



RALPH STODDARD, veteran leader of the brick manufacturers, awards bronze plaque of merit as brick exhibit home is dedicated at the Great Lakes Exposition.

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and Building Age

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OCTOBER, 1936
PREVIEWS OF 1937 MODEL HOMES

58th Year

Vol. 58—No. 10

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Feel
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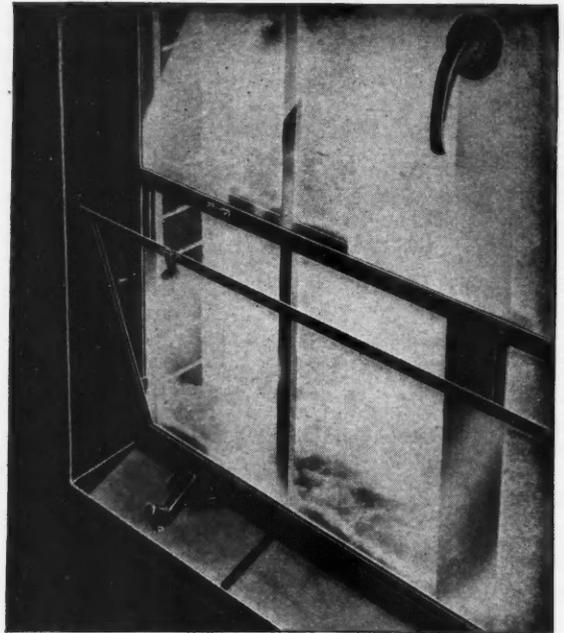
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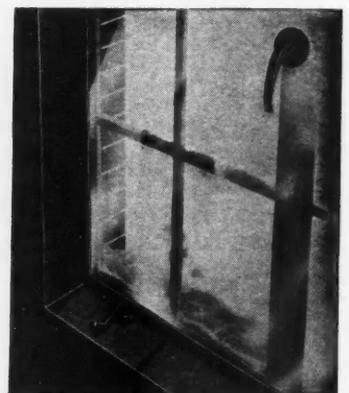
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Fenestra Inside Storm Sash with Tilt-in Ventilator at the sill.



Fenestra Inside Storm Sash with Fixed Lights.
Cross-section shows type with Tilt-in Sill Ventilator.

BETTER WINDOWS THAT COST LESS

Fenestra

Subsidies—and TAXES

DEMANDS for *government subsidies* seem endless.

Comment was made on this page last month upon the demand of the American Federation of Labor that government subsidize the building of 440,000 homes a year for the next five years.

Another current demand is for subsidies from government to aid co-operative societies of producers and consumers. Nobody can reasonably object to the formation and operation of co-operatives—*provided those who own and run them invest and use their own money*. But why should the government furnish them money? They do or would compete with individuals and companies already engaged in producing, wholesaling or retailing. These individuals and companies have invested their own capital. Why should they, as well as the rest of the public, be taxed to subsidize competition with them?

THERE can be no economic or moral justification for such use of the public's tax money. If co-operatives can conduct their business as efficiently as individuals and companies, they can compete without government subsidies. If they cannot compete without subsidies, it is because they cannot conduct their business as efficiently as individuals and companies. What argument can be made for subsidizing inefficiency to help it drive out efficiency?

Many advocate government-subsidized competition with the power industry, the railroads, the home-building industry and even the retail dealer upon the assumption that it will reduce rates or prices.

Perhaps it will. *But all government subsidies do and must come from taxes*. And the bigger and better the subsidies the bigger and better the taxes.

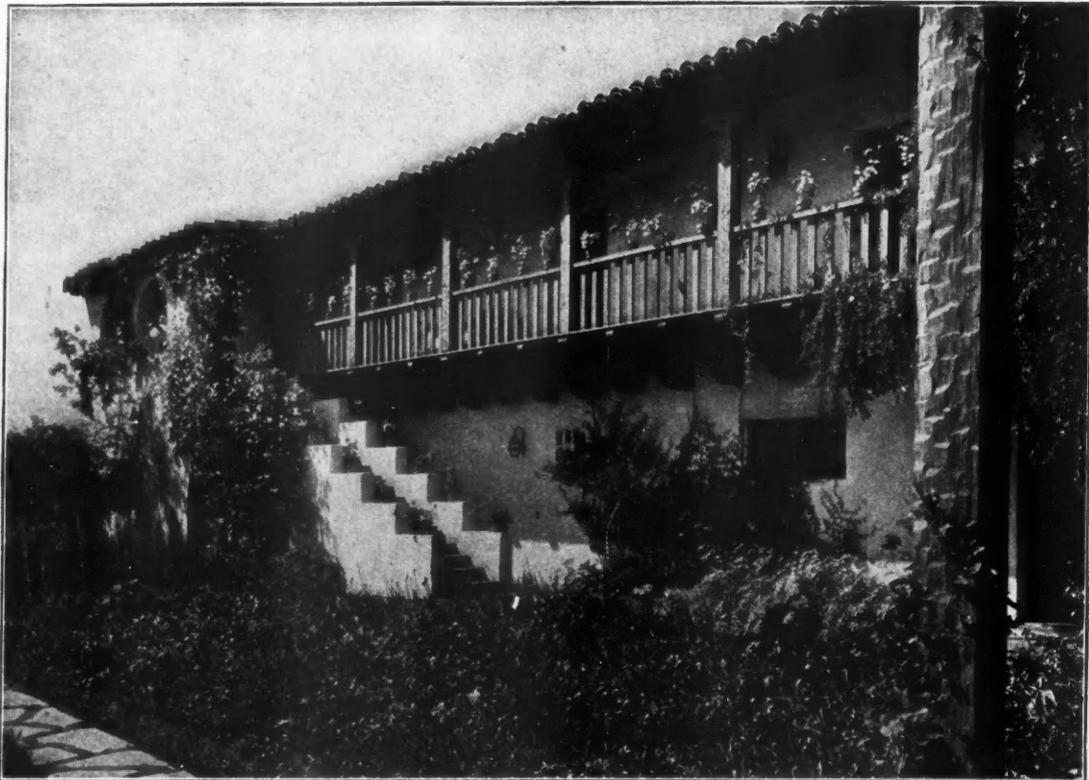
Total annual government expenditures are now about 30 per cent of the total annual national income. *Everybody* is paying, or will pay, these expenditures in taxes. And in the long run *everybody will pay them about in proportion to his income*. Most taxes are *invisible* because included in rentals and prices of commodities; but they are always there; and the greater government expenditures become *the higher the invisible taxes included in prices paid by everybody*.

IF a man's income is \$10,000 a year he can be reasonably sure that government is now costing him about \$3,000 a year. And if his income is only \$1,000 a year he can be reasonably sure that government is now costing him at least \$300 a year.

Government subsidization of competition with business in which citizens have invested their own savings, large or small, is unfair and un-American. And it injures these citizens without benefitting those it is supposed to benefit—*because those supposed to be benefitted finally have to pay their share of the subsidies in increased invisible taxes*.

All taxes should be reduced, not increased. But they will *all* have to be increased, not reduced, unless all government spending, including that for subsidies, is reduced.

Samuel O. Drun



A BEAUTIFUL JOB ON A BEAUTIFUL HOME

● A setting of rich foliage, with vines that twine gracefully up the walls, and a pleasing Spanish-type architectural treatment combine to bring beauty to this California home. Worthy of the picturesque setting and the beauty of the architecture is the exterior finish of stucco made with Atlas White portland cement.

The beauty of stucco, its adaptability to many types of architecture and its durability and economy, are making it increasingly popular in residential construction. With Atlas White it is possible to get pure white stucco or a wide variety of tints that are pleasing to the eye. Possible, too, are any number of textures. Whatever

the color scheme desired and the texture which will best correspond with the architectural scheme, they can be obtained with stucco.

Like a thin, protective wall of concrete, stucco is permanent, weather-proof, firesafe. Its first cost is low, its upkeep small, its life long and its appearance always pleasing. These advantages make it ideal not only for new construction but for remodeling old buildings.

Write for detailed information on stucco made with Atlas White portland cement—plain and waterproofed. You will be interested in the many ways this popular and versatile finish can be used for both interiors and exteriors.

UNIVERSAL ATLAS CEMENT CO.

United States Steel Corporation Subsidiary



208 South La Salle Street, Chicago

A FACTORY PREPARED STUCCO IS PREFERABLE

STUCCO MADE WITH **Atlas White** PORTLAND CEMENT

AMERICAN BUILDER AND BUILDING AGE

Better Merchandisers Needed

THE most frequent criticism we hear of contractors and operative builders is the statement that they are not sufficiently good merchandisers. *American Builder* does not believe that builders are really as poor merchandisers as some of the critics say; for, if they were, there would not be the volume of sales that there is today. But undoubtedly there is room for great improvement by many builders who have concentrated more on the technical side of construction and less on the sales angle.

There is the greatest opportunity for creative selling today that has ever existed in the building industry. In several articles in this issue some of these opportunities are pointed out and the activities of some of the leaders in the field are described. In fact, this entire issue might be described as a Better Merchandising Issue because surely model homes constitute one of the best selling and merchandising schemes the industry has ever tried.

Good construction is just as important today as it has ever been, but to sell homes, more than good construction and attention to the technical aspects of building is required. The sales angle must be considered from the very start. First, the house must be designed with an eye to popular appeal. Second, it must be constructed in a way that will meet the requirements of the public. Third,—and of extreme importance—it must be provided with complete modern equipment and appliances. It is upon this last point that we wish to lay great stress.

The unquestionable demand of the public today is for a fully equipped "turn key" job—a house in which the family can start living fully and completely without further additions—a house in which the total and complete cost is known in advance and on which no further expenditures are required. The makers of so-called pre-fabricated homes have caught this feeling and have gone so far as to advise that their houses are complete even to a week's supply of groceries on the kitchen shelves!

In spite of this known demand of the public, there are still many builders who leave out such important equipment as the range or automatic heat, or fail to include screens, storm doors or a garage as part of the offering at the regular quoted sales price. *American Builder* believes that it would be neglecting its duty if it did not point out that builders who do not fully equip their homes are doing both themselves and their customers harm. Under the liberal terms of the twenty-year amortized mortgage loan plan, the kitchen range, the oil burner, stoker or other heating equipment, and practically all other types of home equipment, can be

paid off on much easier terms than the customer could get if he bought the individual items later. The builder does him a real service by installing complete equipment when the house is built and including it under the single mortgage.

In the leading article of this issue the dollars and cents side of this argument is thoroughly presented. These facts should be considered seriously for they place in the hands of a builder the strongest merchandising argument he has ever had.

* * *

Plumbing and Jerry Building

IN ITS campaign against cheaply constructed houses, the Federal Housing Administration has the enthusiastic backing of the reputable contractors and builders. Under Title II of the National Housing Act, the Federal Housing Administration insures mortgages for twenty years. It is obviously necessary for the protection of these mortgages that property to be eligible for insurance be constructed so that it will endure as a sound investment throughout the life of the mortgage. This insistence upon good construction standards is a protection to the home owner, the holder of the mortgage, and the contractor as well as the FHA.

Few people outside of the plumbing business thoroughly understand the difference between the plumbing system in a cheaply constructed jerry-built house and a system in a house built in accordance with good practice.

When Mrs. Jones complains to her neighbors that the faucets in the bathroom on the second floor will not deliver water when the fixtures on the first-floor bathroom are in use, she does not realize that she is the victim of jerry building. When Mrs. Smith is mortified by the noisy flushing of a closet she does not realize that for a few dollars more the house might have been equipped with a practically noiseless fixture.

Due to the fact that so much of the plumbing system is concealed in the walls and under the floors, plumbing is a mystery to many home-owners. With 30 percent of the work invisible, the layman often cannot understand that the difference between two prices for the same installation may be a difference in the vital part of the system where repairs or replacements will be most expensive and highly inconvenient. The building contractor who wishes to be assured of complete trouble-free performance of his plumbing systems should deal only with reputable plumbing contractors—the men who enjoy a reputation for fair dealing and good work.

THE MODEL HOME PARADE

Is Selling Completely Equipped
Homes

**Builders Setting New Highs in Creative
Merchandising of Home Equipment
3,000 Model Homes Are Show Rooms**

FOR the first time in building history operative builders and home builders are becoming creative merchandisers of homes and home equipment.

For the first time they are rivaling the selling methods and abilities of the automobile, radio and movie salesmen.

More than three thousand model home "show rooms" scattered in towns and villages throughout the country are today advertising this new era of better selling. For this is a new era of selling by home builders. Never before have there been so many good-looking, fully equipped, salable model homes opened by builders. Never before have builders had such support and backing from great national manufacturers and associations of manufacturers. But transcending all of these, *never before have builders had such an ideal setup in financing and easy payment terms.*

The builder who does not take advantage of the present opportunity to sell complete home equipment and appliances on the twenty-year payment plan is blind indeed.

Thanks to the twenty-year amortized mortgage plan popularized by FHA, he can sell oil burners, ranges, refrigerators, air conditioning, dishwashers and other equipment at terms that cannot possibly be obtained by the general public anywhere else.

Where else can the home owner buy a \$300 oil burner with only 20 percent down and pay for the balance over 20 years at the rate of \$1.73 per month?*

Where else can the average home owner pay for a \$100 kitchen range over a twenty-year period, on monthly installments of 57 cents?

There simply is nothing comparable in all American industry and installment selling. Smart operative builders are just beginning fully to appreciate this. It gives them a selling argument that is unanswerable. It permits them to sell more completely equipped homes than ever before in history.

Let us take a look, for a moment, at the home building business as it is now going ahead in more than 16,000 cities, towns, suburban and rural communities. We find builders and lumber dealers busily locating prospects for new homes, and building these homes. An unprecedented number of builders are putting up model or demonstration homes. The number is estimated at more than 3,000—3,000 show rooms! In many of these the builder has received the co-operation of important national manufacturers of home equipment and materials. In others he has the co-operation of the local chamber

*Figured on the basis of a 20 percent down payment, the balance is \$240. Using the average FHA interest and amortization rate of 7.17 per month per \$1,000, the monthly carrying cost is \$1.73.



of commerce, the real estate board or the FHA. In hundreds of cases he has put up a model home entirely on his own initiative to start a program locally.

Practically all these model homes are fully and completely equipped with the latest home equipment, appliances and specialties. The first great beneficial effect of these fully equipped model homes has been to make the builders themselves conscious of what the market has to offer. They themselves have become fully sold and enthusiastic about the latest types of ranges, refrigerators, oil burners, air conditioning equipment, ventilating fans and many other important items. Then the fact that such equipment can be included in the twenty-year mortgage loan on a house began to be realized. Once the builder himself became sold on the value of complete equipment and the selling argument it gives him, by far the biggest part of the battle was won.

The home builder is today receiving stronger backing from national manufacturers of equipment and material than ever before. These men are helping him to do a better job of selling and helping him create a market. A development of great importance is the granting of special discounts to builders for equipment. It has long been recognized that the builder must make the determining decision as to the extent and type of equipment to go into the houses he builds. Where he is building a number of such houses many manufacturers feel that he is entitled to better terms than the average public. Some are classing the builder in a way that, in effect, makes him their dealer or representative. This enables him to buy home equipment on low terms, finance it on low terms, and use both these arguments as a telling sales help with the prospective home buyer.

Co-operation from manufacturers can be extremely helpful in making sales. Many prominent builders have made a careful analysis of the salient selling points in connection with oil burners, coal stokers, air conditioners, modern kitchens and many other types of equip-



VISITING fully-equipped model homes is fast becoming the favorite pastime of Mr. and Mrs. John Q. (Quick-to-See-a-Good-Thing) Public. As a result sales of home equipment and appliances by builders are booming.

ment that go into homes. They arm themselves with sound arguments. One example is an active builder who decided to feature coal stokers and based his arguments on the claim that the savings achieved by this equipment will more than pay the amortization cost. Other builders sell a second bathroom, add summer air conditioning equipment, or thorough insulation largely on the argument that the value added or the upkeep costs reduced will more than cover the cost.

At the beginning of this editorial the remarkably low FHA carrying costs for a few popular types of equipment were mentioned. The selling argument offered by this approach to the subject is extremely effective. For example, if a home owner is inclined to pass up the benefits of modern automatic heat or air conditioning a builder who is properly "primed" with figures can show that this value-giving equipment will cost him less than \$3 per month to pay off in twenty years.

There are many other important home specialties that add value to the home, such as an upward acting garage door, ventilating fan, kitchen clock, package receiver, special hardware, water heater, etc., that will add only a few cents to the monthly carrying cost of the house but will deliver many dollars in satisfaction and service.

The illustration previously given of the oil burner is an especially good one to use. The average person has felt that the installment terms offered by oil burner manufacturers were very reasonable. The average \$300 burner can be paid for on the short-term financing plans commonly used, at around \$8 to \$10 per month. Contrast this with the terms the operative

builder has to offer when that oil burner is installed in the house and becomes a part of the twenty-year financing plan. As we previously pointed out, the cost is only \$1.73 per month or less than one-fifth the "liberal terms" with which the public is most familiar. The installment rates the average buyers of automobiles, radios and furniture pay run four, five and ten times as much as he is required to pay for equipment installed in a house and paid for under the twenty-year amortized mortgage plan!

With model home show rooms in every town, and with builders becoming modern merchandisers and taking advantage of such financial backing as this, is there any wonder that residential sales are spurting upward and that the prospects for the rest of 1936 and for 1937 are the brightest in history?

*Chestnut Hill
Newton
\$16,500*

**YOU CAN LIVE LUXURIOUSLY FOR LESS
IN THIS BEAUTIFUL "ALL-ELECTRIC" HOUSE**

**Three Important
Advantages to the
Home Owner**

1. **Gar Wood Heating and Air Conditioning** — means guaranteed heat and comfort all year round for about \$115 per year!
2. **The location**, on the top of Chestnut Hill, overlooking Boston College, the Liggett Estates and beautiful private estates — A lasting assurance of pleasing and selected neighbors in one of Boston's finest residential sections.
3. **The "All Electric"** features of these houses mean a convenience in living never yet offered to the public of Boston.

The nine rooms in this house, are nine "new" rooms in decoration, improvements, and planning. "All-Electric" means **REAL CONVENIENCE**. The kitchen for example has G. E. electric stove, electric heater, and electric refrigerator. The rooms have the latest in lighting fixtures and devices—Economy is a feature as to heat—for the Gar Wood heating and Air Conditioning system means an even, comfortable temperature for your home all year 'round at a cost of from \$100 to \$115 per year. This house deserves your closest inspection—from the paneled basement recreation room up to the insulated roof. Come out and see it today. Drive out Beacon St. to Hammond St. and follow the signs.

**The Edison Electric Illuminating Co., Sponsors
Developed by Newton Homes, Inc., Builders
Clifford V. Miller, Inc., Selling Agents**

1394 Beacon St. Brookline Longwood 5700

Complete home equipment has strong advertising appeal.

"Modern Equipment Sells Our Homes"

By **WALTER H. MAST**

Prominent Detroit Builder of Homes

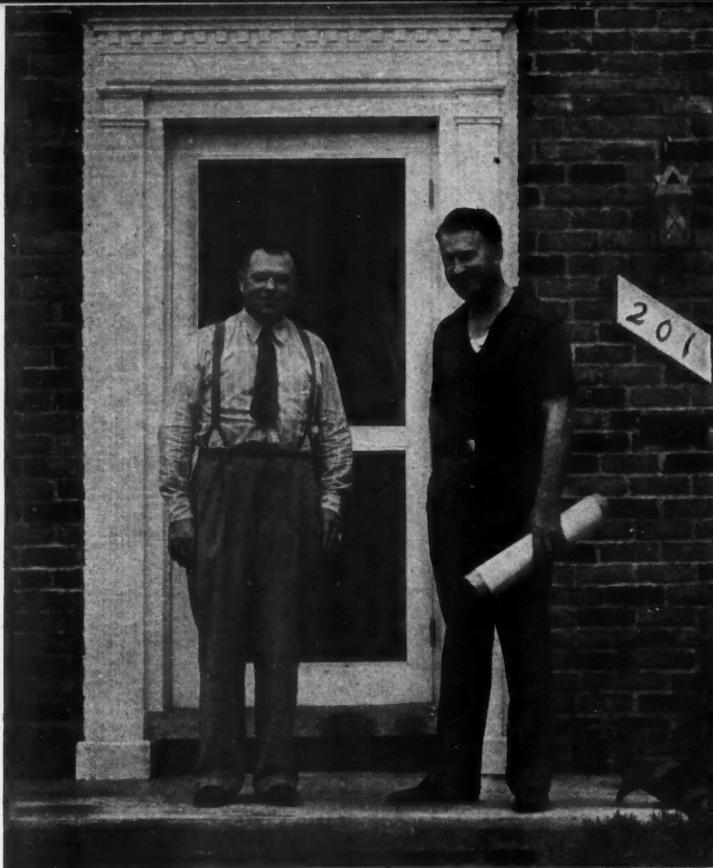
TODAY'S home must be considerably more than a shelter, and today's builder must be more than a builder—he must be a merchant, too. It is not only necessary for a builder to know how to construct durable, attractive and comfort-providing homes, but it is just as important for him to know how to sell them. Many good builders have fallen by the wayside because they depreciated the value of intensive selling. In our business, we have established definite policies to guide us in building and selling homes. Of course, the reputation that a builder establishes is highly important. A dissatisfied home owner doesn't help any builder. The corner stone of our business is quality. We don't attempt to build cheap homes.

Since 1922 we have constructed some 300 homes valued at approximately \$3,000,000—which means that the average price of the homes we build and sell is around \$10,000. The depression didn't stop us either. Our lowest year was in 1934 when we constructed 17 houses. According to our progress to date, we will build and market at least 25 houses this year. Property locations are vital; part of our success is due to the fact that we build only on the East side, and mostly in Grosse Pointe Farms, a strictly residential area.

By maintaining an active sales force ably directed by Mr. Earl A. Creighton, manager, we are in a position to know and determine just what our clients desire for complete home satisfaction. We have found that modern, labor-saving equipment and comfort-providing appliances and specialties actually sell homes.

Prospective buyers who visit our model homes inspect them carefully. They walk through the rooms several times and make close observations before they form their conclusions. They ask many questions about financing, construction details, heating, air conditioning, insulation, type of foundation, framing, roof covering and quality of building materials used. They are pleased when they see that the home is equipped with an efficient and economically-operating, automatic heating and air conditioning system. They are impressed with good plumbing, (we use sweated-joint copper tubing) a well-planned kitchen, adequate bathroom conveniences, laundry equipment, artistic lighting fixtures, liberal closet space, and the many other specialties and appliances that go to make a home a better place in which to live.

Sunday is our busy, banner day—that is the day we get the crowds. It is not unusual for several hundred visitors to inspect any one of our new homes during a Sunday afternoon. We appeal to and attract prospective home buyers through local newspaper adver-

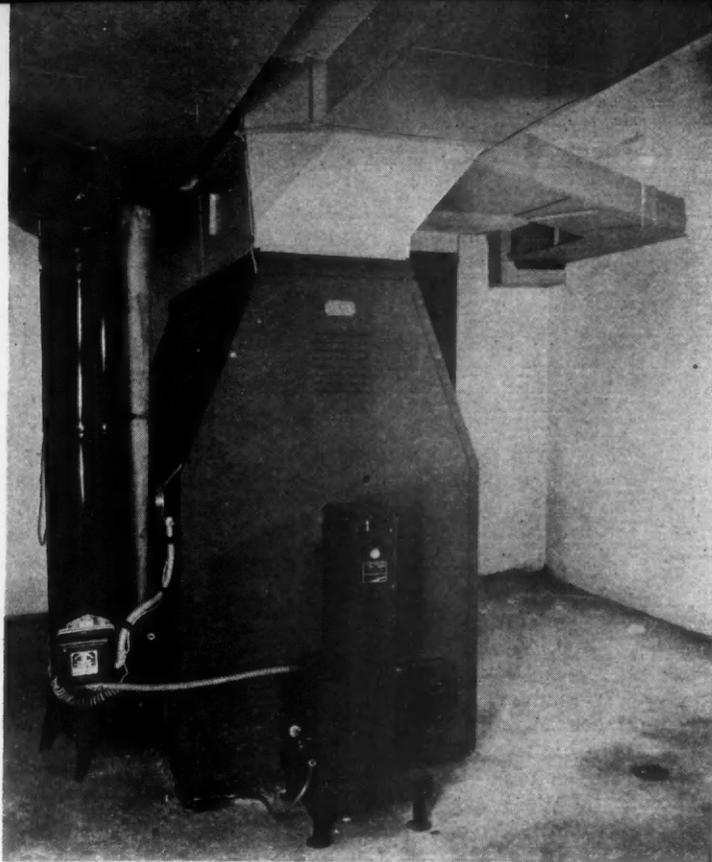


'LATE to bed, early to rise"—that's the Mast working schedule now. Walter H. Mast, the smiling builder (and proud of it) stopped his work momentarily, while the photographer snapped him beside his manager, Earl A. Creighton (left). This picture shows the entrance of their new, model home now open for inspection. Mr. Mast is holding plans for another rush job.

tising. Our sales messages are always displayed in the main real estate section. Through a co-operative arrangement with Gar Wood Industries, Inc., we can afford to advertise our new homes liberally in the newspapers because the Gar Wood company pays one-half of the cost of the space. This support is given to us because we buy Gar Wood equipment for the homes we build. We feature the Gar Wood unit prominently in our newspaper advertising. We find that by featuring well-known equipment, we interest many prospective home buyers. We also place a large builder's sign directly in front of our model home. This sign displays our name and the name of the heating and air conditioning unit which has been installed. These builders' signs are supplied to us without charge. A good sign in front of a model home is an inexpensive and effective way to advertise a model home and also to attract the attention of passing motorists.

Most home buyers are vitally interested in the automatic heating and air conditioning of a home because of the many advantages derived, such as comfort, cleanliness, convenience, and economy. Our salesmen are always courteous and attentive to all visitors. They point out interesting details and fascinating features of the house. They center attention on the labor-saving equipment, appliances, and specialties. They show them the zinc weatherstripping, the easy-acting windows, the well-designed substantial doors, the abundant supply of electrical outlets, the artistic lighting fixtures, the decorative wainscoting, the modern well-equipped bathrooms, closet spaces, storing bins, the kitchen equipment, and the modern basement which includes a large games room, card room, fruit storage space, and furnace and laundry room.

We explain to visitors that our homes carry a one-



GAR Wood Industries, Inc., assumes full responsibility for the satisfactory installation and operation of the complete system. They not only manufacture the unit, but furnish and install standardized, pre-designed duct parts. This sales policy on their part means that Mast can install a complete system, produced by one company, feature it and guarantee satisfactory performance to Mast home buyers.

year, service policy. We find this is an impressive selling point. It builds confidence. People appreciate the fact that we want satisfied customers. During the opening of a model home, we establish temporary office quarters in the basement. In this way we are always prepared to discuss terms and sign contracts in private. It is our policy to keep at least one typical model home open to the public each season. Usually each master model home remains open for a period of about three months. This home is completely furnished. The various pieces of furniture carry price tags. The furniture can be purchased with the home should the purchaser want to take advantage of the special discount given on the pieces displayed. We, of course, do not sell furnishings, but make the arrangements for the showing through a local and reputable furniture dealer. Appropriate furnishings give the home a pleasing atmosphere and aid considerably in selling a dwelling.

Most of the homes we build are now sold through the FHA plan of financing. Buyers usually take the fifteen-year plan. We recently completed a model home. This home is now open for public inspection. It is located at 201 McKinley Road, Grosse Pointe Farms. The price is \$13,800 including lot. This residence is one of the higher-priced homes we build. We use it as a demonstrator to show the type and character of Mast-built

ALTHOUGH Mast homes are automatically heated and air conditioned, they include a natural fireplace in the living room for added comfort and cheer.

homes. (Our prices range from \$9,500 to \$14,000.) This model home has a hall, four bedrooms and two bathrooms upstairs, and one downstairs lavatory, a living room, dining room, breakfast nook, kitchen and sound-resistant library. The basement has a commodious games room, card room, laundry room, furnace room, fruit room, and storage place.

The front entrance leads into a vestibule which opens into the reception hall. The vestibule has a spacious clothes closet and a broken-slate floor. All rooms on the first floor, including the basement stairway, may be entered from the reception hall. The open stairway, leading to the second floor, has a walnut hand rail. The stairway wall is wainscoted. Announcement-of-guests chimes adorn the reception hall. All arches throughout the house are cased.

The living room is 13' x 22'. Entrance to it is at the right of the hall. The walls are papered and coved at the ceiling. A large bay window gives the living room a cheerful and inviting appearance. There is a window at each side of the vertically-paneled mantel and fireplace. The natural fireplace is formed with antique marble. The hearth is split-slate.

At the rear of the living room, a mirror-paneled door opens into the library. The library doors are heavy and sound-resistant so that the occupants may relax in quiet. The library walls are stained cypress. The plastered ceiling resembles antique stone.

The kitchen is 9' x 11' 6" in size and contains a double-compartment, built-in sink. The kitchen cabinet ensemble contains a breadboard, flour bin and under-sink compartment for refuse. There is a large space for roasting pans directly above the refrigerator niche. The place for the stove is recessed. The kitchen is equipped with a Duplex electric ventilator. A Fenestra window is over the sink. The other window is the NSW zinc weatherstripped type. Of course, there is a broom closet. Two entrances lead to the kitchen, one from the main hall, the other from the breakfast nook. The kitchen is wainscoted to a height of five feet and is finished in glistening white. Armstrong linoleum of tile-pattern covers the floor.

The breakfast nook, which may be used as a butler's pantry, has a four-foot wainscot of natural-color knotty pine. Knotty pine is also used for the end cupboard (has dull chrome hardware) which extends to



the ceiling. The floor of this cozy nook, like the kitchen, is covered with attractive red, white and black tile-patterned Armstrong linoleum.

The dining room is decorated in pastel blue and silver wallpaper. Oyster-shell white wainscoting emphasizes the charm of this room. The center Colonial fixture has five lights. There are four windows. This room is 11' 6" x 14'. The ceiling height is 8' 4".

On the second floor there are four bedrooms, two baths, and hall. The soiled-linen chute is accessible from the hall. One bathroom is complete with corner porcelain tub and overhead shower, lavatory, toilet, and built-in mirrored vanity. The other bathroom, equipped with a stall shower, connects two of the bedrooms. The master bedroom has an exceptionally large clothes closet and is 13' x 17'. This closet has lights and built-in shelves and hat racks. The side wall accommodates twin beds. The color scheme of the bedrooms is blue, green, pink, and yellow. Selective oak flooring is used throughout the home.

The practical basement contains a 13' x 22' games room with a connecting 7' x 10' card room. There is a natural fireplace in the games room. We display our various house plans in this room. The furnace room contains the Gar Wood heating and air conditioning unit and hot water tank. The laundry room is equipped with laundry tubs. The fruit room and a storage bin complete the basement. All rooms in the basement may be entered from the basement hall. Walls and

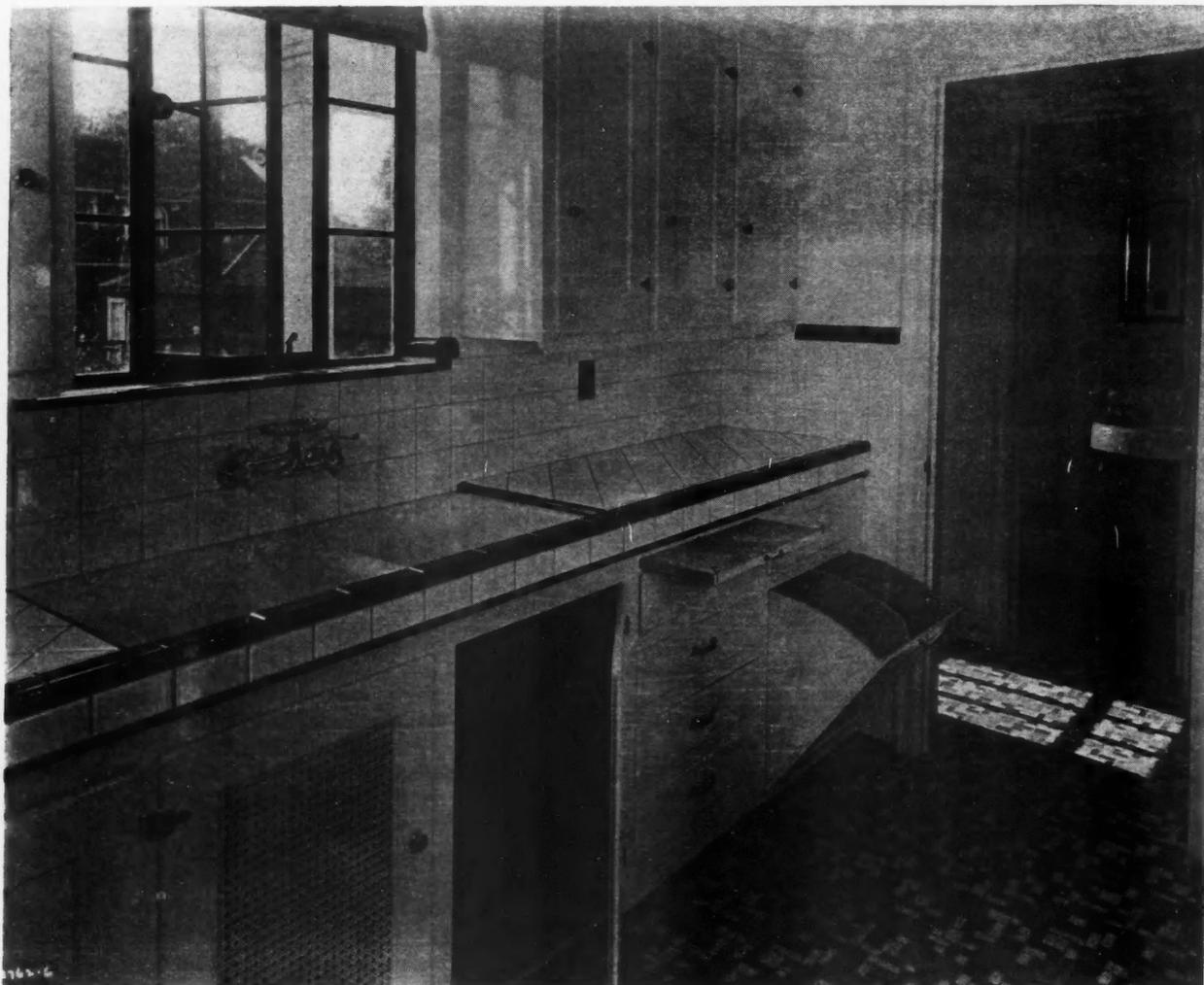
ceilings of the basement are plastered throughout.

The driveway leads to a two-car garage which is equipped with Crawford sectional doors. Grounds are completely landscaped for model homes.

All the houses we build embody the same principles of construction, regardless of price. For example, 2" x 10" joists, 2" x 6" ceiling joists, and 2" x 6" rafters are used. All basement footings are 10" x 20" concrete and reinforced with reinforcing bars. The foundation is built with cement blocks having 1/2" coat of portland cement and waterproofed with tar. Framing corners on the first and second floors are angle braced. This method strengthens the structure and eliminates sideways. Insulation is hand-packed. Shingles are Five X edge grain.

It requires time and patience to point out all these things and features to the public, but we know it pays to do so. But, after all, we find that the latest mechanical and labor-saving equipment, automatic heating and air conditioning units, modern kitchens, bathroom conveniences, livable basements, and other specialties do the selling job. All our homes are designed and built by us. The model home described above was featured recently by a local newspaper as the "House of the Week."

When builders equip homes with modern appliances, modern equipment and conveniences, and feature them, they will find that their building business will increase—for modern appliances do sell homes today.

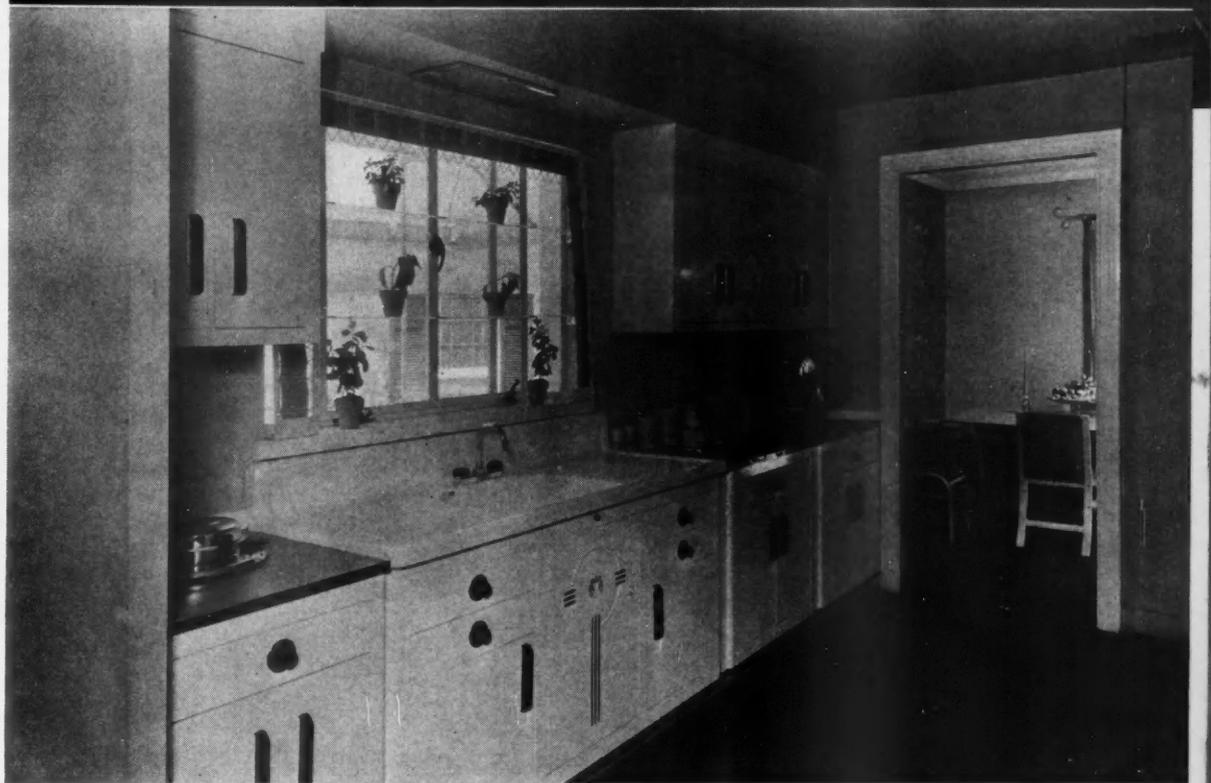


THIS step-saving kitchen is not as small as it appears. There is enough room to include a large refrigerator and stove which are recessed on the other side. A built-in double-compartment sink, fine cabinets, sliding bread board, flour bin, refuse compartment, roasting pan niche, are some of the innovations to be found in the Mast homes. The downstairs lavatory is conveniently located. Note the Fenestra sash above the sink.

THIS Dallas Centennial Concrete house was the First Prize winner in a competition sponsored by the Portland Cement Ass'n., and open to Texas architects in which 87 designs were submitted.



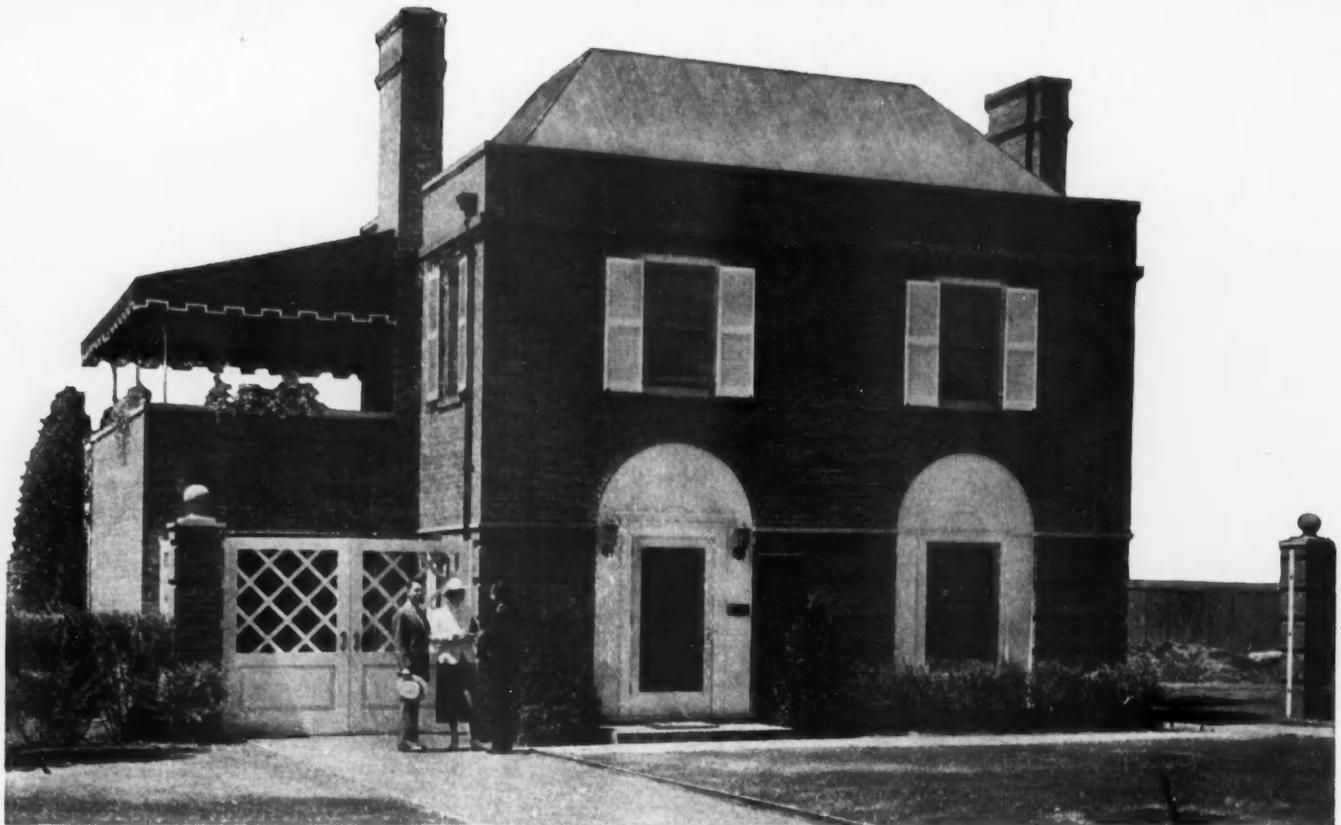
CONSTRUCTION FEATURES: Walls of 5x8x12" hollow concrete tile (8" thick). Furred with metal lath with metal furring strips and plastered. Exterior of white portland cement stucco. The first floor is poured concrete on precast concrete joists. Parquet hardwood flooring in squares in all rooms except bathroom and kitchen laid on mastic. Linoleum in kitchen. Ceiling and roof, wood frame construction. Brown cement asbestos shingles. Steel casement windows. Concrete tile used for walls around house with portland cement stucco. Concrete flagstone walks and concrete porches.



Living Room and Kitchen in Centennial concrete house at Dallas Exposition; Bubi Jesson, Austin, Architect; C. M. Davis, Contractor.

Models That Forecast 1937 Styles

TEN selected homes which authorities agree demonstrate the current style trend and point the way to public approval in next year's selling market



BRICK HOME AT CLEVELAND EXPOSITION

Designed by The Small House Committee, Cleveland
 Chapter, A.I.A.,—Walter H. Smith, Chairman
 Robert F. Gaiser, Contractor; Cleveland Builders Supply Co., Sponsor



THE LIVING room in the Great Lakes Exposition Brick Industry home.—The combined effort of the Residential Builders Organizations of Greater Cleveland to produce "a Modern Home of Lasting Charm" in the \$9000 class.

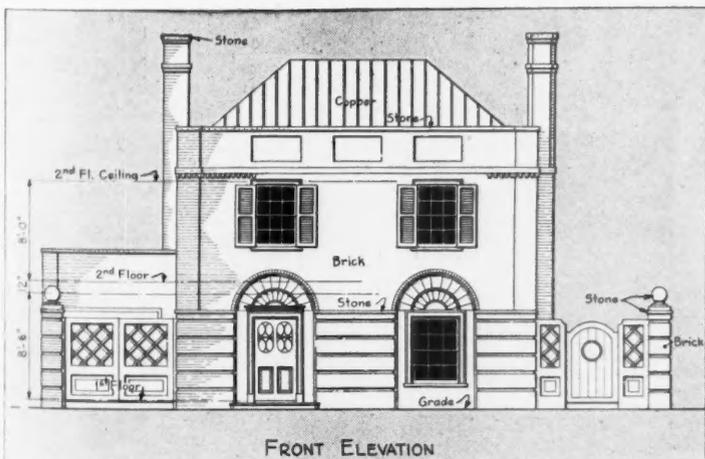
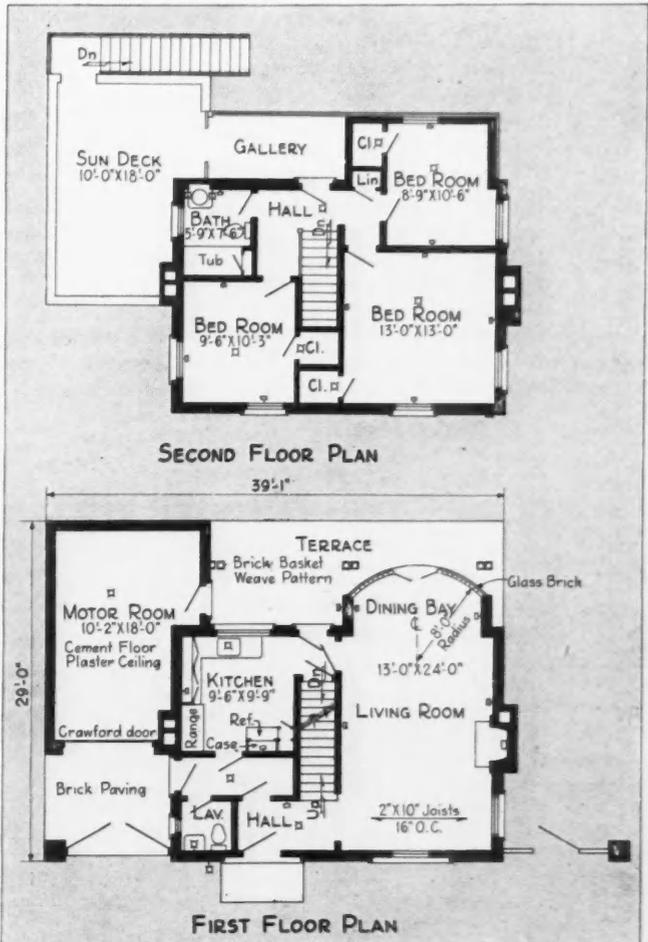
8'-6"
12"
8'-0"

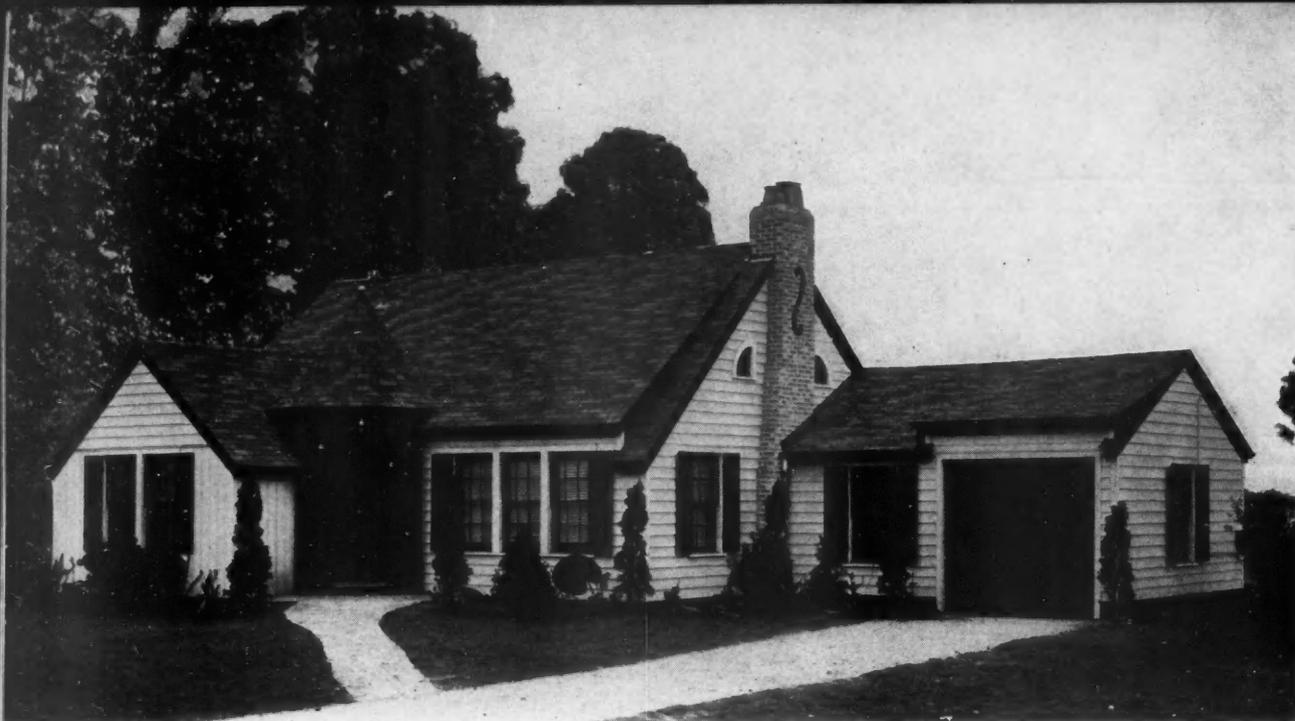
DINING BAY in spacious living room demonstrates the practical utility and charm of the new glass building block. Decorative furnishings are by the Bailey Co., Cleveland department store.



CONSTRUCTION FEATURES: walls are solid masonry, brick veneer on tile, making a 9" wall. Brick joint has tooled horizontal joint with vertical joints struck (copied from an old South Carolina home). Rustic brick used. Roof is Anaconda Economy Copper with standing seams; gutters and downspouts, copper; sheathing under sun deck floor, copper; coping, trim, pier caps, stone by Cleveland Quarries Co.; zinc weatherstrips, by Advance Metal Weatherstrip Co.; garage doors, finger-tip operating, by Crawford Door Co.; mail box, coal chutes, garbage receiver, Donley Bros. Co.; dining room bay, enclosed in Insulux Glass Bricks, by Owens-Illinois Glass Co.; plaster base, rock lath; insulation, 4" Red Top Rock Wool in 2nd floor ceiling, by U. S. Gypsum Co.; select oak flooring, by the Harvard Lumber Co.; windows, "Easy-Clean" tilting windows by Vento-Steel Sash Co.; plumbing, copper pipes; Briggs Beautyware Plumbing Fixtures; heating, winter air conditioning; electrical work, by Enterprising Lighting Fixtures, Inc.; bathroom cabinets, The Porter Equipment Co.; screens, "Zip-In", all bronze, frameless, by Harris-Murray, Inc.; hardware, Corbin locks and Stanley butts; clay tile for exterior walls, bath floor and walls; by Mosaic Tile Co.

Cost Key is—1.640—148—644—29—27—12





SUBURBAN HOMESTEAD

**Built at Markham, Ill., Near Chicago,
in Fred J. Walsh Co. Development
Martin H. Braun, Chicago, Architect
In the \$4000 Class**

Cost Key is: 1.468-181-1104-43-20-19

BELOW: Compact kitchen arrangement has built-in storage space below sink and work surfaces extending on both ends; additional cupboards flank the casement windows. Flexboard wainscoting trimmed is with chrome strips.

RIGHT: Two-tone formed metal fixtures, linoleum, wainscoting and chromium fixtures combine in pleasing bathroom color scheme. Other equipment features include utility room having colored laundry trays hot water heating system and drying space.



OUTLINE SPECIFICATION MODEL HOME AT MARKHAM, ILL.

**Fred J. Walsh Co., Builder
Martin H. Braun, Architect**

FOUNDATION.—Concrete, 1:3:5 mix.

UTILITY ROOM AND GARAGE FLOORS.
—Four-inch concrete slabs placed on cinders.

WALLS.—2x4 studs, 16" O. C.; D. & M. sheathing; 8" cypress siding; 1/2" Balsam wool insulation on our exterior walls and ceilings; interior partitions of sheet rock.

ROOF.—Framing 2x6 rafters; D. & M. sheathing; heavy building paper; Bird & Sons (Weather Tex) 3 in 1 asphalt strip shingles slate blend.

TRIM.—Ponderosa white pine.

FLOORS.—Oak floors throughout house except kitchen and bathroom which are Tile-Tex laid over pine.

WINDOWS.—Double hung Ponderosa white pine windows.

DOORS.—Two vertical panel wood doors.

PAINTING.—Portion of exterior painted with the Devco Reynolds special two coat system; tower and gable end stained in golden oak stain; interior walls and ceilings of living room, dining room and ceilings of bathroom and kitchen, special Hines-Cote; bedrooms, paper; trim, ivory.

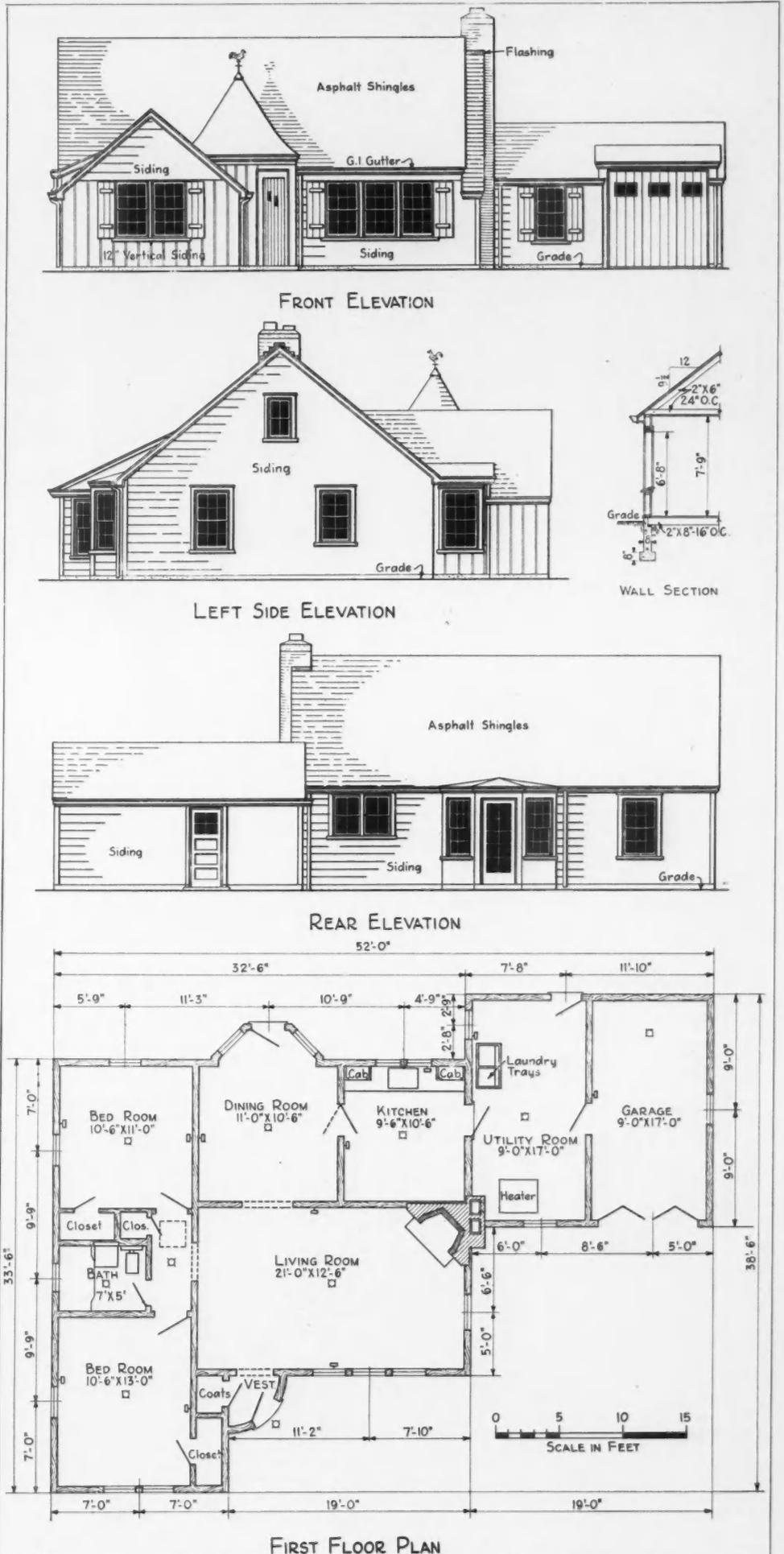
WIRING.—Iron conduit.

PLUMBING.—Briggs Beautyware two tone plumbing; recessed tub; bracket lavatory; streamline closet; 60" double drain kitchen sink; special laundry trays in color.

HEATING.—Hot water forced circulating (Triplex) system with automatic control; Wayne oil burner.

MISCELLANEOUS.—Wainscoting in bathroom, J. M. Asbestos wainscoting with chromium fixtures; wainscoting in kitchen is J. M. Asbestos Flex Board with chrome strips.

THE FLOOR PLAN at the right offers convenience and economy; adequate closet space, good ventilation and no waste space are features. Being without basement, the utility room is handily placed between the kitchen and attached garage. Corner fire-place and dining room bay with door to rear terrace add unusual interest.





The front entrance is impressive.

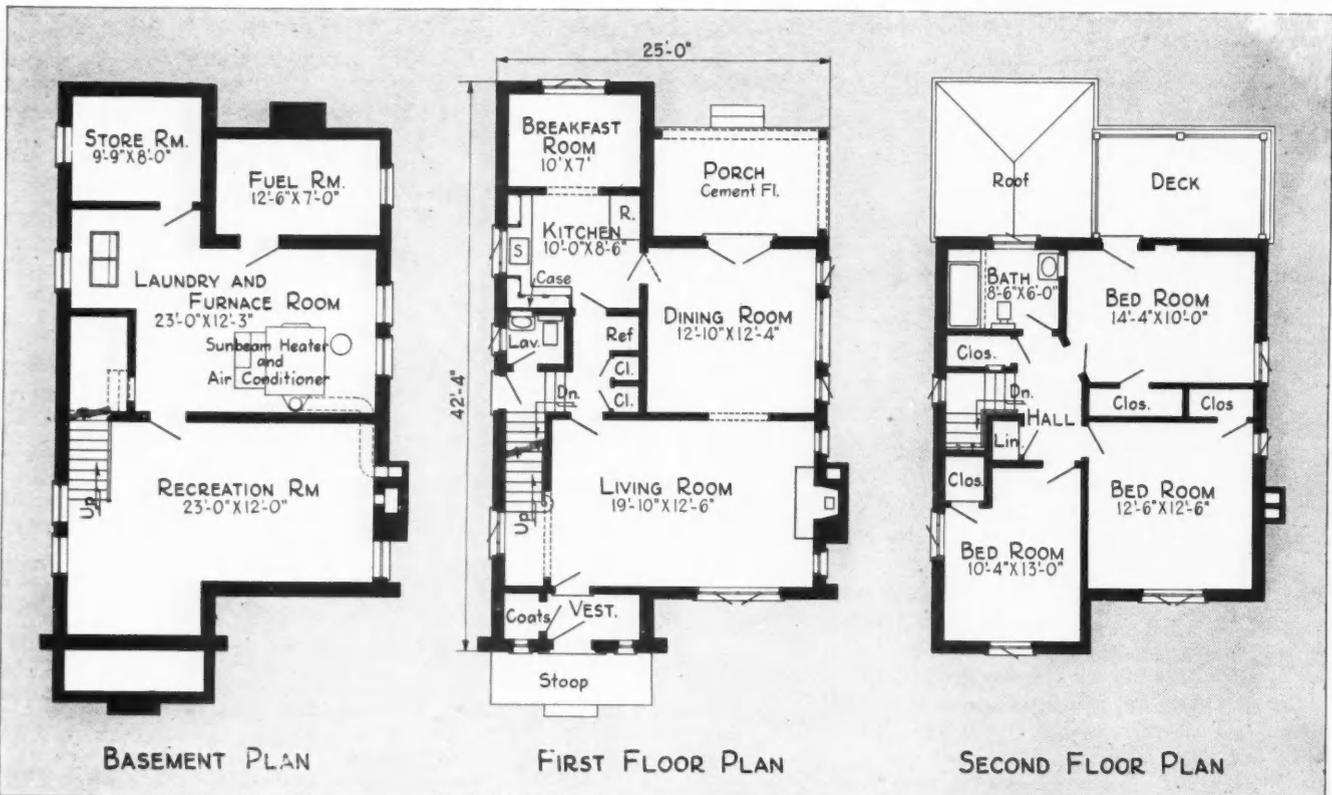
POPULAR DETROIT MODEL

Walter H. Mast, Inc., Builder

Chas. Horner and W. D. Knox, Architects

In the \$8000 Class

Cost Key is 1.677-135-845-36-25-15



SPECIFICATIONS

FOOTINGS AND FOUNDATION WALLS.—Footings concrete 20"x10" reinforced. Foundation walls concrete block laid in Portland Cement mortar. Asphalt water-proofing.

EXTERIOR WALLS.—Brick veneer. Face brick.

CHIMNEY AND FIREPLACE.—Hardburned common brick, terra-cotta flue lining. Cement cap. Marble facing on fireplace.

FRAMING LUMBER.—No. 1 short leaf yellow pine, kiln dried.

SUB-FLOORING.—1x6 No. 2 yellow pine.

SHEATHING.—Sidewalls: 1x10 shiplap, No. 2 pine. Roof: 1x6 No. 2 pine.

OUTSIDE WOODWORK.—Redwood.

ROOFING.—Wood shingles—edge grain cedar.

SHEET METAL.—26 ga. galvanized iron.

FINISHED FLOOR.—Select red oak 5/4".

INTERIOR TRIM.—First floor—red oak. Second floor—white pine.

INSULATION.—Johns-Manville Rock Wool.

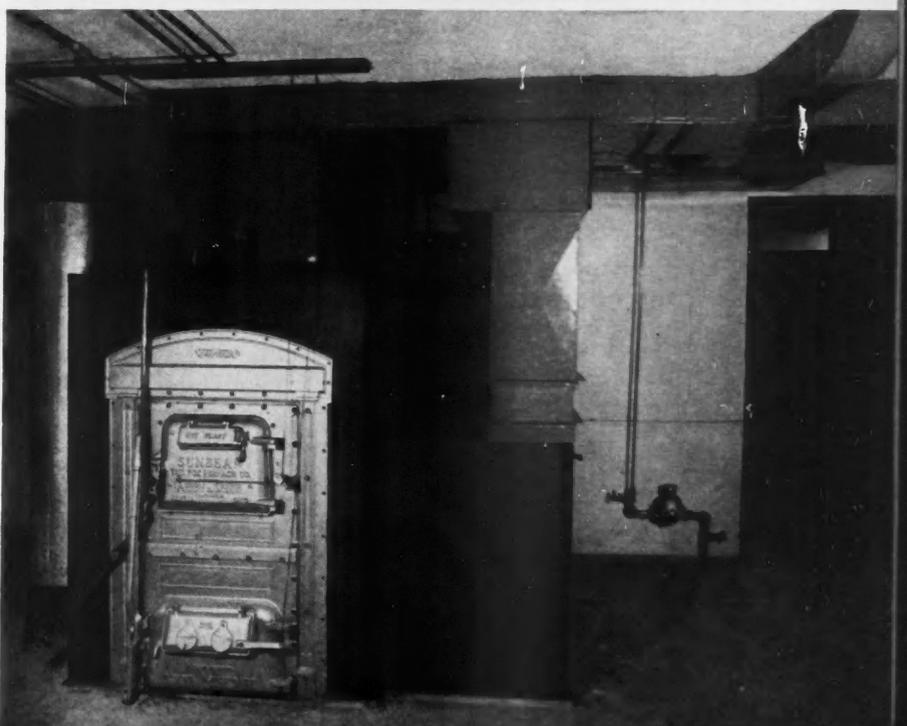
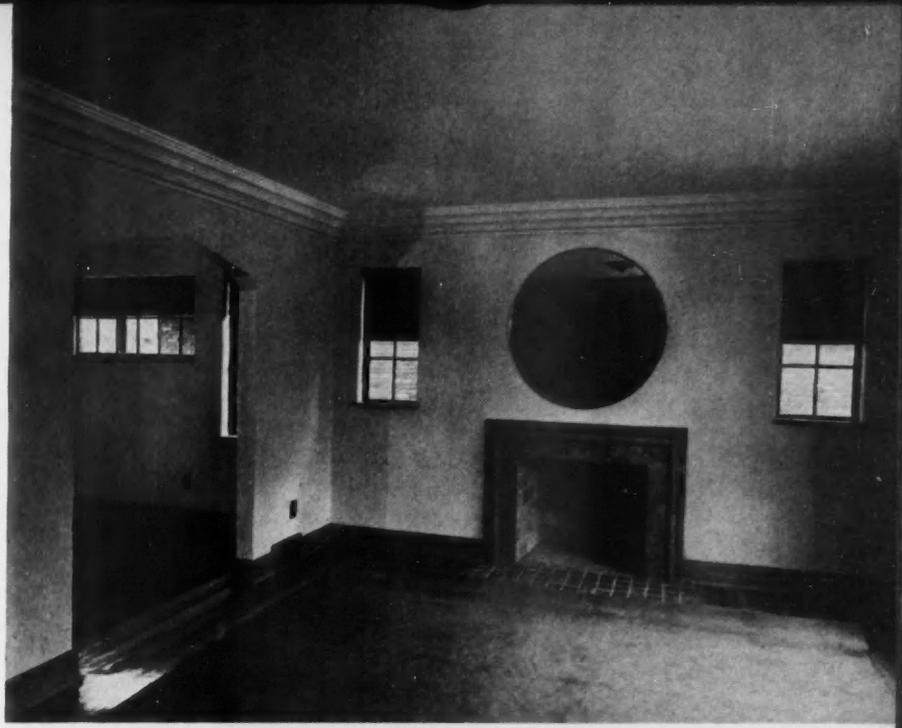
WINDOWS.—Fenestra casements.

