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AMERICAN BUILDER

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FIRST SHOWING—BUILDER'S VICTORY MODEL HOMES

NOW! A NEW LINE OF CELOTEX INTERIOR FINISHES

7 DIFFERENT TYPES!
IMPROVED JOINTS!
PERMANENT COLORS!

THE NEW LINE of Celotex Interior Finishes is the result of continuous research by the leader in the insulation field.

Long, tough, interlocking cane fibres give this interior finish line great strength and insulating value. Each of the seven new Celotex products described herewith is protected against termites and dry rot by the exclusive Ferox Process.



New Celotex Textured Blend Finish Plank on walls and Textured White Tile Board on ceiling transformed unsightly basement space into this inviting, comfortable recreation room.

1. New Celotex Smooth White Tile Board. Warm off-white color with high light-reflection value. Improved Type E Joint permits concealed nailing . . . provides greater firmness and resistance to abrasion and damage. New $\frac{1}{8}$ " bevels reduce shadow line. $\frac{1}{2}$ " thick. Sizes: 12" x 12", 16" x 16" and 16" x 32".

2. New Celotex Smooth White Finish Plank. Same surface and color as Smooth White Tile Board. New Type E Joint on long edges. $\frac{1}{8}$ " bevels and reduced bead—about one-half former width and depth. $\frac{1}{2}$ " thick. Sizes: 8', 10' and 12' lengths x 8", 12" and 16" widths.

3. New Celotex Textured White Tile Board. Attractive, irregular surface with softly embossed finish—formed by specially designed knurling and linen texture rolls. Distinctive surface eliminates glare yet retains high reflection value. $\frac{1}{2}$ " thick. Sizes: 12" x 12", 16" x 16" and 16" x 32".

4. New Celotex Textured White Finish Plank. Same surface and color as Textured White Tile Board—with

same bevel, bead and joint as Smooth White Finish Plank. $\frac{1}{2}$ " thick. Sizes: 8', 10' and 12' lengths x 8", 12" and 16" widths.

5. New Celotex Textured Blend Tile Board. Same surface as Textured White Tile Board—but in 4 softly graduated tones of warm yet neutral tan. Each package contains approximately equal quantities of each shade. New Type E Joint. $\frac{1}{2}$ " thick. Sizes: 12" x 12", 16" x 16" and 16" x 32".

6. New Celotex Textured Blend Finish Plank. Same surface and color as Textured Blend Tile Board—with same bevel, bead and joint as Smooth White Finish Plank. $\frac{1}{2}$ " thick. Sizes: 8', 10' and 12' lengths x 8", 12" and 16" widths.

7. New Celotex Wainscot. A smooth textured board with a dark brown, specially toughened, wear-resisting surface, providing an attractive finish or excellent base for further decoration. Butt joints; bevels on all 4 edges. $\frac{1}{2}$ " thick. Size: 48" x 64".

CELOTEX
REG. U. S. PAT. OFF.
BUILDING PRODUCTS

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

Published monthly by Simmons-Boardman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price, United States, Possessions, Canada and Mexico, 1 year, \$2.00; 3 years, \$3.00; foreign countries: 1 year, \$3.00; 3 years, \$6.00. Single copies 25 cents. Entered as second-class matter Oct. 11, 1930, at the Post Office at Chicago, Illinois, under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Illinois.



"...and we'll want
our new home
light and airy."



Meet the demand for more sunshine and ventilation ...with easy-opening *Fenestra* STEEL CASEMENTS

Nothing sells like meeting a demand—and meeting it all the way.

Servicemen, their wives—and other folks, too—will expect their new houses to be truly up-to-date . . . pleasant to live in, comfortable, convenient.

Because Fenestra windows provide these benefits, they put extra salability into a house, for they combine beauty in appearance with easy opening and cleaning, weather-tight fit, econ-

omy of upkeep. Their slender muntins enable you to get extra daylight per window area, a popular feature, for it means a brighter, more cheerful house.

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RESIDENCE STEEL CASEMENTS

Fenestra

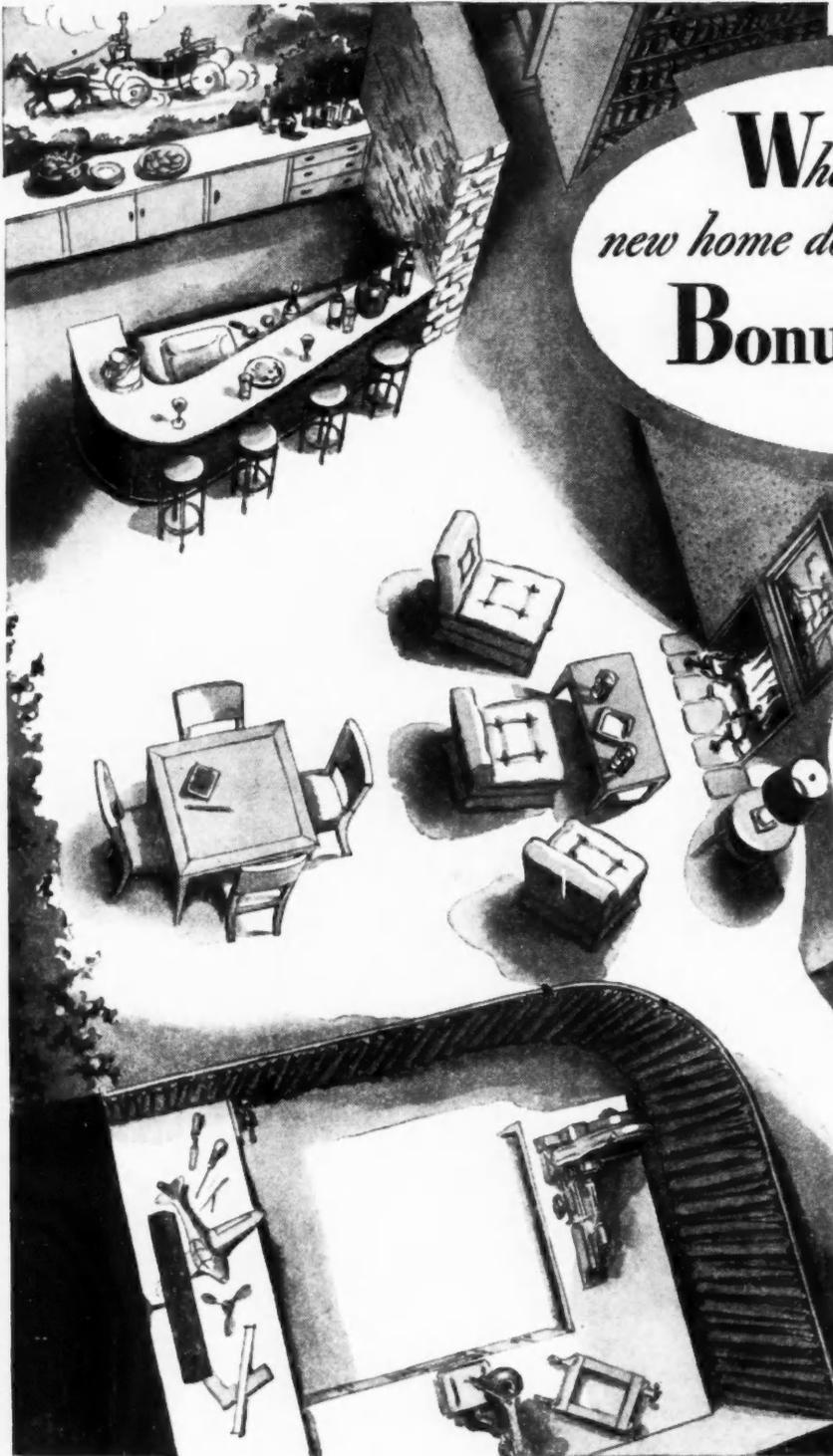


DETROIT STEEL PRODUCTS COMPANY,
AB-10, 2260 East Grand Boulevard, Detroit 11, Michigan.

Please send me the new "Fenestra Residence Casements" catalog and the new "How to Plan Better Windows for Your New Home" booklet.

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Address _____



When you build your
new home don't slip up on getting a
Bonus Basement

● In your post-war home, do you plan on having a game room, or a workshop, or a hobby room such as the one shown here? You can, even if your home is to cost no more than \$6,000!

And you can get your recreation room on just about the best terms you ever heard of. You can have a "Bonus Basement," furnished and paid for in a few years' time, *by the savings that come from heating your home with Bituminous Coal!*

Bituminous Coal, you know, is the most economical and dependable of all home-heating fuels. Not only that, but it also supplies the most *uniform* heat. That's one big reason why more than 4 out of every 7 homes in the U. S. heat with coal. And, when burned in one of the marvelously efficient new coal stokers, Bituminous Coal becomes an "automatic" fuel—even to the point of ash removal! Clean, quiet, odorless, smokeless.

You can easily have a "Bonus Basement." Take advantage of the special offer described below. Then, talk it over with your architect or builder.

SPECIAL OFFER! The "Bonus Basement" shown above was sketched from one of 20 architects' plans for an ideal basement of a \$6,000 home. All 20 designs—showing basement, first and second floor plans—have been reproduced in a helpful and informative book. While the edition lasts, we will send you a copy for the special price of only 50¢ postpaid. Mail your request to the address printed below.

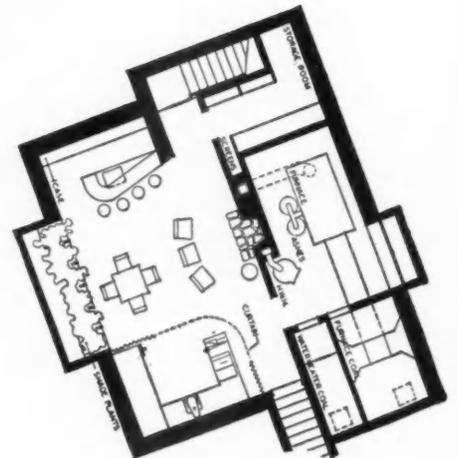
A WORD TO THE WISE! No matter what kind of fuel you now plan to use in

your new home, *don't "build coal out."* For someday, when other fuels may become even more expensive, you may want to switch to the economy, comfort, and health advantages of heating with Bituminous Coal. So make sure your basement provides ample space for coal storage. And also be sure you get an adequate chimney—one with a flue big enough to handle Bituminous Coal as well as any other fuel. The extra cost of such a chimney flue is small—only about \$16 for the average 7-room house.

BITUMINOUS COAL INSTITUTE

60 EAST 42ND STREET, NEW YORK 17, N. Y.

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



ARCHITECT: STEPHEN J. ALLING, CINCINNATI, O.

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Westinghouse

Better Homes Department



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What date?

Dec



*Supply problems today,
yes, but . . .*

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The biggest backlog of business you've ever heard of is piling up behind the war orders that now take the lion's share of Upson Panels.

Your supply problems of today will dwindle into insignificance in the face of the profitable Upson volume you'll be doing next year, perhaps, and in the years ahead.

Unfortunately, there is little we can do to increase the present supply of Upson Panels for civilian use. Our military forces want Upson Panels for the same reasons you do . . . because of their ease and speed of installation, their lasting beauty, their insulating value . . . their famous *crackproof* quality. So long as there are military hospitals and buildings to construct that military demand will probably continue.

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PACEMAKER IN CRACKPROOF PANELS

AMERICAN BUILDER

AND BUILDING AGE

F O U N D E D — 1 8 7 9

OCTOBER

VOL. 67

1 9 4 5

NO. 10

C O N T E N T S

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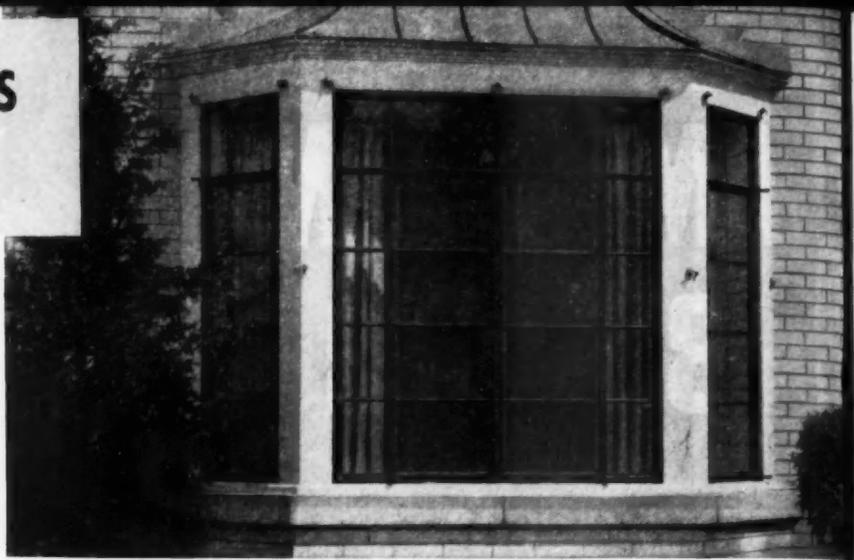
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EDWARD G. GAVIN EDITOR

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WHAT WINDOW ADMITS THE MOST LIGHT?

STEEL, as you know! Slender frames and muntins permit 30% more glass area. Steel casements flood homes with light, and fresh air... completely control drafts. For Cape Cod, or Modern, Ceco steel windows give more light and ventilation!



WHAT WINDOW HAS THE TIGHTEST WEATHER SEAL?

STEEL!... According to a recent scientific study of the Metal Window Institute. So when you design or build a home specify Ceco casements and save on fuel and air conditioning costs.



WHAT WINDOW COSTS THE LEAST?

STEEL! In steel casements the initial cost is the *final* cost. In other windows there are hidden costs you are likely to overlook—hardware, accessories, additional labor costs, etc. So save on window cost... specify Ceco Steel casements!



Concrete Engineering Division: Meyer Steel forms, adjustable shores and clamps, reinforcing bars, fabric, etc. Manufacturing Division: steel windows and doors, metal lath, metal weatherstrip, metal frame screens, steel joists, steel roof deck. Highway Products Division. Sheet Steel and Wire Division.

CECO STEEL PRODUCTS CORPORATION
Manufacturing Division—5701 W. 26th St., Chicago, Ill.

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

Amer

Floor Sanders

Floor Edgers

Disc Sand & Polish

Small Sanders

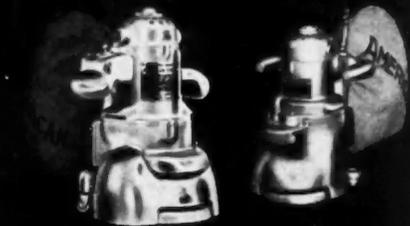
For All Your Sanding Needs

Floor Sanders



Floor Sanders—Four sanders to choose from, 8 to 12 inch drum widths, include Little American, Light Eight, Standard Eight and Standard Twelve. American features provide smooth, uniform sanding.

Floor Edgers



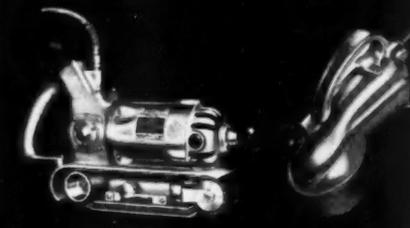
Floor Edgers—American Spinner disc-type sander finishes right up to edges of floors, stairs, closets . . . no handscraping. Two sizes: five and one-half and seven-inch discs.

Disc Sand & Polish



Disc Sand and Polish—American Deluxe can be used for disc sanding, steel wooling, polishing and scrubbing. Operates either on wheels or as riding-on-head. Made in three sizes: eleven, thirteen and fifteen-inch discs.

Small Sanders



Small Sanders—These two handy portable sanders will be useful time savers for you. The Sander-plane, a belt sander or the Speedy Spinner semi-flexible disc sander will eliminate much hand sanding.

Limited production has begun and this equipment is now available. A policy of "First come, first served" on machine orders has been established by American. Use this coupon for complete details, literature and prices, no obligation.

Gentlemen:

Send latest descriptive literature and prices on the following which I have checked. No cost or obligation.

- Floor Sanders
 Floor Edgers
 Speedy Spinner
 Disc Sanders and Polishers
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NAME

STREET

CITY & STATE

AMERICAN
 FLOOR SURFACING MACHINE CO.
 511 So. St. Clair St. Toledo 3, Ohio



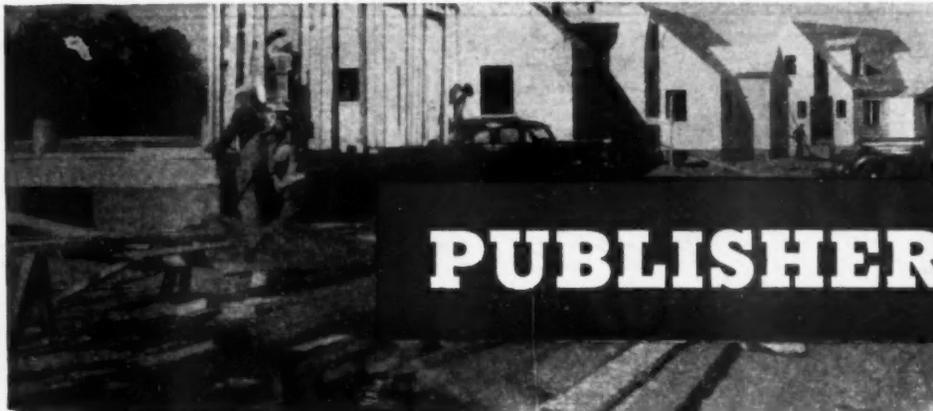
**MODERN SINK
INSTALLATIONS**

ALUMINUM AND STAINLESS STEEL

moldings are ideal for sink top installations. Easily and quickly installed they add shining smartness to modern kitchens. Our up-to-date factory equipment enables us to offer a wide variety of shapes and sizes to meet any specific or standard need. Write today for new, complete catalog.



329 E. 45, NEW YORK, N. Y.



PUBLISHER'S PAGE

Prevent Depression -- Or Cause Prosperity?

IT is twenty-seven years since the armistice was signed and we entered the period following World War I. We have now entered another post-war period under some conditions that are similar and others that are very different.

After World War I we did not bother much about reconversion, government controls, government spending and employment. We abandoned government controls, reduced taxes, reduced federal spending from \$19 billion to \$3 billion a year within three years, and beat our swords into plowshares, assuming that things would go on as before the war.

Temporarily, this did not prove to be true. A post-war boom and inflationary rise in prices ended late in 1920 with a collapse of business and of prices that caused depression in 1921 and 1922. But seven years of prosperity and virtually full employment followed. Then came the panic of 1929, eleven years of depression before we began preparing to enter World War II, and almost four years during which we were again at war.

What have we learned from this twenty-seven years' experience? The demands for continuance of certain government controls indicate we have learned something from our experience with inflation and deflation immediately following World War I. But most people do not seem to remember the twenty years' prosperity we had before World War I, the seven years' prosperity that ended in 1929 and the government and business policies that caused it. All they seem to remember are the eleven years of depression 1930-1940, inclusive.

During the two decades before and the decade after World War I we assumed that, given opportunity, free private enterprise alone would cause prosperity and high employment; and, excepting in

a few years, it did. In the present post-war period many are assuming that our problem is not that of *causing prosperity*, but of *preventing depression*, and that to this end we must adopt revolutionary government policies of wage-fixing, subsidizing of housing for "low income" groups, high taxes to pay for huge government "investment" in competition with private enterprise, and so on ad infinitum.

High employment in peace-time in this country always heretofore has been the *effect* of prosperity. Now it is assumed by those promoting the government policies mentioned that declines or increases in employment are the *causes* of fluctuations in business, and that we must have "full employment" to prevent depression.

But the real problem always has been and still is, not to prevent depression, but to cause prosperity. And it is highly significant that nobody contends that these policies will cause prosperity. All their advocates excepting communists and socialists agree that for prosperity we must rely principally on private enterprise! How they expect to help private enterprise cause prosperity, or even prevent depression, by subjecting it to unprecedented controls, taxes and government competition they do not say.

Their program and the arguments they make for it constitute the grossest economic stupidity ever known in this country. Private enterprise apparently soon will cause peace-time prosperity and high employment. To maintain them it will be necessary either to prevent or repeal the crazy legislation now being promoted.

Samuel O. Druan,

Engineered

FOR CARE-FREE COMFORT



The National No. 1 Series
Heat Extractor Boiler

Long life and efficiency are two of the built-in features of this compact home heating unit. It is dependable with any type of fuel and easily convertible from one to another. The water insulated base affords greater safety in kitchen or utility room installation.

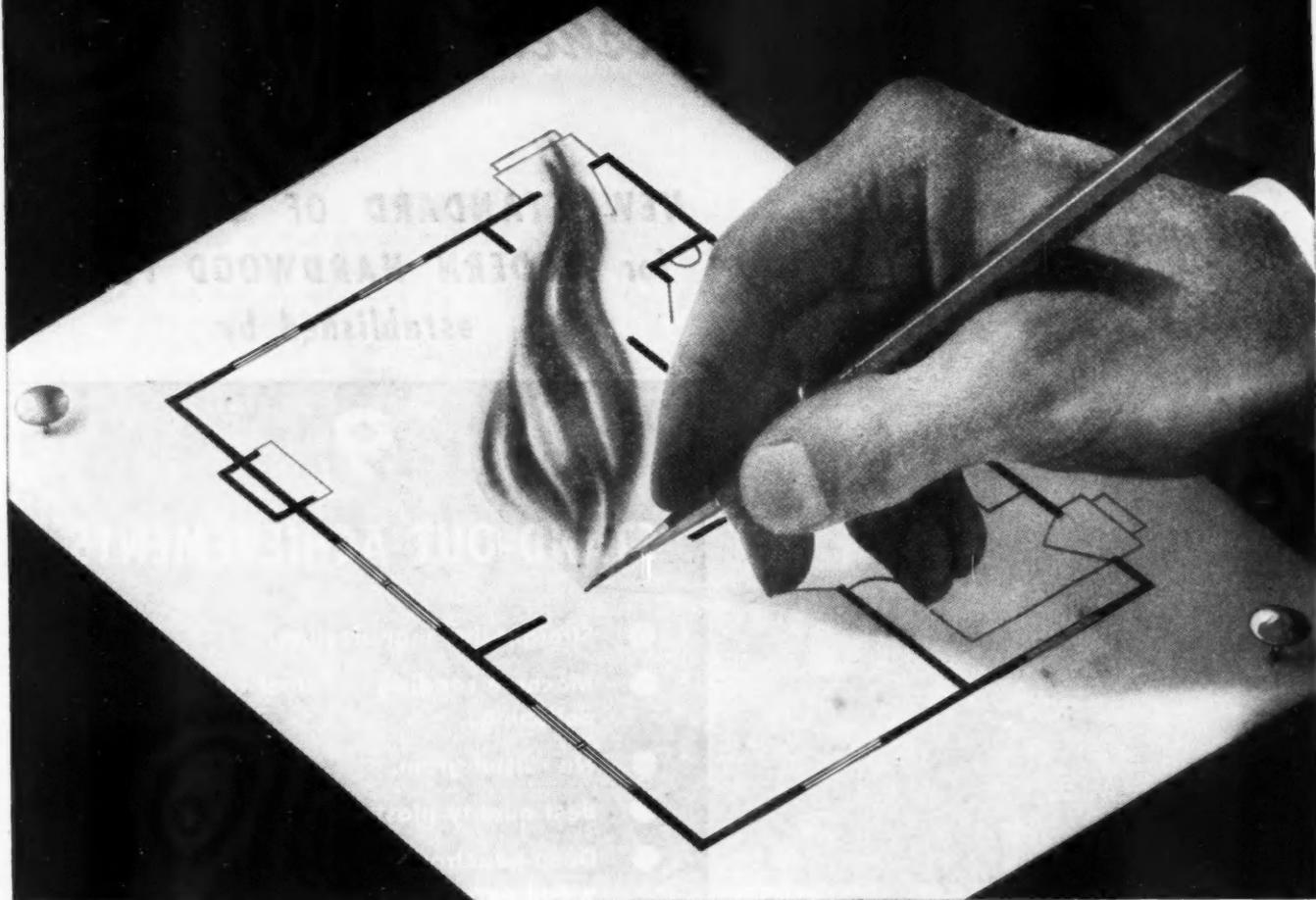
A feature unusual in small boilers is the availability of a copper coil water heater which provides an adequate supply of hot water both summer and winter.



The NATIONAL RADIATOR Company

JOHNSTOWN, PENNSYLVANIA

Fire Can Start At A Pencil Point



SHEETROCK *Fireproof WALL and CEILING PANELS*

Every stroke of the planner's pencil can add to or take away from the fire protection of a building. For the best fire protection a building can have is provided by the materials which go into it. That is why progressive architects and builders constantly seek out safer building materials.

One safer building material is Sheetrock*. These big wall and ceiling panels are made of gypsum which will not burn. Over and over again, Sheetrock has proved its worth in actual

fires, confining the flames till help could arrive.

More, Sheetrock walls are a perfect base for interior beauty. Ask for any form of decoration, for curved or smooth surfaces, for decorative paneled effects . . . and Sheetrock meets your standards.

Specify wood-grained effects . . . and you can choose from faithful reproductions of knotty pine, bleached mahogany and walnut. No wonder Sheetrock has done more wallboard jobs than any other gypsum wallboard in the world.

*Reg. T. M.



United States Gypsum

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Gypsum • Lime • Steel • Insulation • Roofing • Paint

BRADLEY PRE-FINISHED

Outdates Unfinished Flooring!



**BRADLEY'S EXCLUSIVE STRAIGHT-LINE
FEATURE EXPEDITES LAYING . . . STRIPS
JOIN UP RAPIDLY WITHOUT FORCING.**

**NEW STANDARD OF COMPARISON
for MODERN HARDWOOD FLOORS
established by**

9

STAND-OUT ACHIEVEMENTS

- Straight-line manufacture.
- Machine sanding . . . steel wool polishing.
- No raised grain.
- Best quality plastic filler, rubbed in.
- Deep-penetrating finish seals wood pores.
- Finish dries evenly in "controlled weather."
- Burnishing by high-speed brushes.
- Heavy-bodied wax, machine buffed.
- Uniform color; rich, lustrous, lasting beauty.

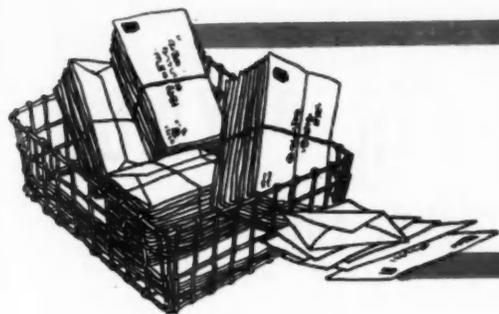
BRADLEY'S FACTORY FINISHING BY "ASSEMBLY LINE" METHODS supplies a floor of amazingly superior workmanship and appearance at a definite savings in time and cost over hand-finishing on the job.

Bradley Pre-finished (Straight-line) Hardwood Flooring in Oak, Beech and Pecan will be available through local distributors everywhere. Write now for complete data and specifications.

BRADLEY LUMBER COMPANY of Arkansas

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





Our Readers Say:

Qualifications for a successful builder

To the Editor: Twice, I have been approached by ex-servicemen in the last few weeks. They wanted my opinion on the future of the building business. My answer was that there should be unlimited opportunities for the man who is prepared to meet them.

No doubt many builders have been asked the same questions. I think we should encourage these young fellows to enter this field. However, to be fair, we should explain some of the fundamental qualifications for a successful builder.

A contractor should understand every trade that comes on the job. It would pay a young man to work for a year or so under an experienced builder, keeping notes just as he would in a college course on operating costs, man hours, co-ordination of trades, etc. After everyone goes home, he should remain on the job, study what has been done that day by all the trades, and map out in his mind what has to be done tomorrow.

The best chance of success in any business is to start small, go easy, learn it step by step, and know every angle. This is especially true of contracting because it is highly competitive and extremely hazardous, always.

Labor is the unknown quantity that breaks so many. If a contractor cannot figure labor, he is sunk; and the best way to figure it is to know how to do the work yourself. It has been said, "You cannot see above your own height."

The contractor is the pace setter on the job. If he moves fast, never relaxes, is on time to start, on time to quit, does his planning after hours, keeps his materials rolling, co-ordinates the trades, keeps down the overhead, figures carefully, pays his bills promptly, keeps collections up, is honest in his dealings, neat and agreeable in his appearance, he has a good chance to succeed.

He should always give more than he says he will, never overcharge on extras, never be small, and never skin the job!

He should remember that he is always in competition with other builders who are intelligent and ambitious. If he takes six months to build a house and his competitor can do it in four months, he has cut his own salary by 33 1/3 per cent. If he wastes five minutes in an hour, he cuts his net salary by 8 1/3 per cent. Multiply that by a year and then by 20 years, and you have the difference between success and failure in the building business.—E. J. BEARDSLEY, Designer, Contractor, Builder, Bellevue, Wash.

Outlines his "Fire Safe Homes"

To the Editor: I was very interested to read in the September, 1944, issue of *American Builder* your article on building pre-cast concrete dwellings.

I am enclosing with this letter a booklet and a brief description of the use of concrete for building monolithic dwellings in Situ, or alternatively, Room Units

at a central depot and for transport to building sites.

You will notice that in building these Fire Safe Homes we make use of the principle of external cavity wall construction. This insures complete insulation from all climatic conditions.

The article you sponsored was rather interesting but I cannot see the reason for any pre-cast concrete wall system of construction. It seems to me that after you prepare your wall sections in moulds, etc., you then start work, in the same manner as making concrete blocks and bricks. With the Rose System, after the removal of the form work the whole house is built. Usually it only takes about 6 hours with a team of 10 men to pour all the concrete.

I am looking forward to big things with the Room Unit System and I hope that this letter will interest you. I look forward to receiving my copy of *American Builder* and I am grateful for the service your paper renders in forwarding catalogs.—ERNEST ROSE, Melbourne, Vic., Australia.

Articles full of meat!

To the Editor: I enjoy reading the *American Builder*. The articles are short and full of meat. The reporting is excellent and the ads appeal to the building trades. Your attention to smaller building and housing in general is wise—N. W. HAUSMAN, Arch., Glen Cove, N. Y.

Wants ideas from American Builder

To the Editor: Immediately upon my release from the United States Coast Guard, I intend to start construction of a new home at Louisville, Ky.

I have had an opportunity to peruse quite a few past issues of *American Builder* and was very much pleased with the number of very desirable home designs contained therein. Since these issues were not my property, I have been forced to return them to their owner.

It is my intent to engage a competent architect to design my home, and place him in complete supervision during its construction. However, since it will be at least two months before my release, I wish to reach a decision as to the type of design and construction. Hence, this letter.

I am wondering if you people are in a position to furnish me with reprints of some of the small homes illustrated in your publication. Working prints are not desired—only sketches showing the general exterior of the home and an outline of the floor plan. A modern, traditional design of six rooms and bath, of either ledge stone or frame construction, in the \$6,500—\$7,500 class, is of greatest interest to me.—ROBERT S. GIMMEL, C.M.M., United States Coast Guard Institute, Groton, Conn.

OUTSIDE WALLS COVERED WITH EXTERIOR TYPE DOUGLAS FIR PLYWOOD

are durable, rigid — attractive, too!

**THIS BEAUTIFUL
MODERN SUBURBAN HOME
IS A PLEASING EXAMPLE
OF DOUGLAS FIR
PLYWOOD
DRI-BILT CONSTRUCTION**



EXTERIOR TYPE Douglas fir plywood—made with completely water-proof synthetic resin binder for permanent outdoor use of all kinds—is an ideal material for the exterior of today's home. Used as flat panels it provides a smooth streamlined effect. A wide variety of siding treatment is possible through the use of battens, grooves, flush joints and mouldings. Applied over PLYSCORD sheathing it contributes to the strength and rigidity of the framing—eliminates the necessity for horizontal bracing. Additional data may be secured from Sweets File for Architects or by writing:

Dri-Bilt construction means dry-wall construction—the eliminating of plastering operations in house building. Dri-Bilt construction saves time and thus increases the turn-over of builders' invested capital.

EXT. - D. F. P. A.
TRADE MARK REG. U. S. PAT. OFF.

DOUGLAS FIR PLYWOOD ASSOCIATION
Tacoma 2, Washington



Exterior type plywood, easily identified by the "grade trademark" shown above, is made with completely water-proof synthetic resin binder. For outside siding 3/8" thick, Sound 1-Side grade of Exterior plywood is generally specified. Exterior type plywood (EXT-D.F.P.A.) should be specified for all permanent outdoor use and for interior use where moisture conditions are present.

PLYWALL
TRADE MARK REG. U. S. PAT. OFF.
Douglas Fir Plywood
WALLBOARD
D. F. P. A.
INSPECTED

GENUINE DOUGLAS FIR PLYFORM
TRADE MARK REG. U. S. PAT. OFF.
Concrete Form Panel
D. F. P. A.
INSPECTED

GENUINE PLYSCORD SHEATHING
D. F. P. A.
INSPECTED

EXT.-D.F.P.A.
TRADE MARK REG. U. S. PAT. OFF.

DOUGLAS FIR PLYWOOD
LARGE. LIGHT. STRONG.
Real Wood
PANELS

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

Production Counts!

