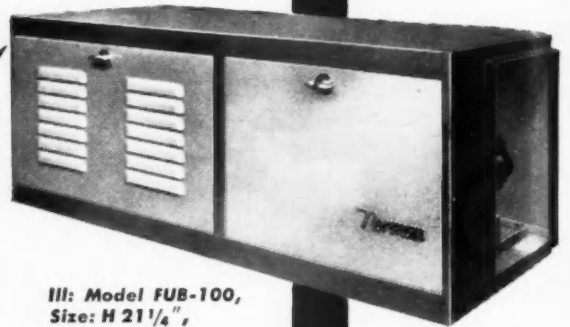
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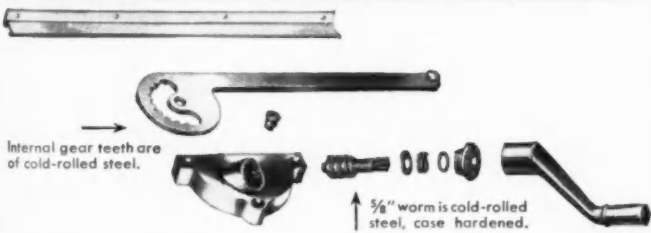
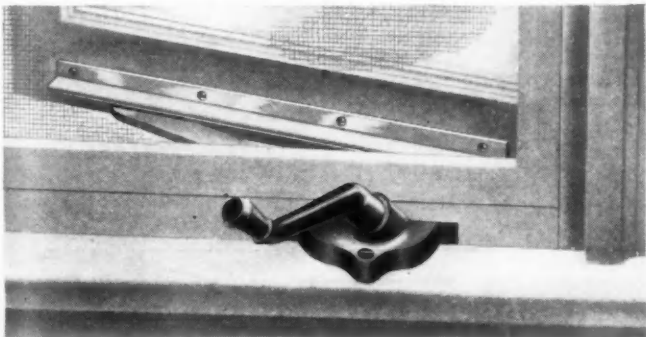
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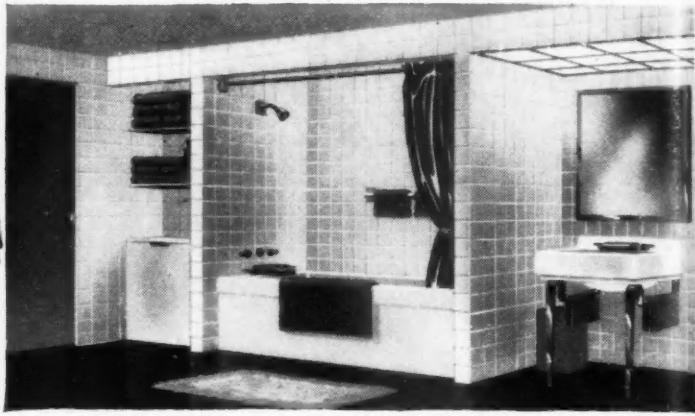
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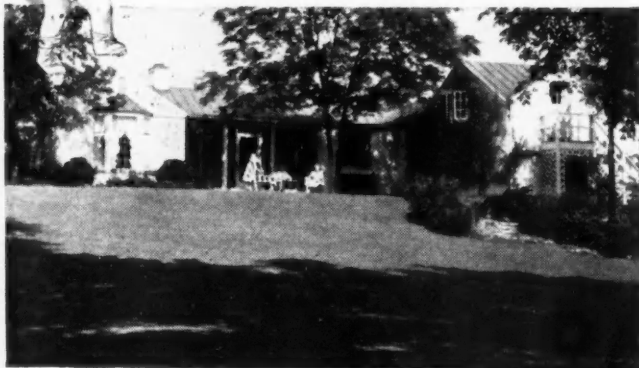


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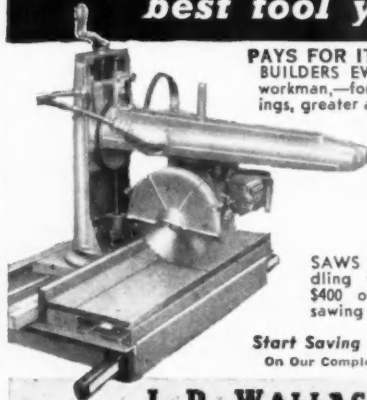
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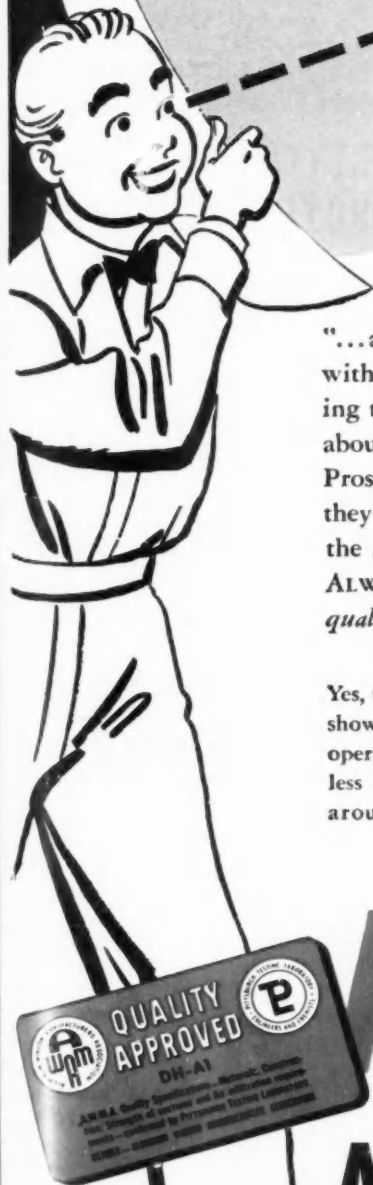