LATH AND PLASTER.—Rock lath, stripped. Two coats of plaster.

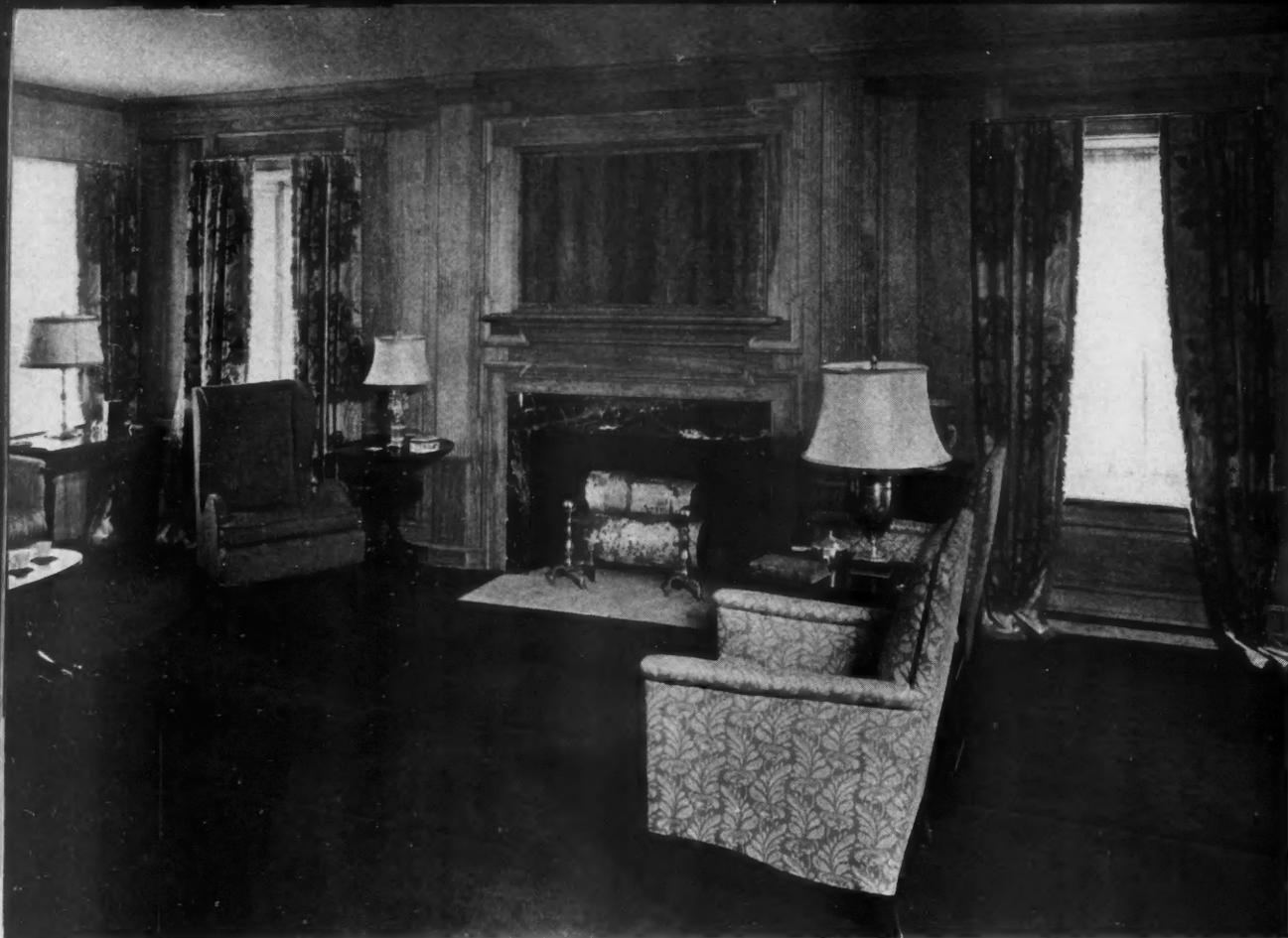
TILE WORK IN BATHROOM.—Extend 4'6" up from floor line.

HEATING.—Sunbeam Coal burning furnace, conditioned air, model 2480A.

PLUMBING.—Fixtures—Standard Sanitary. Piping—copper.



THREE VIEWS of popular Detroit model built by Walter H. Mast, Inc., on McKinley Ave., Grosse Pointe. Upper photo shows living room with modern treatment of fireplace; middle view is of kitchen and breakfast room; lower scene illustrates the neat and efficient arrangement of basement air conditioning heating plant, the Fox Furnace Company's "Sunbeam" model No. 2480A.



DEMONSTRATING BEAUTIFUL INTERIORS

CYPRESS paneled living room (above) and knotty pine master bedroom (below) in the Cleveland Lumber Institute "Traditional American Home" at the Great Lakes Exposition, Cleveland; John Sherwood Kelly, Architect.



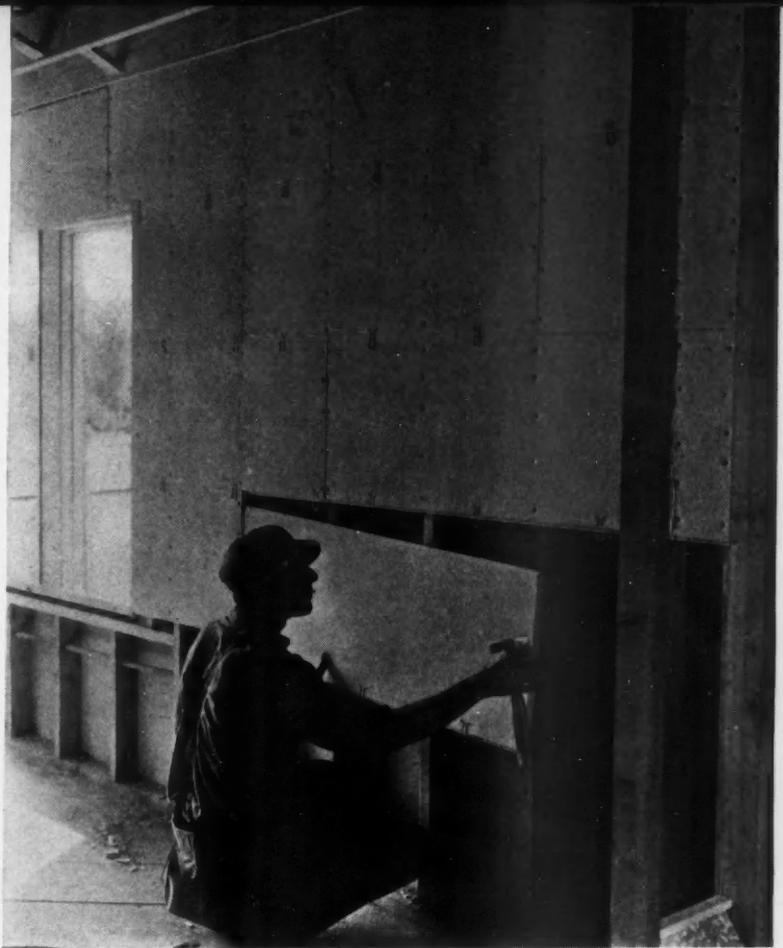
INSULATED HOME DEMONSTRATED

**Minneapolis Contractor Will
Duplicate for \$6500.**

**Larson & McLaren, Architect
Dencker-Running Co., Contractor**

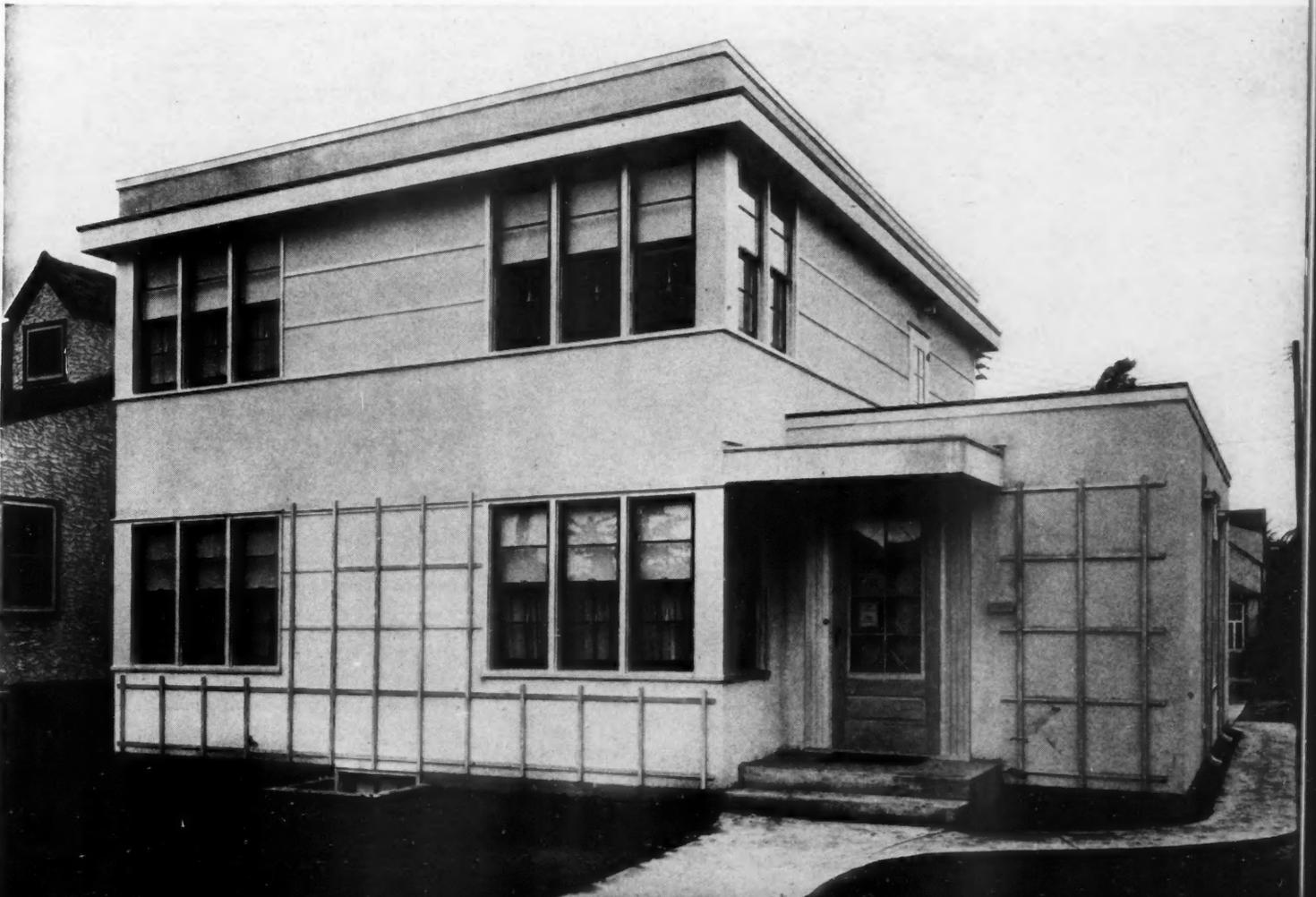
COMPLETELY insulated throughout, it is estimated the fuel requirements of this Insulite Model Home will be approximately 30 per cent less than for a similar size, uninsulated home. It is typical of the present-day trend toward functional design. The white stucco exterior of the flat roofed structure is broken up by aluminum finished, horizontal trim. The trim around the corner windows is likewise finished in aluminum.

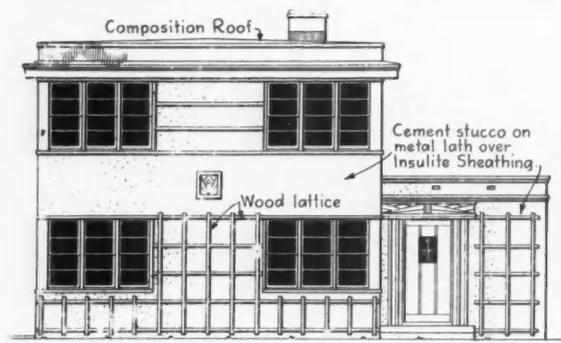
The house has six rooms and bath plus a downstairs lavatory and an attached garage. The full basement has a furnace room, where the conditioned air, automatic oil heating plant is located, and a very attractive amusement room, finished with a multi-purpose material, Graylite building board on the walls and Ins-Light tile on the ceiling, to achieve decoration, quiet and insulation.



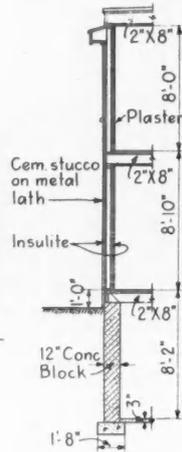
WORKMAN applies the 1 inch Lok-Joint lath for plaster base and sound deadener on all inside walls and partitions in Insulite home.

For plans and specifications see pages 54 and 55

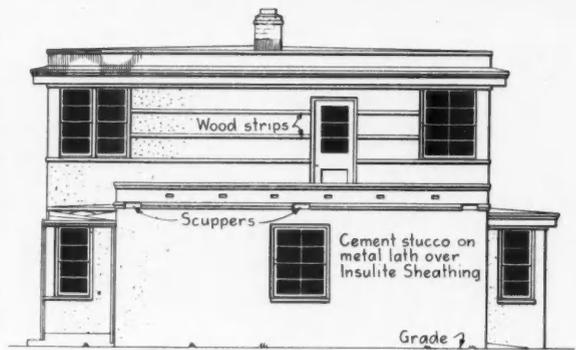




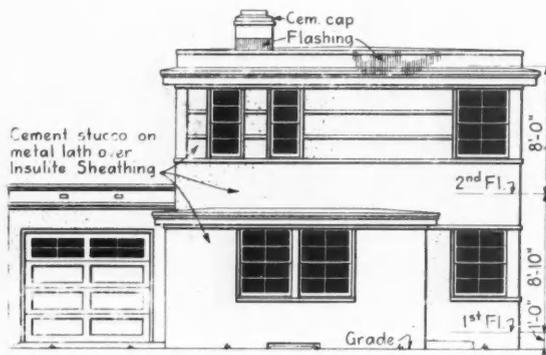
FRONT ELEVATION



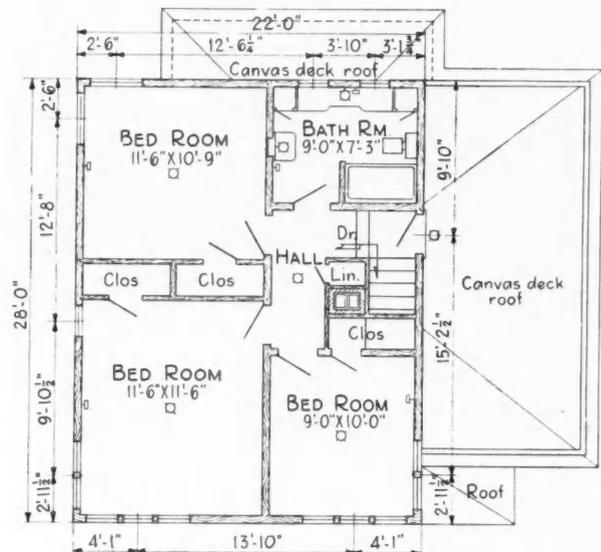
WALL SECTION



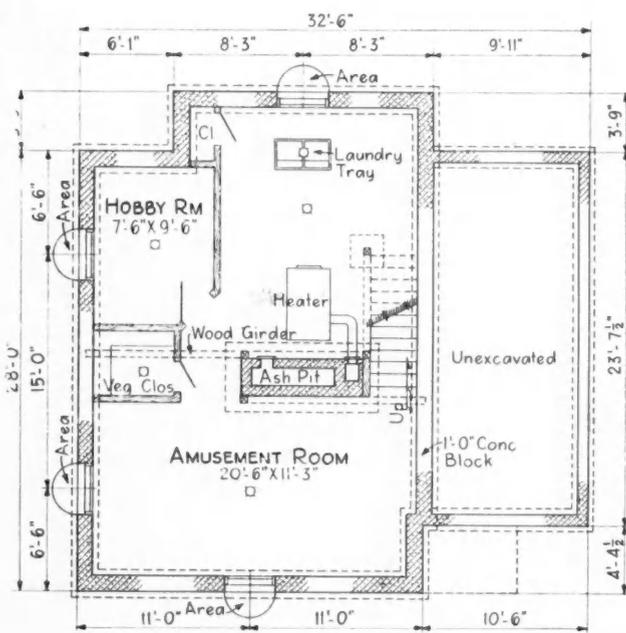
SIDE ELEVATION



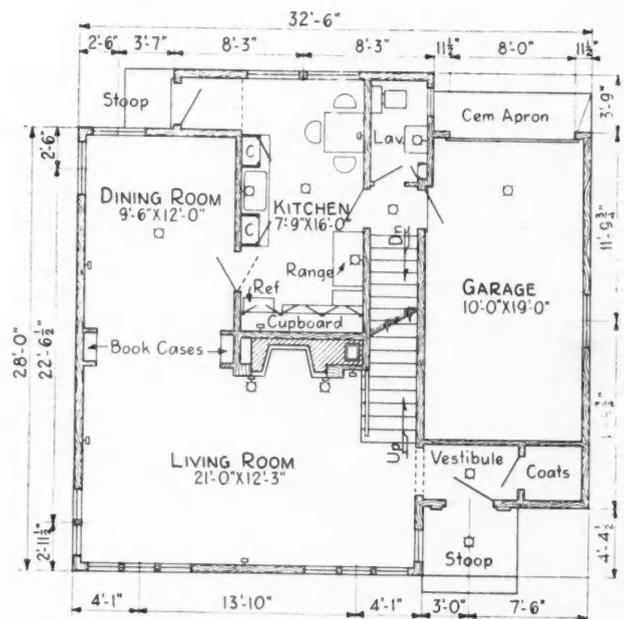
REAR ELEVATION



SECOND FLOOR PLAN



BASEMENT PLAN



FIRST FLOOR PLAN

WORKING drawings of Insulite Model Home as illustrated on preceding page; interior views and outline specification opposite. Key is 1.628-128-664-29-22-11.

SPECIFICATIONS

Minneapolis Insulated Home
Larson & McLaren, Architects

RESIDENCE for Frank J. Hickling, 3548—45th Avenue South, Minneapolis, using Insulite and other materials.

FOUNDATION WALLS—Concrete blocks 8"x12"x16" or 5"x12"x24" laid in 1/4 mix cement mortar with 10% hydrated lime. Joints inside and outside of walls carefully pointed. Basement windows to have smooth trowelled cement sills. Areaways anchored to foundation with two 3/8" rods on each side.

BASEMENT FLOOR—3" 1-3-5 concrete slab with 1/2 mix steel trowelled finish. Garage floor same except 4" slab.

WALL CONSTRUCTION—Stud and joist frame of No. 2 Idaho pine or Washington fir; exterior sheathed with Insulite 3/4" Bildrite sheathing over which is nailed 4 lb. self furring galvanized lath to receive exterior stucco three coat portland cement with finish coat of white cement and texture surface. Rough floor and roof boards No. 4 pine. Floor and roof joists 2"x8", 16" o.c., with 1"x3" double bridging every 8". Double joist under all partitions. Double studs under all headers.

INSULATION—All ceilings and inside walls to have 1" Insulite Lok-joint lath; red rosin building paper between all sub- and finished floors; all small spaces between door and window frames packed solid with rock wool. Roofing to consist of two layers of asphalt felt each 15 lb., with one 30 lb. mica cap sheet mopped solid over 2" Insulite roof slabs.

MILLWORK—Bilt-Well millwork by Carr, Ryder & Adams through Carr-Cullen Co. Interior and exterior trim No. 1 pine except stair treads and risers to second floor birch; kitchen trim birch, and living room, dining room and vestibule trim red oak. Exterior doors 1 3/4" thick; interior doors 1 3/8". Stock one panel doors. Kitchen cases to have inlaid linoleum tops with chromium nosings.

FLOORS—Vestibule, living room and dining room 1 1/2" face select oak flooring. Kitchen and bath 4" M. & D. pine for linoleum. Second floor and balance of first floor 1 1/2" face No. 2 birch.

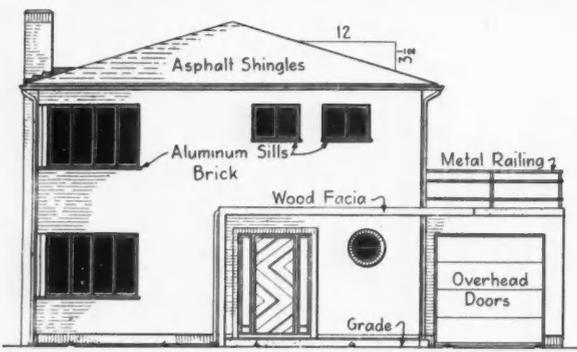
PLASTERING—All inside walls and ceilings plastered three coat hardwall and lime putty finish on Insulite. Corner beads full height on all exposed corners. Keene's cement wainscot 4'6" high in bath.

PLUMBING & HEATING EQUIPMENT—Plumbing fixtures by Crane. Heating plant warm air Brunetts system with fan. Welded steel furnace. Flat type metal ducts with cold air returns from all rooms except bath. All ducts dampered for control. Removable dust filter. Chalmer's oil burner and 250 gallon tank with Minneapolis Honeywell thermostatic controls. 50 gallon Clark electric water heater.

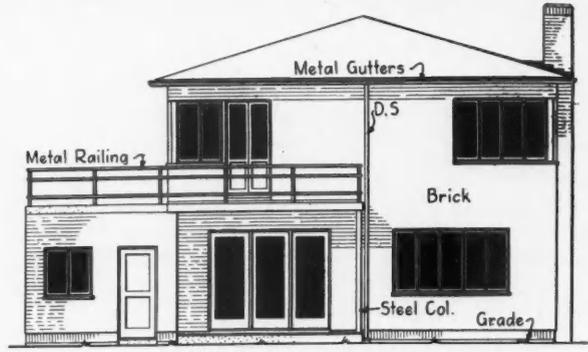
FINANCING of this model home handled through Marquette National Bank, Minneapolis. Eighty per cent of the cost on first mortgage to run twenty years. Monthly installments including principal, interest, taxes, fire insurance, tornado insurance and FHA mortgage loan insurance amount to approximately \$49.64.

UPPER photograph shows the living room as furnished by Powers Decorating Staff. Middle photograph is of modernistic bedroom, while below is shown the basement recreation room with walls and ceiling finished in decorative Insulite board.

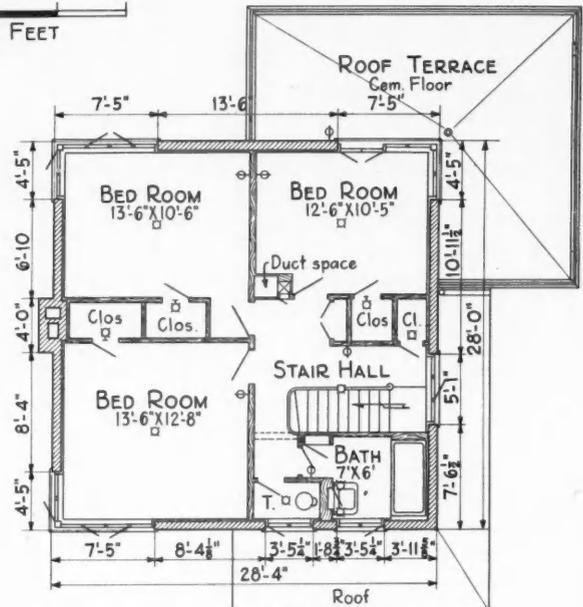
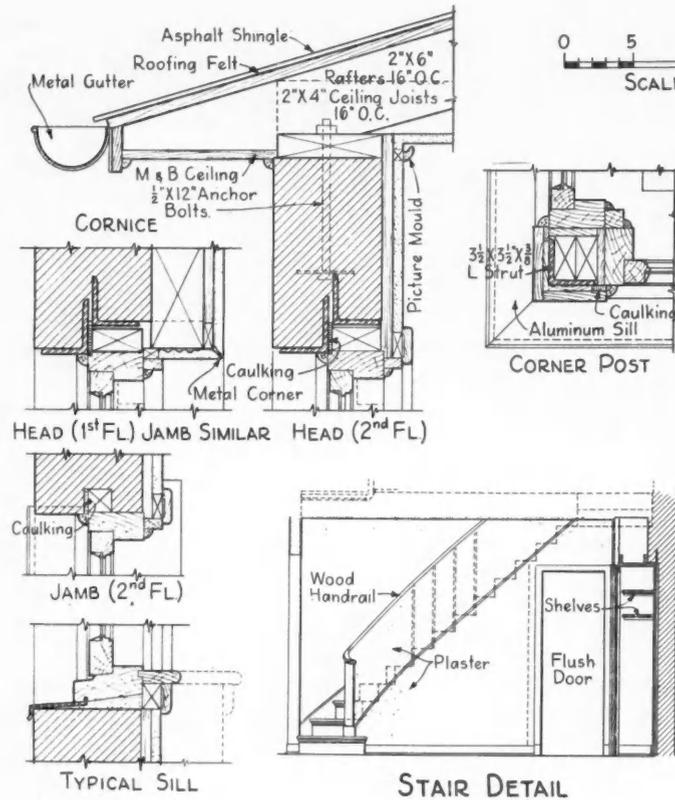




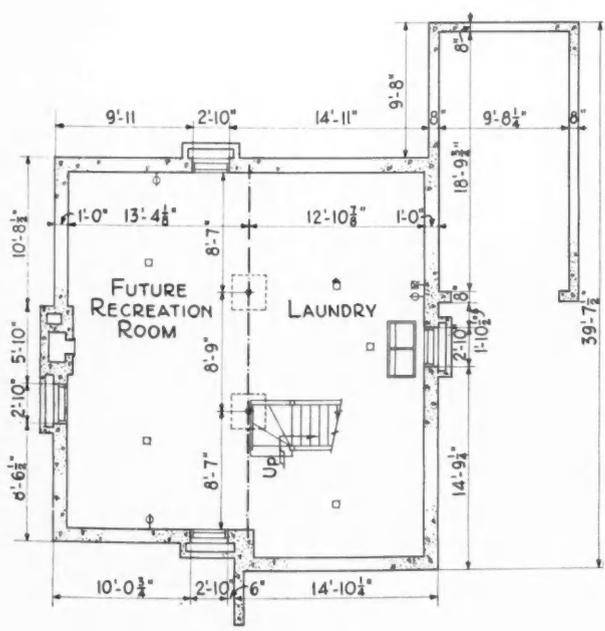
FRONT ELEVATION



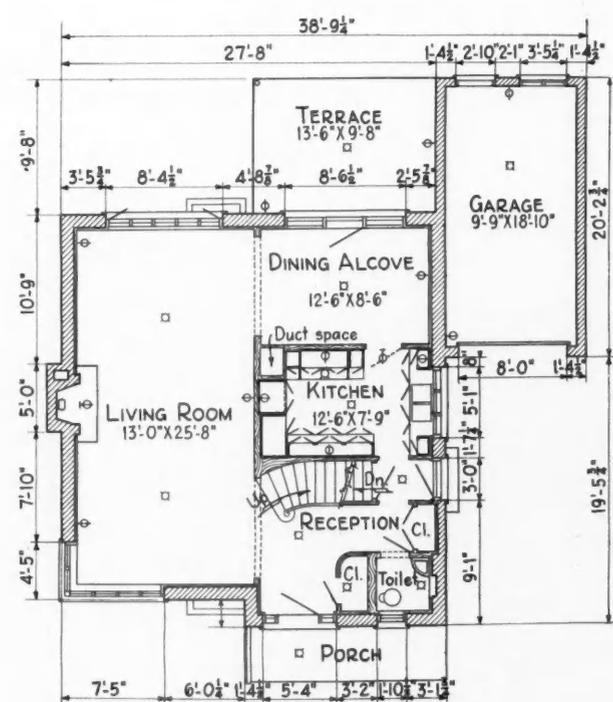
WEST ELEVATION



SECOND FLOOR PLAN



BASEMENT PLAN



FIRST FLOOR PLAN



MODERNE AIR CONDITIONED HOME

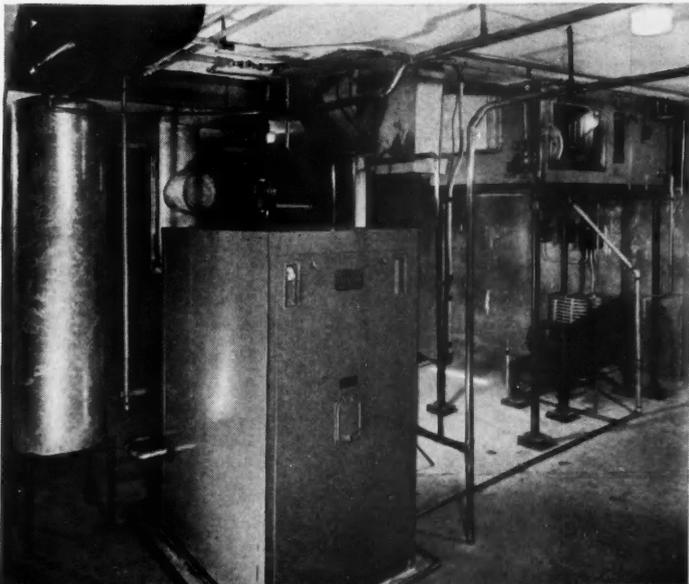
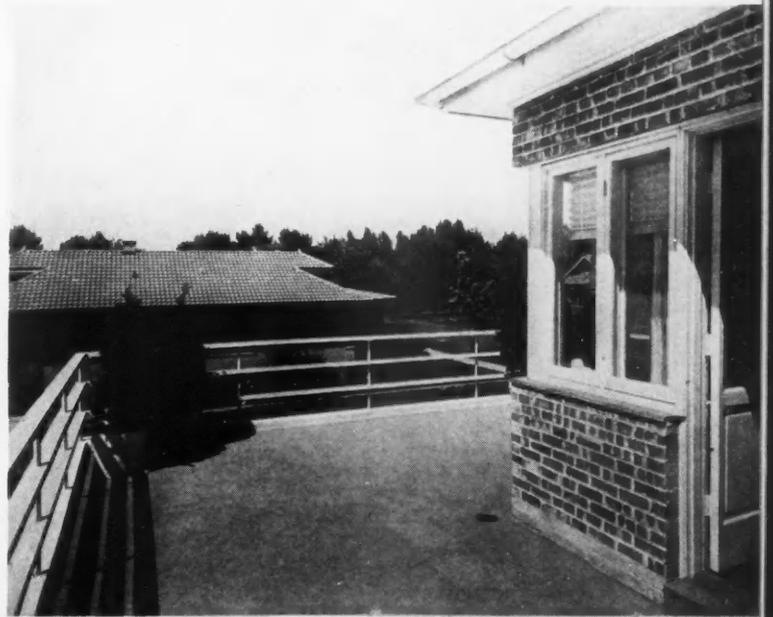
at Beverly Hills (Chicago)

Alfred J. Glawe, Builder

Ronald F. Perry, Architect

EXPRESSING the latest ideas in design, construction and equipment this model home has stimulated residential air conditioning in the middle west. Below is shown the heating, cooling and humidifying installation. There is an American Radiator boiler, hot water with concealed type radiation in conjunction with American Radiator air conditioner. Timken oil burner used for heating and General Electric compressor for cooling. For insulation, a most important detail, outside walls are furred and lined with $\frac{1}{2}$ " Balsam Wool, which is also used above 2nd floor ceiling.

Sponsored by "The Chicago American"





SUBSTANTIAL BRICK design illustrates another variation of the basic model home plan created by the Nichols organization.

THREE VARIATIONS ON NICHOLS MODEL HOME PLAN

J. C. Nichols Companies, Kansas City, Builders
Edward W. Tanner, Architect

THE floor plan below, although similar to the model home plan on pages 64 and 65, is handled in a variety of ways to meet different conditions and obtain contrast in appearance. Moving the porch, the front door and the chimney materially affected the appearance. The plan permits two or three bedrooms on the second floor, and in some cases a garage may be put into the basement. The same plan may be used the narrow way as illustrated on the following page.





HOW the basic floor plan used in the Nichols Model Home, illustrated on pages 64 and 65, is adapted to different exteriors is interestingly shown above and below. Differences in roof lines and exterior materials make houses

entirely dissimilar in looks. The English adaptation above has a reversed plan, while in the case of the Colonial variation below a better exposure was produced by placing the living room and master bedroom on the right.

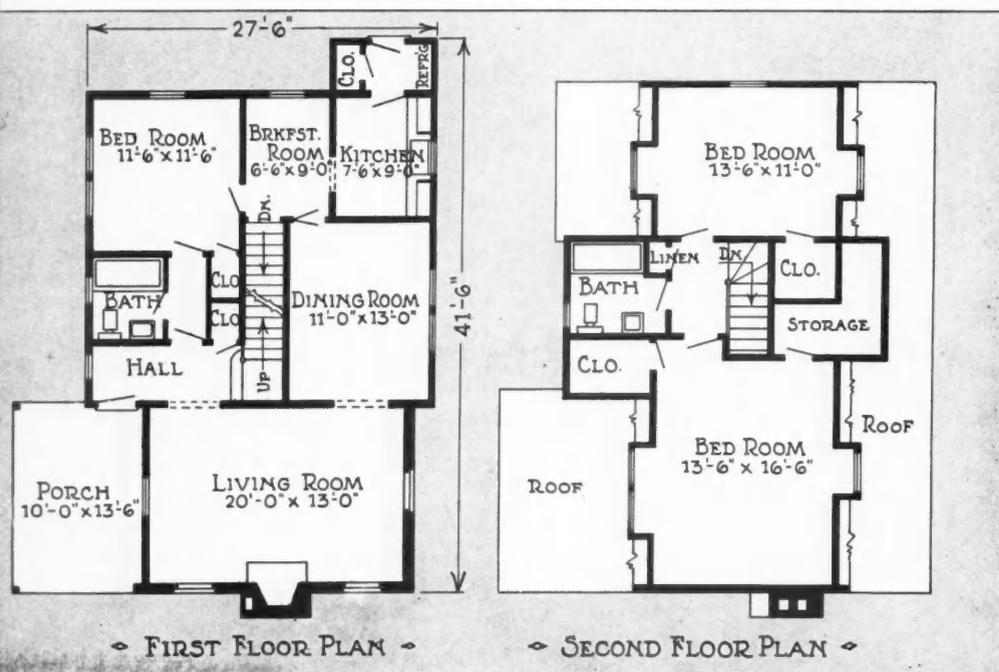
59



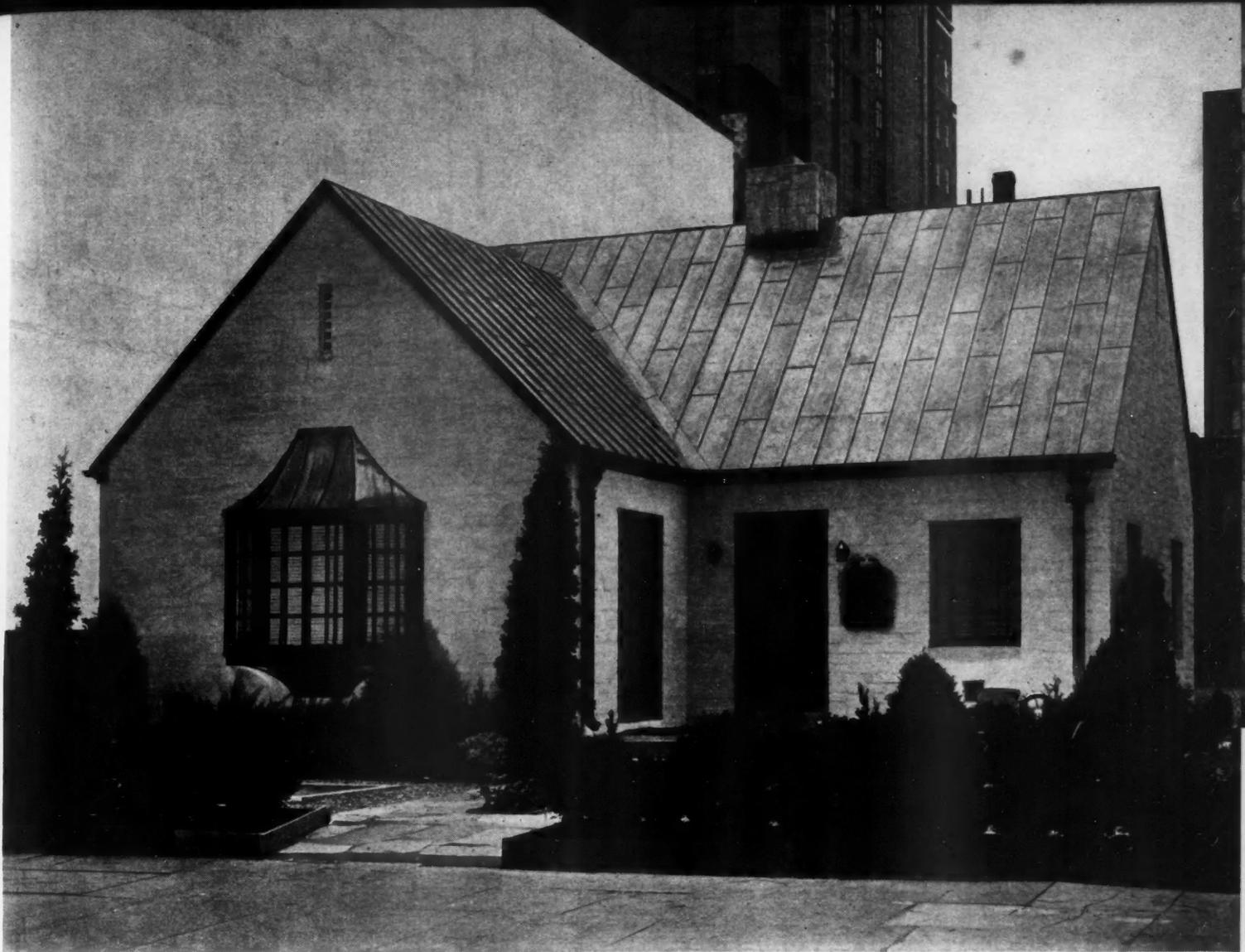


NICHOLS-BUILT HOUSE; NARROW FRONT TYPE

THIS interesting variation on the basic model home plan, shown on pages 64 and 65, built by J. C. Nichols Company of Kansas City, shows how the plan is adapted to a narrow front design. Principal change is achieved by moving the entrance around from wide to narrow side of house.



THIS variation on the Nichols Model Home floor plan has many features to recommend it. The downstairs bedroom and bath are a popular feature. There is ample closet space, an attractive breakfast room and a desirable rear porch. Upstairs the rooms are large and spacious. It is possible, at slight extra cost, to include a fourth bedroom on the second floor.



How to Display a Model House

THE little Walnut Street house built this spring in Philadelphia is, to my mind, the outstanding concrete demonstration house of the year for two reasons.

One—the house instead of being built in a subdivision as is customary for most demonstration houses, is built in the heart of the business district of Philadelphia on a main north-and-south thoroughfare through the heart of the city.

Two—the house though furnished, is still constructed *so that the actual features of construction are plainly visible* and are told not only by the attendants but through wall placards at various points throughout the structure.

Here's how the house started—one day last winter a member of a firm selling plants and other nursery material, called at the office of the Portland Cement Association stating that he intended to rent a section of the parking lot located at 1619 Walnut Street for a display of his materials. He felt that he needed some sort of background to make this display effective and wondered if the Association would be able to put him in touch with some products manufacturer who would build and paint a wall of concrete block behind the exhibit. He had in mind either a garden wall or a wall representing part of a house.

A few days after his call, a meeting of concrete prod-

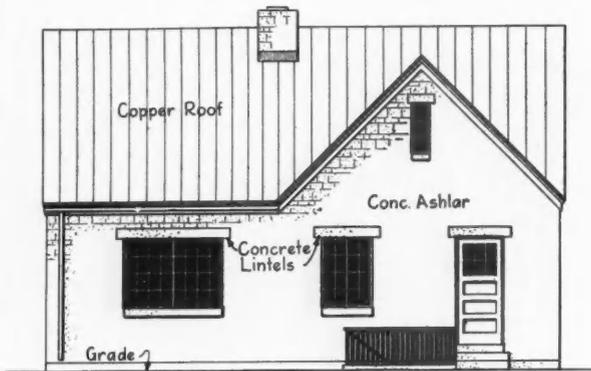
"The Little House on Walnut Street" (Phila.) teaches important lessons on how to make a demonstration home pay

By "SPEC" COLLINS

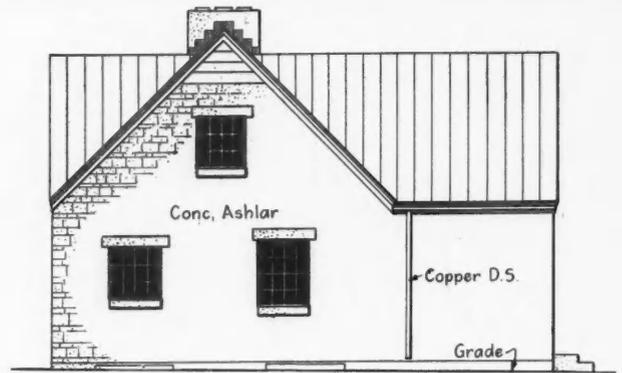
of the Portland Cement Association

ucts manufacturers and contractors was held in Philadelphia. At that meeting of manufacturers, George Britton, district engineer of the Portland Cement Association outlined the proposal given above, and suggested to the manufacturers that instead of merely building one wall of a house that it might be a good idea to build a complete demonstration home. The idea was enthusiastically accepted and a committee was immediately appointed to complete arrangements with the nursery men to secure plans and estimates of the cost of such a house.

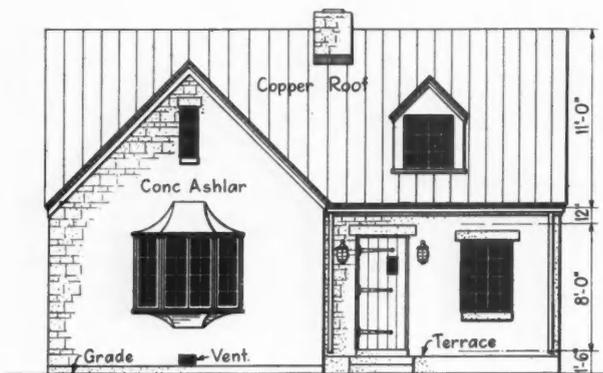
S. Dale Kaufman, a young designer who was anxious to break into the concrete house field, was employed to design a small cottage type of home that would fit the particular lot in question. Manufacturers of other than



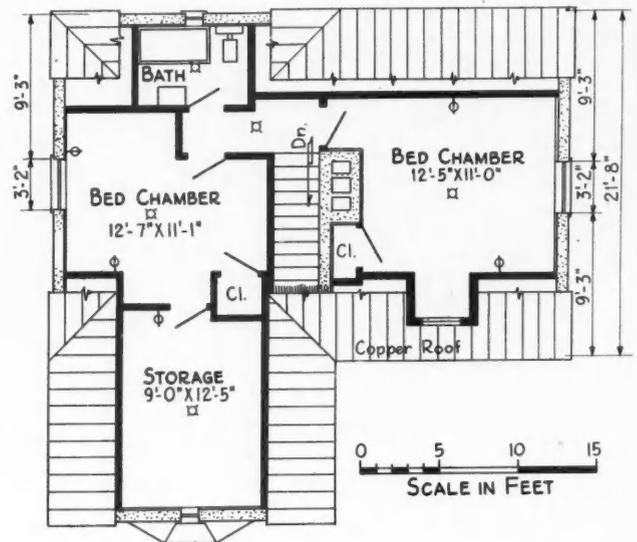
REAR ELEVATION



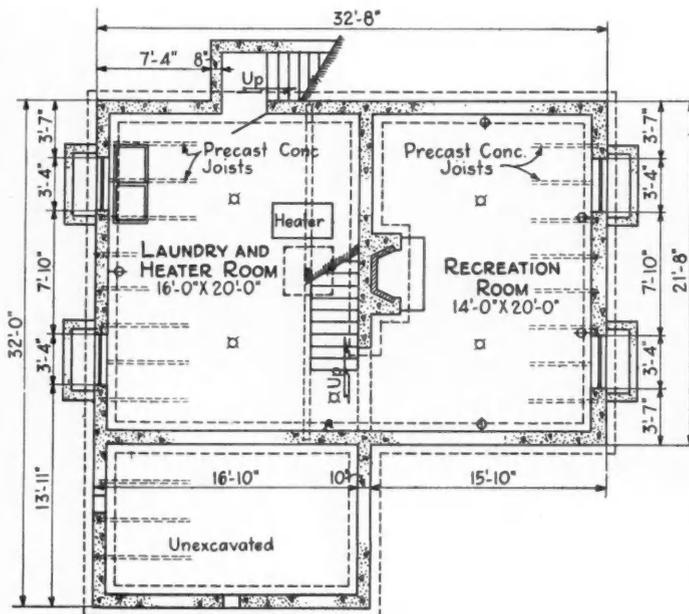
LEFT SIDE ELEVATION



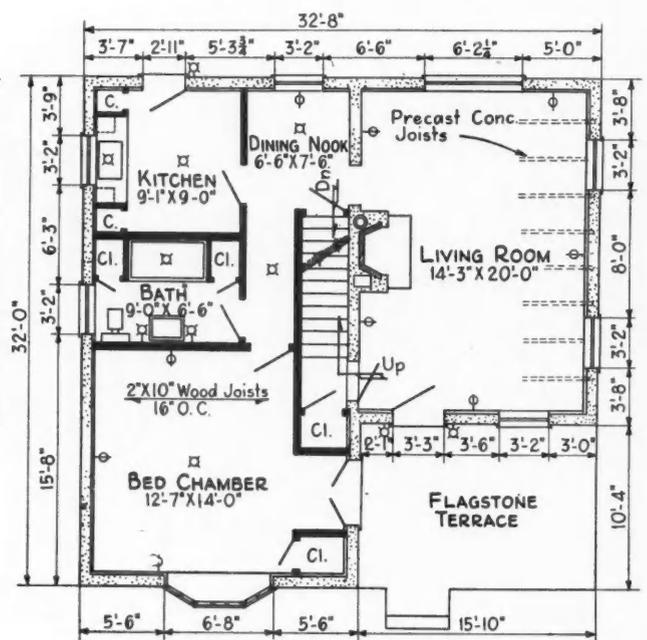
FRONT ELEVATION



SECOND FLOOR PLAN

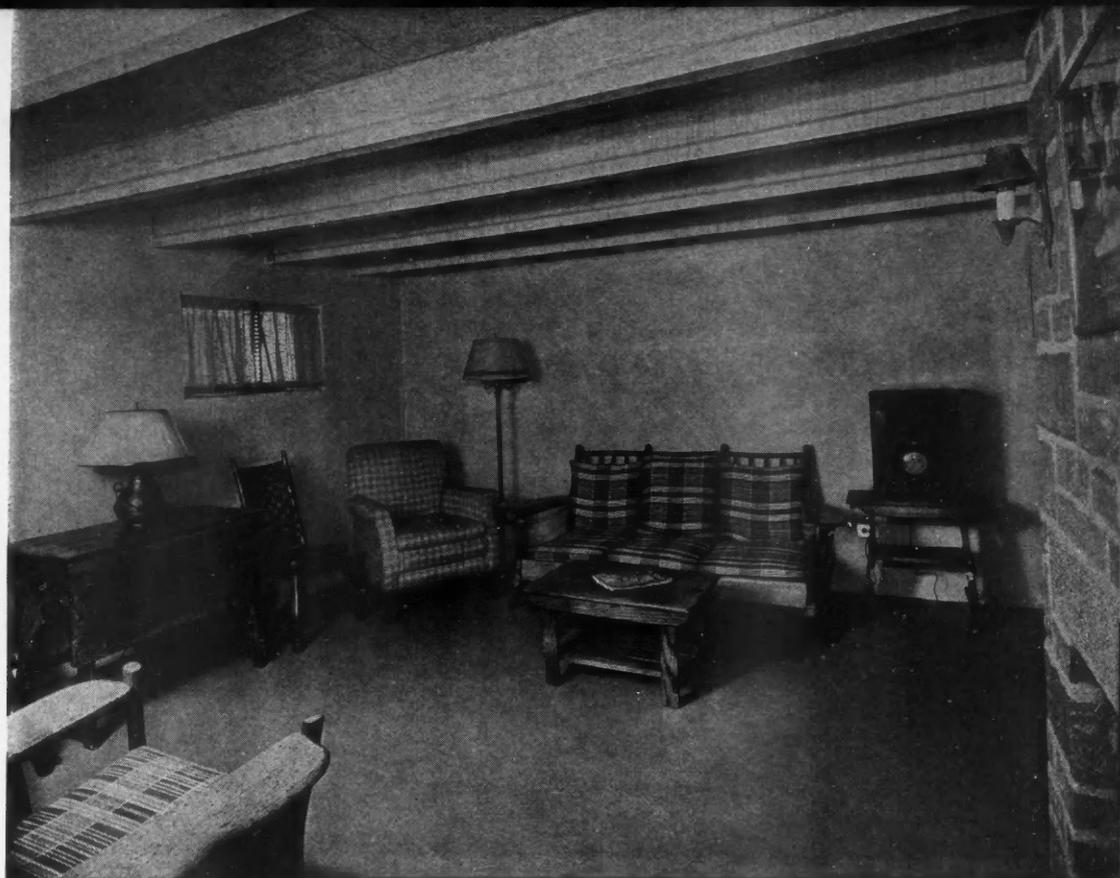


BASEMENT PLAN



FIRST FLOOR PLAN

THE BASEMENT recreation room in Philadelphia's Model Home features exposed precast ceiling joists.



concrete materials were contacted. Contractors were interviewed, and as a result, a cooperative venture was launched within a very few weeks after the original meeting.

When news spread around Philadelphia regarding the house there was much rivalry among various members of the building trades and manufacturers of various materials and furniture that might be used in the house as to whom might do the actual work and who might have their materials displayed in this advantageous Philadelphia spot.

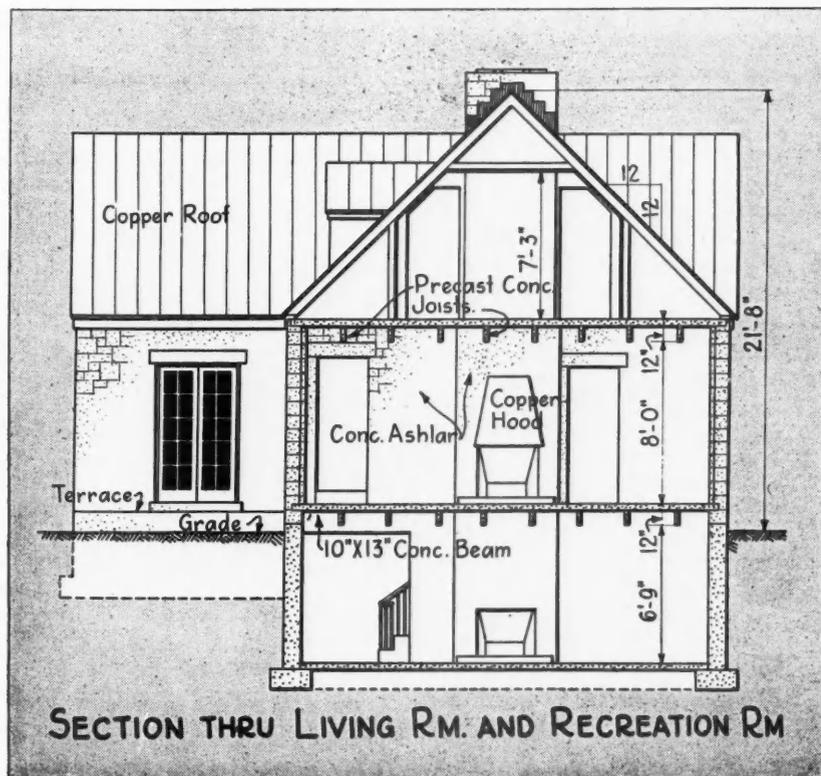
The contracting firm of Sauter and Schwertner agreed to act as general contractors and supervised and co-ordinated construction. The Warner Company, ready mix concrete manufacturers, agreed to furnish all the necessary concrete ready mixed and delivered to the site; concrete masonry was furnished by members of the Eastern Concrete Products Association. Concrete joists for the floor were furnished by the Formigli Company.

Other materials necessary to construction were secured with little effort. It is to be pointed out that one of the smartest things the people interested in this house did

as soon as the design was finished was to arrange for the services of a competent interior decorator to lay out a harmonious interior for the house. Too often houses of this type are almost a maze of furnishings and equipment—the people furnishing the house being so anxious to show a little bit of everything they have in their store. With the interior decoration planned by the design department of the Armstrong Cork Company, the promoters were indeed fortunate to secure the co-operation of John Wanawaker Co. of Philadelphia for the furnishings. The house is distinctly *not* over-furnished. Every piece was carefully chosen and is in careful keeping with the architecture and design of the house itself.

During construction at various places in the building (*and this is important*) panels were left showing the type of construction. For example, in the living room a panel through the wall shows that the exterior concrete ashlar units were 8" thick with a 1" air space between these outside units and the 3" ashlar veneer units used in the inside. At another point in the living room a section was cut through the floor to show the 2" concrete slab resting

(Continued to page 110)





CHEERFUL modern living room in the J. C. Nichols Kansas City Model Home. Floor plan below has been widely used and is very flexible and livable; with small changes, this basic plan is used in the four homes shown on pages 58, 59 and 60.

New J.C. Nichols Model Home Sets

NO building man should need to be introduced to the achievements of J. C. Nichols of Kansas City. His Country Club District with its well-planned communities, parks, planting, and thousands of satisfied owners, whose homes have grown more beautiful with each passing year, has set a high standard for the nation's home builders.

J. C. Nichols, president, is assisted by J. C. Taylor, vice president and general manager. Head of the architectural department and responsible for the splendid design of the Nichols-built homes is Edward W. Tanner.

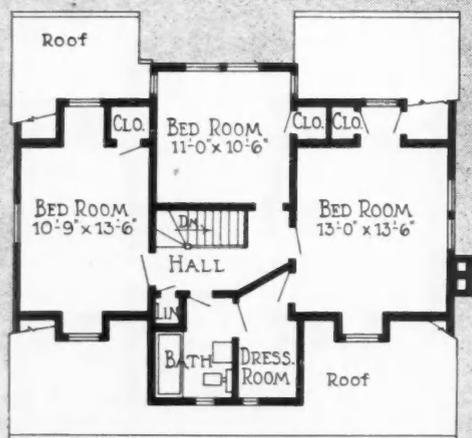
Most recent achievement of Tanner and his associates is the Nichols Model Home illustrated above, which has set a standard that has been emulated on a nation-wide scale by developers in other sections. The basic floor plan was used by the Nichols Company in a number of houses in the Armour Hills Gardens section of the Nichols properties. Four exterior variations of this plan are shown on pages 58, 59 and 60.

This model home and its basic plan proved so popular that it was taken over by a national group of realtors which is co-operating with a woman's magazine and featured as a "home of the month" of this magazine.

The floor plan has many features to recommend it, including the downstairs bedroom and bath, the large screened porch, which can be reached from both dining room and living room, and the bathroom-dressing closet arrangement off the master bedroom upstairs. The plan is subject to wide variation as is shown in the designs previously mentioned. (See pages 58 to 60.)

The exterior of the Nichols Model Home is done in substantial native stone and stucco, with half timber trim, painted a dark, reddish brown. It was furnished by Alexander's on the Plaza, a local department store.

(Continued to page 110)



◀ SECOND FLOOR PLAN ▶



◀ FIRST FLOOR PLAN ▶



NATIVE stone and stucco, with half timber trim, painted a dark reddish brown, is used in this model home located near Kansas City.

Nation-Wide Style

Basic Plan Adaptable to Many Variations. High Standard Set in Notable Kansas City Development



J. C. Taylor, vice-president



J. C. Nichols, president

BELOW: basement room finished in knotty pine.



"Install FULL Equipment Now—Pay in 2

Builder Uses Easy FHA Terms in Selling Ranges, Dishwashers, Air Conditioning



INSPECTING the Drosch Model Home: at left, William H. Guardenier, chief underwriter, and Donald K. Vanneman, district director of FHA. Right, Frank A. Drosch, builder.

FRANK A. DROESCH is a young Long Island builder who believes in keeping abreast or ahead of the times. He has been one of the first builders on Long Island to grasp the opportunities offered by the 20 year FHA finance plan to sell ranges, automatic heating, air conditioning, dishwashing sinks and similar important modern equipment as part of his houses.

The firm of Drosch & Sons has been building homes for more than 35 years. They put up well designed, well constructed houses, but Frank Drosch believes that more than that is necessary today. He believes, and has proved, that complete modern equipment is the strongest sales factor in the present market.

"Figure it out for yourself," he says. "I can put in a range, refrigerator, dishwashing sink, fan, automatic heating and air conditioning and sell that equipment as part of the 20-year financing plan. I can buy such equipment cheaper than any home owner can."

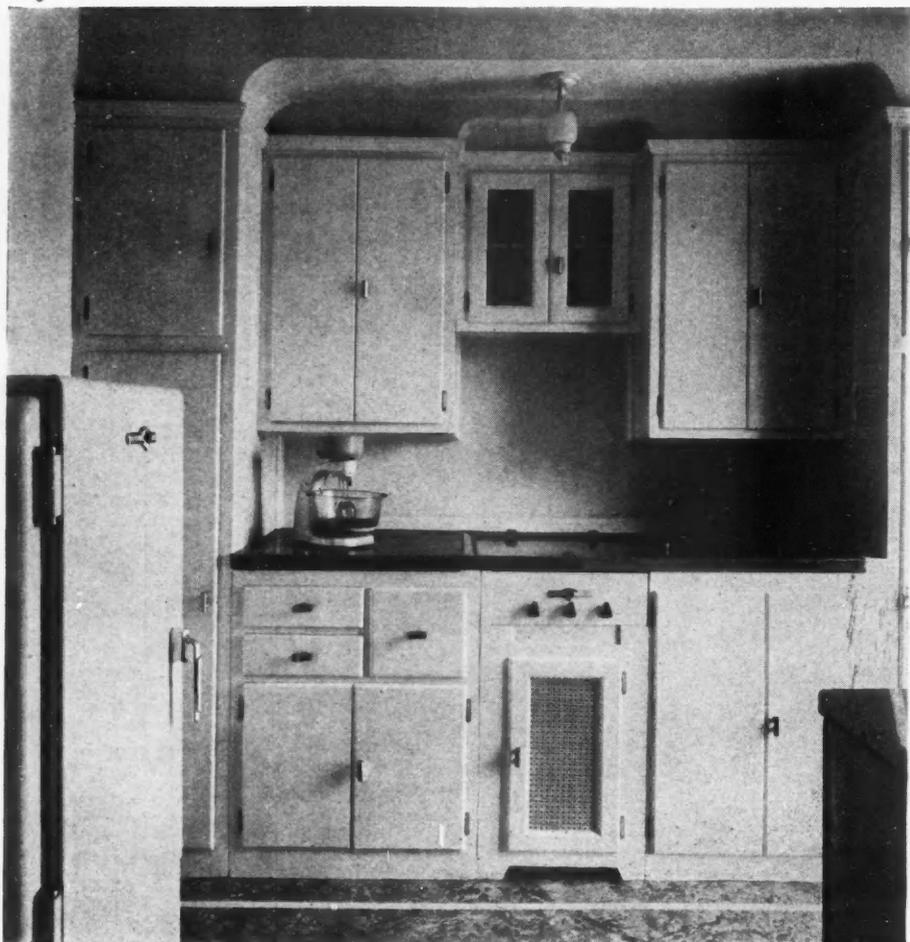
"Adding a thousand dollars' worth of the best modern equipment adds only about \$7 a month to the carrying charge. This enables the home buyer to begin with a house *completely equipped*. He cannot possibly buy this home equipment and appliances anywhere else at as low a price or on as easy payment terms as I can provide."

The latest Drosch development is at Westbury, L. I., where twelve houses have been built and sold since July 1. The project covers 95 acres and is planned for 350 houses. On July 1, the first model home was

announced to the public. This was an attractive colonial air conditioned house, featuring G-E oil furnace, air conditioning, and a scientifically planned kitchen with latest refrigerator, electric range, dishwasher, clock and ventilating fan. G-E wiring was used throughout. This model home (completely illustrated in detail on pages 60, 61) was widely featured in co-operative newspaper advertising and brought many thousands of visitors to Westbury.

The sales program got off to an immediate good start. The model home has been sold and ten others, and four more houses are now under construction. Much credit for the successful sales is attributed by Drosch to the complete equipment and the excellent selling story its installation gives him. Under the plan recently put into effect by General Electric, Drosch in effect becomes a dealer in this equipment. He buys the complete electrical equipment, including heating and air conditioning under one order at approximately the dealer price. He is able to point out to his customers that they are "getting a real buy" on the refrigerator, stove and other equipment that they could not possibly get elsewhere. "Where else," the salesmen say, "can you buy a refrigerator or a stove and pay for it over twenty years?"

They point out that the down payment is small, the cost is low, and



THE DROESCH Model Home kitchen is equipped with range, refrigerator, dishwasher, clock and ventilating fan—all financed under twenty-year FHA plan.

in

20 Years," Says Droesch

the carrying charges extraordinarily small. An added thousand dollars' worth of electrical equipment, which adds only \$7 a month to the carrying cost, increases the value of the house to a large degree. Most families would have to buy many of these appliances later anyway, and by purchasing them at the same time he gets the house, the owner gets the advantage of financing them over twenty years.