Cut 2,000 Studs in 5 Hours with MONARCH UNI-POINT RADIAL SAW

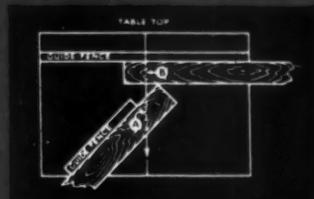
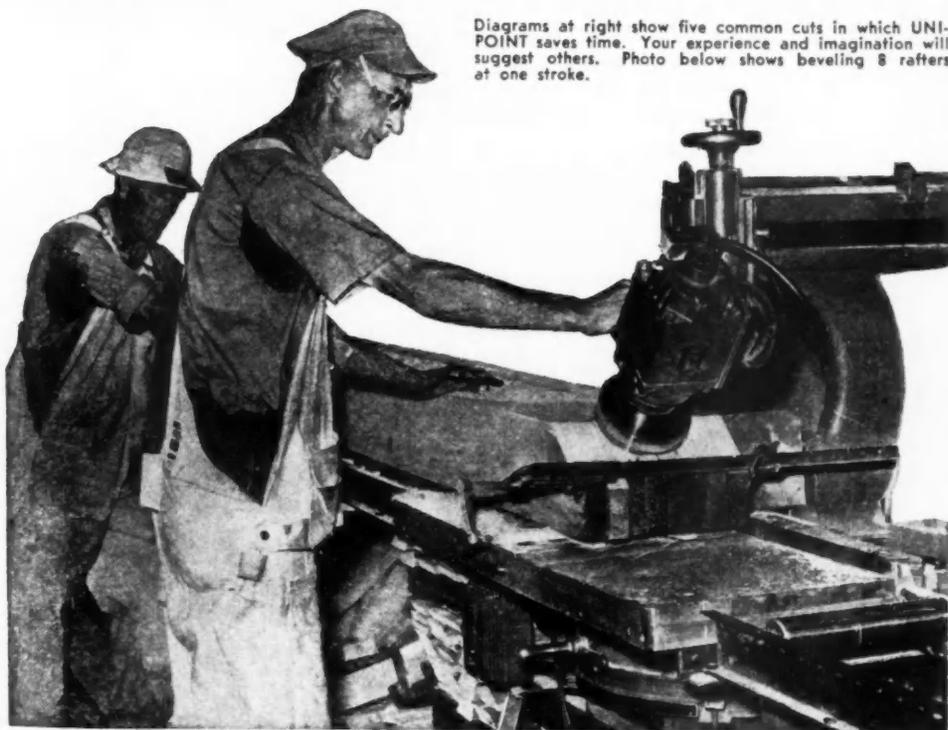
Whether you plan to build elaborate, modernistic houses or plain, standardized bungalows and cottages, you must employ high speed production methods with modern designed labor saving machinery to meet post-war competition and enjoy post-war profits.

With Monarch UNI-POINT Radial Saw you can take numerous short cuts in precutting operations—at top speed, with dependable and permanent accuracy. Every day operations which UNI-POINT takes in its stride, day in and day out, include simple cuts like 2000 2" x 4" studs in 5 hours, or the more complicated job of notching rafters (cutting both angles at one

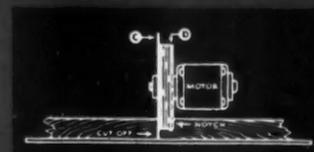
stroke) at the rate of one per second. By means of simple attachments your UNI-POINT becomes a router, sander, shaper. You can use it for chamfering, scarfing, rabbeting, moulding, dapping, deep grooving,—in fact for nearly all wood-working operations. But most of all you'll want UNI-POINT for straight and angle sawing—at a speed that will solve your help problem and make real money for you on every contract.

Our new Catalog 60 illustrates the UNI-POINT principle of one point cutting; shows you how many of the operations are made; and gives you an idea of the production speed, modern design, mechanical simplicity, and sturdy construction of this most modern, reasonably priced power saw. Send for your copy today.

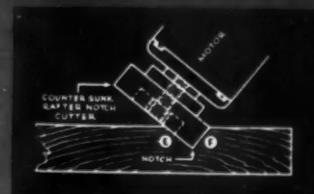
Diagrams at right show five common cuts in which UNI-POINT saves time. Your experience and imagination will suggest others. Photo below shows beveling 8 rafters at one stroke.



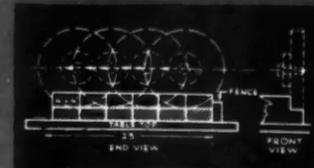
1 An angle cut (a), and a cross cut (b) with one stroke of saw—100% increase.



2 A cross cut saw (a), combined with a dado head (b), cut off and notch one end with one stroke of saw—100% increase.



3 Instead of cutting angle (a), then angle (b), use a counter-bunk dado or rabbet notch cutter and cut both angles with one stroke of saw—100% increase.



4 Notch six 4" rafters with one stroke of saw—500% increase. Uni-Point has 27" cross cut capacity.



5 Whatever the job—Uni-Point can do it! Yes, the answer is multiple cutting, the Uni-Point way.



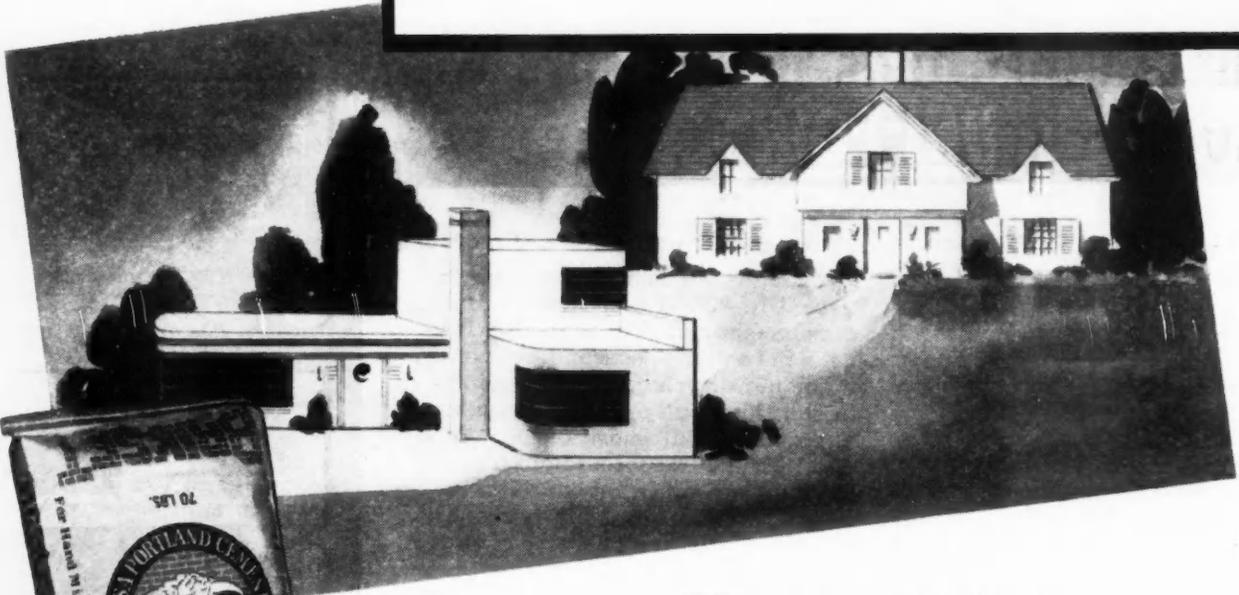
AMERICAN SAW MILL MACHINERY CO.

60 MAIN STREET

HACKETTSTOWN, N. J.

Established 1903

**Whether it's modern
or conventional—**



You need these
SPECIAL CEMENTS

● Whether the houses you build are modern or conventional, Medusa Special Cements have a place in their construction. For example . . . fine stucco calls for Medusa White Cement (plain or waterproofed) to give distinctive, lasting beauty, in white or colors when tinted. Medusa Waterproofed Gray Portland Cement assures dry basements or floors when used in full basement or concrete slab construction. Rush work demands "Medco" High Early Strength Cement—poured one day, in use the next; cuts form costs. Easier laying, weatherproof masonry comes from using BrikseT, the improved mortar cement. Cast stone, architectural concrete, terrazzo, water-retaining construction, concrete brick, decorative block—these and many more building uses are more satisfactory when Medusa Special Cements are used. Be prepared for better construction in the busy building days ahead with a complete knowledge of these Medusa Special Cements. Write today for details—they are free and they place facts of value at your fingertips.

MEDUSA PORTLAND CEMENT CO.

1002 MIDLAND BUILDING • DEPT. B
CLEVELAND 15, OHIO



FOR A *Happy Entrance...*



A Threshold of Alcoa Aluminum

A threshold of Alcoa Aluminum dresses up a doorway—residential, office building or industrial. Aluminum is durable, highly resistant to corrosion, and economical.

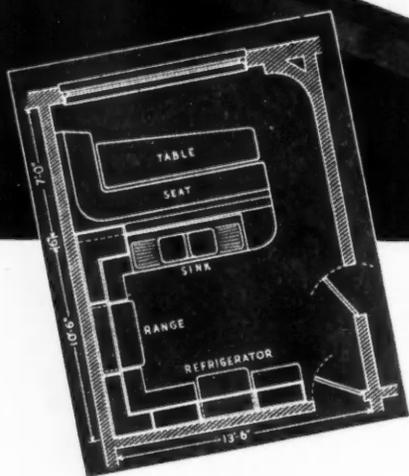
Alcoa Aluminum shapes are made in styles to suit every type of threshold—the plain saddle, those grooved as you see them here, or the interlocking weatherstrip type. They come in long lengths, and can be cut to fit each doorway on the job, or furnished in suitable lengths by your supplier.

Standard Alcoa Aluminum threshold shapes are not available now. They will be obtainable from building material suppliers all over the country, just as soon as war-depleted stocks can again be built up. ALUMINUM COMPANY OF AMERICA, 1914 Gulf Bldg., Pittsburgh 19, Pa.

Available in Alcoa Aluminum in these and many other standard shapes

ALCOA ALUMINUM





A brighter outlook in the kitchen

IN creating a kitchen that is attractive, convenient, and pleasant to work in, first quality plumbing is an essential aid to the Builder. It is an important key to health and comfort of which home owners are keenly aware. A Kohler-equipped kitchen makes a home more desirable, and more readily saleable, because it carries assurance of recognized first quality.

The Wilshire sink, in the kitchen above, with its two compartments, double drainboard and handy ledge, fulfills the Builder's requirements

for distinguished and thoroughly practical design. The rigid cast iron construction is finished with a pure white, lustrous enamel surface, easy to clean and acid resistant. Precision and reliability are assured in all working parts.

The high quality of all Kohler products is safeguarded by the fact that they are made in one plant, under one supervision, backed by 72 years of manufacturing experience. If you do not have catalog K-41, write Kohler Co., Dept. AB-10, Kohler, Wisconsin. Established 1873.



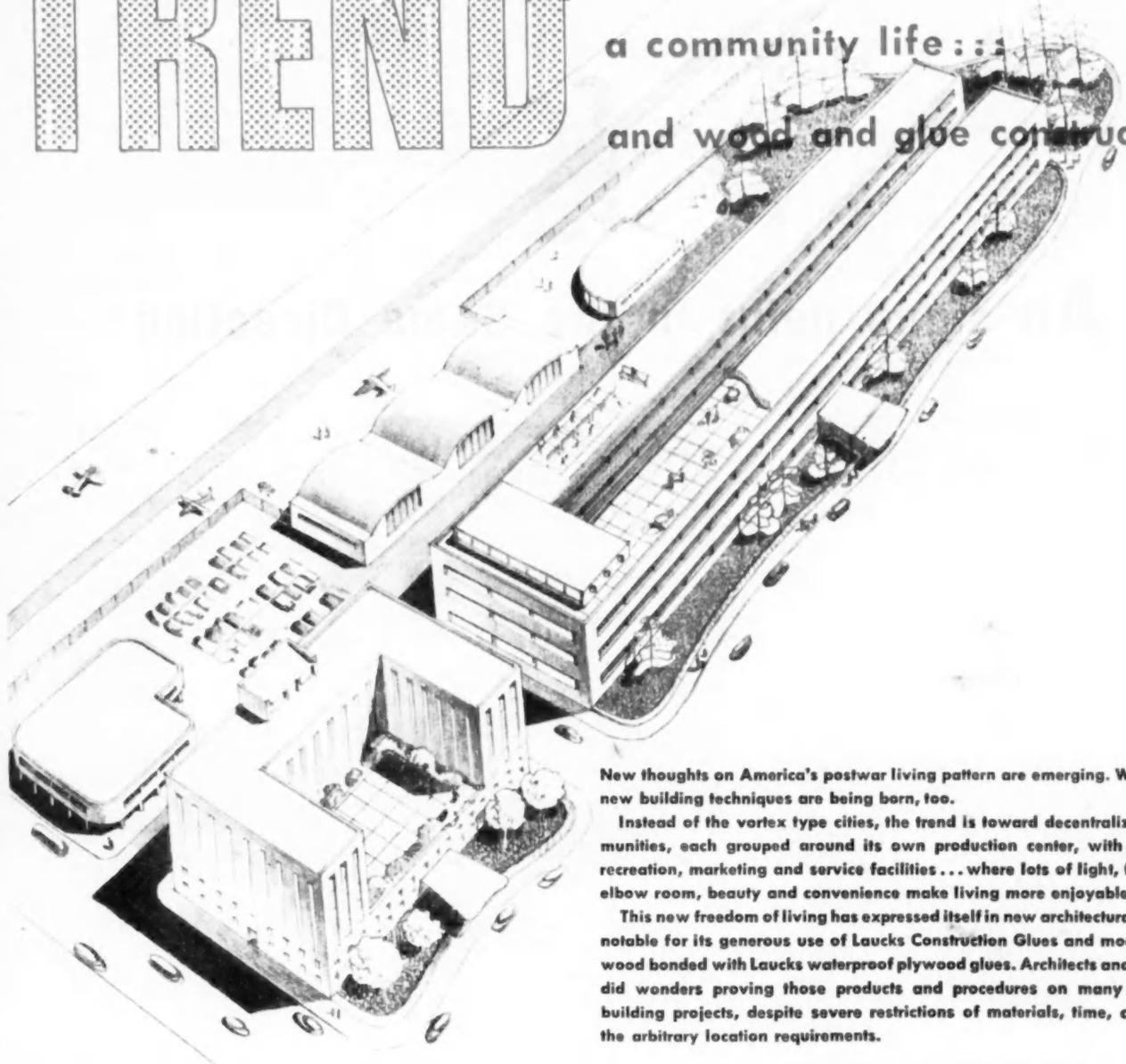
KOHLER OF KOHLER

Buy and Keep
U. S.
War Bonds

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS

TREND

to decentralized living,
a community life...
and wood and glue construction



New thoughts on America's postwar living pattern are emerging. With them new building techniques are being born, too.

Instead of the vortex type cities, the trend is toward decentralized communities, each grouped around its own production center, with schools, recreation, marketing and service facilities... where lots of light, fresh air, elbow room, beauty and convenience make living more enjoyable.

This new freedom of living has expressed itself in new architectural design, notable for its generous use of Laucks Construction Glues and modern plywood bonded with Laucks waterproof plywood glues. Architects and builders did wonders proving these products and procedures on many wartime building projects, despite severe restrictions of materials, time, costs and the arbitrary location requirements.

Where are Laucks glues used in new community building?

In laminated arches and beams for: community halls, public buildings, theatres, super-markets, churches, hangars, garages, natatoriums, etc.

In plywood for: exterior and interior walls, for sheathing and subflooring, for decorative paneling, for fixtures, for all types of prefabrication, dry-built and stressed cover construction.

For complete information on the use of plywood and glue in construction, address "America's Glue Headquarters," where more than twenty years of experience in making better glues for plywood and building construction give us practical "know-how" that you can utilize for the asking.



In the West:
Seattle 4, Wash.
Los Angeles 1, Calif.

In the East:
Lockport, N. Y.
Portsmouth, Va.

In Canada:
Laucks Ltd.: Vancouver, B. C., Stanbridge, Que.



All signs point in the Same Direction!

Wire Your Homes For Electric Ranges; Survey After Survey Shows That's What Women Want!

THERE'S no doubt about it, women prefer the convenience, cleanliness, dependability and economy of modern electric cooking. And you can cash in on this preference by wiring your homes for Electric Ranges. Here's proof of the overwhelming trend toward electric cooking.

- WOMAN'S HOME COMPANION survey shows that more women plan to buy an Electric Range than any other type!
- McCALL'S MAGAZINE readers made the Electric Range their 2-to-1 "must have" choice in a recent contest.
- HOUSEHOLD MAGAZINE survey indicates that 3 times as many women want Electric Ranges as now have them.
- SUCCESSFUL FARMING survey shows that nearly twice as many REA consumers will own an Electric Range after first two postwar years as now have one.
- COUNTRY GENTLEMAN survey shows that among the upper two-thirds of white farmers, the Electric Range is the 2-to-1 choice!

And prewar sales figures further emphasize the trend: between 1933 and 1941, sales of Electric Ranges increased over 900%!

Cash in on this growing demand. Wire your postwar homes for Electric Ranges. Built-in, the cost of such wiring is negligible—the selling power tremendous.

Electric Range Section
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION



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

FOR EASIER SALES

Wire your houses
FOR ELECTRIC RANGES



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News, Views
and Comments

On and Off the Record

MORE LIP SERVICE???—A recent news release quotes NHA Administrator Blandford as saying: "All resources of the National Housing Agency and its operating units are available to stimulate quick expansion in new housing construction to relieve existing shortages and to provide jobs, production and investment in the reconversion period. Earlier housing reconversion plans worked out by NHA in concert with WPB were aimed at a goal of starting 400,000 new houses in the 12 months ending next July. Efforts will now be made to step up that objective." As a public administrator, shouldn't Mr. Blandford know that actions speak louder than words? And, furthermore, we failed to find the word "private" mentioned anywhere in connection with the 400,000 new houses.

BUILDING FOR BUILDING — During a lull in a bridge game the other night a few of us master-minded the following: 3,000 manufacturers of building products will average two million dollars each in new production facilities — buildings and equipment. That makes six billion dollars. Seventeen thousand retail lumber and supply dealers will average twenty thousand dollars each in remodeling retail plants. That makes 340 million dollars. Take it for what it's worth. If true, it's quite a program of building for building product manufacture and distribution.

REMEMBER PROHIBITION? — The term was a misnomer, but we remember it as the postwar panacea in 1919 and thereafter. All that was ever prohibited was legitimate sales of alcoholic beverages. We got bootlegging and gangsterism, general lawlessness, bath tub gin, and a thousand other evils. The contemporary prototypes of the 1919 prohibitionists are the crystal gazers of OPA, NHA and other agencies who never learn. They still think we can regiment American society. From alcohol in 1919 they have turned to price ceilings and controlled housing in 1945. If they get away with their

programs for perpetual controls can anyone expect less chaos than prohibition brought?

NOW IT'S 12,000 HOUSES — Last month this column referred to the disgust of the British when they saw the first of the 30,000 houses for Britain. In the last 30 days disgust reached the revulsion stage. With the first 12,000 houses up and being stared at in contempt the British said, "No, thank you. Keep the rest of them." So, the remaining 18,000 have been cancelled. As we related last month the bright boys in FPHA were told by competent private building industry heads that the houses would not stand up, and were rewarded by being told to shut up and produce. They did what they were ordered to do by the same gang that wants to run American housing, and that wants the Wagner-Ellender Bill to legislate control into their capable (?) hands.

ELLENDER - NIXON DEBATE — The well known Chicago builder, George Nixon, and the well known ex-lumberman, current Senator from Louisiana, Ellender, debated public housing in New Orleans recently. The Senator was surprised at what Mr. Nixon had to say, and quite flabbergasted at the enthusiasm with which the large audience greeted Nixon's unanswerable logic. The Senator, in his own bailiwick, came off a very poor second and knew it. He'd like to be Louisiana's next governor, and it's rumored that he is badly shaken by what he saw and heard among a solid body of his constituents.

INFLATION OR OPA?—As each day brings mounting chaos resulting from OPA insistence on continued controls, we are reaching the conclusion that a brief period of price inflation is far less dangerous than what we now face. Free operation of the fundamental law of supply and demand will nick inflation before it goes far, but you can't make that clear to OPA with its regimentation complex.

PREWAR SALES

point the trend

1935 >>> 100%
1938 >>>> 142%
1941 >>>>>>> 293%

Postwar Sales Will Triple Again

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

SAFE—Flameless, fumeless

CLEAN—Smokeless, sootless

ADAPTABLE—Permits short hot water lines—Requires no flue or vent.

TROUBLE-FREE as electric light!
Installing Electric Water Heaters in every house you build, means giving women *what they want!*

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

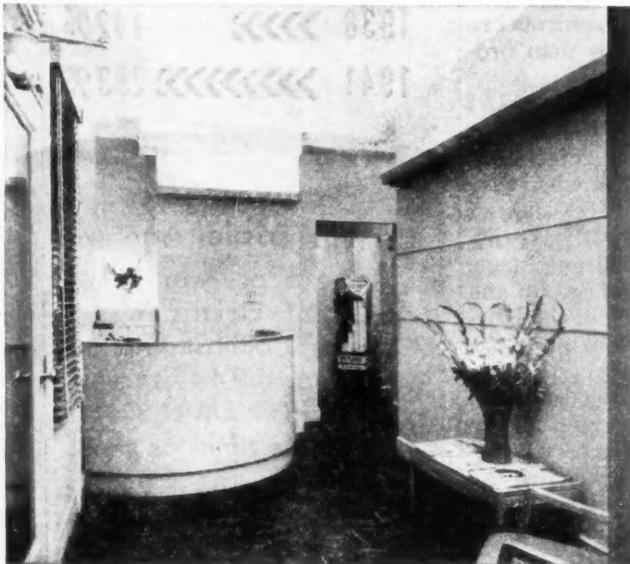
A House Wired For An Electric
Range Is Already Wired For An

Electric
WATER HEATER!

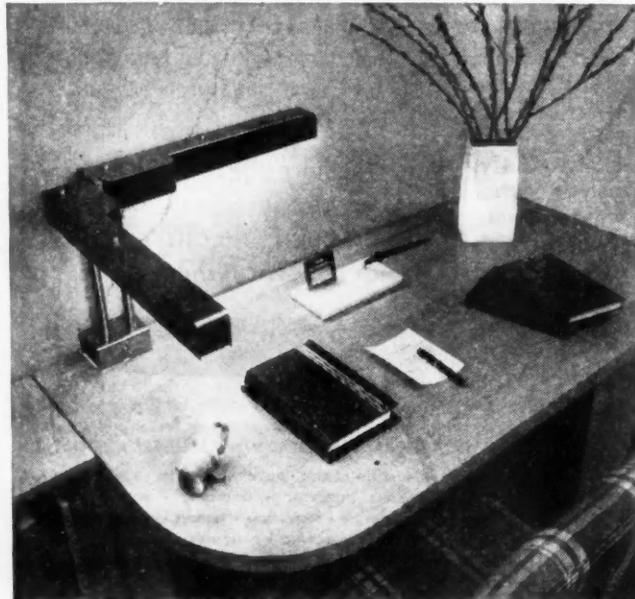
SYLVANIA NEWS

HOME CONSTRUCTION EDITION

OCTOBER Published by SYLVANIA ELECTRIC PRODUCTS INC., Salem, Mass. 1945



Reception room, Sylvania Lighting Center, 500 Fifth Avenue, New York City. Fluorescent lamps in cove along wall on the right give over-all illumination. Incandescent bulbs in shorter cove above desk brighten normally dark corner.



Versatile Sylvania fluorescent desk lamp. Each arm swivels 90°, allowing light wherever needed. When not in use, they may be pushed flat against wall, conserving space and serving as wall decoration. Important trend.

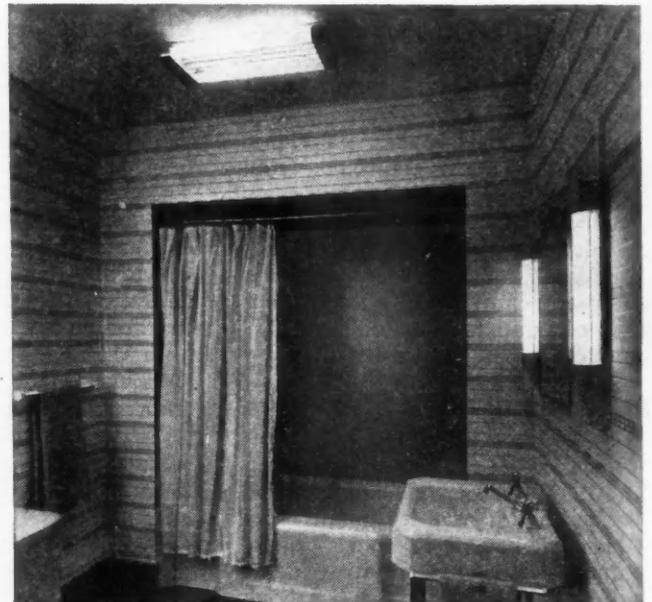
Looking for Lighting Ideas? See the New Sylvania Center

Sylvania Electric's display of model rooms at 500 Fifth Avenue (2nd Floor)—an exhibit of the newest in lighting ideas—may hold the answers to many of your fluorescent and incandescent illumination problems.

VARIOUS ROOMS DISPLAYED

The rooms pictured here are typical of the interesting lighting adaptations to be found in the various other sections of the display.

Accept Sylvania's cordial invitation to visit their Lighting Center—see the varied, new lighting installations of the home of the future.

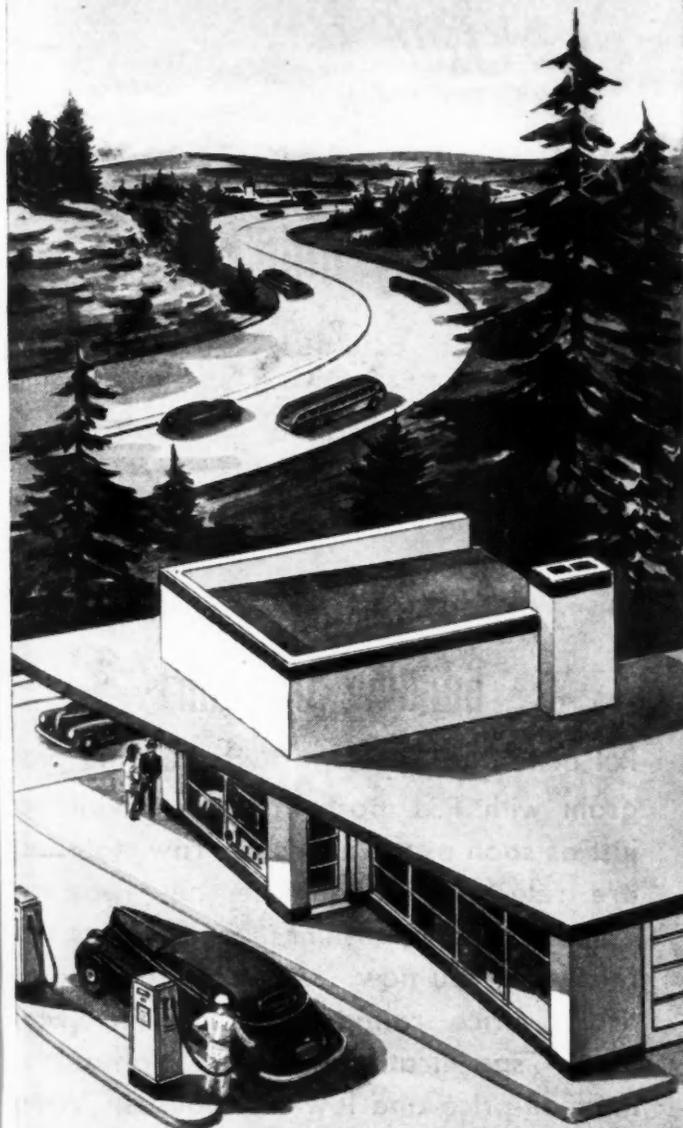


Note compact central fixture. Illustrates trend of designs in utility areas. Gives entire bathroom a soft, cool, shadowless light. Lamps on sides of mirror provide excellent illumination for shaving or applying makeup.

SYLVANIA ELECTRIC

MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES

Think in terms of
**STRAN
 STEEL**

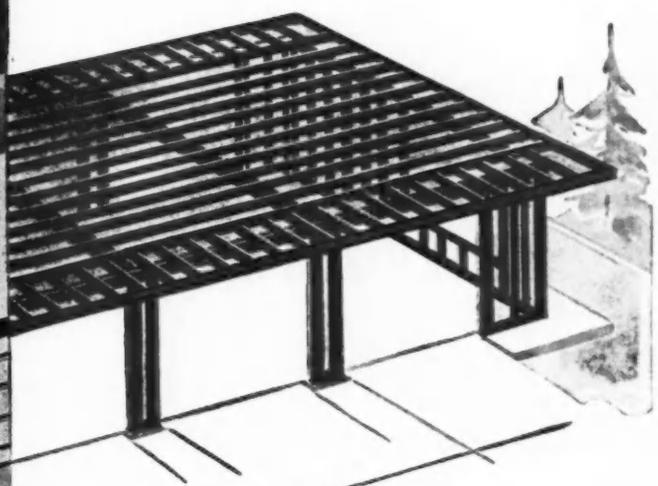


**Design in steel
 for beauty • economy
 permanence**

There need be no sacrifice in beauty when you design with Stran-Steel. For Stran-Steel is a material of unlimited adaptability — easy to work with, both on the drawing board and on the site.

Featuring nailable studs and joists, which permit the use of ordinary hammer-and-nail methods for attaching collateral materials, Stran-Steel framing provides outstanding economy through reduced maintenance—freedom from plaster cracks and sagging floors; adds permanence, strength and fire-safety to *your* beauty of design.

Shape your building plans for homes, multiple housing projects, commercial and industrial structures around this uniform precision material. Investigate its lasting advantages, proved in over a hundred thousand wartime "Quonset" buildings.



GREAT LAKES STEEL CORPORATION

Manufacturer of the Famous Quonset Hut for the U. S. Navy

STRAN-STEEL DIVISION • 37th FLOOR PENOBSCOT BUILDING • DETROIT 26, MICHIGAN

UNIT OF NATIONAL STEEL CORPORATION



her husband liked the house, but they didn't buy!

When a hot prospect on the verge of buying, suddenly gets the nudge from a not-too-interested wife — look out for trouble! Invariably he will go into a huddle with the little woman, and meekly return with some superficial excuse such as "We'll think it over and call you" or "It's up to the wife." Never under-estimate the importance of a woman's opinion when selling a house, for it is the woman who often has the final word in the choice of a new home.

COLOR makes a big difference!

Color to a woman is vital! If you don't think so, just try to sell a woman a color that she doesn't like. She instantly recognizes and appreciates good color planning. The impression she receives is important, for it is then that her decision is made, as she visualizes the overall picture of her future home. Ordinary color is not enough. It is distinctive, authoritative and harmonious color—Pratt & Lambert postwar color—that makes a big difference. These colors have been selected for their decorative beauty as the result of advanced laboratory

research and actual test use on more than 1,000 residential units. To gain the maximum sales appeal through color, Pratt & Lambert decorative service and color counsel is available to you without obligation.

COLOR for your postwar building program!

Put action into your postwar building program with P&L postwar color; available just as soon as the necessary raw materials are released. Meanwhile, new postwar painting and varnishing specifications are ready for you now. Adapted to the particular price range of homes involved, these specifications cover high-grade, medium-price and low-cost houses. Write today! Pratt & Lambert-Inc., 80 Tonawanda Street, Buffalo 7, N. Y.

PRATT & LAMBERT
paint and varnish

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color,
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GENEROUS SIZE 19 x 17
... GOOD APPEARANCE

HARD, ACID-RESISTING
VITREOUS CHINA

A POPULAR SHELF-LEDGE
STYLE

TWO INTEGRAL
SOAP HOLDERS

STREAMLINED
PLAIN APRON

CONCEALED
OVERFLOW

Lightweight, easy to install,
and easy to keep clean, the
Savoy Junior has lots of style
and utility appeal.

THE SAVOY JUNIOR

Eljer's All-Purpose China Lavatory

Since it was introduced, the Savoy Junior has been fulfilling the exacting requirements which confront architects and builders in the construction of thousands of homes and commercial buildings.