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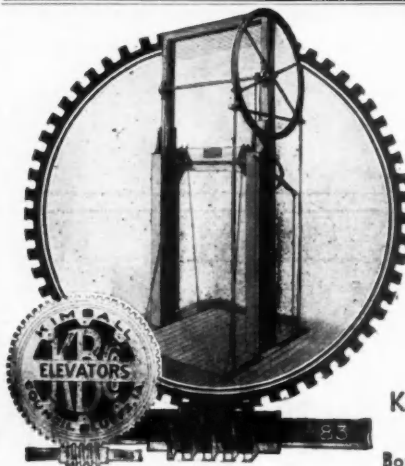
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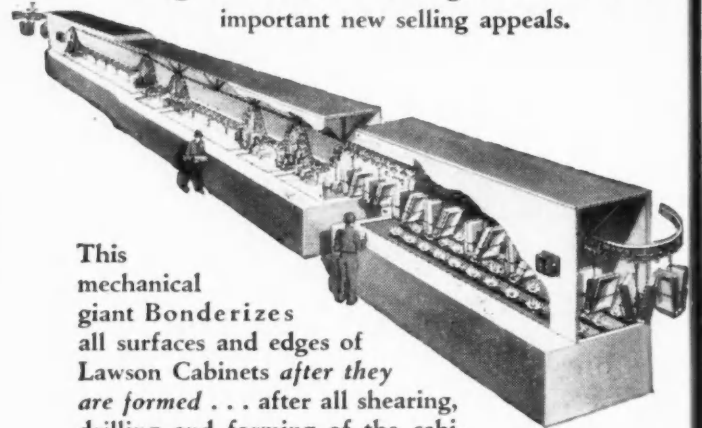
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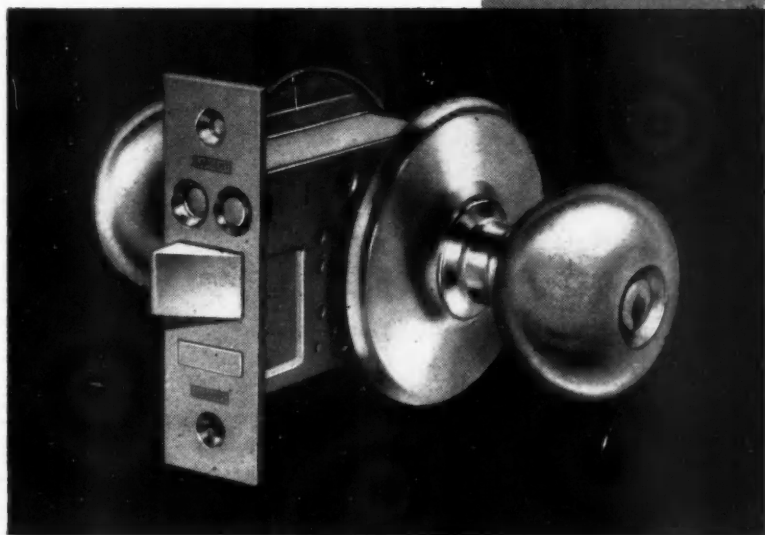
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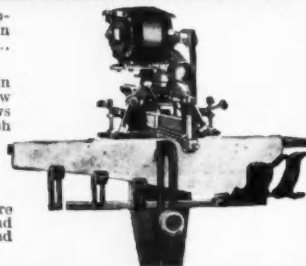
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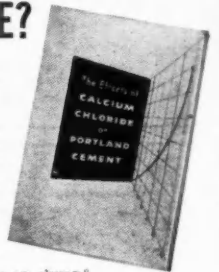
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