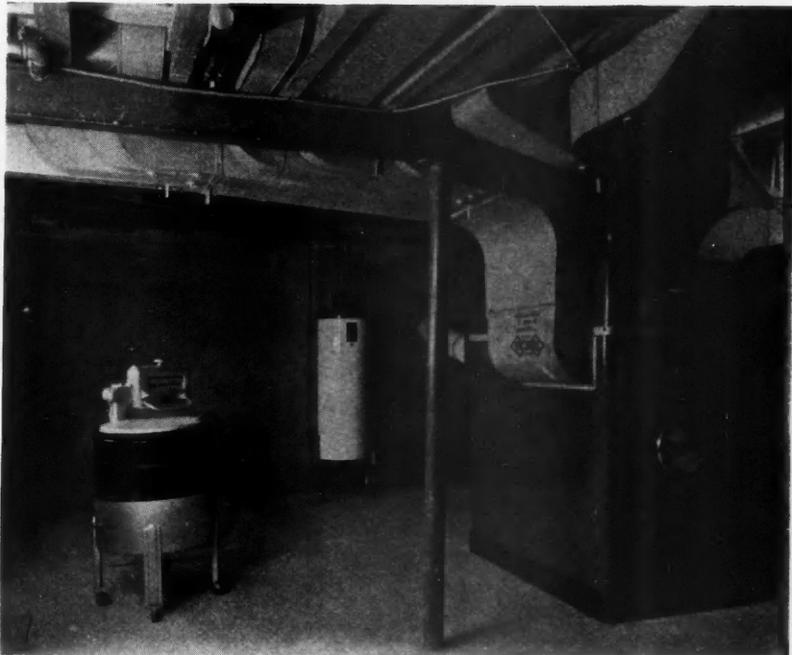
Usually the customer who can afford \$42.50 a month for amortization and interest charges on a house can afford \$49.50, when by spending that money he gets useful, value-giving equipment that would probably have to be purchased as individual items later on.

Under this method of selling homes, emphasis is placed upon quality and complete equipment rather than cost. The builder becomes a merchandiser of equipment and sells at a higher price and larger profit. He deals with products that are as merchandisable as the radio and the automobile, and which have wide consumer acquaintance and acceptance.

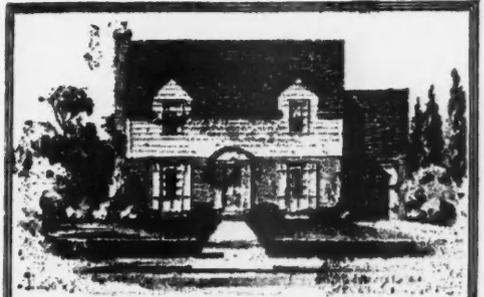
The Droesch houses range in price from \$5890 to \$8990. An outstanding feature is the large plots 85 by 100 feet, landscaped and shrubbed. The designs, done by Architect Fred J. Burmeister, are usually attractive and feature large rooms with compact arrangement. Foundations are of 12-inch concrete on 2-foot foundations; 3 by 8 floor joists in 16-inch centers are used on first and second floors. They are supported by steel girders.

Other features of the specifications include rustproof brass pipe. Standard plumbing fixtures, log-burning open fireplaces, Bangor slate roofs, attached garages, copper gutters, leaders and flashing, Celotex insulation, diagonal flooring and sheathing, one-inch oak floors throughout, Armstrong linoleum, Fenestra steel windows, specially designed and factory-made kitchen cabinets.

The development is in a rapid-growing section of Long Island near the new Northern State Parkway.



BASEMENT of the Droesch Model Home, showing installation of General Electric air conditioner. House has 12-inch concrete foundation, 3 by 8 floor joists supported on steel beams.



Invitation

To those in Search of the ideal Home

PUBLIC OPENING

Sunday July 12th

of **DROESCH Model**

Air-Conditioned

GENERAL ELECTRIC

EQUIPPED HOMES

at Westbury, L. I.

Furnished Model Home open every day,
9 A. M. to 9 P. M.

With room to Live

BOTH INSIDE AND OUT

The crowning achievement of our 35 years of experience as builders of fine homes combining the proven excellency of Droesch construction and design with the many labor and money-saving devices developed by General Electric engineers.

WESTBURY offers every convenience and advantage to the discriminating suburbanite. The location is unparalleled in natural beauty and is mellowed by three centuries of restricted suburban life. Recreational opportunities of all types are available.

Model homes include--

ENGLISH • AMERICAN • COLONIAL CAPE COD

Design by FRED J. BURMEISTER
with the following outstanding features

80' by 100' plots, landscaped and shrubbed.	Rust-proof brass plumbing.
Livable sizes to every room.	Log-burning open fireplaces.
Steel girder, brick and stone construction.	Slate roofs.
	Attached garage.
	Scientifically designed kitchen cabinets.

COMPLETE GENERAL ELECTRIC EQUIPMENT INCLUDES:

Oil Furnace, Air Conditioning, Scientifically planned kitchen with latest refrigerator and the most modern electric range and electric dish washer, electric kitchen clock, electric ventilating fan, G. E. electric wiring throughout.

The home pictured above sells at \$7990 complete. Other homes available from \$5990, with carrying charges as low as \$47.00 per month with a down payment of only \$1200.

Government approved 80% Financing for 20 years

TO REACH PROPERTY: By Auto—Drive to end of Grand Central-Northern State Parkway, continue east on Jericho Turnpike to first traffic light (Ellison Ave.), turn right to property. By train—Long Island Railroad to Westbury Station, 2 blocks north to Maple Ave., 7 blocks west to Droesch Homes.

Phone or send for Booklet:

Droesch & Sons

146-07 JAMAICA AVENUE, JAMAICA, L. I.
Jamaica 6-5300 Westbury 1114

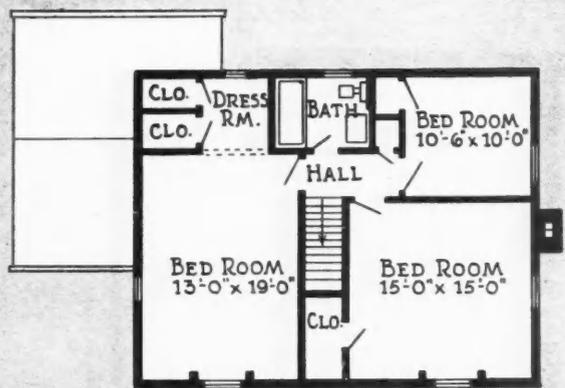
Builders of fine homes for 35 years

NEWSPAPER advertisements of the model home, such as this, brought out many prospects and aided in creating sales.

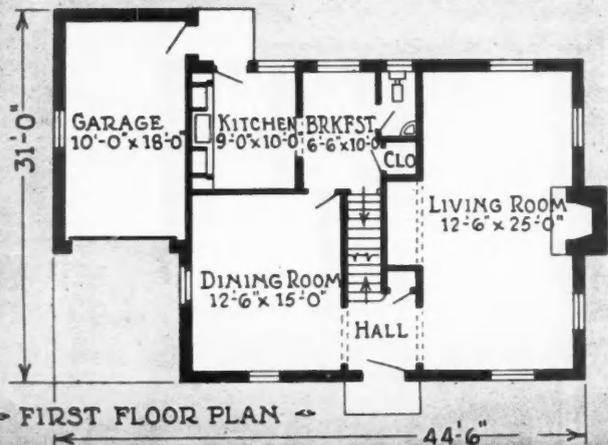


Drosch Model Colonial Home at Westbury, L. I.

Fred J. Burmeister, R.A., Architect



◀ SECOND FLOOR PLAN ▶



◀ FIRST FLOOR PLAN ▶



THE DROESCH Model Home is good to look at and easy to live in. Interesting feature of the plan is the center stair arrangement, permitting recess in living room wall and lavatory at rear. There is room for an extra bathroom upstairs, off master bedroom, if desired. Rooms are of good size and well proportioned. Architectural style is pleasing yet not unduly expensive to build.



Model Interiors

FOR a moderate price house the Drosch Model Home is unusually well built, equipped and finished inside. The living room, above, has a wood-burning fireplace that is very charming. The trim is performed in simple Colonial style, and wallpaper has a slight vertical marking that adds to the appearance of size.

THE master bedroom, at left, is spacious and well lighted. It is finished in cheerful light wallpaper. A glimpse of the bathroom can be seen through the open door. The pleasant alcove can be easily transformed into a second bathroom later on, with minimum expense, since pipes are conveniently located.





\$28000 Remodeling Boosts Rents from \$600 to \$11000

A MODERNIZING project recently completed in Chicago again demonstrates the economic soundness of reclaiming buildings which are apparently beyond salvage. The two fifty-year old homes shown above occupied a good location north of the loop business district—at one time a fine residential neighborhood and now a convenient section for studio apartments.

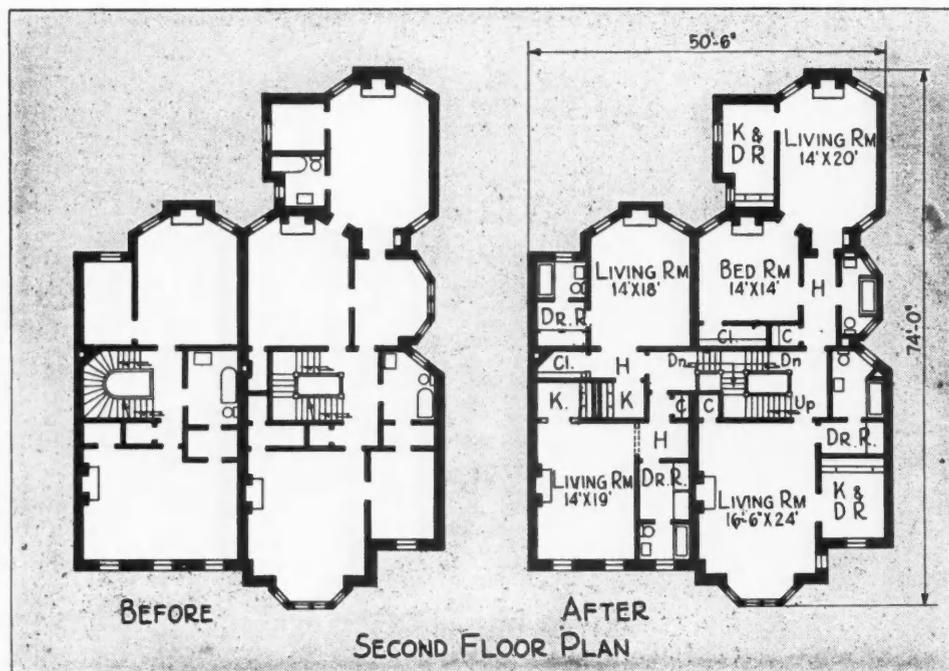
Early this year a syndicate formed by Cook and Jackson, Inc., a firm which has had considerable experience in modernization work, bought this property. The old

mansions were at that time being used for low-grade rooming houses and were in a run down condition, as indicated in before bathroom picture on opposite page. However, they had been unusually well constructed; good materials had withstood years of hard wear. These factors, together with an interior layout which could be suitably altered, made them ideal for rehabilitation.

Frederic B. Schmidt, architect, and Richard Powers were responsible for the planning of the job and A. L. Jackson Co. was the general contractor. Accurate cost

estimates and reuse of as much old material as possible are important points for the builder; experience in this type of redesigning is needed by the architect so that unnecessary changes can be avoided.

The property is divided into fifteen apartments—ten one-room kitchenettes, four two-room units and a four-



LEFT: Before and after plans show changes made in remodeling old houses into apartment building; no bearing partitions were removed. RIGHT: Old balustrades were salvaged and reused. "Before" view of bath indicates typical conditions; completely changed appearance is seen in "after" picture.

ON OPPOSITE PAGE: The illustration on the left shows the apparently hopeless condition of the two fifty-year old Chicago houses before modernizing. Four months later remodeling has converted these wrecks into an attractive apartment building with a half-timbered front, shown at right.



RIGHT: Attractive living rooms are modern in decoration; wood-burning fireplaces are a feature in the new studio apartments. Rents range from \$35 to \$75, a total yearly revenue of about \$11,000. Previous income as rooming houses was \$600 a year; modernizing costs, \$28,000.

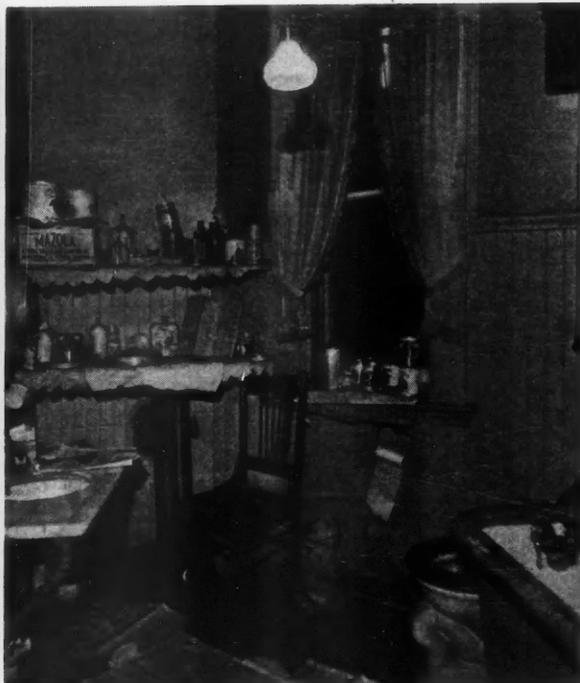
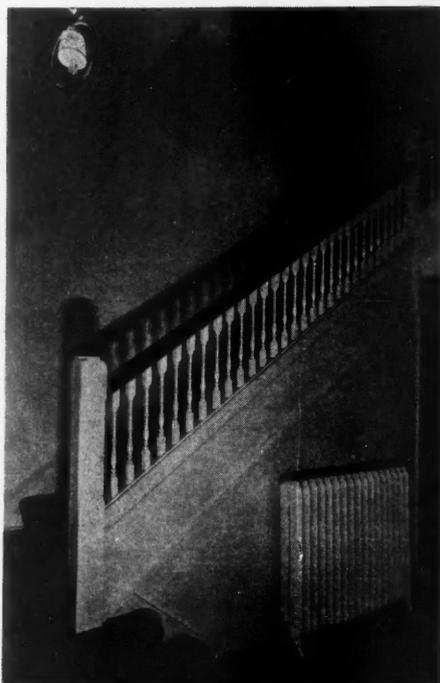
room combination. Numerous fireplaces in the old houses made it possible to feature them in the new studio living rooms. The interiors are modern in style and equipment; dressing rooms are provided in the smaller units.

In making the interior alterations, no bearing partitions were removed and no extensions for extra space were added. Much of the original millwork was salvaged—the balustrade in the hall shown below was reused. A simple treatment of the painted wall surfaces, carpeting and light fixtures gives a clean-cut appearance. The halls and stairways were eliminated from one of the houses, the present halls having an entrance placed at grade level. Many of the old floors were still in a fair condition after years of hard wear; a sanding and refinishing job completely restored them for further service. All of the plumbing and wiring were torn out and re-

placed with modern equipment. The heating system required a new boiler installation.

Exterior changes were relatively simple. A dormer was replaced by extending the front wall across the third floor of the west building and the old entrances removed. Dark-stained, half-timbered treatment across the lower floors ties the exteriors together; white paint further unifies the front and suppresses the effect of old ornament. The result is dignified and restful.

Remodeling costs amounted to \$28,000, the project taking about four months to complete. When finished, the building was completely occupied at monthly rentals of \$35 to \$75 a unit, making a yearly total slightly under \$11,000. The revenue before modernizing was \$600 a year and the property assessed at a value of approximately \$10,000. These figures definitely show the possibilities of carefully planned and executed modernization.



The Atmosphere of the Home

What it means to those who live in it

IT IS generally unwise to start anything at all from the negative standpoint, and yet that is what I wish to do in this particular case. Those offered help before asking it are more than likely to resent the offer and to build upon the resentment. The source of the trouble is in their lack of appreciation, or, as you might say, knowledge of the help that is offered. Anything not fully understood is generally resented.

The tremendous growth of the radio industry has often been remarked as marvelous. But who can recollect that anyone connected with the industry ever implied a mystery beyond the reach of anyone who wanted to tackle the subject for his own interest or amusement? How many millions of wiring diagrams were published? It seemed to be the greatest game in the world. And who became the men behind the industry as we know it today? The original amateurs whose appetites for knowledge were never appeased, and whose sources of knowledge never gave out. These "amateurs" asked for help before it was offered, and there was no mystery in what they were after.

Those who remark at the tremendous growth in heating and cooling and in air conditioning can find a parallel in this. Help has been asked for by thousands and it has been forthcoming. Those thousands have grown and the growing numbers interested in heating and cooling and air conditioning are spreading the game to a point where the outcome is no longer a matter of speculation. And it

By **V. L. SHERMAN**

Department of Mechanical Engineering
Lewis Institute of Technology, Chicago

has been the constant view of those first interested that a competent understanding of the subject was a necessity for the security of the industry. Can anyone recall a time when anyone suggested that air conditioning was a subject beyond our understanding, or when anything was done to make it mystifying? The help asked for has been given without any attempt to shroud it, and given freely. That is the reason for the growth of the industry, and for the insurance of a future market way beyond the present resources.

Of course we were not all radio amateurs, but few of us are without pretty good radios at the present time. Not all of us are going to be as excited as we might be about air conditioning, but there will be no great gap between the present and the time when most of us will be "plugging in" for a satisfactory climate station both through the winter and the summer.

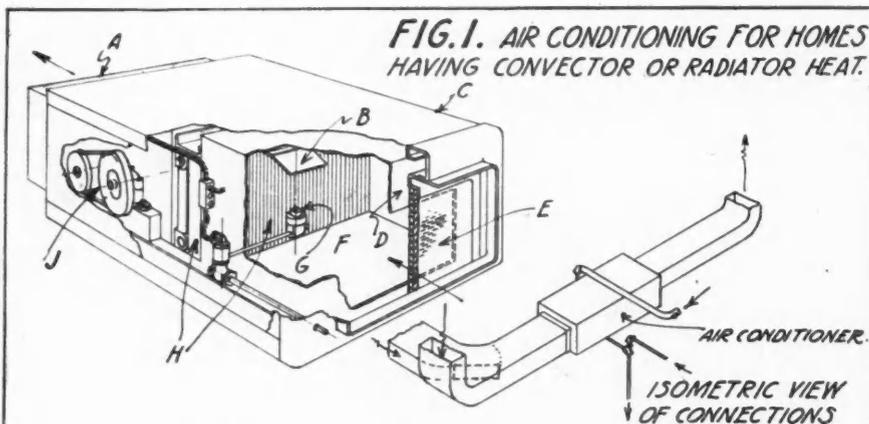
"... I am building a new home for my own use and plan to summer cool with well water which has a temperature of 54 degrees. I plan to ventilate the attic with louvres and use storm sash in the windows. I want to insulate, but am puzzled as to what to use. I don't mind spending an extra fifty or a hundred dollars if I get value

received and yet I don't want to waste any. My thought was to apply _____ to the outside of the studs, fur out one-half inch to get a dead air space, then apply the wind lining and stained shingles.

"The inside will be all knotty pine. I realize the ceilings are the important item and would welcome any suggestions you have to offer..."

There you have a typical letter. The writer of the letter is interested in home comfort as a personal matter, and probably appreciates the fact that a comfortable home is the most salable home. With him it is an interesting and profitable game. While he may not do just what the specialists might prescribe he will know why he is doing what he does, and he will interest his friends in the venture without half trying.

He probably is in the fortunate position of having a well, but I'll wager that before he gets through he will be pondering the desirability of an evaporative condenser to cut the pumping and eliminate the water disposal. He wants a ventilated attic, but it is in the books that he will add a fan to get a re-



- A OUTLET TO AIR DISTRIBUTION.
- B GLASS TARGET FOR CONTROL OF HUMIDIFICATION (ADJUSTABLE)
- C OUTSIDE CASING. PROVIDED WITH ACCESS DOORS.
- D INNER CASING. SPACE BETWEEN INNER AND OUTER CASINGS PROVIDES BY-PASS IN WHICH THE MOTOR, DRIVE, JUNCTION BOX, AND MAGNET SHUT-OFF VALVE ARE PROTECTED FROM TEMPERATURE AND MOISTURE CONDITIONS WITHIN THE UNIT.
- E REPLACEABLE TYPE AIR FILTER.
- F SPRAY CHAMBER AND DRIP PAN.
- G SELF-CLEANING SPRAY NOZZLE.
- H TEMPERING COIL (ALUMINUM FIN TYPE) AVAILABLE FOR STEAM, VAPOR, OR HOT WATER HEATING SYSTEMS.
- J MOTOR, DRIVE, AND FAN. MOUNTED SO AS TO ELIMINATE VIBRATION AND NOISE.

HEATING-AIR CONDITIONING-PLUMBING AND WIRING

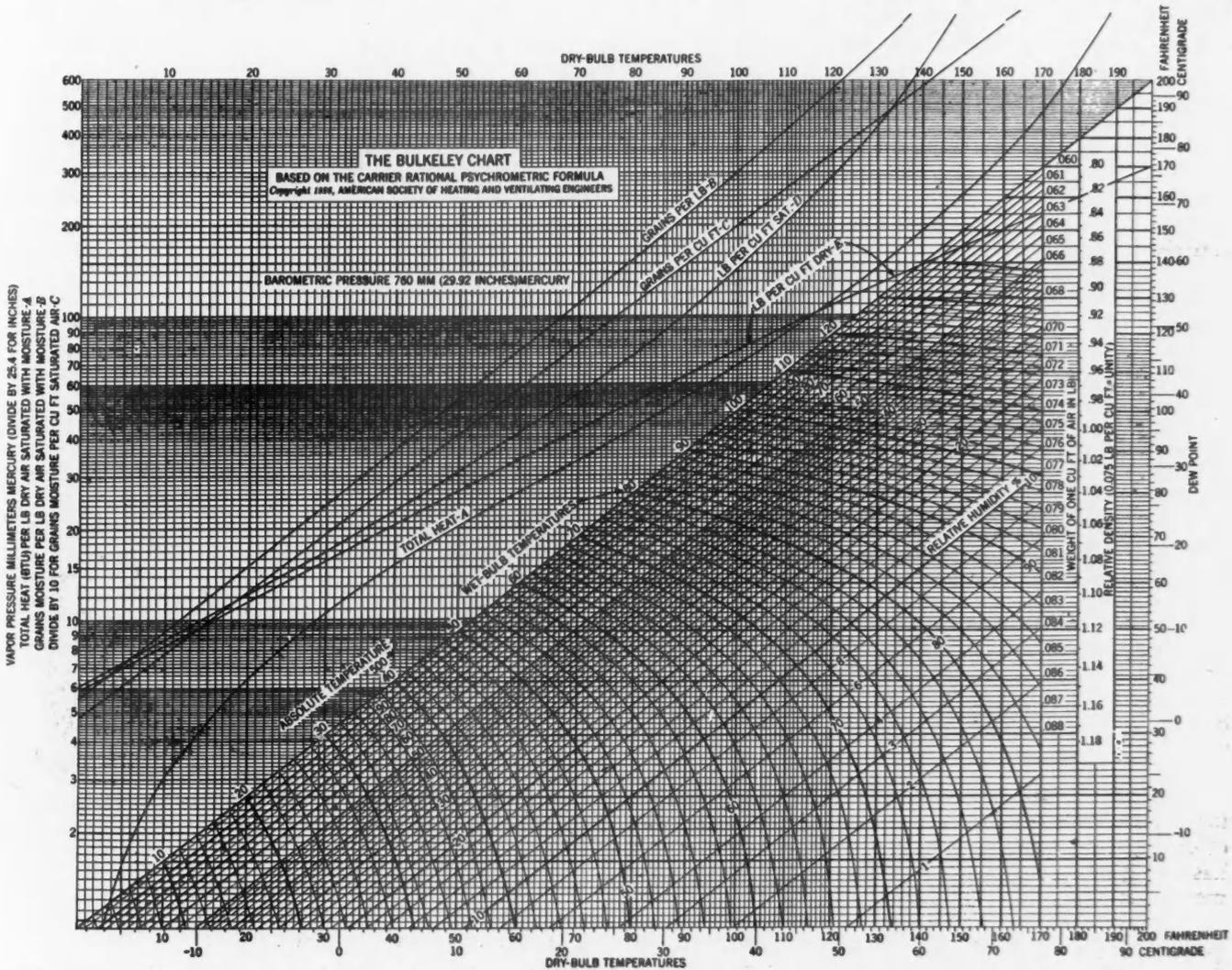
quired cooling capacity. He is going to insulate, and has decided what type he wishes to use. He is definite enough to make us believe that his choice is not a narrow one and would be open according to his purpose.

Then he goes on to show that his acquaintance with air density and temperature is enough to make him place great importance in ceiling insulation. Taking this letter along with plenty of others, and constant verbal inquiries of those who are intent on learning all they can, is it to be supposed that heating, cooling, and air conditioning are being "sold" to an unwilling public?

One of the most interesting features to the ordinary man is that air control is not a cut and dried affair. He has his choice in what he wants and how much he wants and when he wants it. In somewhat the same fashion as with radio equipment he can diversify. As in many homes this one of ours has three radio sets, one sort of public, another in the older boy's room, and a third, restricted to head-phones for the younger base-ball fan. In this fashion we get along tolerably well. This merely suggests that even the ultimate in air conditioning must not be required of everybody in the family. Of course there is far less reason for a necessity of choice in atmospheric conditions than there is between listening as the radios compete with symphony and the sports' review. But, then, there is a choice in air conditions, and it not only makes for final comfort but for economy as well.

Take, for instance, Fig. 1. In a home that is heated by radiation of the older type, or by radiation of the newest type, or by these most modern convectors, it might be that the owner wishes to condition his home for winter weather. He can, whether his heating system is steam, vapor, or hot water. And he can condition one room, or the entire house, or just those rooms which are ordinarily occupied. This unit shown in Fig. 1 is hung below the basement ceiling, or, for that matter, in the most suitable place. The steam line is connected to the "tempering coils" as it would be to another radiator, and the coils are drained into the return as they would be ordinarily. The water is connected to spray line and a small drain inserted. When the motor is connected to a wall plug it is ready for operation. Now it may be that the tempering coils supply just enough heat to raise the temperature of the air passing through the unit to a point where it will readily hold the moisture content determined on, in which case the air coming from the winter conditioning unit would bring the rooms or room to the condition wished for without raising the sensible temperature of the rooms. The comfort of a moistened air of lower temperature over a dry air of higher temperature is of great importance to ourselves and to our furniture, not to mention the house itself.

It is no exaggeration to say that many houses have proved far more expensive in their up-keep through



A BULKELEY Psychrometric Chart as published by the American Society of Heating and Ventilating Engineers, greatly reduced in size. Atmospheric conditions, inside and outside, are definite and subject to calculation. They should not be guessed.

MECHANICAL EQUIPMENT FOR 20-YEAR FINANCED HOUSES

lack of proper humidification in the winter than they would have been with an original installation of the most expensive air conditioning equipment. I was once called to a city by a cousin whose home was in a sad state. What would in these times be considered a twenty thousand dollar residence was supplied with rather expensive trim and interior woodwork. The doors sagged from their hinges with actual gaps between the rails and stiles, various parts of trim had parted company, and even the stoutest furniture would groan to warn the user that the parts were not in accord. The house was hot and the house was dry. And the job of reconditioning the house and the furniture was considerably more of an item than the addition of proper humidifying equipment. There are many houses on the road to this condition and as many that have reached it. But there will not be as many in the future.

When we remark that heating, cooling, and air conditioning is not a cut and dried affair but something that is likely to interest anybody we also mean that a great many are starting in a small way with enough personal interest to follow it up themselves. Those who find interest in a present situation are likely to be those who go farther than the average by their continued interest. Here is a case: "We have just bought a house that has no heating plant. Neither does it have a cellar. To build a cellar would cost more than we can pay right now. We have a back porch that might be turned into a heater room. — heat has been suggested to us. Please give us advice about this heating system. Our house has two bed rooms, a small hall, and bath room up-stairs . . ."

Evidently the writer of this letter was not disturbed about final results. Knowing the locality and the climate it is easy to picture the reasons for buying, and the reasons for buying the house mentioned. The heating system mentioned as "suggested" in the letter is one that will entirely fill the bill if given the reasonable protection called for in basementless houses. This system is not the only one available but is surely a forward one in its possibilities. The writer of the letter had some very definite information of her own to go on in asking for help. She was not in any anxiety about the future, and had enough interest beforehand to make her inquiries very much to the point. As with others it was not a matter of curiosity but of genuine interest.

It has been said many times that correct air conditioning is largely a matter of circulation. That seems to be so generally realized now that the next letter is really typical. "Putting two bed rooms in a large wood-shingled attic of a two-family house, I would like to cool them without going to too much expense. Although there are full-sized windows on three sides there is no real draft or exhaust to relieve them of the accumulated heated air on warm days. I have in mind three possibilities: a metal chimney ventilator, a metal "wind" ventilator, and a hinged sky-light. I also would like to use 'metalized paper' under the southern slope of the roof . . ."

Well, if he cannot at present afford forced ventilation he does not hesitate in getting the point of departure for the hot air. Whatever advice was given him in the way of choice it is hoped may be useful, but the present writer has a long considered plan in mind for his own establishment. Let the idea be prefaced with the thought that when we speak of air conditioning for the home we mean the use of equipment to such an extent that uncomfortable days and nights may be avoided so far as heat, chill, drafts, and dirt are concerned. Those living outside large cities are not so much concerned with dirt, and there are a

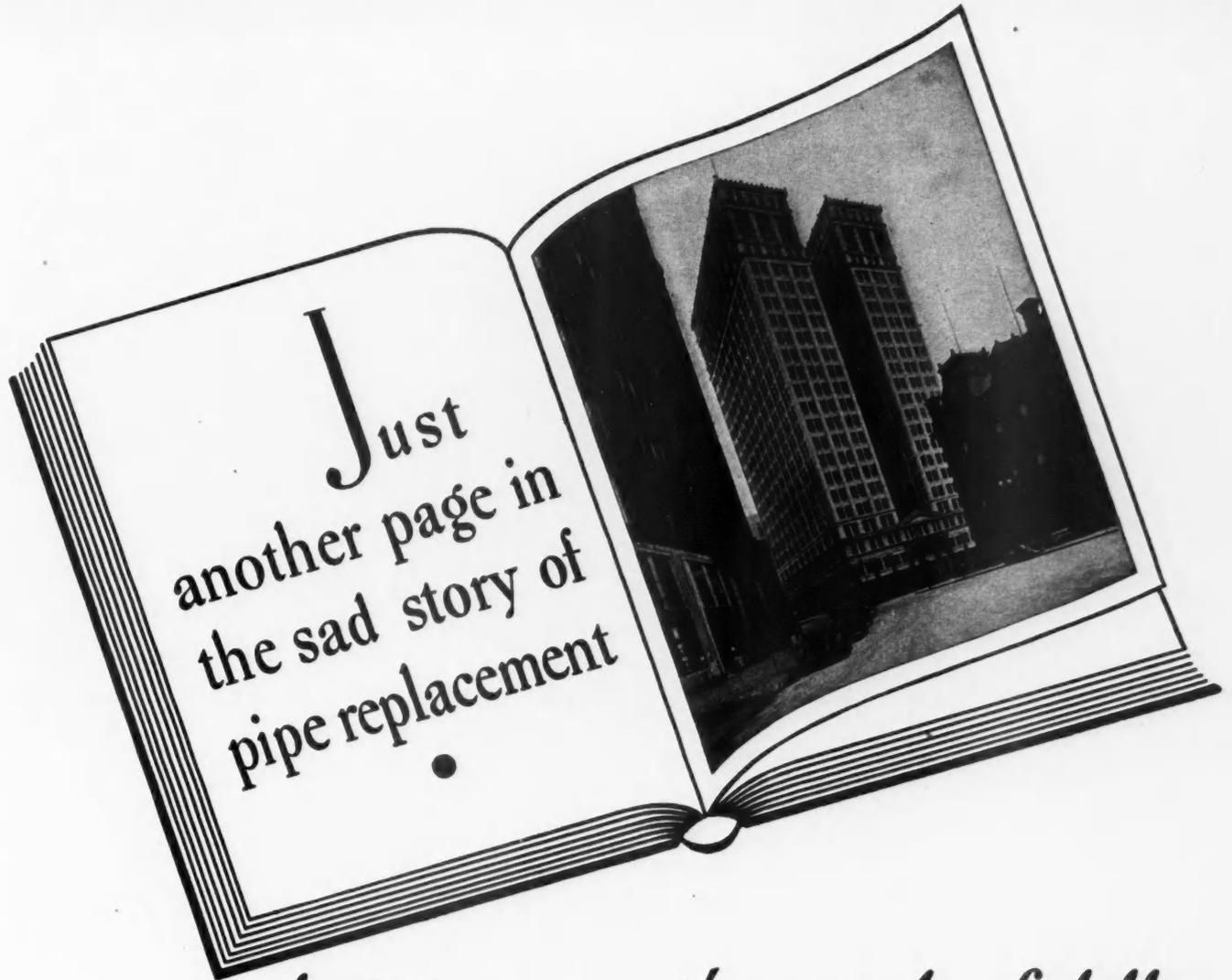
great many days and nights when the more we can get of the out-of-doors the better we like it. In fact we are generally uncomfortable, at least in mind, because we are not getting enough of the out-of-doors. So we resort to roofless porches and garden sets and even riding horses. Well, to cut it short, some day the present writer wants a large sky-light, one of no mean proportions, on the south slope of his roof. It will open up in a large way, and when the sun is warm his study will get plenty of sun and not retain its heat, and on blistering days his sky-light will be shaded but sufficiently open to keep the air stirring up from below at a moderated temperature. Then many friends will be invited up to the study, for their pet aversions are closed windows.

It really is to escape the discomforts of a house that eggs us on to air conditioning. A hot stuffiness with a moisty basement, an overheated basement and a drafty discomfort above, odors that seem never to escape, ever settling dirt that does not come from outside, dessication in the winter, and mildew in the summer. Any manner of escape is a step toward air conditioning. When we add to these the conditions existing in large cities where the congestion of "houses" makes matters far worse, is there any wonder that long-term, easy-interest mortgages are readily offered to competent men and women who are bent on obtaining better housing conditions?

To clinch the argument that there is no mystery involved and help asked for is always available, let me point to Figure 2. This chart on atmospheric conditions is taken from the A.S.H. & V.E. "Guide" for 1936. This chart is based on the Carrier Rational Psychrometric Formula, and is similar in many respects to the original Carrier chart. Both of these charts have been previously shown on these pages. Besides these charts there are others. One is presented through the publications of the American Society of Mechanical Engineers. Certain corporations have devised their own charts. The Trane Company, of La Crosse, Wisconsin, has an excellent one. They all go back to the original calculations of Carrier in his study of the thermodynamics of air in its different states. It is not easy to see the "mathematics" of it, nor are all of our radio engineers proficient in the study of "electronics" and "acoustics," but so far as methods used in arriving at solutions anyone is free to tackle the subject, and these charts eliminate just about all of the "mathematics."



THE "ELECTROHOME", built this year as the model of the Indianapolis Home Show, demonstrated substantial and conservative building as a sound investment both financially and in all modern conveniences for living comfort. Besides having an oil-fired furnace and air conditioner, equipment included such items as electric water heater, kitchen ventilator, range and appliances.



... but it means thousands of dollars

Republic Steel

CORPORATION

GENERAL OFFICES · CLEVELAND, OHIO

The pipe used for water lines and steam returns in this large Detroit office building failed. Some of it already has been torn out and new pipe installed. Eventually, all of it must be replaced at a cost of thousands of dollars for labor and new materials.

But this will not happen again—for the new pipe being used for replacement is Toncan Iron—the alloy of refined open-hearth iron, copper and molybdenum with the greatest rust-resistance of any ferrous material in its price class.

When next you build—whether it be a modest cottage or a huge office building—whether you build for sale or rent—endow the structure with increased value and protect it against costly pipe maintenance by using rust-resisting Toncan Iron Pipe.

Write for a copy of "Pipe for Permanence."



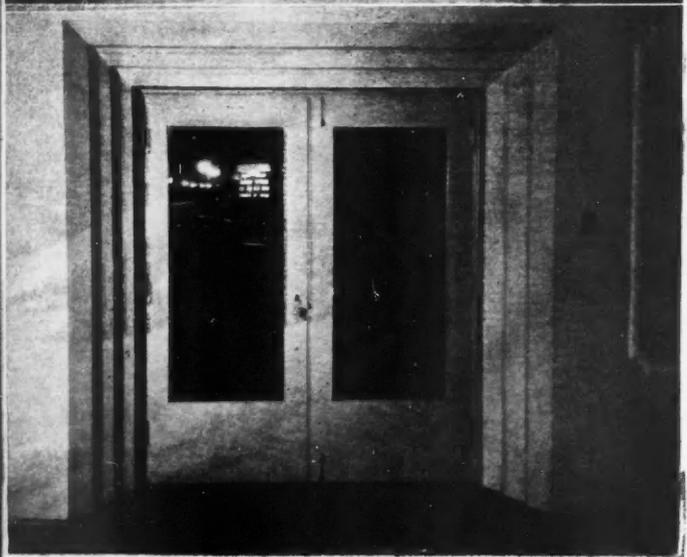
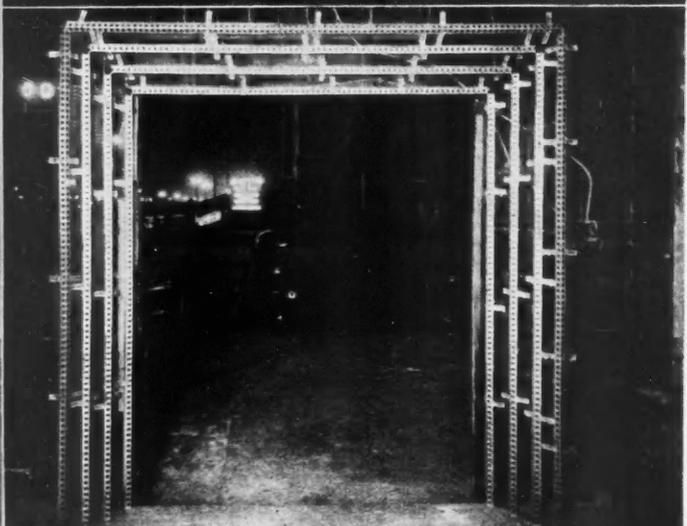
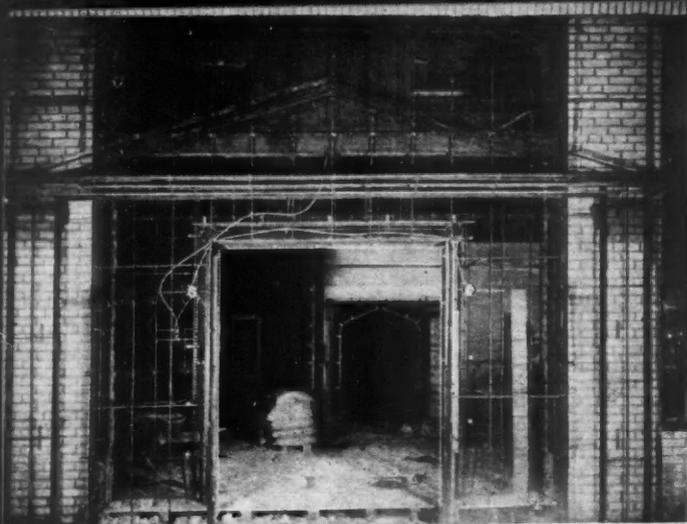
Republic produces pipe of plain carbon steel, copper-bearing steel and Toncan Copper Molybdenum Iron. Also plain carbon steel, copper-bearing steel, copper-bearing iron, Toncan Copper Molybdenum Iron and Enduro Stainless Steel Sheets.



St. Louis Exhibit Demonstrates Metal Lath Concrete Doorway

By ERWIN M. LURIE

Secy. Metal Lath Manufacturers Assn.



THE lathers and plasterers in St. Louis have erected a permanent lath and plaster display at 15th and Market Streets as part of the new permanent educational exhibit. There you may see how to suspend a ceiling, fur out walls, or build partitions and walls of steel channels and metal lath. The unlimited flexibility of this construction is clearly demonstrated.

The accompanying photos show outside and inside views of the door they built from the street into the show room. At the top you may see the framing of channels and lath for the outer wall. The old opening was much wider than the present door, as you can see. This is framed in very nicely with regular plastering channels. No need for heavy structural members for such a height and span.

The second picture shows the finished doorway from the outside. Note the simulation of stone, made of concrete. This type of construction with concrete is often used in positions requiring great strength, simply by applying concrete with cement-gun to the back of the channels and lath, bringing the thickness to that required for the load to be imposed.

The third picture shows a view, looking outward, of the framing for the inside of the door. Note that corner beads are used on the inside, but none are used with the concrete on the outside. That is the correct practice.

In the final picture below you see the modernistic doorway, finished. The new wall ending and the beginning of the opening in the old wall are cleverly merged and thus have become invisible.

Several cities have very fine apprentice schools that are in themselves exhibits of this same kind. In order that those who are interested may avail themselves of the opportunity to visit the St. Louis display, or the apprentice schools in or near the cities in which they are located, the names and addresses of three in the central states are listed.

St. Louis—15th and Market Streets.

Chicago—Washburne High School, 1225 N. Sedgwick Street.

Detroit—Building Trades School, 1251 Sixth Street.

OUTSIDE and inside construction and finished views of remodeled entrance at St. Louis Permanent Exhibit of Lathers and Plasterers.

LESS WORK MORE LIVING

*in homes equipped
with gas*



TODAY, MORE THAN EVER, homes are built to be *lived in*. In addition to the full measure of *convenience* that is the keynote of modern living, gas brings a confidence in dependable performance that is unequalled by any other fuel.

In the kitchen, the automatic gas refrigerator has an unsurpassed record for *silent*, trouble-free operation. Automatic lighting, dependable oven-heat control and effective insulation make the modern gas range a speedy, agreeable assistant. And for completely effortless com-

fort, up-to-date automatic gas water-heating and house-heating equipment stands in a class by itself.

Gas has a background of dependability and economy that has made it the accepted fuel in 15,000,000 homes. People know this perfect fuel, and trust it. In addition to its many other advantages gas brings definite economies to homes equipped to use this perfect fuel for every heating need. Your local gas company will gladly cooperate with you in the selection and installation of modern gas appliances.



**AMERICAN
GAS ASSOCIATION**

***There's Nothing
Like Gas for***

**COOKING
REFRIGERATION
WATER HEATING
HOUSE HEATING**



Model planned kitchen from an advertisement in the Gas Industry's "Modernize Your Home With Gas" campaign in national magazines of 14,000,000 circulation.

NEW PRODUCTS

FOR INFORMATION ABOUT any new product
write American Builder Information Exchange
105 West Adams Street, Chicago, Ill.

Winter Conditioning Oil Furnace

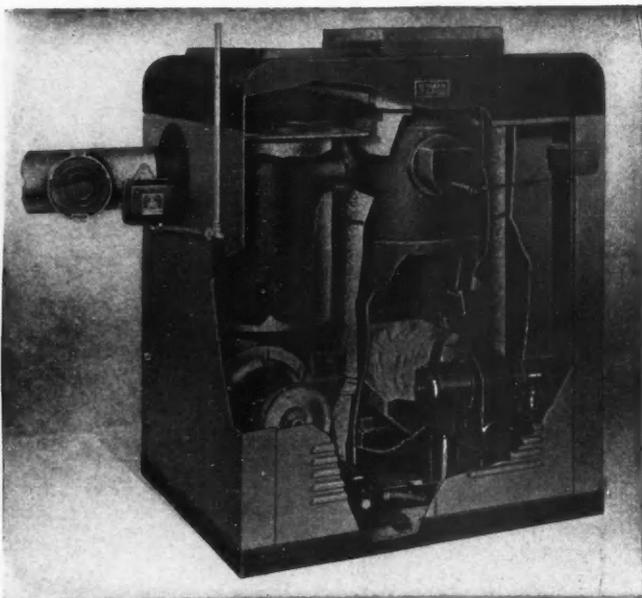
A NEW type of winter air conditioning oil furnace, featuring low initial cost, compactness and extreme operating economy, has been announced by the Timken Silent Automatic Division of The Timken-Detroit Axle Company, Detroit, Mich.

The new furnace has a chromium steel fire-box used in connection with the Timken Model GC pressure oil burner. This metal fire-box replaces the usual brick or cast refractory, permitting bottom and all the sides of the combustion drum to be used as effective heating surface; rapid heating of the metal fire-box permits peak operating efficiency to be reached very soon after the burner starts. Saving in space made possible by the use of the metal fire-box has permitted the design of an extremely compact unit.

The unit is designed on the counter-flow principle, which enables air passing through the unit to absorb maximum heat. The air passes over increasingly hotter surfaces so that the hottest air contacts the hottest part of the furnace just before leaving the unit.

The cabinet of the unit is of heavy gauge steel, finished in baked, green lacquer; ventilation between the cabinet and inner casing prevents the escape of heat into the basement; the humidifier is equipped with an automatic water supply mechanism.

The unit has a capacity of 80,000 Btu's at the registers and can deliver from 800 to 1200 cubic feet of air per minute. Overall measurements are 41 $\frac{1}{2}$ inches wide, 50 $\frac{3}{16}$ inches long and 59 inches high.



CUTAWAY view of new oil-fired winter air conditioner

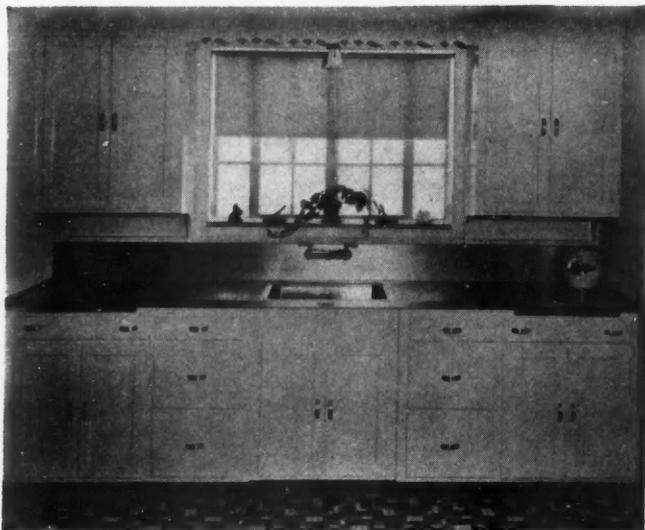
Rubber Tile Flooring

A NEW inexpensive quality rubber tile offered in a variety of decorative patterns for home, institutional and commercial flooring, called Wrightex, has been introduced by the Wright Rubber Products Co., Racine, Wis.

Comparable in price to good grade linoleum, it is pre-set on a quality felt base that assures easy, proper installation. To allow easy handling and convenient stock control, the company packs this tile in boxes, each box containing 7 square yards.

Sinks and Tops for Cabinet Units

THE Tracy Mfg. Co., Pittsburgh, Pa., is now offering a complete line of sinks and cabinet tops to fit any space requirements for built-in kitchen cabinet units in all types and sizes. Three styles of construction are available—the SilviSheen, PermaSheen DeLuxe and PermaSheen Imperial—the first being entirely constructed of one piece of Enduro stainless steel; the DeLuxe having linoleum composition surfaces with bowl and welded edging trim of stainless steel; the Imperial being similar to the DeLuxe except that bowl is porcelain and the trim is soldered instead of welded.



SILVISHEEN sink and top made to fit from wall to wall.

The all-metal line features undersurfaces coated with sound deadener, underframe of steel and wood, absence of seams or joints, and grooved, quick-acting drainboards. Linoleum-topped styles have $\frac{3}{16}$ inch composition in variety of colors cemented to 14 gauge steel, permanent water-tight connection of metal between top and bowl, and pressure trim around entire edges so that surfacing is firmly anchored in place.

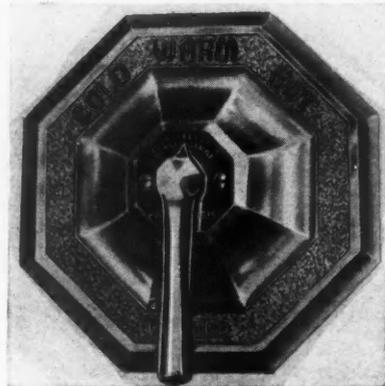
Because the sinks and tops are available to exact specifications, any type installation including special shapes, combinations, etc., can be accommodated. Available through retail lumber dealers, they combine with bases made in local millwork shops to make complete custom built units such as are in demand for modern planned kitchens.

Safe-T-Shower Valve

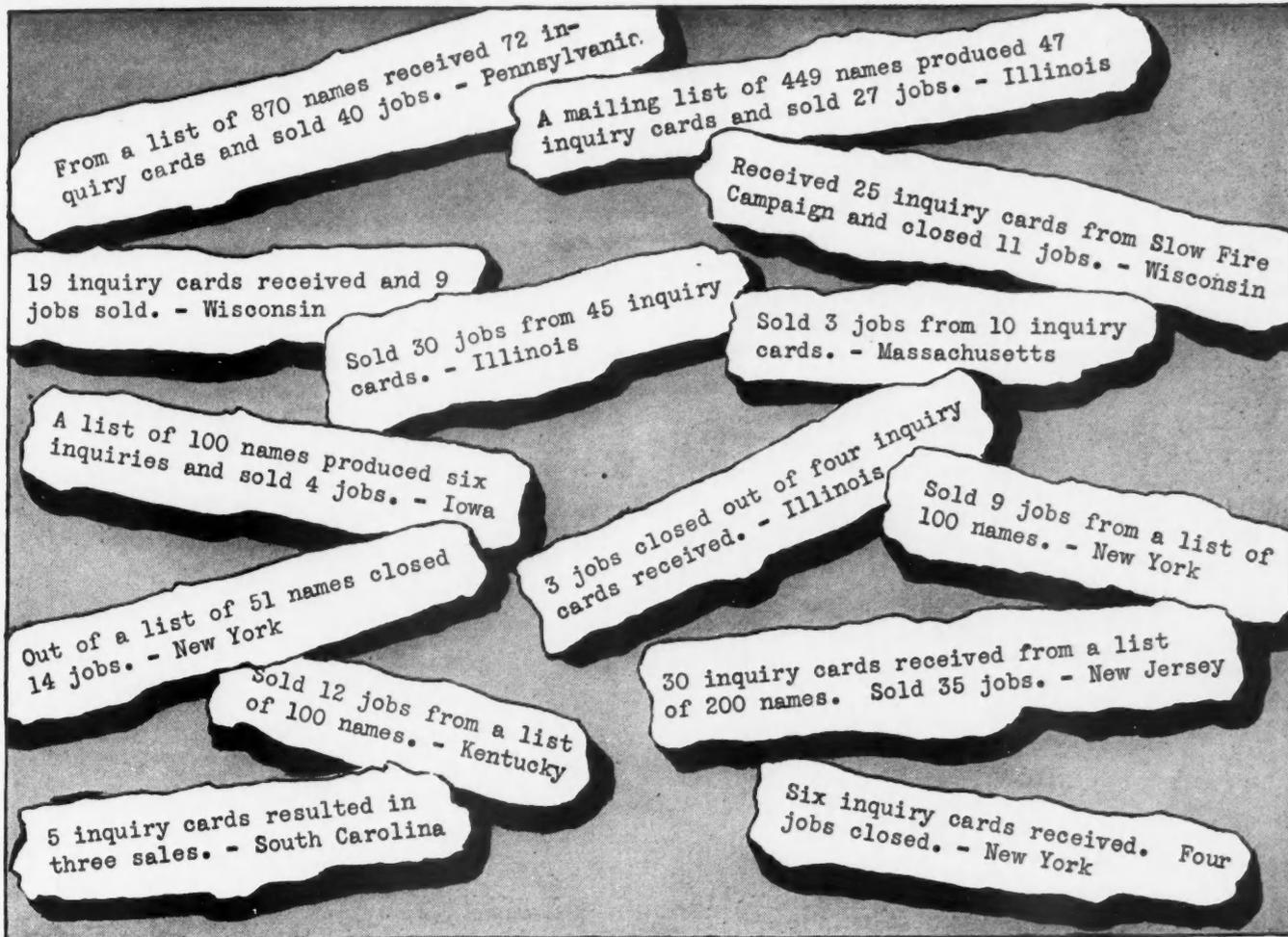
AN AUTOMATIC temperature-regulating shower valve to prevent scalding in tub or shower called the Doran "Safe-T-Shower" has been placed on the market by Doran Company, Seattle, Wash. This thermostatic mixing valve mixes hot and cold water from the supply lines and delivers it at a fixed temperature as desired.

The eliminating of scalding and discomfort of cold water due to pressure or temperature changes and foolproof operation make it readily applicable for use in homes, hotels or industrial plants.

The body and cover are made of high pressure cast bronze; outlets tapped $\frac{1}{2}$ inch; check valves and strainers built in; thermostat elements permanent and non-corrosive.



AUTOMATIC shower mixing valve regulates water at fixed temperature.



Proof!

that the Barrett Way is the Sure-Fire Way TO SELL ROOFS . . .

From all over the country, Barrett dealers and applicators send us enthusiastic reports of their success in selling roofs with Barrett's de luxe "Slow Fire" direct mail campaign. Above are a few typical records they have made.

Here is evidence of the most tangible sort that "Slow Fire" is a sound selling argument, that it captures interest and that it produces inquiries—and sales!

Have you circularized your prospects with the "Slow Fire" mail campaign? It's a sure-fire way to help yourself to profitable business before winter and cold weather set in. Why delay? Ask the Barrett salesman to show you the Barrett sound-slide films, study the Barrett "How to Make Money in the Reroofing Business" booklet, and make the most of your campaign.



THE BARRETT COMPANY

40 Rector Street, New York, N. Y.

2800 So. Sacramento Ave., Chicago, Ill. Birmingham, Alabama

Inside-Cleaned Ventilating Window

A NEW type of double-hung tilting sash which permits the outside of windows to be cleaned from the inside without removing screen or storm sash and allows for indirect ventilation—two features which have long been desired—are found in Jiffy-Kleen ventilating windows now being manufactured by Carr, Ryder and Adams Co., Dubuque, Iowa. This manufacturer is the first licensed by Jiffy-Kleen Corp. to install the feature in new sash at the factory. Windows equipped with these special sash are otherwise the same as ordinary double-hung windows retaining standard features; they fit any standard frame and can be used with any balancing device or weatherstripping.

The operation of the tilting feature is simple and foolproof. The stiles consist of two members which are hinged at the middle with non-binding metal pivot; a seamless brass tube extending the height of the sash fits in a slot in the stile and is kept in



LEFT: Washing Jiffy-Kleen windows is done safely from inside. Right: Sash tilted for ventilation keep out rain and snow in bad weather.

positive contact with the other member by a flat brass ribbon spring. As the sash is tilted the tube acts as a roller bearing so that there is no wear on the stationary member; when window is in closed position a groove in the upright pivot strip receives the tube to seal the joint and act as weatherstripping. The sash are rot- and water-proofed, the pivot edges are aluminum painted. No exposed metal or hardware are visible on the closed window. The easy-to-clean, accident-reducing and ventilating features make the window adaptable for use in homes, apartment buildings, hotels, schools, etc. Cost is comparable to that of a good balancing device.

Synthetic Stone Mantels

THE Mantel Studios, Detroit, Mich., who have developed and perfected a synthetic stone known as Corastone, have announced many new designs in their line of mantels made of this material which are suitable for all types of buildings. Corastone is a very fine, hard material with a beautiful texture, fire resistant, and may be washed with soap and water which leaves it clean and even in tone just as though it were a piece of marble.



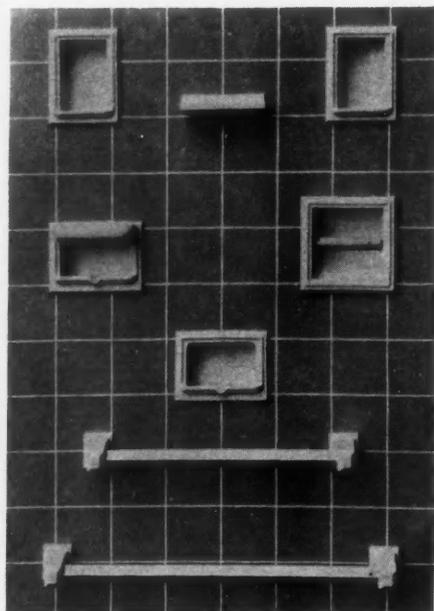
ONE of the new Mantel designs available in Corastone, a synthetic product which is fine, hard, washable and beautiful in texture.

Easily Installed Bathroom Accessories

A MONARCH line of recess flanged bathroom accessories in attractive modern design, having an entirely new method of attaching, is now being manufactured by the New Jersey Porcelain Co., Trenton, N.J.

No screws or hangers are needed. To install, the desired location is marked and a hole of proper size cut in the lath and plaster; a coat of portland cement is applied to the edges of the opening and fixture which is then set in place. The flange covers any irregular edges.

This new, moderately-priced line is known as the Champion and comes in an eight-piece set made of sanitary, durable high-fired vitreous china (see illustration). Stock fixtures are available in black and white; various colors can also be supplied.



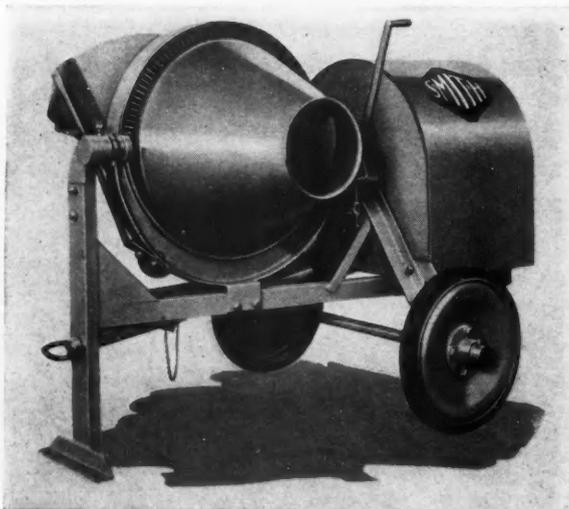
CHAMPION 8-piece bathroom set is recessed into wall; flange around edge covers wall joint.

Tilting Concrete Mixer

THE T. L. Smith Company, Milwaukee, Wis., is now building a new half-bag mixer having the same general design as the big Smith 112-S tilters used at Boulder Dam.

The machine is equipped with spring mounted axle, Hyatt roller bearings and pneumatic or cushion rubber tired wheels. The charging height is unusually low, only 34½ inches. The drum can be charged directly through the 15 inch drum opening, which is in a vertical plane, or by use of a 31 inch wide feed chute available as extra equipment. To discharge the concrete, the drum moves through a short 40 degree arc.

Power is supplied by a 2-2½ H.P. Stover enclosed crank case engine, with oil bath lubrication and magneto. The drive to the mixer is through a machine cut gear and pinion. Both gears and engine are enclosed in a lockable steel house.



TILTING half-bag mixer has unusually low charging height.



for the installed cost of Anaconda Copper Tubes and Fittings is scarcely any more than that of rustable piping

TODAY home owners can have the advantages of copper piping . . . at a first cost nearly level with that of rustable material. Anaconda Copper Tubes, installed with Anaconda "Solder-Type" Fittings, offer outstanding value for these many uses:

Plumbing: Hot and cold water lines. Waste lines. Underground service lines. Lawn sprinkler systems. Fire sprinkler systems.

Heating: Low pressure steam lines. Hot water lines. Fuel lines.

Refrigeration and Air Conditioning: Refrigerant circulation lines. Humidifying apparatus.

The low cost of this non-rust piping is due to the fact that no threading is required for "solder" connections. Consequently both tubes and fittings may be made lighter in weight than standard pipe materials. Yet the

tubes and the joints provide more than ample strength for the conditions listed above.

In 3 wall thicknesses

Anaconda Copper Tubes are furnished in three wall thicknesses—Types "K," "L" and "M," which conform to U.S. Government Specification No. WW-T-799 and A.S.T.M. Specification No. B-88-33.

A complete line of fittings

The American Brass Company now furnishes a complete line of Anaconda Fittings for every copper tube requirement. "Solder-Type" Fittings may be had in either wrought copper or cast bronze; flared tube type fittings are cast bronze. All are furnished in elbows, tees, couplings and unions, including a complete range of reduction and adapter combinations.

3076A

THE AMERICAN BRASS COMPANY

General Offices: Waterbury Connecticut

Offices and Agencies in Principal Cities

In Canada: ANACONDA AMERICAN BRASS LTD., New Toronto, Ont.

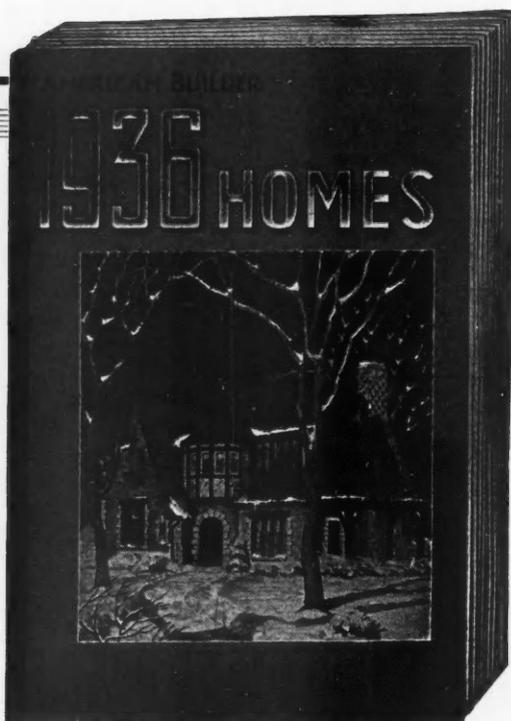


ANA CONDA COPPER & BRASS

Practical Solutions Live Home Building

Getting the new home started is a pretty complicated job, both for the builder and for his client. A thousand and one questions must be settled, a thousand and one decisions must be made, a thousand and one details must be threshed out.

In "American Builder 1936 Homes," as in no other Plan Book ever published, you get the best judgment, the expert advice and the proved results of some of the most successful architects and builders in the country.



Its scores of Home Designs represent every popular type of residential architecture. Homes, expertly planned, are illustrated and described for city and suburb, for country and vacation camp. Each has its floor layout and its Cost Key. They come in all cost brackets, with low and medium cost homes predominating.

So forward-looking are these homes that they might well be called "1937 Homes". They are the very latest word in design, sturdy construction and livableness, far superior to yesterday's homes, in plan, charm and convenience.

A FEW OF THE HOME DESIGNS

Streamlined home of Concrete Units . . . Sensible Low-Cost House with good garage treatment . . . A Precast Washington Polychrome House . . . A Chicago Ultra-Modern Home . . . A G-E Experimental House, featuring new ideas in decorative lighting . . . Yonkers Model Home making use of many new ideas and methods . . . Grand Prize Homes, large and small, for North and South . . . Dayton's Home of Today . . . a 4-level house that cut building costs.

Silver Star Sample House . . . Manhasset Model Home . . . Virginia Exhibit House . . . Lancaster Realty Board house with a marvelous kitchen . . . Some inexpensive New Jersey homes . . . An air conditioned Cotswald Cottage . . . Time Proof Home, triple insulated . . . Well designed Cape Cod Colonial.

Attractive 5-room Colonial . . . Three small homes of 2, 3 and 4 rooms . . . Some very fine Curtis Cottages . . . Build now, finish later . . . Low Cost Brick . . . For a Narrow City Lot . . . Three houses with similar plans . . . 6-room Square Line Design Modernistic Home . . . Midget Housing . . . Broad and Airy Southern Cottage . . . Economy Home and Cabin . . . Woodsy Lodge—Outing Cottages . . . Flat Roof Cement House . . . A Connecticut House for Country Living . . . "New American" Demonstration Homes.

The above homes are selected from the more than 100 pages of Designs. These designs are grouped under chapter headings of "Forward Looking Home Designs," "Home Designs of Tested Worth" and "Low Cost Home Plans."

to Many Problems

Interior Details

illustrated in "American Builder 1936 Homes"

Many new Modern Kitchens, compact, step saving and scientifically arranged . . . Some extremely charming Entrances . . . Attractive outside stairs leading to railed-in garage roof . . . Advanced kitchen-dining alcove . . . Corner Windows . . . Livable Basements . . . Cozy Playrooms . . . a graceful winding Staircase . . . Paneled Living Room . . . Some new Fire-places . . . Built-in Breakfast Nooks, Bookcases and Bar . . . New Ideas in Recreation Room, Study and Bath . . . Open Halls, etc.

Modernizing

More than 30 pages are given to new ideas for getting new value, better appearance and more comfort through restyling, both interiors and exteriors. Including modernizing ideas for Kitchens and Bathrooms . . . how an old home was made good as new at half the cost . . . What's New in Garage Designs and Door Rigs . . . How a City House was restyled . . . Changing an Old Time Bungalow into a Modern English Cottage . . . etc.

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A big chapter is taken up with Farm Structures of all types, from Low Cost Homestead Homes to Gothic Barns, from Henneries to Hog Houses, Garages to Corncribs.