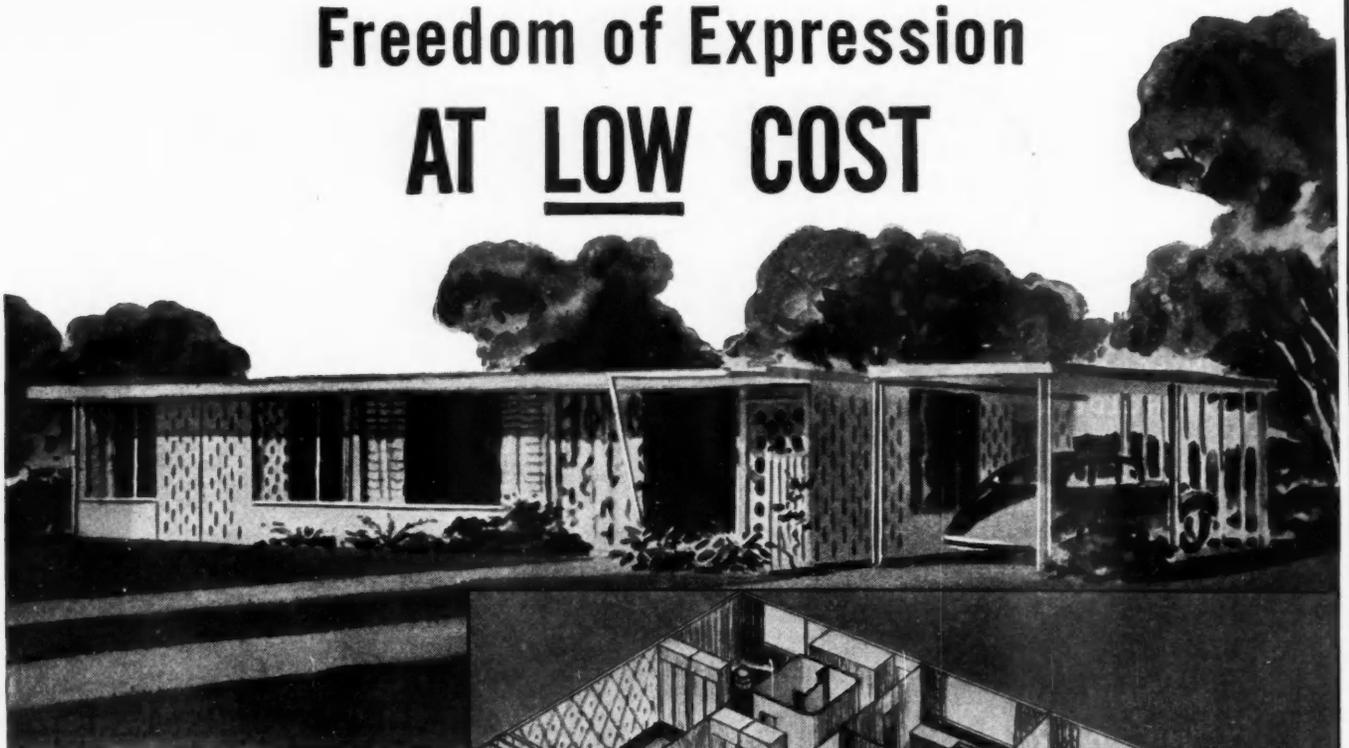
The Savoy Junior has features which are usually found in only larger and more

expensive fixtures, adapts itself ideally to single or multiple installations and is a high-quality lavatory at an economical price.

Check on all these "extras" which the Savoy Junior offers . . . Catalog No. B-3194-B.

ELJER CO. . . . FACTORIES AT
 FORD CITY, PA. • SALEM, OHIO • LOS ANGELES, CALIF.
 SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES

Freedom of Expression AT LOW COST



Third-Prize Winner

Mr. Eduardo Fernando Catalano, of Buenos Aires . . . now engaged in advanced architectural studies at Harvard University.

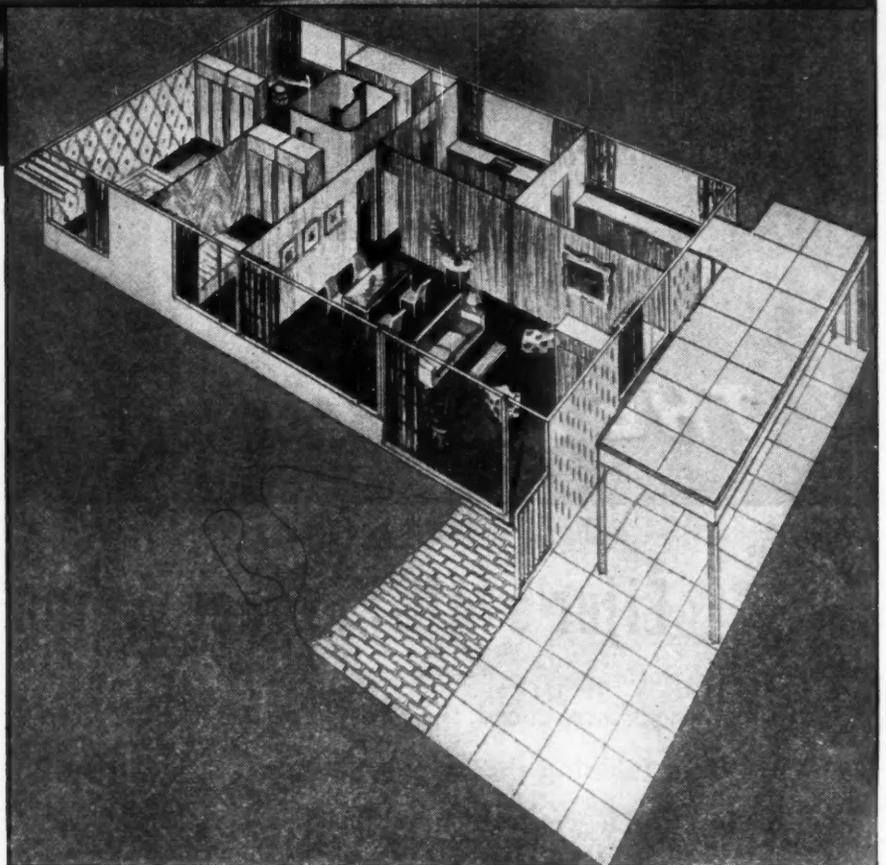
In his prize-winning plan, Mr. Catalano successfully avoids the monotony that so often characterizes small home design. And he accomplishes it by exploiting plywood's versatile functional aspects.

This third-prize winner, in the United States Plywood Corp.—“Arts and Architecture” Small Home Competition, uses many types of plywood, to create ample opportunity for the expression of individual taste . . . without jeopardizing economy or structural soundness.

For instance, a self-supporting molded plywood roof is suggested. This is trussed in such a fashion that room partitioning is highly elective.

Mr. Catalano doubtless visualizes that some owners might like one wall of a room curved, for example . . . or even movable walls.

Plywood's endless structural possibili-



ties help to make this unique design possible. It truly represents beauty combined with utility.

Details of this and other winning plans are available upon request.

WELDWOOD Plywood

Weldwood Plywood and Plywood Products are manufactured and marketed by

UNITED STATES PLYWOOD CORPORATION THE MENGEL COMPANY

New York, N.Y.

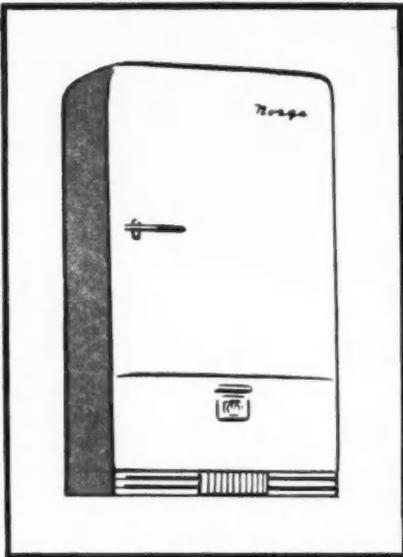
Incorporated
Louisville, Ky.

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



Plastics and Wood Welded for Good

Waterproof Weldwood, so marked, is bonded with phenol-formaldehyde synthetic resin. Other types of water-resistant Weldwood are manufactured with extended urea resins and other approved bonding agents.



PARKFAIRFAX, a two- and three-story, multiple-type dwelling unit development in variously styled buildings, assures its tenants trouble-free food preservation and safe food storage by equipping with 1,750 Norge Rollator refrigerators. Parkfairfax is at Alexandria, Virginia. Owner: Metropolitan Life Insurance Company. Architect: Leonard Schultz & Associates. Builder: Starrett Brothers & Eken, Inc.

See NORGE Before You Buy

NORGE DIVISION, BORG-WARNER CORPORATION, DETROIT 26, MICH.

NORGE HOUSEHOLD APPLIANCES



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

**“The biggest scoop here
will be Spencer Heaters!”**

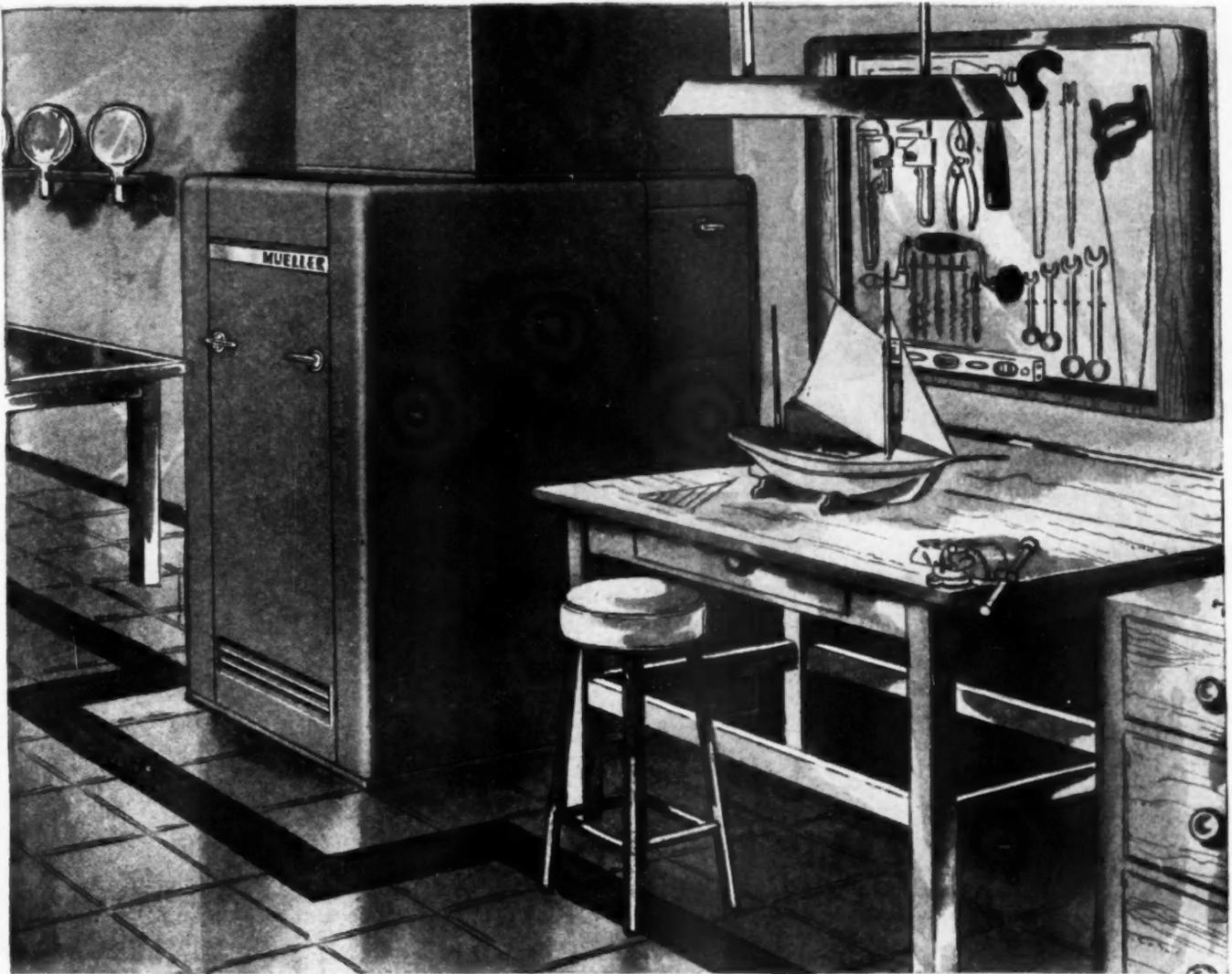


“You can tell a smart architect is behind *this* job! He’s specified Spencer Heaters. He figures that Spencer’s half a century of heating experience, teamed up with the vast wartime production knowledge of The Aviation Corporation, is bound to deliver the best heating units money can buy. And, brother, is he right! Those post-war Spencers will be mechanical masterpieces of design, utility and economy—outstanding products you’ll be proud to specify. Look into Spencer . . . and score a real heating scoop in the buildings you design. A note to us will bring the happy details.”

SPENCER HEATER

Division—The Aviation Corporation, Williamsport, Pa.

Production of Spencer Heaters is being increased as rapidly as materials become available.



... and that is why you are sure of delivering True Indoor Comfort when it's a Mueller Climatrol System ...

The major "home comfort factors" depend upon conditioning and handling of air

A home heating system is a "built-in feature." Its basic type is not easily changed. It is therefore important that your installations *start right* with a basic system that is not only modern today, but easily adaptable to the improvements of tomorrow.

To thousands of home-owners, that means a Climatrol system — product of Mueller, one of the oldest established concerns in the heating industry, and a leader in engineering advances toward the goal of true indoor comfort.

A Mueller Climatrol system provides the following essential "comfort factors":

- | | |
|---|--|
| 1. Temperature control. | 2. Humidity control. |
| 3. Proper movement of air. | 4. Introduction of fresh air. |
| 5. Removal of dust, pollen, and other foreign matter. | 6. Removal of bacteria conveyed on dust. |

The Climatrol line is the most complete on the market. It includes furnaces and winter air conditioners, especially designed for the chosen fuel — gas, oil, or coal — also gas-fired boilers — for old or new homes of every size, type, and price range. It pays to install Climatrol on *your* jobs. Write for bulletins, L. J. Mueller Furnace Co., 2016 W. Oklahoma Ave., Milwaukee 7, Wis.

Climatrol

REG. U. S. PAT. OFF.

B-25

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Pa.
being
become



WORKING PARTNER of all WHITE-RODGERS Automatic Temperature Controls

This compact, accurately balanced, sturdy switch mechanism is the second basic part of White-Rodgers temperature controls. Because the Hydraulic-Action element is so powerful, more hard-working life can be built into this switch. That is why White-Rodgers controls are so widely endorsed by the heating, air-conditioning and refrigeration fields. Write today for catalog and installation data on heating controls for your post-war houses.

Here's How
It Works:



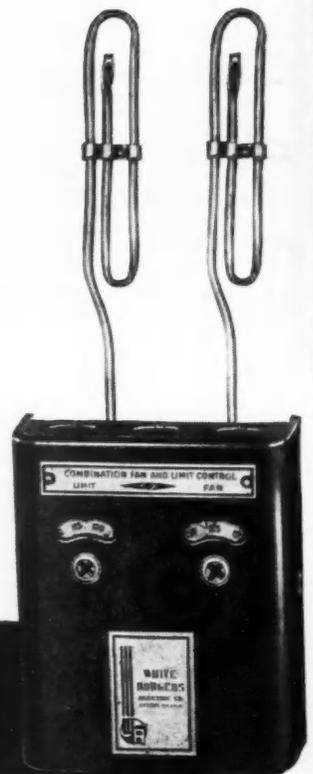
CONTRACTED

At left is a cross-section of the diaphragm and part of the liquid-filled capillary. The liquid has contracted, the diaphragm moving inward, causing the switch to function.



EXPANDED

In view at left, the liquid charge of the capillary has expanded with a rise in temperature. This positive force moves the diaphragm outward and causes the switch to function.



WHITE-RODGERS ELECTRIC CO.

ST. LOUIS 6, MISSOURI

Controls for Refrigeration • Heating • Air Conditioning

Heating and Maintenance Costs average only \$65⁰⁹ a season per apartment

Here's actual proof of Janitrol's practicability and economy of operation for multiple dwelling units.

Factory-packaged, this type of Janitrol unit keeps installation costs down to a minimum. This ease and flexibility of installation also makes for savings in building costs.

When planning for the best in gas heat, for large or small housing units, be sure you have complete specification data on the complete Janitrol line. Remember, Janitrol sells by comparison. Write today for the latest descriptive literature. Surface Combustion Corporation, Toledo 1, Ohio.

CITY OF HAMTRAMCK

OFFICE OF
HAMTRAMCK HOMES COMMISSION
12025 Dequindre Ave.
Col. Hamtramck Homes

July 26, 1945

Surface Combustion Corporation
2375 Dorr Street
Toledo 1, Ohio

Gentlemen:

In answer to your recent letter I would say that we are entirely satisfied with Janitrol Gas Furnaces.

As you know, we have 300 of these units, one to each housing unit, of our project, which were installed late in 1941.

I would unhesitatingly recommend Janitrol heating equipment for multiple dwellings wherever there is a reasonable gas rate.

For your information, our records, over the last two years, show the following costs:

	Total Heating Costs	Cost Per Unit	Total Maintenance Cost	Maintenance Cost Per Unit
1943	\$19,765.74	\$65.49	\$930.38	\$3.10
1944	17,664.83	58.88	693.80	2.31

By including maintenance and labor with actual costs of fuel, I believe the above records will compare very favorably with any other type of heating.

In addition, we secure the benefits of greater cleanliness, even temperature for our tenants, and the freedom from ordering and handling of fuel.

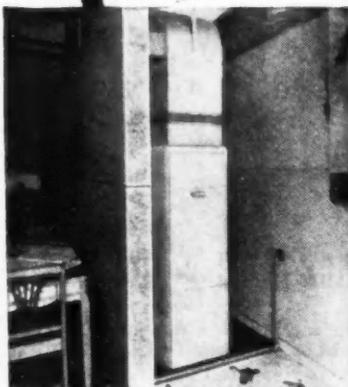
Yours very truly,

HAMTRAMCK HOUSING COMMISSION

Stanley J. Wojcik
Stanley J. Wojcik
Director-Secretary



Buildings are varied in size to contain modern, well planned dwelling units for 4, 6, 8, 10 or 12 families. Apartments vary in size from 3 1/2 to 6 1/2 rooms.



Compact Janitrol Forced Warm Air Furnace fits in "closet-size" space. Unit only occupies 18" by 27" floor area.



Hamtramck Housing Project completed in 1941 is located in industrial section northeast of Detroit, Michigan. Project covers 16 acres, provides modern housing for 300 families.

Janitrol

**GAS-FIRED
HEATING EQUIPMENT**



Winter Air Conditioner



Gravity Furnace



Conversion Burner



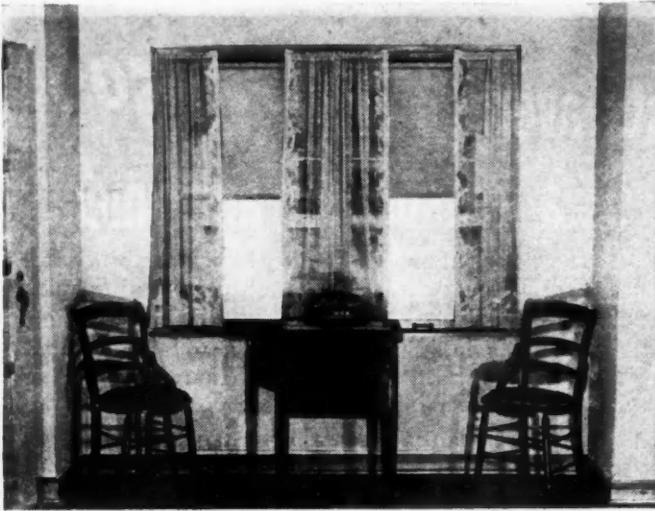
Wall Heater



Radiator



Free Type Radiator



BEFORE. One of those dull, space-wasting bays. Never does anything for a room's beauty. Never serves any purpose except to hold stray furniture. Doubly dull because there's a rash of them across the country.



AFTER. Pretty slick cupboard! And certainly a complete change for the room! A lot of storage space—the whole depth of the bay. Knotty pine—or use your own idea for it. You can see that it was no trick to do.

What do you think of this idea?

It's typical of the hundreds of good ideas in *Better Homes & Gardens' 200-page Remodeling Book*

EASY to do. But what an effect it creates! And that's just one example of what makes *Better Homes & Gardens' book, Remodeling Your Home*, so popular it's snapped up the minute we can print any. (Paper shortage, you know.)

Every idea in the book has actually been carried out—there are no bugs in any of them. Every idea is practical from a construction angle and common sense from a money angle—because somebody paid for every one of them in his home. And there are literally *hundreds* of ideas.

Congratulate yourself if your clients have the book—they'll be struck with enough remodeling fever to keep you going for a while of a long time. Congratulate yourself if your order gets here in time to get you one from our limited supply—because there won't be a tough or tricky remodeling question on which you can't come right up with a really good idea. Exteriors. Interiors.

Both together. Kitchens. Using waste space (*seeing* waste space in the first place). Chimneys. Dormers. Entrances. Fireplaces. Bookcases. Stairways. Windows. Terraces. Built-ins. But you name it—the book has it. All for a dollar.

REMODELING YOUR HOME.....\$1
Send your check to Better Homes & Gardens, Des Moines 3, Iowa

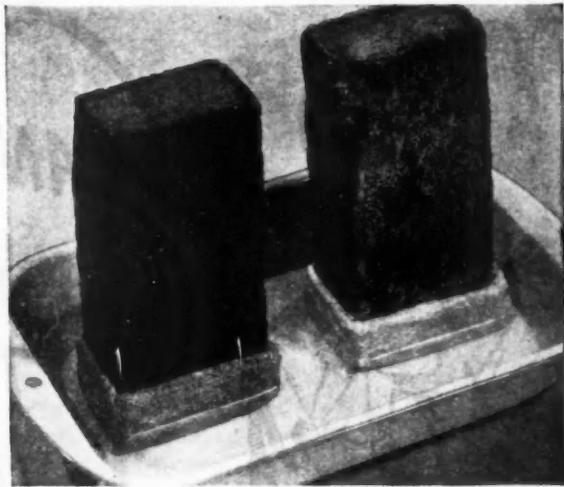
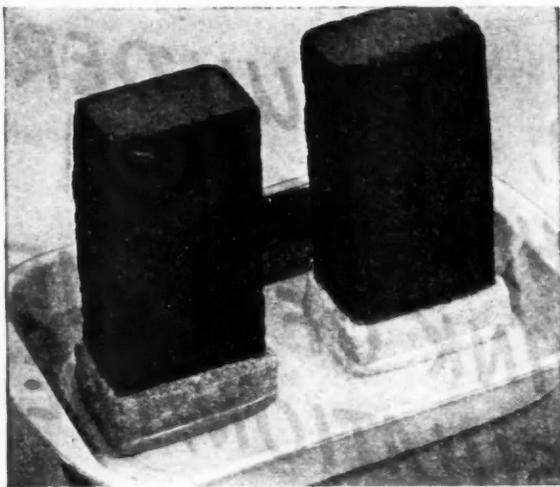
THERE'S NO ^{market} PLACE LIKE HOME

It's obvious that building materials, equipment, built-ins are sold to people so interested in their homes that they build their own or improve by remodeling. *Better Homes & Gardens* is written entirely for families whose big love is their homes. And BH&G leads them constantly to new ideas—creates a reception for what you want to sell them. That's why *there's no place like Better Homes & Gardens to sell everything that goes into homes.*



BRIXMENT MORTAR

Helps Prevent Efflorescence



To test two mortars for resistance to efflorescence, "cap" two brick heavily with the mortars—let harden, and

keep both brick for a few weeks in a shallow pan of water, as shown. Try this with Brixment mortar!

HERE'S WHAT CAUSES EFFLORESCENCE—AND WHY BRIXMENT MORTAR HELPS CONTROL IT

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

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

Brixment itself *does not cause efflorescence* because it is practically free from soluble salts. Even when such salts are present in the sand or brick, the waterproofing in Brixment usually *prevents them from coming to the surface*.

Bricklayers who have used Brixment mortar for years say they have far less efflorescence with Brixment than with any other mortar.

LOUISVILLE CEMENT CO., Incorporated, LOUISVILLE 2, KENTUCKY

CEMENT MANUFACTURERS SINCE 1830

9 out of 10* "HOME



AND, MR. BUILDER,
WHEN PEOPLE
THINK OF HOME
INSULATION, THEY
THINK OF
JOHNS-MANVILLE
FIRST!

**Based on a survey conducted by Curtis Publishing Company among 4,007 families in 118 different towns and cities. 87.3% of those planning to build or buy said they would insist on home insulation for their postwar home!*

Johns-Manville ROCK WOOL

1945.



E

prospective homeowners say: INSULATION IS A MUST"

Complete, thick insulation in sidewalls and attic with Johns-Manville Rock Wool is what the public wants

GOVERNMENT endorsements of home insulation during the war years have sold the public on its value as never before.

By using Johns-Manville Super-Felt Rock Wool Batts to meet this demand, you make your houses more quickly and easily salable . . . and here are the reasons why:

1. Johns-Manville Insulation has the greatest consumer acceptance. Surveys prove that when prospective homeowners think of home insulation, they think of Johns-Manville *first*.

2. Super-Felt Batts are of recognized high quality. Made of Rock Wool, a fire-proof, rotproof, verminproof *mineral*, they are prefabricated to the thickness and density which gives maximum comfort and fuel savings. Manufactured in full wall-stud thickness, they also act as an effective fire stop.

3. The Johns-Manville radio program gives you continuous sales help. In this program, "Bill Henry and the News," which reaches as many as thirty million listeners a month from coast to coast,

the advantages of J-M Rock Wool Insulation are being constantly emphasized.

So why not use the kind and quality of insulation that people know best, *Johns-Manville Rock Wool*. You start with a decided selling advantage when you can say to prospective home buyers, "This house is completely insulated in roof and sidewalls with Johns-Manville Rock Wool Batts."

For details write Johns-Manville, 22 East 40th St., New York 16, N. Y.

J-M FUL-THIK SUPER-FELT BATT
helps you do a better job, easier



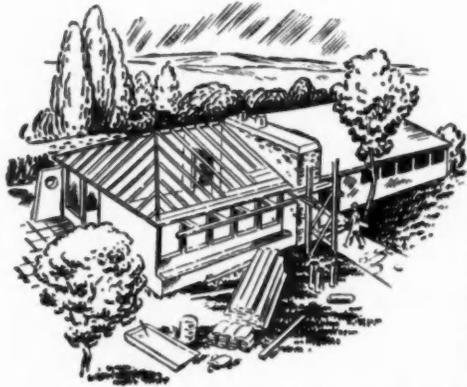
Even twisting or bending does not break down its superior felted structure. The J-M Super-Felt Batt handles easily without coddling . . . fits snugly . . . comes in convenient lengths . . . resists ALL forms of heat transfer . . . and it's fireproof, permanent, and low in cost.

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ny among
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of those
buy said
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home!

HOME INSULATION



Post Advertising
Pages Have Spoken
for **MORE** Years,
with **MORE** Authority,
to **MORE** People
with **MORE** Influence,
than those of
Any Other Magazine



AS they have for so many years, millions will now look first on the advertising pages of The Saturday Evening Post for the new advancements in home building and remodeling.

Post readers are your best customers, with living standards and incomes high above the national average. They have the money to buy the things they want. Year after year, in every community, in every neighborhood, in every income group—Post readers are the first to buy the new and better things. They set the pace in their communities, creating and influencing the demand that establishes brand preference.

That is why successful builders and building supply retailers from coast to coast find that it pays to recommend products that are featured in the Post.

THE SATURDAY EVENING
POST

Survey after survey proves that people pay more attention to advertising in The Saturday Evening Post than in any other magazine.

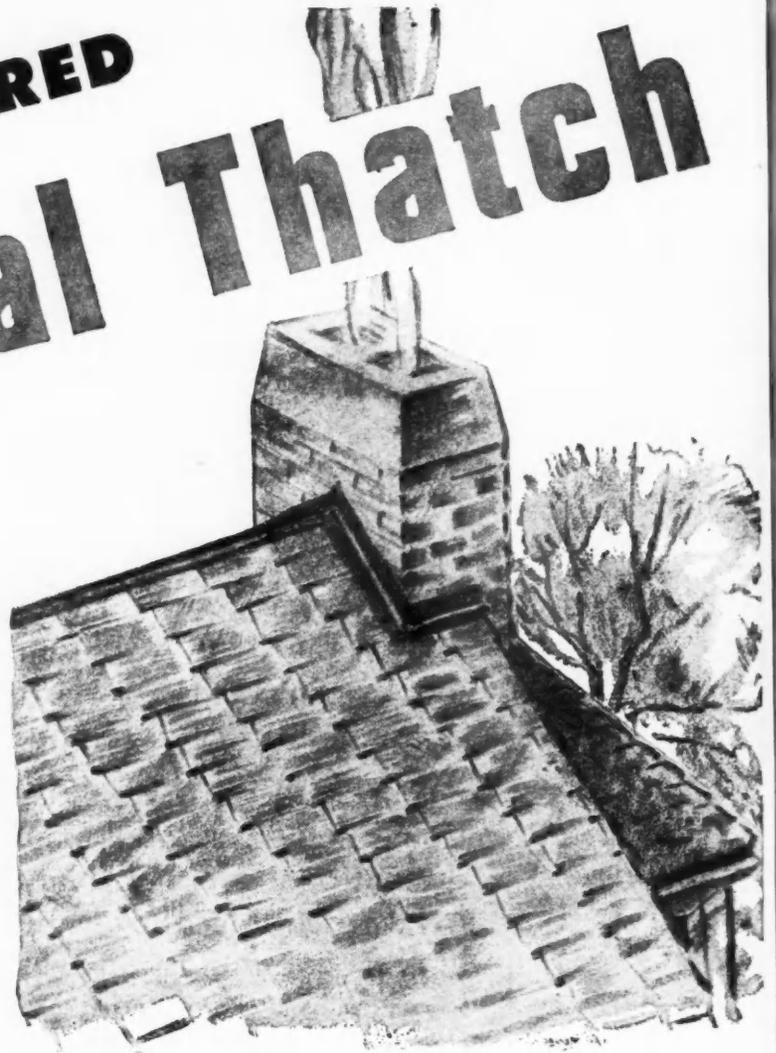
FORD'S TEXTURED Colonial Thatch SHINGLES

Truly here is a shingle that blends perfectly with the warmth and friendliness of the typical American home. The new textured surface seems to weld together the lines of the roof that go far in determining the beauty and character of the house. Architects find the Ford Colonial Thatch Shingle easily adaptable to almost every type of home structure.

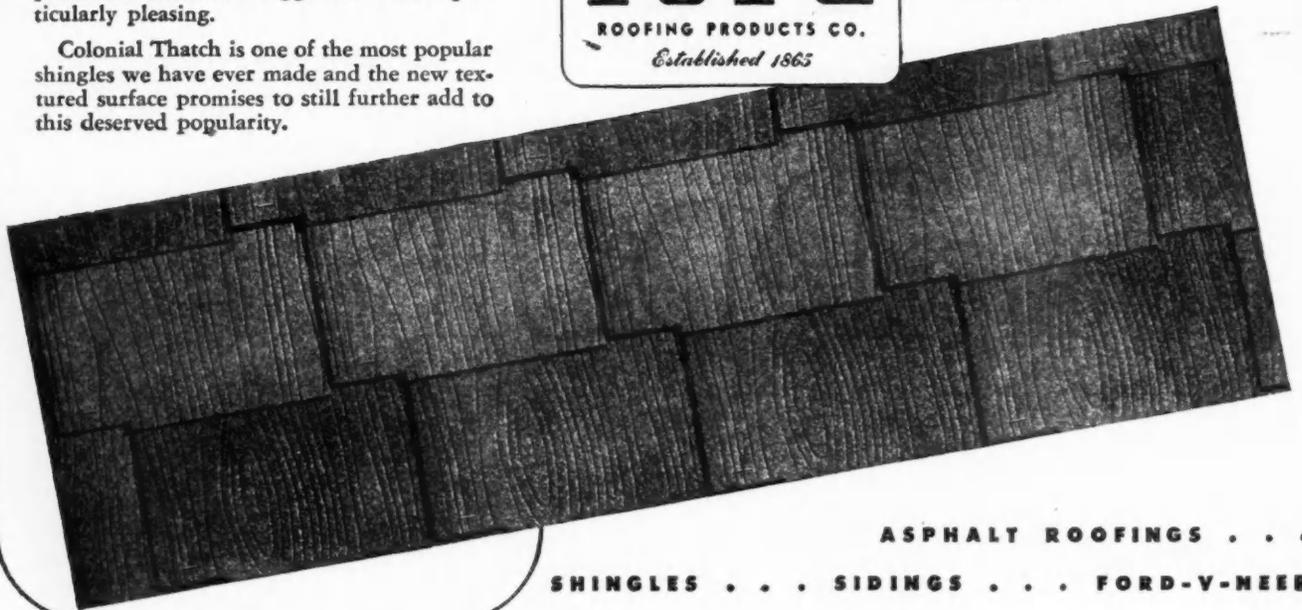
The outstanding weather protection provided by Ford's Colonial Thatch Shingle is well recognized by both builders and home owners. The extra heavy felt used in this shingle forms a basic structure that is built for long life. The rustproof metal staple in each tab locks the roof into one complete protective unit that is wind and storm resistant. Ford's improved stapling machine speeds application and clinches each staple uniformly and securely.

A wide range of colors is available either for solid color or blended color harmony roofs. The deep shadow line of the side and head lap combined with the textured surface produce a distinctive ruggedness that is particularly pleasing.

Colonial Thatch is one of the most popular shingles we have ever made and the new textured surface promises to still further add to this deserved popularity.



CHICAGO 2, ILL.,
VANDALIA, ILL.,
YORK, PA.



ASPHALT ROOFINGS . . .
SHINGLES . . . SIDINGS . . . FORD-V-NEER

Add **SPARKLE** to your houses...with **GLASS**



A large Picture Window like this will give your houses the appeal of outdoor beauty. Rooms take on added distinctiveness and charm when a Picture Window brings in the ever-changing loveliness of nature. For extra comfort and heat-savings, glaze windows with Thermopane, the L·O·F windowpane that insulates.



(Left) Catch the fancy of prospective customers with a full length door mirror . . . a welcome feature in any house. This practical touch of beauty pays dividends in increased sales. For finest quality, specify mirrors made with L·O·F Polished Plate Glass.