Here and There

How to Get Better Homes for Less Money . . . How to Get a Higher FHA Rating . . . How to Work the Cost Keys . . . Several Air Conditioning Layouts . . . What can be done on a Half-Acre Lot . . . Today's Small House Requires New Methods and New Materials . . . Today's Small House Entirely Different from the Low Cost House of Yesterday . . . a 4-page Shopcrafter's Corner . . . Veneering Job Brings Happy Ending . . . Arkansas Pine Paneling . . . Enameled Sheets for Wall Finish . . . Planning Farm Improvements . . . Specifications of a Model Home . . . Working Plans of Carefree Cottage . . . Master Material List for Wind-Proof Gothic Barn . . . What's New in Garages.

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Plywood-Backed Porcelain Panels

THE Haskelite Manufacturing Corporation, Chicago, recently introduced Porcelain Plymetl as an addition to its Plymetl line. Porcelain enameled steel sheets are firmly bonded to quality, waterproof plywood panels which are backed with light-gauged steel. This union of plywood and porcelain enameled steel offers an interior and exterior paneling especially suited to institutional architecture, such as store fronts, backgrounds, canopies, and exhibits.

All waving and buckling associated with large sheets of porcelain enameled steel due to its intense firing process is eliminated by use of a huge electric press which simultaneously bonds and levels the sheets to the plywood plaque. The back of galvanized steel is extended beyond the edge of the panel to allow its fastening to building framing by means of screws.

Its outstanding characteristic is found in its large one-piece panel sizes which enable the architect to utilize modern motifs and employ unbroken horizontal lines in the architectural scheme. These panels may also be furnished with more than one color on the same panel, the beauty of bright hues and light pastels of even designs and lettering incorporated on the same panel.



FERRO Enamel Building at Great Lakes Exposition in Cleveland showing exterior surfaces covered with Plymetl panels.

Built-in-Wall Mail Boxes

CONVENIENCE and attractiveness are featured in a line of built-in-the-wall mail boxes made by the Master Mail Box Mfg. Co., Minneapolis, Minn. The boxes come complete ready to install in any wall construction. A large opening allows all mail matter, including magazines and newspapers, to be delivered into the home.

Exterior plate is of polished brass or bronze or hammered old iron finish; inside door, unfinished in oak or birch. Water ledge around entire face plate makes the box weatherproof. Sizes and types are available to cover a wide range of installations.



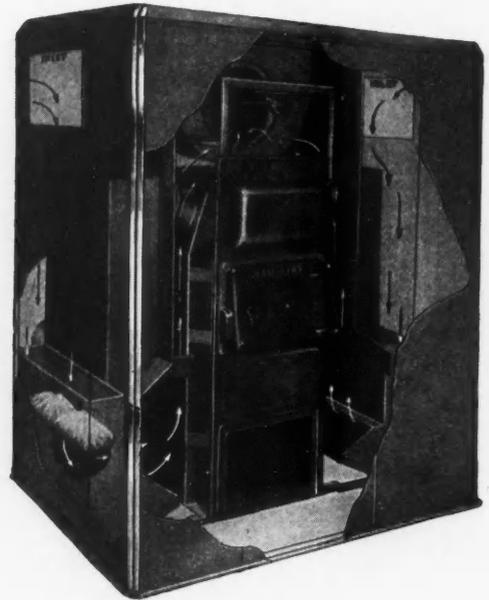
ONE OF Master Mail's built-in-wall boxes which can be installed in any wall construction.

Coal, Oil or Gas Conditioner

HEATING equipment that can be converted to use a different fuel, should occasion demand, is offered in the Dailaire 200 Series conditioner made by Dail Steel Products Co., Lansing, Mich. This unit can be efficiently fired with coal, oil or gas.

Counterflow principle of air movement through a separate pre-heating compartment of radiator baffles provides long distance of air travel to insure a large percentage of heat transfer. This preheated air permits carrying of the maximum amount of humidity. When air washers are used, they are placed below the radiators (see illustration); otherwise dry filters are placed in the top of the casing.

Ribbed combustion dome and radiators are Armco copper bearing steel; overhead blower provides for greater air volume and requires less space. Standard casing is trimmed with stainless steel for attractive modern appearance. Sizes range from 100,000 B.T.U. to 800,000 B.T.U. capacities, covering a wide range of requirements.



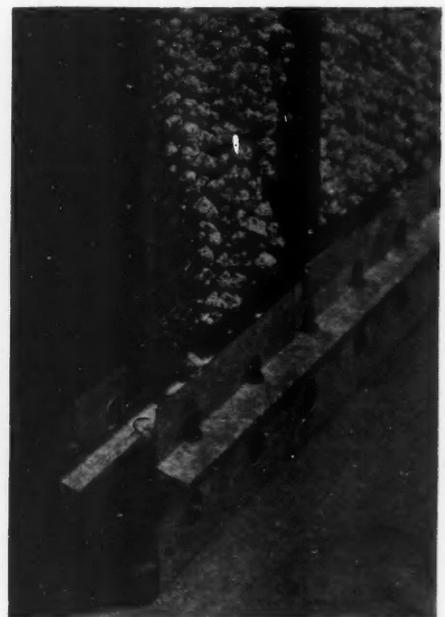
DAILAIRE 200 unit in cutaway view showing counterflow air travel, washer, radiators and overhead blower location.

Solid Partition Construction

SAVINGS in space, weight and costs are possible with a new development in 2 inch solid metal lath and plaster partitions, now being marketed by Penn Metal Company, Boston, Mass.

The construction consists of runners (supplied with or without grounds) which are fastened to floor and ceiling, spacers to attach channel iron studs to runners, and the metal studs to which the metal lath is attached. The lath serves both as base and reinforcement for the two- to three-inch solid plaster slab.

SOLID PLASTER partition construction using metal runners, spacers and channel iron studs on which metal lath is attached.



Up-to-Date Plan Books

The 1936 Book of Small Houses

By the editors of *The Architectural Forum*

Contains exterior and interior views, with plans, construction outlines and brief descriptions of 115 houses ranging in price from \$982 to \$20,000. The book was designed as a complete manual for the prospective home builder.

Contents: How to Use This Book; Introduction; Getting Down to Building; The Cost of Buying Homes; 85 Houses in Tabular Survey; A Brief Check List of Questions; 40 Important Points in House Construction; The Architect and the \$5,000 House; 46 Houses Costing more than \$5,000; 69 Houses Costing from \$5,000 to \$20,000; A List of Books about Homebuilding.

1936. 251 pages, 500 illus., 9x12, boards, \$1.96

New Small Homes

Designed by Iva G. Lieurance

Features 55 practical small homes of from two to six rooms, ranging in price from \$550 to \$4,600. Also 21 apartment garages of various types, both one- and two-story, and 28 small one- and two-story duplex designs.

1936. 48 pages, illus., 7 $\frac{3}{4}$ x10 $\frac{1}{2}$, paper, \$.50.

Artistic Homes

Designed by Iva G. Lieurance

Contains 58 designs of artistic types of homes with from two to eight rooms and ranging in price from \$1,350 to \$6,500. Included are southern and modern bungalows. A photograph of the house and a blueprint of the floor plan is accompanied by a brief description of outstanding features.

1936. 40 pages, illus., 7 $\frac{3}{4}$ x10 $\frac{1}{2}$, paper, \$.50.

New American Homes

Designed by Iva G. Lieurance

Features 93 designs of one- and two-story homes ranging in price from \$2,800 to \$10,000. Included are brick and stone finishes and houses of advanced artistic design. A photograph, blueprint of floor plans and a short description of the house is given.

1936. 64 pages, illus., 7 $\frac{3}{4}$ x10 $\frac{1}{2}$, paper, \$1.00.

The House to Live In

Views of 57 houses with floor plans and brief descriptions of each. Includes wood, stucco and brick veneer in English and Colonial design. Each house has been designed for a particular need or climate by an experienced architect. They range from 4 to 12 rooms.

1932. 62 pages, illus., 8 $\frac{1}{2}$ x11, paper, \$1.00.

Beautiful Homes

By Frederick H. Gowing

Photographs, floor plan sketches and descriptions of features of 60 homes of New England design, by a leading Boston architect. They combine artistic conception with economy in construction. These buildings are finished with the latest equipment and best quality plumbing, but many items can be changed to meet individual needs without changing the plans. All plans provide for an outside entrance to the cellar which extends under the entire building and has a concrete floor. These buildings are of from five to 15 rooms and cost up to \$30,000.

1935. 60 pages, illus., 8 $\frac{1}{2}$ x11 $\frac{1}{4}$, paper, \$1.00.

The Modern House

By F. R. S. Yorke

Presents successful examples of advanced house design in the United States, England, Holland, Belgium, Germany and other European countries and describes the main problems of modern house design. Requirements to be met in the new type of home are discussed in component parts such as plan, walls, windows and roof. A section of more than 100 pages presents typical houses erected from 1924 to 1934.

1934. 200 pages, 500 photographs, plans and detail sketches, 7 $\frac{1}{2}$ x10, cloth, \$6.00.

The Colonial and Federal House

By Rexford Newcomb

The Dean of the College of Fine and Applied Arts of the University of Illinois describes America's most important architectural type of house. Features of good Colonial homes are described and detailed plans of 100 antique and modern houses are shown. The author tells how to build an authentic Colonial house.

1933. 174 pages, 100 illus., 7x9 $\frac{1}{2}$, cloth, \$3.50.

American Country Houses of Today

Edited by Lewis A. Coffin

In this volume are illustrated 112 beautiful small houses recently built throughout the country, designed in all styles by 70 leading architects. Each house is shown with a floor plan. A special section covers the prize winning houses of the last two years of the Better Homes in America Small House Competitions.

1935. 160 pages, 350 illus., 8 $\frac{1}{2}$ x11, cloth, \$8.00.

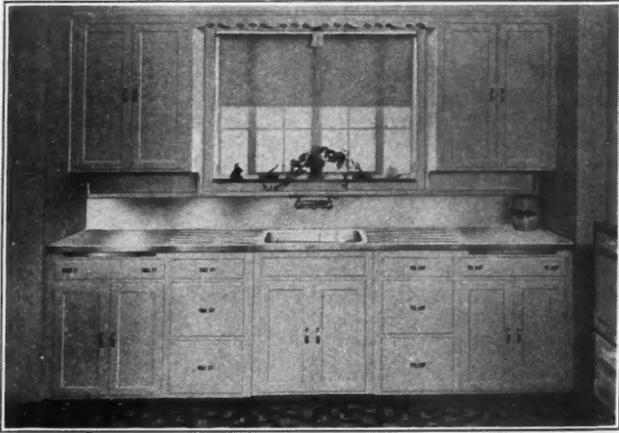
FREE—Book Guide

A copy of the 1935-1936 56-page "American Builder and Building Age Book Guide" is free upon request. All the books described on this page and hundreds of others on all branches of building work are fully described. They are sold on a "money back" guarantee.

Book Service Department

AMERICAN BUILDER and BUILDING AGE
30 Church Street
New York, N. Y.

SilviSheen



Millwork Cabinet Installation with Tracy SilviSheen Sink of Enduro Stainless Steel.

TRACY CABINET SINKS AND TOPS INCREASE KITCHEN CABINET SALES

The built-in Kitchen Cabinet, with modern cabinet sinks and tops, has made a new day for women, and opened a highly profitable field for the lumber dealer.

Tracy SilviSheen Sinks and Tops of Enduro Stainless Steel are solid metal with no coating to chip, craze, or crack. They have a beautiful satin finish, are extremely durable, rust proof, easy to clean, and will last a lifetime.

Tracy PermaSheen deLuxe Sinks and Tops, with work surfaces of heavy battleship linoleum composition and with stainless steel bowl and trim, are beautiful in appearance, acid-resisting, watertight, resilient, easy to clean, and come in many colors. They will withstand severe wear and cannot chip, craze, or crack. They are built on a steel underbase and are covered by U.S. Patents Nos. 2038637, 2038638, and 2038668.

Tracy PermaSheen Imperial Sinks and Tops are constructed in substantially the same manner as PermaSheen deLuxe, except that bowls are of acid-resisting porcelain in white or ivory colors.

Tracy Cabinet Sinks and Tops are nationally known. In remodeling the White House Kitchens at Washington, D.C., Tracy SilviSheen Sinks and Tops were used. In the Gross-Morton Building Program of 1000 homes on Long Island, Tracy PermaSheen Sinks are being used. You will find Tracy products almost any place where building or remodeling is going on.

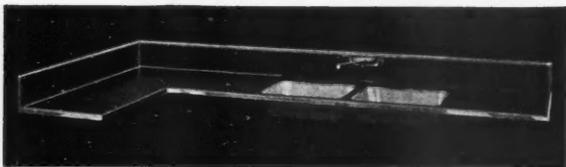
WRITE TODAY FOR DESCRIPTIVE LITERATURE AND ADDITIONAL INFORMATION ABOUT TRACY PRODUCTS.

TRACY MANUFACTURING COMPANY

3125 Preble Ave., N. S.

Pittsburgh, Pa.

"FAMOUS FOR CABINET SINKS AND TOPS"



L-Shape PermaSheen Imperial—2 Bowls

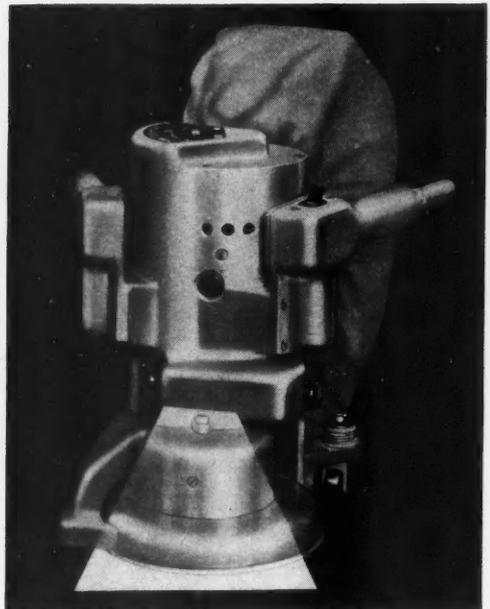
PermaSheen

New Rotary Floor Edger

A NEW development in high speed disc floor edging machines has been put on the market by Porter-Cable Machine Co., Syracuse, N.Y. This rotary floor edger, although portable, has a heavy duty, universal 1¼ H.P. motor, driving a 7 inch diameter, rubber combination pad to which paper or cloth-backed abrasive discs may be quickly attached. The machine is handled by two easy grip handles mounted on the sides at proper height to clear nosings on stair treads when resurfacing steps. A complete abrasive disc cutting outfit is supplied with the machine.

An aluminum apron extension surrounding all but the sanding arc of the disc gives the powerful vacuum system of this machine ample opportunity to pick up all of the dust.

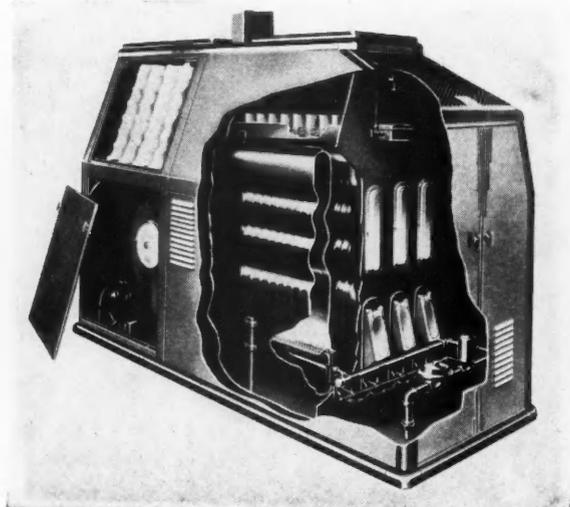
The aluminum frame is polished and given an oxidization-preventative coating. A hardened steel, chrome plated guard surrounds the revolving disc to prevent the marring of baseboards or other upright objects which the edger might contact.



ROTARY floor edger has high speed 7 inch disc mounted in aluminum frame; built-in flood light illuminates working surface.

Gas-Fired Conditioning Unit

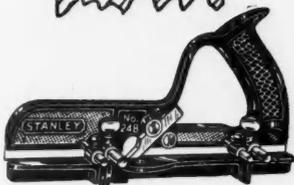
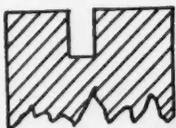
A NEW, Gar Wood gas-fired Tempered-Aire unit was recently announced by Gar Wood Industries, Inc., Detroit. The scientifically designed concave and convex surfaces, as shown in cutaway view, absorb the intense gas heat through the scrubbing principle; little heat is wasted up the chimney. The unit is entirely automatic in operation. In addition to supplying abundant, forced, warm-air heat at low operating cost, the gas-fired unit provides air ventilation and circulation, air humidification and filtration, and blower cooling in the summer.



TEMPERED-AIRE gas-fired unit shown in cutaway view.

PROFITABLE WEATHERSTRIP WORK MADE EASY With these STANLEY TOOLS

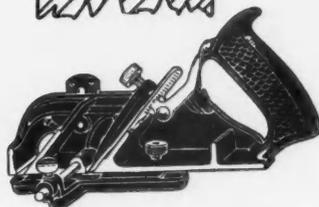
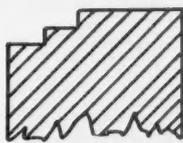
Designed to simplify installation of weatherstripping, these Stanley Tools make all the common and special cuts much more quickly and accurately than do makeshift adaptations. They open up new profit possibilities from weatherstripping work.



FOR GROOVE CUT

for the rib of weatherstrip. Cut can be at any location on the sash and to any depth up to 5/8 inch.

Use Stanley Weatherstrip Plow Plane No. 248. 1/8" and 5/32" cutters regularly furnished. Other widths readily available.



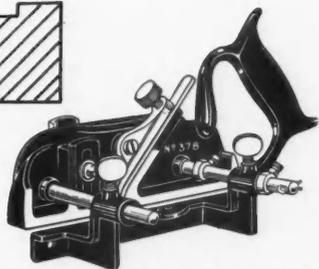
FOR RABBET CUT ON DOOR

Two cuts 3/8" wide can be made with Stanley Weatherstrip Door Rabbet Plane No. 78W. Cutter 1 1/2". Plane is reversible.

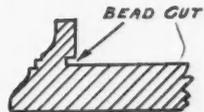


FOR MEETING RAIL RABBET CUTS

Two rabbet cuts as illustrated can be made with Stanley Weatherstrip Rabbet Plane No. 378. 13/16" cutter regularly furnished. Other widths available.



These and hundreds of other useful tools are described in our new No. 34 Catalog. Send for a copy.



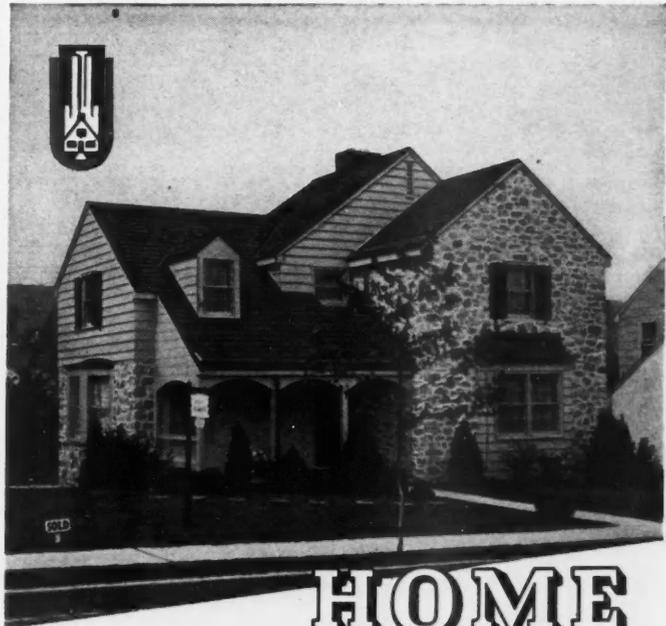
FOR BEAD CUT

Use Stanley Weatherstrip Bead Saw No. 1.



STANLEY TOOLS

New Britain, Connecticut



HOME

What Is Behind Its Beautiful Exterior?

Metallation* and *Ecod Fabric help you meet the demands of today's buyers for homes that have real value behind their beautiful exteriors. Metallation provides efficient year round insulation; Ecod assures sturdy walls and ceilings, and their cost is so low that every home you build can afford them.

METALLATION

Metallation, properly applied, reflects approximately 95% of all radiant heat that strikes its metal surface. Its efficiency is not impaired by moisture absorption. Metallation throws little stored heat into the rooms after sundown in summer; it absorbs little costly room heat in winter. It costs less than any insulation of comparable efficiency and is easily applied in new or existing buildings.

ECOD FABRIC

Ecod Fabric, is reinforced with steel wires welded to steel ribs. Embedded in the plaster slab, it provides a base for walls, ceilings and exterior finishes. It creates smooth surfaces for plastering—it minimizes cracks, reducing repair and decorating upkeep. Ecod is approved by National Fire Underwriters, Building Boards, and noted architects and engineers. Metallated *Ecod adds effective insulation without application cost for the insulation.

Write for catalog describing these modern Reynolds Specification building products. *Trade Mark Reg. U. S. Pat. Off

THE HOME SHOWN ABOVE WAS BUILT AND SOLD BY PHILLIPS, MAYER & KERSHNER, READING, PA. LIKE ALL THEIR HOMES, IT IS INSULATED WITH METALLATION; LATHED WITH ECOD FABRIC.

"The Home With The Silver Lining"
REYNOLDS CORPORATION
19 RECTOR STREET, NEW YORK

REYNOLDS SPECIFICATION PRODUCTS

Reynolds Air Conditioning, Metalumber (fireproof, termite proof framing and joists), Metallation (reflective type insulation), Ecod Fabric (reinforced base for plaster and brick veneer), Reynolds Specification Paints, Liquid Metallation (aluminum paint), Steel Windows.

AD 77

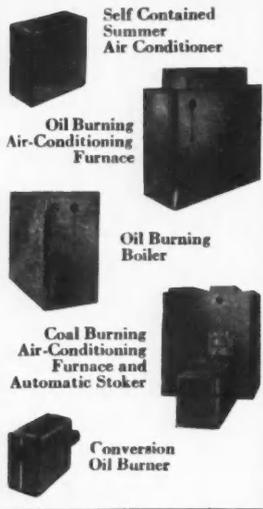
A timely word about AUTOMATIC HEAT AND AIR CONDITIONING



The importance of proper air conditioning upon the health of the family cannot be minimized. In fact, automatic heat and air conditioning is equally as important a factor in guarding the family's health as it is in providing convenience and comfort. That is why architects who for years have specified Herman Nelson Air-Conditioning Equipment for schools have welcomed the entrance of Herman Nelson in the residential and small commercial field. They know that Herman Nelson will bring to this field equipment of the same quality, efficiency and practicability which has revolutionized schoolroom heating and air conditioning.

Now you can recommend Herman Nelson Automatic Heat and Air-Conditioning products of the same quality and efficiency you have known for years. These products are made available through carefully selected distributors.

PRODUCTS TO MEET EVERY INDIVIDUAL REQUIREMENT



We can't go wrong on this equipment . . . If Herman Nelson makes it we know it's right.



HERMAN NELSON

Automatic Heat and Air Conditioning

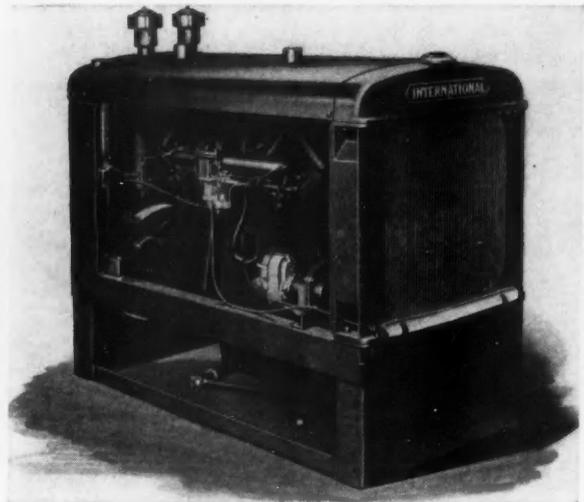
GENERAL OFFICES AND FACTORIES AT MOLINE, ILLINOIS

Diesel Power Unit

A NEW 6-cylinder Diesel power unit, the International PD-80, has been announced by the International Harvester Company, Chicago. This unit is suitable for powering such equipment as a 1¼-yard power shovel or scraper, 1-yard slack-line hoist, water pump or air compressor.

Features are listed as large reduction in fuel costs ranging up to 75 per cent, balanced engine construction giving vibrationless performance, and long-wearing replaceable cylinders of special alloy.

Maximum horsepower is specified at 100, and speed at 1400 R.P.M. Overall length, 98¼ inches; width, 41 inches; height on welded steel base, 66¼ inches.



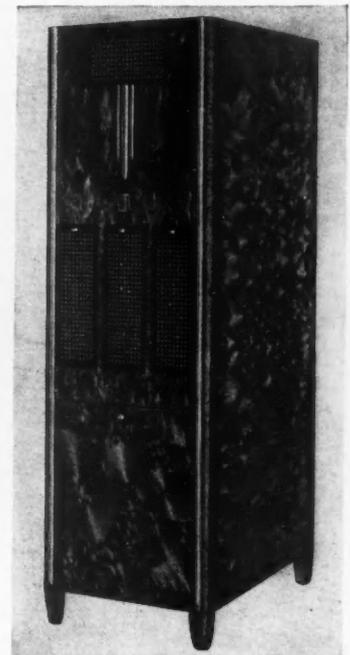
DIESEL 6-cylinder unit suitable for powering a variety of equipment.

Gas-Fired Commercial Unit

DESIGNED for use in stores, shops, showrooms, small factories and similar commercial and industrial applications where the unit is to be installed in the space to be heated, the Muelleraire being produced by L. J. Mueller Furnace Co., Milwaukee, Wis., heats, filters and humidifies the air and distributes it by forced circulation. Distribution of air may be by means of directional cowls or overhead duct. Operation is quiet and entirely automatic.

Heat transfer units are Gas Era pressed steel sections. A Mueller air moistener supplies humidity automatically. Climator fan and motor are located below the heating sections. Return air is drawn at floor level through the filters, is heated and humidified, then discharged through cowl or duct at top of unit. Fan operates automatically when furnace is in operation. Filters are of semi-permanent type.

Muelleraire is supplied regularly with casing finished in green prismatic lacquer. Where desired, it is supplied in prime coat permitting unit to be finished to match room decoration. Unit is shipped completely assembled. All that is necessary is to connect gas, water, electricity and vent, and attach cowl or duct. All controls necessary for automatic operation are supplied.



MUELLERAIRE unit for commercial heating.



Sisalkraft being applied—"Without holes, without rips or tears"

So Much PROTECTION for So LITTLE

THE house you are building requires careful planning, good materials, honest workmanship and considerable investment. Surely the result of all that work should be protected.

Building paper, while a small item, does an important job. It is called upon to protect that planning, material, work and investment against the destructive elements of the weather. It takes a good building paper to do so important a job.

The recommendation of SISALKRAFT to your customer will give him the best protection that building paper can give and at a very low cost. It will give you and your men a material with which it is a pleasure to work.

SISALKRAFT is actually so strong and tough that you can apply it without breaks or punctures. You can pull or bend SISALKRAFT around corners without its cracking or tearing. You can even apply SISALKRAFT in a high wind. You need not go back to patch or do over the work of applying building paper.

You can use SISALKRAFT not only to protect concrete floors, sidewalks and driveways but to cure them as well. Cover the concrete as soon as it is hard enough to walk on. This method is clean and convenient, and it will add greatly to the strength of the concrete. No sprinkling is necessary.

We recommend you have SISALKRAFT handy on every job for quick covering of materials, closing in the job, lining shanties and toolsheds, covering brick courses at night and all the other uses to which such a strong, tough, waterproof paper lends itself.

You will like SISALKRAFT. If you are not familiar with it ask your Lumber Dealer or write us for details, samples and specifications.

SISALKRAFT

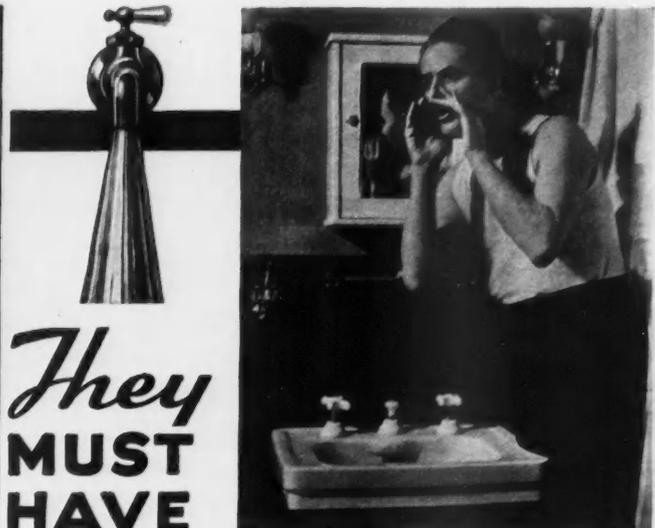
The Sisalkraft Co., Oct. 1936
205 W. Wacker Drive, Chicago, Ill.

Please send me new self-demonstrating samples and full information.

Name

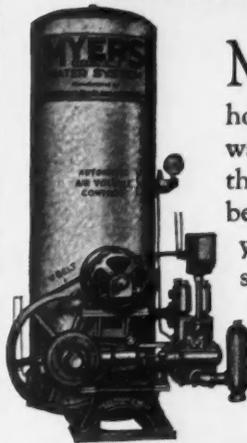
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They
**MUST
HAVE**

"~running WATER!"



MODERN folks take running water for granted, even in homes beyond the city mains. The water system that you install for them as a source of supply must be absolutely reliable. If it fails, your reputation as a builder will suffer. MYERS Water Systems are noted for their absolute reliability and perfect operating efficiency. You are safe always in specifying a MYERS.

MYERS WATER SYSTEMS

Both electric and gasoline powered systems to take care of every requirement. Styles and sizes to suit all needs. For deep or shallow wells.

Summer Air Conditioning

Summer air conditioning of city and country homes with well water is so practical and inexpensive that it is rapidly coming to the front. Automatic water service and summer air conditioning with MYERS Pumps and Water Systems can both mean increased business for you. The MYERS dealer can help you. Write today for your catalog.



THE F. E. MYERS & BRO. CO.
52 Fourth Street Ashland, Ohio

"Pump Builders Since 1870"

Send free catalog and information on Water Systems
Power Pumps Air Conditioning Name of nearest dealer

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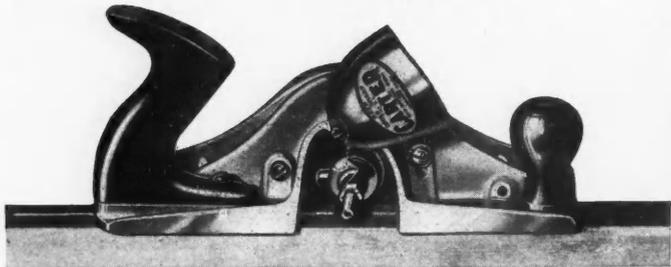
Take Off Your Hat
To the
MYERS

DOUBLE YOUR EARNINGS

with

CARTER ELECTRIC WEATHERSTRIP TOOLS

It's easy to do. With these tools you can handle more work, make more money per job. They take the slow tedious work out of weatherstripping jobs.



Carter Electric Weatherstrip Groover

Plows grooves in sash, doors and transoms. Full $\frac{3}{8}$ H.P. Universal motor turns up 18,000 R.P.M. assuring smooth, quick, finished work. Grinds its own cutters.

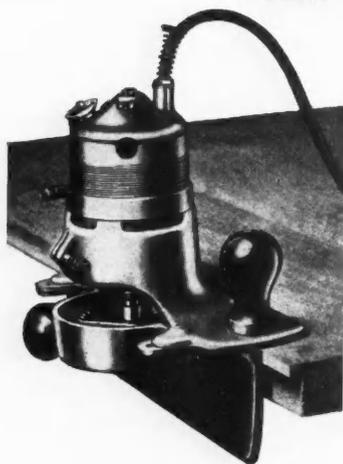
Carter Electric Kerfing Machine

With one stroke of the hand, it completes a kerfing cut. Assures smooth, accurate work. 18,000 R.P.M. direct to the saw. With kerfing base removed and cutters applied it will do corner rounding, chamfering and beading.



Carter Door Bottom Weatherstrip Groover

Grooves or rabbets door bottoms. Using a 3" saw, it cuts from $\frac{1}{2}$ " to $1\frac{1}{8}$ " deep and is adjustable from flush to $\frac{3}{4}$ " from surface of the door. Full $\frac{3}{8}$ H.P. Universal motor, 18,000 R.P.M., the ideal speed for woodworking.



Send to-day for complete illustrated folder describing these money making tools. Get your share of profitable weatherstripping jobs.

R. L. CARTER DIVISION

The Stanley Works

133 Elm Street

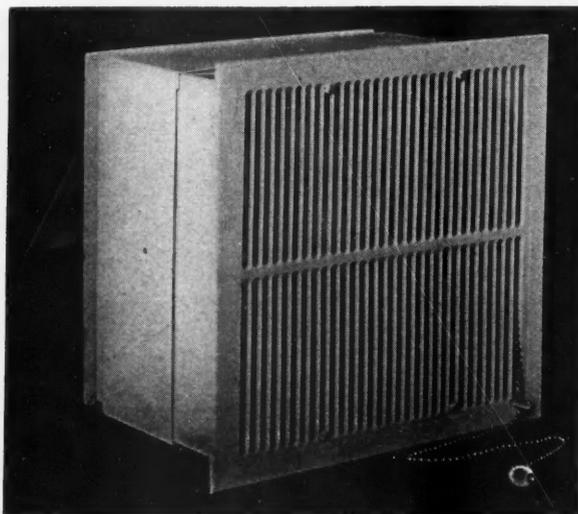
New Britain, Conn.

Ilgette Small Kitchen Ventilators

A LINE of Ilgette kitchen ventilators suitable for small kitchens is being introduced by Ilg Electric Ventilating Company, Chicago, Ill. Four models for various conditions are furnished—built-in-the-wall type, portable window Ilgette, window built-in and transom models.

Data on the new ventilators include: capacity, 400 C.F.M.—45 watts; speed 1550 R.P.M.; self-cooled, non-radio interfering motor; Blackman type wheel, rotationally balanced.

The built-in-the-wall model is suitable for permanent installation. The unit comes complete with fan, cabinet and grille. The cabinet is fitted with a telescopic sleeve so that the unit may be fitted to walls of different thicknesses. The complete fan unit may be removed from the cabinet by loosening two screws. Cabinet is finished in baked cream enamel. The grille is of bright polished metal. (See illustration.)



PULLING chain starts fan and opens outer door.

Light Weight, Corrosion Resisting Conduit

THE National Electric Products Corporation at Pittsburgh, Pa., has announced a new super conduit trade-named "Suparduct," which is manufactured from a non-ferrous, non-magnetic alloy, and is highly resistant to the usual and unusual forms of corrosion.

Its dimensions are identical with those of steel conduit and it will be furnished in threaded, standard ten foot lengths with a coupling at one end, and is listed and approved by the Underwriters' Laboratories Incorporated. The weight of alloy used in "Suparduct" is less than one-third that of Copper-Silicon-Manganese type of alloy and about one-third of steel.

New Synthetic Bonding Resin

A NEW synthetic resin, especially developed to replace certain types of glues in the production of superior grades of plywood and other laminated products, has just been announced by the American Catalin Corporation, New York. This material, termed Catabond, has been accepted by plywood manufacturers whose products are expected to find wide use in woodworking, building construction and related fields because of the unique properties which the new resin imparts.

A characteristic which is of special significance is that this new resin is practically colorless and can be used as a bond material between the different plies as well as a surface coating. Both operations are performed at the same time during the hot pressing of the plywood or veneer. Catabond is waterproof, weather proof and highly resistant to washing and to injury by fungus growth, insects and the like. Of great importance is the fact that Catabond can be applied in bonding wood that has been rendered fireproof by salt or other impregnation and in bonding wood or other materials to such composition fireproof boards as Transite and Masonite, a property which is unique among bonding resins. The resin itself is non-inflammable and resistant to heat.



LET'S BUILD OUR HOUSE WITH MASONITE!

HERE'S convincing evidence of the many unusual treatments which can be achieved with Genuine MASONITE Products. Walls of this living-room are MASONITE STRUCTURAL INSULATION painted turquoise. Wood molding forms the vertical design. Ceiling is MASONITE QUARTRBOARD.



The dining-room walls are MASONITE DE LUXE QUARTRBOARD left natural. The warm-brown color creates an air of pleasant relaxation for every meal. The ceiling is of MASONITE STRUCTURAL INSULATION painted white.

YOU BET! WE WANT BEAUTIFUL ROOMS LIKE THESE!



• MASONITE Products can produce the same remarkable results in the houses you build. Specify them. They are easy to install. They reduce time and labor charges. They provide expensive-looking effects—permanently—at a fraction of the usual cost. Mail the coupon below for free samples and further details.



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THE WONDER WOOD OF A THOUSAND USES FOR SALE BY LUMBER DEALERS EVERYWHERE

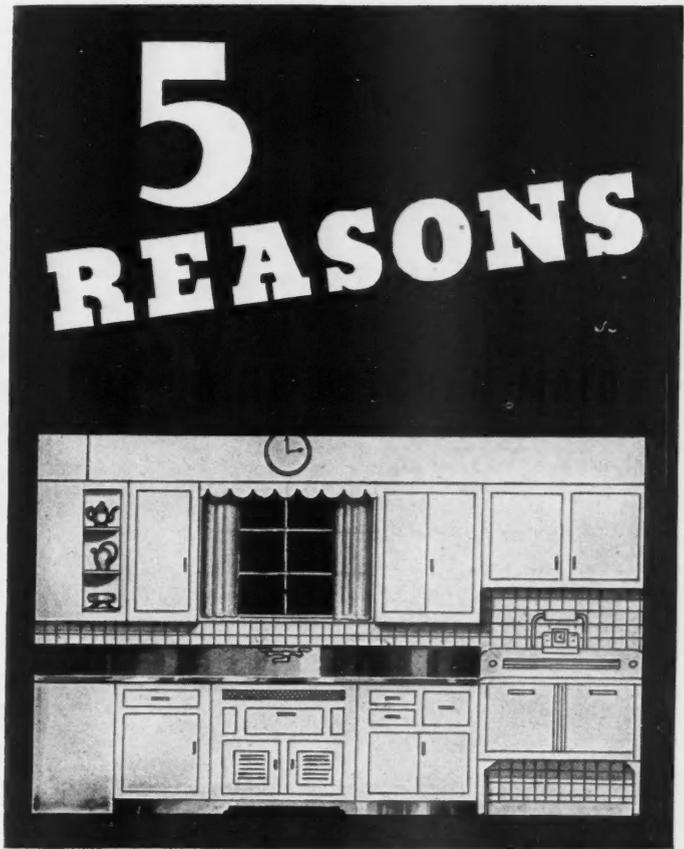
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MASONITE CORPORATION, Dept. AB-10
111 W. Washington Street, Chicago, Ill.

Please send me FREE samples and more information about—

TEMPERED PRESWOOD QUARTRBOARD
 TEMPRTILE STRUCTURAL INSULATION

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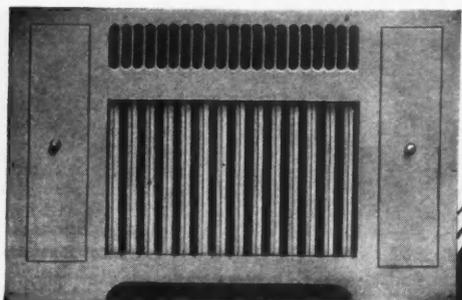
- 1 TIME-TESTED WOOD CONSTRUCTION**
Kitchen Maid units are built to last. Sturdy 3/4" framework of poplar—properly seasoned. Mortised and tenoned joints. Rigid, plywood shelves, 5 ply, 7/16" thick, securely dadoed. Presdwood backs add strength and seal each unit.
- 2 MODERN BEAUTY AND SIMPLICITY**
The simple, and attractive design of Kitchen Maid units combines harmoniously with the most modern kitchen equipment. Substantial, flush panel, round edge doors and drawer fronts. Smooth, durable, sprayed enamel finish in 12 colors.
- 3 ECONOMY OF STANDARD UNITS**
Kitchen Maid offers a wide variety of standard yet flexible units at a distinct saving—thanks to years of production experience.
- 4 MANY PRACTICAL FEATURES**
For instance, inside corners rounded for easy cleaning... metal drawers on hardwood guides for easy action... warm, resilient Temperprest work tops in 5 colors... efficient hardware.
- 5 FREE PLANNING SERVICE**
Consider the Kitchen Maid Planning Service as part of your staff. Just send data on sizes and openings for suggestions on the adaptation of Kitchen Cabinetry to your problem.

THE KITCHEN MAID CORPORATION
ANDREWS, INDIANA



The Kitchen Maid Corporation, Andrews, Indiana. Send new catalog and details on Kitchen Cabinetry by Kitchen Maid.

NAME _____ AB-1036
ADDRESS _____
CITY _____ STATE _____
 Architect Builder Dealer Owner



The Burnham Panel Front is made of pressed steel. It screws directly to the wall. Fits flush with baseboard. Panel on either side is removable to reach the control valve. Made in various standard heights and lengths.

The Burnham Slenderized Radiator is no deeper than the length of your fore-finger. Fits under windows between studding. Is 40% smaller than old tube-type radiators. Heats 40% quicker. Glad to tell you exactly why.

Two Kinds of Heat From the One RADIATOR

AS you know so well, in spite of their better appearance advantage, there have always been two disadvantages to enclosing radiators:

FIRST—You get only convected heat. You lose the distinct advantage of radiant heat.

SECOND—The pull of the cool air across the floor to supply the enclosed radiator, is often uncomfortable. This is especially true with automatic controlled heat, such as oil, gas and stoker-firing of coal with their intermittent on-and-offs.

The problem, therefore, is to overcome floor drafts and secure the combined advantage of both the *radiant* and *convected* heat.

That is fully accomplished by recessing the Burnham Slenderized Radiator and using the Burnham Panel Front. The large opening in the panel exposes the radiator, which is so good looking it gives a grille effect. From it comes an abundance of radiant heat. From the grille above comes the convected heat, flowing at a higher velocity, causing a rapid circulation.

The reflected radiant rays heat the lower part; the convected, the upper part of the room. The two come together giving not only a quicker heating result, but one free from objectionable drafts. It insures a gently comfortable heat at all parts of the room. You get the two kinds of heat from the one radiator. Send for booklet giving full particulars.

Burnham Boiler Corporation

Irvington, New York Zanesville, Ohio
Representatives in All Principal Cities of the U. S. and Canada

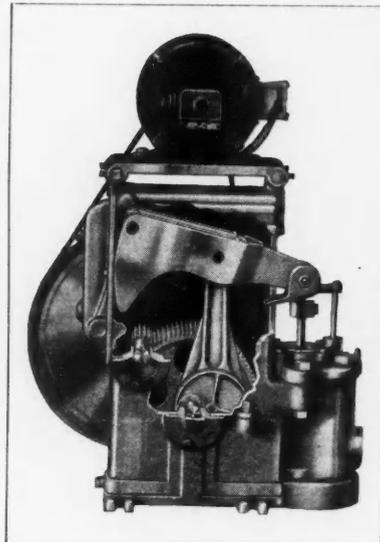
Deep Well Pumping Unit

THE Decatur Pump Company, Decatur, Ill., is manufacturing a new deep well pump which has as one of its principal features, positive straight-line motion of crosshead without use of guides. Close precision in manufacturing insures performance and efficiency.

The compact gear case provides a means of symmetrically supporting the bearings, carrying the various working parts and maintaining perfect alignment free from any side strains or cramping effect.

All bearings are hardened and ground steel shafts operating in honed cast iron boxes, so designed that the load is applied centrally between supports. All parts are interchangeable.

Every part of the pump requiring oil is amply and automatically lubricated. Power is supplied by electric motor, or high speed gasoline engine, mounted above gear case. Normal speed is 50 R.P.M.; capacity, up to 1000 gallons per hour; depth, to 400 feet.



DEEP WELL pump has 1000 gallons per hour capacity.

P&H 3-4-Yard Excavator

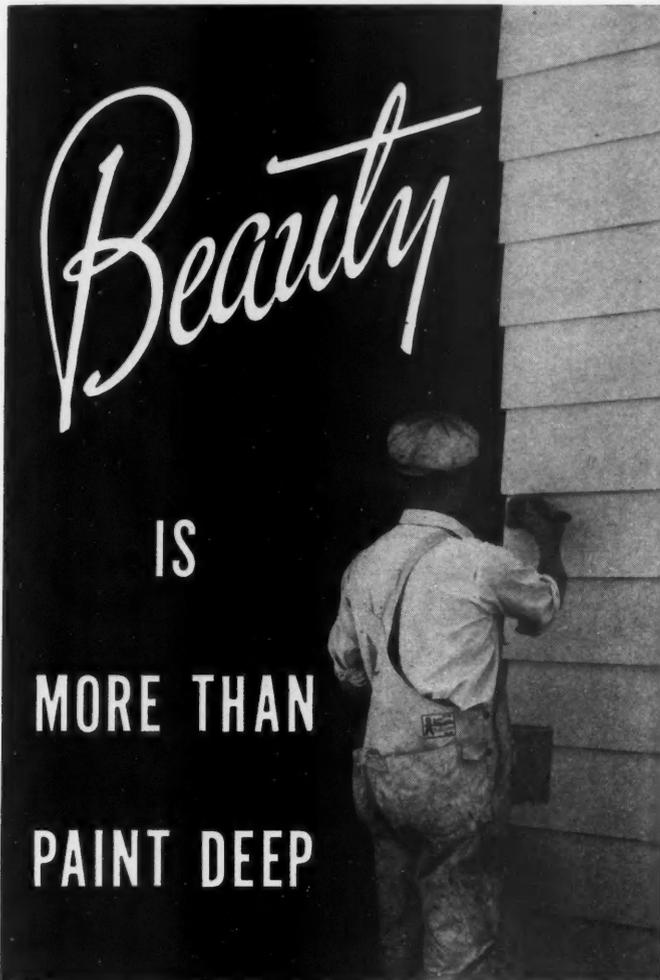
THE Harnischfeger Corporation of Milwaukee has announced a new high speed, 3/4-yard excavator. This P&H Model 355 is designed as an all-purpose machine and is built of the new high tensile steels by electric welding, thereby effecting a considerable weight reduction. In addition to the lightness, greater strength is also obtained in this structure through the uniform quality of rolled steels.

For the first time on any 3/4-yard excavator, the P&H Model 355 uses standard tractor crawlers of the type manufactured by the Allis-Chalmers Company. Mobility is one of the outstanding features of this new machine with greater speed and maneuverability. Resiliency in the track itself gives added protection to the tough rolled steel crawlers.

Smoother operation is claimed with helical gears in both reductions of the hoist mechanism, while a live roller circle with hook rollers eliminates any pull on the center pin, thus permitting free swing with the heaviest dipper loads.



ALL-PURPOSE excavator of high tensile steel for weight reduction and greater strength.



Beauty

IS

MORE THAN

PAINT DEEP

True enough, any siding covered with paint may "look all right"—for awhile. But good wood and good paint give enduring beauty which is far more than "paint" deep. Siding of the Western Pines takes paint and holds it. Lies flat, tight-jointed, smooth-surfaced through many a winter and summer.

That's why it's wise to use the Western Pines for siding, exterior trim, cornices, porch work . . . For here are woods that are properly seasoned, actually milled when dry. They please the man on the job and go right on pleasing at the job, pleasing your customer, for years after years. That's the beauty of the Western Pines.

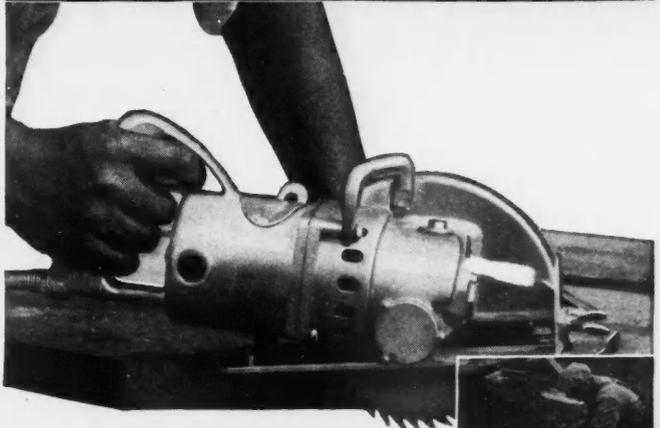
There's a grade of the Western Pines particularly suited to any of the many uses for which a soft-wood is desirable. Plan now to take full advantage of their lasting beauty for cabinets, closets, carvings . . . cornices, columns, siding . . . or in any one of a hundred other places you'll find illustrated and listed in a handy book called "Western Pines." A postcard to Dept. B-11, Western Pine Association, Yeon Bldg., Portland, Oregon, will bring you your copy without charge.

WESTERN PINES

Idaho White Pine • Ponderosa Pine • Sugar Pine



SKILSAW



SKILSAW makes profits because it reduces costs—because it enables you to out-bid and out-perform those who still cling to the old, slow hand-saw methods! With SKILSAW you can do the job quicker, better and cheaper . . . and you can pay for this remarkable tool with your savings on the first job.

PAYS FOR

SKILSAW is America's leading portable electric handsaw—it has been the choice of builders for sixteen years because, model for model, it has more power, more construction refinements, more sawing applications. It is safe, accurate and durable. Operates from any A. C. or D. C. light socket. Cuts wood, metal, stone and compositions. 7 powerful sizes.

ITSELF ON

THE FIRST JOB

● Cuts out a 16-step stair stringer from 2 in. rough, in only 10 minutes!

● Cross-cuts ten 2 x 4 in. studs in only 40 seconds!

● Makes compound mitre-bevel cut on thirty 2 x 12 in. hip-pitch rafters in only 10 minutes!

SKILSAW, INC.
3314 Elston Avenue, Chicago
210 East 40th Street, New York
52 Brookline Street, Boston
312 Omar Street, Los Angeles
Sales and Service for Canada
85 Deloraine Ave., Toronto

Ask Your Hardware Dealer for a Demonstration and write for Our New Catalog



SKILSAW CUTS YOUR SAWING COSTS IN HALF



KITCHEN VENTILATING FANS IN THESE HOMES WOULD SURELY HELP TO SELL OR RENT 'EM

YOU'RE RIGHT AND WE CAN SPECIFY THE NEW, LOW PRICED EMERSON *Seabreeze* KITCHEN VENTILATORS AND SAVE MONEY

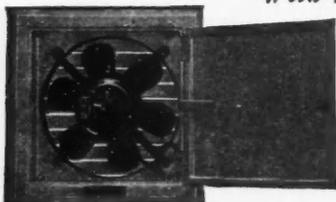
Yes Sir, and Get Genuine EMERSON Quality, Too!

Ventilating equipment has become a modern "comfort" necessity. In homes, retail stores, offices—wherever better ventilation contributes to comfort, efficiency or safety—ventilating fans are insistently demanded. Fully aware of this demand, architects, builders and realtors everywhere are writing ventilation into all of their modernization and new building plans.

Emerson and Emerson Seabreeze Ventilating Fans have proved their ability to move large volumes of air. Their low cost now brings positive ventilation within reach of everyone. Write for complete information.

New, Popular Priced Kitchen Ventilator The EMERSON Seabreeze

With Adjustable Wall Box



Built-in type (10-inch size) for permanent installation, it is telescopic in design, adjustable to wall thickness, 7" to 13½". The exposed parts of the wall box are built of rust-resisting steel (Galvanneal),

electrically welded. Automatic jamb switch, controls fan operation by opening and closing the door. Easily installed in homes under construction or already completed.

A Complete Line of 2-Speed Ball Bearing Exhaust Fans

Emerson Exhaust Fans, in 12-inch to 30-inch sizes, were especially designed and engineered to quietly, quickly and economically remove bad air, excessive heat, and offending odors from homes, apartments, and commercial buildings. Easy to install. Used extensively in homes for summer (attic) ventilation.



Write for Folder 58-J

"How to Select Emerson Exhaust and Ventilating Fan Equipment"

THE EMERSON ELECTRIC MFG. CO.
ST. LOUIS • Branches—New York • Detroit • Chicago

EMERSON ELECTRIC

MOTORS - FANS - APPLIANCES

Leaders in the Fan and Motor Industry Since 1890

News of the Month

Building Activities and Meetings

August Residential Construction Exceeds \$100,000,000; Best Since March, 1931

A LEVEL of activity not seen since March, 1931, was reached in residential building during August, according to figures of F. W. Dodge Corporation. Not only did the August volume exceed the figure for July by about 41 per cent, but last month's record of residential building contracts was 2½ times the size reported for August, 1935. For the 37 eastern states and the District of Columbia, these figures show an August volume of \$100,522,500, as compared to \$71,993,700 for July and \$40,528,300 during August, 1935.

Part of the current gains are attributable to accelerated activities under the PWA housing program, but the bulk of residential work undertaken in August represented private operations. Gains in residential work, as compared with totals for August, 1935, were well distributed geographically, with each major area in the territory east of the Rocky Mountains sharing in the general advance. (On less perfect data, i.e., building permits, striking advances over a year ago were likewise shown for the Rocky Mountain and Pacific Coast districts.)

The total volume of construction awards, covering all types of work, undertaken in the 37 eastern states during August amounted to \$275,281,400; this was in contrast with \$294,734,500 reported for July of this year and represents a gain of about 63 per cent over the figure of \$168,557,200 reported for August, 1935. The decline from July was chiefly the result of decreased contract lettings for civil engineering projects under the PWA program of the Federal Government.

	August, 1936	August, 1935	July, 1936
37 Eastern States Residential	\$100,522,500	\$ 40,528,300	\$ 71,993,700
Non-Residential	80,379,900	58,488,500	96,125,200
Public Works and Utilities	94,379,000	69,540,400	126,615,600
Total	\$275,281,400	\$168,557,200	\$294,734,500

Figures available on the first twelve business days of September show a residential volume of \$36,567,100, as compared with \$39,641,300 for the first thirteen business days of August which indicates about the same rate for the two months.

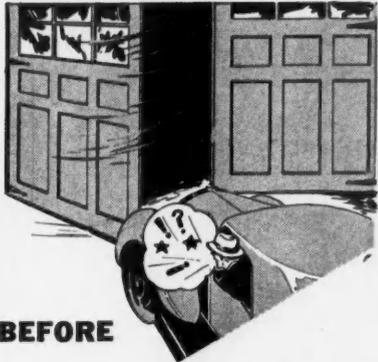
Masonite Starts Reforesting Plan

IN Co-operation with the state of Mississippi, the Masonite Corporation is directing the work of reforesting more than 1,000,000 acres adjacent to their plant in Laurel, Miss. The program under way provides for the planting of approximately 300,000 new trees per year, the education of 300 timber land owners in forest management and education throughout the community in forest fire fighting and fire prevention.

An agreement between the corporation and the Mississippi Forestry Commission, of which Governor Hugh L. White is chairman, provides that the state will pay one-third the cost of the project, the other two-thirds being assumed by the corporation. This is probably the first time a large wood pulp-using manufacturer has undertaken forestry work on the lands of private individuals. The owners are being supplied with all materials, including the new trees, without cost and they are under no obligation to sell their forest products to the Masonite Corporation.

First year objectives in the reforestation program include aid in organizing volunteer and group fire control, the planting of 1,000 trees each by 300 timber land owners, schooling the owners in pruning and thinning, marking trees for stand improvement, supervising seed collection and farmers' nurseries and the establishment of permanent school forests. The work will be directed by State Forester Lee C. Sessions, former member of the U. S. Forest Service, who has been released to the Masonite Corporation by the State Forest Commission.

THOUSANDS OF PROSPECTS



BEFORE

Now Disgusted with the Grief and Repair Expense of Swinging and Sliding Garage Doors are Waiting for You.

• Sell Them • CRAWFORD UPWARD-ACTING HARDWARE

Equip the doors now on their garages with this inexpensive Hardware and CONVERT THEM INTO ONE-PIECE UPWARD-ACTING DOORS. PRICED LOW TO GET YOU THE BUSINESS. Fits any standard size door. Easily installed. Assures years of easy, silent, trouble-free operation.



AFTER

Hundreds of garage owners on every street will remember last Winter's experience with swinging doors, such as broken hinges, doors and windows—chopping ice and shoveling snow. Crawford Hardware will eliminate their grief and provide you a wonderful money-making opportunity.

SECTIONAL Upward-Acting DOORS

of advanced design, for residential and commercial use—for public garages, service stations, warehouses, factories, etc.

Ask Your Dealer

about Crawford Upward-Acting Hardware. Investigate its superior design and big profit possibilities both in modernization work and new construction. Made by the Originators and Pioneers of this type equipment.

OR MAIL THIS COUPON TODAY

AB 10-36

CRAWFORD DOOR CO. 7881 Conant Ave. Detroit, Mich.

I want to know more about Crawford Upward-Acting Hardware. Please send me literature and full details. No obligation on my part.

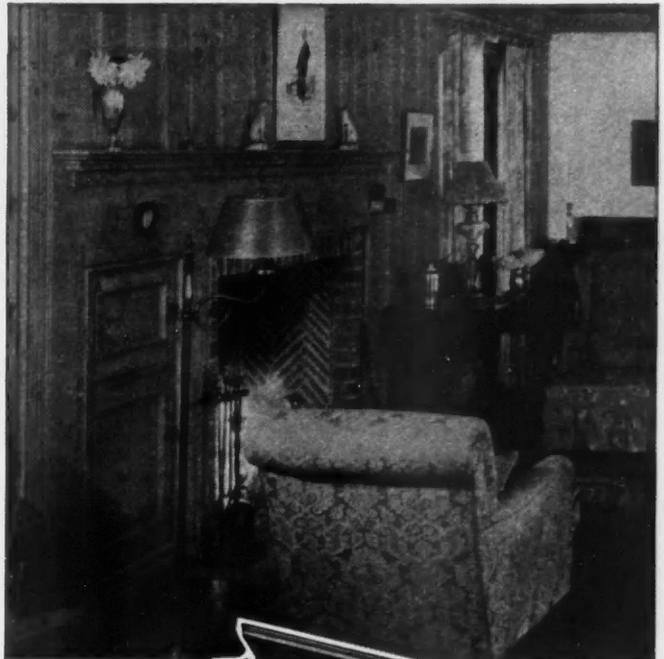
NAME.....

ADDRESS.....

Contractor

Dealer

MODERN HOMES DEMAND



PEERLESS FIREPLACE DAMPERS

To be sure the fireplace operates with 100% efficiency install a Peerless Dome Damper. A Peerless Damper installed in the fireplace not only assures the perfect operation of that unit, but is essential to the efficient operation of heating and air conditioning units—

Because a Peerless Damper seals the chimney flue when the fireplace is not in use. No back drafts—no smoke—no heat loss when Peerless Dampers are used. Three models to choose from—Rotary, Poker or Chain Control, all built to last a lifetime, of heavy stove plate cast-iron.

Write for illustrated literature—it will be sent you free of charge. The coupon below is for your convenience.

OTHER PEERLESS PRODUCTS

Fireplace Fixtures—Ash Dumps—Coal Windows—Ash Pit Doors
Garbage and Package Receivers and Hearth Fyre Gas Heaters.

PEERLESS MFG. CORP.
1400 W. Ormsby Ave.
Louisville, Ky.

Please send Peerless Fireplace Damper Information Other Building Specialties.

Name.....

Address.....

Town..... State.....



WHEN THE WIND BLOWS

Does Insulation really INSULATE?

● Your customers buy insulation as a permanent investment. But we all know that insulation cannot give lasting protection if, as time goes on, it leaves loopholes for the wind to blow through.

There are two reasons why Balsam-Wool is windproof. First, it is sealed in a covering which wind cannot penetrate. Second, it is firmly fastened in place. It cannot settle as do fill types of insulation. It tucks into every crack and crevice, and remains in place regardless of movement of framing members.

Balsam-Wool is also waterproof—condensation within the walls of a structure cannot rob it of its efficiency. In addition, it is verminproof and non-combustible. Available in three thicknesses, it allows you to specify the economical amount of insulation for any structure. Write us for the whole story!



WOOD CONVERSION COMPANY
Room 119
First National Bank Bldg.
St. Paul, Minn.

BALSAM-WOOL

PRODUCT OF  WEYERHAEUSER

Offers Latest Plan Book

THE Arkansas Soft Pine Bureau, Little Rock, Ark., is now offering their recent book, "Snug Homes of Friendly Wood", at the price of \$1.00. This is the most comprehensive plan book ever put out by the Bureau and contains 48 pages, spirally bound. Twelve excellent house plans in the \$5,000 class are featured; it also contains details of correct frame construction and special information on Arkansas Soft Pine trim and panelling. Working plans of the houses are available.

Adds Housing Research Department

THE United States Gypsum Company has announced the creation of a specialized Department of Architectural and Engineering Service under the direction of E. B. Johnson, formerly manager of the company's Contracting Division, and for several years active in the Public Works Administration at Washington.

While the newly created department will function co-operatively with architects and engineers toward the most efficient construction of all types of buildings, emphasis will be placed on low cost housing, with special reference to the company's materials that can contribute to the solution of the problem.

The United States Gypsum Company's Department of Architectural and Engineering Service, under Mr. Johnson's direction, will consist of a corps of men especially trained for the work. These men will headquarter in leading cities where their services will be quickly available to architects and engineers. Headquarters at Chicago will act as a clearing house of information developed, and will correlate field information with that developed in the company's laboratories.

For many years the research laboratories of USG have been working on the problem of the economical construction of small houses, working, however, from the point of view that the wood frame type offers perhaps the best opportunity for low cost construction of dwellings that will be satisfactory as durable construction, as places to live in, and that also will provide opportunity for individual taste in architectural style.

Mr. Johnson's experience over the past several years, first, as assistant director, Subsistence Homestead Division, Department of the Interior, and later as chief of Initiation and Recommendation Branch, Housing Division, PWA, excellently supplements the work already done by the USG Laboratories.

Complete 200 New American Homes

GENERAL Electric's 1936 "New American" demonstration home building program is by far exceeding the quota realization for the similar period in 1935, 200 homes having already been completed and opened for public inspection this year. It is expected many more homes are yet to be contracted for during 1936. Last year approximately 600 "New American" homes were erected in the U. S.

In addition, the general features of the program have been adapted to Canada by the Canadian General Electric Company and already 32 of the homes have been constructed there.



LINE of visitors to see New American Home in Decatur, Georgia.

*Decide
by Demonstration!*

EASILY PORTABLE
WEIGHS ONLY 94 LBS.



OPERATES FROM
ORDINARY LIGHT SOCKET

Dreadnaught 8

There's plenty of bona fide written and spoken evidence that the DREADNAUGHT 8 SANDER tops them all. But we're not asking you to judge the DREADNAUGHT by what thousands of satisfied users say about it.

Let a personal demonstration decide. See for yourself how much speedier and more efficient the DREADNAUGHT is; how it does better work and more of it; how much less sandpaper it uses; its easier operation; lower power consumption; guaranteed dependability; and trim, compact, lightweight design.

Just say the word, and we'll be glad to demonstrate. No obligation. You, too, will find that the DREADNAUGHT is best by every test. Write for information regarding the complete DREADNAUGHT line.

CLARKE SANDING MACHINE COMPANY
DEPT. A1036 MUSKEGON, MICH.

Free Demonstration



RED-E-FIT ROT-PROOF WINDOW

This IMPROVED
STOCK
WINDOW
SAVES YOU TIME
AND MONEY.

Guaranteed for 25
Years Against Rot

Contractors and builders save time and money—use this improved wood window—no dressing, reworking or fitting is required on the job. Chemically treated and factory fitted. Can be used in any standard frame. Costs less installed than the old style window. All parts are soft textured pine, chemically treated after machined, but *before* being assembled. Pores of the wood at vulnerable points (end cuts and joints) are thereby sealed, thus preventing fungus growth, rot and decay. Note the many superior features illustrated on the right.

THEY CUT INSTALLATION
COST 25c to 50c PER
WINDOW

Sold through jobber-dealer channels everywhere east of the Rockies.

Ask your lumber dealer for the

HUTTIG



or write us for free descriptive literature.

This trade-mark electrically branded on edge of each window, to identify the genuine.

Try them once, you'll use no other.

HUTTIG MFG. CO.
MUSCATINE IOWA



Sized in width



Rot-proofed joints



Shaped for sill



Cut back at check rail



Dove-tailed putty lock



Bored for sash cord



Electrically branded



For Builders and Owners. Use Texolite and decorate new walls promptly. No long wait for walls to dry—no danger of lime burning. Texolite actually unites with lime, making a perfect bond. Gives a lasting paint job.