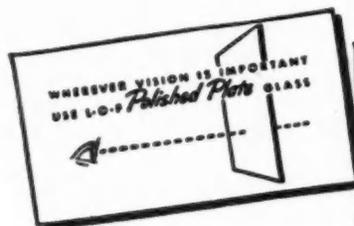
(Right) A distinctive door like this will add excitement and glamor to the houses you build and sell. Use such doors to transmit light, while shutting out the view . . . to add a handsome decorative note. They're made with patterned, translucent Blue Ridge Glass.

Glass is important to both the builder and owner. Its eye-catching beauty, light-transmitting quality and ease of cleaning mean quicker sales and owner satisfaction. Check your jobs now to see if they can be improved with Glass. Libbey·Owens·Ford Glass

Company, 11105 Nicholas Building, Toledo 3, Ohio.

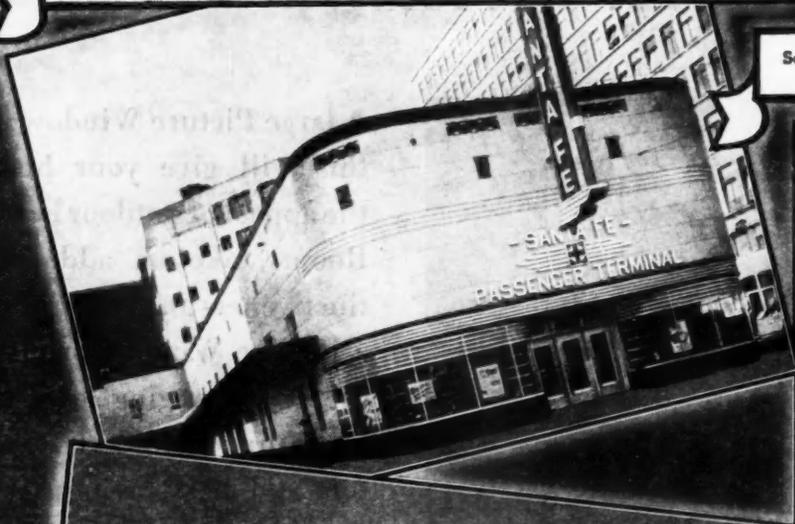
The *Thermopane* Unit...

two or more panes of glass with dehydrated air hermetically sealed between them. Only two surfaces need to be cleaned. Thermopane stays in all year. Available in Canada.

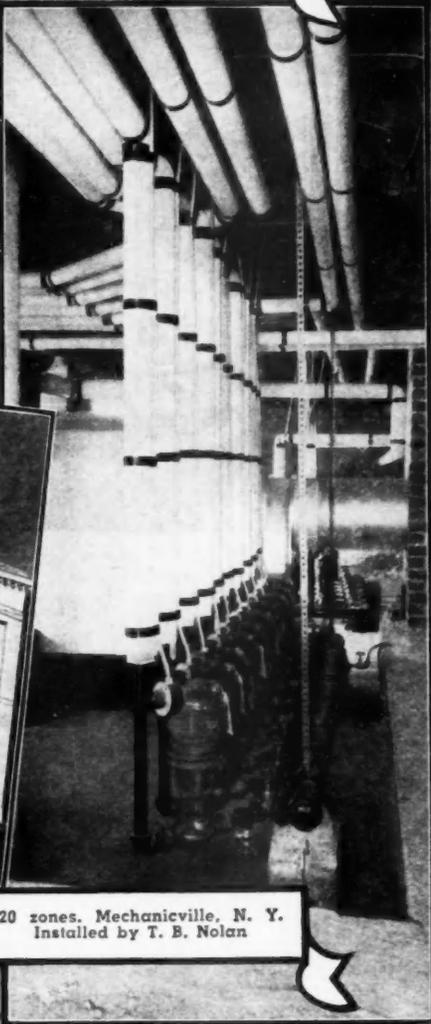


LIBBEY·OWENS·FORD
a Great Name in **GLASS**

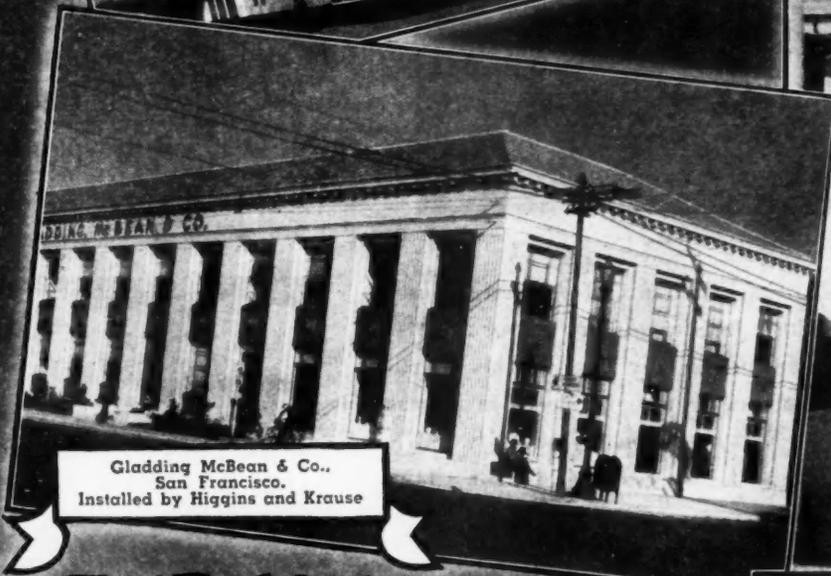
THESE MODERN BUILDINGS ZONED BY THRUSH



Santa Fe Passenger Terminal,
San Francisco, California



20 zones, Mechanicville, N. Y.
Installed by T. B. Nolan



Gladding McBean & Co.,
San Francisco.
Installed by Higgins and Krause

THRUSH ZONED Hot Water Heat



Thrusch Flow
Control Valve

Thrusch Water
Circulator

ALL over the nation Thrusch Zone Control is saving heating dollars and conserving fuel. The illustrations show two typical office buildings heated by Thrusch Zoned Forced Circulating Hot Water Heat, both of which have been giving satisfactory service for more than seven years, and an apartment house installation with twenty zones. The Dundalk Housing Development in Dundalk, Maryland, is using 68 zones to heat 8 groups of buildings. Schools, churches, hospitals, estates, industrial plants are all good prospects for you. They'll be glad to listen to a "money-saving, fuel-conserving" story these days. We'll help you make recommendations. See your Wholesaler today or write Department G-10.

H. A. THRUSH & COMPANY . . . PERU, INDIANA

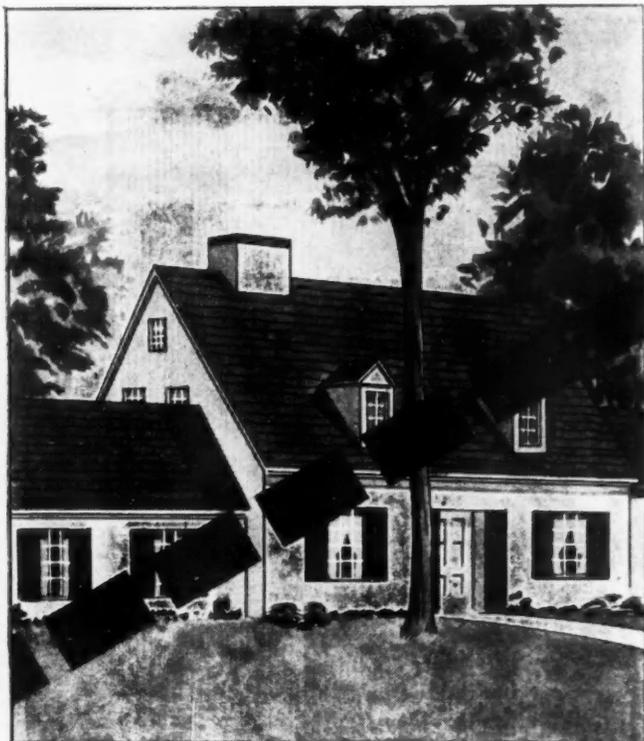


*More Doors Swing
on Stanley Hinges
than any other kind!*

STANLEY
TRADE MARK

THE STANLEY WORKS
NEW BRITAIN, CONN.

Timken Popularity Went Up Like This



The trend in Timken Sales from 1925 through 1941

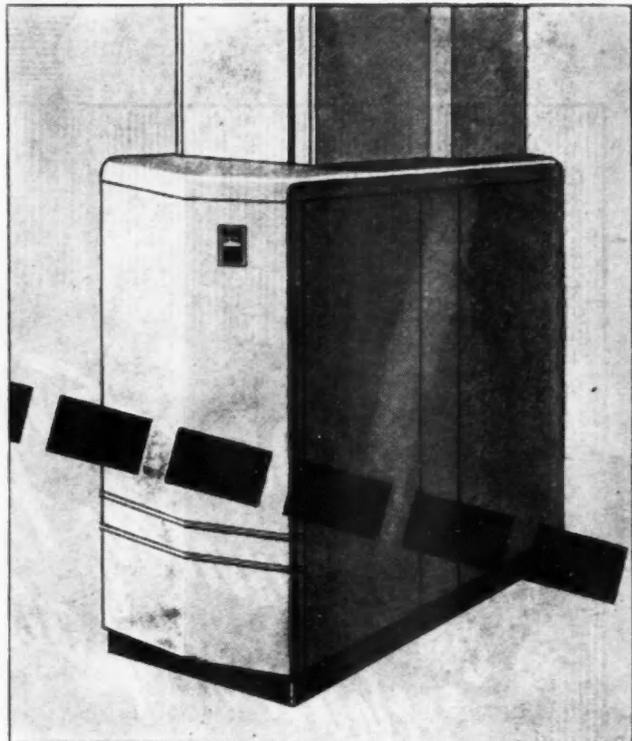
As neighbor told neighbor, and friend told friend, "Timken offers greater comfort at lower cost," Timken Silent Automatic sales went up—up—up! Each year showed a substantial gain in new users until in 1941 (the last prewar year) Timken dollar-volume exceeded that of any other oil burner manufacturer.

The trend in Timken prices during this same period has been *down*. In 1925, for example, a Timken burner with a suitable boiler cost \$875.00. In 1941, a completely integrated Timken boiler-burner unit, greatly improved, and with many added features that mean increased comfort and economy, cost as little as \$450.00 at retail.

This is something to think about when choosing a heating plant for the homes you build. No oil burner on the market has better public acceptance than Timken . . . no other burner can provide so much comfort and convenience at such low cost.*

It is a fact that any home you build will be a better home with Timken Silent Automatic oil heat. And you can provide this modern, economical heating for very little more than it would cost to install an ordinary oil burner.

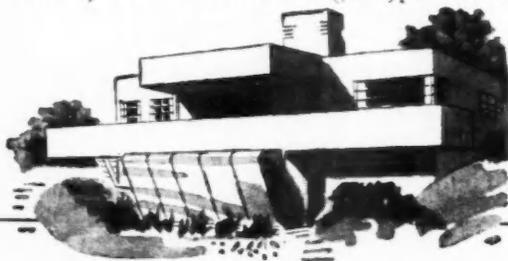
Timken Oil Burner Prices Went Down



The drop in Timken Prices from 1925 through 1941

The new Timken Silent Automatic models, soon ready for delivery, will be better in many ways than the best prewar Timken burners. You should have complete information about Timken performance, and costs, when planning heating for your homes.

**Reports from thousands of users prove that Timken Silent Automatic burners save up to 25% in oil and electricity over conventional "gun-type" burners.*



"Timken Makes a Good Home Better"

TIMKEN

Silent Automatic

20 Years of Faithful Service to American Homes

Division of THE TIMKEN-DETROIT AXLE CO., Detroit 32, Michigan



Give them windows that are **EASY** to operate!



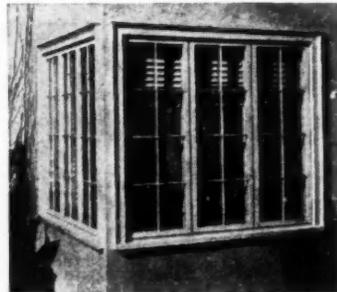
● One sure way of pleasing Mr. and Mrs. Homeowner is to give them windows that open easily, smoothly—yet won't "rattle" or leak heat. Curtis Silentite is the answer—the first major window improvement in 300 years.

This famous line meets every other requirement of home builders—in smart, modern design... in weathertightness... in low maintenance. Curtis Silentite windows are available in stock sizes to fit every type house plan—are easy on the budget.

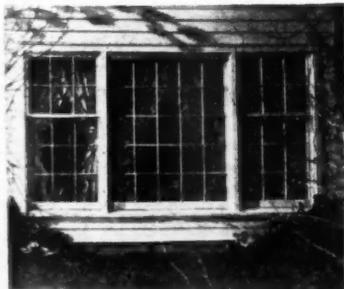
When you specify Curtis Silentite windows, you are sure of pleasing the most critical client. For over 79 years of woodworking experience and research are behind them. This, added to Curtis' modern production methods, assures windows of greater dimensional accuracy for quicker, easier installation—windows that satisfy on every quarter—architect, builder and home-owner. Let us keep you up to date on Curtis window and stock woodwork plans—mail the coupon for complete information.



Bay windows need not be luxuries—if you specify Curtis Silentite stock units. Such bays provide a means of "stretching" floor space—and add to exterior interest as well. Several Curtis designs will be available for the home you plan.



Casement groups such as this are practical from a fuel-saving standpoint when you specify Silentite Casements. For the Silentite Casement is especially designed for weather-tightness and economy, as well as for beauty.



Better design is one reason why Silentite windows are so popular. Note lightness and grace which Curtis gives to Silentite window design. Several sizes of view sash will be available for use with stock Silentite units.



"More windows" is the demand of post-war home builders—and Silentite stock units enable you to satisfy that demand with economy. Weather-tight, easy to operate, Silentite windows are made in several sash styles and in numerous sizes.



CURTIS COMPANIES SERVICE BUREAU
Dept. AB-105 Curtis Building
Clinton, Iowa

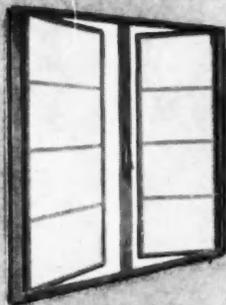
Please send me free literature on Silentite windows and Curtis Stock Architectural Woodwork.

Name.....

Address.....

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

Here are the



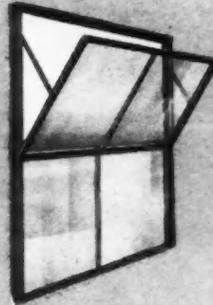
Truscon Residence Casements

Made in a wide range of types and sizes, to meet practically every requirement for distinctive window designs and arrangements.



Truscon Residential Double-Hung Windows

Galvanized and bonderized steel with a baked-on priming coat of paint. Many other quality features.



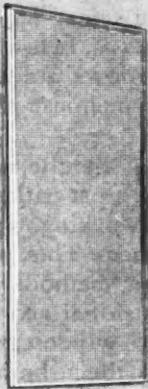
Truscon Utility Windows
Popular for use in garages, shops, stores, basements, etc. Ventilator opens in.



Basement Windows



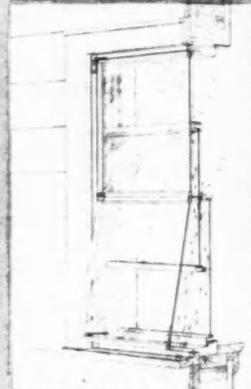
Coal Chute Doors



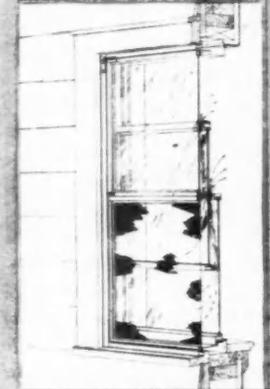
Casement Screens



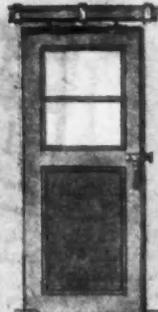
Casement Storm Sash



Combination Storm Sash for Residential Double-Hung Windows



Combination Screen and Storm Sash for Residential Double-Hung Windows



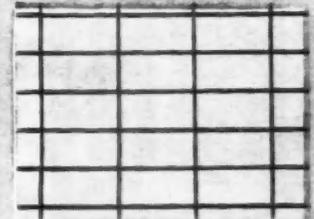
TRUSCON SWING AND SLIDE DOORS

Truscon swing and slide doors are adaptable for use in basements, rear entrances, boiler rooms, fire exits and similar places in residences, hotels, apartments, schools, churches, shops, warehouses, factories, filling stations and stores.



Reinforcing Bars

Truscon Steel Reinforcing Bars for concrete are special rolled sections of high grade steel, with a series of cross ribs so designed as to secure maximum grip.



Welded Steel Fabric

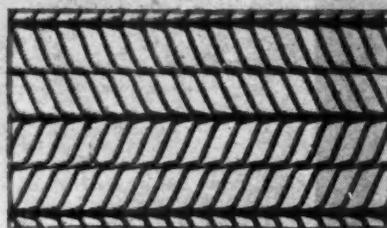
Truscon Welded Steel Fabric is made in various sizes for concrete reinforcing in all types of structures and highways. Each joint is electrically-welded for permanence.



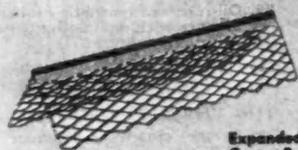
products

You've been waiting for-

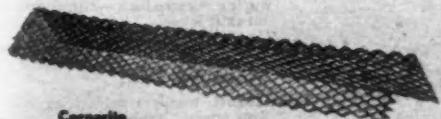
**we'll have them ready
for all your home building needs!**



Doublemesh Herringbone Lath



Expanded
Corner Bead



Cornerite
Corner Reinforcing



Formed Steel Lintels

© Reg. U. S. Pat. Off.

We'll be completely converted to a full scale production basis by the time you're ready to start your big spring building program.

All these Truscon Steel Building Products are of well-known Truscon high quality. Many have new features and improvements to give you and your customers better building value.

For delivery details get in touch immediately with your Truscon District Sales Office or write direct.

TRUSCON

Reg. U. S. Pat. Off.

STEEL COMPANY

YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation

MORE MODELS IN PRODUCTION . . . 1,000 A DAY COMING!



You **SEE** more Ford Trucks because there are **MORE FORD TRUCKS** to **SEE!**

100 H.P. V-8  90 H.P. SIX

Ford Trucks are America's Number-One choice—proved by registration figures. And if you've ever owned or operated Ford Trucks you know *why* they're favorites. They save you money—in first cost, operating cost, maintenance cost. They are reliable, durable, simple and easy to service. Wherever you go, there's competent Ford service. There's a Ford Truck among the 42 current models and types that will do a good, efficient, economical job for you. Ask your Ford Dealer to tell you about the many new engineering advancements, and the latest priority regulations.

YEAR AFTER YEAR, OFFICIAL REGISTRATIONS SHOW MORE FORD TRUCKS ON THE ROAD—ON MORE JOBS—FOR MORE GOOD REASONS

32 GOOD REASONS WHY TODAY'S NEW FORD TRUCKS ARE THE GREATEST IN FORD HISTORY

THE ENGINE

1. New aluminum alloy cam-ground pistons with 4 rings each—for improved oil control.
2. New steel-cored SILVALOY connecting rod bearings—provide 2½ to 3 times longer life.
3. Larger capacity oil pump—for improved lubrication and longer bearing life.
4. Rear main bearing oil seal—for added oil economy.
5. Oil filter, renewable cartridge type—to keep oil clean and reduce wear.
6. Removable plate at bottom of oil pan—for easy access to clean oil pump screen.
7. Balanced carburetion—for increased economy and efficiency.
8. Latest type self-washing oil bath air cleaner—keeps out destructive dirt, thus greatly prolonging engine life.
9. Thermostatically controlled exhaust by-pass valve regulates intake manifold temperature—for better fuel vaporization and economy.
10. Intake manifold—improved design for easy vacuum line connections.
11. New sealed-dry, V-outlet distributor—water-sealed, short-proof, air-cooled, trouble-free—streamline-molded of dielectric bakelite, with neoprene-coated high-tension leads protected by heavy ozone-resistant plastic jackets.
12. New aluminum timing gear—for longer life and silent operation.
13. Valve springs shot-blasted and rust-proofed—for longer life.
14. New stronger piston pins—for longer life.
15. New design interchangeable cylinder heads—for simpler, lower cost servicing.
16. More efficient exhaust valve cooling—for longer valve and cylinder block life.
17. High-efficiency fan—for better cooling.
18. Pressure-valve radiator cap—to prevent loss of coolant and improve engine operating efficiency.
19. New bronze thrust washer in water pumps—to prevent leaks and give longer life.
20. Oil-resistant synthetic rubber engine mounts with new design front cups—for longer life.
21. Oil pan divided at clutch housing—provides easier clutch servicing.

THE CHASSIS

22. Larger clutch in Tonner truck. 44.7% increase in friction area—for longer life.
23. Four-speed transmission now standard in Tonner—for more efficient operation and longer life.
24. Four-speed transmission, internal spring reverse lock—eliminates latch on shift lever.
25. New-design transmission main shaft splines—to provide positive gear mesh under load.
26. Thrust washers added at ends of four-speed transmission countershaft gear—for longer life.
27. Larger tires now standard on all chassis—to obtain maximum life from present-production tires.
28. Wheel rims uniform wide-base on each model—for better tire life and simplified servicing.
29. Two-speed axle vacuum shift—for easier control and elimination of separate shift lever.
30. Additional sill cross-member at rear of cab—for greater stability and longer cab life.
31. Cab door window glass mounted in metal frame—for greater strength to prevent glass breakage.
32. Larger, adjustable-arm rear-view mirror—for increased visibility and safety.

in floors, too...

IT'S THE *Finish* THAT COUNTS!

and the Postwar Winner will be New **FACTORY FINISH** on Bruce Finished Floors!

8 WAYS BETTER THAN ON-THE-JOB FINISHES!

- 1 Smooth Sanding**—Each strip sanded to perfect smoothness on multiple drum, precision sanders. No sander marks.
- 2 Prime Condition**—Finishing starts immediately after sanding, so no "raised grain." Moisture content of flooring is right.
- 3 Perfect Filling**—Highest quality silex filler is rubbed into wood as flooring moves down the finishing line.
- 4 Thorough Sealing**—Bruce Finish penetrates into wood pores... seals them against dirt and wear. Beautifies wood grain.
- 5 Infra-red Drying** applies heat uniformly... welds finish into a tough, even film. No "unfavorable drying weather."
- 6 Extra Buffing** with high-speed brushes burnishes finish into wood... provides a harder, smoother surface for waxing.
- 7 Superior Waxing**—Special wear-resistant wax is applied evenly, then polished over and over with brushes and buffers.
- 8 Proper Seasoning**—Finishing done weeks before flooring is used—so no hazard of finish being walked on too soon.

Yes! It's the Finish that Counts in Floors

TOMORROW'S HOME BUILDERS are learning today the many advantages of this modern flooring... through millions of colorful, convincing messages in leading magazines. Watch for them in the Saturday Evening Post, Better Homes & Gardens, American Home, House & Garden, Small Homes Guide, and other best-read home magazines.



*America's
Beauty
Floors*

BRUCE FINISHED FLOORS

1945.
WHY
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Postwar

THE Most

OF GAS HEATING

Boilers



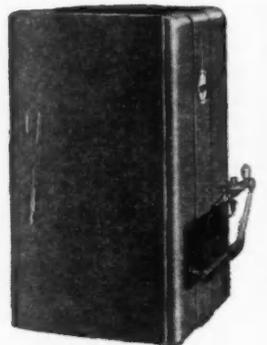
Forty-two different boilers for steam and hot water heating

All Bryant boilers have CAST IRON sections for long life and efficient operation



Heavy CAST IRON heating element and baffle plates assure maximum heat and long life for the GF-56 model

Destined to become popular for small homes heating, this STEEL gravity furnace fits the modest building budget



Gravity Furnaces



Closet space is sufficient room for the VB model with CAST IRON heat exchanger

Winter Air Conditioners



CAST IRON heat exchanger also is featured in the BA-88 model



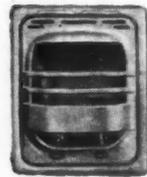
This basement-type model with STEEL heat exchanger provides complete winter air conditioning economically



The Vertical model is a moderately priced, spacesaving unit with STEEL heat exchanger

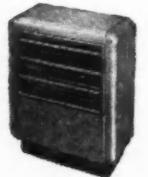


The new Panelray vented wall heater adds beauty and efficient heating to any room in the house



Bryant wall heaters fill the need for moderately priced, non-vented installations

New portable space heaters are built in modern streamline designs



Where circulated heat is required, this Console model does the job thoroughly and efficiently

Wall and Space Heaters

Complete Line

EQUIPMENT IN THE NATION!

● Here it is . . . the postwar gas heating equipment you hoped would come . . . the Bryant Heater line that fits every heating requirement of America's homes.

No matter whether your client wants a new home or modernization of an old home, there is equipment in the improved and expanded Bryant Heater line to fit the heating job.

There are boilers with age-resisting cast iron sections, winter air conditioners and gravity furnaces in both cast iron and steel heat exchanger models. A group of diversified floor furnaces, wall and space heaters answers small home and individual room heating problems. Specialties, such as conversion burners, attic-installed spacesaving heaters and unit heaters complete the picture to meet every heating requirement. All this, plus a new line of Bryant water heaters in a wide range of sizes and prices.

Advertising in national magazines—more than 13,000,000 four-color printed impressions this year—has been telling and selling the public on the advantages of choosing Bryant Heater equipment, produced by the pioneers of residential gas heating. So, when your plans include Bryant, you are offering recognized reliability . . . the automatic equipment that truly will "let the pup be furnace man."

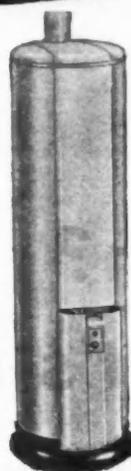
Ask your nearest Bryant distributor to give you the complete story, told in the factual presentation, "Postwar Picture of Home Heating". You'll agree with others in your field who say . . . "if it's modern gas-fired heating equipment, Bryant has it!" Bryant Heater Company, 17825 St. Clair Ave., Cleveland 10, Ohio—One of the Dresser Industries.

bryant

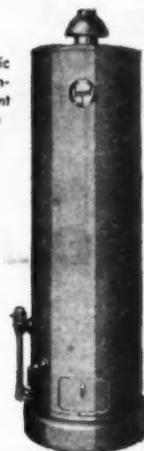
GAS HEATING



LET THE PUP BE FURNACE MAN



Six new automatic water heaters are included in the Bryant Heater postwar line



The new streamline water heater matches the modern note of many postwar home designs.

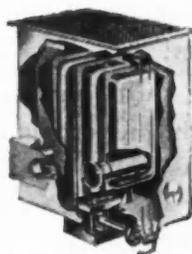
And many specialties



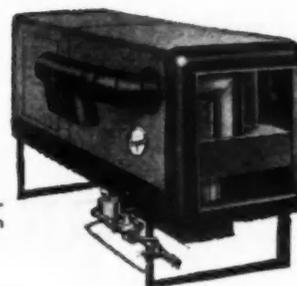
Conversion burners to meet postwar modernization demand



Unit heaters for garages, stores and shops



Floor furnaces in four types to fit every requirement



Forced-air, horizontal space-saver unit for attic installation



The reason?

It's in the basement!

A home that costs *more* can sell *faster*—when there's G-E Automatic Heating Equipment in the basement.

That's a fact that's *proved* by the actual sales records of builders.

For instance: in one development, G-E equipped homes were priced and sold at \$300 additional.

In another development of 200 homes, the builder gave buyers their choice of heating equipment. 50 chose G-E units—and paid \$425 extra to get them!

Here's another angle. A third builder featured G-E equipment in his advertising—sold half of his houses in the first four weeks.

There's a tip for *you* in these outstanding

records. Put G-E Automatic Heating Equipment in your postwar homes... and give it an important place in your sales plans.

Remember, your prospects *know*—from the accounts of satisfied users as well as from G-E promotion—that General Electric stands for the best in heating.

Remember, too, that postwar G-E equipment will be low in cost, high in efficiency—and "packaged" for easy installation.

Start planning now to capture your share of the postwar housing market—begin by getting the facts on General Electric Automatic Heating Equipment.

General Electric Company, Air Conditioning Department, Section 51110, Bloomfield, New Jersey.

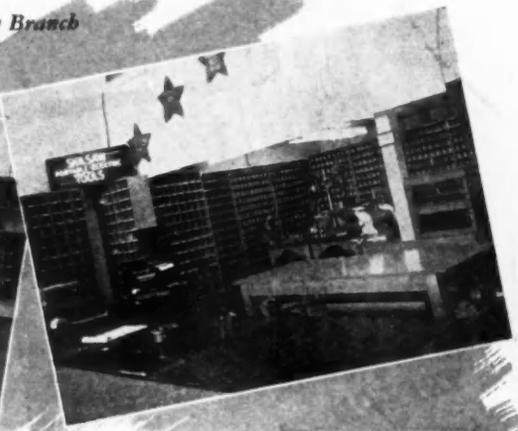
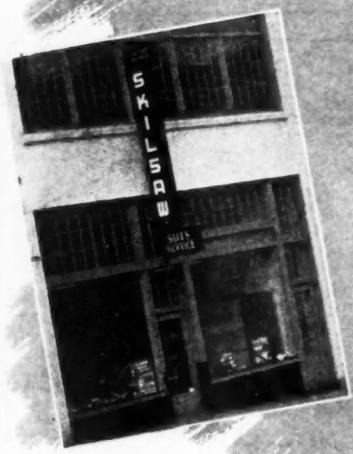
BUY . . . and hold . . . WAR BONDS

GENERAL  ELECTRIC

Automatic Heating Equipment

HOW TO PUT YOUR SKILSAW IN NEW TOOL CONDITION RIGHT NOW *...for Better, Faster Sawing on the Job!*

Views of Typical Skilsaw Factory Branch



1 Take your SKILSAW to any of the nearby SKILSAW Factory branches or authorized service stations listed at the right, each of which is prepared to give you complete service promptly.

2 We will disassemble your SKILSAW, examine all parts for wear and supply genuine factory parts wherever needed to put your SKILSAW in new tool operating condition.

3 Our expert, factory trained mechanics will then reassemble your SKILSAW and test it by the same methods used at the factory, assuring you of a 100% dependable SKILSAW!

THIS prompt, nation-wide repair and maintenance service is just one of the many reasons why SKILSAW is the world's most popular portable electric handsaw ... why more SKILSAWS are in use than all other makes combined.

SKILSAW, INC. • 5033-43 Elston Ave., Chicago 30, Ill.
 FACTORY BRANCHES IN ALL PRINCIPAL CITIES

- SKILSAW Factory Branches and Authorized Service Stations**
- | | |
|--------------------|-----------------------|
| Aberdeen, Wash. | Louisville, Ky. |
| Albany, N. Y. | Memphis, Tenn. |
| Atlanta, Ga. | Milwaukee, Wis. |
| Birmingham, Ala. | Minneapolis, Minn. |
| Boston, Mass. | New Orleans, La. |
| Buffalo, N. Y. | New York, N. Y. |
| Chicago, Ill. | Oakland, Cal. |
| Cleveland, Ohio | Philadelphia, Pa. |
| Dallas, Texas | Pittsburgh, Pa. |
| Denver, Col. | Portland, Ore. |
| Detroit, Mich. | St. Louis, Mo. |
| Houston, Texas | Salt Lake City, Utah |
| Indianapolis, Ind. | San Francisco, Cal. |
| Jacksonville, Fla. | Seattle, Wash. |
| Kansas City, Mo. | Washington, D. C. |
| Los Angeles, Cal. | Toronto, Ont., Canada |
- See classified phone directory for address or consult distributor from whom you bought your SKILSAW.*

PORTABLE ELECTRIC SKILTOOLS

MADE BY SKILSAW, INC.



SKILSAWS



SKILSANDERS



SKILSHEAR



SKILNIBBLER



SKILGRINDERS



SKILDRILLS

NAMES THAT MAKE DREAM KITCHENS...



... REAL KITCHENS!





TRADE MARK

ASSOCIATION OF GAS APPLIANCE & EQUIPMENT MANUFACTURERS

Grand

CLARE BROS.

Gurney

GARLAND

TAPPAN

Hobart

ESTATE

DETROIT JEWEL

O'KEEFE & MERRITT

Magic Chef





Glenwood

DRIOLE

Western-Holly

ROPER



WEDGEWOOD

MOFFAT

Quality

A-B

● How salable is a home without a modern, streamlined kitchen? And how modern is a kitchen, without an automatic gas range built to "CP" specifications? Women will look for the famous "CP" trade mark, in addition to the manufacturers brand name on the gas ranges in the homes you design and build. The famous "CP" seal on a gas range is the only unbiased buying guide of its kind in the major appliance field. That's why you will want to specify and install gas ranges built to "CP" specifications in your homes.

For full information on gas ranges built to "CP" specifications, write to Association of Gas Appliance and Equipment Manufacturers, 60 East 42nd Street, New York 17, N. Y.