Prove at Our Expense That TEXOLITE

Gives a Beautiful, Durable
Paint Finish for Less Cost

Take advantage of this unusual offer to become acquainted with the most outstanding paint on the market today. Mail the coupon for free sample. Try it. Test it for beauty, for durability, for economy. Learn for yourself—at our expense—that here indeed is the ideal interior paint for both new and old buildings.

Texolite* is a new principle casein paste paint, specially designed to meet modern requirements. It's beautiful—Texolite is available in ten pastel shades and in nine Deep Colors, any of which can be used to tint white Texolite. It's economical to use because one gallon of Texolite in paste form makes one and one-half gallons of ready-to-use paint.

Before you decorate, get the facts about this money-saving paint. A product of the United States Gypsum Company, Texolite maintains the same quality, the same familiar high standard of excellence found in all other USG building materials.

TEXOLITE HAS THESE ADVANTAGES

1. Hides in one coat.
2. Dries in one hour.
3. No paint odor.
4. Does not yellow.
5. No brush marks.
6. Goes 25% farther.
7. One gallon makes one and one-half gallons of ready-to-use paint.

TRY TEXOLITE AT OUR EXPENSE

Builders and owners everywhere are enthusiastic about Texolite advantages—its beautiful colors, its durability, its economy. Mail coupon today for complete information and a FULL QUART OF TEXOLITE absolutely FREE. * Registered Trade-mark

UNITED STATES GYPSUM COMPANY AB-10
300 W. Adams Street, Chicago, Illinois

Please send me, free of charge, a sample full quart can of Texolite Paint, together with a sample of Texolite Deep Color and Handy Color Guide.



My Name

Address

City Phone No.



UNITED STATES GYPSUM COMPANY

Model Store Front Exhibit on Tour

THE Pittsburgh Plate Glass Company has built and sent on tour a model store front caravan, as a contribution to the Federal Housing Administration's drive to "Modernize Main Street."

The project is intended to bring to architects, merchants and property owners all over the United States the possibilities of store front modernization as a means to increased prosperity, and consists of 12 model store fronts, built on one-seventh scale and of actual building materials. These miniatures, offered as style suggestions, are complete and accurate to the minutest detail and embody the latest developments in store front design, construction and lighting. The company will have available to architects plans of all models shown. The aim is not in any way to supplant the services of the local architect, but rather to cooperate with him at all times.

The exhibition is planned to cover most types of stores and shops, the following and similar businesses being represented: Bakery, gift shop, grocery or food store, shoe store, haberdashery, drug store, bar, tobacco shop, hardware store, camera shop, dry goods store, women's accessory shop, jewelry, five-and-ten cent store and perfume shop. In each case, the type of business has been carefully considered in design, color lighting and materials used.

Following its New York showing from September 8 to 18, inclusive, the caravan starts on a 50,000 mile tour of the country, covering all the principal cities east of the Rockies in an estimated period of from one to two years.

Crane Consolidates Sales Activities

A CONSOLIDATION under a single department of all general office selling activities on plumbing and heating products used in the home and other buildings has been made by Crane Co. The immediate result will be close co-ordination in the sale of plumbing, heating, water systems, heaters, softeners and other products through heating and plumbing contractors.

This new sales department will be headed by George E. Hoffman, manager, and Neil D. Skinner, assistant manager. The three sections of the department will each have its own manager, as follows: Plumbing, J. A. Farley; Heating, Lynn G. Lindsay; Pumps, W. J. Pick.

Mr. Hoffman came to the Crane organization seven years ago from the Trenton Potteries Co., Trenton, N. J. In addition to his duties in the new consolidated department, he is vice-president and general sales manager of the subsidiary, Trenton Potteries Co., and general manager of sales of the Crane Enamelware Co., Chattanooga, Tenn.

Mr. Skinner has been in the Crane sales division for 10 years in plumbing, heating and appliance sales. For the past four years he has been manager of the Pump Sales Department.



LEFT: George E. Hoffman, head of new Crane sales department. Right: Neil D. Skinner, assistant manager.

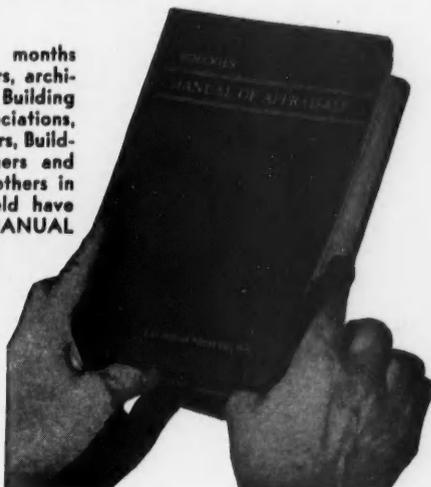
Reo Now Making Commercial Vehicles Only

THE Reo Motor Car Co., Lansing, Mich., will concentrate exclusively on the manufacture of commercial vehicles. Believing that the day has passed when trucks and buses can be considered as side-lines, the company will devote its entire attention to the problems presented by the increasing demand for efficiency in commercial vehicles.

The Reo Company was founded in 1904 by Ransom E. Olds, pioneer automobile man, who still retains an active interest in its management. Mr. Olds is chairman of the board. Mr. Bates has been president and general manager of the Reo Company since 1934, and for 20 years previously was secretary-treasurer.

**MAKE QUICK,
CLOSE ESTIMATES**

Within six months 2,500 contractors, architects, banks, Building and Loan Associations, HOLC appraisers, Building Commissioners and Assessors, and others in the building field have adopted the MANUAL and its method. This is a new **SECOND EDITION.**



With the new **BOECKH MANUAL OF APPRAISALS** you can in a few minutes estimate closely the cost of constructing a building. In an hour or so, you can make an accurate, detailed appraisal that will stand up when checked by the HOLC or FHA.

The **MANUAL'S** cubic foot tables assure a precise cost figure for practically any building. They cover 97 specified and illustrated types of buildings, in 3,000 sizes. A simple system of credits and deductions corrects them for hundreds of variations in specifications.

It gives data and instructions necessary for appraising property on the basis of Market and Income Values, and an original scientific method for valuing land. Percentage figures from inexpensive new Index Control Number service quickly convert **MANUAL** base prices into present prices of materials and labor in your locality.

1935. 272 pages, illustrated, 5 1/2 x 8 1/2 inches, flexible Fabrikoid. **MANUAL** with pad of Work-Sheets, \$5.00

BOECKH INDEX CALCULATOR

The author tells how to get reliable figures as to local cost of labor and materials, and how to use the charts to find the fractional Index Numbers for each item, which, added up, gives the total Local Index Number.

1936. 40 pages, 21 charts, 8 1/2 x 11 1/4, Fabrikoid. With pad of 50 Index Calculation Record Sheets, \$3.00.

Money Back If Not Satisfied

Book Service Department

**AMERICAN BUILDER and
BUILDING AGE**

30 Church Street

New York



SOUNDS goofy—doesn't it? But you could galvanize your gutters right on the job. Expensive, sure! But it could be done.

Fitting windows on the job is expensive, too. You can now do a better job in less time with the new Curtis *Silentite* pre-fit window unit. All parts—frame, sash, trim, storm sash and screen—are precisely pre-fit at the Curtis factory. Even the hardware comes in handy cartons, properly marked.

Why not save both time and

money by installing *Silentite* Windows? You'll also have fewer complaints and come-backs. You'll please the home owner too, because *Silentite* is an insulated window, with built-in weatherstripping. Fuel saved runs up to 25%. Trouble-proof, with no sash cords, weights or pulleys to get out of order—and dipped to add longer life—this new Curtis window has everything! Mail coupon below. Learn all about this great time- and money-saver.

- CURTIS BROS. & CO., CLINTON, IOWA
- CURTIS & YALE CO., WAUSAU, WIS.
- CURTIS SASH & DOOR CO., SIOUX CITY, IOWA
- CURTIS DOOR & SASH CO., CHICAGO, ILL.
- CURTIS-YALE-PURVIS CO., MINNEAPOLIS, MINN.
- CURTIS COMPANIES INC., CLINTON, IOWA
- CURTIS, TOWLE & PAINE CO., LINCOLN, NEB., TOPEKA, KAN.

Curtis Woodwork is available through the following distributors:

- Allen A. Wilkinson Lumber Co., Indianapolis, Ind.
- Rust Sash & Door Co., Kansas City, Mo.
- Morrison-Merrill & Co., Salt Lake City, Utah
- Hallack & Howard Lumber Co., Denver, Colo.
- Campbell Coal Company, Atlanta, Ga.
- Jacksonville Sash & Door Co., Jacksonville, Fla.
- W. P. Fuller & Co., Boise, Idaho; Portland, Ore.; Seattle, Tacoma, Spokane, Wash.



THE **"INSULATED"** WINDOW

Other Curtis products:

- Exterior and Interior Doors • Frames • Trim • Entrances • Moldings
- Panel Work • Kitchen Cabinets • Cabinet Work • Mantels
- Stairways • Shutters • Screens • Storm Doors and Windows
- Garage Doors • Miterite Door and Window Trim

CURTIS COMPANIES SERVICE BUREAU
Dept. 510, Curtis Building, Clinton, Iowa

Please send me complete information on Curtis Silentite, the "insulated" window.

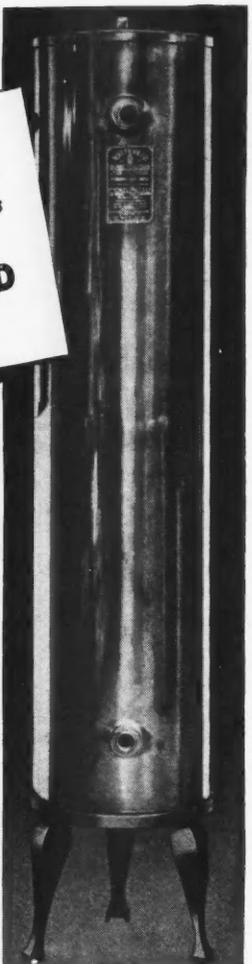
Name

Address

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

TANKS THAT RUST.. SOON BUST!

There's more reason
than rhyme for install-
ing Rust-Proof Tanks
of Monel Metal
**GUARANTEED
20 YEARS!**



IT'S a matter of record that the ordinary hot water tank, often after a few months' use will show signs of rust-rot and corrosion. From its appearance outside you can't tell what it's like inside.

But ask your plumbing contractor. And ask him how many such tanks he has to replace in a hurry every year. Then ask him if it is possible for a Monel Metal tank to rust.

He knows from experience . . . with Monel Metal tanks and water heaters, as well as sinks and cabinet tops . . . that Monel Metal cannot rust, that it stubbornly resists every form of water-borne corrosion, and that it is stronger than steel. Those are all reasons why a Monel Metal tank can be and is guaranteed for 20 years.

Property buyers know that the tank that rusts soon busts! That's why they look for a Monel Metal tank in the cellar.

For prices, ask your plumbing contractor, or write direct to the manufacturers of Monel Metal

• This Whitehead* Monel Metal hot water tank is always as free from rust inside as it is outside. Sizes from 25 gal. up. And 50 to 100 per cent stronger than ordinary tanks.

*Reg. U. S. Pat. Office
tanks, water heaters, sinks and kitchen cabinets—the Whitehead* Metal Products Co. of New York, Inc., 304 Hudson Street, New York (Showroom: 101 Park Avenue).

THE INTERNATIONAL NICKEL COMPANY, INC.
67 WALL STREET NEW YORK, N. Y.

MONEL METAL
Monel Metal is a registered trade-mark applied to an alloy containing approximately two-thirds Nickel and one-third copper. Monel Metal is mined, smelted, refined, rolled and marketed solely by International Nickel.



Big Heating Contract to Mueller

THE contract to furnish 730 cast iron warm air furnaces and 670 blowers for forced air circulation to be installed in the Greendale housing project at Hales Corners, a suburb of Milwaukee, Wis., has been awarded to the L. J. Mueller Furnace Co. The installations will be handled and supervised by the government.

Resettlement Administration engineers, in designing the heating installations, have followed the current trend of forced warm air circulation in all but 60 installations which will be of the gravity type.

The utility room in which the furnace is installed is located on the ground floor adjacent to the kitchen. This feature is of particular benefit to the housewife who, in the majority of cases, is responsible for the operation of the furnace during the course of the day.

The furnaces and blowers are all of the same type and size; it will require approximately two months to complete the entire order.

Tanner Made Milcor Sales Manager

ANNOUNCEMENT has been made of the appointment of Mr. Earl A. Tanner as general sales manager of the Milcor Steel Company. For the past six years Mr. Tanner has been general manager of the company's eastern plant at Canton, Ohio. He was made a vice-president in 1931.

Previous to this, he was manager of jobbing sales for the company. His new duties as general sales manager will include supervision of sales for the five Milcor plants; his headquarters will be at Milwaukee.



EARL A. TANNER, recently appointed general sales manager of the Milcor Steel Co.

J-M Completes 1936 Guild Plans

ANNOUNCEMENT has been made that nine training courses for building material dealer sales personnel are to be sponsored in nine strategically located cities this fall and winter by the Housing Guild Division of Johns-Manville.

The nine dealer personnel training courses will be held according to the following schedule:

- Atlanta—Nov. 16 to 25 inclusive.
- New York—Jan. 4 to 16 inclusive.
- Chicago—Jan. 18 to 30 inclusive.
- Cleveland—Feb. 1 to 13 inclusive.
- Kansas City—Feb. 15 to 27 inclusive.
- Minneapolis—Mar. 8 to 20 inclusive.
- New Orleans—Mar. 29 to April 10 inclusive.

From April 26 to May 8, there will be a training course at a city yet to be selected on the south Pacific Coast, and from May 17 to 29, there will be another course offered at a north Pacific Coast city which will be named later.

The plans are contained in a new booklet, "Training for Profits," which Mr. A. A. Hood, Guild manager, has prepared for general free distribution to explain the organization and objectives of

(Continued to page 102)



**10 NEW WAYS TO
SELL HOMES FASTER!**

**READ HOW YOU'LL CLOSE DEALS
EASIER WITH**

**CELOTEX
GUARANTEED
INSULATION**

Now . . . when you build a Celotex Insulated Home, you can speed up its sale by simply saying this to your prospects:

"The Celotex in the walls and ceilings of this house is *guaranteed* to maintain insulating efficiency for the life of the building. It assures you permanent fuel savings and structural strength. In fact, it guarantees *in writing* the 10 Celotex advantages you need for lasting home-comfort."

18 MILLION powerful magazine advertisements are now convincing prospects of the importance of buying homes insulated with Celotex. Take advantage of the sales they are creating in your community—by insulating your homes with Celotex.

This national advertising campaign brings prospects to you *pre-sold*—because it ends their doubts, assures them a BETTER HOME.

THE CELOTEX CORPORATION
919 North Michigan Avenue • Chicago, Ill.

CELOTEX

Reg. U. S. Pat. Off.

World's Largest Manufacturer of Structural Insulation

Celotex Cane Fibre Products are manufactured under the Ferox Process (patented) and resist damage by Fungus Growth, Dry Rot, Termites (white ants). Look for the brand name. Accept no substitutes.



**Home Owners Prefer
A WEATHER-TIGHT
RESIDENCE**

**Be Sure To Calk All Door
And Window Frames With**



Don't wait until the owner complains that he cannot keep the weather out nor the heat in. A calked house is a tight house, especially when a reliable material such as Pecora Calking Compound is used. Properly applied, it simply will not dry out, crack or chip. Specified by leading architects and used by responsible builders for all types of buildings in all parts of the country.

**SPECIAL
OFFER**

This Gun

**With 3 Nozzles and
4 Filled Cartridges**

Shipped Express Collect for

\$7.40

This New Type, High-Pressure Cartridge Calking Gun (patent applied for) is a great Time and Material Saver. Specially designed for Pecora Calking Compound which is packed in Non-Refillable Cartridges of approximately One-Quart Capacity.



Pecora Paint Company, Inc.

4th Street and Reading R. R.

PHILADELPHIA

Established 1862 by Smith Bowen

Member Producers' Council, Inc.

**SASH PUTTIES
MORTAR STAINS**

**FURNACE
CEMENT**

**SUCTION MASTIC
for Structural Glass**



Photo by Underwood & Underwood

Newest evidence of the ability of Bondex to resist the elements comes from Porto Rico. Ramos Cobian, President of United Theatres, Inc., writes from San Juan:—

"This paint (Bondex) has been used in the Fox Theatre in Miramar for the past five years and same is in perfect condition *after having passed through the last cyclone without the necessity of having the theatre repainted.*"

Bondex Waterproof Cement Paint is used by the U. S. Government and in almost 100 foreign countries. For weatherproofing stucco buildings and waterproofing basements, Bondex has no equal.

SEND FOR NEW BONDEX BOOKLET

THE REARDON COMPANY (Address Nearest Branch) AB-10-36
St. Louis, Mo. • Chicago, Ill. • Los Angeles, Calif.

Please send me copy of the new Bondex booklet
"Weatherproofing—Waterproofing the World".

Name and Firm _____

Address _____

Town _____

J-M Completes 1936 Guild Plans

(Continued from page 100)

the Housing Guild system of consumer selling and to provide all material and information required by a lumber dealer who wishes to take the course of training.

To launch the Housing Guild plan in the fall of 1935, Johns-Manville sponsored special "clinics" in New York City and Chicago, where 576 retail building material dealers assembled to hear the plan revealed, with a result that the total enrollment for four special courses of training for building material dealer sales managers and salesmen held in these two cities reached 300.

This year the course of study which is offered without charge develops a merchandising plan to include all the materials stocked or supplied by the dealer and embraces his six major markets which are structural improvements and maintenance, custom-built homes, speculatively built homes, farm construction, special market and industrial uses of building materials, and heavy construction.

Advanced estimating systems for all types of contractual work will be outlined by G. Meissner, who has developed these methods after more than 20 years of experience as a contractor and director of consumer sales.

Problems of selling the farm market will be dealt with by Paul E. Kendall, who recently joined the Housing Guild Division of Johns-Manville following more than 20 years of practical experience as dealer and merchandising executive, and who is a former FHA director for the state of Missouri.

A thorough study of consumer financing will be conducted under the direction of J. L. Wood, Johns-Manville credit manager and pioneer in the development of successful deferred payment plans in the building industry.

H. M. Shackelford, sales promotion manager, and R. L. Johnson, his assistant, will offer training in the development of practical advertising and sales promotion plans.

Canada Adopts Housing Loan Plan

THE Canadian government has announced, as part of a revised housing and employment scheme, that a system will be started similar to that of National Housing Act in making loans to home owners for improvement of their property.

The Canadian government will guarantee lending institutions against losses up to 15 per cent for loans to a maximum of \$50,000,000 to home owners, it was reported. Personal loans up to \$2,000 will be made to home owners without indorsement, at 5 per cent for five years.

The government is also preparing a plan to provide low rental homes in urban centers, possibly involving slum clearance and the construction of houses to rent at a figure which can be paid by those whose incomes, though low, would be sufficient to purchase if convenient payments could be arranged.

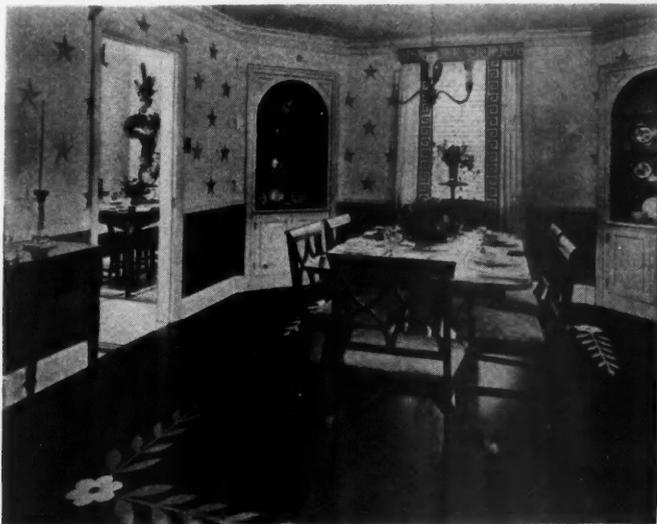
Plan 350 Homes for Employees

PLANS have been completed on a \$2,000,000 housing program for the construction of 350 homes to be sold at cost to employees of International Business Machines Corporation's Endicott, N. Y. plant, under the plan of the Federal Housing Administration. The homes will be built 10 at a time, construction of the first group now being under way. Six of them are already sold and 134 requests for purchases have been received to date. The entire program will require two years to complete.

The development will occupy 84 acres in the town of Union, adjoining Endicott, and is the largest real estate subdivision in Western New York to be approved by the Federal Housing Administration, according to officials. It adjoins the golf course and gun club grounds which are a part of the country club facilities provided for the recreation of its employees by the company. Besides these sports, the club also affords facilities for baseball, tennis, archery, bowling, dancing, banquets and other social activities of the employees.

The homes are individually designed, in Colonial style. They will be mostly of frame construction with six rooms and attached garages. The tract will be fully improved subject to no future assessments. They will have insured mortgages for approximately \$3,600. Monthly installment payments covering interest, amortization of principal, taxes and insurance will be approximately \$39 monthly.

Here Are Floors That Help You SELL



Dining-room, Moderne Manor Home, Lancaster, Pa. Floor is Armstrong's Linoleum, Chocolats No. 46 with linoleum insets.

How Armstrong Advertising Creates Acceptance for Your Houses

WHEN you tell a prospect, "The floors are Armstrong's Linoleum," he *knows* that your house is built with high grade materials. Here's why:

Armstrong's Linoleum has been advertised in The Saturday Evening Post and leading women's magazines for almost twenty years. Home buyers know that it represents top quality. Operators, like Gross-Morton and Levitt and Sons, find that Armstrong Floors are a real aid to faster, easier sales.

Armstrong's Linoleum Floors are available in a wide range of attractive, standard patterns; or they can be handsomely custom-designed to your order. Either way the cost is reasonable, because you have five price groups to choose from.

Send *ten cents* today for "Floors That Keep Homes in Fashion" and "Gay Floors for Basement Playrooms"—color booklets showing the latest ideas in floor designs. Armstrong Cork Products Company, Floor Division, 1218 State St., Lancaster, Pennsylvania.



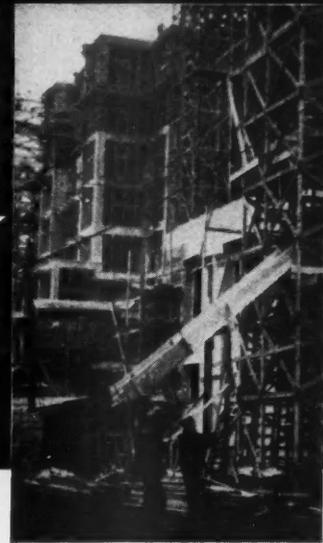
Armstrong's

LINOLEUM AND RESILIENT TILE FLOORS

LINOTILE ~ ACCOTILE ~ CORK TILE ~ RUBBER TILE
LINOWALL ~ ACOUSTICAL CEILINGS

*"When Temperatures
reach 50°F or below"*

YOUR CONCRETE
REQUIRES THE
PROTECTION OF
SOLVAY
CALCIUM
CHLORIDE



It is generally accepted
that Calcium Chloride

provides concrete with extra strength and protection during freezing weather. Authorities also state that it is essential to provide protection between 50°F and the freezing point!

Solvay Calcium Chloride in the mix accelerates the set, provides high early strength—enables the work to be finished before the effects of frost and cold of Fall nights can take effect. In addition, its use increases workability, permitting a lower water-cement ratio, which in turn means tougher, denser, more waterproof concrete.

And you *save money* by using Solvay Calcium Chloride! By enabling finishing work to be done sooner, you eliminate overtime. Because of the quick set, you release forms earlier to be used on other sections. By cutting the protection period, you require less canvas, less coke for salamanders. In fact, because SOLVAY Calcium Chloride is so low in cost . . . meets every concreting problem on large and small jobs squarely to the point, you cannot afford to proceed on winter jobs without its protection. Mail coupon today for complete information that will tell you how simple, and easy it is to use!

SOLVAY SALES CORPORATION

*Alkalies and Chemical Products Manufactured by
The Solvay Process Company*

40 RECTOR STREET NEW YORK

MAIL TODAY!

Solvay Sales Corporation
40 Rector St., New York

Gentlemen: Please send me complete information on Solvay Calcium Chloride in Cold Weather Structural Concreting.

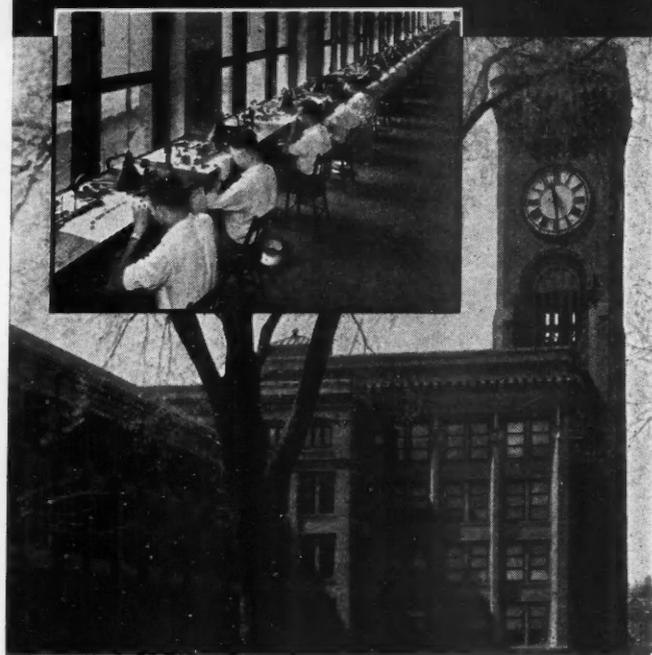
Engineer Architect Contractor (please check)

Name _____

Address _____

City _____ State _____

ELGIN SAYS "OK" TO 523,000 SQ. FT. of HARD MAPLE FLOORS!



THE manufacturing of fine timepieces requires a clean, dust-free plant. Under these exacting conditions, Hard Maple Flooring again proves its many advantages.

Says the Elgin National Watch Company: "It has been our experience that Hard Maple Flooring is easily cleaned, broomed and vacuumed and keeps its fine appearance with occasional washings.

"A great deal of the Maple Flooring in our plant is over 35 years old and has had very few repairs, which were easy to make with the same material."

Many factors influence your customer's satisfaction with the flooring you lay for him. *Elgin* mentions Hard Maple's exceptional cleanliness, easy maintenance, remarkable long wear. *Plants* requiring heavy equipment and rolling trucks, endorse Hard Maple's resistance to abrasive wear. *Stores* and *schools* comment on Hard Maple's good appearance, its warm, dry resilience, ease of cleaning, its lasting smoothness.

But be it factory, mill, school, store, home, office building or warehouse—everywhere, Northern Hard Maple Floors *satisfy*, because they so effectively combine good appearance with efficiency and greatest service. Always, Northern Hard Maple, in strips or blocks, gives you a profitable job and protects your reputation for laying floors that satisfy.

MAPLE FLOORING MANUFACTURERS ASSOCIATION 1781 McCormick Building, Chicago, Illinois

See our catalog data in *Sweet's*, Sec. 15/53. Our service and research department will gladly assist you with your flooring problems. Write us.

Floor with Maple

The letters **MFMA** on Maple, Beech or Birch Flooring signify that the flooring is standardized and guaranteed by the Maple Flooring Manufacturers Association, whose members must attain and maintain the highest standards of manufacture and adhere to manufacturing and grading rules which economically conserve these remarkable woods. This trade-mark is for your protection. Look for it on the flooring you use. **MFMA**

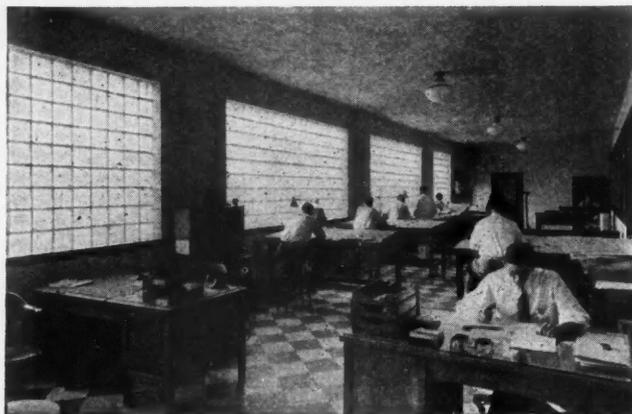


Jaeger Now in Modern Office

A NEW general office building, having such features as completely insulated construction, year 'round air conditioning, sound-proofing and the use of glass block windows, diffusing skylights and Venetian blinds for the scientific control of lighting, has recently been completed at Columbus, Ohio, for the Jaeger Machine Co., manufacturers of construction and road machinery. Expanding business made necessary this move to larger and more efficiently arranged quarters. All offices have been located on one main floor, each department grouped in relation to its work with other departments. On the floor below is a 10,000 sq. ft. show room for displaying and demonstrating the company's products.

Year 'round comfort for employees is provided by full automatic air conditioning, which controls both humidity and temperature. This system filters and completely changes the air throughout the building every three minutes. Executive offices are sound-proof and specially insulated. Insulating glass block walls line the north and west sides, and the completely enclosed central general office is roofed with 480 sq. ft. of special skylight. A conference room for visitors is equipped for the projection of motion pictures taken on construction and paving jobs.

The building, of fireproof cement block and stucco, with floors of reinforced concrete pan construction, occupies a landscaped site with wide approaches leading to the private entrance drive. It is stated that modern arrangement, equipment and attention to such factors as lighting and air conditioning, have increased the efficiency of employees and routine operations as much as 30%. The company's former office building has been converted into shops and experimental plant.



GLASS block walls provide diffused light for Jaeger Co. draftsmen.

More Copper and Brass Used

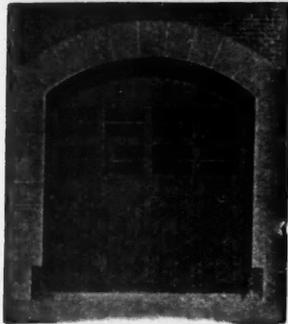
THAT durable materials are being used in new construction and in modernization of homes is indicated in a survey made by the Copper & Brass Research Association, which shows that the amount of money expended in the building field during 1936 will be only about half the amount spent in 1929 and considerably less than in any of the other "boom" building years preceding 1929. Despite this fact, the tonnage of Brass pipe and Copper tubing for water lines will exceed the consumption of any "boom" year by more than 10,000,000 lb.

According to statistics compiled by the F. W. Dodge Service, there was expended for the first seven months of 1929 a total of \$3,664,482,900 in building, while for the same period of 1936 the amount given by that organization is \$1,532,565,100. With much less than half the amount of money spent in the building field during the first seven months of this year, compared with the same period of 1929, the tonnage of Brass pipe and Copper tubing for water lines has shown more than a 20 per cent increase. The total for the year may well exceed 90,000,000 lbs.

Named FWD Advertising Manager

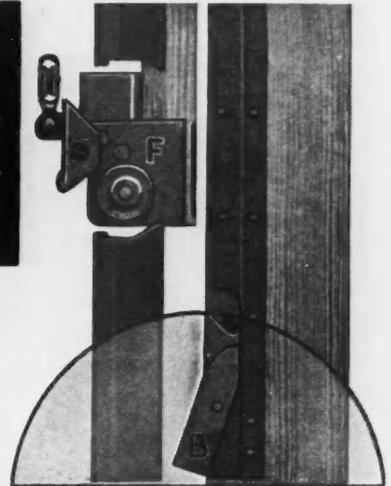
FRANCIS M. HIGGINS, market research analyst of the Four Wheel Drive Auto Company, has been appointed manager of advertising to succeed W. M. Hanson, resigned. Since 1926, Mr. Higgins has filled various sales and advertising capacities and is recognized for his work on road laws and highway truck regulations.

Fall and Winter Buyers want the *ONLY* garage door with the "SEAL-TITE" feature



V-grooved Ro-Way Door designed to conform to architecture of building.

Sifting snows and chilling drafts find no chance to get by the snug-fitting Ro-Way Garage Door. The reason is the exclusive patented "Seal-Tite" feature. A simple gravity operated cam (Fig. B) seals the Ro-Way Door draft-tight in closing, and just as effectively frees it instantly for easy opening. This trouble-proof mechanical hand never fails. By taking away 90% of the usual drag and lightening the spring load, it gives unequalled ease in opening and reduces service wear and strain to the very minimum.

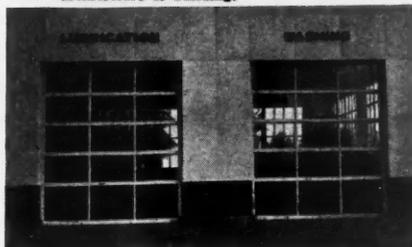


Land More Jobs Net More Profits

In addition to the exclusive sales-clinching "Seal-Tite" Feature, Ro-Way Doors offer contractors and builders the advantage of easier installation in new buildings and fewer alterations in old ones. Less head room is required for Ro-Way Doors . . . as low as 8 1/2 inches for residential garages.

Ro-Way Electric Operators

—are extremely sturdy and simple and very easy to install. On some types as little as 3" of headroom is required. In addition, the Ro-Way Electric Operator can be installed complete at surprisingly low cost. If desired, a magnetic driveway can be used at very little extra cost. Write for special folder on Ro-Way Electric Operators.



Ro-Way Doors especially designed for use in modernistic service station. Note the slender vertical lines. The horizontal lines are emphasized to conform to architect's requirements.

16 DIFFERENT TYPES

for Commercial and Residential Use

with headroom requirements of 8 1/2 to 21 in. All standard sizes, as well as special sizes and heavy duty doors with special heavy tracking, are available. Ask especially about the Ro-Way low priced doors for residence garages, and the specially designed torsion spring high lift doors for use in public service stations.

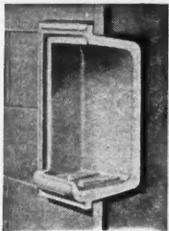
Write for Complete Catalog-Folder

ROWE MANUFACTURING CO.,

738 Helton St.,

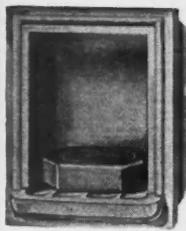
Galesburg, Ill., U. S. A.

Champion Line



THE NEW FEATURE
A flange to cover edges

Monarch
**EASIER
CHEAPER
QUICKER**
Installation



SOAP HOLDER
or Tumbler Holder

FOR ANY KIND OF WALL CONSTRUCTION

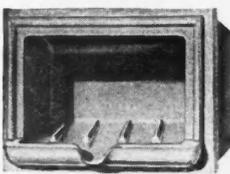
Just cut a hole—insert the piece, in cement

LOW COST

Architects, Builders, and Home Owners will be quick to appreciate the advantages of this new idea. Expense of installation is very low as any construction man can install these fixtures. Modern, fully equipped Bathroom will have an added selling appeal.

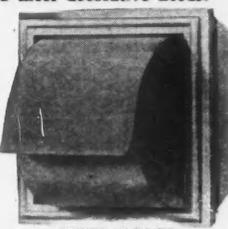
HIGH QUALITY

These fixtures are low in price but not "cheap." Made of high fired Vitreous China, sanitary and everlasting. Immune from crazing or cracking, will not stain, tarnish or rust. WHITE and BLACK available from stock. Can be supplied in colors to meet decorative needs.



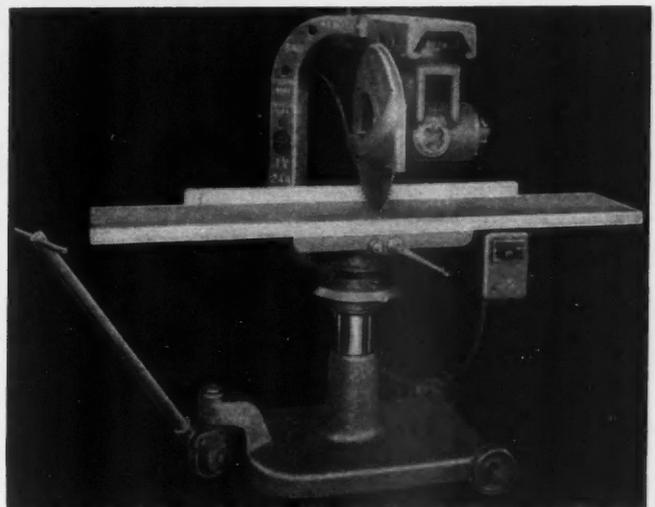
SOAP HOLDER
Furnished also with grab rail

WRITE NOW
FOR
DESCRIPTIVE
FOLDER



PAPER HOLDER

Towel Rack and Tooth Brush Holder furnished with complete set.
NEW JERSEY PORCELAIN CO., TRENTON, N.J.
Dept. A. E.
Makers of Bathroom Accessories Since 1928



A HANDY PRECISION TOOL for JOB or FACTORY

★★ STANDS UP FOR HIGH PRODUCTION ★★

Economical to Operate ★ Saves Time and Labor

Portable or Stationary

The following lists only a few things it can do:

Bevel Ripping and Cross-Cutting; Boring; Coping; Cross-Cutting; Dadoing; Dapping; Gaining; Grinding; Jointing; Mitering; Mortising; Panel Raising; Planing; Ploughing; Rabbeting; Ripping; Routing; Shaping; Sanding (disc); Tenoning; and, Timber Framing. A universal face plate and tool holder permits use of many tools.

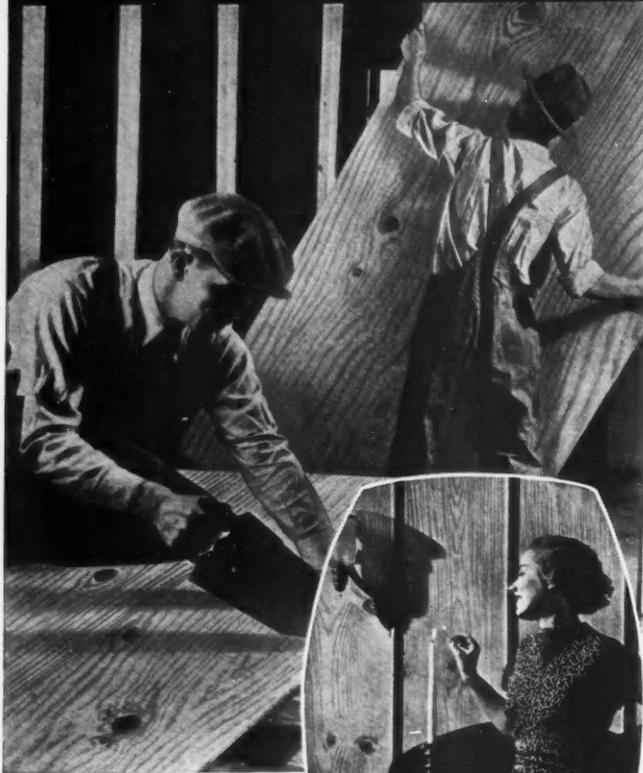
WRITE FOR DETAILED INFORMATION

STETSON-ROSS MACHINE CO.

MANUFACTURERS

SEATTLE, WASHINGTON, U.S.A.

THE BEAUTY OF
WOOD PANELING
AT WALLBOARD PRICES



SHEETROCK

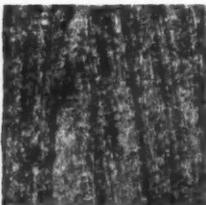
THE FIREPROOF WALLBOARD

Pre-decorated Surface Saves on Cost of Interiors . . .

■ The beauty of interior finishes need not be sacrificed for economy. Wood Grained Sheetrock, made by an exclusive process, gives new beauty to interiors of homes, offices and shops . . . the beauty of genuine wood paneling at wallboard prices.

GUARDS AGAINST FIRE

In addition, Wood Grained Sheetrock is fireproof — it will not burn nor support combustion. That is why it helps protect the home from fire. Use it as a non-combustible finish to give greater interior beauty for much less cost. Sheetrock is quickly, easily installed and comes in four beautiful finishes. Mail coupon now for free sample.



SEND FOR FREE SAMPLE
UNITED STATES GYPSUM COMPANY
300 West Adams Street, Chicago, Illinois
Please send me, free of charge, sample
of Wood Grained Sheetrock. AB-10
Walnut Knotty Pine Fir

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

UNITED STATES GYPSUM COMPANY

**LETTERS from Readers
on All Subjects**

Facts, opinions and advice
welcomed here

Contractor's Lumber Discount

South Dakota

To the Editor:

This summer I took a job of finishing a man's upstairs—"time and material basis." I had been down to the house several times and helped them figure out plans. I made out lumber bill and obtained figures on lumber, painting and plastering. I made out the lumber bill the second time and revised it the third time to take care of some changes.

The lumber was bought by me, charged to me, and statement made out to me showing *discount allowed*.

I completed the job and it was satisfactory, and the customer's wife told me that they were well pleased with everything.

When I went to the lumber yard for a statement I found that the owner had been there a few weeks before and paid \$300.00 on the bill. Neither the owner nor yard manager had mentioned the fact to me.

I made out my bill including balance of lumber bill, and presented it to the owner, who quite abruptly said, "I am paying for the material." He then deducted the amount of the balance on material and handed me a check for the rest.

I gave the lumber man to understand that I was holding for my customary discount of 10 per cent, amounting to \$25.68.

Did they, either of them, make themselves liable for damages when they interfered with my account? Am I entitled to that discount?

"CONTRACTOR"

Above question has been answered by *American Builder's* Legal Department editor as follows:

It does not seem that you have a worthwhile case for damages because, according to your letter, it is difficult to see how you could show you had been damaged to any great extent.

Since you have accepted the owner's check, that would seem to take him out of the picture, and your only damage would be the amount of the discount, \$25.68, which is now, as I see it, between you and the lumber company.

In the absence of a federal or state law, forbidding the giving of this discount, it would seem in good faith and conscience that the lumber company should allow it. That may be the trouble.

It has occurred to me that in view of the passage of the Robinson-Patman law last June, the attorney for the lumber company may have advised against paying discounts. Nobody knows just how far reaching this law is; it has not been tested in the courts to date; eminent attorneys disagree on how it should be applied. But it is an amendment to the Clayton act, directed against discounts and rebates, and the penalty for its violation quite severe.

From the meager facts in your letter, I am unable to even guess (and it would be but a guess) whether the character of the lumber company's business brings it under the law. But, if by any chance it did, that would justify it in refusing to allow the discount, because such practice if it violated the law might be serious indeed. I am not saying this is true in this case, but am merely suggesting the possibilities here, as being the reason for the refusal to allow the discount.

Now assuming, however, that the payment of the discount may lawfully be made, your best method of collecting would seem by a friendly approach. Now let us see.

By your letter, all the parties to this transaction are friends. You don't want any publicity. The amount involved, \$25.68, is too small to justify your bringing suit, conceding you have a case.

The lumber company doubtless desires to retain your good will. It knows, in reason, that when you figured on the job you counted in as part of your profit the amount of the discount you thought you would be allowed. The lumber company no doubt expected to allow you this, since it showed it on the statement

(Continued to page 108)

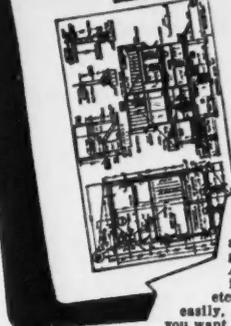
INSTALL NOW! *Before Snow Flies Completely Banish Winter Annoyance*



Touch a button . . . or turn a key! And from the car seat or other convenient point you open or close the door. No wading snow. No tugging or struggling. Door raises UP—out of the way—quickly and smoothly. A convenience every modern building should have. Both door and operator built to give lasting service . . . to easily install . . . and to cost surprisingly little. Ask for the details NOW. You can't be sure of the best until you do. And if you haven't details on the manually operated RoL-TOP Door ask for them

BUILT IN ANY SIZE FOR OLD OR NEW PRIVATE, COMMERCIAL OR INDUSTRIAL BUILDING.

The KINNEAR Manufacturing Co.
1560-80 Fields Ave. Columbus, Ohio



Be a Contractor— Make Big Money NOW

Uncle Sam will help you make money if you are ready.

Billions of dollars are being used to make jobs and the Home Modernization Program offers the biggest chance to make money carpenters have ever known. Are YOU Ready? Can you remodel from start to finish—do you know the tricks of estimating, laying out, etc.? Here's your chance to get these facts—quickly—easily, without study or work—just put your finger on what you want to know instantly.

5 Big Books Shipped FREE

For examination. 2400 Pages, hundreds of diagrams, estimate sheets, etc., instructions on blueprint reading, estimating framing, construction, architectural drawing, plumbing, heating, etc., make these books invaluable to any carpenter who wants to Cash in NOW on today's opportunities. This may be the chance of a lifetime. Jiffy Index makes these facts available in a few seconds. Remember these five big books all shipped to You FREE for examination. Send the coupon, there is no obligation. Get these books and be ready to bid on ANY building or modernizing job NOW.

Consulting Membership FREE!

Privilege of consulting experts of million-dollar American Technical Society on any building problem for one year without charge, if you mail coupon immediately.

For Free Offer Use Coupon—
American Technical Society,
Drexel Ave. at 58th St., Dept. G733, Chicago, Ill.

I would like to look at the five books described above. Send them on your free offer. I will pay the few cents delivery charges only and will examine them thoroughly and return them in ten days unless I like them in which case I will send you \$2.00 and after that \$3.00 per month until the total price of only \$19.80 is paid. You are also to send me your book, "Blueprint Reading," and consulting membership certificate without extra charge.

Name _____
Address _____
Attach letter stating age, employer's name and address and that of at least one business man as a reference.

Check These FEATURES!

- Low Charging Height only 34 1/2"
- Big Wide Feed Chute (Optional)
- End-to-Center Mixing Action
- Short Drum Tilt (Thru 40° arc)
- Spring Mounted Axle
- Hyatt Roller Bearings
- Electric Welded Steel Frame
- Pneumatic or Cushion Tires
- Stover Enclosed Crankcase Engine
- Machine Cut Drive Gear and Pinion
- Gears and Engine Completely Housed
- Handy Telescopic Hauling Stub

SMITH 3 1/2-S

NEW!

A brand new machine—designed like the Smith BOULDER DAM Mixers.

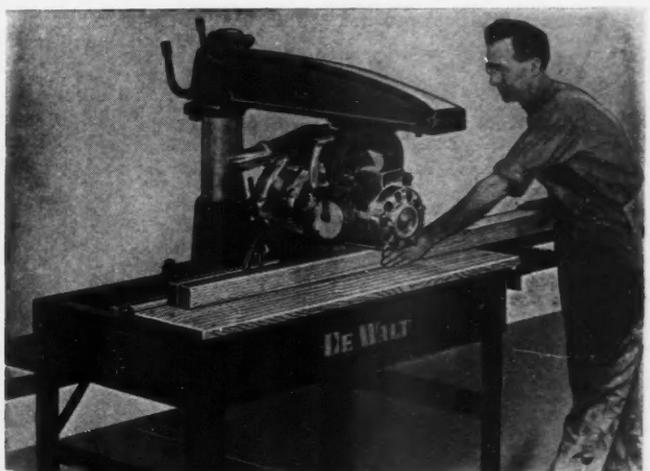
FASTER ALL THE WAY!

The ONLY mixer with ALL these quality features—Yet it costs you no more than ordinary "tub" mixers. Write for bulletin.

THE T. L. SMITH COMPANY
2849 N. 32nd St. Milwaukee, Wis.

SMITH MIXERS

THE BOULDER DAM MIXERS



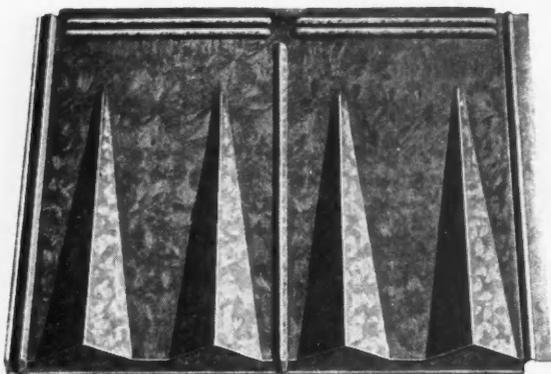
"Direct-driven outfit eliminates a terrific power loss"

A prominent Kansas City Lumber Company—name on request—writes: "We are more than pleased with the power of the DeWalt machine and must admit that a direct-driven outfit eliminates a terrific power loss over the belt-driven type of equipment."

The building trend is up; profits follow fastest when the cost trend is down. DeWalts eliminate the labor waste of table tilting and material swinging. DeWalt direct-drive gets the most out of power. Write for information.

DEWALT PRODUCTS CORPORATION

264 Fountain Ave., Lancaster, Pa.



Write for Samples of

EDWARDS TWIN (2in1) METAL SHINGLE

Each one covers as much roof area as 6 composition shingles or 12 of wood. You can lay them as fast as you can snap the weather-tight lock joints together and drive two nails in the flange. Double storm beads and vertical water stop prevent syphoning. Extra thick butts emphasize modernistic design. One package per square makes easy handling. Cost less than other high quality roofing materials and give you more profit.

Write today for Twin Shingle Folder
1418 and full size FREE SAMPLES.

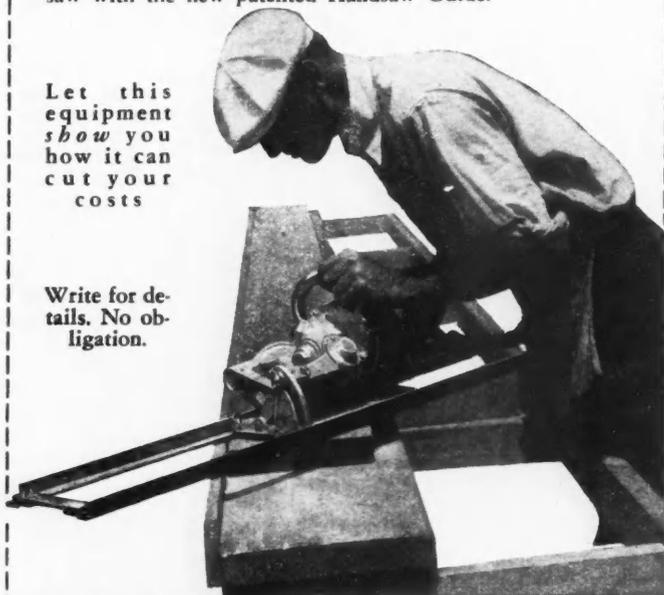
THE EDWARDS MANUFACTURING CO.
542-562 Eggleston Ave., Cincinnati, Ohio

TRY IT ONCE

Then you be the judge and the jury. A new method for framing houses—the powerful *WAPPAT* Electric Hand-saw with the new patented Handsaw Guide.

Let this
equipment
show you
how it can
cut your
costs

Write for de-
tails. No ob-
ligation.



WAPPAT
INCORPORATED
Division of
Simonds Saw and Steel Co.
7535 Meade Street,
Pittsburgh, Pa.

Please tell me more

Name _____
Address _____
City _____

Letters Dept.

(Continued from page 106)

rendered to you. And the mere fact that the owner without your knowledge paid this bill would not seem any reason for the lumber company to refuse to allow it to you.

Now, it is my guess that if you approach the lumber company from this angle, and appeal to its sense of fair play, you will get a satisfactory settlement. This assuming that the discount may lawfully be paid, *without risk of violating* either a federal or state law against the practice.

LESLIE CHILDS

Benefited by Using Industrial Clinic Questionnaires

Detroit, Mich.

To the Editor:

Enclosed is our questionnaire sheet as recommended by the *American Builder*, August issue, pages 32 to 34. We changed the wording slightly to accommodate our conditions. We have just begun to send these out to deed holders in various subdivisions. A little later we will let you know the results.

SMALL HOME BUILDERS, Inc.

Edward E. Beals, Secretary.

Editor's Note: Word comes that other subscribers are making good use of this Industrial Clinic survey to locate live home building prospects. Questionnaire forms have already been furnished and distributed as follows:

Raynor Park Investment Co., 420 Clinton St., Joliet, Ill.—500; repeat order for 2000; Foley Lumber Co., Jacksonville, Fla.—200; L. E. Broeffle, Inc., 298 Locust St., Lockport, N.Y.—500; Arco Construction & Fireproofing Co., 1141 W. 69th St., Chicago—500.

In addition to the above numerous inquiries from other *American Builder* readers have been received by Findley M. Torrence, secretary of The Ohio Association of Retail Lumber Dealers, Xenia, O., who is handling the printing and distribution of the forms at cost.

Criticizes "Model" Plans

Detroit, Mich.

To the Editor:

As a prospective home builder and also one who has followed the building industry for some years, I would like to offer some constructive criticism of the many plans offered in various books, magazines and even the *American Builder*.

Many of the home plans are captioned, "The Home of the Future," "Fault Proof Home," "First-Prize House," etc. On careful inspection of these plans I find that the kitchen often has only one window and that it is placed in between a dining room and cellar stairway or utility room. Now what housewife wants to work in a kitchen with only one window when she could have a kitchen on the corner of the house with windows on two sides? Women folks like air and light. They like to be where they can look out and see things. I saw one "First-Prize Home" which had a large living room with only one window and a lighted front door. One plan even left out a doorway to the bedrooms. It was not a fault of the tracing of the plan. The stairway and bathroom absolutely prohibited an entrance to the bedrooms.

Designers often overlook the necessity of a space for large pieces of furniture and when you go to place a sofa or other large piece of furniture you find that a doorway or offset is in the way, when it could have been otherwise, had the designer but considered for a few minutes. Recently I saw an expensive home on display, in which the master's bedroom, though a very large one, had only one place in which a bed could be placed, and that would barely permit it there.

The exterior of many plans also shows that the designer has let his imagination run wild. A lot of useless gables and cut-ups are expensive in both first cost and in repairs. Furthermore, they do not add to the re-sale value of the home.

The little home on page 41 of the August *American Builder* is a dandy, but check the dimensions given and see if you can get rooms of that size in the outside dimensions given. I could not. Neither could some contractors whom I showed it to.

Here's for brighter, simpler and cheaper homes for us all.

F. J. PEARL.

QUICK, LOW-COST DECORATION



You know there are hundreds of homes in your community in need of re-decoration. Owners have not re-painted simply because of cost.

MURAL-TONE gives you the appeal that makes people buy. "Enough paint for a room for the price of a few movie tickets." It is something everyone can understand. Does it work? It has . . . for dealers from coast-to-coast.

Your explanation of MURAL-TONE'S low cost is so logical—the casein-lithopone paint in thick paste form. A gallon, thinned with water, yields a gallon and two-thirds of paint.

Dries in 40 minutes to a beautiful flat finish. An amazing paint and an amazing sales story for you.

You can make money with MURAL-TONE. Sweeping the country because it meets the demand for quick, low-cost decoration.

Please address: The Muralo Company, Inc., (Founded 1894), 568 Richmond Terrace, Staten Island, N. Y. . . . Branches: Atlanta, Boston, Chicago, San Francisco.

SEND FOR FACTS TODAY!

**K & E
WYTEFACE**
STEEL MEASURING TAPES

for visibility

Wherever measurements must be taken quickly and surely, the swing is to WYTEFACE. The high visibility of this white steel tape has won it an enthusiastic acceptance. If WYTEFACE offered no other advantages, this feature alone would gain it preference.

But beside its superior legibility, WYTEFACE has a marked resistance to kinks and curls, and a freedom from rust and corrosion that make it the logical choice for all types of service.

You'll want to own a WYTEFACE steel tape. Ask your dealer—or write for complete information.

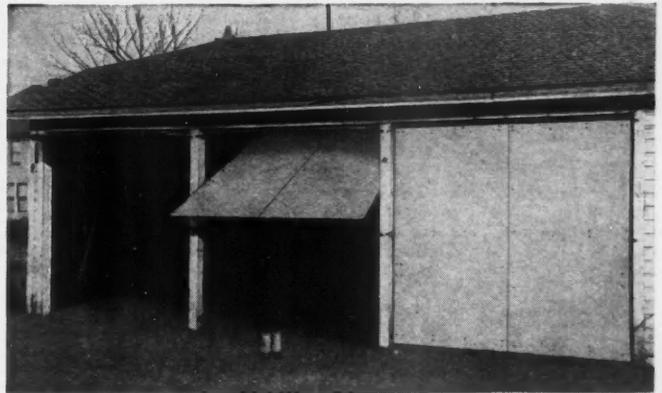


KEUFFEL & ESSER CO.

EST. 1867

HOBOKEN, N. J.

NEW YORK CHICAGO ST. LOUIS SAN FRANCISCO DETROIT MONTREAL



WILLIS E'ZIE-LIFT Garage Door Hardware

Economical . . . Convenient . . . Dependable

For OLD Garage Doors

Easily applied to any type of present door . . . 1, 2, or 3 section doors connected into a sturdy, solid 1-piece unit. Result . . . a perfectly balanced door that a child can operate.

. . . or For NEW Construction

Counter-balanced . . . no springs . . . ball-bearing rollers and pulleys . . . no binding . . . door rests snugly on floor and flush with sides . . . all mechanism inside garage. Easy to install . . . no complicated cutting or fitting. Reasonably priced.

WRITE FOR CIRCULAR AND PRICES

THE WILLIS Manufacturing Co.
Galesburg, Illinois

*"Standard Products for
Almost Half a Century"*

Here's Your Chance to Get a

**FREE
DEMONSTRATION**

Yes Sir, Fellows! Here's your chance to try out one of the finest floor sanders ever made for the contractor or the floorman. The machine is light enough that the operator may easily take it from job to job yet heavy enough for real professional floor sanding.

A free demonstration can very easily be arranged without cost or obligation to you. There are absolutely no strings tied to our offer—all you have to do is to sign and mail the coupon printed below or drop us a post card. We'll see that one of these machines is in your hands. The sooner you run one of these machines and find out how superior it is in quality and performance, the quicker you will set it to work making you more profits.

If you are not quite ready for a demonstration, send in the coupon anyhow and we'll be glad to send you complete details, prices and catalogs.



AMERICAN

Floor Surfacing Machine Co.
511 S. St. Clair St., Toledo, Ohio

Return - COUPON - NOW

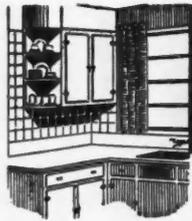
I want a demonstration about (date) _____

Send complete details and prices.

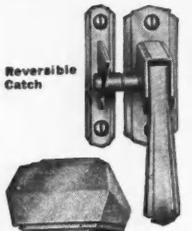
Name _____

Street _____

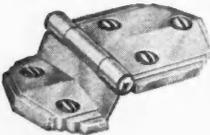
City _____ State _____



Modern Kitchen Cabinet Hardware in Crome



Reversible Catch



EXTRA PROFITS for You! Easy sales in every kitchen remodeling job. A "natural" for new kitchens. Matches surrounding appliances, gives style to cabinets—that's smart modern designed cabinet hardware in sparkling non-tarnishable Crome finish. That's what the home buying and remodeling public are shopping for. Shopping for new, up-to-the-minute ideas and their money's worth. Here's the line, *exclusive but not expensive*. Order through your dealer. Send for catalog-folder showing complete line. Handy to take on jobs to quickly figure costs. No obligation, Write.

NATIONAL BRASS CO. Mfrs.
Grand Rapids, Michigan

DEALERS:

It's a fast selling profit maker—if it's out-in-front on the counter. Two Junior Panels. (Right) Jr. "Colonial" conservative styled cabinet hardware. (Left) Jr. "Moderne" modern designed cabinet hardware.

PANEL FREE!

FREE to Dealers: These beautiful metal displays—choice 3 colors: Black, Yellow, Green—offered free; you purchase only the hardware on them.

Write for complete information, catalog, dealer's prices. No obligation.



National Brass Co.
Certified Builders Hardware
Cabinet Hardware
Screen Door Hardware



They all Reach for it...

Patrician HARDWARE

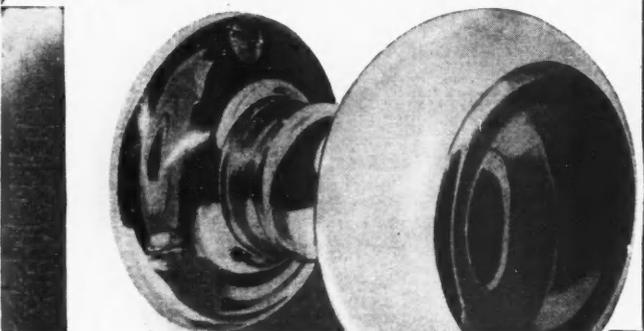
Architect, Builder, Owner, Guest

—one and all like Patrician. Its new plastic knob material brings the perfect touch of color to complete the decorative scheme.

The knob's two-tone effect has a jewel-like charm. Assembled in several colors, Patrician is practical: knob material will not fade or tarnish, is easily cleaned.

Exclusively by

LOCKWOOD HARDWARE MFG. CO.
DIVISION OF INDEPENDENT LOCK COMPANY
FITCHBURG, MASS.



Slate Company Buys Large Property

THE North Bangor Slate Company, organized in 1882, after operating the North Bangor Slate Quarry Property for fifty-four years as lessor, recently purchased the real estate constituting this property. At the same time it purchased the real estate, buildings, machinery and equipment of the Bangor Union Slate Company and of the Bangor Excelsior Slate Company, the aggregate comprising more than two hundred acres, all fully developed slate property. This is the largest deal in slate property made in this country for a number of years.

Nichols Modern Home

(Continued from page 64)

While the Nichols developments in Kansas City are nationally known for their careful planning and beautiful environment, the houses themselves are built of quality materials. A few of the quality specifications of the model home are as follows:

DRAIN TILE—Run around inside of basement walls and drain into sump.

STONE VENEER—Walls of native stone veneer. 7' 6" wall, plastered on inside.

CALKING—All openings in masonry are calked with mastic calking paste.

FRAMING—1st and 2nd floor joists 2x10 yellow pine. Sheeting 1x8 yellow pine. Rough flooring 1x8 yellow pine laid diagonally at 45 degrees. Studs 2x4 and 2x6 yellow pine as required. All outside trim cedar or cypress.

PLUMBING FIXTURES—Vitreous china except the tub.

FLOORS—Both 1st and 2nd are selected red oak, filled, shellacked and waxed.

ROOFING—A 5/2 No. 1 Red Cedar edge grain shingle laid 5" to weather with galvanized nails and stained a rich maroon after applying.

PAINTING—All paint is Cook's; interior 3 coats.

INSULATION—The entire second floor ceiling is insulated with 2" Rock Wool and outside sidewalls of both first and second floors are insulated with 1/2" Upson Blue Stripe.

PLASTER—Wood lath, metal angles, 3 coats.

WINDOWS—Anderson casement and double hung units complete with screens; weatherstrip and worm gear operating hardware where casement occurs.

LINOLEUM—Kitchen, breakfast room and rear entry have Armstrong inlaid linoleum floors of special pattern.

COMPLETE Lighting fixtures; hardware: sodded; overhead garage doors; papered throughout.

SUB-FLOOR—Tested for moisture and railed before finish is laid.

HEATING SYSTEM—Gas-fired hot air furnace complete with fans and thermostat, humidistat, complete system of supply and return ducts to each room in the house. Guaranteed to heat the house to 70 degrees with temperature of 10 degrees below zero. All exposed hot air ducts in the attic are properly insulated.

How to Display a Model House

(Continued from page 63)

on a cut-away section of concrete joist underneath. In the kitchen another section was left to show the partition construction while in the bedroom a section showing the exterior wall, the furring strips applied to it, together with the metal lath and plaster upon which the wall paper was applied. In the basement a section was cut through the 10" reinforced concrete foundation to show the reinforcing rods which were painted a vivid red so that they would be readily discernible.

Adjacent to each of these sections is hung a very excellent framed drawing of the section itself, together with explanatory and promotional phrases. Thus, if a person stops to look at the section of the wall in the bedroom, immediately beside it is the drawing showing that 8" cinder block covered with Portland cement paint was used for the exterior wall, and in parenthesis under this statement the reasons—firesafe, rigid, economical. Then the

(Continued to page 112)

MAZEMADE

Zinclad
Reg. U. S. Pat. Off.
RUST PROOF SHINGLE NAILS

Zinc coated all over—*can't rust* and cause wood rot. Strong heads for true driving. Sizes for *all* outdoor use—shingles, porches, fencing, siding. Make good work *last twice as long*. That means more satisfied customers and *more jobs* for you. Specify Zinclad Nails—at your lumber dealers'.