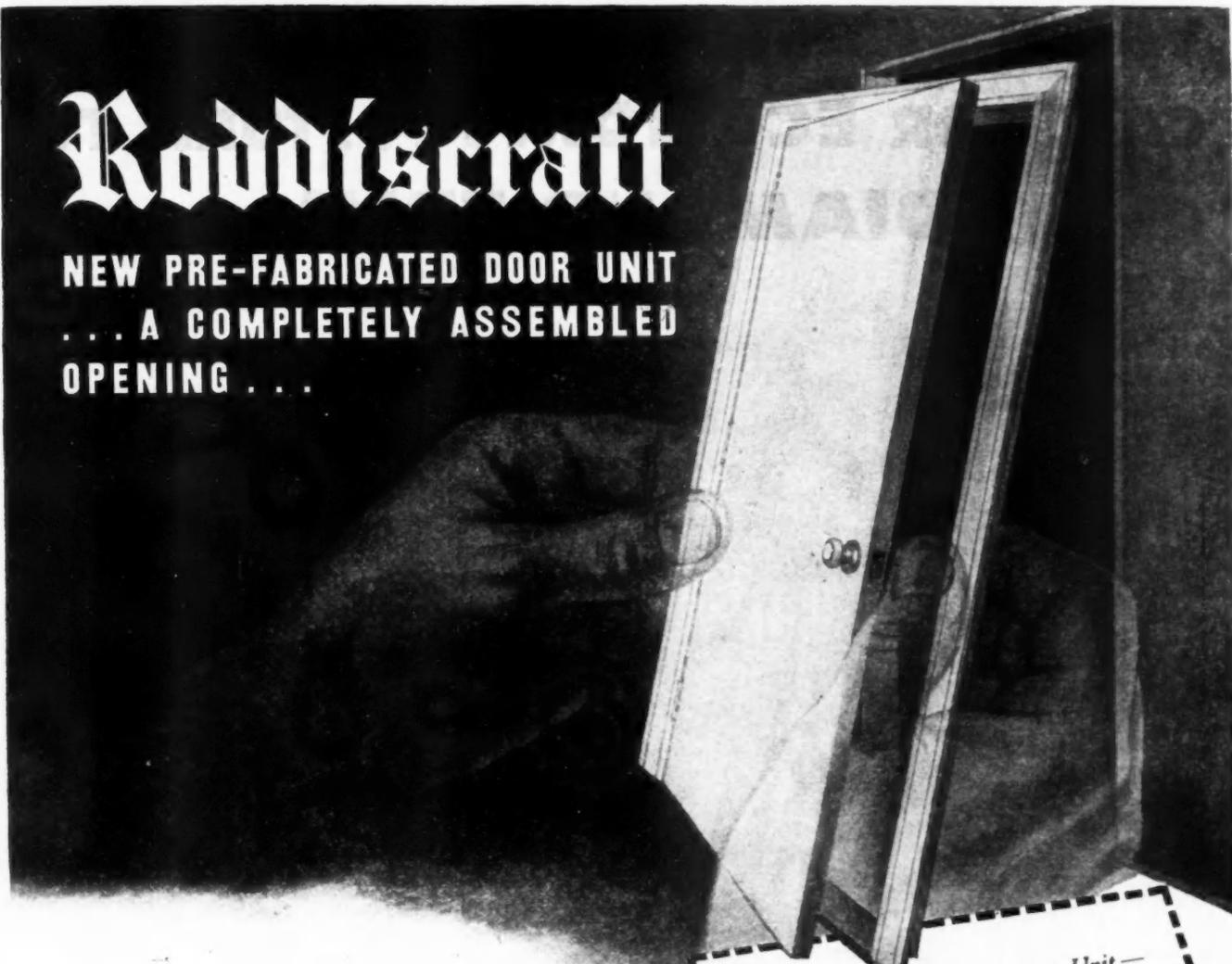
YOUR CERTIFIED BUYING GUIDE

1. Gas ranges bearing the "CP" trade mark in addition to their own brand names, are built to rigid standards set by 20 gas range manufacturers aided by 1,200 gas utilities, home economists, and home-makers.
2. To these standards, each manufacturer adds distinctive features developed in his own test kitchens.
3. Then for your double protection, these ranges are pre-tested by world-famous laboratories, to make sure they meet the rigid "CP" requirements.

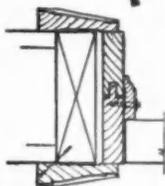
GAS. THE WONDER FLAME FOR MATCH-LESS COOKING

Roddiscraft

**NEW PRE-FABRICATED DOOR UNIT
... A COMPLETELY ASSEMBLED
OPENING ...**



The **RODDISCRAFT** Door Unit — a complete opening — accurately manufactured to size, including the door, jams, stops, and casings, put together with the hardware applied, and finished according to specifications.



Split Jamb Construction Allows for Variations in Wall Thickness.

When you sell more you make more. You sell more when you sell the **RODDISCRAFT** Door Unit, because you are selling a complete opening—fitted and finished all ready to install. The Door Unit gives you full profit from a finished product—not partial profit on incomplete, unfinished raw parts.

The **RODDISCRAFT** Door Unit is a new product — opens up new markets and new profit possibilities for suppliers. It saves time and money for builders and eliminates the problems, risks, and waste of building-site fabrication.

Presented to architects for the last two years through a continuous advertising program, a flood of requests for details and specifications of the Door Unit have been received. *Write for illustrated descriptive material.*

Roddiscraft WAREHOUSES

- CAMBRIDGE 36, MASS., 229 Vassar St.
- CHICAGO 8, ILL., 1440 W. Cermak Rd.
- CINCINNATI 2, OHIO, 457 E. Sixth St.
- DALLAS, TEXAS, 2615 Latimer St.
- KANSAS CITY 8, MISSOURI, 2729 Southwest Blvd.
- LOUISVILLE 10, KENTUCKY, 1201-5 S. 15th St.
- LONG ISLAND CITY, N. Y.,
Review and Greenpoint Ave.
- MARSHFIELD, WISCONSIN
- MILWAUKEE 8, WIS., 4601 W. State St.
- NEW YORK CITY 18, NEW YORK, 515 W. 36th St.
- SAN ANTONIO, TEXAS, 727 N. Cherry St.

DEALERS IN ALL PRINCIPAL CITIES

FROM TIMBER TRACT TO BUILDING SITE—IT'S **RODDIS** ALL THE WAY



Roddis owns many years' supply of timber, does its own logging, sawing, cuts veneer in the largest hardwood plywood plant in the world — containing the largest hot-plate presses in

the world where 50 years of craftsmanship and know-how with wood, are applied in the manufacture of doors, wainscoting and complete door units.

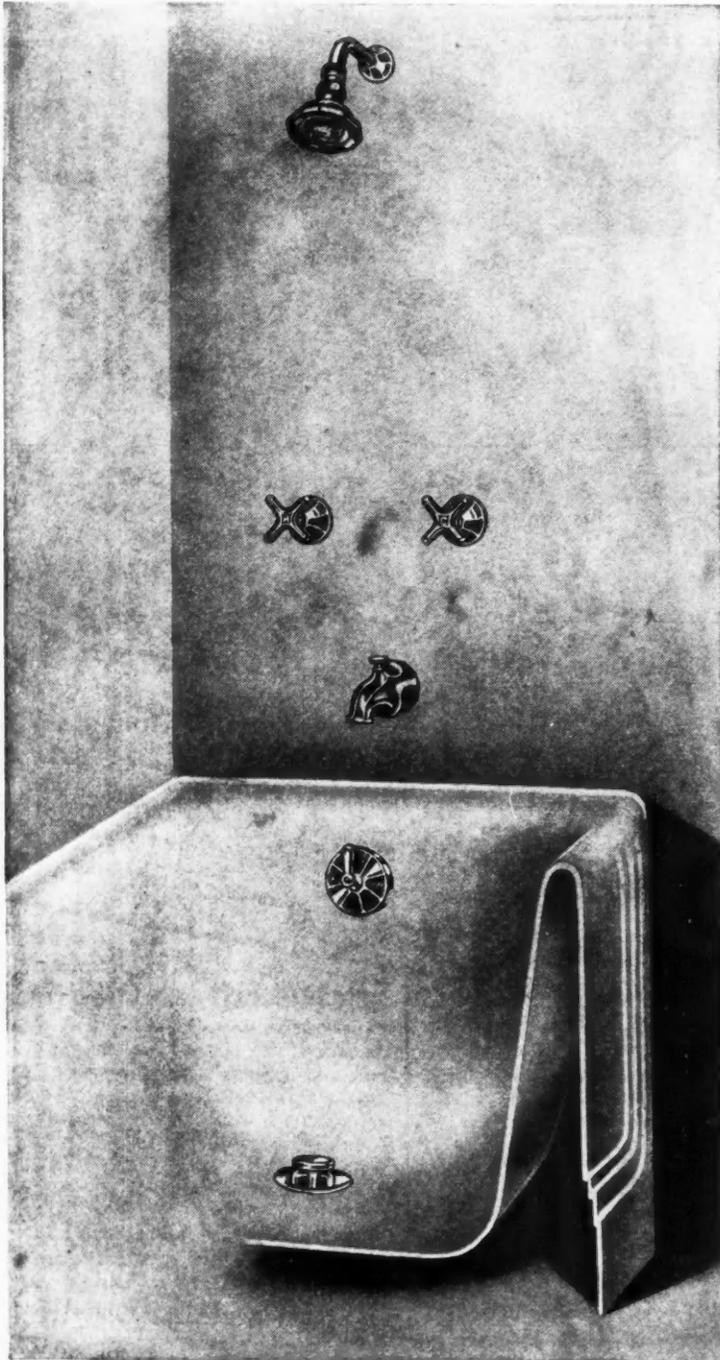


Roddiscraft

Roddis Lumber & Veneer Co.

MARSHFIELD, WISCONSIN

WHEN BATHROOM INSTALLATIONS CALL FOR ECONOMY...TURN TO DIAMOND TRIM

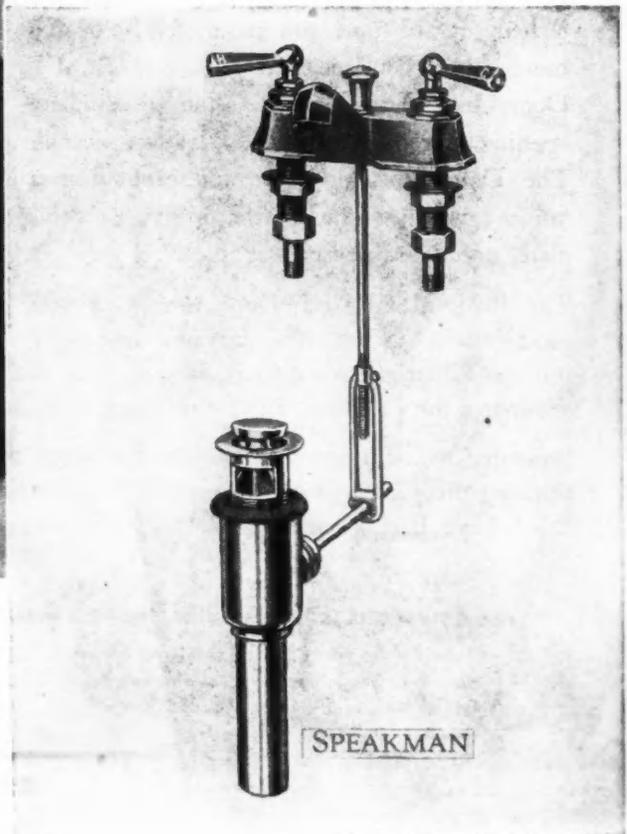


Priced for economy, designed for home sales appeal and built for lasting service. The Speakman Diamond Line of showers and fixtures meets builders' requirements in every way.

Diamond fixtures may be used on all types of plumbing ware—and they all carry the name "Speakman," your guarantee of the best in brass and the best in service. Speakman Company, Wilmington 99, Del.

S 3110—Built in Switch-Back shower and bath combination. Diamond adjustable spray shower head. Act-easy pop-up bath drain.

S 4060—Diamond Center-Set Pop-Up Lavatory Combination. Valves with renewable seats and encased washers.



SPEAKMAN
1869 • 1945
SHOWERS AND FIXTURES
WILMINGTON 99, DELAWARE

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“Tea for two”
means opportunity...
for YOU!

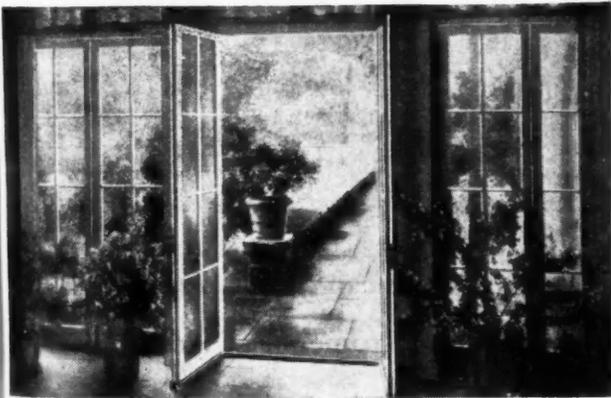
• Tea served in a dining room bay . . . trees looking in through living room windows . . . bedrooms opening to a starry sky! Features like these are easy to plan—with economy—when you specify woodwork of stock design.

For windows, doors and frames of Ponderosa Pine—which will be readily available as postwar building moves forward—provide the economical way to add charm to a dwelling—and to increase utility, too. “Today’s Idea House,” new Ponderosa Pine 32-page book, contains dozens of ideas helpful in contributing fresh interest to the homes you plan. Mail the coupon today for your free copy!



Windows in groups, as shown above, can be arranged in a variety of ways to create interesting individuality. Precision-manufactured, pre-fit wood windows are truly weathertight.

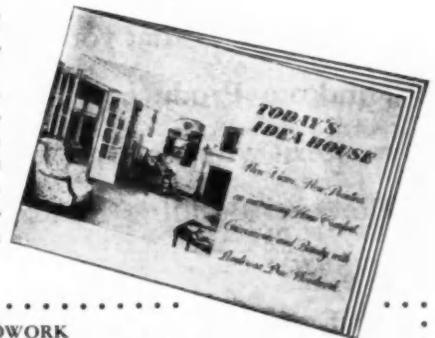
“Walls of windows,” as shown above, need not be a burden on the building budget—if you choose Ponderosa Pine stock window designs. Such windows, too, add appealing charm.



Here the Ponderosa Pine French doors and windows provide an intimate connection with the outdoors—yet the over-all price is moderate—thanks to the economy of stock design.

SEND FOR YOUR COPY OF “TODAY’S IDEA HOUSE!”

Arrangements for every room of the home—helpful suggestions and diagrams—are contained in “Today’s Idea House.” Use this booklet as a source of ideas and inspiration—a copy is yours for the asking.



PONDEROSA PINE WOODWORK
 Dept. MAB-10, 111 W. Washington St., Chicago 2, Ill.

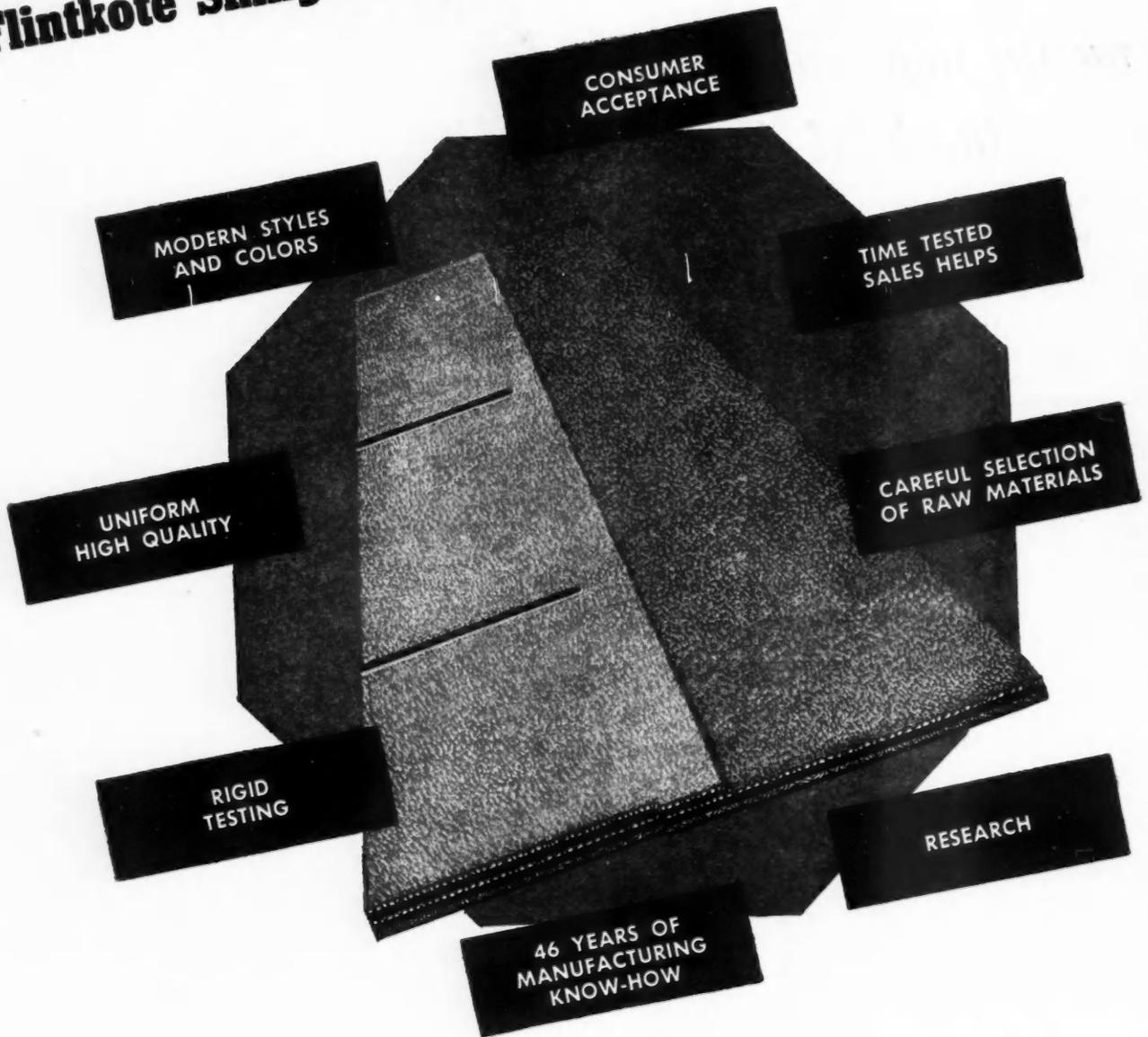
Please send me a free copy of “Today’s Idea House.”

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

Ponderosa Pine
WOODWORK

THE BEST IS YOURS . . . WITH PONDEROSA PINE

There are EIGHT sides to every Flintkote Shingle . . .



... eight sides that you will find in every Flintkote Product . . . eight important reasons why veteran builders prefer Flintkote Building Materials.

Together these mean full value . . . to you and your customers . . . vitally important to lasting success in the busy days ahead.

The Extra Years of Service Cost No More!...

THE FLINTKOTE COMPANY • Building Materials Division • 30 Rockefeller Plaza, New York 20, N. Y.
Atlanta • Boston • Chicago Heights • Detroit • East Rutherford • Los Angeles • New Orleans • Waco • Washington



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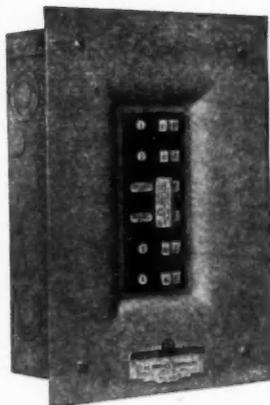
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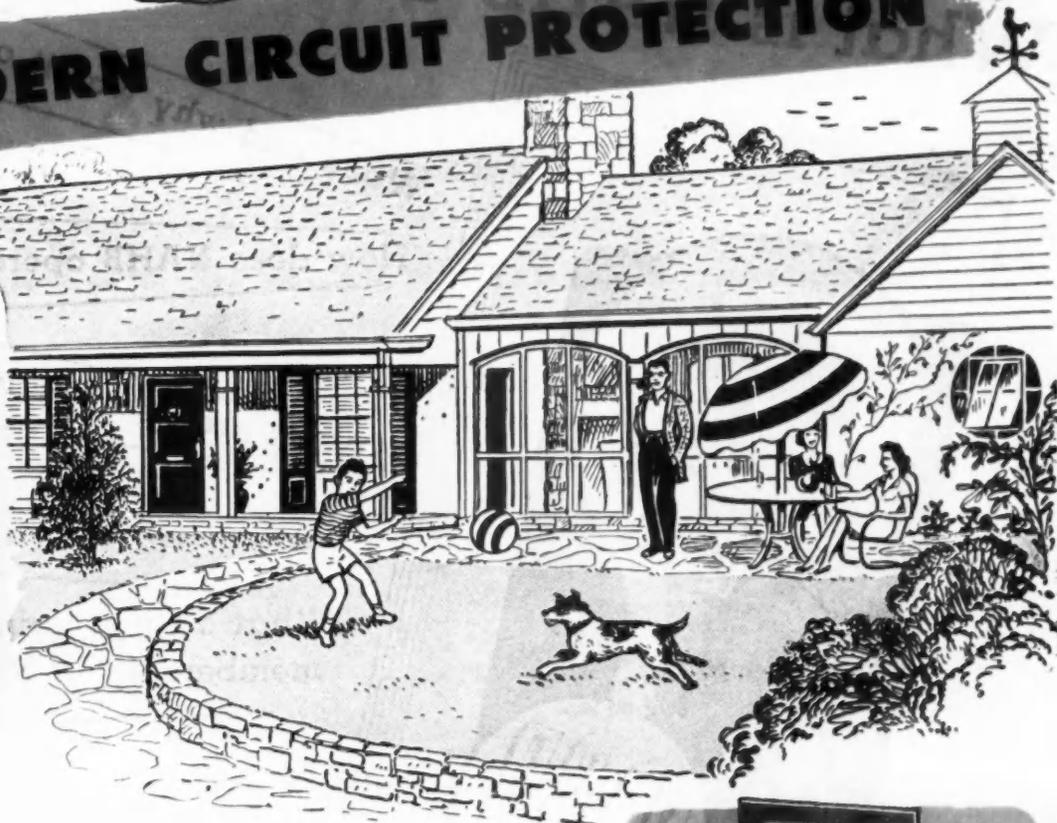
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A modern home needs...

MODERN CIRCUIT PROTECTION



ⓕ type AC circuit breaker Load Center with four single pole, and one double pole circuit breakers. List, \$11.00. Maximum 16 poles.

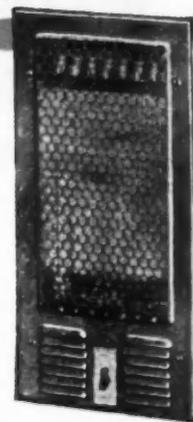


HAPPY are the thousands of home owners who have ⓕ type AC circuit breaker Load Centers or Service Equipment. To them, it means the finest in electrical protection and freedom from replacing blown fuses. A simple flip of the finger ... like on a light switch ... restores service instantly, when the cause of trouble is removed. That's important to women, and many men, too.

But more important, is the Thermal-Magnetic protection ⓕ Load Centers provide. Auto-

matic Thermal trip on overload plus Magnetic disconnect on short circuit is a double protection for wiring and electric appliances.

Here's a tip for you, Mr. Architect, and you Mr. Contractor: when you specify ⓕ Load Centers include a few spare circuits for those electrical conveniences Mr. and Mrs. America are dreaming about now. The cost is little, but the favor is a big one. We'll be glad to give you complete details.



RETURNING SOON

The popular ⓕ Quikhater. A built-in auxiliary, electric room heater that brings comfort and warmth to chilly rooms in just 3 minutes. No fan, or other moving parts to wear out, plus a Nichrome element that doesn't burn out. Priced as low as \$30.00 list.



FRANK ADAM ELECTRIC CO., St. Louis — Manufacturers of Busduct, Panelboards, Switchboards and Enclosed Switches

What is NAHB doing for Builders?



When and why was it organized?

How does NAHB operate?

What are its objectives?

What do you gain by membership in NAHB?

How may others interested in home building join NAHB?

What does membership in NAHB cost?

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

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

Name (Print)

Firm

Street & No.

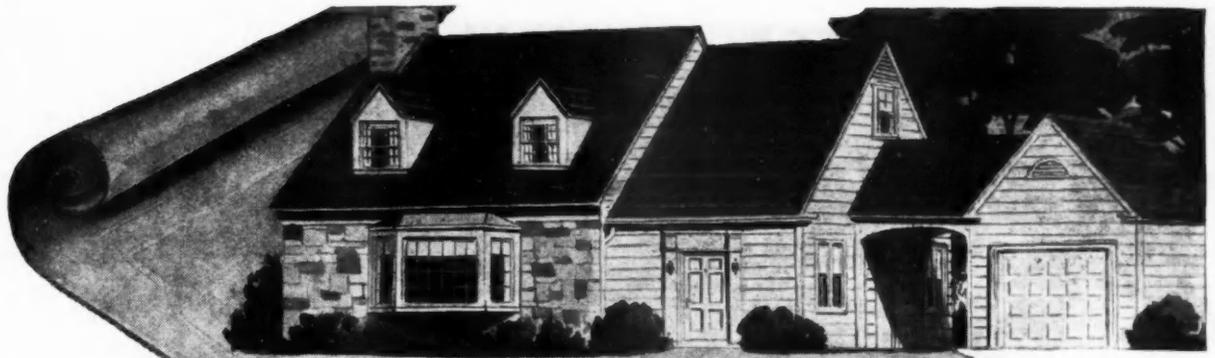
City & State

(Give postal zone, if any)

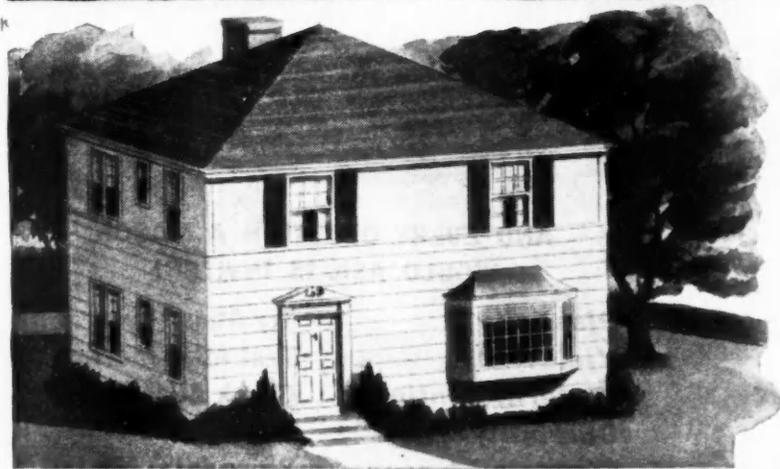
**How Can A
"Builder"
Become A
Member
Of NAHB?**



Mail coupon TODAY!



CRANE *can help you sell* THE HOUSES YOU BUILD...



● MANY times a house is judged by its kitchen and bathroom facilities. For that reason alone it will be profitable for you to install Crane plumbing fixtures—the favored choice of homeowners everywhere.

The new Crane line will include plumbing fixtures for every building budget incorporating the last word in design and engineering improvement—possessing the same unmatched quality that has always characterized Crane equipment. And this equipment will be ready just as soon as Crane facilities—busy until the war's end with vital war work—can be turned to peacetime production.

Call your Crane Dealer or consult your Crane Branch for full information.



CRANE PLUMBING FOR IMMEDIATE NEEDS



DREXEL LAVATORY



DREXEL TUB



DREXEL CLOSET



COTTAGE SINK

CRANE

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

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

ATLAS MORTAR CEMENT

is giving a spread!



**AND EVERY QUESTION A MASON
WOULD ASK IS INVITED!**

Plasticity?	Try Atlas Mortar
Yield?	Test Atlas Mortar
Water-Retention?	Check Atlas Mortar
Durability?	Watch Atlas Mortar
Strength?	Prove Atlas Mortar

EASY TO HANDLE—HARD TO BEAT
Meets Federal and ASTM Specifications for Masonry Cement

ATLAS MORTAR CEMENT



*"The Satin of
Masonry Cements"*

Get it from your dealer

PRODUCT OF UNIVERSAL ATLAS CEMENT COMPANY
(United States Steel Corporation Subsidiary)

Chrysler Building, New York 17, N. Y.

OFFICES: New York · Chicago · Albany · Minneapolis
Philadelphia · Pittsburgh · Cleveland · St. Louis · Boston
Duluth · Kansas City · Des Moines · Birmingham · Waco



And Inside It Will Have...

LISTEN to people talking about the new homes they're going to buy.

They'll brag a bit about the outside, of course. But pretty soon you'll hear them say, "And *inside* it will have . . .

"Automatic heating with air conditioning; adequate wiring and proper lighting.

"There'll be an all-electric kitchen with refrigerator, range, dishwasher, garbage Disposall, exhaust fan, clock, and steel cabinets.

"And an all-electric laundry with washer, dryer, ironer, and plenty of hot water from the automatic electric heater."

Yes, your prospects will want all these aids to *better living*. They'll expect them to be included as *standard equipment* in each new home. And just as they count on that home's being well built of the best materials, so will they look for *the best* in home appliances.

To most people, the best is G. E.

A recent survey asked people all over the country, "What company makes the best electrical appliances for the home?"

More people answered, "General Electric" than all other brands combined!

This consumer preference and G.E.'s record for dependable performance make General Electric Appliances an essential choice as "standard equipment" in your postwar homes.

"Better Living" can mean Lower Cost

The initial cost of a *complete* home, with all equipment included in the mortgage, will be less than if such equipment had to be bought separately. Economies in operating cost, maintenance, and through the longer life of G-E Appliances, will more than offset the slight increase in monthly payments.

For the full story of these economies send for your free copies of the G-E Booklets, "Your New Home and Your Pocket-book," and "Castles in Foxholes." And, shortly, General Electric will be ready to help you with a complete merchandising program for *better living*. Home Bureau, General Electric Co., Appliance and Merchandise Dept., Bridgeport, Conn.

FOR GOOD LISTENING: Don't miss Art Linkletter, in "The G-E House Party," every afternoon, Monday through Friday, 4 p. m., E.W.T., CBS. "The G-E All-Girl Orchestra," Sunday, 10 p. m., E.W.T., NBC. "The World Today," News, Monday through Friday, 6:45 p. m., E.W.T., CBS.

FOR FINAL VICTORY — BUY AND HOLD MORE WAR BONDS

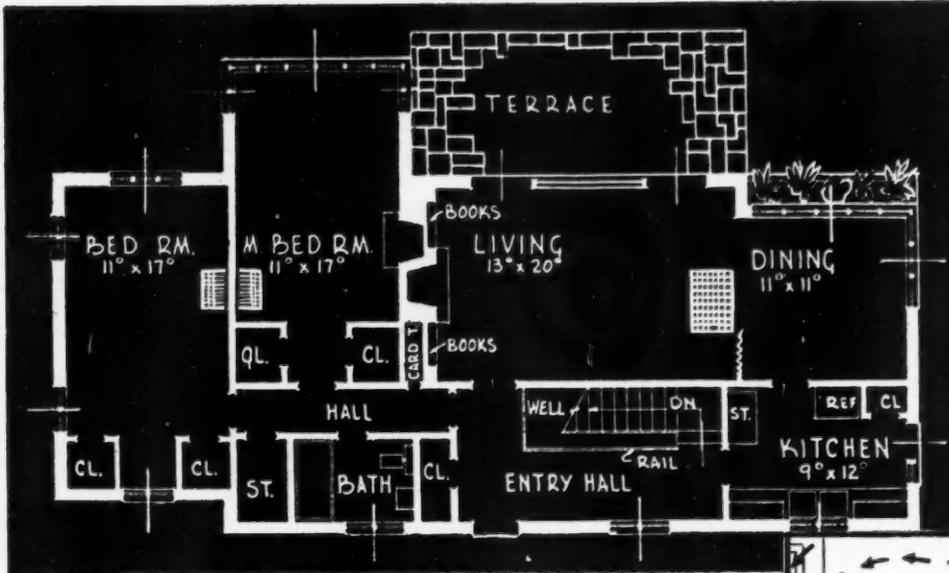


THE APPLIANCES MOST WOMEN WANT MOST

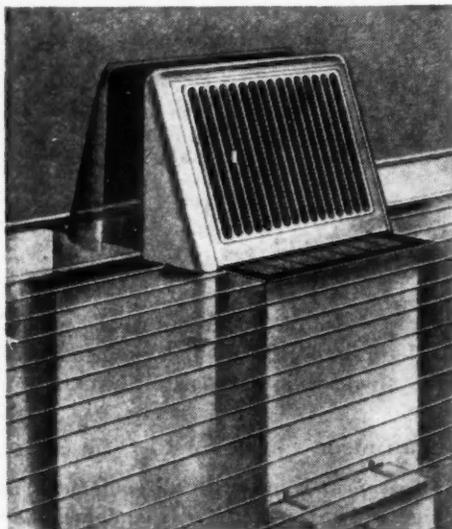
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You May Give Your Skill, Your Ideas, A Wider Opportunity USING COLEMAN FLOOR FURNACE HEATING

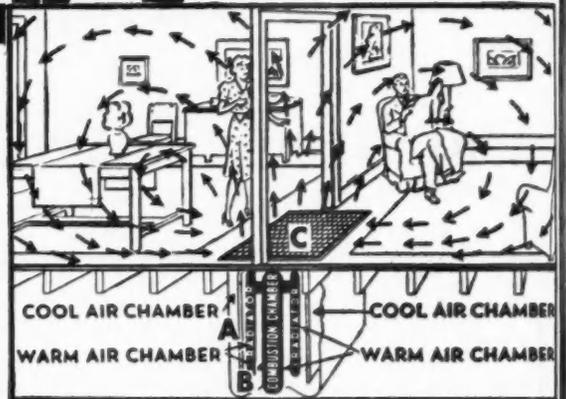


HERE'S A GRAND DESIGN! It's the June, 1945, Practical Miracle Design of Practical Builder—created by K. Whitney Dalzell. We have adapted it to show how perfectly the Coleman Floor Furnace can fit in with the ideas of masters of "livability," like Mr. Dalzell. Coleman Furnaces help you get more livability into your houses, especially where space is a problem, because Coleman sits in the floor with only the register at floor level—no wasted space. Each floor furnace is an independent automatic heating unit. Single or multiple installations are possible—a floor-furnace "battery" provides the perfect "area" heating.



← WHAT IT IS— WHAT IT DOES →

This "cutaway house" shows how a Coleman Floor Furnace is installed—it is an independent automatic heating unit, set in the floor, (not above it and not in the basement.) Floor-level air is drawn down through cool-air chamber (A); thoroughly heated in warm-air chamber (B); sent out through 78% open register (C) at top.



"WARM-FLOOR" COMFORT . . .

Coleman features, including exclusive streamlined bottom, 78% open register, large air chambers, speed warm-air flow and result in unusual warmth at floor level—a vital factor in the comfort of homes!

HOW A DUAL-WALL MODEL IS INSTALLED. Coleman Floor Furnaces, in gas and oil models, are available with dual-wall head to fit under a wall and thus supply heat to either or both rooms or two sections of a home. "Phantom-floor" illustration, above, shows simplicity of dual-wall installation. Drawing indicates gas model. Flat-register models available for gas, oil or LP gas.

ANSWERS BUILDERS' PLEA FOR SERVICE-FREE, EASY-TO-INSTALL "PACKAGED" HEATING

Coleman Floor Furnaces come in one complete crated "package," easy to install. Sizes range from 25,000 to 70,000 BTU input per hour (or their equivalents). Advanced, simplified designs make for minimum service. Gas and Butane models have AGA seal of approval. Oil models listed by Underwriters' Laboratories. Find out more about these and other advantages, which are winning the interest of architects all over America—and who, more and more, are specifying Coleman Floor Furnaces in their designs. Write now, to The Coleman Company, Inc., Dept. AB-548 Wichita 1, Kansas.

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AUTOMATIC **Coleman** **HEATING**

**NOW RESEARCH
BRINGS YOU THESE
Balsam-Wool
DATA SHEETS**

Balsam-Wool APPLICATION DATA SHEET SEC. E No. 4

INSULATING AND VENTILATING A HIP ROOFED ATTIC—WOOD LOUVERS

SECTION SCALE 1/8" = 1"

When possible, it is desirable to provide additional ventilation by means of screened openings in the soffit of the projecting roof eave.

If the attic is not to be floored, it is desirable to seal the flange of the Double-Thick Balsam-Wool Blanket to the top of the joist with a wood lath. The ends of the blanket should likewise be fastened and sealed to the framing members.

A SIMPLE method of ventilating a hip roofed attic is shown in the drawing above. Screened louvers are constructed at each end of the roof ridge. Although the net open area of each louver should follow the ratio of approximately 1/4 square inch per square foot of attic floor area, it may be necessary to reduce their size so they will be in proportion to the roof and size of the building.

WOOD CONVERSION COMPANY
First National Bank Building
Saint Paul 1, Minnesota
BALSAM-WOOL Products of Weyerhaeuser NU-WOOD

- High Thermal Efficiency
- Built for Permanence
- Non-Settling
- Flame-Proof
- Wind-Proof
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Here's a complete file of valuable data sheets—showing latest insulation application practices—and it's yours for the asking! The outgrowth of long research, these data sheets contain information hard to obtain elsewhere presented in brief, convenient form. Get your set now—without charge or obligation. Just mail the coupon!

Balsam-Wool

SEALED INSULATION

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|---------------------|---------------------|
| 1. WINDPROOF | 4. LASTING |
| 2. MOISTURE-PROOFED | 5. NON-SETTLING |
| 3. FIRE RESISTANT | 6. HIGHLY EFFICIENT |

BALSAM-WOOL • NU-WOOD
Products of Weyerhaeuser

WOOD CONVERSION COMPANY
119-10 First National Bank Bldg
St. Paul 1, Minnesota

Gentlemen:

Please send me set of application data sheets.

Name

Address

City

State

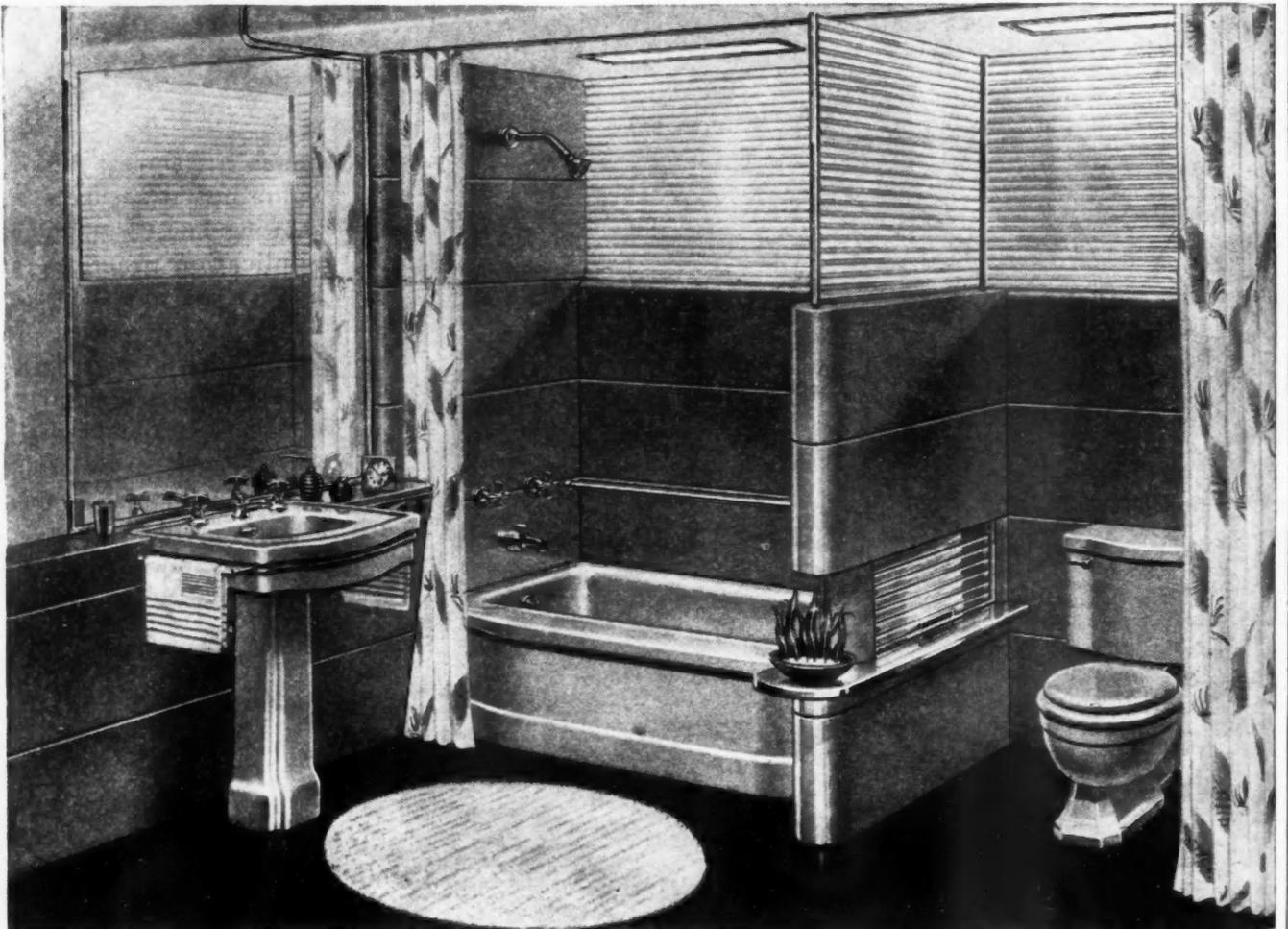


Beautiful Bath . . . jam-packed with bright ideas!

"WHAT A LAYOUT for a growing family! Built-in fixtures so there's plenty of 'dressing' room on chilly mornings . . . a wonderful safety-bottom bathtub to protect my pair of roughnecks . . . and easy-to-clean Briggs Beautyware throughout, to make my follow-up job a breeze!



"AT LAST! The inspiration I've been needing to modernize our family 'horror'. For instance, that ceiling-high mirror over the towel-rack lavatory . . . and the fluted glass top over the 'privacy' partition . . . would be a real start on a bathroom I'd be proud as-punch to own!



DESIGNED AND ILLUSTRATED BY BRIGGS DESIGN RESEARCH DEPARTMENT

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

"CUSTOM-MADE LOOK at ready-made cost . . . that's what gets me! Furthermore, my local plumbing contractor tells me that the smartly styled Briggs Beautyware designs come in a variety of decorator-colors! Um-m! I'm going to start planning my new bathroom, today!"



YOU CAN START PLANNING, TODAY. For Briggs designers are already planning for you. They're working on the slickest . . . swankiest . . . most durable and convenient fixtures that ever glamorized a new—or re-newed—bathroom! And what's more . . . they're going to offer Briggs Beautyware plumbing fixtures in both formed metal and vitreous china. Two very good reasons why you can count on Briggs Beautyware to fit-like-a-glove into any blueprint or budget!

BRIGGS Beautyware

BRIGGS MANUFACTURING COMPANY, PLUMBING WARE DIVISION, DETROIT 11, MICHIGAN

PLAN FOR TOMORROW—BUY MORE WAR BONDS TODAY

This advertisement, in full color, appears in:
 Saturday Evening Post, October 13 American Home, November Better Homes and Gardens, October

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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Home Builders Sought White House Intervention

In an open letter to President Truman early in September, the National Association of Home Builders made an urgent appeal for the immediate removal of all wartime controls over home building, according to an announcement by Frank W. Cortright, executive vice president.

The Association's letter said in part:

"The home builders of the nation are tremendously disturbed by the new proposal to continue restrictions on the construction of housing. Because we are informed that the final decision may be placed in your hands, we address this open letter to you. We know that you will not take action until you have all the facts, both from government and the industry itself. As that segment of the industry which originates, plans and produces housing, we believe it is our responsibility to give you the facts as we see them.

"The present dispute revolves around the question of whether or not all controls on the construction and pricing of housing should be lifted when controls on all other types of construction, including public works, are removed in the near future. Those who believe that controls should be continued are the Office of Economic Stabilization, the Office of Price Administration and the National Housing Agency. Directly opposed to this viewpoint are the War Production Board, the American Federation of Labor and, without exception, every segment of the construction industry. War Mobilizer John Snyder and Construction Coordinator Hugh Potter are presently considering all the factors involved and, in the near future, will submit their recommendations to you.

"It is generally agreed that home building provides employment faster than any other activity. Since there has been no civilian construction for nearly four years, the need for new housing has reached almost dangerous proportions in many large cities. It is believed that at least three million veterans will want new homes and a similar number of workers can be promptly employed. Finally, volume production is most assuredly the only satisfactory answer to present inflationary trends in existing residential real estate. We therefore appeal to you, Mr. President, to see to it that there is no discrimination against home construction when WPB's Limitation Order L-41 is lifted.

"Our industry, decimated by the necessities of war, has constantly, received assurances from the highest officials of government that with final victory it would be

(Continued to page 68)

Unrestricted Building To Be Resumed October Fifteenth

Reconversion Director Snyder Signals Green Light

IT is ironical that the prominent home builder who, in 1941, travelled from Houston, Texas, to Washington to head up the Home Builders Emergency Committee of the Home Builders Institute (NAHB's predecessor) in the fight of the nation's private builders against the throttling restrictions of bureaucracy at the outset of the defense housing program should be the same man who, almost four years to the day later, succeeded in forcing the hand of the bureaucrats and obtained revocation of L-41. That builder, now known to the industry as Construction Coordinator and Chairman of the Inter-Agency Committee in the Office of War Mobilization and Reconversion, is Hugh Potter.

Snyder makes announcement

Long awaited was the welcome word flashed from Washington two short weeks ago that October 15th marked the end of restrictions on the building industry, except for price controls on building materials "to counteract inflationary pressure." OWMR Director John W. Snyder, a St. Louis banker in private life, acted at the very moment Chester Bowles, price administrator, John B. Blandford, Jr., housing administrator, and other government chiefs were appearing before a Senate small business subcommittee in an effort to justify the continuance of their choke hold on residential construction.

Simultaneous with the announcement that L-41 would be lifted, Reconversion Director Snyder disclosed a six-point program designed to accelerate building by increasing supplies of materials and equipment and controlling inflationary prices.

Six-point voluntary program

Its provisions:

(1) Interagency action to increase the supply of scarce building materials and, if necessary, to grant price and wage increases and priorities to break bottlenecks.

(2) WPB will strengthen inventory controls to prevent the hoarding of building materials, so that construction will not be delayed by artificially created shortages.

(3) OPA will strengthen price controls on building materials to counteract inflationary pressure.

(4) The federal credit agencies will take steps to discourage excessive and unsound lending on mortgages. They will enlist the voluntary cooperation of banks and other

lending institutions to minimize inflated prices caused by excessive demand.

(5) Representatives of industry groups, including real estate, construction, and building supplies will be called to Washington to formulate a voluntary program to increase quickly the production of all materials and facilities needed for expanded home construction. The industry also will be asked to fight inflated building costs and real estate prices.

(6) The National Housing Agency, in conjunction with industry representatives, will provide an information and advisory service on home values available to any home buyer regardless of whether federal assistance in financing is involved. Presumably, NHA will delegate this work to FHA which, for a nominal sum, will make an appraisal for the prospective purchaser.

Warning note sounded

Mr. Snyder and WPB Chairman J. A. Krug explained that the desire to provide employment in building and alleviate the acute housing shortage in most cities of the country was paramount in their minds when they ordered the restrictions lifted. "The rapid expansion of the construction industry can be the greatest single additional source of jobs in our entire economy," Snyder said.

Recalling events following World War I when home building, under the stimulus of a short supply and increased prices, participated in the collapse in 1920, he warned, "We also know that the present housing shortage is bound to continue for some time and that there may be pressure to increase the price of new homes in response to an active demand. . . . A boom in prices now would have inevitable repercussions later on."

Industry will police self

Following the announcement that October 15 would mark the end of L-41, Frank Cortright, NAHB's executive vice president, said, "In persuading government to lift all controls, our National Officers have confidently stated that the industry has a high sense of responsibility. We have given assurance that builders will not take advantage of the temporarily tight situation by improper pricing. Home builders know that they would seriously injure the unprecedented market which extends ahead for many years if the mistakes of the last postwar period were to be repeated."

Letter to Truman

(Continued from page 67)

given full opportunity to resume its normal operations. Moreover it has been exhorted to prepare itself to meet the most staggering housing production job in history.

"Indisputably, the demand is of unprecedented proportions and urgency. Millions of new accommodations are essential to relieve pent-up pressures in every community. Beyond this the serious threat of inflation can only be met by the prompt production of new housing. Veterans expect the modest new homes which have been their dream during these years of pain and sacrifice. Labor looks to us for employment. Financing institutions are bursting at the seams with funds seeking this outlet. Therefore, Mr. President, you may well understand the industry's astonishment and dismay as it now learns that some officials would defer for many months the initial functioning of this immensely important segment of the economy.

"Although it is true that there is an unprecedented demand for housing, the remedy does not lie in an elaborate system of artificial controls. During the war period, both the industry and the public willingly accepted and abided by whatever restrictive measures were necessary for the war effort. With final victory, however, an entirely different condition exists and unreasonable, improper or unnecessary controls will be resisted. American home buyers are not so gullible as to pay improper prices for housing if they know that the industry is starting upon its greatest production program. Paternalistic protection is unnecessary and inadvisable. Appraisal procedures are dependable and the mortgage indicates the value of the property. Normal competition between a large number of builders automatically forces prices to their proper level.

"The psychological effect of an announcement that unrestricted housing construction may be resumed would be of incalculable value both to the industry and the public generally. Volume production can be secured by nothing less than this. The knowledge that home building will not be restricted by location, size or cost will enable labor, finance, producers and distributors of materials, and builders to prepare now for the full magnitude of the job which lies ahead. Anything less than this would be most unfortunate and unjust."

• • •

ONE YEAR OLD

With this issue, *American Builder*, now in its 67th year of serving the building industry, celebrates the first anniversary of its popular section—the *Builder's News Review*. Our readers tell us that they want it to be a continuing feature as it enables them to keep in touch with their "brother builders" in every section of the country. As one builder puts it, "It is like my home town newspaper's Personal Column."—The Editors.

Cortright's Column

By Frank W. Cortright

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



NAHB officers demand complete lifting of L-41 in emergency session. Faced with the grave responsibility of speaking for the home building industry, twenty-one of your National Officers have just left Washington after completing the most critical and important series of meetings in the history of this Association. Hastily summoned here by President Merrion, the Executive Committee and the Regional Vice Presidents spent four days conferring with government officials and members of Congress. They came from Portland, Oregon, San Francisco, Denver, Salt Lake City, Oklahoma City, Dallas, Chicago, Detroit, Cleveland, Pittsburgh, Worcester, Flint, Memphis, Jacksonville, Baltimore and Rochester. As other segments of the industry are lining up and preparing to take action, this group spearheaded the battle and fired the opening barrage. The spirit was that of the crucial time in 1942 when similar action secured the rescinding of the freeze order on all privately constructed war housing. The major difference was that a preliminary bombardment of an estimated 40,000 telegrams to President Truman, War Mobilizer Snyder and the members of Congress had been laid down by builders and allied interests in every part of the country. As evidenced by daily front page newspaper reports and radio comments, housing is certainly the hottest subject in Washington today.

With the completion of this preliminary engagement, Congressional action may be expected in the near future. Members of Congress, swamped by protests from indignant home builders, bankers, realtors, suppliers, building trades officials, and—most important of all—individuals and veterans desiring new homes, will probably initiate a thorough investigation by a Congressional committee of the proposed discriminatory action against home construction. During the next two weeks, while War Mobilizer Snyder is in Europe on a special secret mission for the President, and while the War Production Board is completing estimates of building materials production, both factions in this dispute will press their case. At the moment, it is an even bet whether all controls will be lifted or whether home building will be shackled with restrictions when all other construction—industrial, commercial, agricultural, public works, and unlimited remodeling—are completely freed September 30th.

The first work of the emergency group was to determine the strength of the opposition and to analyze their reasons for proposing discrimination against home construction. An extended session with Director William H. Davis of the Office of Economic Stabilization made it clear that this all-powerful agency is far less concerned with the possibility of improper pricing of the first batch of new houses than with the uncertainty that the supply of brick, soil pipe and a few other essentials of construction will be sufficient. CIO's opposition is based upon a frankly spoken desire to keep all housing under the \$6,000 limit indefinitely. OPA Administrator Bowles, after indicating his desire to meet with your officers, explained that he was ill, had to go to the White House, and was generally too busy. We believe that the primary reason for his agency demanding continuing controls is to insure permanent employment for a vast staff of theorists and enforcement officials. NHA officials advised there was no change from their announced policy of "continuing some restrictions," although rumors were widely circulating to the contrary. All in all it added up to powerful forces in government offering unimpressive arguments and suggesting only the vaguest and most impracticable methods of control.

Through all the current bitter conflict Construction Coordinator Potter, as chairman of the inter-agency committee, functions as referee. From the several interviews our executive group had with him, it is apparent that he is impartially judging all facts and the recommendations he has made have been based upon a clear understanding of the various factors involved. His reports to War Mobilizer Snyder will influence Mr.

(Continued to page 146)



MARTIN C. HUGGETT, executive secretary, Chicago Metropolitan Home Builders Association

Successfully running NAHB's largest affiliated local association requires a man of many talents and that is exactly why "Charlie" Huggett fills the job so creditably. A lawyer with a flair for architecture whose business experience ranges from having been private secretary to a United States Senator, the vice president of a large bank, a director of Producer's Council, and secretary of the Grand Rapids (Michigan) Association of Commerce only serves as an introduction.

Continuing, a substantial private architectural practice with commissions in many sections of the country, the regular contributor of a signed article on Architecture and Decoration to one of Chicago's leading newspapers, and even a taste of government red tape as a full-fledged bureaucrat gives a clue to why the Chicago association enjoys the prestige it has attained, and will become an increasingly important factor as the residential building program gains momentum.

It also explains why the "behind the scenes" activity at NAHB's Annual Convention and Exposition last January moved so smoothly, for it was "Charlie" Huggett who nimbly handled the multitude of details for that successful show.

Chicago Association Champions The Home Seeker

The home builders of the nation's second largest metropolis are well advanced with one phase of their expanded peacetime activity—the avowed intention of making Section 2 of Article II of their Constitution and By-Laws a symbol of their purpose. This section, which is also a part of the Constitution and By-Laws of the National Association, reads: "To develop and maintain within the Home Building Industry a high appreciation of the objectives and responsibilities of Home Builders in fully serving the public."

Recognizing that the end of the war would bring a change, not an end, to the problems of the association, "Charlie" Huggett, executive secretary of the Chicago Metropolitan Home Builders Association, warned his members months ago that immediate steps would have to be taken to combat, and stamp out, the vicious practices of previous years that were bound to develop again when building restrictions were finally lifted. The Chicago builders

well know the disastrous effect on the entire industry of having adverse publicity because a small part of the public is mulcted by the "land shark" or the "jerry builder." Now, they are going to take the leadership in a campaign to prevent any recurrence of these conditions that were so prevalent in the late '20's, and which cropped up all too frequently in the immediate prewar years before wartime restrictions stopped all civilian construction.

To Seek Cooperation

High on their program, according to Mr. Huggett, is the enlisting of the co-operation of the newspapers in refusing to accept advertisements from questionable individuals and organizations, and the "come on" type of copy. Hand in hand with this is planned a steady barrage of articles and stories in the press, including neighborhood papers, which will warn home seekers *caveat emptor*. Radio talks, meetings with citizens groups, broadsides, and other publicity devices are also planned as a part of the extensive and continuing program. In an attractive folder entitled "Champions of the Home Seeker," which will be widely distributed, the opening gun has already been fired. It points out that "The home builder must carry the banner of the *best building ethics* and stand in the white light of public exposure as the *Champion of the Home Seeker*," and continues to explain, "The professional Home Builder is one who has made a life job of his calling, owns his own property and is prepared with financing, permits and all other essentials to produce a building package that can be seen and inspected. He has grown with the demands and partaken of the accrued benefits of research and development second to no other industry, a perfection that has placed Americans in the best, the most sanitary, the most convenient and most livable home environments in the entire world."

Problem in Other Cities

Additional steps contemplate enlisting the full cooperation of groups in lines allied with home building and the Better Business Bureau of the Chicago Association of Commerce. Reports reaching *American Builder* from other cities indicate that similar conditions prevail, because of the acute shortage of housing accommodations, and that prompt and effective action paralleling the Chicago program is called for to prevent "a black eye."

Until such time as residential construction attains a volume sufficient to meet the more urgent demands for housing, the "fly-by-night" operator can be expected to prey upon the uninformed.

Technical Bulletin for Development of Shopping Centers

The Urban Land Institute announced publication of the first practical text for the guidance of builders and developers in the planning, building and operation of community shopping centers.

"Mistakes We Have Made in Developing Shopping Centers," by J. C. Nichols, prominent builder and developer of Kansas City, Mo., has been released as a technical bulletin of the Institute. The bulletin is based on his experience as developer of the Country Club Plaza in Kansas City and

nine other shopping centers comprising nearly 500 business tenants. It was prepared in consultation with other outstanding shopping center developers.

The bulletin on shopping centers gives specific recommendations on general planning, street improvements and utilities, architecture, store grouping and location, leases, parking, maintenance and merchants' associations. The most extensive discussion is given to general planning with 28 points covered, and to architecture, which is covered with 56 recommendations.

Need for Additional Housing Told By Producers' Council

L. C. Hart, president of The Producers' Council, and vice president of Johns-Manville, recently stated that so long as governmental restrictions are retained over the use of materials and manpower, every precaution must be taken to make sure that the volume of essential civilian construction, including



L. C. HART

housing, is kept in balance with the production of other civilian necessities.

"The need for additional housing for returning service men and for other new families formed during the wartime period, when residential construction has been held to a minimum, is fully as great as the need for automobiles, washing machines, and other products which the public has had to do without during the war," Hart said.

He also brought out the urgent need and demand for new factories, hospitals, schools, highways and other types of construction that must be met. "As additional materials and manpower are released," he continued, "it is imperative that the construction industry be enabled to start filling the need for new buildings and other facilities thereby to provide employment for construction workers and service men as they are released from the war effort."

"By the end of this year, the need for new housing will have reached a total of 6,500,000 units, including the number needed to replace substandard dwellings, to house families which had no home of their own before the war, and to provide living accommodations for newly formed families. Yet not more than 160,000 permanent type new dwelling units will be constructed this year, according to the current outlook, and only about 300,000 units will be built in 1946, unless restrictions are removed by the early months of that year."

Plans for Summer Colony Under Way

While serving his country as a Coast Guardsman, Edgar Wesley Allen, treasurer of Allen Properties, Inc., New York, like millions of his brother servicemen, dreamed of a home of his own. His dream materialized in a plan for developing a postwar summer colony that would be unique. Following his discharge recently, Allen interested his father and Salvatore DeLucian, Patchogue builder, in purchasing the Brydle Estate for a popular priced bungalow



E. W. ALLEN

colony where purchasers will have their own club house, private bathing beaches, tennis and hand ball courts, and playgrounds, all included in a \$1500 to \$2500 price range for land and buildings.

He also sold the Franklin Square (Long Island) National Bank on the idea of financing the low-priced vacation homes on long, easy terms.

By selling twelve bungalows to be built and \$25,000 in bungalow sites in one week, Allen brought Allen Properties organization up from about fifteenth place to second place in Long Island land sales, according to a company statement.

Allen reports that he is applying new and radical methods to all departments of the business. He says, "We are not going to sell land, buildings, real estate. We will sell health, recreation, atmosphere on a brand new plan of advertising and selling."

CED Survey

The results of several surveys made by CED for New Richmond, Wisconsin, are published in a very interesting and factual booklet under the sponsorship of CED.

In a statement made by W. J. McNally, regional chairman of the New Richmond CED Committee, he says, "When I think of what CED has done for our little community of New Richmond in the short space of six months, I am amazed that more communities are not availing themselves of this invaluable tool."

Because of the CED movement, New Richmond raised \$57,000 in cash for a new community hospital; the city donated twenty-seven acres to the city hospital; \$5,000 was donated to the golf course with the idea of improving it and adding it to the park

system of the city. A Planning Commission was appointed by the Common Council in conformance with the Wisconsin statute and an appropriation of \$2,500 was made to secure the services of Robert T. Jones, University of Minnesota. The formulation of a zoning ordinance and a building ordinance has almost been completed by Mr. Jones and the Planning Commission.

Mr. McNally also said, "Right foundations are being laid and the movement already has achieved such momentum that no one can predict its ultimate outcome."

President Merrion Attends West Coast Meetings

In a three weeks trip to the West Coast, NAHB President Joseph E. Merrion will meet with the membership of affiliated local associations in five cities and appear as guest speaker before builder's conferences planned in Los Angeles, San Francisco and Seattle.

In Los Angeles on September 25th the Southern California Chapter of NAHB and the Building Contractors Association of California jointly sponsored a one-day conference attended by more than 750 Southern California builders and others in allied industries. NAHB Executive Vice President Frank Cortright appeared on the program of this meeting with Mr. Merrion.



J. E. MERRION

Following a visit to the San Francisco and Oakland association groups and addressing their builder's clinic, Mr. Merrion is meeting with the Portland Home Builders Association on October 3 and the Tacoma Home Builders Association two days later.

The trip will conclude in Seattle after a meeting with the Seattle Master Builders Association the next week. Upon returning from this cross country journey President Merrion will have visited most of the 48 states in his travels to meet the membership of the national association.

With the lifting of L-41 a reality it is likely that his remaining months in office will be filled with trips to Washington to confer with other branches of the industry and government in effectuating the policies laid down to enable home building to step up its production to keep pace with the supply of materials and manpower. In addition to this time-consuming function, President Merrion has a big assignment in preparing for NAHB's Annual Convention and Exposition in February.

Norman J. Huyek Dies

Long a prominent Rochester, New York builder, "Norm" Huyek was, at the time of his death on August 31, president of the Rochester Home Builders Association. He had taken an active role in activities of the association from the time it was organized, and, as a director of NAHB, contributed a great deal of time and effort to solving the many problems which confront-



N. J. HUYECK

ed home builders in the war years.

During his building career Mr. Huyek built many well known housing developments in and around Rochester, and had an H-2 housing program under construction when taken by death. His wife, Ann M. Huyek, and two sisters are the only survivors. Interment was in Rochester.

Annual Convention and Exposition Plans Moving Rapidly

Paul S. Van Auken, director of NAHB's 1946 Convention and Exposition, which will be held in the world's largest hotel—The Stevens in Chicago—February 25-28, 1946, has announced from his Chicago headquarters that all indications point to a record-shattering meeting. Late in August when the end of the war appeared imminent, the Convention and Exposition Committee under the chairmanship of Joseph Meyerhoff, Baltimore, started the ball rolling by mailing their attractive Exhibit Prospectus and Floor Plan to building material manufacturers in every part of the country.

"At this early date," Mr. Van Auken said, in commenting on the interest being shown in the Exposition, "we have received requests from exhibitors for more than half of the floor space of the great Stevens Exposition Hall. Every type of building material and product will be on display and it is possible that we may not have enough space to meet all the demands."

The removal by ODT of all convention bans, effective October 1, and the lifting of restrictions on civilian construction fifteen days later assures maximum interest in the convention program and exhibits by home builders who will be attending from every one of the 48 states, Canada, Mexico and other foreign countries. A streamlined convention program to permit covering a variety of subjects of interest to home builders is being planned by Frank Cortright.



**THIRD GENERATION
BUILDER SAYS:**

"...I plan to build my postwar homes with the Approved **INSULITE Wall of Protection!"**

CARL H. SKEELE, Syracuse, N. Y., is the third generation of his family to engage in the building business. He is president of Skeele Builders, Inc., whose slogan is, "Material and Workmanship of Highest Quality for Over 90 Years."

Mr. Skeele's postwar plans are centered in his Sherman Park development, in suburban Syracuse. "I plan to specialize in homes for returning service men," Mr. Skeele reports. "And I'm planning to build these homes with the Approved Insulite Wall of Protection. I want my G. I. Joe purchasers to have the greatest value in insulation, structural strength and protection against moisture within walls. I'm sold that the Insulite Wall of Protection does that."

The detailed drawings below show in detail the advantages of the Insulite Wall of Protection. Send coupon for free "Scientific Facts" booklet.



A home built by Skeele Builders, Syracuse, N. Y.

DOUBLE INSULATION plus VAPOR CONTROL

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

● On outer-walls, Insulite Bildrite Sheathing integrally treated with asphalt, builds a wind-proofed, weather-tight wall of high insulation efficiency, superior bracing strength.



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

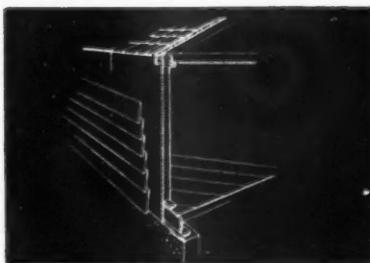


● Sealed Lok-Joint Lath, with asphalt barrier against the studs, retards vapor travel. Bildrite Sheathing, being permeable to vapor, permits what little vapor escapes the barrier to pass toward the outside.



Continuous insulation is provided at the floor line and foundation framing, at the top plate and rafters, and at corners. Insulation at these points is highly important to block drafts and stop "heat leaks."

Fitting Lok-Joint Lath. A snug, even fit around openings is important. Sealed Graylite Lok-Joint Lath functions more efficiently when care is taken to avoid "leaks" where vapor can enter into the wall space.