FREE LEATHER SAMPLE CASE

Send today for free leather case containing samples of Zinclad Nails. Actually show your customers the only nails you can guarantee will **double roof life**. Write to W. H. Maze Company, Peru, Illinois.



GENUINE ONLY
 WHEN PACKED IN THESE
HANDY 5 LB. CARTONS



**FOR ENJOYMENT
 .. FOR INVESTMENT**

Wise builders use the same degree of care in selecting lighting equipment as they do in choosing plumbing or heating. To insure the biggest dollar's worth in quality and service, install Lightoliers in every room. They add style and salability to the home you build.



Write for free booklet, "The Charm of a Well Lighted Home," to help you plan beautiful and economical lighting. Address Dept. M.H.

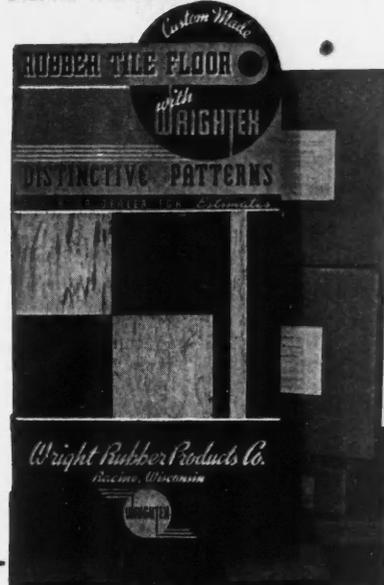
LIGHTOLIER

11 EAST 36TH ST., NEW YORK CITY

CHICAGO ● LOS ANGELES ● SAN FRANCISCO

WRIGHTEX
**A NEW IDEA LOWERS
 PRICE OF RUBBER TILE**

Offered in a wide range of colors and designs. Opens a new profitable market in rubber tile flooring—for modernization or new construction of all kinds



FELT SET

Wrightex is pre-set on high grade felt. Saves money, time and labor on every installation.

**A FLOOR IN
 A BOX**

Wrightex is conveniently packed for easy handling—in 18" squares—solid colors and patterns. 7 square yards to the box.

**FREE
 ILLUSTRATED
 BOOKLET**

Gives complete instructions for laying Wrightex. Has helped many men start a profitable business. Write for a copy giving name of your lumber or building supply dealer.

DEALERS: This attractive display case furnished free on request to Wrightex dealers. You can arrange before customers a variety of patterns and designs. Complete Wrightex department requires only 12 feet of floor space. Write for details.

Wright Rubber Products Co., Box A 36, Racine, Wis.

**GET THIS FLOOR SANDER
 FREE FOR 5 DAYS
 TRIAL**

COMPARE the New IMPROVED SCHLUETER with any sander on the market. If it does not outperform all other machines—at a lower cost and with less effort—return it at our expense without obligation. It "roughs out" both old and new floors—leaving a ballroom finish in a minimum of time and with minimum effort.

The high-speed, fast-cutting, resilient rubber-covered roller automatically conforms to all floor irregularities without extra weight over drum or manipulation of levers by operator.

- Surfaces up to quarter-round
- Vacuum Dust Collector
- Ball-bearing equipped throughout
- Full V-Belt Drive
- 110 or 220 volts: uses either — Merely throw switch

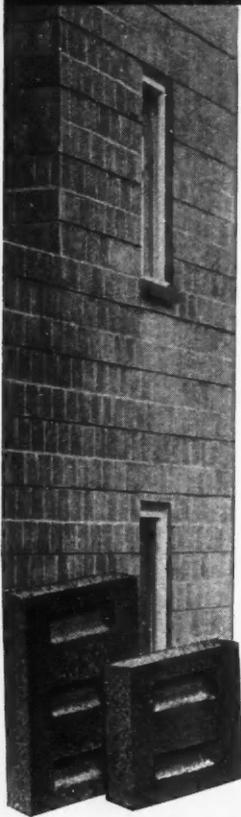
Write for full details of our 5-Day FREE Trial Offer.



MAIL COUPON TODAY
 LINCOLN-SCHLUETER FLOOR MACHINERY CO., Inc. 1036
 222 W. Grand Ave., Chicago, Ill.
 Please send full details of your 5-Day FREE Trial IMPROVED SCHLUETER Offer. Also tell me how I can own it. Interested in Time Payments.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____

BETTER BUILDINGS AT LOWER COST



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

YOUR OPPORTUNITY

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

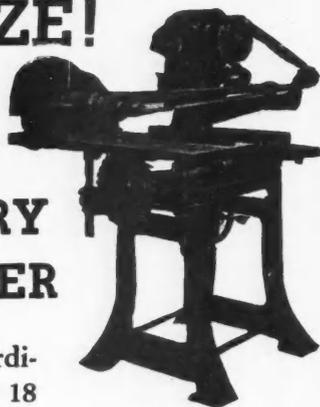
INVESTIGATE

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

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

MODERNIZE!

Install this
Ball-Bearing
20TH CENTURY
WOODWORKER



Does the work of *five* ordinary machines—more than 18 of your everyday operations—economically; efficiently; accurately; quickly. Can be taken to the job with you—through a 24" opening, by the simple removal of five bolts.

Send for details and moderate price list of this and other woodworking machines including band saws, bench saws, jointers, lathes, shapers, sanders, mortisers. Also portable saw mills of all sizes.

AMERICAN
SAW MILL MACHINERY CO.
Makers of Woodworking and Saw-Mill Machinery
60 MAIN STREET HACKETTSTOWN, N. J.

How to Display a Model House

(Continued from page 110)

air space between the wall and plastered metal lath is shown with an appropriate description and promotive sentence for each part of the wall. This same plan was carried on throughout the building.

Although there are a number of attendants in charge of the house there have been many times when the crowds have been so great that it has not been possible to contact everyone going through the house to tell them the virtues of its construction or to adequately describe them. It is in these cases that the wall sections, together with the framed descriptive drawings do yeomen's service.

The exterior walls of the house are concrete ashlar. Three sides of the house are painted with two coats of Portland cement paint brushed with a short bristled fiber brush into the block and then adequately cured by being kept damp for a week after the paint was applied. The interior finish of the living room is also cinder ashlar block—3" veneer painted with a cream colored cement paint. All floors are concrete—a 2" slab laid on precast concrete joists.

Floor covering throughout the house is linoleum furnished by the Armstrong Cork Company. Special mention should be made of this linoleum as special pains were taken to make the various designs fit in harmoniously with the interior decoration.

The walls of the little dining nook are of Armstrong Linowall in a knotty pine pattern. Walls of the kitchen are also furnished with this same material as are those of the bathroom. The upper part of the kitchen walls however are papered, as well as the walls of the bedrooms.

The exterior has been carefully landscaped and a charming little fish and lily pool is the feature of the exterior grounds.

40,000 Interested Visitors

The house was opened for inspection on May 1 and to date some 40,000 people had gone through it up to Sept. 1. R. L. Girvin of American Homes Exhibitors, which the crowd sponsoring the house calls itself, states that as a result of the little exhibition house, eight similar houses are either under construction or soon will be in the Philadelphia area, while between 30 and 40 similar houses will be constructed as a result of the demonstration, within the next eight or ten months.

Interest in the house has not confined itself to people in the Philadelphia area alone but its charming appearance has even resulted in churches being designed of the same type of material as far away as Texas.

The house has received a great deal of publicity not only locally but nationally. Portland Cement Association has featured it in its advertising; FHA has made it the subject of a general release to all newspapers.

Incidentally, FHA has co-operated very splendidly in making the demonstration a success. As quickly as the architect had his design prepared it was taken to the Philadelphia office of FHA where J. Griffith Boardman, district director of FHA for Pennsylvania, saw to it that they were checked over very quickly by his architectural and appraisal staff. Several suggested changes were made and before actual construction started the plans had the complete approval of the local FHA office. FHA participated in the dedication of the house and has had a man on duty most of the time since the house was opened. The purpose of the presence of this man has been to answer questions regarding financing and regarding FHA's single mortgage plan to everyone coming into the house and interested in new home construction.

FOR QUALITY ... FRANTZ ... FOR SERVICE

Guaranteed BUILDERS HARDWARE



Glide Door Hanger No. 1

For doors up to 1,000 lbs. Applied inside, protected from weather—applicable to any thickness of door. Flexible hinged drop strap.



Door Hanger No. 12

For doors up to 500 lbs. Used with either "Shedwel" or "Runwel" Track. Has all the features of the famous "Glide."

Recommend the line that builds goodwill. The Frantz guarantee of quality protects your good name and assures customer satisfaction without expense to you . . . exclusive Frantz features make selling easier. Write today for name of nearest dealer. He will gladly share profits with you.

FRANTZ MANUFACTURING CO.

Sterling, Illinois



"Glide," the ORIGINAL water-shed track. Track-and-cover in one piece. Patented telescopic joints—no brackets required. Weather-proof—bird-proof. Easy to install. Made of rust resisting steel.

A Complete Line of Money-Saving "Trouble Savers" for All Types of Construction Jobs

The business index for the building industry is climbing upward steadily. All indications point to a continuance of building activities during the winter months. Profits will be realized by those building contractors who can land new contracts against stiff competition and do their jobs without loss of time and materials. In this highly competitive field, "Trouble Saver" Brackets, Trestles, Ladder Jacks, etc., will save time, make money.



Nail Attached Quick! Safe!

Every Builder Needs "Trouble Saver" BRACKETS

Lumber is costly, and the time spent in building new staging for each job soon pays for all the durable steel "Trouble Saver" Brackets you may need for any contract. One builder writes: "We could not have spent our money to better advantage than to buy Trouble Saver Nail Attached Brackets."

Let These "Trouble Savers" Save You Money

In the "Trouble Saver" line you will find three types of Scaffold Brackets, three styles of Steel Horses, Adjustable Steel Trestles, Roofing Brackets, Ladder Jacks, Single Pole Scaffolds, etc. A variety of construction helps that will save you time and money. Write today for complete catalog and prices.

THE STEEL SCAFFOLDING CO.

402 E. Missouri Street, Evansville, Ind.

The 1937 home buyer will demand "split-system" air conditioning



The advantages of this flexible system in economy, convenience, and general satisfaction are powerful selling aids. You get all these benefits in the

FITZGIBBONS BOILER-AIR CONDITIONER



plus the value of YEAR-ROUND HOT WATER WITH NO STORAGE TANK. The water is automatically heated as used, by a submerged copper coil within the boiler.

Works with any OIL BURNER, GAS BURNER, COAL STOKER. Burner or Stoker may be concealed within the jacket, yet easily accessible.

With this unit, the entire basement floor is left free for finishing the extra room that helps to sell any home. Get full information—WRITE NOW!

Fitzgibbons Boiler Company, Inc.

GENERAL OFFICES: Architects Bldg., 101 Park Ave., NEW YORK, N. Y.

Works: OSWEGO, N. Y.

BRANCHES AND REPRESENTATIVES IN PRINCIPAL CITIES

EASY TO SELL EASY TO INSTALL

By now it's an accepted fact that the public WANTS garage doors that open over head. That's why you should recommend the equipment that offers the greatest possibilities for profit.

"Over-the-Top" door equipment hits the nail on the head. It is the FIRST and ONLY device that doesn't require special doors . . . that can be quickly applied to vertical doors, used or new. It is

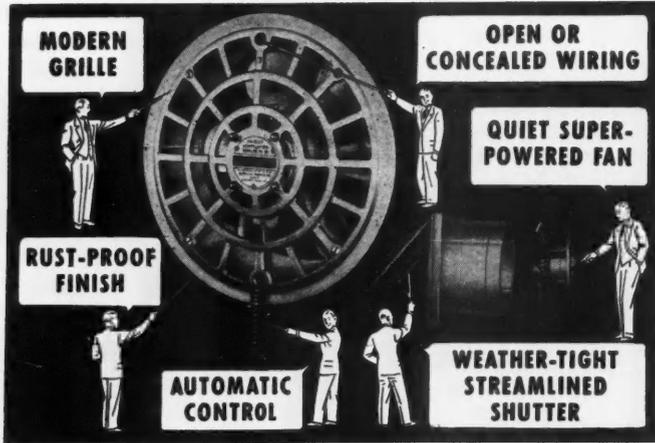


the simplest mechanism . . . the easiest to install and operate . . . ever conceived.

For your own satisfaction, compare "Over-the-Top" door equipment with any of its varied imitations . . . see why builders are cashing in on its rapidly growing popularity. Write for complete information today.

FRANTZ MANUFACTURING CO.
STERLING, ILL.

OVER-THE-TOP DOOR EQUIPMENT



No wonder VICTOR IN-BUILT VENTILATORS Sell Homes Quicker!

● A home is more than half sold when you equip the kitchen with a Victor In-Built Ventilator. Women just can't resist the appeal of its smartly styled grille. They appreciate its prestige value as well as the comfort and healthful living this efficient ventilator will provide. Put one in the next home you build—the results will more than convince you. For full information and prices on the complete Victor Ventilator line, write for catalog, today.

VICTOR ELECTRIC PRODUCTS, INC.
715 Reading Road, Cincinnati, Ohio

EASILY INSTALLED
Victor In-Built construction makes installation easy and simple in walls of any type or thickness. Adjustable wall sleeve and shutter in one assembly—fan and grille in another.

DEALERS
Today's successful builders are alive to the sales value of ventilation and are including kitchen exhaust fans in their homes. Get your share of this profitable business. Victor tells you how—write at once!

Kitchens SELL Homes - Ventilators SELL Kitchens

\$685 without cover

Completely Equipped!

New Model "A" Planing Mill Special

The New Model "A" has 8 full-sized machines, each independently operated, giving largest working surface of any combination machine on market. Here is a complete modern set-up in small space and at a moderate price.

Send for catalog of our complete line of individual and combination machines, priced as low as \$50.

THE PARKS WOODWORKING MACHINE CO.
Dept. BL-10 1524 Knowlton Street Cincinnati, Ohio

PARKS
WOODWORKING MACHINES

For more jobs

Sell



MARSH *Wonder Walls*

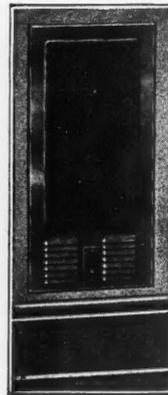
Here's a material that creates business for you in stores, restaurants, hotels, apartments and residences. Show samples and photographs to property-owners and managers and you will soon

find yourself handling a nice batch of profitable jobs. Marsh **WONDER WALLS**, installed over old walls, reproduce at low first cost the beauty and charm of choice woods, fine marbles, and white or colored tile interiors in the modern style. Complete details gladly sent by return mail.

Visit our display in Radio City, Shop No. 15
Concourse, R. C. A. Building, New York City

MARSH WALL TILE COMPANY
103 MARSH PLACE • DOVER, OHIO

Certainly YOUR HEATING PLANT IS MODERN, but...



on chilly mornings or evenings, auxiliary heating is necessary in bathrooms, and other rooms.

For this purpose, consider the *built-in, flush type*

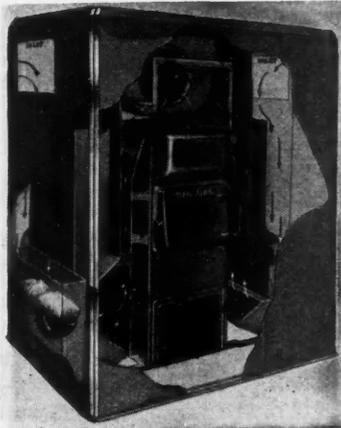
Electric **FA** QUIKHETER

At the flip of a switch, this efficient unit produces an immediate flow of clean, safe, economical heat. . . . Send for your copy of Bulletin giving complete details.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

Build Your Homes Modern with Dailaire

Systems of Heating and Air Conditioning



MR. BUILDER:
DAILAIRE systems are line tested and customer proven through six heating seasons and have the unanimous approval of their owners.

This is your protection that a Dailaire system will please your customer or respect, and will increase the sales value of your property.

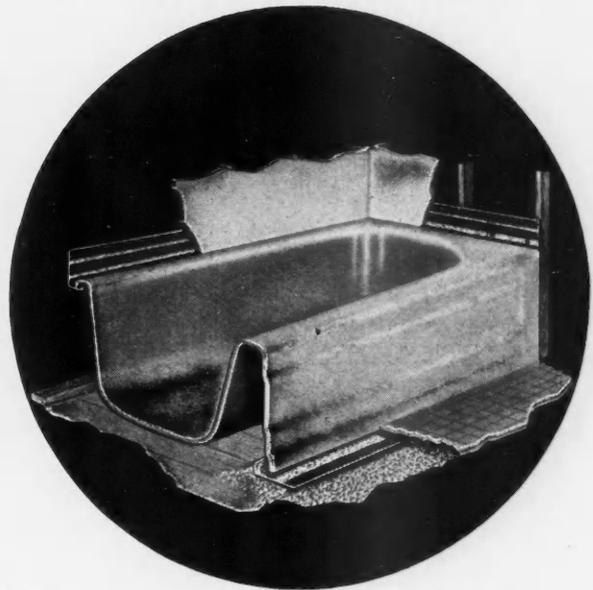
Check the following Dailaire pioneer features that make Dailaire an outstanding system.

- Stainless steel combustion dome.
- Divided fue construction.
- Overhead centrifugal blowers.
- Air washers or filters within the casing.
- Counter-flow air travel.
- Preheating of air before washing.
- Positive cooling where desired.

Investigate Dailaire today—Write for full details and give your clients the best.

Dail Steel Products Co.
1500 Main St., Lansing, Mich.

Keeps Bath Tub Edges Leakproof



ALSO ELIMINATES CRACKS

The Lucke Leak Proof Bath Tub Hanger

Mfg'd & Patented

WILLIAM B. LUCKE,

WILMETTE, ILLS.

for business or pleasure

THE STEVENS

WORLD'S LARGEST HOTEL
CHICAGO

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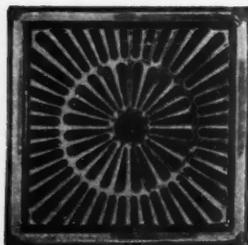
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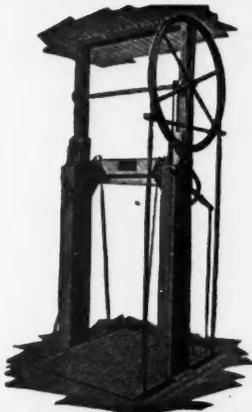
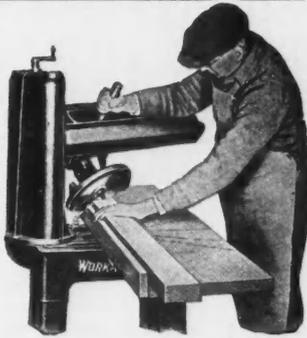
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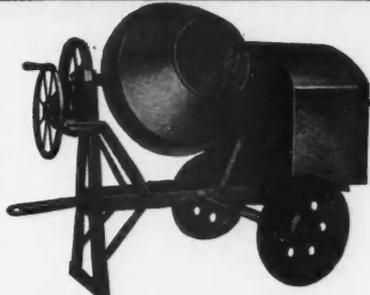
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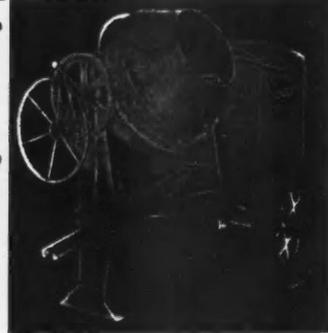


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Build Up Your Reference Files

Every month *American Builder* brings you reviews of the new catalogs and hand-books issued by building industry manufacturers for the information and service of contractors, builders, architects, draftsmen, dealers, building trades mechanics, and property owners. These new pieces of helpful trade literature are free to *American Builder* readers. You can request them on the coupon on page 129. Follow this new catalog review department closely and build up your own library of construction data, building designs, and selling helps.—THE EDITORS.

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NEW CATALOGS AND HAND BOOKS FOR BUILDERS AND RETAILERS

LUMBER, MILLWORK, PANEL BOARDS, INSULATION

BRADLEY LUMBER SALES CO.,
Warren, Ark.

1—**Oak Flooring**—"An Old-Time Fashion Goes Modern," an attractive consumer leaflet in full color illustrating Bradley plank floors of oak, with interesting detail of ornamental plugs and butterflies. A companion leaflet, "Lending Grace to Hospitality," features Bradley brand strip flooring in clear plain red oak.

E. L. BRUCE CO., Memphis, Tenn.
2—**Finished Block Flooring**—"Patterned Floors of Wood" contains photographs and information showing adaptability of these distinctive hardwood floors to all types of construction.

Bruce Plank Floors—"Plank Floors as Crafted by Bruce," a 16-page booklet in color giving complete information on plank floors and their place in the home of today.

MAPLE FLOORING MFRS. ASSN.,
1781 McCormick Bldg., Chicago, Ill.
3—**Hard Maple Flooring**—Complete information regarding MFMA maple flooring for schools and other public buildings. Also information on beech and birch flooring.

WEYERHAEUSER SALES CO., St. Paul, Minn.

4—**4-Square Lumber**—"Improved Lumber for: House Construction, Modernization and Repair"; this book explains how Weyerhaeuser 4-Square lumber assists in getting better homes at lower costs; contains 22 photographs and details.

FORDYCE-CROSSETT SALES CO.,
Fordyce and Crossett, Ark.

5—**Wolmanized Lumber**—"Crossett Creates a New Day for Lumber," a 12-page illustrated folder stressing the Wolman Salts process of preserving lumber for industrial and domestic uses, protecting it against decay and termites.
Oak and Gum Trim—"Trim and Mouldings in Arkansas Soft Pine," an illustrated leaflet on interior trim and mouldings produced by Fordyce-Crossett.

FROST LUMBER INDUSTRIES, INC.,
Shreveport, La.

6—**Wolmanized Lumber**—"Build to Endure with Wolmanized Lumber," a 16-page book giving uses of Wolmanized lumber with complete descriptions and illustrations featuring Wolmanized Frost pine lumber.

EXCHANGE SAWMILLS SALES CO.,
Kansas City, Mo.

7—**Lumber Through Retailers**—Complete information regarding the line of forest products precision-manufactured by this old reliable group of mills.

SHEVLIN PINE SALES CO., First National Soo Line Bldg., Minneapolis, Minn.

8—**Shevlin Pine**—Complete information on Shevlin pine and service furnished through better retail lumber dealers; species furnished being Northern white pine, Norway or red pine, Ponderosa pine and sugar pine.

POLSON LUMBER & SHINGLE CO.,
Hoquiam, Wash.

9—**West Coast Lumber and Shingles Through Dealers**—Latest information regarding fir and hemlock kiln dried lumber and red cedar shingles furnished through the lumber trade.

SOUTHERN PINE ASSN., New Orleans, La.

10—**Southern Pine**—"Architects' Specification Manual for Residences," a remarkable book of 24 pages, giving recommended lumber specifications for three types of residential work, namely, highest quality, average quality and low cost, substantial housing. Table of floor joist sizes and loadings, explanation of grades and grade marking, how to avoid termite troubles, directions for painting, etc. A valuable book for architects, dealers, contractors, carpenters.

WESTERN PINE ASSN., B-15, Yeon Bldg., Portland, Ore.

11—**Western Pine Lumber and Millwork**—"Western Pine Camera Views," a packet of 25 halftone pictures showing interior and exterior views of houses, rooms, entrances, etc. Also available a new illustrated brochure, "The Western Pines," 22 pages about Ponderosa pine, Idaho white pine and sugar pine, their characteristics and uses.

FLORIDA LOUISIANA RED CYPRESS CO., Jacksonville, Fla.

12—**Tidewater Red Cypress Lumber**—"Build with Arrow Brand Tidewater Red Cypress for Beauty, Economy, and Lifetime Durability." A 20-page illustrated handbook showing numerous examples of effective use of cypress. Also available, a new collection of 11 detailed drawings, "Highlights in Cypress History" illustrating the vital spots in home construction.

RED CEDAR SHINGLE BUREAU,
Dept. AA, 836 White Bldg., Seattle, Wash.

13—**Cedar Shingle Handbook**—"Certificate Handbook of Red Cedar Shingles," an 84-page, thoroughly indexed manual of reliable shingle and shingling information. The illustrated section having to do with hips, valleys and flashings with recommended practice for applying Certificate shingles, together with methods of ornamental shingling for both side wall and roof work, is particularly valuable. How to figure and estimate roofings is told.

WEATHERBEST CORP., 1936 Main St., North Tonawanda, N.Y.

14—**Wood Stained Shingles**—"Homes of Enduring Beauty by Weatherbest," a complete story of the production, use and restaining of Weatherbest red cedar wood stained shingles.

ANDERSEN FRAME CORP., Bayport, Minn.

15—**Complete Wood Basement Window**—"Andersen Basement Window," a 6-page folder illustrating and describing the Andersen complete wood basement window, giving details and stock sizes.
Andersen Complete Window Units—a 14-page catalog of details and specification data for Andersen casement, Narro-line double hung, and basement window units.

CURTIS COMPANIES SERVICE BUREAU, Dept. 510, Curtis Bldg., Clinton, Iowa.

16—**Curtis Silentite Windows**—Complete information on this improved insulated window. Also complete information regarding Curtis millwork, doors, kitchen cabinets, stair work, etc.

FARLEY & LOETSCHER MFG. CO.,
Dubuque, Ia.

17—**Unipak Wood Casements**—New descriptive folder giving complete information of this new outswinging casement which provides efficiency and convenience, with details of the novel split frame method of installing, which saves time and insures perfect fit.

HUTTIG MFG. CO., Muscatine, Ia.

18—**Red-E-Fit Windows**—"Facts About the Red-E-Fit Rot-Proof Window," an illustrated folder, briefly and pointedly explaining the merits of this economical guaranteed wood window.

MALTA MFG. CO., Malta, Ohio.

19—**Malta Supreme Frames**—Full information regarding these genuine Idaho white pine window frames, with patented leak-proof sill construction and inside reversible strip. Sold through retail lumber dealers.

TRIMPAK CORP., 44 Whitehall St.,
New York City.

20—**Packaged Window and Door Trim**—Full information regarding Trimpak finest interior window and door trim in all woods, shipped in cartons.

WHEELER-OSGOOD SALES CORP.,
122 S. Michigan Ave., Chicago, Ill.

21—**Streamliner Door**—Illustrated broadside circular presenting the Laminex Streamliner, a new development in door manufacture; a light weight, hollow-core construction properly engineered.

THE SISALKRAFT CO., 203 W. Wacker Drive, Chicago, Ill.

22—**Copper Armored Sisalkraft**—"Architect Specification Series S-1 to S-9," a series of helpful specifications covering the following subjects: S-1 Protecting Sheathing, S-2 Making Floors Water and Air Proof, S-3 A dry Sheet under Roofing, S-4 Concrete Curing, S-5 Protecting Insulation, S-6 Copper Armored Specifications, S-7 Termite Barriers, S-8 A Few Specifications for Practical Uses, and S-9 Sisalkraft by Description.

THE CELOTEX CORP., 919 N. Michigan Ave., Chicago, Ill.

23—**Celotex Sheathing and Lath**—"What the Celotex 10 Point Life-of-Building Guarantee Means to You"; 20 pages with 60 drawings and photographs outlining purpose of Celotex Life-of-Building Guarantee. Also presents Celotex interior finish plank, tile and mouldings.
"Celotex Vaporproofed Low Temperature Insulation" is a new 4-page booklet with illustrations, telling uses for Celotex.

THE INSULITE CO., AB-Z Builders Exchange Bldg., Minneapolis, Minn.

24—**Bildrite Sheathing**—"A Cash Bonus Every Year," a 6-page folder briefly outlining the advantages of this new and modern sheathing material.

Insulite Plank & Tile—"Better Insulation, Sound Deadening, Decoration and Acoustics with One Versatile Material," an interesting presentation of Insulite products for interior decoration; illustrated; contains suggested treatments.

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THE INSULITE CO.

(Continued from page 123)

Other new literature available includes: "Insulite Lok-Joint Lath, the Hidden Safeguard Every Home Should Have," an illustrated folder showing the important part this plaster base plays in achieving beautifully plastered interiors, and "Insulite HardBoard, the Board of a Thousand Uses for Home Craft Building and Industry," an elaborate folder illustrating a few of the thousands of uses for HardBoard for building and home craft work.

JOHNS-MANVILLE CORP., 22 E. 40th St., New York City.

25—Asbestos Flexboard—"Modern Decorative Interiors at Low Cost"; 8 pages of pictures and suggestions on modernizing both residences and commercial buildings with Johns-Manville Asbestos Flexboard; illustrated in full color. Information on J-M's Million-Dollar-to-Lend Plan for financing improvements on easy payments is also given.

Other information, handbooks, catalogs, etc., on the extensive J-M line of insulation, panel board and roofing products.

MASONITE CORP., Chicago, Ill.

26—Masonite Temprtle—"You Can Afford Beautiful Walls of Genuine Masonite Temprtle," a new booklet descriptive of Masonite Temprtle for securing tile-like walls in bathrooms and kitchens.

Also complete information available on Masonite board for insulating purposes, Masonite flooring, Masonite Hardboard, etc.

THE RUBEROID CO., Dept. AB-1, 500 Fifth Ave., New York City.

27—Ruberoid Eternit Thatched Timber-tex Siding—"The Owner of This Home Has Eliminated Paint Bills and Reduced Fuel Costs," a descriptive folder of envelope enclosure size, pointing out the many advantages of thatched Timber-tex asbestos cement siding shingles.

Ruberoid Mineral Wool House Insulation—"Genuine Ruberoid Mineral Wool," a descriptive folder on insulating with mineral wool.

UNITED STATES GYPSUM CO., 300 W. Adams St., Chicago, Ill.

28—Sheetrock—"Sheetrock in Wood Grained Finishes," a 16-page booklet showing color photographs of four Sheetrock wood grained finishes, all of actual installations. Suggestions for using wood grained Sheetrock with mouldings.

Perforated Rocklath—4-page folder describing fire tests, strength tests, etc.

Red Top Insulating Wool—New folder explaining principle of insulation, the advantages insulation brings, with detailed discussion of Red Top insulating wool characteristics.

Weatherwood Insulating Board Products—"A Home Structures Handbook," a 20-page booklet reviewing the history and advantages of insulation. Shows many construction details.

Texolite—"Brighten Walls at Low Cost," a 16-page booklet giving complete information about a new type paint. Contains photos of actual jobs, and also nineteen color chips of actual paint.

WOOD CONVERSION CO., Room 119, First National Bank Bldg., St. Paul, Minn.

29—Balsam-Wool—Complete information regarding this windproof, waterproof blanket insulation now available in 3 thicknesses. A product of Weyerhaeuser.

MASONRY AND CONCRETE MATERIALS

OWENS-ILLINOIS GLASS CO., Structural Materials Division, Muncie, Ind.

30—Insulux Glass Masonry—Complete information in detailed form concerning this distinctly new building material answering so many modern problems of design, air conditioning and lighting.

LOUISVILLE CEMENT CO., 315 Guthrie St., Louisville, Ky.

31—Brixment, A Waterproof Masonry Cement—"Better Masonry at Less Cost," a small booklet which describes important characteristics of mortar and explains the advantages of Brixment.

NATIONAL MORTAR & SUPPLY CO., Pittsburgh, Pa.

32—Banner Lime—Information regarding Banner Finishing Lime-Hydrated furnished through retail lumber and supply dealers.

OHIO HYDRATE & SUPPLY CO., Woodville, Ohio.

33—Ohio White Finish—"Ohio Hydrate Lime for Plaster & Stucco," a 16-page book, size 8½x11 inches, containing technical information with illustrations and specifications for proper use.

"Ohio Hydrate Lime for Masonry Mortar and Concrete," a 12-page book giving technical information and specifications on this subject.

MARQUETTE CEMENT MFG. CO., 140 S. Dearborn St., Chicago, Ill.

34—Marquette High Early Strength Cement—"A User's Manual," description of uses and value of High Early Strength cement to owners, public, contractors, architects, engineers; 72 pages, 75 photographs, 5 graphs and charts.

Also informative booklet, "Marquette Concrete for Patching and Repairing Concrete."

UNIVERSAL ATLAS CEMENT CO., 208 S. LaSalle St., Chicago, Ill.

35—Atlas White Portland Cement—Information regarding the many uses of Atlas White for beautiful stucco work on homes, commercial buildings and public structures. Instructions for using Atlas White, either plain or waterproofed, for both interiors and exteriors.

SOLVAY SALES CORP., 40 Rector St., New York City.

36—Calcium Chloride for Anti-Freeze—Complete information on Solvay Calcium Chloride in cold weather structural concreting.

ROOFING MATERIALS

THE BARBER ASPHALT CO., Philadelphia, Pa.

37—Genasco Shingles, Sidings, Roofings—A 32-page booklet illustrating in four colors Genasco shingles, sidings and roofings, and giving detailed specifications regarding weights, sizes, colors, headlap, etc. **Genasco Resurfacer**—"Longer Life for Old Roofs with Genasco Resurfacer," an illustrated 36-page booklet printed in offset, telling of the economies and advantages effected through the use of Genasco Resurfacer on old roof areas.

THE BARRETT CO., 40 Rector St., New York City.

38—Asphalt Roofings, Protective Paints—"Barrett Handbook of Roofing and Other Building Products," a 52-page booklet com-

pletely describing the Barrett Company's roofing products; profusely illustrated; includes complete specifications on all materials; direct color photographs of actual shingles; complete description of all products. Primarily designed as a handbook for Barrett dealers, jobbers and applicators. **Built-Up Roofing Materials**—"The Barrett Reference Manual for Architects and Engineers—1936 Edition," a 70-page reference manual on built-up roofings, flashings, roof drainage, waterproofing and dampproofing. Contains detail drawings and complete specifications on the above subjects.

THE EDWARDS MANUFACTURING CO., Cincinnati, Ohio.

39—Edwards Twin Two-in-One Metal Shingles—A new handbook, No. 1413, shows photographically and descriptively the advantages of this unit roofing in pressed metal.

Spanish Metal Tile—Form No. 1411 illustrates actual photographs of homes where this tile has been applied. Contains many good design suggestions.

KEASBEY & MATTISON CO., Ambler, Pa.

40—Asbestos Roofing—Information regarding the K & M line of asbestos roofing and siding shingles in various styles, sizes and colors.

Also data on K & M asbestos heat insulation board, asbestos flexible wall-board, asbestos-cement structural board and sheathing, and Amroc mineral wool insulation for the home.

NORTH BANGOR SLATE CO., Bangor, Pa.

41—Roofing, Blackboards, Structural Slate and Flagstones—"Consider the Roof Over Your Head"; information on roofing slate; also slate for floors, walks, etc.

THE TEXAS CO., 332 S. Michigan Ave., Chicago, Ill.

42—Texaco Roofings—Full information regarding the Texaco roofings, shingles and felts produced in Texaco's Lockport, Ill., plant.

STEEL AND IRON

BETHLEHEM STEEL CO., Bethlehem, Pa.

43—Kalman Steel Door Frames—Booklet 91 describes the simplicity gained by the elimination of standing trim on doorways where Kalman steel door frames are used. Presents many large pictures of installations with about 50 detailed drawings of applications of both steel bucks and steel jambs.

Steel Doors—"Bur-Vett Steel Doors—Folder 373"; information regarding these straight vertical lift doors with detailed drawings and installation pictures.

Steel Studs—Folder 340 presents a new development in steel frame construction for all types of light load structures; contains several detail pictures of the assembly of steel joists, studs, metal lath and insulating wool.

Steel Joists—"Booklet 124—Any School Can Be Fire-Safe," a non-technical treatise of steel joist construction for the fire safety of schools.

CINCINNATI IRON FENCE CO., Inc., 3410 Spring Grove Ave., Cincinnati, Ohio.

44—Steelcrete Expanded Metal—"Steelcrete Safe-T-Mesh Necessities," a 24-page booklet presenting Steelcrete cellar window guards, screen doors, lawn guards, tree guards, shelving, etc.

THE EDWARDS MFG. CO., Cincinnati, Ohio.

45—Herringbone Tile Steel Ceiling—“Herringbone Tile Pattern,” a new folder showing ceiling plate with harmonious filler and cornice, especially designed for rooms with tile sidewalls and floor.

Sheet Metal Building Material—“Catalog No. 91”; 60 pages showing sheet and unit roofing, including new Loxseam interlocking sheet.

Steel Buildings and Garages—New catalog showing all-steel multiple garages, individual garages, small warehouses, etc.

MILCOR STEEL CO., 4111 W. Burnham St., Milwaukee, Wis.

46—Metal Lath and Accessories—“Milcor Manual, 1936 Edition”; 60 pages, 240 illustrations, showing products, diagrams, installations, complete specifications, descriptive material for all products.

Metal Trim, Interior—“Milcor and Richsto Metal Trim”; 40 pages with over 200 illustrations giving complete dimensions and descriptive data on all interior trim products presented for convenient use by architects and designers.

MID-STATES STEEL & WIRE CO., Dept. K-32, Crawfordsville, Ind.

47—Steel Fencing—Full information regarding Mid-States steel fence of patented galvanized wire. Supplied locally by retail lumber and supply dealers.

REPUBLIC STEEL CORP., Cleveland, Ohio.

48—Toncan Iron—“The Pass to Permanence” tells many interesting facts about this long-lasting sheet metal for eaves, downspouts, ridge roll and other sheet metal work.

Farm Fencing—Full information regarding the new Republic fence of electro-galvanized copper bearing steel. Distributed through jobbers and properly equipped lumber and supply dealers.

UNITED STATES STEEL CORP., Pittsburgh, Pa.

49—Steel Sheets and Terne Plates—“Steel Sheets for Modern Construction”; description of sheet metals for building uses, sheet metal work for ventilating and air conditioning systems, etc.

Galvanized Sheets—“American Galvanized Sheets,” a booklet descriptive of Apollo Best Bloom and rust resisting copper steel galvanized sheets for all uses in the construction field.

METAL DOORS, WINDOWS, TRIM

DETROIT STEEL PRODUCTS CO., 2250 E. Grand Blvd., Detroit, Mich.

50—Steel Casement Windows—“Hidden Savings in Window Costs”; complete analysis of window costs, showing the builder how to figure costs of materials and installation. “Fenestra Steel Windows in Colonial Buildings” pictures attractive Colonial type houses equipped with Fenestra windows which combine traditional beauty with modern convenience.

Storm Sash—“Fenestra Air Conditioning Windows,” a folder descriptive of new inside storm sash which attaches on the inside of Fenestra casement, replacing screen; provides effective insulation; stops frost and condensation.

THE KAWNEER CO., Niles, Mich.

51—Light Sealair Windows of Aluminum or Bronze—“Kawneer Offers an Entirely New and Better Window for the Average Home,” an 8-page illustrated booklet out-

lining the practical features of Kawneer aluminum or bronze windows. Full size sections and typical installation are detailed. Additional details on request.

GENERAL BRONZE CORP., 480 Hancock St., Long Island City, N.Y.

52—Bronze Doors and Windows—Full information regarding the extensive line of bronze work by this well known company.

TRUSCON STEEL CO., Youngstown, Ohio.

53—Residence Steel Casements—New catalog Series 5 is a 28-page catalog illustrating and describing Truscon casements in residence construction, giving complete details and specifications; a beautifully presented handbook of information.

WILLIS MANUFACTURING CO., Inc., Galesburg, Ill.

54—Hollow Metal Windows—Full information regarding the complete Willis line of hollow metal windows, tin clad fire doors, skylights and ventilators.

FLOOR AND WALL TILE, LINOLEUM, SLATE, RUBBER, ETC.

LLOYD FLOOR & WALL TILE CO., Kansas City, Mo.

55—Tile Fireplaces and Mantels—“Lloyd Fireplaces,” a 32-page illustrated handbook of designs.

THE TILE-TEX CO., 1229 McKinley Ave., Chicago Heights, Ill.

56—Tile-Tex Resilient Floor Tile—“Floors That Endure”; 12 pages devoted to description of product, color charts and illustrations, including technical data. Tile-Tex wall tile is also featured in a 6-page booklet, “Beautiful Walls by Tile-Tex.”

ARMSTRONG CORK CO., Lancaster, Pa.

57—Temlok De Luxe Interior Finishes—“New Temlock De Luxe Interior Finishes,” an 8-page folder describing Armstrong’s new smooth finish insulating board for interior finish and illustrating the standard colors available.

Armstrong Linoleum for Floors and Walls—Complete information regarding these important products.

CONGOLEUM-NAIRN INC., Kearney, N.J.

58—Sealex Floors and Walls—Complete information regarding this modern linoleum floor and wall covering. Instructions for installing these money-saving, money-making materials.

W. & J. SLOANE CO., New York City.

59—Linoleum Floors and Walls—Complete information regarding the Sloane line of linoleum floor and wall coverings.

THE GOODYEAR TIRE & RUBBER CO., Inc., Akron, Ohio.

60—Rubber Flooring—“Goodyear Rubber Flooring”; complete information relative to types of rubber flooring available, with design suggestions for both tile and sheet rubber flooring. Rubber tile is also presented in a special booklet, “Wingfoot Rubber Flooring,” describing Goodyear rubber tile made in 1/8”, 3/8”, 1/4” and 3/8” gauge in full rolls 1 yard wide by 25 to 30 yards long; available in a complete line of colors.

WRIGHT RUBBER PRODUCTS CO., P. O. Box A-36, Racine, Wis.

61—Prefelt-Set Wrightex—“The Wright Idea,” a booklet describing this rubber tile

which is mounted on 30 lb. saturated felt at the factory; contains sales suggestions, insulation instructions; shows 10 designs in color.

NORTH BANGOR SLATE CO., Bangor, Pa.

62—Slate Floors and Walks—Booklet in color illustrating various designs in blue-grey, green, purple and other colored slates for terraces, porches, walks, etc.

GLASS, PAINTS AND WATERPROOFINGS

KAWNEER CO., Niles, Mich.

63—Kawneer Store Fronts—“The Kawneer Book of Store Fronts,” a 52-page book with over 250 pictures showing what merchants all over the world have done to increase sales and profits. New Kawneer store front construction, both rolled and extruded, are illustrated.

LIBBEY-OWENS-FORD GLASS CO., Toledo, Ohio.

64—Window and Plate Glass—Full information regarding the L-O-F quality glass for homes, store fronts, decorative mirrors, etc.

PITTSBURGH PLATE GLASS CO., 2322B Grant Bldg., Pittsburgh, Pa.

65—Carrara Structural Glass—“Personality Bathrooms and Character Kitchens,” a beautiful booklet illustrating decorative schemes using Carrara, the modern structural glass.

Full information also available on Pittsburgh Plate Glass Co. paints and Pennvernon window glass.

ALABASTINE CO., Grand Rapids, Mich.

66—Alabastine Oil Paints—Full information regarding this new modern Alabastine oil paint line sold through paint and lumber dealers.

ALUMINUM CO. OF AMERICA, 2120 Gulf Bldg., Pittsburgh, Pa.

67—Albron Paste and Powder for Aluminum Paints—“Aluminum Paint—Its Uses and Applications,” a fact-packed booklet giving detailed information and complete specifications for applying aluminum paint on various surfaces under many conditions.

THE FOY PAINT CO., Cincinnati, Ohio.

68—Enamelized House Paint—Full information regarding Foy’s Enamelized house paint and Foy’s 4-hour Dri-Fast enamel; made in white and 24 colors.

THE GLIDDEN CO., Cleveland, Ohio.

69—Glidden Paints—Complete information on paints, varnishes, lacquers and enamels comprising the extensive Glidden line.

THE LOWE BROTHERS CO., Dayton, Ohio.

70—Pictorial Color Chart—Information regarding the Lowe Brothers pictorial color chart available through local dealers to help contractors sell more quality paint jobs.

THE MURALO CO., Inc., 568 Richmond Terrace, Staten Island, N.Y.

71—Mural-Tone Casein Wall Paint—“Mural-Tone, the Money-Saving Paint in the Orange Can,” a new folder discussing uses and advantages of this type of Casein wall paint for the decoration of walls, ceilings and other interior surfaces. Also information regarding Mural-Tone Positive Colors and Muralo cement paint especially designed for painting concrete, cement

stucco, brick, unglazed tile, cinder block, stone and other porous masonry surfaces, outside and inside.

PECORA PAINT CO., 3501 N. Fourth St., Philadelphia, Pa.

72—Paint, Weatherproofing, Caulking—Full information regarding the extensive Pecora line of mortar stains, Pecora caulking compounds, Pecora Perfect Patching Plaster, asbestos furnace cement and Weathertite roof-coating.

THE REARDON CO., 2200 N. Second St., St. Louis, Mo.

73—Bondex Waterproof Cement Paint—"Question Mark Bulletin" giving full particulars regarding waterproofing and weatherproofing masonry surfaces.

Plaster plastic texture paint and Modex, the modern casein paint, are also presented in new bulletins giving complete information.

SPENCER KELLOGG & SONS, Buffalo, N.Y.

74—Improved Boiled Linseed Oil—A new manual for salesmen describing the manufacturing processes and uses of linseed oil, how desirable qualities for paint purposes are controlled.

TENNESSEE EASTMAN CORP., Kingsport, Tenn.

75—Wood Preservation—"Preservation with NO-D-K," a new guide which contains the answers to your questions on how best to prevent decay, dry rot and the attacks of termites.

CALBAR PAINT & VARNISH CO., 2612 N. Martha St., Philadelphia, Pa.

76—Caulk-O-Seal Handy-Load Cartidges—Information regarding this handy caulking compound put up for use with caulking gun.

HARDWARE AND GARAGE EQUIPMENT

LOCKWOOD HARDWARE MFG. CO., Fitchburg, Mass.

77—Patrician Hardware—New Catalog 20A is a condensed catalog of residence hardware for builders and retail dealers; 98 pages, completely illustrated in color; offered as the first modern handbook of hardware for the home.

NATIONAL BRASS CO., Grand Rapids, Mich.

78—Kitchen Cabinet Hardware—"Cabinet Hardware Specially Designed for the Kitchen"; folder displaying the complete line, with picture and description of each item arranged for insertion of prices and handy for figuring costs.

Dexter Burglar-Proof Locks—"Certified Entrance Hardware, Smartly Styled" describes the tubular lock and shows three designs of front door sets available in either the conventional mortise or the burglar-proof Dexter latch and lock mechanism.

W. H. MAZE CO., Peru, Ill.

79—Zinclad Rust Proof Shingle Nails—Information regarding this line of rust proof zinc-coated nails with free leather sample kit to show your customers the nails you recommend.

SAMSON CORDAGE WORKS, Boston, Mass.

80—Samson Spot Sash Cord—Full information regarding this old established line, with free samples on request.

F. D. KEES MFG. CO., Box 93, Beatrice, Nebr.

81—Metal Siding Corners—Full information and free samples on these galvanized metal siding corners, made for all sizes of lap siding, Colonial included.

RITSCHKE SPECIALTY MFG. CO., St. Cloud, Minn.

82—Kitchen Bin Hardware—"The Law of Gravity in the Kitchen," a folder containing ten reasons why you should use "Slide-well" bin swing, and installation details.

HONEYCUTT MFG. CO., 2715 Oak St., Kansas City, Mo.

83—Sash Cord Saddles—Full information regarding the Honeycutt sash cord saddles made of select birch treated in oil and kiln dried to eliminate shrinkage, to take the place of sash pulleys.

ACCURATE METAL WEATHER-STRIP CO., 218 E. 26th St., New York City.

84—Metal Weatherstrips—Information regarding the Accurate metal weatherstrip and profit opportunities in becoming jobber agents for this material.

ALLMETAL WEATHERSTRIP CO., 231 W. Illinois St., Chicago, Ill.

85—Metal Weatherstrips—Set of display charts with mounted samples of materials used to illustrate the installation of weather-stripping on double-hung windows, casements and doors.

Display board also available of carpet and linoleum hardware, illustrating stair nosings, desk edgings, linoleum bindings and binder bars with actual mounted samples of material used.

CRAWFORD DOOR CO., 7881 Conant Ave., Detroit, Mich.

86—Upward Acting Door Hardware—"Banish Garage Door Troubles," a 6-page folder describing equipment for converting swinging or sliding doors into upward-acting doors.

Sectional Type Upward Acting Doors—"Something New in Garage Door Operation," a booklet describing the simplicity, ease of operation and quietness of the new Crawford model SC sectional type doors for residential garages.

FRANTZ MFG. CO., Sterling, Ill.

87—"Over-the-Top" Door Equipment—"Garage Door Magic," a 16-page brochure completely illustrating and describing the construction and application of this door.

HALL MANUFACTURING CO., Cedar Rapids, Ia.

88—"Overall" Garage Door Equipment—"Modernize Your Garage Doors," a folder showing garage door troubles overcome by an "Overall" equipped door; includes diagram showing installation details.

THE KINNEAR MFG. CO., Columbus, Ohio.

89—All-Steel Rol-Top Door—"Bulletin No. 11"; 8 pages illustrating completely the mechanical details and installation of this Kinnear all-steel sectional upward-acting door.

NATIONAL MFG. CO., Sterling, Ill.

90—Garage Door Hardware—Full information regarding the National No. 900 garage doors, upward acting. Also complete information regarding the very extensive National line of shelf and builders' hardware.

OVERHEAD DOOR CORP., Hartford City, Ind.

91—The "Overhead Door"—"Why We Bought the 'Over head Door'"; a new folder describing this pioneer upward-acting door for private garages and industrial buildings.

ROWE MFG. CO., 735 Holton St., Galesburg, Ill.

92—Ro-Way Overhead Type Doors—"Descriptive Folder D-45" presents full specifications and illustrated description of this product.

Electric operator for overhead type doors described in folder D-38; complete with detailed drawing.

THE STANLEY WORKS, New Britain, Conn.

93—Garage Doors—"Stanley Roll-Up Doors," a folder showing how easily these doors may be installed in residential garages. Companion folders feature the Stanley Swing-Up doors.

Information on Stanley hardware. A complete line also available.

PLUMBING PIPE AND FIXTURES

THE AMERICAN BRASS CO., Waterbury, Conn.

94—Copper Tubes and Fittings—Information regarding Anaconda copper tubes installed with Anaconda "Solder-Type" fittings for hot and cold water lines, waste lines, underground service lines, low pressure steam lines, hot water lines, fuel lines and refrigerant circulation lines.

REPUBLIC STEEL CORP., Cleveland, Ohio.

95—Toncan Iron Pipe—Information regarding this non-corrosive pipe for water lines and steam returns, and other severe service uses.

BRIGGS MFG. CO., Plumbing Ware Div., Detroit, Mich.

96—Briggs Beautyware—"Personal luxury in the Bathroom and Kitchen," a most remarkable 40-page de luxe presentation, in full color, of the Briggs Beautyware line of bathtubs, lavatories and kitchen sinks. A wealth of design suggestion in this book for architects, interior decorators and all who plan homes.

CRANE CO., 836 S. Michigan Ave., Chicago, Ill.

97—Crane Plumbing Fixtures—"The Bathroom of Today," a brief description and pictorial presentation of modern Crane bathroom fixtures.

Everbrite Laundry Tub—"Crane Laundry Planning Guide," 16-page book full of illustrations, layouts and photographs useful in planning the modern laundry.

STANDARD SANITARY MFG. CO., Pittsburgh, Pa.

98—Neo-Angle Bath—Descriptive literature and floor plan layout for bathrooms where the Neo-Angle bath is to be used. Something entirely new in modern plumbing fixtures, and especially suitable for small homes and apartments.

TRACY MANUFACTURING CO., 3215 Preble Ave., N.S., Pittsburgh, Pa.

99—Perfected Sinks and Cabinet Tops for Built-in Kitchen Cabinet Units—A series of illustrated brochures presenting the Tracy line of sinks and cabinet tops in moulded linoleum and stainless steel; also Monel Metal.

ELKAY MFG. CO., 4709 Arthington St., Chicago, Ill.

100—Shower Stalls—Information regarding the new improved Junior stall in both unit and knock-down models. Also information regarding the Elkay line of stainless steel sinks and cabinet tops.

MIAMI CABINET DIV., The Philip Carey Co., Middletown, Ohio.

101—Miami Bathroom Accessories—New 24-page catalog presenting the Miami pure white all-steel bathroom cabinets and Carey bathroom cabinets, mirrors, etc. Also new accessory catalog of Miami bathroom accessories.

THE INTERNATIONAL NICKEL CO., Inc., 67 Wall St., New York City.

102—Monel Metal Hot Water Tanks—Information regarding Monel Metal tanks, water heaters, sinks and kitchen cabinets as manufactured by the Whitehead Metal Products Co. of New York, Inc., 304 Hudson St., New York City.

AMERICAN RADIATOR CO., 40 W. 40th St., New York City.

103—"Arcology" Storage Tanks and Range Boilers—"A New Range Boiler and Tank," 4-page folder of descriptive material of the Arcology tank and range boiler with 3 detailed drawings.

Arco Full Flow Copper Pipe and Fittings—New manual of 36 pages for architects, heating, plumbing, refrigeration and air conditioning engineers and contractors; presenting the properties and working technique of the Arco full flow wrought copper fittings and pipe.

WILLIAM B. LUCKE, Wilmette, Ill.

104—Bathtub Hangers—Full information regarding the permanently leak-proof bathtub hangers.

MILWAUKEE STAMPING CO., West Allis, Wis.

105—Bathe-Rite Shower Cabinets—Catalog No. 836 illustrates and describes various types of shower cabinets, together with suggestions as to installations; all briefly summarized and described with prices shown.

NEW JERSEY PORCELAIN CO., Trenton, N.J.

106—Monarch Bathroom Fixtures—1936 Edition Catalog "M", 24-page loose-leaf portfolio showing Monarch china bathroom accessories, soap holders, soap and grab combinations, paper holders, hooks, tumbler holders, tooth brush holders, etc. These are offered in all styles to meet varied installation requirements.

HEATING, VENTILATING, AIR CONDITIONING

AMERICAN RADIATOR CO., 40 W. 40th St., New York City.

107—Arco Air Conditioner—A new folder giving cutaway picture and detailed drawing of the Arco air conditioner. An efficient heat interchange unit which humidifies, circulates, filters and ventilates.

Arco Heating Equipment—"This New Comfort," an impressive 24-page full-color handbook, discussing the whole subject of present day American Radiator conditioning system.

Phantom views show typical installations in 7 different types of homes.

BURNHAM BOILER CORP., Irvington, N.Y.

108—House Heating Boilers—"Home Heating Helps," a 24-page booklet giving

impartial analysis of various types of heating systems, burning coal, oil or gas.

Unit Air Conditioner—"Your Home—How Best to Air Condition It" explains various air conditioning problems and features; 12 pages, numerous illustrations. Important information also presented on radiators slenderized.

DAIL STEEL PRODUCTS CO., Lansing, Mich.

109—Air Conditioner—"Dailaire System of Heating, Cooling and Air Conditioning," a 16-page handbook giving complete mechanical analysis of the Dail heating and air conditioning equipment to burn coal, oil or gas.

FITZGIBBONS BOILER CO., Inc., 101 Park Ave., New York City.

110—Automatic Steel Boiler—New booklet, 16 pages, shows diagrams, photos of installations in many types of homes. Data describes the 12 sizes offered. Full information also on the Fitzgibbons boiler air conditioner, with new folder describing the Fitzgibbons "Split System" which sends heat through both ducts and radiators.

FOX FURNACE CO., Elyria, Ohio.

111—Oil Burning Air Conditioning Unit—"Sunbeam Air Conditioning Unit"; complete illustrated data on this complete line of modern heating equipment.

L. J. MUELLER FURNACE CO., Milwaukee, Wis.

112—Oil-Fired Air Conditioning Furnace—"Another Mueller Triumph"; 6-page illustrated folder presents the new Mueller oil-fired air conditioning furnace of revolutionary patented design.

HERMAN NELSON, Moline, Ill.

113—Herman Nelson Air Conditioning Equipment—Complete information regarding this well established line of automatic heat and air conditioning apparatus, both for coal burning and oil burning boilers.

TIMKEN SILENT AUTOMATIC DIV., The Timken Detroit Axle Co., Detroit, Mich.

114—Air Conditioning Oil Furnace—Complete illustrated description of the Timken air conditioning oil furnace. Also information on the new Timken model pressure type oil burner.

GAR WOOD INDUSTRIES, Inc., 7924 Riopelle St., Detroit, Mich.

115—Gar Wood Air Conditioners—"Gar Wood Tempered-Aire Means Better Living," an impressive 8-page folder showing complete details of installation in a typical house. Other new literature presents the variety of models in this line of air conditioners—a size and style for every requirement.

OWENS-ILLINOIS GLASS CO., 303 Madison Ave., Toledo, Ohio.

116—Air Conditioning Filters—Dustop, a fibre glass pad removable, for air conditioning ducts, fully described in new literature.

MILCOR STEEL CO., 4111 W. Burnham St., Milwaukee, Wis.

117—Furnace Pipe and Fittings—New Catalog No. 35 presents complete line of Milcor furnace pipe and fittings, including data on new galvanized forced air pipe and fittings.

ELECTROVENT CORP., 5240 Western Ave., Detroit, Mich.

118—Electric Kitchen Ventilators—"Catalog B-20, Whiskaway" explains operation and necessity of kitchen ventilation; installation detailed.

THE EMERSON ELECTRIC MFG. CO., St. Louis, Mo.

119—Emerson Kitchen Ventilating Fan—"A Modern Kitchen Ventilation," a 4-page circular illustrating and describing this equipment and its uses. Also information regarding the Emerson Seabreeze Ventilating Fan and Emerson Exhaust Fan.

VICTOR ELECTRIC PRODUCTS, Inc., 700 Reading Road, Cincinnati, Ohio.

120—Victor In-Bilt Ventilators—"A new Victor Built-In Ventilator," a 4-page AIA folder, giving specifications, installation instructions, and two detail drawings.

EQUIPMENT FOR BUILDINGS

AMERICAN GAS ASSOCIATION.

121—Gas for cooking, refrigeration, water heating and house heating—Information from your local gas company which will gladly cooperate in the selection and installation of modern gas appliances.

GENERAL ELECTRIC COMPANY, Nela Park, Cleveland, Ohio.

122—G-E Dishwasher and Disposall—Descriptive literature and detailed specification on the G-E Dishwasher-Sink with Disposall available from your nearest G-E Home Appliance Distributor or from the Plant's Merchandise Department, Section CW 10, Nela Park, Cleveland.

THE KITCHEN MAID CORPORATION, Andrews, Ind.

123—Built-In Kitchen Cabinetry—"Kitchen Cabinetry By Kitchen Maid," a catalog of kitchen planning, showing correct arrangement of equipment and Kitchen Maid Units for every purpose.

THE STANLEY WORKS, Electric Door Division, New Britain, Conn.

124—Stanley Magic Doors—New 4-page circular on beam control, self-opening doors, open at your approach, close automatically.

THE ARROW-HART & HEGEMAN ELECTRIC CO., Hartford, Conn.

125—Electrical Wiring Devices—"Catalog No. 25, Arrow Wiring Devices," a 64-page handbook sending the complete line of wiring devices, including switches, receptacles, sockets and control devices.

LIGHTOLIER COMPANY, Jersey City, New Jersey.

126—Lighting Fixtures and Lamps—"The Charm of a Well Lighted Home" and "The Secret of Enticing Light" present the line of fixtures and lamps offered by Lightolier; two guide books to the proper selection of appropriate lighting equipment for the home; over 100 illustrations in each book, suggested room settings, etc.

THE F. E. MYERS & BRO. CO., Ashland, Ohio.

127—Myers Water Systems—Complete information regarding the very extensive line of Myers pumps and modern water supply systems.

HEATILATOR COMPANY, 520 East Brighton Ave., Syracuse, N.Y.

128—Heatilator Fireplace—"The Fireplace That Circulates Heat," a 20-page booklet containing complete description of Heatilator Fireplace unit, specifications and suggested and actual fireplace installations.

BENNETT FIREPLACE CORP., Norwich, N.Y.

129—Fireplace Heating Units—New booklet complete with pictures, detail drawings, heating ratings and specifications. Presents Bennett units, models F, M and C. Standard dampers for fireplaces also included.

SUPERIOR FIREPLACE CO., 1046 S. Olive St., Los Angeles, Cal.

130—Fireplace Heat Circulator—Complete information of this ingenious heating system which circulates four times more heat than the ordinary brick lined fireplace.

COLONIAL FIREPLACE CO., 4611 W. Roosevelt Rd., Chicago.

131—Fireplace Equipment—Catalog and Design Book of Fireplaces, Mantels, Fireplace Furniture, Dampers and Throat Construction.

PEERLESS MANUFACTURING CORP., Inc., 1400 W. Ormsby Ave., Louisville, Ky.

132—Peerless Fireplace Dampers—Complete information regarding the Peerless Dampers and other Peerless products, fireplace fixtures, ash dumps, coal windows, ash pit doors, etc.

MANTEL STUDIOS, 4242 14th Ave., Detroit, Mich.

133—Corastone Fireplaces—Big new portfolio "Fireplaces in Corastone," illustrating many new and distinctive types.

THE MAJESTIC CO., Huntington, Ind.
134—Underground Garbage Receivers—Full information regarding this backyard convenience for every home.

KIMBALL BROS. CO., Council Bluffs, Iowa.

135—Passenger Elevators for the Home—Descriptive literature and engineering data on both electric and hand power elevators of reasonable cost. Also information on passenger and freight electric and hand power elevators and push button operated passenger elevators.

THE MARSCHKE CO., 551 University Ave., St. Paul, Minn.

136—Folding Stairs—Folder on the Marco Folding Stairs offered in four different models, all at reasonable cost.

FRAZIER STAIR COMPANY, 1817 Banksville Ave., Pittsburgh, Pa.

137—Self-Balanced Disappearing Stairs—"Save Space," a leaflet illustrating six models of the Frazier Self-Balanced Disappearing Attic Stairs.

CONTRACTORS' EQUIPMENT AND TOOLS

AMERICAN FLOOR SURFACING MACHINE CO., 511 S. St. Clair St., Toledo, Ohio.

138—American Standard Floor Sanders—Eight-page three-color booklet fully describing and explaining the value and uses of these models in 8-in. and 12-in. drum widths.

Also information on the American Spinner Floor Sander and American Sand-plane and electrically driven belt sander handled like a plane.

CLARKE SANDING MACHINE CO., Muskegon, Mich.

139—Dreadnaught 8" Sander—Illustrated Circular fully detailing the construction and performance of these machines.

Also information on the Dreadnaught combination sanders.

CONSULT these pages for new Ideas and Information; and, if in the market for materials, supplies or equipment not now advertised, write "American Builder" Reader Service Department, 105 W. Adams St., Chicago, and latest data will be sent you.

LINCOLN-SCHLUETER FLOOR MACHINERY CO., INC., 222 W. Grand Ave., Chicago.

140—Speed-O-Lite Floor Sander—New circular describes this new model lightweight, high-speed Speed-O-Lite floor sanding machine, which attains greater efficiency and faster cutting speed.

New information also available on the new improved Schlueter floor sanders with "V" belt drive.

THE REIDWAY CORP., 2969 First Ave., Cedar Rapids, Iowa.

141—Reidway Floor Surfer—Information on the new professional 8" floor surfer with the "one moving part."

AMERICAN SAW MILL MACHINERY CO., Hackettstown, N.J.

142—20th Century Woodworker—Complete information on this light machine which does the work of five ordinary machines.

DE WALT PRODUCTS CORP., Lancaster, Pa.

143—Power Woodworkers—"How Much Money Are You Losing?," a broadside setting forth the savings to be effected by the use of versatile power equipment featuring the De Walt Woodworker. Also timely information on the De Walt Dado machine, Tenon machine and Routing machine.

C. H. & E. MFG. CO., Inc., 3849 N. Palmer St., Milwaukee, Wis.

144—Home Builder Jr. Saw Rig—Complete information regarding this efficient portable saw rig for use in the shop or out on the job.

THE PARKS WOODWORKING MACHINE CO., Cincinnati, Ohio.

145—Woodworking Machines—"Accept These Helping Hands"; an instructive bulletin detailing the Parks Woodworker and showing the work it will do.

POWER KING TOOL CORP., Warsaw, Ind.

146—Power King Woodworking Tools—Handy circular completely illustrating this extensive line of power shop tools; also information on the Power King electric handsaw, power drills, etc.

STETSON-ROSS MACHINE CO., Seattle, Wash.

147—Portable Power Saw—The Stetson Ross TX-24A handy saw is described in a new 4-page descriptive booklet illustrating its various uses.

WALKER-TURNER CO., Inc., North Ave., Plainfield, N.J.

148—Bench Saws—"Driver Power Tools," a 48-page 2-color catalog with 150 photographs of operations showing these bench saws, band saws, jointers, belt sanders, etc.

J. D. WALLACE & CO., 136 S. California Ave., Chicago, Ill.

149—Wallace Portable Woodworking Machines—Information regarding the Wallace Universal Saw, 6-inch and 8-inch jointers, lathes, band saws, radial cut-off saws, electric shapers—all popular among contractors, lumber dealers, cabinet shops, pattern shops, etc.

PORTER-CABLE MACHINE CO., 1721 N. Salina St., Syracuse, N.Y.

150—Speedmatic Electric Hand Saws—"Manual on the Uses of Electric Hand Saws in House Building"; 24-page handbook giving definite information regarding practical uses and savings obtained. Also information on the Speedmatic "Contractor Special" floor sander and the Porter-Cable Take-About portable belt sander.

SKILSAW, INC., 3314 Elston Ave., Chicago, Ill.

151—Skilsaw in 7 Models—New pocket size pamphlet with all information in condensed form as contained in large general catalog; 40 pages, each tool illustrated and priced, including new Model 77. Also information concerning Skilsaw sanders, belt type, and Skilsaw electric drills, in 16 models from 3/16" to 7/8" capacity.

SPEEDWAY MFG. CO., S. 52nd Ave., Cicero, Ill.

152—Portable Electric Tools—A 32-page booklet describing a complete line of portable electric drills, saws, hammers, weatherstrip groovers, etc., and their application to building.

WAPPAT Incorporated, 7537 Meade St., Pittsburgh, Pa.

153—Portable Electric Handsaws—"They Save You Money," a 12-page folder showing how electric handsaws can be used to the best advantage in building operations and in industrial plants. Also gives prices and specifications on all Wappat handsaws. Also information on Wappat lock mortisers, portable electric planes, portable electric drills and Wappat handsaw guides.

WODACK ELECTRIC TOOL CORP., 4630 W. Huron St., Chicago, Ill.

154—"Do-All" Electric Hammer and Drill—Bulletin No. 366 gives full details of this combination tool that drills concrete, metal and wood; its use explained for drilling holes for expansion bolts, anchors, etc.

FOR PROMPT SERVICE USE COUPON ON PAGE 129

STANLEY RULE & LEVEL PLANT, New Britain, Conn. *

155—Carpenters' Hand Tools—"Stanley Tools, Catalog No. 34, New Edition," a comprehensive listing of all Stanley hand tools and parts; contains also valuable tables and information of use to every carpenter and builder. All items illustrated.

Stanley fibre board tools are presented in a special 8-page folder showing how to make grooves, bevels, mitre joints, ship lap joints, circular and other cuts with these tools.

R. L. CARTER DIV., The Stanley Works, New Britain, Conn.

156—Door Sets—"Cut Costs, Make More Profit with a Carter Door Set." An illustrated folder describing and showing the Carter hinge butt equipment that saves time by doing better work with electric tools.

STANLEY ELECTRIC TOOL DIV., The Stanley Works, New Britain, Conn.

157—Stanley Electric Tools—Catalog 64M, 48 pages, new edition of Stanley Electric Tool Catalog, listing specifications and showing illustrations of drills, grinders, hammers, sanders, saws, screw drivers, and accessories.

KEUFFEL & ESSER CO., Hoboken, N.J.

158—Builder's Transits and Levels—"K & E Transits and Levels for Architects and Builders," an 8-page handbook showing surveying instruments of particular interest to builders.

K&E Measuring Tapes, Folding Rules and Plumb Bobs—A 64-page catalog including the popular Wytface steel measuring tapes.

MASTER RULE MFG. CO., Inc., 815 E. 136th St., New York City.

159—Master Inside-Measure Steel Tape Rule—"Master Rules for Master Craftsmen," a 6-page catalog illustrating the entire line of Master Rules, describing certain new features of rule construction which every craftsman should know about. Also information on the new Master Metal-End folding rules.

DAVID WHITE CO., Inc., 351 W. Court, Milwaukee, Wis.

160—Levels, Transits, Engineering Supplies—Complete new 1936 catalog of levels and transits—Catalog A, 7th Edition—of 157 pages. Also instructive booklet entitled, "Laying Out Building Lots with the Universal Level."

WARREN-KNIGHT CO., 136 N. 12th St., Philadelphia, Pa.

161—Sterling Convertible Level—New Bulletin F-19 describing the Sterling Convertible Level, Model No. 40, and giving details of free trial offer and easy payment purchase plan.

COLORCRETE INDUSTRIES, Inc., 505 Ottawa Ave., Holland, Mich.

162—Colorcrete Stucco Spraying—"Brochure No. 36" and "Proven Business Opportunity," two 12-page booklets in color, illustrating actual buildings before and after Colorcreting, and pointing out profit opportunities operating this equipment.

CONSTRUCTION MACHINERY CO., Waterloo, Iowa.

163—Wonder Half-Bag Trailer Mixers—New information presented in a 4-page illustrated folder covering latest developments in the small mixer field. Information also available on the new 1, 2 and 3 bag Non-Tilt mixers, and the new CMC Dump-over carts.

JAEGER MACHINE CO., Columbus, Ohio.

164—Jaeger Mixers—New 36 page bulletin giving complete illustrations and specifications of all types and sizes of Jaeger building mixers. Also complete information in regard to Jaeger Pumps, Jaeger Hoists and Jaeger Truck Mixers. Each fully covered in a separate bulletin sent on request.

KWIK MIX CONCRETE MIXER CO., (Div. of Koehring Co.,) Port Washington, Wis.

165—Concrete, Mortar, Plaster and Bituminous Mixers—Complete information regarding the 3½-S Mixer.

RANSOME CONCRETE MACHINERY CO., Dunellen, N.J.

166—Concrete Mixers—"Vest Pocket Edition" 26 page booklet describing and illustrating the complete Ransome line of concrete machinery.

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

167—Smith Mixers—Complete information on the Smith line in 2½-S, 3½-S and 5-S capacity.

RELIABLE JACK CO., 1401 W. Second St., Dayton, Ohio.

168—Reliable Scaffold Bracket—Complete information regarding this old established line of scaffold brackets.

THE STEEL SCAFFOLDING CO., 402 E. Missouri St., Evansville, Ind.

169—Scaffold Brackets—Complete information regarding the complete line of "Trouble Saver" brackets for all types of construction jobs.

FORD MOTOR CO., Detroit, Mich.

170—Ford V-8 Trucks and Commercial Cars—Full information regarding these distinctive items of performance equipment on display at your local Ford dealer.

INTERNATIONAL HARVESTER CO., 606 S. Michigan Ave., Chicago, Ill.

171—International Trucks—Full information regarding International Harvester Trucks and Tractors.

SPECIAL SERVICES

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

172—Dunbrik and Dunstone—"Dunbrik Manufacturing Digest" describing the manufacturing process and the superior qualities of a new lighter weight brick and a multiple size unit that is particularly adapted to the new trend for modernistic

construction at lower cost—business opportunity for local manufacturer.

REYNOLDS CORP., 19 Rector St., New York City.

173—Reynolds Building Products—New literature of a very interesting type covering the Reynolds system of home building and a complete line of Reynolds building materials and equipment.

THE RUBEROID CO., 500 Fifth Avenue, New York City.

174—Ruberoid Building Products—"Ideas for Building and Home Improvement," a 16-page consumer booklet describing the various Ruberoid products used for residential building.

PORTLAND CEMENT ASSN., Chicago, Ill.

175—House Designs and Details—"Designed for Concrete," a de luxe portfolio of 48 pages and covers presenting the competition drawings in the recent "Pencil Points" architectural competition. Also numerous photographs of actual construction, and graphic details showing important points of concrete home building.

"Reinforced Concrete Houses—Construction Details" in a 40-page illustrated handbook to explain the various construction details of reinforced concrete house building of interest to contractors.

MARSH WALL TILE CO., 43 Marsh Place, Dover, Ohio.

176—Marsh Wonder Walls—Complete information regarding the sheet tiling comprising the Marsh line, including "Marlite," a plain surfaced sheet in wide range of colors; "Marsttile," a sheet with tile marking; "Marshmarble," reproducing the rare imported marbles, and "Marshwood," reproducing rare and imported woods. Sheets range from 4 feet by 32 inches to 4 feet by 12 feet.

FRANK ADAM ELECTRIC CO., St. Louis, Mo.

177—Electric Quikheter—"Real Comfort Instead of That Chilly Feeling" is a 4-page illustrated data sheet on the Frank Adam built-in electric heater for bathrooms, bedrooms, dressing rooms and other locations where quick auxiliary heat is wanted.

PROTEX WEATHERSTRIP MFG. CO., 2306 W. 69th St., Chicago.

178—Weatherstrip Dealers Wanted—Information regarding profit opportunity, selling and installing Protex weatherstrips and calking on request—a 78-page illustrated catalog "B."

American Builder,
105 W. Adams St.,
Chicago, Ill.

(Oct. 1936)

Please have the following Catalogs listed in this issue sent me—

Numbers.....

Name.....

Street.....

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

OCCUPATION*.....

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



Taxes can make us all “LAND POOR”

WHAT do we mean when we say a man is **LAND POOR**?

We mean that his regular expenses are **EATING HIM UP**. We mean his overhead is **TOO HIGH**. He may do as well as the next man in a good year. But when a **BAD YEAR** comes, he goes **DOWN AND OUT**.

We used to think a man couldn't be **LAND POOR** if he owned his farm outright. We thought just so long as he had no mortgage interest to pay, he could get by.

But that was **BEFORE TAXES WENT UP**. There's land all over the country today that a man can't afford to take as a **GIFT**. Even if he owned it clear, **TAXES** would prevent him from making a living out of it. **TAXES** have made fair land worse than worthless, and **TAXES** have made good land **WORTH LESS** than it should be.

You could stand land taxes **IF THEY WERE ALL YOU HAD TO PAY**. But taxes are also hidden in everything you buy. Our National tax bill equals 1/3 of what is spent in **STORES**. **GASOLINE** for your car averages 40% to 60% taxes. **GOVERNMENT SPENDING NOW EQUALS ALMOST 1/3 OF OUR NATIONAL INCOME**.

For years the tax-grabbing politicians have been

RIDING the farmer and the city worker alike. Total expenses of government now equals **\$517.00 A FAMILY**. Probably 1/3 of this is **WASTED**—or **\$166.00** yearly per family. **IS THIS WORTH SAVING?**

Let's stop government waste. Let's replace every tax grabber—no matter what party he belongs to—with a wise, careful lawmaker. Hard-working citizens in city and country can do it if they will **TEAM TOGETHER** in a non-partisan effort. Here are two things you can do **RIGHT NOW**. They can't do any harm, and if everybody works together, they can do **AN IMMENSE AMOUNT OF GOOD**.

MAKE THIS RESOLUTION—“I will oppose every political candidate who cannot prove that he has used all his influence to reduce government expenditures.”

WRITE THREE LETTERS—one to your County Clerk, one to your Governor, one to the President of the United States. Say, in each letter, just this: “I want the cost of government reduced.”

REGISTER—VOTE—Give your support to candidates, regardless of party, who **WILL** cut the waste out of government.

Space for this message is provided by **AMERICAN BUILDER AND BUILDING AGE** because of a firm conviction that a reduced cost of government is vital to the interests of all its readers

DEALER MARKETING SECTION

A Department of Management Ideas
and Sales Helps for Retailers —

Distribution of this Section is to dealers only

"Women and Children First"

By R.E.S.

A FEW YEARS AGO if you had tried to tell us that the time would ever come when it would be possible to get women and children interested in a lumber yard we would have poohpooed you out of the place. It wasn't so long ago that the average woman didn't know what a lumber yard looked like and cared less. So far as the children were concerned, it was nothing more or less than a good place to play hide-and-seek until the irate lumber dealer chased them back where they belonged.

In other words, lumber yards just didn't seem to mean anything except to the head of the family, who found it necessary from time to time to buy some 2x4s and boards. He usually ended up by kicking like a bay steer about the price and making the unqualified statement that "you can't buy good lumber any more and the cost is becoming prohibitive."

Well, thank goodness we have lived to see the time when such is no longer the case and it was only this month that we had the privilege of spending a Saturday in a lumber yard where an official "opening" was taking place which brought people from far and near to participate in the many activities that had been planned to interest and amuse them.

It was a beautiful day in late August. Not too warm or too cold—the kind of a day when everybody liked to be outside. Blue skies and a gentle breeze.

We arrived rather early in the morning but the crowds were already gathering although the program was not scheduled to start until noon.

The new layout was altogether beautiful to behold. Modernistic architectural effects had been used to change completely the traditional appearance of the yard and to transform it into an establishment than which there was none more attractive in town. It didn't look any more like a lumber yard than the moving picture theater looked like an oil station. It was painted snow white with the result that it couldn't fail to attract the favorable attention of everyone who passed. Of course there was the main office, the display room on the corner, as well as the usual driveways and the rear yard; but it didn't really look like a lumber yard as we have known them to these many years. Yet it wasn't overdone. Nor had the owner gone hog-wild so far as costs were concerned because the entire layout didn't call for the investment



of a lot of money. It was merely that so much thought had been put into the project in order to make it look different and to arrange the stocks of building materials so that they could be conveniently warehoused and effectively displayed. All of which created a highly satisfactory result.

But we were going to tell you about the interest of the public in the opening of the yard instead of dwelling at length upon its unusual attractiveness.

The thing that impressed us most about the whole affair was that this dealer had advertised the fact that the new yard was to be officially opened on this particular afternoon and that manufacturers' representatives would be on hand to display their wares; also that there would be contests of various kinds for the adults and races galore for the children.

A loud-speaker conveniently located on the platform at the rear of the main sheds made it possible for the announcer to acquaint the crowd with the results of the various contests and keep them posted concerning the next event. It also provided an opportunity for a well-known agricultural engineer to deliver an address which was exceedingly well received by the large number of farmers and their wives in attendance. Here was unfolded the story of better farm buildings for less money

(Continued to page 134)

SPECIAL PARADE FOR DEALERS

KEEN fellow, this R.E.S. Gets around a lot, too. Don't miss his dealer merchandising pointers on this page and the next.

INSULATION profits total a neat balance for many dealers. How they do it is told on page 135.

A. W. HOLT says, "It costs very little more to build a nice looking home than a cheap looking house." He analyzes 12 different roof costs on page 138.

LUMBER dealers are now "in the money," at least those are who have discovered the nice profits in sink tops of linoleum and stainless steel; see page 141.

HOW to build a house trailer is the timely subject on page 142, with bill of material and detail drawings.

LOW cost house plans, a number of them, are presented starting on page 145. Also how to build a farm ice house, well insulated, a timely and seasonal subject right now.

ROBINSON-Patman Act analyzed—page 156. How this Act affects dealers is outlined.

GOOD legal advice and comments presented on page 164.

ADVERTISERS' index—page 168.

—a story of vital importance to every farm owner in the trading area. The professor who made the address came from the state agricultural college and is one of the best-known in his profession in the U.S. During the day he mingled with the farmers and discussed with them their various farm building problems.

A large section of one of the sheds was devoted to the Ladies Aid Society where doughnuts and coffee were served during the afternoon. It goes without saying that the Society was liberally compensated for the services it rendered.

The contests created great rivalry and much amusement. No one was overlooked and there were plenty of prizes.

A moving picture camera made a permanent record of the different events and arrangements were made by the dealer to display the film at the local moving picture theater the week following the opening. Several hundred feet of film, appropriately titled, re-enacted the scenes of the afternoon for the eager audiences which came to see their friends and neighbors perform in the movies.

A particularly interesting feature was the fact that the children—tomorrow's customers—were not only especially invited but were made welcome and generously rewarded for their attendance. All-day-suckers were distributed by the hundreds. Foot races brought so many entrants that it was necessary to run them in several "heats."

It was a jovial occasion indeed.

As usual, everybody registered. At the end of the afternoon scores of gifts were distributed through the efforts of co-operating manufacturers.

We know, of course, that there have been innumerable similar openings during the past few years but it was our first opportunity to be an eyewitness to the fact that every one in the community can be interested in the lumber yard and that there are probably more interesting items to be found in said lumber yard than in almost any other place of business in town.

Boards and 2x4s are no longer merely boards and 2x4s. The interest now shifts to what can be done with them to bring convenience and comfort to their purchasers. And the same thing is true of practically everything else that is carried in stock in the modern lumber yard.

We heard an expert fence salesman talking to a prospective customer and were fascinated by the story of profits which was unfolded to the listener. Once upon a time this same salesman would, no doubt, have launched into a glowing description of the quality of the materials used in making the fence. Now he took the fence as a matter of course and sold what it accomplishes in the way of added profits for its owner. In other words, he was selling profits instead of fences and he had no difficulty whatever in obtaining a receptive audience.

And so it was right down the line. It is unquestionably one of the reasons why the modern lumber dealer can so readily obtain the interest of men, women and children in his community, especially when he forgets raw materials and begins to talk what these materials do for their owners. After all is said and done, who among us is not vitally interested in a home while only casually interested in the innumerable component materials which are required to construct it.

Evening came and the crowd gradually faded away. We sat and visited awhile with the tired dealer and his employees and there was a sigh of satisfaction all around as we contemplated the interesting and enthusiastic reactions which were heard and seen on every side.

—R.E.S.



"Volumitis"

ONE outstanding thing that we found out during the past month is that many, many dealers are sorely afflicted once again with that strange malady which seems to find such a persistent foothold in the lumber yard—"Volumitis."

To our own way of thinking it is the curse of the lumber industry.

During the past thirty days we have visited yard after yard where the dealers were volume-mad. Business had been good for several months and they were already beginning to reach out on every hand for still greater volume.

So eager were they to build up impressive sales totals that they were taking bills right and left even though the transaction represented no profit whatever.

One dealer in particular had found it necessary to buy a new truck—hire a new driver—employ another yard man in order to handle the added volume which came from the sale of a grist of profitless deals.

True, his volume went up. So did his expenses. The more sales of this kind that he grabbed off the poorer the service that he rendered his regular customers.

There was a great hullabaloo going on in this establishment and the dealer was very much impressed with the seething activity but all the time that he was emphasizing the importance of volume we couldn't help but detect the innumerable signs of inefficiency which were prevalent on every side.

The inability of the lumber dealer to resist the temptation to roll up greater and greater volume is perhaps only natural in every line of business but sometimes we wonder if it isn't a failing that is especially peculiar to the lumber yard. Otherwise, how can you account for the fact that so many dealers are willing to sell so many large lumber bills at cost or, at best, slightly above cost but not enough to pay the overhead?

Last week we heard a dealer quibble for more than two hours with a lumber salesman over a difference of 50c per M on a carload of lumber—a difference of less than \$15.00. Within an hour from the time the salesman booked the order at the reduced price, this same dealer told us he had sold an \$1800.00 bill of lumber that same forenoon at a discount of 20 percent.

Will some one be good enough to point out to us why any one will quibble about a \$15.00 saving on a carload

(Continued to page 140)

Dealers Boost Fibre Board Sales

Find Special Promotions Increase the Sale of Products for Insulating and Interior Finish Purposes

THIS ARTICLE on merchandising methods used in promoting the sale of fibre building boards both for structural and insulating purposes is a broad survey of the field—the purpose being to show some of its many phases and the general sales helps which are available to the dealer wishing to increase his volume and profit. Leading manufacturers in this field have developed carefully planned campaigns and special promotions. How a dealer in the Midwest capitalized on such a program to boost his sales to many times his former volume will be told in a later article.

IN A SURVEY recently completed by *American Builder*, it was found that over 80 per cent of individually owned yards and about 90 per cent of the line yards stock fibre building boards. This indicates a wide acceptance both by the dealer and consumer of these products which have been developed in little over a decade. On the other hand, some yards have not yet awakened to their potential merchandising possibilities.

Determining the type of market served by the dealer is the first consideration for expanding volume, since selling methods to the several types vary widely. First there is the urban market offering new construction and modernization of residential and commercial structures; second, the farm with houses, barns, outbuildings, etc.; third, the specialty field in which sales are for such uses as building trailers, concrete forms, acoustical installations, cold storage jobs, small industrial and shopcraft consumption. Some dealers are located to serve all these markets, others are limited to one or two.

The usual sales methods are naturally the basis for successful selling in this field. Manufacturers furnish

helps such as turning over to the local dealer, inquiries received from national advertising; supplying direct mail pieces and booklets on the products and offering truck and job signs, display racks and mat service.

The dealer has the problems of doing a good local advertising job; getting proper salesmen if a special department is decided upon; making up prospect lists by canvassing neighborhoods for attic insulation prospects by observing roofs from which new snow has melted, checking building permits for new construction and modernizing, and making farm visits to explain profit benefits; consulting with local manufacturers regarding fabricating purposes. The dealer to do a thorough job must also familiarize himself with all details concerning proper use and methods of application and know which product should be sold to assure consumer satisfaction. Moreover, he should pass along to his contractors such information as they should have on the job.

However, being a comparatively new line of products and one which in recent years has been constantly improved, dealers most successful in increasing sales either through better merchandising to the usual market or finding additional outlets, generally have been those who have most closely co-operated with the manufacturer. New selling campaigns, contractor education and advisory services are being developed and offered to the dealer; new uses are being suggested; special promotions are available to create local interest and tie up with the large volume of national advertising in this field. Some of these new developments and promotions will be briefly considered.

As well as furnishing a market for fibre boards themselves, trailers are being used by several companies as a means of promoting wider sales of their lines. One of these demonstration trailers is now touring the country and contacting dealers to help them with their advertising program. It is equipped with a highly efficient public address system and carries a stock of records which include popular music, hymns, dance tunes and a recorded advertising playlet. If there happens to be a political or church meeting or some other sort of social function scheduled for the community in which the trailer is at the time located, the sound reproducing equipment is placed at the disposal of that particular group. Any speeches are amplified and then a program of music suitable to the type of gathering follows. The advertising recording is included somewhere during the proceed-



SALES HELPS available include decorating guides, engineering and plan services, application instructions and monthly promotional booklets.

ings, and a local dealer's name ballyhooed. This has been a very popular promotion device. It has even led parades and is much in demand for local use by many dealers.

Another successful form of traveling exhibit is the product demonstration show. First started several years ago to create interest in modernizing work when new construction volume was small, the purpose was to display the many possibilities of fibre board products for remodeling jobs. Now such traveling shows have increased in size and numbers until they now include all types of insulating and building board for use in both new building and modernizing. They are now classed as home decorating and insulating shows.

Arrangements for staging one of these demonstration shows are made between the dealer and the salesman of the territory. The dealer is furnished with invitation cards to be sent to his prospects and uses local newspaper display and radio advertising so that the show is also open to the public. Groups such as builders, architects and decorators are sometimes given special showings. The show itself is a complete demonstration of the product. Exhibits include samples of wall construction, methods of application, insulation displays, painting and decorating suggestions and building information.

That such demonstrations actually result in sales is indicated by some of the comments made by dealers as to their experiences with the shows.

A New York dealer reports: ". . . We have pulled two nice jobs as a result of the exhibition and have numerous good prospective jobs in sight."

In Ohio, a company comments: ". . . At no time



previous to the show did we feel that it would have particular value from an immediate sales standpoint. We did not expect the show to pull footage. Before it was over one of our local yards had already landed three very nice jobs."

A lumber dealer in Montana states: ". . . We would like to see this show come to our city two or three times as often as it does now. As a direct result, we closed one particularly desirable order for about 25,000 feet of building board."

Farm Market Promotion Varied and Effective

In the rural market, promotion methods are varied and effective since potential sales of these products to the farmer cover a very wide application. The natural way to interest this trade is through an appeal to money-saving and greater efficiency of production. Once this has been satisfactorily demonstrated in a small way, additional sales are a matter of course. Direct mail advertising pieces of an educational nature, backed up by advisory and engineering service furnished by the manufacturer, will carry the major portion of a farm selling campaign. Plans for all regular types of out-buildings having the use of board properly specified for correct insulation are available as part of this service. Special problems can be handled through the company engineering department. Such service is being constantly pub-

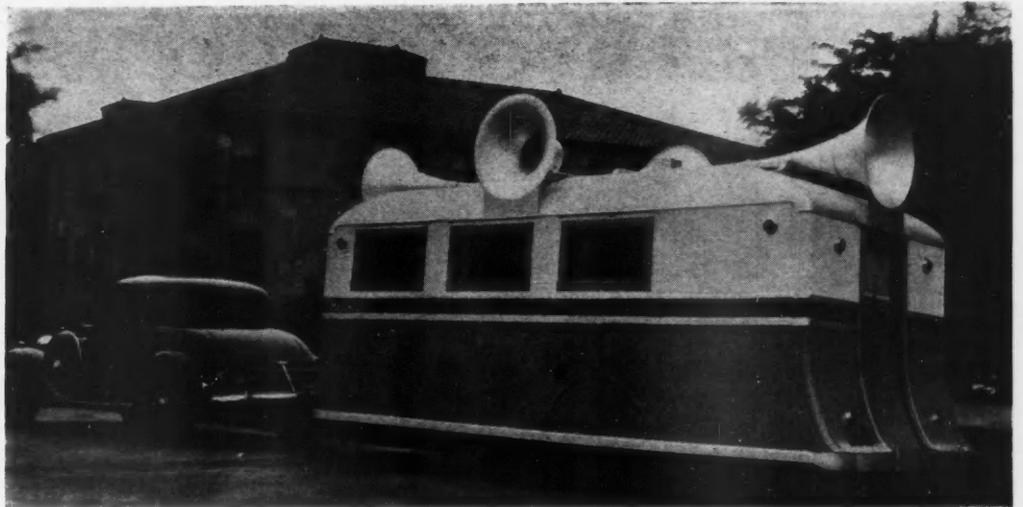


LEFT: Above, swinging panels on wall rack display a complete line of products and finishes. Below, the office of John Suverkup Lumber Co., San Bernardino, Calif., is attractively finished in various boards as a permanent demonstration.

RIGHT: Office display of fibre board products used to exhibit various patterns, finishes and construction.

LEFT: The added wing of this house is insulated, the main portion is not—a tell-tale sign is looking for insulation prospects in the home field.

RIGHT: Above, trailer equipped with public address system used by a manufacturer to promote dealer sales. Below, insulated brooder house which was the grand prize in a contest conducted by the Henry Poor Lumber Co.



licized in farm journals and can be tied up with local advertising.

A new method of putting across the story of board products to a dealer's farm prospects was recently announced by one manufacturer—the use of talking film to present facts on how farmers can benefit by the use of insulation. Construction pictures show step by step how the material is built into a structure, accompanied by an explanation of reasons for these steps. Meetings at which these films are shown are arranged through dealers. How to get more business by using a merchandising program and general insulation facts are likewise presented on other films.

As a means of familiarizing the farmer with the value of insulated buildings, brooder houses using the products are stocked as a leader by many dealers. They can be built at the yard in the slack season and delivered complete to the farm, thus serving as an introductory item for the complete program of board use in other buildings.

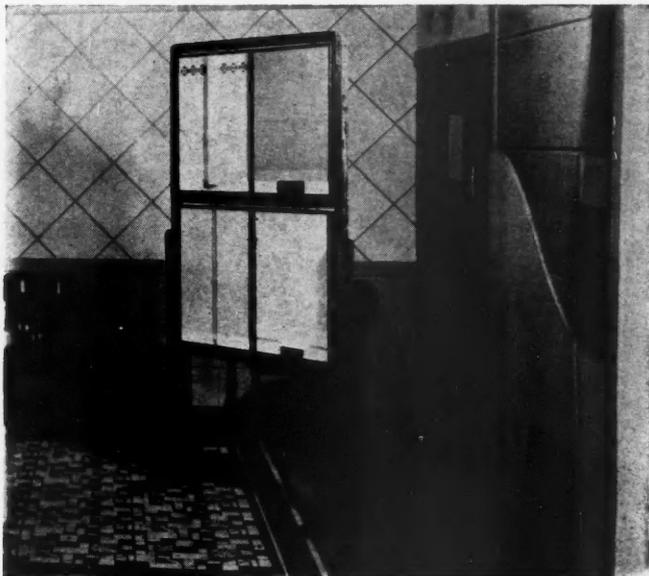
Some dealers have found that the brooder houses are themselves a very profitable line. By staging an all-day party at his yard once a year, one dealer sold 16 of them and found 150 good prospects out of 500 farmers attending this affair, all of which is a mighty good example of what can be done in selling to the farmer. A brooder house awarded as a contest prize has been found to be one way to stimulate additional interest. The



winning of the prize carries with it an agreement that the lucky farmer will carry out a test in which a record is kept of the results obtained from starting chicks in this house as compared to an ordinary one. The fact that such tests have shown over thirty per cent more profit to the farmer is in itself the best sales argument. This type of promotion can be effectively backed up by a seasonal mail campaign; country fairs provide another opportunity for the display of these insulated brooder houses.

Finally, there is the problem of displaying samples of these products in the yard or office. The best and most used method of demonstration is to display such products permanently as part of a salesroom or yard building. This will cover both interior finish and structural uses. Several rooms, or parts of them, such as wainscotings and ceilings, each having a different treatment, will show the many variations possible. Where space is limited, a corner or booth divided into panels can be used to show such a line. Cutaway wall sections labeled to point out features are good educational displays. Along with the many other sales helps provided by manufacturers, swinging wall racks having sample panels, each of a different type and finished surface are available to the dealers.

To summarize briefly, the large market which exists for fibre board products can be merchandised most successfully and profitably by using manufacturer co-operation to keep up with new developments in this field so that today's products and possibilities are well known, contractors can be informed on correct application, and advantage can be taken of special promotions as they are made available.



Comparative Cost of 12 Houses

By A. W. HOLT

Director of Service, Merchandising Council

THE inevitable questions, "How much will this house cost?"—"How much more for this one?"—"Which is the cheapest to build?"—and many more, have been asked me dozens of times the past few months when displaying my "Holt's Magic House" to dealers, contractors and other friends.

In hopes I may render another service to the building industry in general and readers of *American Builder* in particular, I have prepared FACTS that will upset the apple cart for many who have been guided by supposition as well as serve as a measuring stick of comparative costs when a prospective homebuilder begins looking around.

First of all, consider the plainest kind of a roof shown as No. 1 of the twelve. Consider this as standard and consider the other roofs made with this one model, using the same roof triangles.

Note how two of the four triangles forming one side of the plain roof are reversed and another gable added to form the three-gabled roof shown as No. 2.

No. 3 is a four-gabled roof formed in the same way on the other side of the roof.

The fourth one is a cut-up roof that requires no more wood shingles than No. 1 because the shingles that are cut off to form the hip are used to start the valley. Whenever hips and valleys are equal, there is no waste of wood shingles. This may or may not be

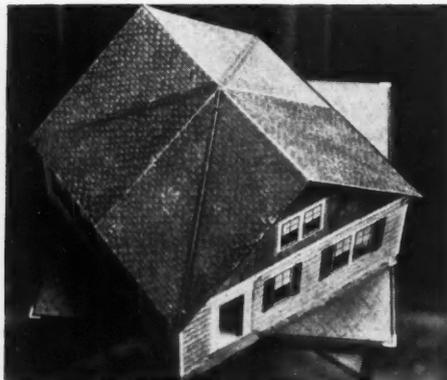
the case with asphalt shingles which must line up with every alternate course. It depends upon the size of the shingle and the pitch of the roof.

The one-gable-and-hip roof in No. 5 has the very same roof surface as the others, but because of hips and no valleys will require more shingles than No. 1 and No. 4. All hip roofs involve extra work on the hip and jack rafters. This is more than off-set by the saving of the gable wall in the rear.

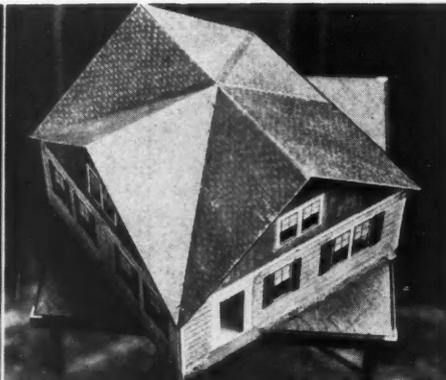
The hip roof shown in No. 6 is the cheapest of all because of no gable walls and only four miters for the cornice besides requiring less cornice. The saving is not of enough consequence to influence choice of this roof even if means are limited and it is necessary to cut corners. All too many build this house because it looks cheap. An attractive home costs but little more and has much greater resale value, besides enhancing community values.

Adding a dormer to No. 6 makes No. 7, which looks like a lot more house for so little more money. The roof surface is only increased to the extent of the projection of the dormer roof at each side which "doubles up" on the roof directly under it. This is termed "duplications."

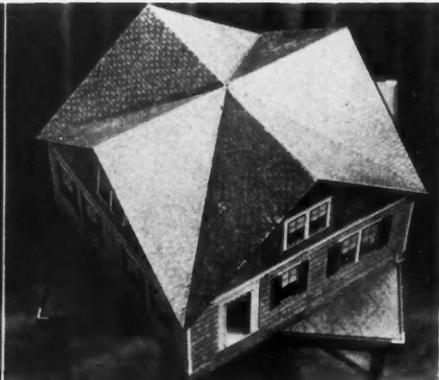
Except for the duplication of dormer roof at each side, all the remaining houses have exactly the same surface as the first six without the dormer. Of course,



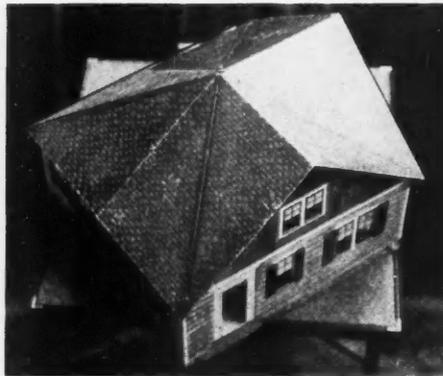
Roof No. 1, Standard



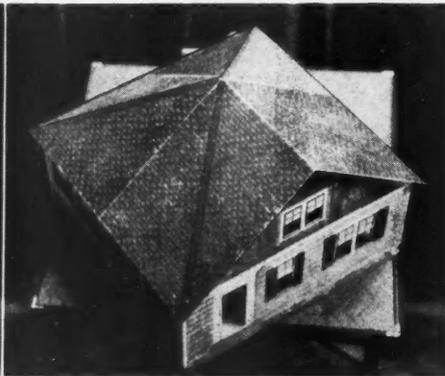
Roof No. 2, House 2.6% more;
Roof 22.2% more.



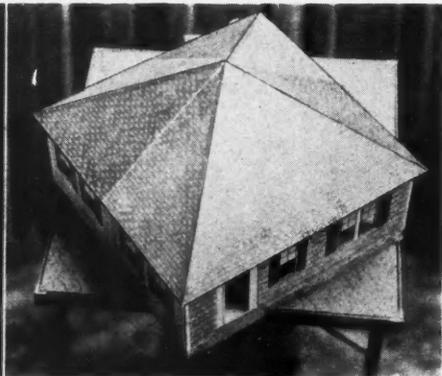
Roof No. 3, House 5.3% more;
Roof 44.3% more.



Roof No. 4, House .8% more;
Roof 8.7% more.



Roof No. 5, House 1.0% less;
Roof 8.7% less.



Roof No. 6, House 2.1% less;
Roof 17.5% less.

TABLE NO. 1—Comparative Construction Units above ceiling joists for Roofs Shown in photographs

Unit of Construction	Roof Number											
	1	2	3	4	5	6	7	8	9	10	11	12
Walls, Sqs.	2.94	4.41	5.88	2.94	1.47	0.00	1.47	2.94	4.41	2.94	4.41	5.88
Roof, Sqs.	11.25	11.25	11.25	11.25	11.25	11.25	11.37	11.37	11.37	11.37	11.37	11.37
Hips and Val., lin. ft.	00	48	96	48	48	96	72	48	48	24	24	72
Ridge, lin. ft.	30	45	60	30	15	00	15	30	45	30	45	60
Cornice, lin. ft.	135	143	150	135	128	120	138	146	153	146	153	161
Miters, nbr.	6	7	8	6	5	4	7	8	9	8	9	10
Windows	4	6	8	4	2	0	2	4	6	4	6	8
Roof Rate	1.000	1.222	1.443	1.067	.913	.825	.967	1.089	1.243	1.055	1.209	1.432
House Rate	1.000	1.026	1.053	1.008	.990	.979	.996	1.010	1.029	1.077	1.025	1.051

Note: Roof and House Rates mean ratio of cost of each as compared to the Basic Roof number 1, as explained in text. Based on frame construction.

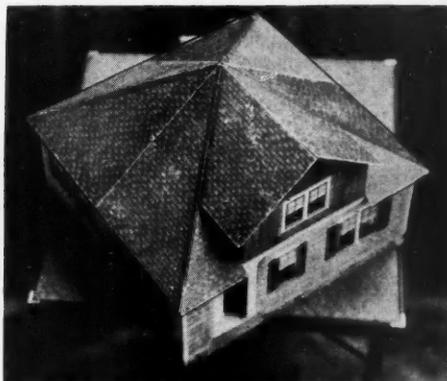
TABLE NO. 2—Roof Costs Above the Ceiling

Unit of Construction	Roof Number											
	1	2	3	4	5	6	7	8	9	10	11	12
Walls, \$28.10 per sq.	\$ 82.60	\$123.90	\$165.20	\$ 82.60	\$ 41.30	\$ 0.00	\$ 41.30	\$ 82.60	\$123.90	\$ 82.60	\$123.90	\$165.20
Roof, \$21.50 per sq.	241.88	241.88	241.88	241.88	241.88	241.88	244.46	244.46	244.46	244.46	244.46	244.46
Hips and Valleys, 60c per lin. ft.	0.00	28.80	57.60	28.80	28.80	57.60	43.20	28.80	28.80	14.40	14.40	43.20
Ridges, 10c per lin. ft.	3.00	4.50	6.00	3.00	1.50	0.00	1.50	3.00	4.50	3.00	4.50	6.00
Cornice, 42c per lin. ft.	56.70	60.06	63.00	56.70	53.76	50.40	57.96	61.32	64.26	61.32	64.26	67.62
Miters, \$1.00 each	6.00	7.00	8.00	6.00	5.00	4.00	7.00	8.00	9.00	8.00	9.00	10.00
Windows, \$9.70 per opg.	38.80	58.20	77.60	38.80	19.40	0.00	19.40	38.80	58.20	38.80	58.20	77.60
Total of Roof Cost.	\$428.98	\$524.34	\$619.28	\$457.78	\$391.64	\$353.88	\$414.82	\$466.98	\$533.12	\$452.58	\$518.72	\$614.08
Comparative Roof Costs.	1.000	1.222	1.443	1.067	.913	.825	.967	1.089	1.243	1.055	1.209	1.432
Adding \$3,177.54 gives House Total.	3606.52	3701.84	3796.82	3635.32	3569.18	3531.42	3592.36	9644.52	3710.66	3630.12	3696.36	3791.62
Comparative House Costs.	1.000	1.026	1.053	1.008	.990	.979	.996	1.010	1.029	1.007	1.025	1.051

the cost of each will vary, according to the gables, hips, valleys, etc., as given by Table No. 1. This is based on a house 28 ft. by 28 ft. with 3/8 pitch (9 in. per foot run) roof projecting 12 in., making the roof 30 ft. square at the eaves.

With this basic information for these twelve roofs, it is a simple matter for each firm to figure its own costs if figuring "by the square," as is fully explained in Bulletin No. 4 of *House Valuator service. Dealers who

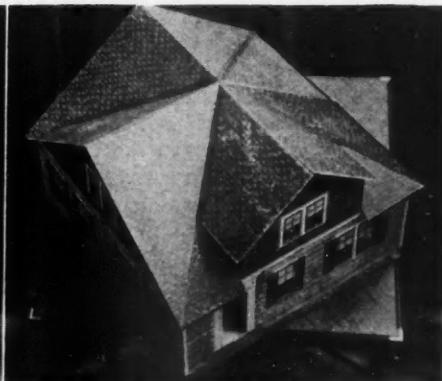
*Write your Lumbermen's Association for information about this estimating service.



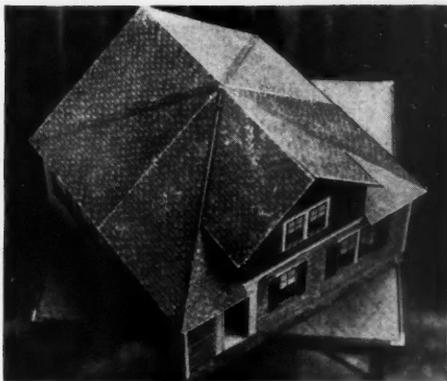
Roof No. 7, House .4% less;
Roof 3.3% less.



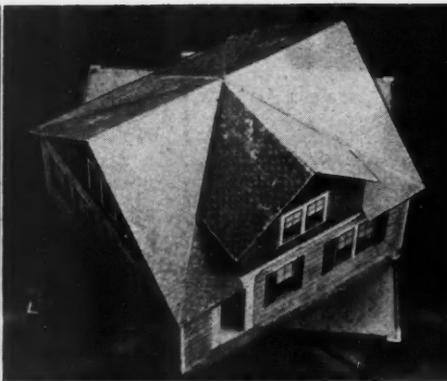
Roof No. 8, House 1.0% more;
Roof 8.9% more.



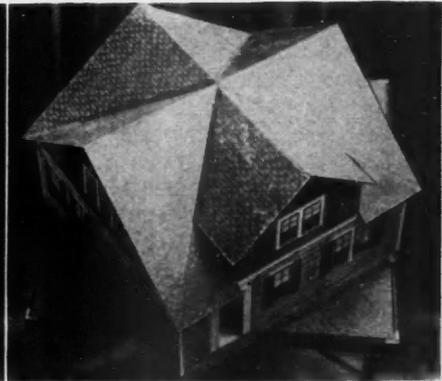
Roof No. 9, House 2.9% more;
Roof 24.3% more.



Roof No. 10, House .7% more;
Roof 5.5% more.



Roof No. 11, House 2.5% more;
Roof 20.9% more.



Roof No. 12, House 5.1% more;
Roof 43.2% more.

use my first system, "Holt Bid," can also figure all twelve roofs very quickly. I did so by longhand in thirty-five minutes. Incidentally, it required twenty-two minutes to figure and check the house "under these roofs" by the square and four minutes with the House Valuator. You can do so even easier with the following schedule of units required, exclusive of the roof. All you need do is to change unit costs and extensions.

HOUSE COST EXCLUSIVE OF ROOF		
Foundation Walls, 112 lin. ft.....	\$ 2.90	\$ 324.80
Basement Floor, 700 sq. ft.....	.18	126.00
Excavation, 6 ft. deep, 200 cu. yds.....	.40	80.00
Cellar Sash, 5 opgs.....	3.40	17.00
Outside Walls, 10.64 sqs.....	28.10	298.98
Floor, 7.84 sqs.....	46.25	362.42
Ceiling, 7.84 sqs.....	16.35	128.18
Partition, 91 lin. ft.....	1.65	150.15
IS Finish OS Walls, 112 lin. ft.....	.98	109.76
Front Door, 1 opg.....	45.00	45.00
Rear Door, 1 opg.....	37.70	37.70
Interior Doors, 9 opgs.....	16.35	147.15
Windows, 12 opgs.....	23.60	283.20
Chimney, 28 lin. ft.....	2.40	67.20
Plumbing, Heating, Lighting and Cabinet Work....		1,000.00
House Cost to Top of Ceiling Joist.....		\$3,177.54

With this much of all houses costing the same, it was only necessary to figure all roofs and add \$3,177.54. By ruling a sheet of paper and figuring the walls for each, then the roofs, and so on for the other units, according to the schedule given in Table No. 1, it wasn't much of a job to do this as illustrated by Table No. 2.

Remember, costs will vary everywhere. The basic costs I used are those in effect at the present time for frame construction by a lineyard firm that has House Valuator in all of its fifty odd yards in the Northwest. The men of this organization KNOW that these are reliable for them because they have checked my systems on hundreds of houses for twelve years.

Your dollar cost will be correspondingly more or less but your comparative costs should be practically constant as you can prove by figuring three or four roofs. Then you can apply the "Comparative Roof Costs" to your cost of the standard roof in the first column rated at 1.000, thus: If your standard roof (No. 1) costs, say, \$400.00, your cost of roof No. 8 should be very near 8.9 percent more, or \$436.00. Likewise, if your total cost of house No. 1 is \$3,300.00, house No. 8 should cost practically 1.1 per cent, or \$36.30 more.

This page of illustrations with comparative costs should be invaluable in convincing prospective home-builders that they cannot afford not to build their dream house. In a few minutes anyone can understand why the variation in cost cannot be of any consequence when resale values are considered.

Checking with House Valuator

Dealers who now use House Valuator will be interested to know that it gave the total cost as \$3,575.03 and in one-fifth of the time required to figure in units, or FOUR MINUTES. You can check your unit costs, or let your unit costs check your House Valuator, from the following information:

I figured this as having a total of nine rooms, five major and four minor, per page 47 of House Valuator. For 28 ft. by 28 ft. size, 8 ft. 6 in. ceiling height, 12 in. cornice and $\frac{3}{8}$ pitch roof, the cost-rate is given at 874. Since these twelve houses are of $\frac{3}{8}$ pitch, .011 was add-

ed because this is one-quarter of the .044 difference between the rates for $\frac{3}{8}$ and $\frac{1}{2}$ pitch, which is .918. This makes total cost-rate .885. Since the Basic House used with House Valuator (not this No. 1 Roof) figured to \$2,173.29, which I called \$2,175.00, multiplying by .885 gave \$1,924.88 for the superstructure. Adding \$16.35 for the one extra interior door, \$47.20 for two extra windows, \$38.80 for the four gable windows and \$547.80 for the foundation, per first four items of house costs, made a total of \$3,575.03. This is less than one percent off and just as apt to be correct as the unit cost of \$3,606.52. Both will prove more accurate than the old list-of-material drudgery that presents too many chances of error or omission. A few check-ups like this will satisfy anyone that they cannot meet present-day competition with century-old methods.

After writing the foregoing, I was asked to review a comparatively new adaptation of the cubical contents way of gues-timating. Every time I see cubical contents, I would see red were it not that I try to be charitable. In this case, the author gave co-efficients which meant:

"Hip roofs cost 2 percent more."

"All other cut-up roof 3 percent more"—

How's that for misinformation as compared to actual facts given by Table No. 1? The "Fools' Paradise" editorial which appeared in the June issue of *American Builder* applies to those who are largely responsible for misleading prices frequently published. To refute some of the false theories was the main inspiration that culminated in my "Holt's Magic House." Let's hope it serves that purpose as well as the "first house" that thousands of little girls may own for themselves.

Several dealer employees have asked me how to figure rafter lengths, hips, valleys, roof surfaces which I will do next month with reference to Roof No. 8. To be ready for it, write your lumbermen's association for a "M-C Roof Gauge," enclosing stamped self-addressed envelope. It's free to dealers.

* * *

"Volumitis"—By R.E.S.

(Continued from page 134)

of lumber and then turn around and throw \$360.00 out of the window to obtain an order?

"Volumitis" appears to be the answer—a mad desire to run the sales totals up without apparently caring how great the loss may be.

Here, there and everywhere we find dealers gravely afflicted once again with the same old malady that has laid so many of them low in the past—"Volumitis."

Would that some one could develop an antidote that would make us more and more immune to its deadly attacks!—R.E.S.

* * *

Mystery

IT TOOK 15 years for installment selling to find its way into the lumber yard. Now that it is here, dealer after dealer is giving it a swift kick and sending it back down town where they say it belongs.

To our wholly unimportant way of thinking this procedure is sure to bring disaster to the lumber dealer who isn't taking advantage of the greatest opportunity that has come to the industry in many a moon, i.e., financing services which enable him to create non-competitive, cash sales where he can deliver the right kind of materials and render the service that the ultimate consumer is entitled to receive when he purchases them.

Here is a dealer doing business in a city of 75,000

(Continued to page 158)



Lumber Dealers Now "in the Money"

Profits Discovered in Sink Tops of Linoleum and Stainless Steel

DEALERS alive to present-day building trends have been keeping a watchful, and an anxious, eye on the home kitchen. They have seen it grow in importance, taking on restyled beauty and demanding more and more in expensive equipment until today the kitchen is not only the center of house building or remodeling interest for the women but also has become the most studied and perfected room in the house. Where formerly the kitchen "took what was left" in the way of floor space, and usually back on the dark side of the house, today the kitchen is planned first, it is given the best location, and it is filled with most carefully designed and manufactured equipment.

In this development there has naturally been an increased use of factory-manufactured steel case work to go along with today's line of refrigerators, ranges and sinks. Lumber dealers have noted this trend with apprehension because it was becoming more and more evident that the local carpenter and the local cabinet shop were losing out before this factory competition. Advancing standards were making the product of these good old time lumber dealer customers seem crude by comparison. The women might like the wood cases and cabinets but they were steadily being weaned away by

the shine and brilliant style of the factory products offered in competition.

Recently, however, there has been a change that is bringing the local millwork and cabinet work back into the picture; a new line of custom-made sink tops has been developed in molded linoleum and in stainless steel which is being distributed exclusively through retail lumber dealers and which, combined with locally produced cabinet work, creates "the last word" in kitchen styling and elegance. These sink tops are each made up to exact measure and the manufacturing process has been so programed that there is no hold-up on the job waiting for the sink and cabinet tops; by the time the local case work is ready the specially ordered sink top has been processed and delivered.

This factory-built sink top service has been perfected by the Tracy Mfg. Co., Pittsburgh, and is being very successfully used by one of the local lumber dealers—the Bennett Lumber & Mfg. Co., Millvale, a Pittsburgh suburb. The photograph above shows a Bennett installation in a fine home in West View Borough, this being a "Perma Sheen" sink of linoleum drainboards and stainless steel bowl finishing off in proper style the wood cabinet work turned out by this local lumber dealer. An average of one sink a day has been the sales record of Mr. Bennett since taking on this line. He finds that they go well, both in new homes and in remodeling work. They carry a good profit margin themselves and also carry with them the sale of wood cases and other lumber dealer items.

LEFT: Two interior views show the convenience and compactness of a well equipped modern trailer home.



How to Build a HOUSE TRAILER

Construction Plans Give Dealer Needed Information; Most of Materials Are Already Stocked

The lumber dealer can capitalize on the made-to-order market since most of the materials, including framing lumber, hardboard covering, cases, etc., are already in stock. The bill of material and plans on these pages, as furnished by the Masonite Corporation, give all the necessary construction details. The item numbers on the drawings refer to the first figure in the bill of material.

An exterior view of this same trailer is shown on page 137; interior details are illustrated above.

The equipment and conveniences include large locker space, two convertible lounge beds, cooking facilities, running water and radio. Trim and decoration give an opportunity to show the same individual taste as one likes to express in his home. Interior surfaces can be left natural as in the one shown, or can be painted according to a desired color scheme.

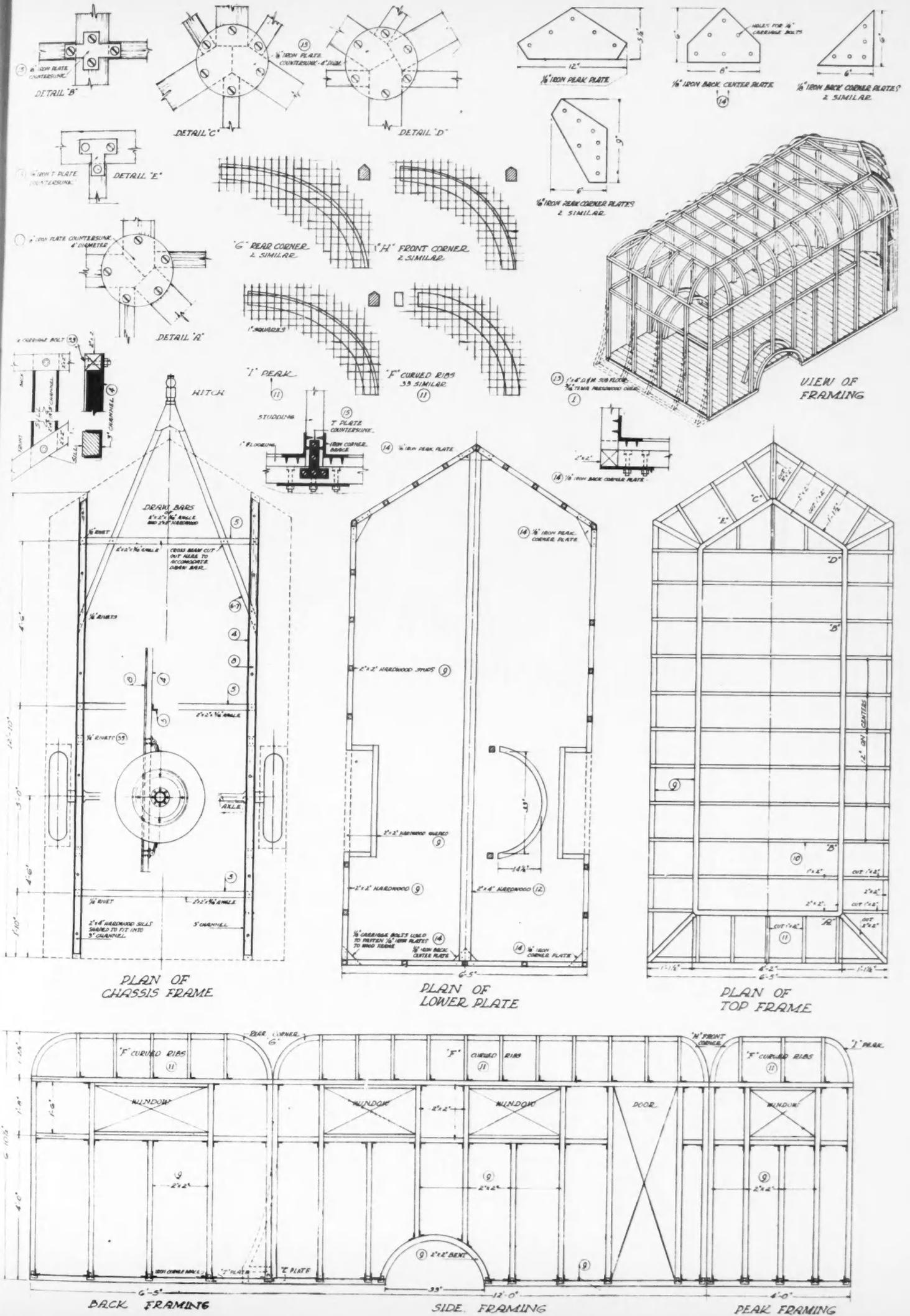
THE constantly increasing amount of interest in trailers during the last year has been well indicated by the surprising amount of publicity on this development. It is estimated that the rapidly growing army of trailerites is now above the 100,000 mark, some using trailers for seasonal touring purposes, others as permanent homes.

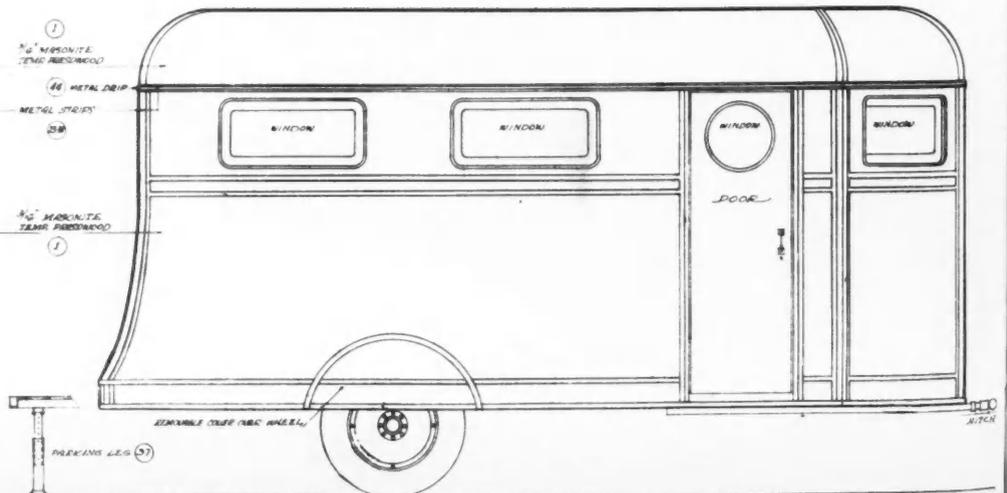
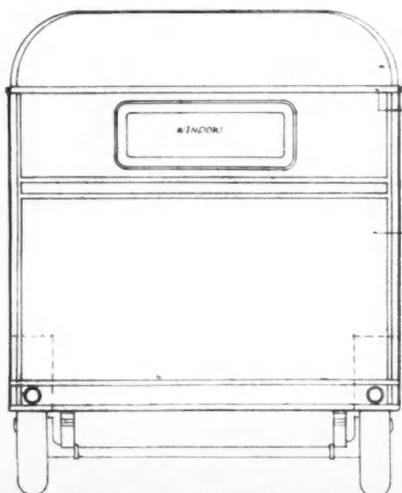
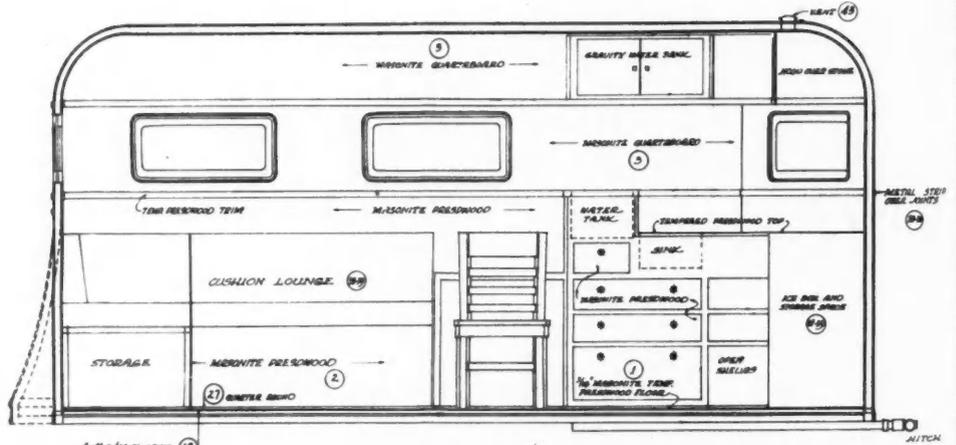
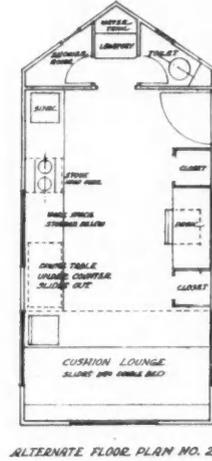
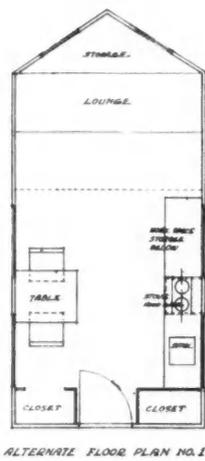
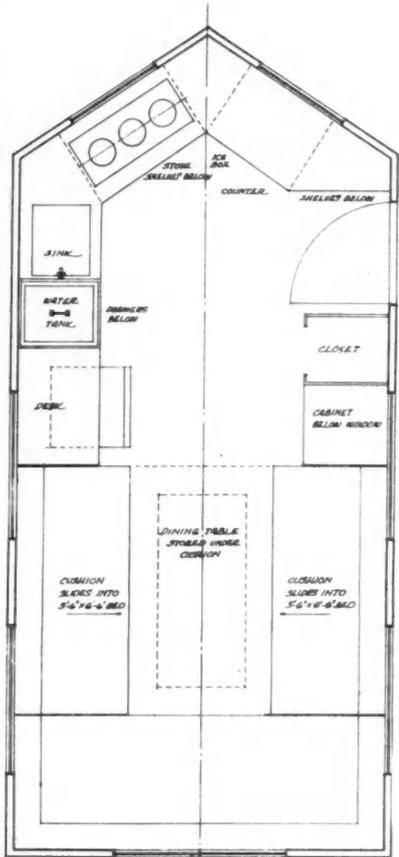
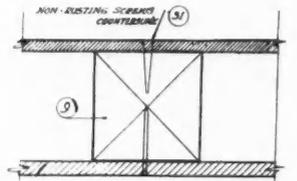
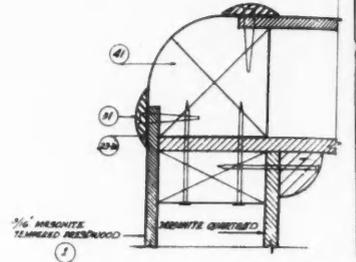
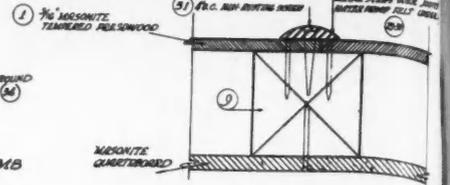
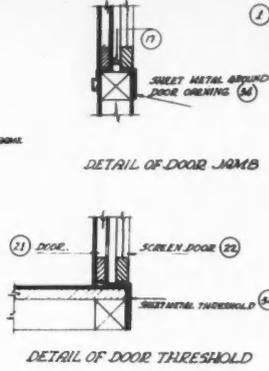
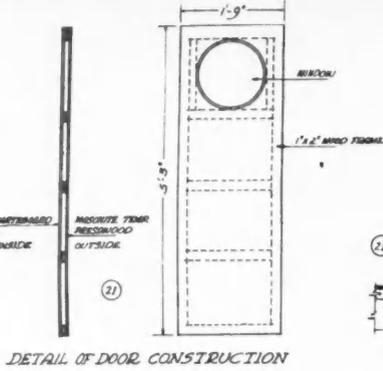
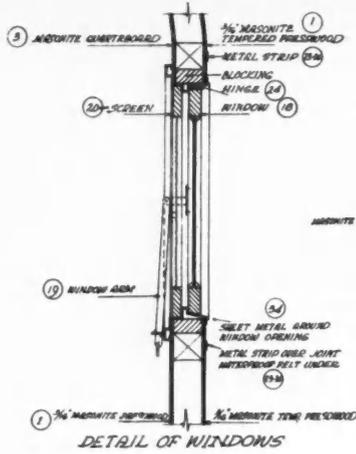
locker space, two convertible lounge beds, cooking facilities, running water and radio. Trim and decoration give an opportunity to show the same individual taste as one likes to express in his home. Interior surfaces can be left natural as in the one shown, or can be painted according to a desired color scheme.

BILL OF MATERIAL

Excluding Wheels, Axle, Hitch, etc.

Item	Number	Description
1	9	4'x12'-3/16" Tempered Presdwood
2	4	4'x12'-3/16" Presdwood
3	3	4'x12'-Masonite Quatrboard
4	2	12'-10"-3" Channel Iron
5	3	6'-0"-2"x2"x3/16" Angle Iron
6	2	7'-9"-2"x2"x3/16" Angle Iron
7	2	7'-9"-2"x2" Hardwood Tongue
8	2	12'-10"-2"x4" Hardwood, Shaped
9	300'-0"	2"x2" Hardwood Frame
10	70'-0"	1"x2" Hardwood Frame
11	38	Top Curved Ribs
12	1	14'-0"-2"x4" Hardwood
13	150'-0"	1"x4" D. & M. Flooring
14	6	1/8" Iron Bottom Corner Plates
15		1/8" Iron, "T". "L" Frame Braces
16	80'-0"	3/4"x1/2" Door & Window Stop
17	12'-0"	Weather Strip for Door
18	7	Windows
19	7	Pairs Window Arms
20	7	Window Screens
21	1	Door
22	1	Screen Door
23		Metal Strips over Corners & Joints
24	9 Pair	Window & Door Hinges
25	1 Pair	Screen Door Hinges
26	2	Door Catches & Locks
27	60'-0"	1" Quarter Round Moulding
28		Hardwood Interior Equipment Frames
29		Misc. Hardware, Cabinets, etc.
30		Waterproof Felt (over Joints)
31		1 1/4" Non-rusting Screws
32		Nails, Common and Casing
33		1/4" Carriage Bolts
34		Sheet Metal around Window Frames
35		1/4"x9/16" Rivets
36		Window Shades
37		Parking Legs
38		Interior Equipment as Desired
39		Cabinets, Sink, Stove, etc.
40		Paints, Varnish or Enamels
41	30'-0"	2 1/2"x2 1/2" Shaped Hardwood Corners
42	12'-0"	2"x2" Shaped Tail Ribs
43		Metal Hood & Vent over Stove
44	39'-0"	Metal Drip
45		Tail Lights & Interior Lighting





STOCK PLANS

Through Retail Lumber Dealers

AMERICAN BUILDER is not in the stock plan business and does not have architectural plans or blueprints for sale. It does not care to be in competition with local architects, builders or dealers who are rendering efficient architectural service, or with the association plan services set up to serve local dealer members from central drafting offices.