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Structural Insulation

Made Exclusively from Wood

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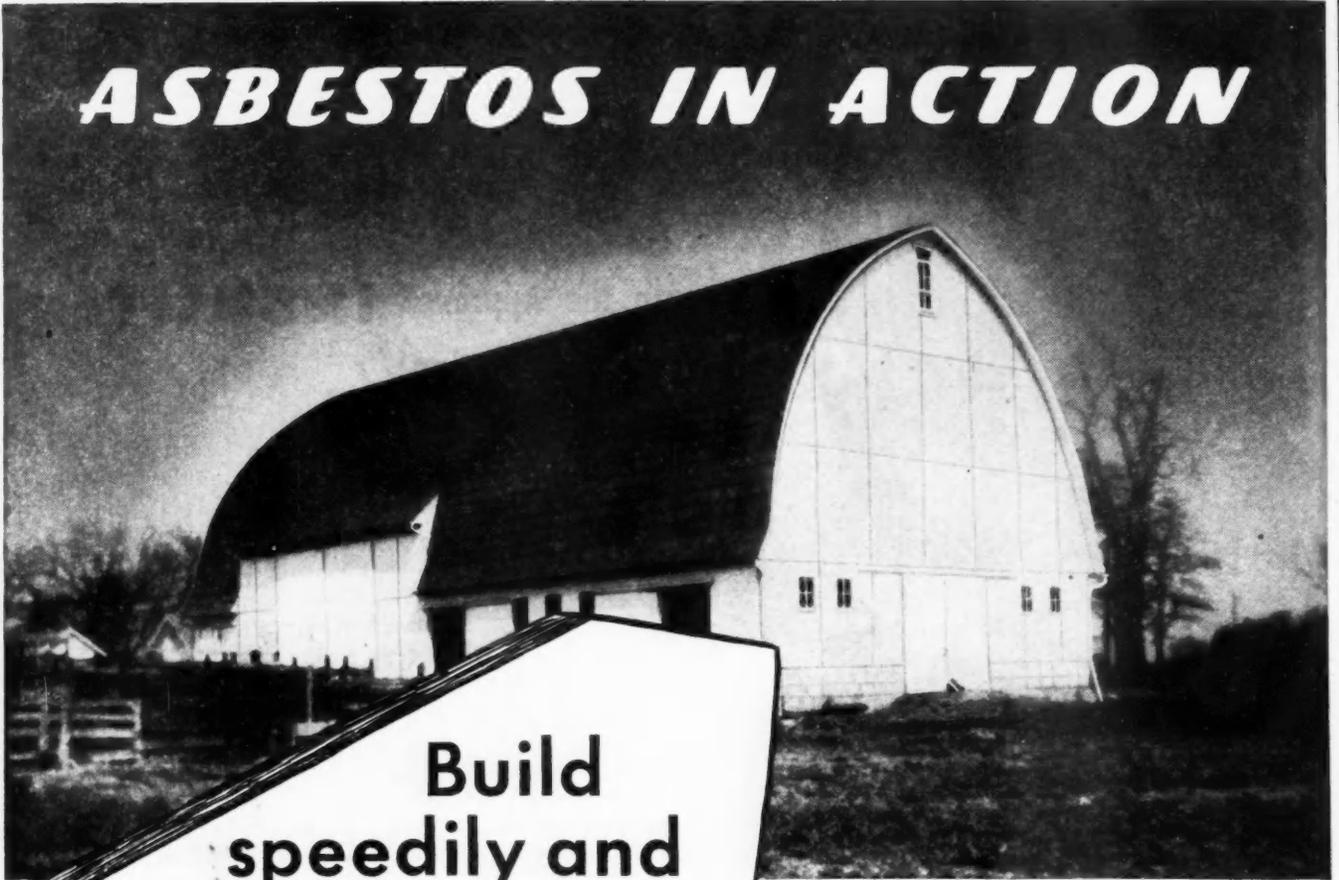
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Build
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since 1873.*

With wartime restrictions on new building construction being lifted, the opportunities are vast for the use of versatile K&M "Century" APAC. This Asbestos-Cement sheet material is ready and adaptable to many needs.

WE SUGGEST you incorporate in your construction plans the use of K&M "Century" APAC for:

HOMES . . . porch skirting; interior walls; ceilings and partitions; wainscoting; garage lining.

FARM BUILDINGS . . . roofs and sidewalls of barns, hen houses, cattle sheds, dairies.

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"Century" Pre-Drilled APAC comes with nail holes already drilled and spaced correctly for quick, easy application . . . the cost is only a little higher than standard APAC.

FEATURES OF "Century" APAC

Made of Asbestos Fibre and Portland Cement

Pleasing light gray color

Fire resistant and durable

Convenient size — 4'x8'

Three thicknesses — 3/16", 1/4" and 3/8"

Low cost

Rat and termite proof

Easy to cut, handle and apply

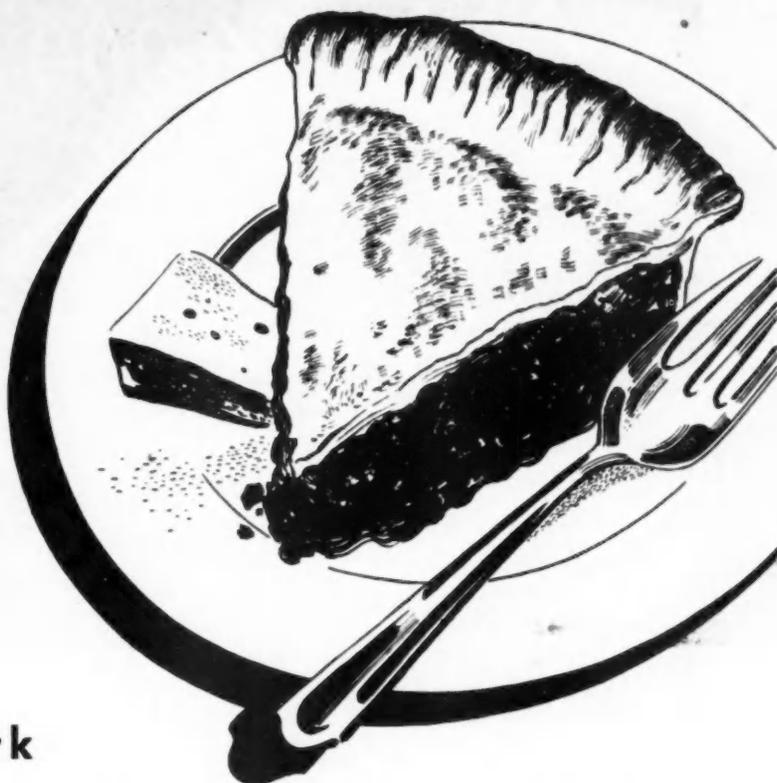
Fastens with nails or screws

Practically no maintenance required

KEASBEY & MATTISON
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Original manufacturers of Asbestos-cement Roofing Shingles in this country

Something to sink your teeth in!



Store-Front work offers opportunity to contractors!

THE demand for store-fronts in the years ahead will be enormous! Many surveys show that merchants everywhere—many thousands of them—are ready to act. Nearly all existing store-fronts are inadequate for the coming era of intense retail competition.

Kawneer is ready to work with contractors, builders, architects, and others in the building industry, to assist in the planning of store-fronts as "Machines For Selling". The comprehensive Kawneer Program already

is influencing hundreds of thousands of merchants. Together with new Kawneer services, products and ideas geared to your needs, it offers you a unique opportunity to get into the store-front field.

Write Kawneer today. Ask for new booklet, "The Contractor and Machines For Selling". Get facts on the most significant developments in the store-front field since Kawneer was founded in 1905! **THE KAWNEER COMPANY, 604 FRONT ST., NILES, MICH.**

Kawneer
STORE-FRONTS

MACHINES FOR SELLING!

A Problem in Multiplication



$\times 26,000,000 = ?$

Take the case of John Smith, average American:

For over three years now, he's been buying War Bonds through the Payroll Savings Plan. He's been putting away a good chunk of his earnings regularly—week in, week out. Forgetting about it.

He's accumulating money—maybe for the first time in his life. He's building up a reserve. He's taking advantage of higher wages to put himself in a solid financial position.

Now suppose *everybody* in the Payroll Plan—everybody who's earning more than he or she needs to live on—does what John Smith is doing. In other words, suppose you multiply John Smith by 26 million.

What do you get?

Why—you get a whole country that's just like John Smith! A solid, strong, healthy, prosperous America where everybody can work and earn and live in peace and comfort when this war is done.

For a country *can't help* being, as a whole, just what its people are individually!

If enough John Smiths are sound—their country's *got* to be!

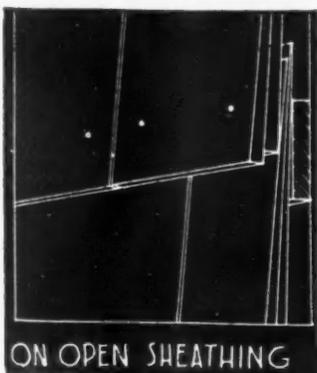
The kind of future that America will have—that you and your family will have—is in your hands.

Right now, you have a grip on a *wonderful* future. Don't let loose of it for a second.

Hang onto your War Bonds!

BUY ALL THE BONDS YOU CAN ...
KEEP ALL THE BONDS YOU BUY

AMERICAN BUILDER AND BUILDING AGE



For Remodeling

Over old walls, regardless of their type, double-coursed Cedar Shingles are most practical and increase the value of the building.

Two-minute lesson on

HOW TO BUILD A DOUBLE-COURSED SIDEWALL

The blueprint pictured here is a reduction of the working blueprint offered in the coupon below. It details construction of double-coursed Red Cedar Shingle application for sidewalls.

What are the advantages of Double-Coursing?

A sturdy and charming sidewall with excellent insulation and at amazingly low cost, using the No. 1 and No. 2 grades for the outer course and the cheaper grades for the under course. Wide weather exposure of the shingles and the over-lapping butts (a feature of double-coursing) create deep shadow lines that are most attractive and emphasize the substantial construction of the building.

RED CEDAR SHINGLE BUREAU

5508 White Building, Seattle 1, Wash., U. S. A.
or Vancouver, B. C., Canada

Please send me, free, a complete set of blueprints which show how Red Cedar Shingles are applied properly on roofs and sidewalls.

Name

Address

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



Red Cedar SHINGLES

It has Style...

It has "Sell"...

It's Wanted...

*it's
Here!*



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ANNOUNCES A
UNIT LOCK FOR RESIDENCES**

NOW for the first time . . . a UNIT lock for homes . . . a lock as smart as it's sound . . . a lock offering **STRENGTH, STYLE** and amazing **EASE OF INSTALLATION!** Streamlined version of the famous Unit Lock pioneered by Corbin in 1899 that is installed

in hundreds of important office and public buildings.

The new residence Unit Lock offers all the advantages of its commercial counterpart . . . and new, big opportunities *for profit!*

P. & F. Corbin

Good Buildings Deserve Good Hardware



DIVISION OF THE AMERICAN HARDWARE CORPORATION, SUCCESSOR
NEW BRITAIN, CONNECTICUT • SINCE 1849

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Of 3400
Lumber Dealers*
— 66 $\frac{2}{3}$ % say
"We will stock
FACTRI-FIT
Pre-fit and Pre-machined
DOORS"

HERE'S added proof—if any were needed — that Douglas fir **FACTRI-FIT** doors are pacing the modern trend.

Specifiers are selecting **FACTRI-FIT** doors because they assure a better installation every time. Builders are using **FACTRI-FIT** doors because they save time and money on the job.

And more and more Dealers will stock **FACTRI-FIT** doors because they know these are the doors their customers will demand.

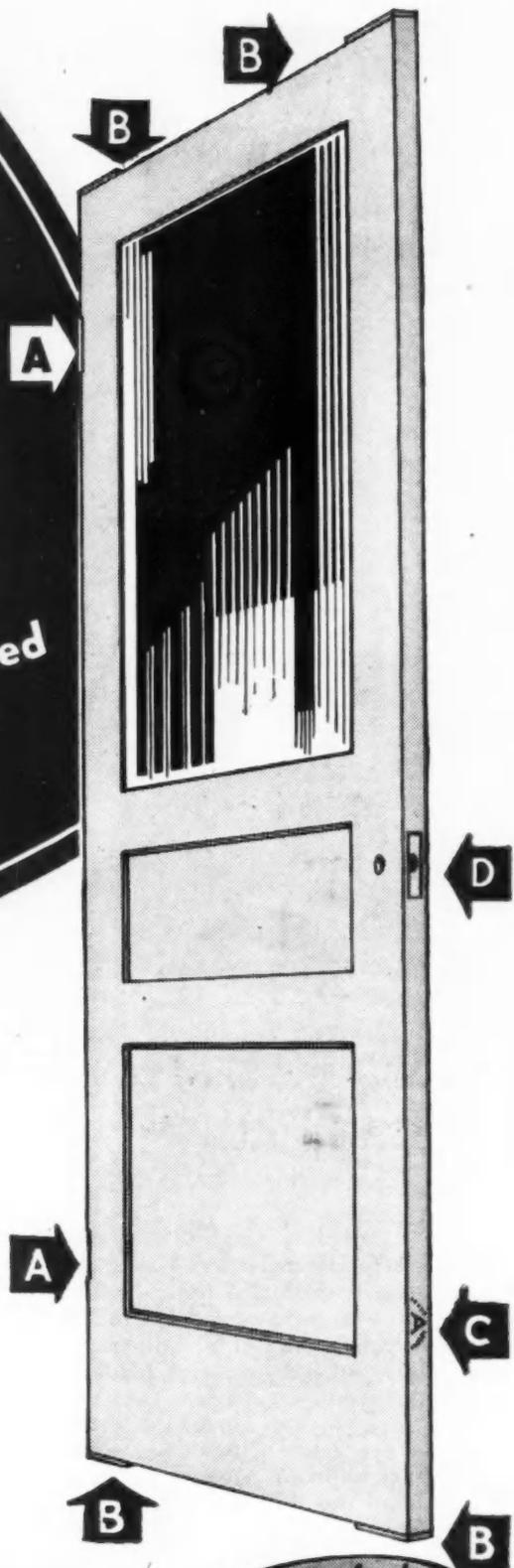
* All lumber dealers in 10 southern states were asked this question by Southern Sash and Door Jobbers Assn. Twenty-five per cent replied, giving this potential market estimate.

A **FACTRI-FIT GAINING:** 7" from top, 11" from bottom. Standard butt on 1 3/8" doors, 3 1/2" x 3 1/2"; on 1 3/4" doors, 4" x 4". Square corners. Center gaining for heavy construction is equidistant between.

B **FACTRI-FIT SIZES:** Doors prefit to exact net book sizes listed in U. S. Commercial Standard 73-43. Doors scuff-stripped for protection.

C **FACTRI-FIT GRADES:** Doors are grade-marked for easy identification and specification.

D **FACTRI-FIT LOCK BORE:** All boring to center knob 36" from bottom of door. Diameter of bore-in, 15/16"; length of bore-in, 3 3/4" from edge; face plate, 1" x 2 1/4" x 1/16", square shape, cross-bore, 5/8" diameter on 2 3/8" center. These standard specifications fit virtually all nationally-distributed hardware. Other machining on special order.



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Shows complete line of Douglas fir Interior Doors, Tru-fit Entrance Doors, and new specialty items. Sent free to any point within the United States.

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DOORS
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Remember!
NATURE MAKES
DOUGLAS FIR
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Durable Douglas Fir Doors are made from all-heart-wood, vertical-grain, soft, old-growth Douglas Fir.

THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS



REMEMBER THE THRILL OF YOUR GRADUATION ?



It may have been a thrill to graduate from school—but what an extra thrill it is these days to get back to peace-time business! But the building business will have to compete with new cars and appliances and other wants for the customer's dollar. This latest ad in National Gypsum's current campaign in leading publications continues to sell remodeling and new home construction for you!

ONE big step along the way—what a thrill it was to have actually graduated from school, after all those years! People who have remodeled their homes tell us they get much the same sort of thrill when the job gives them something even beyond their fondest dreams...like this grand playroom.

That's a thrill you can have, too, if you want the advantages of a new home without moving away from old friends and neighbors. A game room done in cozy knotty pine Gold Bond Wood-Grain Board. Or that extra bath or modernized kitchen with gleaming walls of Gold Bond Tile Board. Or a bedroom in the attic, done in a jiffy with Fireproof Gold Bond Gypsum Board nailed right to the studs. Or a smart living room

with walls painted in the new Gold Bond Sunflex colors, specially developed by leading color stylists for more livable painted walls.

Yes, remodeling can give you a thrill when you know you're doing the job right. And that's easy with Gold Bond materials. There are over 152 of them all developed, manufactured and sold by National Gypsum Company. But to get the results you want means careful planning. The person to help you do that is your friend in the building business, your lumber and building material dealer. Consult him about your plans. And when he suggests Gold Bond materials, follow his advice. For then you'll be getting the best! National Gypsum Company, Buffalo 2, New York.

BUILD BETTER WITH GOLD BOND



LATH • PLASTER • LIME • METAL PRODUCTS • WALL PAINT • INSULATION • SOUND CONTROL • WALLBOARD

AMERICAN BUILDER

L D I T O R I A L

Attention: OPA and NHA

WITH the war won, it is reasonable to expect that manufacturers can go back to the kind of production in which they were engaged prior to the war with even more directness and precision than they demonstrated in the change-over to war. Certainly their ability to convert to the production of familiar civilian products at least equals demonstrated ability to convert to the production of unfamiliar war materiel. In the building industry the conversion problem is slight, and affects only a relatively few manufacturers.

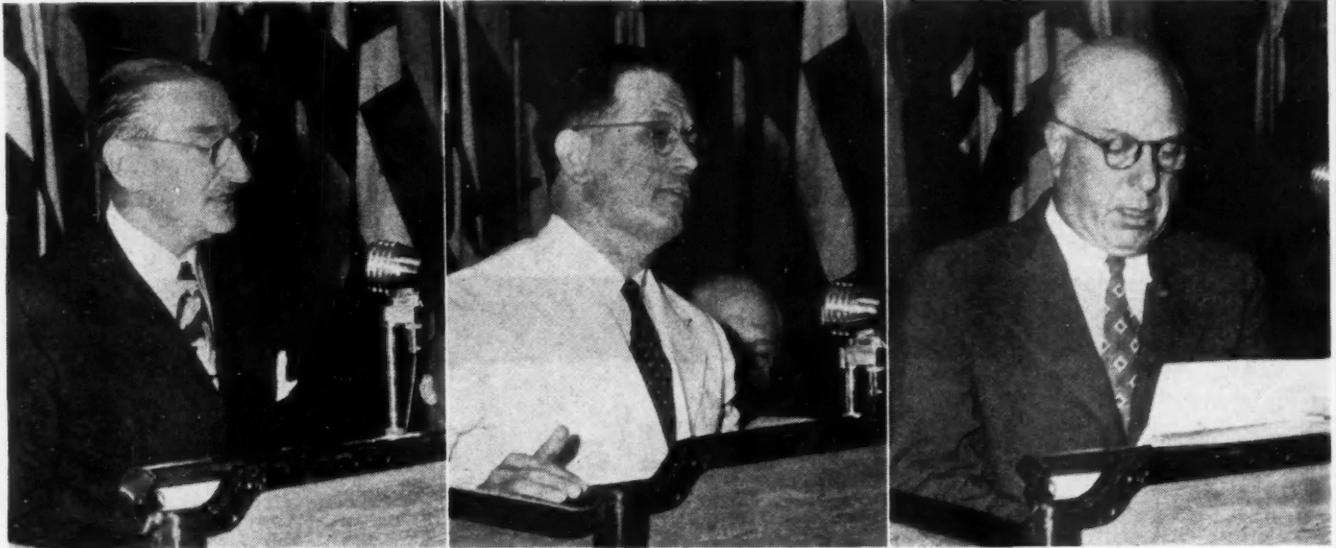
Thousands of builders have stayed in business with war housing, and with maintenance and repair of existing dwellings and other light-load structures in spite of the severe limitations of L-41. These, with the men who are beginning to return from the armed services and from war industries, are ready and able to serve the home building market.

The same can be said of the distribution forces in the industry. Wholesalers and retailers, drawing on the same qualities of initiative and resourcefulness that made our armed forces supreme in every phase of war, have managed to hold the distribution structure intact in the face of threadbare shelves and bins, skeleton forces, and a myriad of war-imposed restrictions.

All of these industry forces have been ready to swing into action since the collapse of Japan, and to launch the beginning of a great home building program. They needed release from L-41, and that, due to sound judgment and excellent timing on the part of John W. Snyder, Hugh Potter and top officials in the War Production Board, is about to be accomplished. On October 15, L-41 will become a thing of the past. It is regrettable that the same intelligent foresight does not prevail in the Office of Price Administration and the National Housing Agency. These reactionary agencies of government are less concerned with record and fact than they are with fiction and the fear of straw men. Thus, instead of reposing confidence in industry, and aiming at the removal of restrictions, they persist not only in maintaining paralyzing controls over the building industry, but in asking for further controls and new interference legislation.

There is much more than the removal of a restriction in the death of L-41. The act of removal constitutes a vote of confidence in the building industry by a group of top government officials, and places on builders, distributors and manufacturers the responsibility for home building in the peace era we are entering. It is now up to builders to police their own ranks to the ends that there shall be no repetition of the jerry-building and the runaway prices that followed World War I. This time, fortunately, we have a strong National Association of Home Builders, a strong National Retail Lumber Dealers Association and numerous strong local affiliate associations of both. There is every reason to believe that both can guard the high standards of their own members and thus discourage the charlatans and quacks who may be tempted to enter home building temporarily for a quick killing with jerry tactics.

Snyder, Potter and the War Production Board believe that home builders can do a better job of maintaining and improving their own standards under the stimulus of open competition than the government can. So do we. It is to be hoped that the reactionaries and the faithless in the Office of Price Administration and the National Housing Agency will take heart now. They should know, as the rescinders of L-41 know, that Washington officials are not the only ones who learned a lesson from inflation and jerry-building after the first war, and that, as a result, builders fear these evils even more than Government does. Builders can be depended on to develop an orderly and economic home building program if the yellow light they now have is changed to green by the same kind of thought and action that resulted in removal of L-41.



GEORGE F. NIXON, prominent Chicago builder, branding S. 1342 "pure communism"

SENATOR ALLEN J. ELLENDER of Louisiana, defending his public housing measure

GEORGE DANZIGER, director New Orleans Real Estate Board, voicing opposition

Nixon Challenges Ellender on S. 1342

New Orleans Chapter NAHB Takes Lead in Sponsoring Discussion of Wagner-Ellender Public Housing Measure

GEORGE F. NIXON, nationally prominent Chicago builder, recently branded as "pure communism" the measure introduced by Senators Wagner of New York, and Ellender of Louisiana, under the title of Senate Bill 1342. His statement was made in a debate on the bill with Senator Allen J. Ellender, sponsored by the New Orleans Chapter of the National Association of Home Builders in the Hotel Roosevelt, before more than 700 representatives of the building and allied industries. The meeting was presided over by C. Earl Colomb, president of the New Orleans Chapter.

In opening the debate, and throughout his prepared talk, Louisiana's Senator declared that the aim of his co-sponsored legislation was to guarantee private enterprise "the first chance" at any construction or

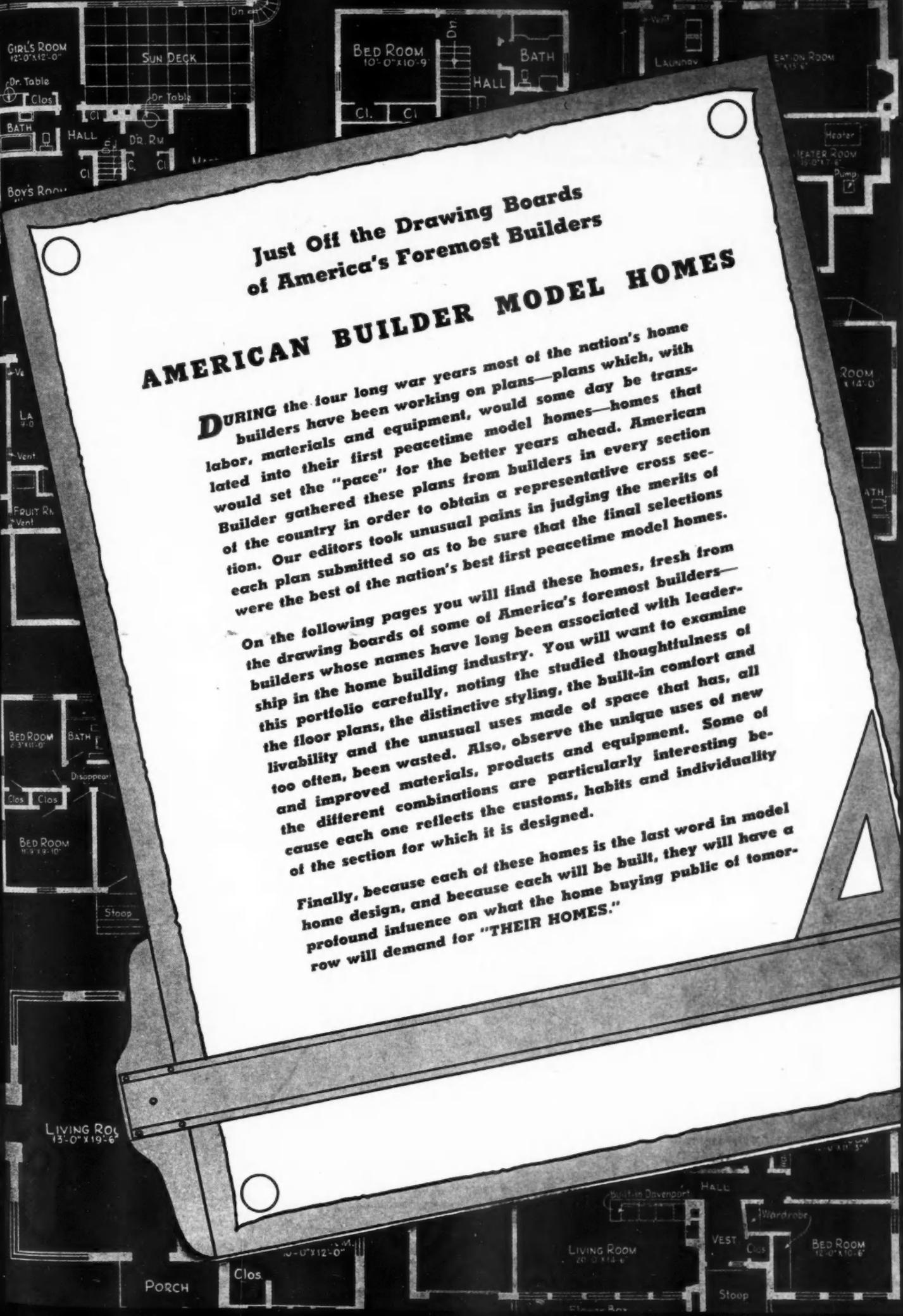
financing plans which it is able to handle. He declared further that "private enterprise must have its full share and opportunity to do as much as it can before government steps in to handle those cases which would otherwise be neglected."

Nixon's opposition to the bill was based on the lack of efficiency in government-sponsored housing, as shown by the record, and on the matter of social policy. "This bill," he pointed out, "gives a colossal blank check, aggregating more than \$7 billion, to the set of bureaucrats who drafted it; it is an enormous waste of the nation's monies and will eventually lead to the socialization of all housing and ultimate confiscation of present privately owned dwellings." He declared further that rank discrimination is present in the bill in that the urban resident cannot secure the same favorable long-term low cost loans for home construction offered to farmers. By way of illustration he quoted the bill's authorization for 40-

(Continued to page 150)



MORE than 700 Louisiana Building industry leaders fill ballroom of Roosevelt Hotel, New Orleans to hear Ellender-Nixon debate



**Just Off the Drawing Boards
of America's Foremost Builders**

AMERICAN BUILDER MODEL HOMES

DURING the four long war years most of the nation's home builders have been working on plans—plans which, with labor, materials and equipment, would some day be translated into their first peacetime model homes—homes that would set the "pace" for the better years ahead. American Builder gathered these plans from builders in every section of the country in order to obtain a representative cross section. Our editors took unusual pains in judging the merits of each plan submitted so as to be sure that the final selections were the best of the nation's best first peacetime model homes.

On the following pages you will find these homes, fresh from the drawing boards of some of America's foremost builders—builders whose names have long been associated with leadership in the home building industry. You will want to examine this portfolio carefully, noting the studied thoughtfulness of the floor plans, the distinctive styling, the built-in comfort and livability and the unusual uses made of space that has, all too often, been wasted. Also, observe the unique uses of new and improved materials, products and equipment. Some of the different combinations are particularly interesting because each one reflects the customs, habits and individuality of the section for which it is designed.

Finally, because each of these homes is the last word in model home design, and because each will be built, they will have a profound influence on what the home buying public of tomorrow will demand for "THEIR HOMES."

HOUSE NO. 1

With 4 Variations

Midwest Builder Develops Four Distinctive Houses From One Plan



HILDING N. JOHNSON, general sales manager for Arthur T. McIntosh and Co., Chicago, in charge of project in which this house is to be built with four different exteriors.



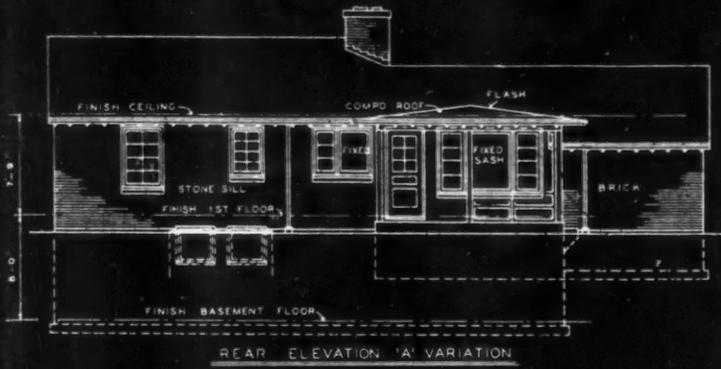
THE VARIATION immediately above adopts the long, low lines of the popular ranch house style, which is showing increased popularity in the north as well as the south. Notice the way in which the house was lengthened for this style. The entry platform was made into a porch and the dining room was made larger by pushing the garage farther from the house. Front of garage was also lined up with front wall of house. See details in blueprints on opposite page.

THESE two homes, and those on the two following pages, were designed for Arthur T. McIntosh & Co., Chicago, by Architect Bert Weber. With slight changes, Mr. Weber has achieved four distinctive homes from one basic plan.

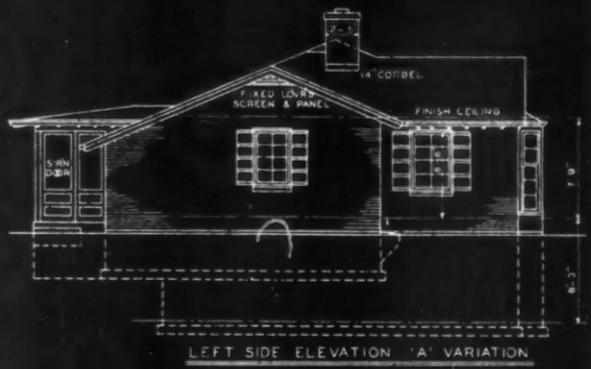
Two of these elevations are shown on this page in drawings, and opposite in blueprints showing the floor plan changes made for the alteration in exterior. The other two alternates are shown on the next two pages.

On the plan above, the gable with bay window extends forward from the main wall of the house, creates an interesting broken roof line and frames the bay.

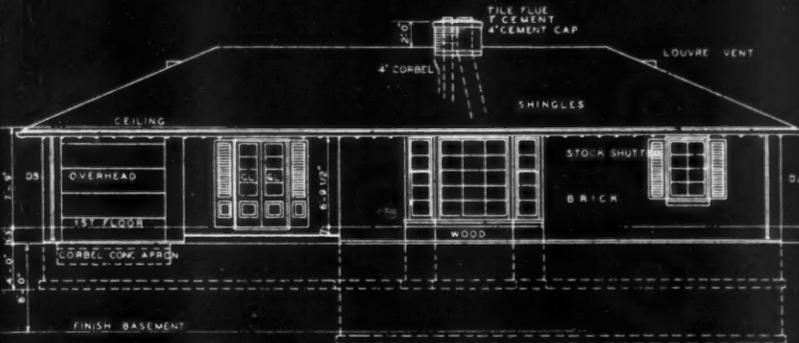
Some people will prefer this style to the ranch house shown left.