"THE DEVONSHIRE"

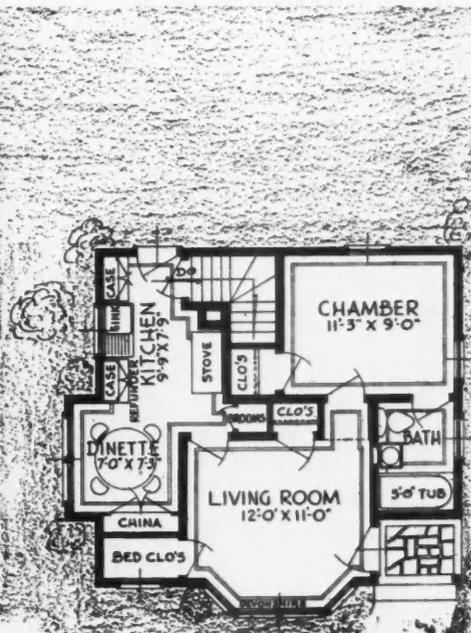
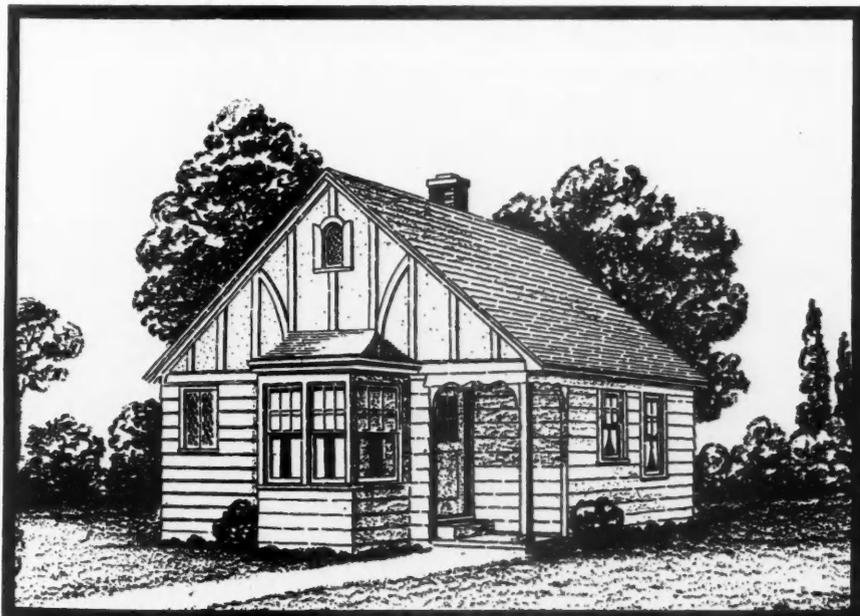
Efficiency Four-Room Cottage with English Half Timbered Gable

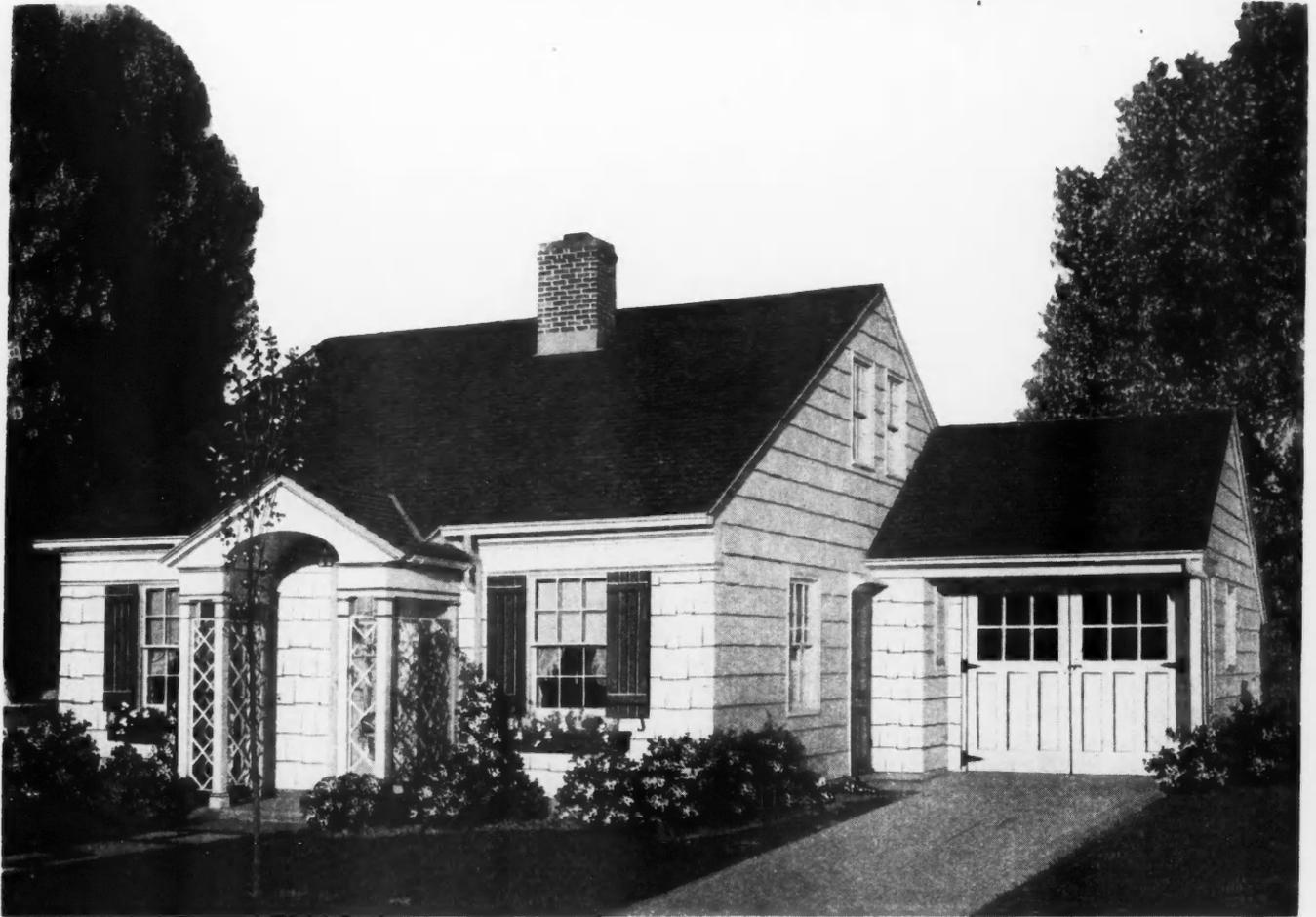
IN THESE hectic campaigning days all dealers and their customers can safely unite on one big issue, namely, more and better low cost homes for families of medium income. Here is the "plank" that fits the present needs of practically every community. Good small homes are as scarce as hen's teeth, and are getting scarcer. You can hardly find one to rent, and you certainly would not want to buy any that are offered. They are out of date—entirely unsuited to the standards and requirements of today.

What is needed in every community is a new supply of new, small, modern homes designed to take advantage of late developments in the art of home building and in line with the times. Lumber and supply dealers are supposed to have up-to-date plans, and most of them are well supplied. In this department we have reproduced half a dozen of the most popular.

NEW ornamental features built into the exterior of a small home make a wonderful difference in its appearance. Take this little English design, for instance, illustrated below. The Elizabethan stucco work and paneling in the front add little to the cost, yet combined with the rough hewn porch timbers and the small diamond leaded panes in the casement windows, we have a front here which possesses real distinction. The front bay window is attractive from without, and very practical within, adding materially to the size of the living room. Dinette and kitchen are connected to make a really splendid arrangement. The bedroom with private bath completes the layout effectively. A bed closet off the living room accommodates a roller type of bed, giving this house emergency capacity. This closet also serves as a convenient hang-up for outdoor wraps and as storage space for game boards and other living room extras.

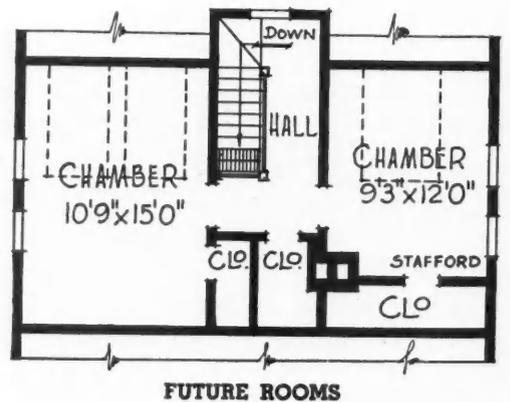
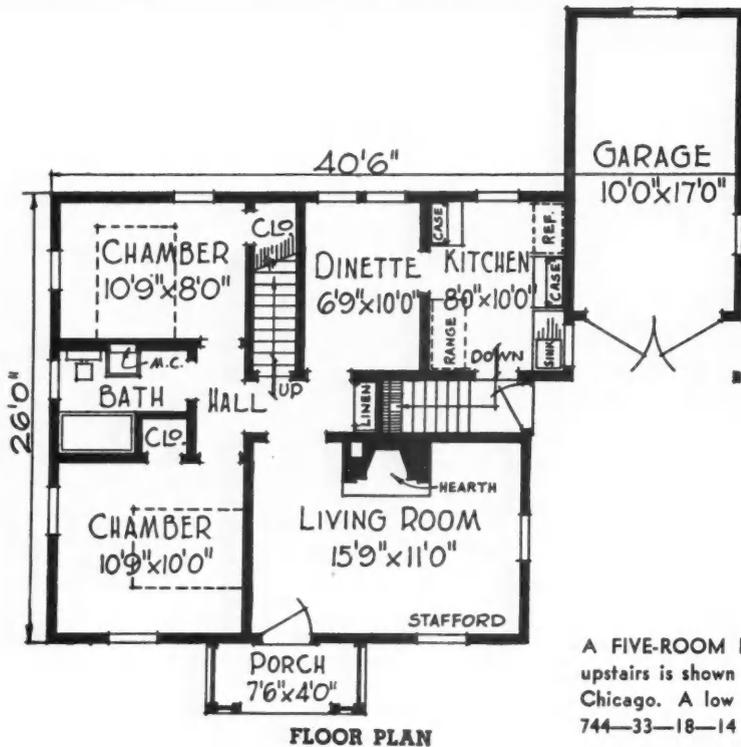
COMPACT three-room and bath cottage, size 24 by 22 feet, "The Devonshire," designed by the Packard Service Bureau, Davenport, Ia. The economy of this little home is indicated by the following Cost Key: .761-100-564-25-12-8



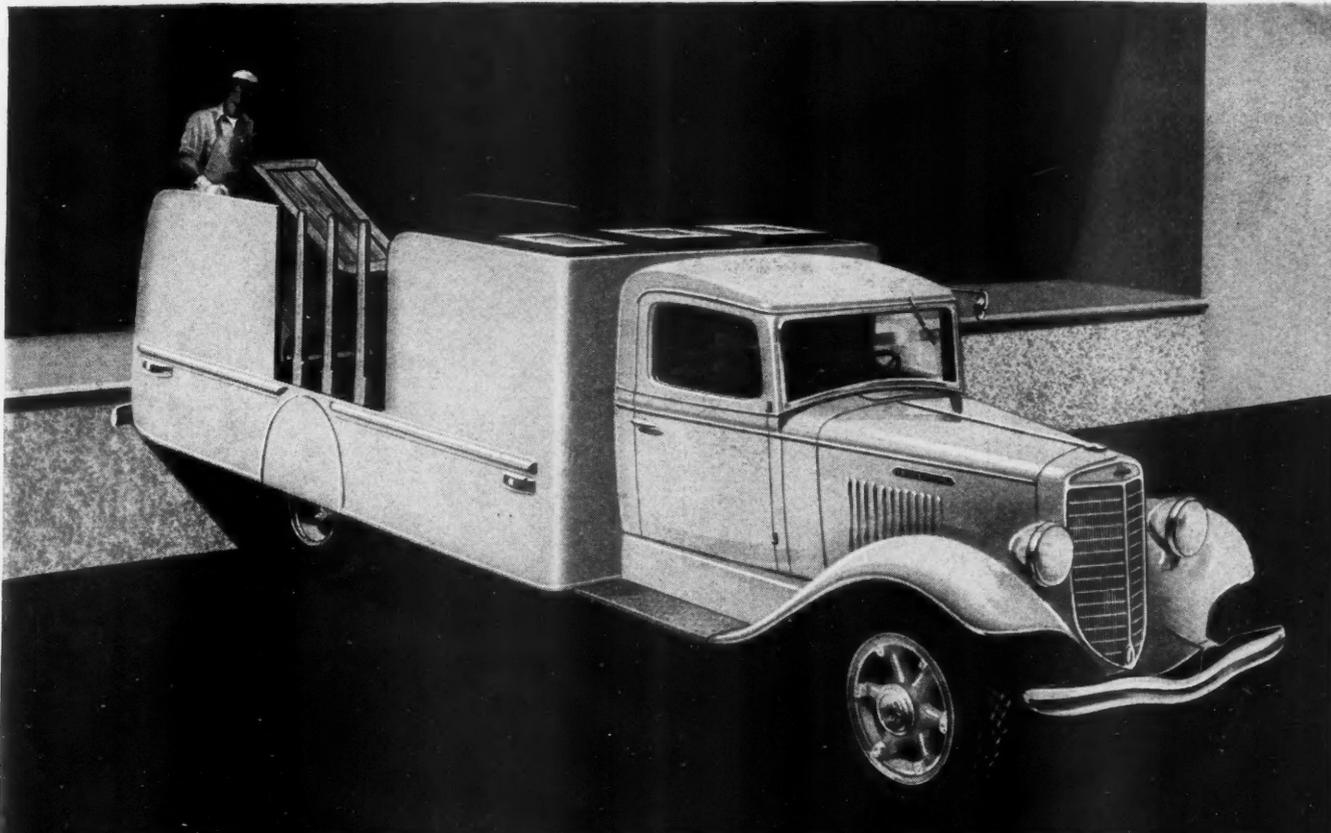


ALWAYS IN GOOD TASTE
"The Stafford" Containing Five
Rooms, Bath and Garage Embodies
the Best Early American Traditions

ABOVE is a type of home that is distinctly Colonial that has proved its merit and economy over a period of years. This design offers a maximum of room area for the minimum cost. Without qualifications, this type, simple yet well within the sphere of pleasing treatment, offers the most economical home possible. Do not overlook the convenient garage.



A FIVE-ROOM layout plus two additional chambers to be finished off later upstairs is shown in "The Stafford" designed by the National Plan Service, Inc., Chicago. A low construction cost is indicated by the Cost Key: 1.530-155-744-33-18-14



INTERNATIONAL TRUCKS

Can be Bought on
ATTRACTIVE EASY TERMS
AT LOW RATES

● International Harvester has probably had more and longer experience with time-payment financing in the sale of its products than any other corporation that you might name. Long before the very birth of the automotive industry the builders of this century-old organization were selling millions of dollars worth of agricultural equipment annually, *on "time."* Many younger enterprises may be said to have "gone to school" to International Harvester in the financing of time payments.

In the past 30 years tens of thousands of men have been helped to

ownership of International Trucks by International Harvester's extension of credit. The most liberal of the many partial-payment plans in the industry today reflect International policy of long years' standing.

Pay CASH on delivery for your trucks when you can, and save *all* financing charges, but when cash must be conserved see what International's liberal time-payment plan may offer you. Inquire as to our *materially reduced financing charges*—let Internationals earn their way as you pay.

INTERNATIONAL HARVESTER COMPANY
 606 S. Michigan Ave. (INCORPORATED) Chicago, Illinois

1831...
the first McCormick Reaper.
 TRUCKS came 75 years later.

Generations ago
 CYRUS HALL McCORMICK
 founded
 International Harvester's
 Liberal Time-Payment Policy.

\$415

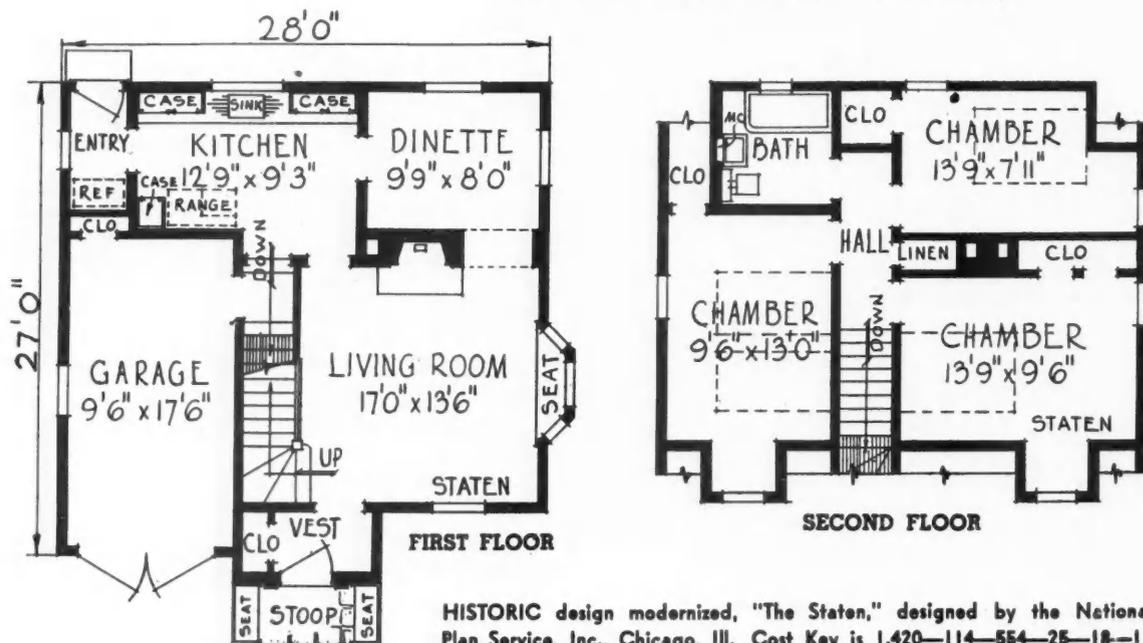
for ½-ton chassis; \$610 for 1½-ton chassis, f.o.b. factory, are great values for International quality. International time-payment rates apply to every model, Half-Ton to big Six-Wheelers. Call any International dealer or nearby branch.



A CONSERVATIVE CHOICE

"The Staten" Shows How to Combine Garage and Colonial Home Under One Roof

IN THIS design, Colonial detail is followed throughout with harmonious results. The ground area is small considering the accommodations provided—28 feet wide by 27 feet deep including the built-in garage. This decidedly modern feature has been cleverly added to the traditional Colonial in a way that would perhaps surprise the Pilgrim Fathers but looks okay to the modern young couple desiring a real home of compact lines and streamlined convenience. A fire wall of metal lath and plaster should isolate motor room from the rest of the house. This would include two side walls and ceiling.



HISTORIC design modernized, "The Staten," designed by the National Plan Service, Inc., Chicago, Ill. Cost Key is 1.420-114-554-25-18-11

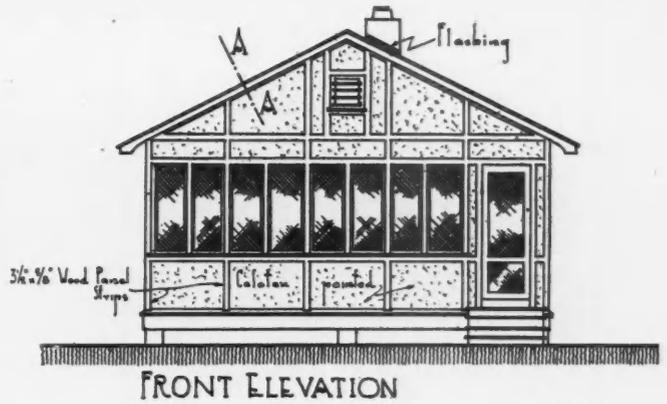
INSULATED COTTAGE

"The Wilderrest" Three-Room Cottage Features Celotex Construction

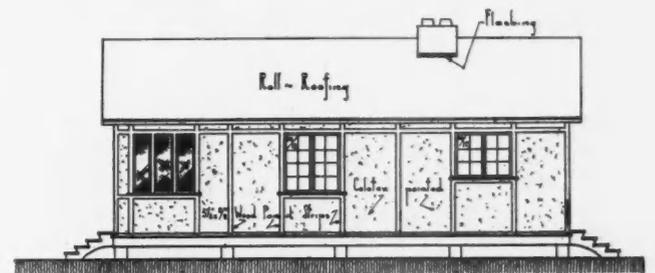
IN OFFERING this little three-room insulated cottage the Architectural Dept. of the Celotex Corp. has drawn off the following bill of materials as required for its proper construction:

Quantity	Size	Description
106 cu. ft.		Concrete foundation to 3'-0" below grade
8	2" x 12" x 16'-0"	Sill
8	2" x 12" x 10'-0"	Sill
1	4" x 12" x 14'-0"	Beam
1	4" x 12" x 10'-0"	Beam
1	4" x 12" x 8'-0"	Beam
8	2" x 4" x 16'-0"	Sill-ribbon
4	2" x 4" x 10'-0"	Sill-ribbon
16	2" x 4" x 20'-0"	Studs and Plates
4	2" x 4" x 18'-0"	Studs and Plates
6	2" x 4" x 16'-0"	Studs and Plates
10	2" x 4" x 12'-0"	Studs and Plates
16	2" x 4" x 10'-0"	Studs and Plates
114	2" x 4" x 8'-0"	Studs
52	2" x 8" x 10'-0"	Floor joists
25	2" x 6" x 20'-0"	Ceiling joists
1	2" x 12" x 22'-0"	Beam above ceiling joists
50	2" x 6" x 14'-0"	Rafters
750 ft. B.M.	3/8" x 4"	T. & G. flooring (incl. 25% waste)
670 lin. ft.	3/8" x 5/8"	Wood panel strips
920 lin. ft.	2 1/2" x 3/8"	Wood panel strips
110 lin. ft.	7/8" x 10"	Base board (exterior)
110 lin. ft.	1 1/2" x 2"	Base drip
115 lin. ft.	3/8" x 7/8"	Cove molding
130 lin. ft.	1" x 5"	Rafter and End fascia
104 lin. ft.	1" x 6"	Side board and Ridge board
2	4'-0" x 12'-0"	Celotex
33	4'-0" x 10'-0"	Celotex
21	4'-0" x 9'-0"	Celotex
50	4'-0" x 8'-6"	Celotex
1	4'-0" x 8'-0"	Celotex
2	4'-0" x 7'-0"	Celotex
4	4'-0" x 4'-5 1/2"	Frames and 8 lt. Casements
1	2'-0 1/2" x 4'-5 1/2"	Frame and 8 lt. Casements
1	4'-0" x 3'-5 1/2"	Frame and 6 lt. Casements
1	1'-8 1/4" x 2'-11 1/2"	Frame and 6 lt. Casements
2	2'-4" x 6'-8"	Interior doors and Frames. Hardware
1	2'-0" x 6'-8"	Interior door and Frame. Hardware
1	2'-0" x 6'-8"	Frame for closet opening
1	2'-8" x 6'-8"	Front door and Frame, including hwde.
1	2'-4" x 6'-8"	Rear door and Frame. Hardware
1	2'-4" x 6'-8"	Screen door, Frame. Hardware
1	2'-8" x 6'-8"	Screen door, Frame. Hardware
6	1'-3" x 4'-5 1/2"	Screens including hardware
8	1'-8" x 4'-5 1/2"	Screens including hardware
8	7/8" x 6 1/2" x 1'-5"	Strips for Louvres including Frames
2	1'-3" x 1'-6"	Straps for Louvres
17	1 1/2" x 1/8" x 2'-0"	Strap iron anchors for foundation
17	1 1/2" x 1/8" x 16"	Strap iron hangers. Ceiling beam
1		Front stair per drawing
1		Rear stair per drawing
1100 ft. B.M.	1" x 6"	Roof boards (incl. 20% waste)
950 sq. ft.		Roll roofing
230 lin. ft.	3/8" x 7 1/4"	Interior base
230 lin. ft.	3/8" x 5/8"	Quarter round molding

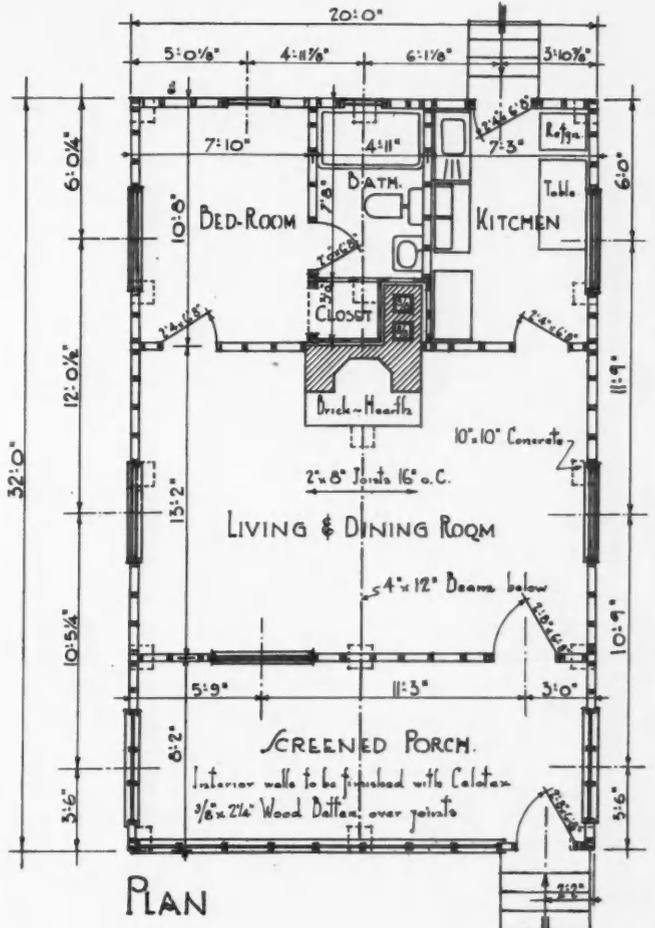
Brick, mortar, flashing, paint, nails, etc.



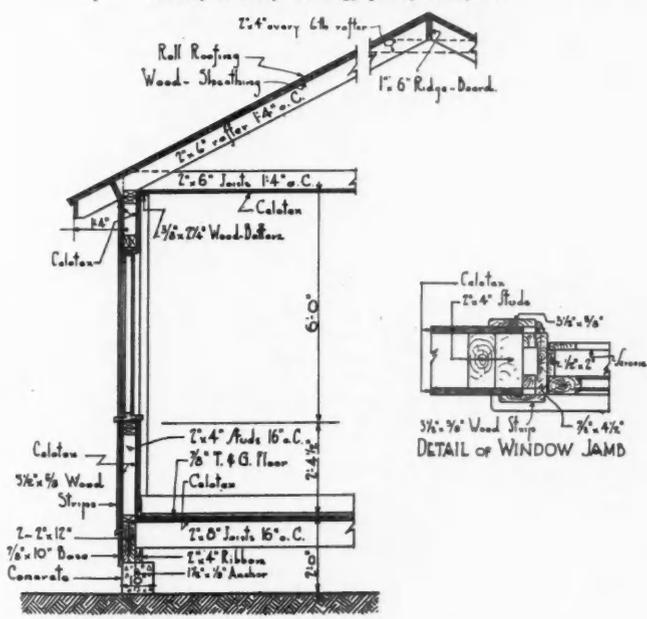
FRONT ELEVATION



RIGHT SIDE ELEVATION.

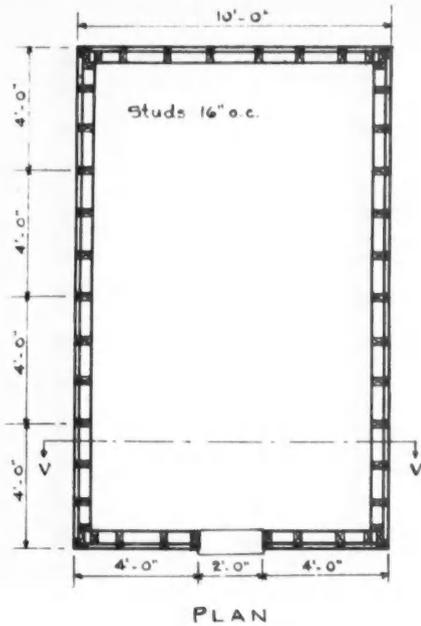


PLAN

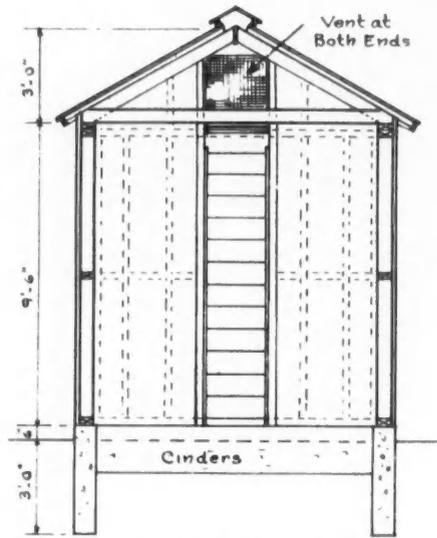


PART OF CROSS-SECTION.

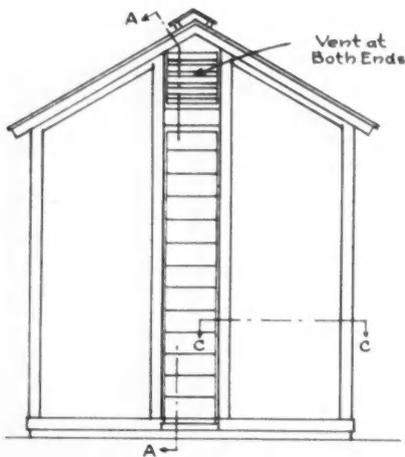
ELEVATIONS, plan and construction details of "The Wilderrest," three-room cottage designed by the Architectural Dept. of the Celotex Corp., Chicago, Ill.



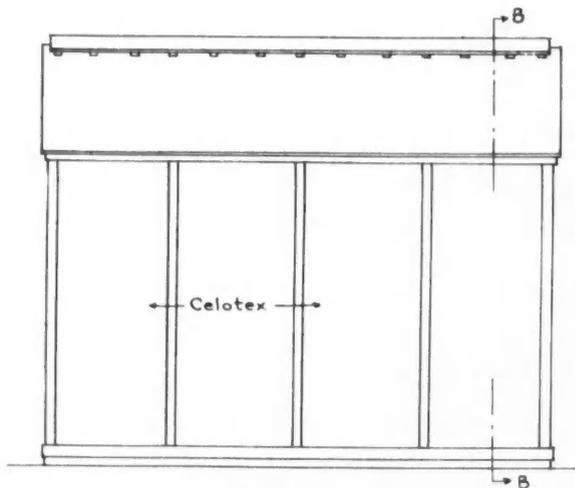
PLAN



SECTION V-V



FRONT ELEVATION



SIDE ELEVATION

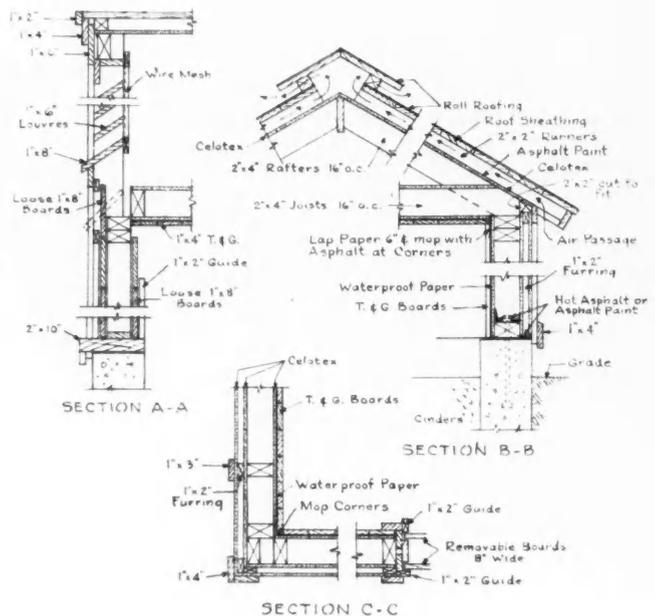
TWENTY-FIVE TON ICE HOUSE

How to Build a Well Insulated Farm or Village Ice House

THE ice house illustrated in these plans has a capacity of approximately 25 tons. Dimensions can be varied to provide other capacities as desired. By dividing the cubic capacity in feet by 45, the ton capacity may be closely estimated. The concrete foundation supports wood frame to which Celotex is applied—three layers on the walls, two on the ceiling and one on the roof in the air passage. It is recommended that the Celotex used in ice house construction be given an asphalt coating. All edges as well as the surface should be thoroughly coated, using a good grade of odorless asphalt or asphalt paint. The waterproof paper used should also be asphalt saturated. With this type of construction the ice will keep with a minimum of shrinkage without the use of sawdust or shavings.

To facilitate drainage, the ground on which the ice house stands should be porous and slope away from the building. An ice house should be built where it will be shielded as much as possible from the wind and from the direct rays of the sun.

PLAN, elevations and sections of well insulated ice house designed by the Farm Service Dept. of the Celotex Corp., Chicago, Ill.

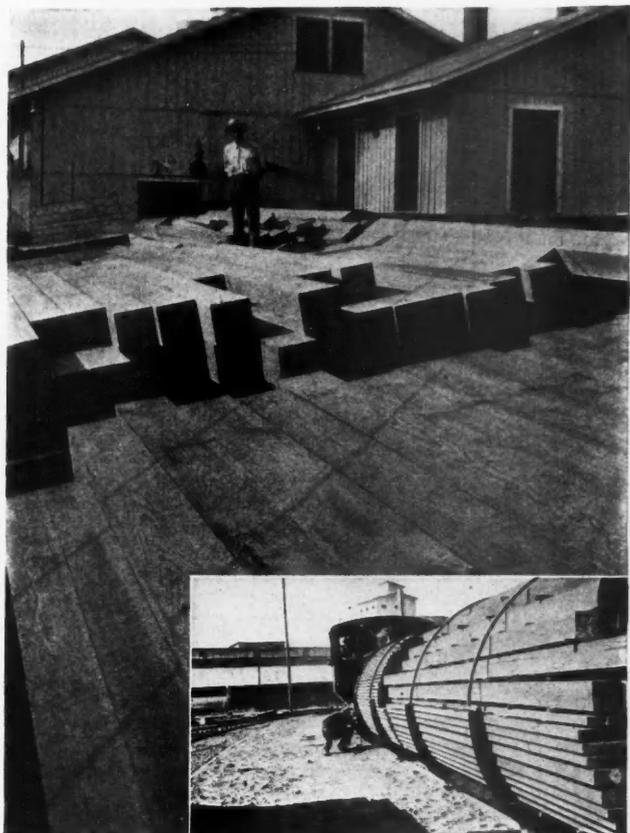


CONSTRUCTION details show stud frame sheathed on the inside and insulated outside with three layers of Celotex board.

FROST



PINE



Whatever your requirements in Southern Yellow Pine, FROST can furnish them. With practically unlimited resources in timber and plant facilities, it would be difficult to name a standard item which FROST does not produce in well manufactured, correctly seasoned Grade-Marked stock. ♦ ♦ ♦ Nor is this comprehensive service by FROST confined to saw and planing mill products. For, with the ever increasing need for treated material, FROST meets that demand, too, through operation of modern pressure treating equipment for the Wolmanizing and Creosoting of lumber and timbers on an extensive scale. Here then, through its unified service, FROST offers you a single source of supply for every item from timbers to small mouldings, including lumber and piece stuff, pressure processed for permanence. ♦ ♦ ♦ For quotations on Long Leaf, Short Leaf and Arkansas Soft Pine (with which you may order FROSTBRAND Oak Flooring) call the nearest FROST representative, or address

FROST'S sawn timbers tell their own story of the notable quality and uniformity characteristic of all FROST Pine products. Inset shows the "charge" ready to enter FROST'S big Wolmanizing cylinder at Shreveport.

FROST LUMBER INDUSTRIES, Inc.

SHREVEPORT, LOUISIANA

ST. LOUIS, MO.

NEW YORK CITY

The Robinson-Patman Act

Its Highlights and Difficulties

By P. K. SEIDMAN*

ON June 19, 1936 business was chartered for a new course under the auspices of the Robinson-Patman Act. The ship quickly floundered and is now literally and figuratively all at sea. The hows, whys and wherefores of the Act, are admittedly difficult of answer, especially in view of the far-reaching consequences that are involved, one way or the other. We cannot here hope to allay all doubts. It may however be feasible to at least gain better acquaintance with their nature and implications. It is with that objective that we shall proceed, starting first with a bit of history to blaze our path.

Previous Background

The legislative plan to prevent price discriminations and monopolies started with the enactment, forty-six years ago (July 2, 1890), of the Sherman Anti-Trust Act, and was the direct result of the battle between large and small producers. It took twenty-four years of experience to demonstrate that the Sherman Act alone, was inadequate to accomplish its purpose. Under the careful guidance of President Wilson, there were additional regulatory measures passed known as the Federal Trade Commission Act (September 26, 1914) and the Clayton Act (October 15, 1914). The desired reform had thus been supposedly accomplished and business was placed under the watchful eye of the Federal Trade Commission. With the onslaught of the depression came N.R.A. (August 10, 1933). The Supreme Court, however, knocked that out and we were status quo again. The failure of the N.R.A. to "stick" was indubitably responsible for the Act under discussion. The Clayton Act had made it unlawful "to discriminate in price between different purchasers . . . when the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly." In the one case (*Van Camp v. American Can*) decided by the Supreme Court in 1929, it was held that a 20 percent discount over existing prices was a marked discrimination in price, tending "to substantially lessen competition." It did not follow that a moderate difference in price would have such effect. At any rate, there was not ushered in any widespread change in day to day selling methods.

The Robinson-Patman Act seeks to give the Clayton Act more "kick." There is a tightening of the definition of "price discrimination" and the consequences of violation. The latter run in two directions. There is a "civil" section, violation of which is actionable in the form of a "cease and desist" order by the Federal Trade Commission, and a "criminal" section, which subjects the violator to a fine of \$5,000 and imprisonment. The same offense may entail both civil and criminal penalties. Besides, any person injured can get treble damages. Obviously, therefore, this Act cannot be laughed away.

The Act has too many ambiguities to try, with any feeling of security, to completely analyze it. Especially is this true since the enforcement agency (Federal Trade Commission) is now struggling with the interpretation. The best we can hope to accomplish at this time is to touch on some of the highspots and consider their implications a bit.

Outline of Provisions

To start with, the heart of the Act may be briefly outlined as follows:

1. All persons who buy or sell commodities in interstate commerce are subject to the prohibitions and penalties of the Act. Commodities embrace all those that are sold for use, consumption, or resale within the United States and its territories.
2. The Act declares it to be unlawful (a) for a seller to discriminate in price between different purchasers of goods of like grade and quality, or (b) for a customer knowingly to induce such discrimination, where the effect may be to substantially lessen competition. The criminal elements enter in knowingly participating as buyer or seller in a price discrimination that is designed or tends to blight the competition that the buyer or seller, or their customers, would otherwise have. Sales at a discriminating price, deliberately calculated to eliminate the competitor of the seller or buyer, furnish a glaring example for the invocation of this provision.
3. This price discrimination clause has, like most laws, a train of exceptions. Here are the important ones:
 - (a) The sale of large quantities at a lower price unit than that established for smaller quantities, is permissible, but the differential must be premised solely on the difference in cost of dealing with quantity sales.
 - (b) Price differentials and discounts may also be made by reason of factors other than quantities, such as "differing methods" of selling or delivering, again provided that differentials are supported by differences in cost (or as the Act says, not in excess of "due allowance" for cost differentials).
 - (c) Price changes may be made to reflect changing market or marketability conditions, such as distress sales under court order, imminent deterioration of perishable goods, discontinuance of business, etc.
 - (d) A "good faith" clause makes it possible for a seller to meet an equally low price of a competitor.
4. The exception for quantity discounts in turn has an exception, namely, where the Federal Trade Commission finds that available purchasers are so few that the differentials become discriminatory and promote monopoly.
5. To prevent beating the price feature, it is declared unlawful to pay brokerage or to make advertising allowances or to pay for services or facilities furnished by selected customers in connection with the processing, handling or sale of the commodity, or to provide them with special services not accord-

(Continued to page 158)

*Resident manager of the Memphis office of Seidman & Seidman, Certified Public Accountants; and Director in the Memphis Chapter of the National Association of Cost Accountants.



September 21st started the MID-STATES RADIO Contest (3 times each week—each station). 15 radio stations will broadcast the Contest; the merchandise; the MID-STATES dealers' names.

Fence buyers will know more than ever about the superb quality of patented "Galvannealed" wire; the advantages of copper-bearing steel. They'll also learn that this good fence is NOT priced any higher than standard fences.

Here's an opportunity for you to sell more fence and make more money; an opportu-

ity for us to work closely with you at point-of-sale. *Between us* we can make your trade want MID-STATES fence—and want to buy it from *you*.

How about writing us? You'll be interested in the Radio Contest and dealer tie-in idea.

MID-STATES STEEL & WIRE CO.
Dept. S-32 Crawfordsville, Indiana

Stiff-stay and hinge-joint field and poultry fence, poultry netting, industrial fence, corn cribbing, wire, barbed wire, nails, staples, bale ties, fence stays, steel posts, gates, fence stretchers, ornamental fabrics, roofing and sheet metal.

ed to all purchasers on proportionately equal terms.

6. The inhibitions run generally against both buyer and seller, and it is specifically provided that a purchaser is in violation of the law, if he receives a commission or allowance that in effect is a price rebate.

7. The Act levies no tax of any kind, nor does it require the filing of any reports with the Federal Trade Commission. It is not a price-fixing measure, nor is it designed to require the maintenance of the resale price.

The foregoing is far from a complete analysis, but it brings to light these important factors: The Act neither requires nor compels the granting of differentials of any sort. It leaves anyone who wishes to do so, entirely free to sell to all customers at the same price regardless of differences in cost, or to grant such differentials as are justified by differences in cost. While sellers may not discriminate, they may charge different prices in different communities to persons who are not competitors. The seller may give advertising allowances to stimulate trade in one community but this does not require him to give an identical or a proportional advertising allowance to a customer in another community who is not in competition. Discriminations without limit are permitted when made in good faith to meet competition. Furthermore, sales abroad are not affected by the Act.

We perhaps are now armed with a sufficient acquaintance with the content of the Act to examine some of the economic pros and cons.

Some Pros and Cons

The proponents envision the Act as an insurer of fair competition and the means of giving the smaller fellow some place, if not a better place, in the sun. As to the desirability of these objectives, it is not likely that sharp issue can be drawn. The field of controversy is whether the Act, as drawn, provides in practical fashion the means of securing the well-nigh universally sought goal.

An obstacle looms at the outset in the glittering generalities on which the Act rests its entire weight. "Differing methods," "like grade and quality," "Due allowance" for differentials, etc., can be as amiably expansive or narrow, depending on the attitude of the interpreter. This generally means "fight" and litigation.

More important, however, is that a good deal hinges on that cute little word "costs." For a mono-syllable, it can certainly provoke a good deal of uncertainty and strife. Accountants have been battling it out for years, with both sides still in the lead, and the prospect that it will thus wind up. The cost provisions in N.R.A. codes brought this home very clearly. It is difficult therefore to believe that, except in flagrant cases, the drastic penalties of the law will or can be harnessed to different interpretations of accounting theory that has rooters on both sides.

Aside from these more or less technical matters, serious question has been raised in many sources whether the Act, instead of promoting fair competition, may bring on just the opposite result. The freight situation, and the right to absorb part of the freight or make additions to it, is one fraught with delicacy and the possibilities of upsetting the distributing processes. Then again, the Act being an attempt at standardizing aspects of human nature that refuse to be, or perhaps cannot be, herded under our economy, all sorts of freakish but permissibly circumventive transactions may be contrived. New vistas may also possibly arise for racketeering.

Aside from these inherent aspects, there is considerable doubt whether the Act can be properly enforced,

first, because special funds were not provided for additional staff requirements, and second, because enforcement depends on the amount of rather unobtainable proof available to others. In the latter regard, it is hardly to be expected that infractions of the regulations will be broadcast by violators. On the other hand, it should be noted that contrary to the accepted common law principle that places the burden of proof always on the accuser, in the Federal Trade Commission proceedings that will here be involved, the burden is on the accused and he must prove his innocence.

Suggested Course of Procedure

For better or for worse, the important thing is that the statute is on the books, and business must of course respect it, or chance the consequences. Prudence would seem to dictate procedure geared along the following lines:

1. The maintenance of a sound cost system as the supporting basis for differentials, and the means of successfully resisting unwarranted attack.
2. Adherence to a price and general distribution policy that in good faith attempts to comport with the spirit of the Act.
3. Active reference to trade associations and legal counsel in case of doubt.

In closing, it may be fitting to refer to the vast change in fundamental business philosophy that has taken place in the legislated market-place. In the old days, the ruling principle was "let the buyer beware" N.R.A., with its price covenants in codes, transformed this into "let the seller beware." Now, through the Robinson-Patman Act, both theories are merged in the middle-of-the-road combination of "let the buyer and seller beware." It will be interesting to see whether the new formula makes for economic progress under the form in which the Act applies it. Certainly it is worthy of a fair trial.

* * *

Mystery—By R.E.S.

(Continued from page 140)

people who complained bitterly to us because a local bank had had the temerity to advise one of his prospects, whom he had sent to the bank for financing, that it would be the part of wisdom for him to get figures from as many dealers in town as possible and that, under no circumstances, should he be foolish enough to accept but the one bid of the one dealer who had sent him to the bank to be financed.

Naturally the dealer was pretty mad about it but what reason did he have to be angry? How could he expect to retain any semblance of control when he let the prospect go some other place for the money? Didn't he know that when the prospect obtained the money he would spend it where he could get the lowest price? Isn't it logical to assume that when the prospect learned that the dealer had nothing whatever to do with the financing he could spend his money where he pleased and that he would naturally accept the advice of the man who loaned it?

A great hue and cry has been sent up by lumber dealers for many years concerning the lack of financing services in the industry. Now that the woods are full of them and dealers can finance repairing, remodeling and new construction on the most liberal terms that have ever been offered to the public in this connection, we find dealer after dealer sending customers down town for their financing locally.

It is only natural that when this is done it fans the

(Continued to page 162)



Southerner: "In the South the name has been a magic password to roofing sales for 26 years."

Midwesterner: "Yes, but Texaco Roofings are new here. People don't know them."

Southerner: "Maybe they don't know Texaco Roofings but they sure know Texaco. And they know it well enough to know it means quality. *Actually Texaco is the best known name in roofing today.*"

Midwesterner: "I guess you're right, there. But what have they got to back it up?"

Southerner: "They've got the goods—as fine a quality line of roofings and shingles

as you want to see—and well packaged, too. They've got the prices—no premium is asked. And they have the goods *where* the dealer wants them *when* he wants them. You'll learn what cooperation and service really means."

Midwesterner: "I'm going to look into them."

Southerner: "You'll find it's a fast moving line. Take my word for it."

NEW PLANT TO SERVE MIDWEST

Conveniently located to serve the entire Midwest, Texaco's Lockport roofing plant, modern in every respect, will supply Texaco Roofings, Shingles and Felts to the Central States trade. Write for information. The Texas Company, 332 South Michigan Avenue, Chicago, Ill.

TEXACO ROOFINGS

THE TEXAS COMPANY, 332 South Michigan Ave., Chicago, Ill.



“Some say a



This advertisement, which directs the public's attention to the important services of dealers in steel products, appeared in The Saturday Evening Post, Sept. 26 . . . Collier's, Sept. 26 . . . Business Week, Sept. 26 . . . Nation's Business, October.



an' a load of pipe—

and make it snappy!”

REAL telephones are ringing, placing real orders like this—thousands of times every day, all over the country. At the other end of the wire is a local merchant who sells steel and steel products—there is at least one in every community. He is the dealer, the jobber or the distributor selling by the pound, foot or ton.

In this intricate age of ours, living would come to a standstill without steel distributors. For example: An explosion wrecks a small factory building. Men are out of work; the plant can't operate. The contractors rebuild the structure over a week-end because they can get the many necessary kinds of steel—tons and tons of it, at once—from a nearby steel warehouse. Or a homeowner, doing a few odd jobs around the house, needs a pound or two of assorted nails. He gets them, right away, from a local dealer, who has all sizes in stock because he is able to replenish his

supply overnight from a nearby jobber.

Other steel jobbers and distributors supply the pipe that plumbers use, or the steel girders to be placed in the basement of a home, or a small piece of alloy steel needed by a machine shop, or the electrical cable required by an electrician—even a few pieces of stainless steel for a store window. Farm and lawn fences, poultry netting, wire rope, galvanized sheets for barn and house roofs—practically any kind of steel that anybody uses—are carried in stock by these distributors, ready for delivery at a moment's notice.

United States Steel is proud to be a part of the service made available by these distributors. Bridges, ships, buildings, railroads—these require huge tonnages of steel. But the biggest purchasers of all are the distributors—selling to thousands of individuals and businesses. Their success is vital to the success of United States Steel.

AMERICAN BRIDGE COMPANY • AMERICAN STEEL & WIRE COMPANY • CANADIAN BRIDGE COMPANY, LTD.
CARNEGIE-ILLINOIS STEEL CORPORATION • COLUMBIA STEEL COMPANY • CYCLONE FENCE COMPANY
FEDERAL SHIPBUILDING AND DRY DOCK COMPANY • NATIONAL TUBE COMPANY • OIL WELL SUPPLY COMPANY
SCULLY STEEL PRODUCTS COMPANY • TENNESSEE COAL, IRON & RAILROAD COMPANY • UNIVERSAL ATLAS
CEMENT COMPANY • *United States Steel Corporation Subsidiaries*



UNITED STATES STEEL

Decide Your Campaign Now!

There are several more laps to go in the great political race. We haven't seen such a spirited campaign for decades. The rallies, oratory and excitement will continue for another month. Then the people will gather to make their choice. In the lumber business, you don't have to WAIT—or abide by the votes of others. You can make your decision **RIGHT NOW**.

The issues are quite clear—more sales and better profits for dealers—better values and better buildings for customers—advancing the industry by supporting the cause of better wood construction.

ESSCO makes it easy for you to have the lumber items customers need—and the old-time lumber quality and value that always satisfies.

ESSCO Quality is backed by a broad-gauged service that assures every dealer, promptness and accuracy in the filling of his orders.

Doesn't that sound like a ticket that will put new life and strength in your Fall selling campaign, offering your customers the maximum values in

ESSCO SOUTHERN PINE
ESSCO KLAMATH SOFT PINE
ESSCO HARDWOODS
ESSCO WEST COAST WOODS
ESSCO OAK FLOORING

EXCHANGE SAWMILLS SALES Co.

1111 R. A. LONG BUILDING,
 KANSAS CITY,
 MO.



Mystery—By R. E. S.

(Continued from page 158)

flames of price competition and puts the retail dealer in a far more serious competitive position than in the past. Under such circumstances the low bidders foist inferior materials upon innocent purchasers and the ultimate consumer is deprived of the all-important factor of intelligent lumber yard service, which is so vital to the success of the transaction.

Dealer-controlled financing services are absolutely essential to the future success of the lumber dealer and if he allows some other agency to do the job for him he must be content to make profitless sales if he wishes to make any at all because no one has ever been successful in making a profit on a lumber bill when the buyer was running rampant with a fist full of money and encouraging dealers to underbid each other.

Unquestionably the buying public is entitled to a satisfactory price but there is far more to every transaction than price alone because when competitive bidding rages viciously it naturally follows that the ultimate consumer is going to get it in the neck, whereas the man who buys good materials at the right price obtains a lifetime of satisfactory service and profits greatly in the long run.

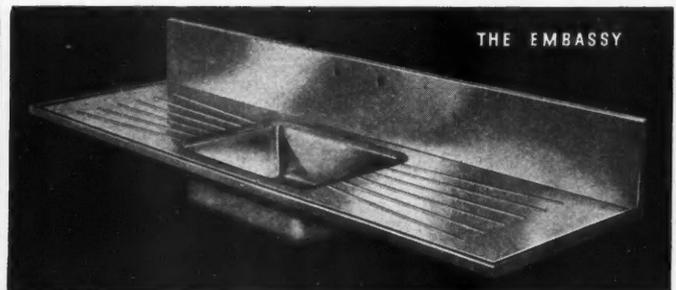
No other industry that has made the most of installment selling has ever done so by delegating the financing to outside agencies as lumber dealers are now attempting to do and the thing that the industry needs most is a dealer-controlled financing service that is sound, practical, economical and safe—a service that is immune to varying rates and terms and the ups and downs of local financing.

Just the moment the demand for money springs up so that higher interest rates are available in other places, capital will quickly desert the construction industry and go where people are willing to pay more for it than it is possible to obtain on long-term, low-interest-rate loans.

That is why we claim that it is to the best interest of the lumber dealer to protect and nourish carefully the dealer-controlled financing services that have now come to him to help him solve many of the serious problems which have raised so much havoc in the past.

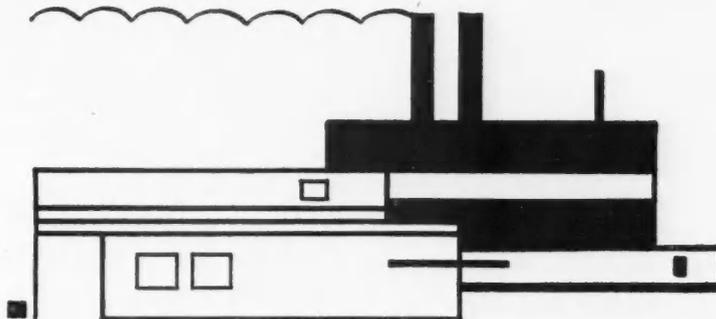
And so, upon each and every possible occasion, we say to dealers everywhere: **KEEP CONTROL!** Don't give away your birthright. Don't throw away the very thing that the industry has needed and been clamoring for for 15 years. Now that it's here, make the most of it. It's a grand chance to roll up some highly satisfactory profits and render an all-important service to the community!—R.E.S.

* * *



One of the popular Tracy Mfg. Co. sink tops being merchandised through retail lumber dealers. Line includes linoleum, stainless steel and monel metal tops.

BUILDING UPSWING



Among the tangible evidences of an encouraging advance in building is TIME's advertising record. For the past three years TIME has established itself as a barometer of the confidence of manufacturers of building materials by leading all general magazines in the building classification. TIME's greatly increased building advertising to date in 1936, therefore, may be considered significant.

These advertisers of building materials and equipment are addressing TIME's active building market this year.

Acousti-Celotex
Air Conditioning Manufacturers' Ass'n
and Kinetic Chemicals, Inc.
Airtemp Heat and Air Conditioning
Alexander Smith Broadloom Carpets
Allegheny Steels
American Blower Unit Heaters
American Radiator Conditioning Systems
Armstrong's Linoleum Floors
Auditorium Conditioning Corporation
Barrett Roofs
Belden Electrical Cords
Brown Instruments and Controls
Bryant Boilers & Air Conditioners
Cabot's Collopakes & Shingle Stains
Capitol Rock Wool Insulation
Carrier Air Conditioning
Cast Iron Pipe
Climax Mo-lyb-den-um
Crosley Shelvador
Cutler-Hammer Controls
Cyclone Fence
Delco-Frigidaire Conditioning
Dutch Boy White Lead
Electrolux Gas Refrigerator
Fairbanks-Morse
Flexrock Ruggedwear Resurfacer

Frick Refrigeration and Air Conditioning
Friez - Baltimore Comfortrol
Frigidaire-Commercial Research Division
Fulton Sylphon Temperature Controls
General Electric Air Conditioning
General Electric Disposall
Glidden Paints & Varnishes
Hodgson Houses
Holland Furnace Co.-Heating &
Air Conditioning
Hlg Ventilation and Air Conditioning
'Incor' 24-Hour Cement
Iron Fireman Automatic Coal Burner
Johns-Manville Insulation
Kelvinator Air Conditioning
Kelvinator De Luxe
Kleen-Aire
Kreolite Flooring
Mastipave
Minneapolis-Honeywell Automatic
Controls
Monel Metal
Myers Water Systems

National Lead Co.
O'Brien T.T.O. Paint
Otis Elevators & Escalators
Owens-Illinois Glass Company
(Insulux & Dust-Stop)
Page Fence
Permutit Water Conditioning
Equipment
Pittsburgh Plate Glass Company-
Paint and Glass
Pozzolith
Republic Steels
Revere Copper and Brass
Robbins & Myers Motors
Scovill Manufacturing Company
Sherwin-Williams Paints
Square D Company
Sturtevant Air Equipment
Sunbeam Air Conditioning
Truscon Standard Buildings
United States Steel
Webster Moderator System
Weisway Cabinet Showers
Western Pine Association
Westinghouse Electric & Mfg. Co.
Williams Oil-O-Matic Heating
York Mechanical Cooling



It's the **BIGGEST**
Paint Development
in Years



Enamelized HOUSE PAINT

Goes Farther • Lasts Longer



This **BETTER** Paint . . . the result of scientific research in Foy laboratories . . . compounded of only the best and carefully tested ingredients . . . definitely answers the demand for a ready-mixed house paint that will give greater coverage—that will defy dirt, wear and weather longer than any other finish. Your trade will like it.

Made in purest white and 24 colors. Write for complete details of interesting Dealer Proposition.

FOY'S 4-HOUR DRI-FAST ENAMEL

Another of Foy's Famous Finishes . . . a fast seller. Single coat surfaces . . . porcelain smooth.



THE FOY PAINT COMPANY

INCORPORATED

Manufacturers of Quality Paints
for Over a Quarter Century

CINCINNATI OHIO



WHAT WILL THE
Next One BE?

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FLORIDA LOUISIANA RED CYPRESS CO.

JACKSONVILLE, FLORIDA

LEGAL HELPS

for Lumber Dealers

Bank's Approval of Order for Lumber As Guaranty of Payment

By **LESLIE CHILDS**

WHERE a lumber dealer furnishes lumber or other materials on the strength of a guaranty of the account by a third party, some care should be exercised in respect to the form of the writing. In other words, the dealer should make certain that the supposed guaranty is in proper form to bind the guarantor.

This is true because contracts of guaranty should by their very terms guarantee, for they will not as a general rule be enlarged by implication. It follows, a mere approval, or other loosely worded document, which may or may not bind its signer, should not hastily be accepted as a guaranty and acted upon. A dealer may well take his time here. The possible danger in overlooking this point of law is illustrated in a striking manner in the following case.

Lumber Shipped On Approval of Bank

In this case a lumber company received an order for two cars of white pine casings from the Lawrence Company, a firm with which it had an account. The order was signed by Lawrence the company's president, and directed that shipment be made "to the order of" a certain bank, and that the Lawrence Company be notified. At the foot of the order there also appeared the following:

"Order approved. Federal Trust Company, by Albion F. Bemis, Treas. * * *"

Upon receipt of this order, the lumber company jumped to the conclusion that while the Lawrence Company was buying the lumber, the bank was guaranteeing the account. In other words, that the written approval of the bank's treasurer which appeared upon the order constituted a guaranty of payment. And, in the light of the facts and circumstances of the case, the shipment being made to the order of the bank coupled with its approval, this was not an unreasonable conclusion; a conclusion that any business man might on the spur of the moment have reached as was done here.

So, without more ado, and without taking the matter up with the bank and ascertaining just what its "approval" meant, the lumber company shipped as directed. The account was charged to the Lawrence Company and the latter thereafter billed in due course.

Upon its failure to receive payment, the lumber company made demand upon the bank upon its supposed guaranty. The bank promptly denied that it had guaranteed the account. It then developed that the lumber had been shipped to the order of the bank, and the order "approved" by the latter's treasurer under some business arrangement with the Lawrence Company which does not appear in the report.

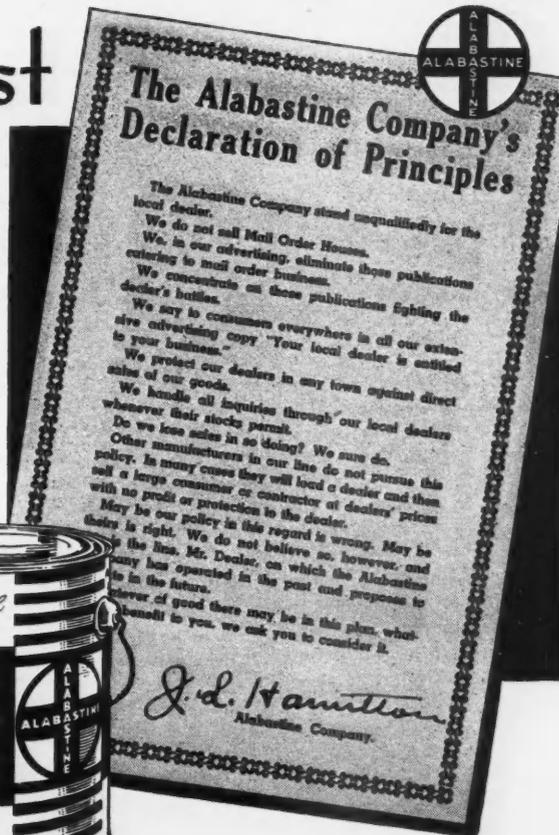
(Continued to page 166)

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**News item from New York Herald Tribune
September 13, 1936**

"Residential construction is at a high level in Queens, according to the 'Architectural Forum,' which presents an analysis of the borough's current building activity in its September issue. Recently built or under construction are 4,363 one-family houses, 201 two-family houses and ninety apartment buildings, together affording quarters for 9,186 families. In addition, 7,251 one-family houses and 133 two-family dwellings are contemplated.

"Hundreds of houses built and contemplated, combine stucco, half timber, brick veneer and stone. SLATE IS AN OVERWHELMING FAVORITE FOR ROOFING."

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FROST LUMBER INDUSTRIES, INC. Shreveport, La. Plant, Huttig, Ark.	

Legal Helps for Dealers

(Continued from page 164)

The lumber company thereupon filed the instant action against the bank to enforce payment. This was predicated upon the lumber company's contention that the "approval" of the order by the bank's treasurer amounted to a guaranty. The lower court rendered judgment in favor of the bank. The lumber company appealed, and the higher court, in reasoning upon the question presented and in affirming the judgment of the lower court, had this to say:

Bank Held Not Bound

"These facts [as outlined above] fail to show any contractual obligation on the part of the bank to the plaintiff [lumber company]. The order was signed by Lawrence as president of the Lawrence Company. It emanated directly and exclusively from him. The approval of the order signed by the treasurer of the bank was neither in form nor substance an initial obligation from the bank to the plaintiff.

"It was not in form nor by fair import a guaranty of the primary obligation assumed by Lawrence, or the Lawrence Company. The words used in their ordinary sense in this context will not admit of such construction. Approval signifies assent, not personal liability. * * *

"The words seem to indicate some arrangement between Lawrence and the bank. The contract of guaranty is one well known to the law. It is simple in phrase and concise in expression. There is no difficulty in stating that obligation when it is intended to create it.

"There is no evidence that the words used by the treasurer of the bank had acquired any peculiar trade meaning or had any usage been impressed with special signification. The mere delivery of the merchandise to the bank or receipt thereof by the bank by virtue of an order of this tenor did not impose any contractual obligation from the bank to the plaintiff. * * * Judgment for defendant on verdict." (154 N.E. 545)

Conclusion

So that was that. In other words, the receipt of the lumber by the bank and its written approval of the order therefor fell far short of a guaranty on its part of the account. Result, the lumber company was denied any recourse upon the bank in the collection of its claim against the Lawrence Company.

The foregoing case constitutes a striking example of the importance of care in construing a document, letter or paper, in respect to its legal significance. And especially is this true in relation to guaranties of accounts by third parties. For, as heretofore noted, guaranties are clearly defined in law, and an essential feature of their composition is a promise to pay on the part of the guarantor.

Doubtless, had the lumber company communicated with the bank before making the shipment, the latter would have explained its connection with the transaction. But in acting upon its hasty conclusion that the bank's "approval" constituted a guaranty, the lumber company assumed the risk of mistake therein; and this mistake apparently cost it the price of the shipment. A nice case, indeed, on the point involved and one that lumber dealers may well have in mind when passing upon credit situations similar to that involved here.