REAR ELEVATION 'A' VARIATION



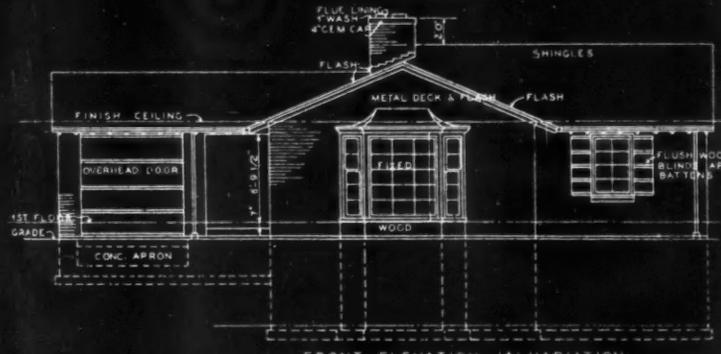
LEFT SIDE ELEVATION 'A' VARIATION



FRONT ELEVATION VARIATION B



RIGHT SIDE ELEVATION 'A' VARIATION

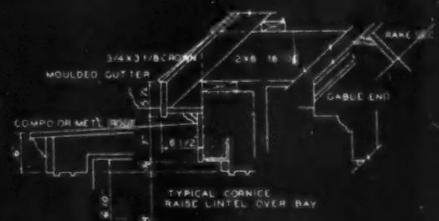


FRONT ELEVATION 'A' VARIATION

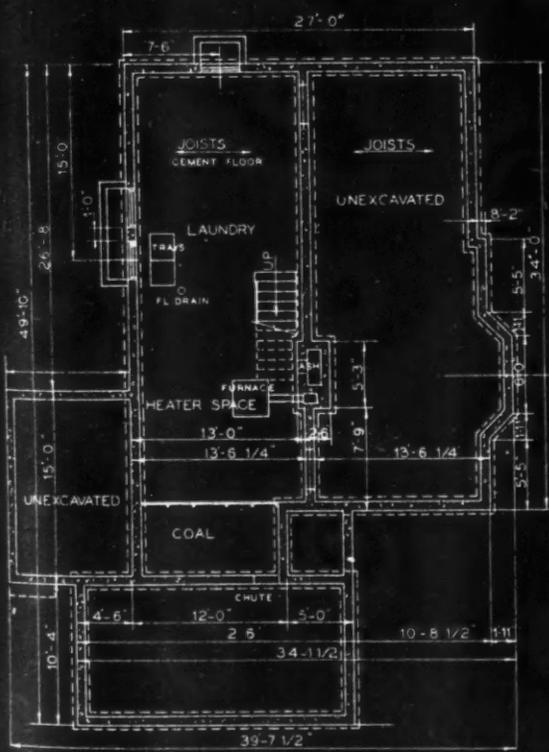
NOTE ALL EAVESTROUGHS TO BE HUNG LEVEL



ELEVATION OF ENTRANCE DOOR



HEAD SECTION AT BAY



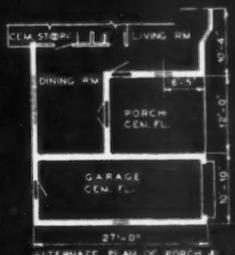
BASEMENT PLAN



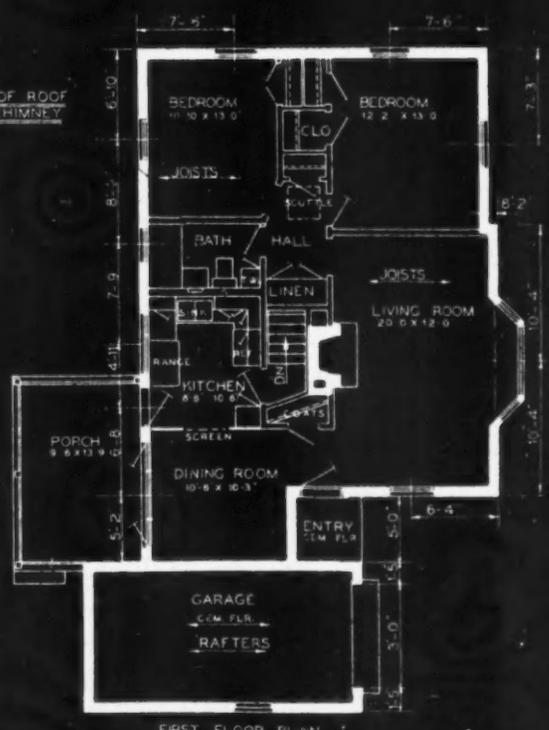
PLAN OF ROOF AT CHIMNEY



ELEVATION OF ENTRANCE



ALTERNATE PLAN OF PORCH & DINING RM FOR 1-STORY HOUSE ALTERNATE 'B'



FIRST FLOOR PLAN

3rd and 4th Alternates HOUSE NO. 1

84

Gable Added Gives Extra Rooms Upstairs



These two alternate exteriors of the basic plan with four elevations which the McIntosh organization is planning to use in one of its postwar subdivisions follow the story and a half lines of the traditional Cape Cod design. This permits use of the extra space on the second floor for additional rooms. See the detail showing the stairs going up. It is so planned that the landing will come in the middle of the second floor, allowing the building of two extra rooms with no waste hall space.

AFTER viewing the four varied exteriors which are shown on these and the two preceding pages, there is no doubt that the subdivision in which the McIntosh organization will build these houses will give a feeling of variety.

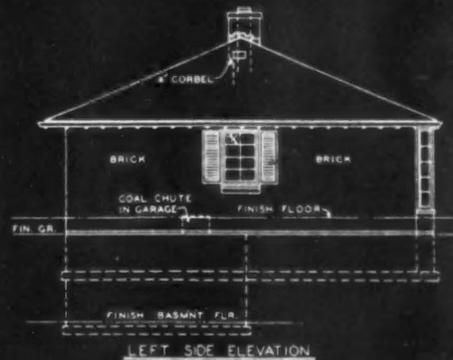
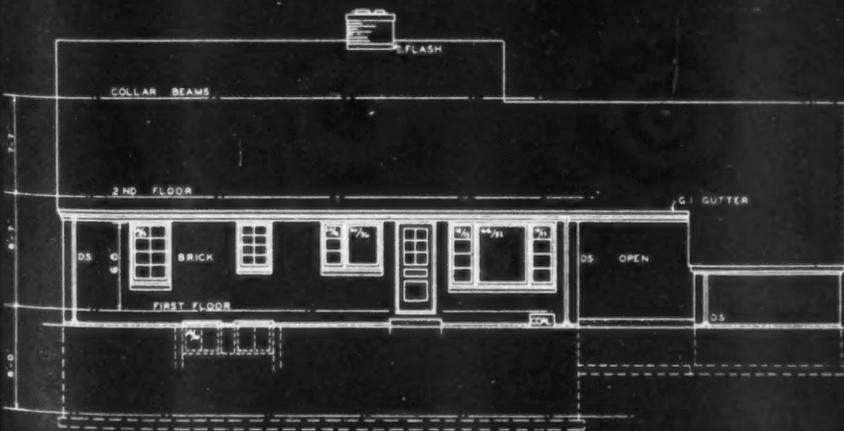
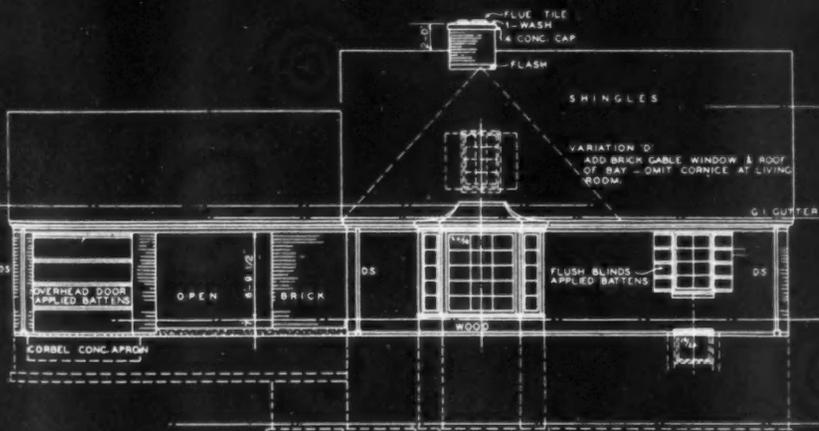
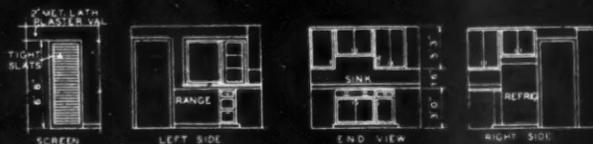
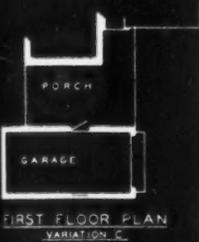
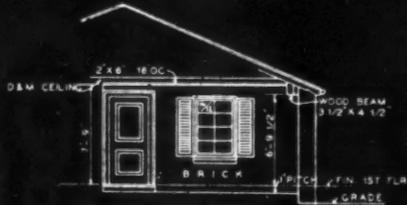
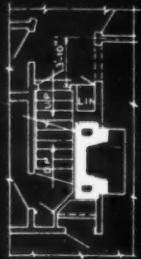
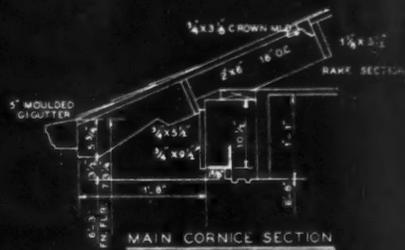
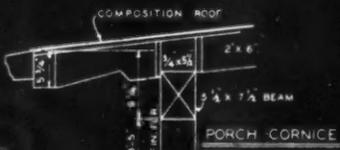
In the house below a gable is added over the living room area, which will give much useful space and cross ventilation to the room that may in the future be added on the second floor at this end of the house.

It should be noted again how this gable, like the one on the house shown on the preceding pages, serves as a frame for the bay window.

One of the ideals of subdivision planning can easily be achieved with this variety of exterior treatments: By the best precepts of planning, houses should give the feeling of being individually planned and oriented to suit each family. This calls for different roof heights, architectural treatments and color styling, plus varying setbacks in locating the houses on the lots.

All McIntosh needs to do to gain this ideal is to adopt a varied color styling scheme and alternate the setback lines of the houses. He will then have a subdivision with individuality.





HOUSE NO. 2

Southwest Builder Plans Modern Model Ranch House

House is now completed — built
for honorably discharged veteran



BURL A. JOHNSON, left, has charge of building for Morris W. Turner, Tulsa, Oklahoma, realtor.



WILLIAM ELLIOTT, the company architect, planned the model ranch house shown here. Blueprints on opposite page are from his working drawings.

DURING the last several months, when *American Builder* was scouring the country for postwar homes actually to be built, the Morris W. Turner organization of Tulsa, Okla., was one of the first to submit the completed design of a home scheduled to be built as soon as restrictions were lifted.

After submitting the design, however, Burl A. Johnson, who has charge of building for this alert organization, read in *American Builder* a story which told how a model postwar home could be built before the war was over by building it for an honorably discharged veteran, who could at any time from then on secure a priority. Mrs. Ola Word, saleslady for Turner, found an honorably discharged veteran, Thomas Wisherd, and closed a contract on the house with him.

That's how this postwar model home came to be actually built before it was first shown to *American Builder* readers as a proposed postwar model home.

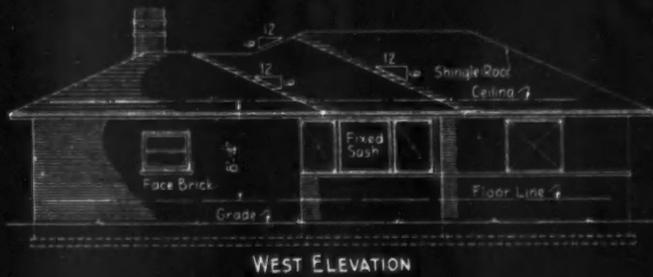
In a letter to *American Builder*, in which he told how he was going ahead with the house, Burl Johnson said: "The home will make use of all the postwar features that are now available.

"You will no doubt notice the large glass areas and many cabinet features, also an abundance of glass block. The closets have double doors which make for easy accessibility. We will use as much electrical equipment in the kitchen as we can obtain," Johnson said.

Mr. Wisherd, the owner, permitted Turner to hold the house open as a show house to the public for several days. It was fully furnished for this showing.



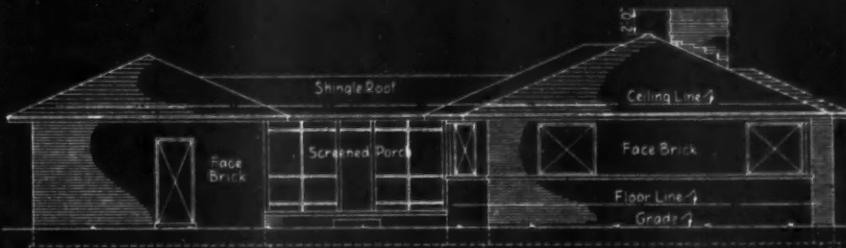
EAST ELEVATION



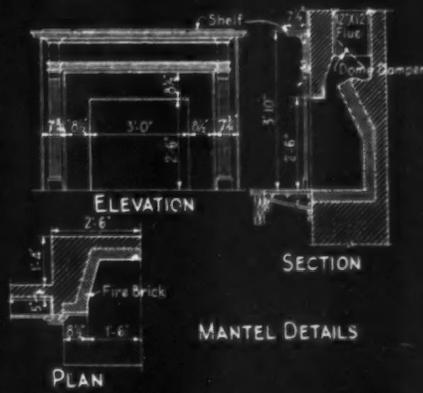
WEST ELEVATION



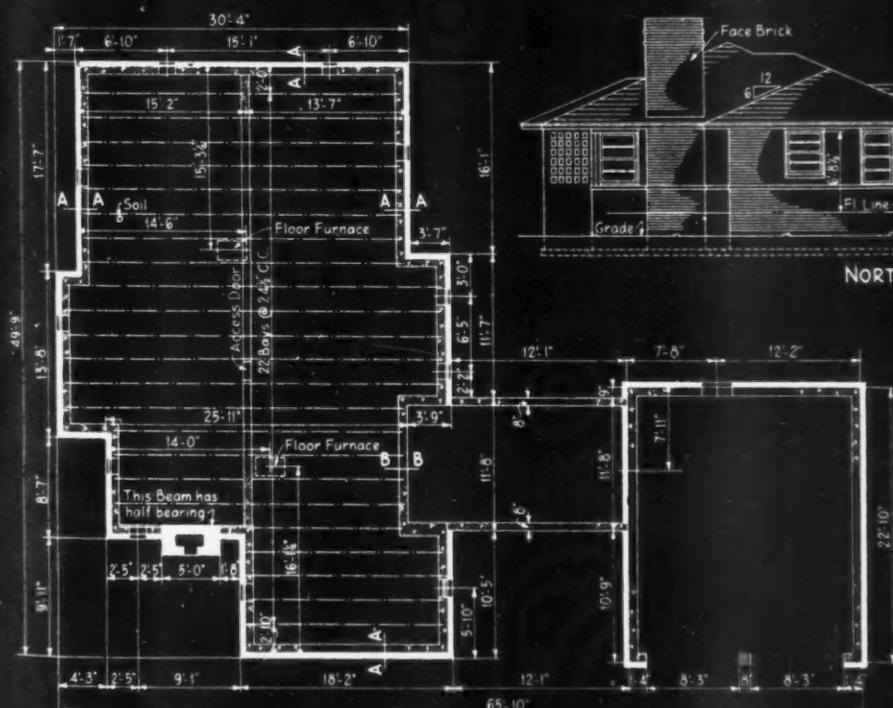
FIRST FLOOR PLAN



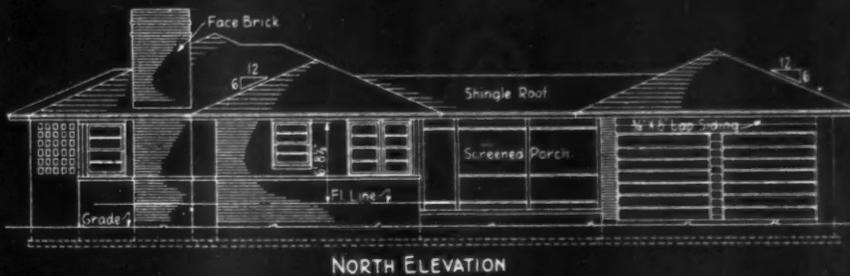
SOUTH ELEVATION



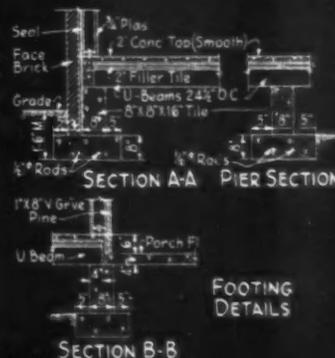
MANTEL DETAILS



FOUNDATION PLAN



NORTH ELEVATION



SECTION B-B

HOUSE NO. 3

West Coast Builder Offers Modified Modern Home



ALBERT BALCH, prominent Seattle builder, who says he is enthusiastic about this design.

House is tied to the outdoors. Picture windows bring in the scenic view



COMPLETELY MODERN is this flat roof version of the house shown above with a moderate pitch to the roof. It's simply a matter of personal taste which one is chosen by an owner.

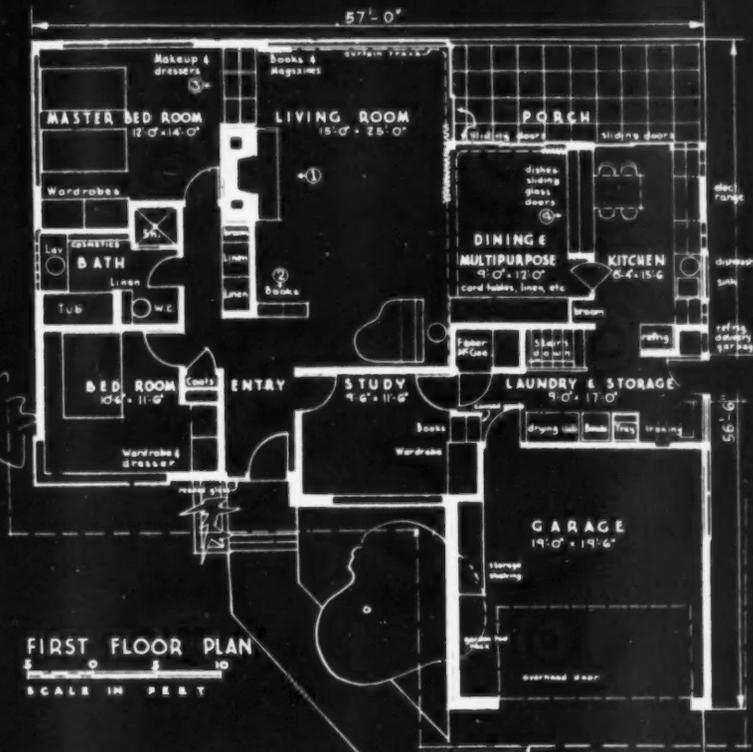
THIS house is designed to be built into the side of a sloping lot which looks upon a water-mountain view, typical of the Northwest. Thomas, Greinger and Thomas were the architects, with Edward J. Baar, associate, for Albert Balch, longtime Seattle builder of fine homes.

Balch is making plans for building houses of this type in new developments adjoining his well known "View Ridge," which will feature houses in the twelve to fifteen thousand dollar class.

Like the one shown here, they will all have two large bedrooms and bath plus a smaller third bedroom with an adjoining, secondary bathroom equipped with a shower. Balch plans to include every popular item of electrical equipment. Each will have a well equipped laundry and a frozen locker room. Space will be provided for recreation and hobbies, and large window areas are planned.

INTERIORS

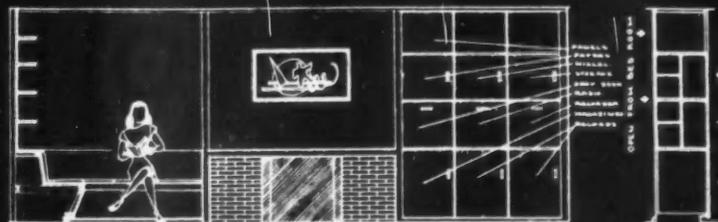
SCALE 1/4" = 1'-0"



FIRST FLOOR PLAN
SCALE IN FEET

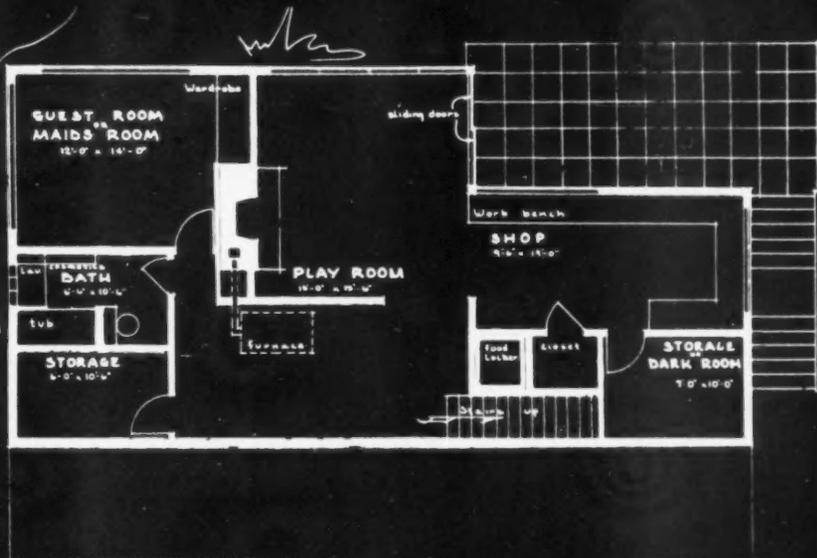


② LIVING-HALL WALL

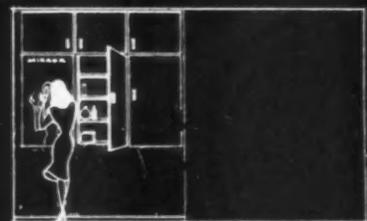


① FIREPLACE WALL

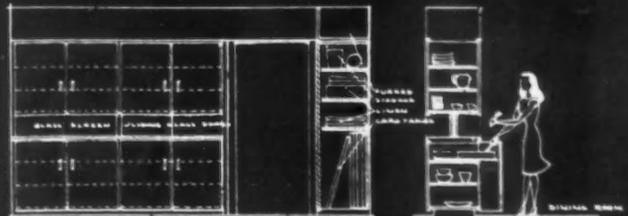
SECTION



BASEMENT PLAN



③ BED ROOM-LIVING RM WALL



④ DINING-KITCHEN WALL

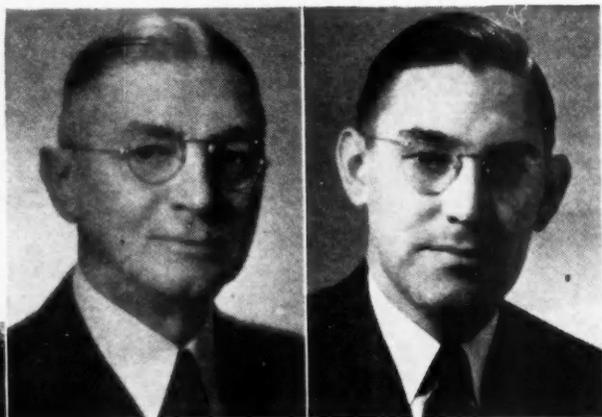
SECTION

HOUSE NO. 4

90

Genrich Calls for Complete New Planning—Styled for Modern Living of Tomorrow

**The house and plan presented here
illustrate his new planning philosophy**



LEFT is John E. Genrich, lifelong builder, father of J. Harold Genrich (right,) president of building company of same name, regional vice president of NAHB.



MASSIVE CHIMNEY and picture window give this house of rigidly rectangular lines a point of strong interest.

RESIDENTIAL Construction a Profession" is the slogan of Genrich Builders, Inc., Snyder, N. Y., a suburb of Buffalo. How fittingly this slogan has been applied in the company's quest for new planning to supply finer homes style-wise and functionally in the postwar period than heretofore.

The *professional* approach to any problem is to conduct an exhaustive research to find all angles which bear on the problem and lead to a correct solution. This is how the Genrich organization proceeded.

A survey of postwar home seekers showed that the public had to be presented with homes which would dissatisfy them with their present housing or they would not buy.

They then laid their findings before their architects,

John N. Highland, and his son, John N. Highland, Jr., and together they arrived at a solution of their planning and building problem. One of the houses evolved in this solution is the one shown here in blueprint form.

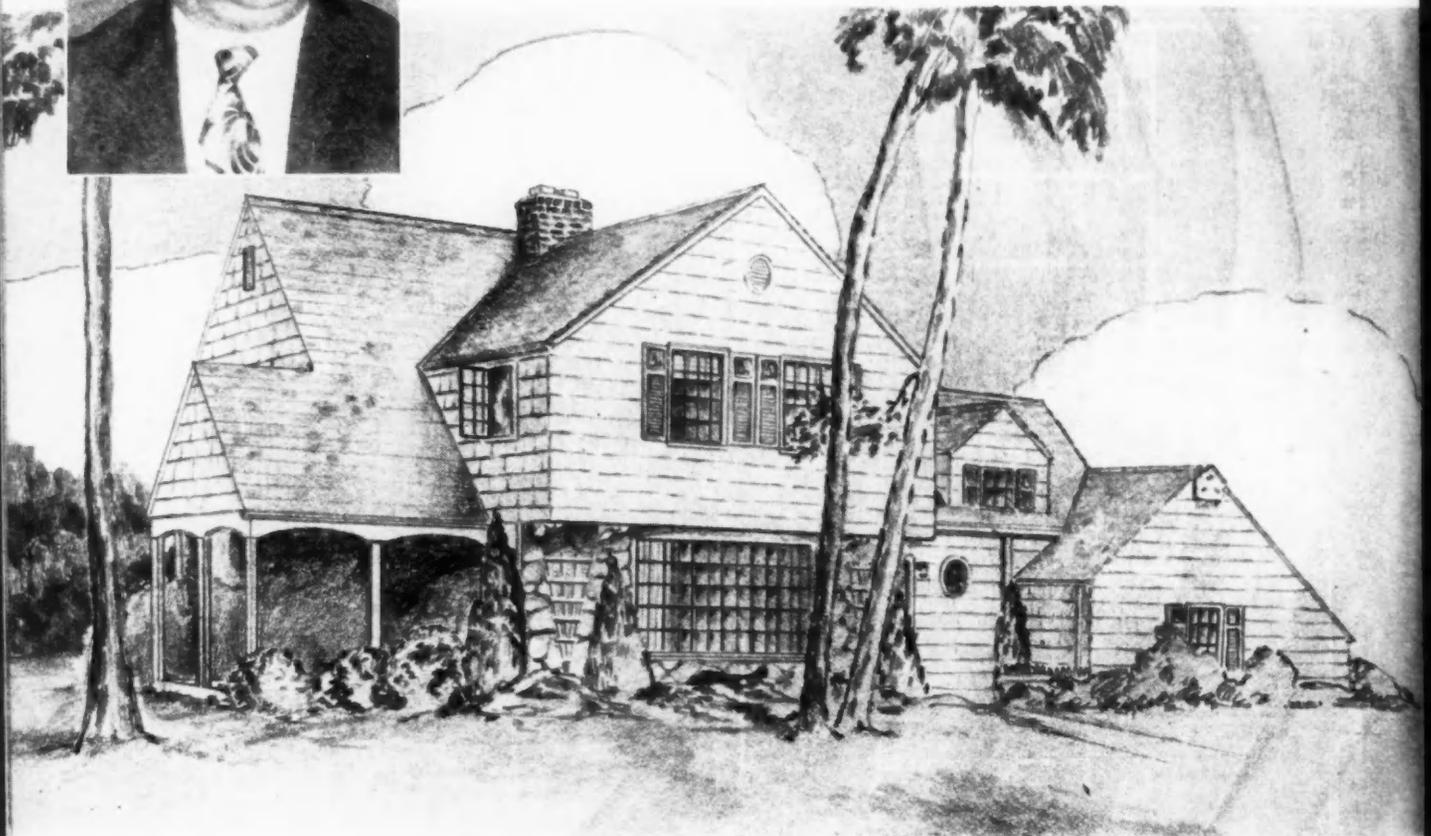
Among the new principles of planning adopted is the creation of areas with many uses instead of many partitioned cubicles with a limited use for each; the enlargement of space by the use of window walls and mirrors; the inclusion of complete mechanical equipment with the purchase of the home in one mortgage. Equipment, as rapidly as available, will include: Automatic clothes washer, dryer, dishwasher, garbage disposal, automatic heating controls and a deep freeze storage. Study of the plan shown will illustrate the soundness of this approach.

HOUSE NO. 5

Eastern Builder To Erect Traditional Home With Modern Spacious Plan



BUILDER G. A. Mezger, whose Norgate-at-Roslyn (Long Island) development will continue to be the setting for quality homes.



THIS appealing, compactly-designed four-bedroom house is scheduled for early production by Mezger on Long Island.

THERE will be no radical departure from traditional design in the homes to be erected by G. A. Mezger, prominent and successful builder of quality homes on Long Island for many years. Mezger has set and stuck to a policy of gradual evolution in the designs of the homes he builds. Improvements, changes, of course, but nothing new for the sake of newness or novelty only.

On his well-wooded tract at Roslyn, where his Norgate development has been for several years one of the show-places of the Island east of Manhattan, Mezger still has many sites available. Most of them will be improved with traditional homes like the one shown on these pages.

A popular house prewar, Mezger ranks it first on his list of homes to be built. A good part of its popularity, of course, stems from its spacious layout. Four bedrooms and two baths on the second floor, plus an extra maid's

room and bath on the first, make it attractive to families with children, or to those whose entertaining schedules require one or more guest rooms.

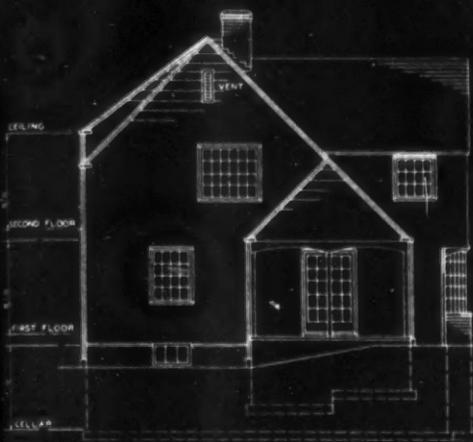
The living room features a beautifully proportioned bay window, with a massive fireplace on the opposite side of the room. There is ready access to the twelve by thirteen and one-half foot porch from the living room, or through the dining room. It is only a matter of a few feet in a direct route from the kitchen to the porch for those days when outdoor dining is called for.

The kitchen itself is well-planned, with work surfaces ready to hand and plenty of cabinets. The maid's room, which is located off the kitchen, is well-lit and ventilated, yet separated from the rest of the house. Ample closets are located throughout the house, with provision for a large storage space on the second floor.

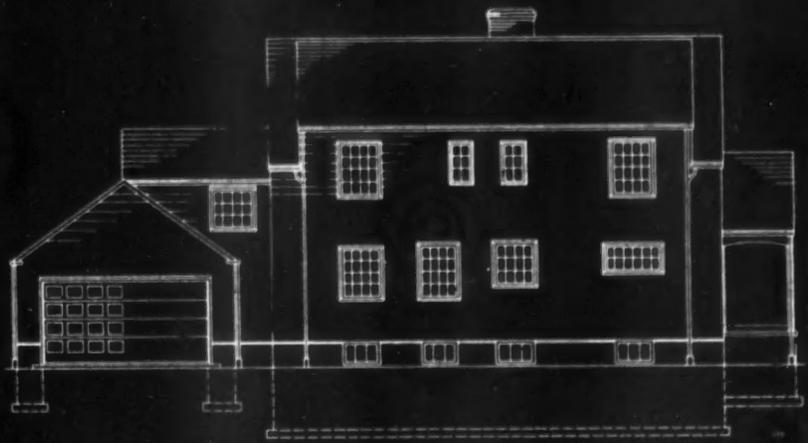


RIGHT SIDE ELEVATION

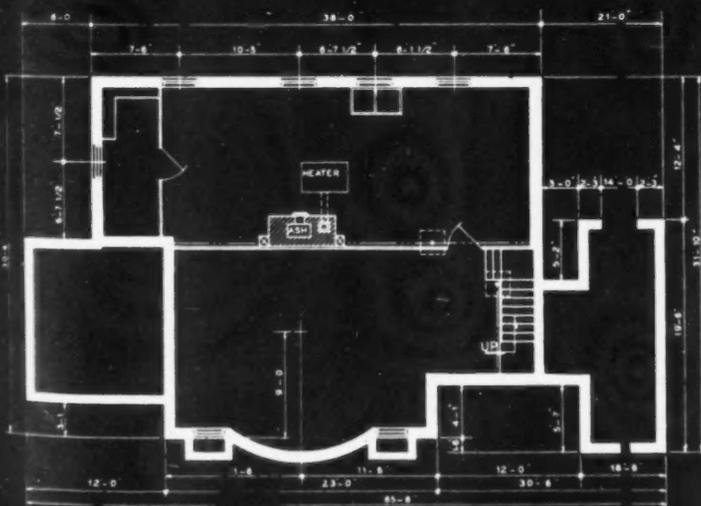
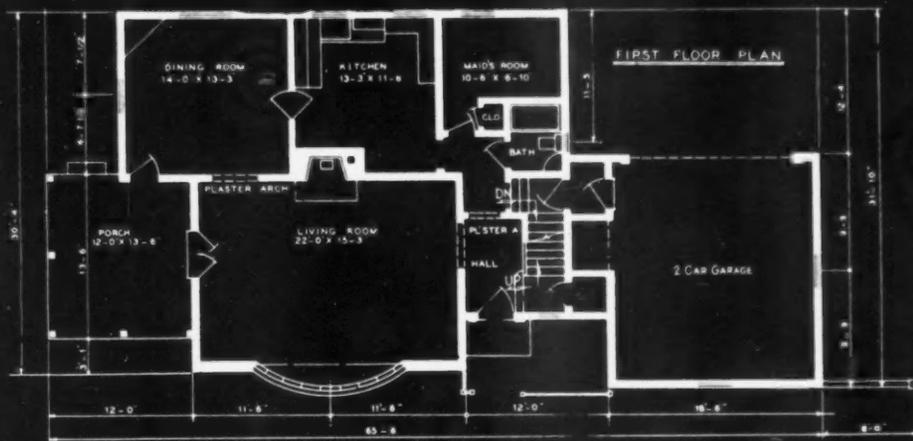
FRONT ELEVATION



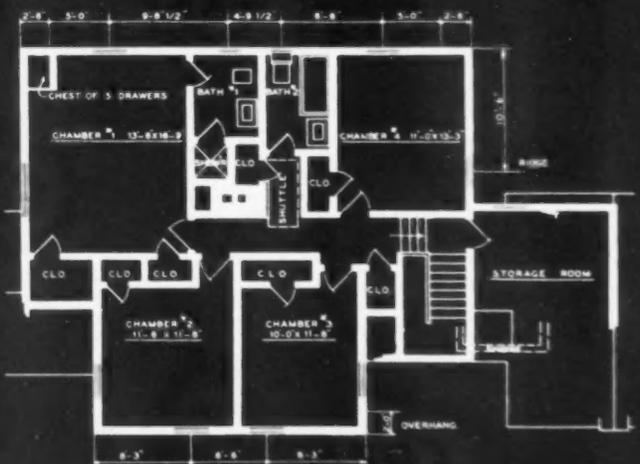
LEFT SIDE ELEVATION



REAR ELEVATION



PLAN OF CELLAR



SECOND FLOOR PLAN

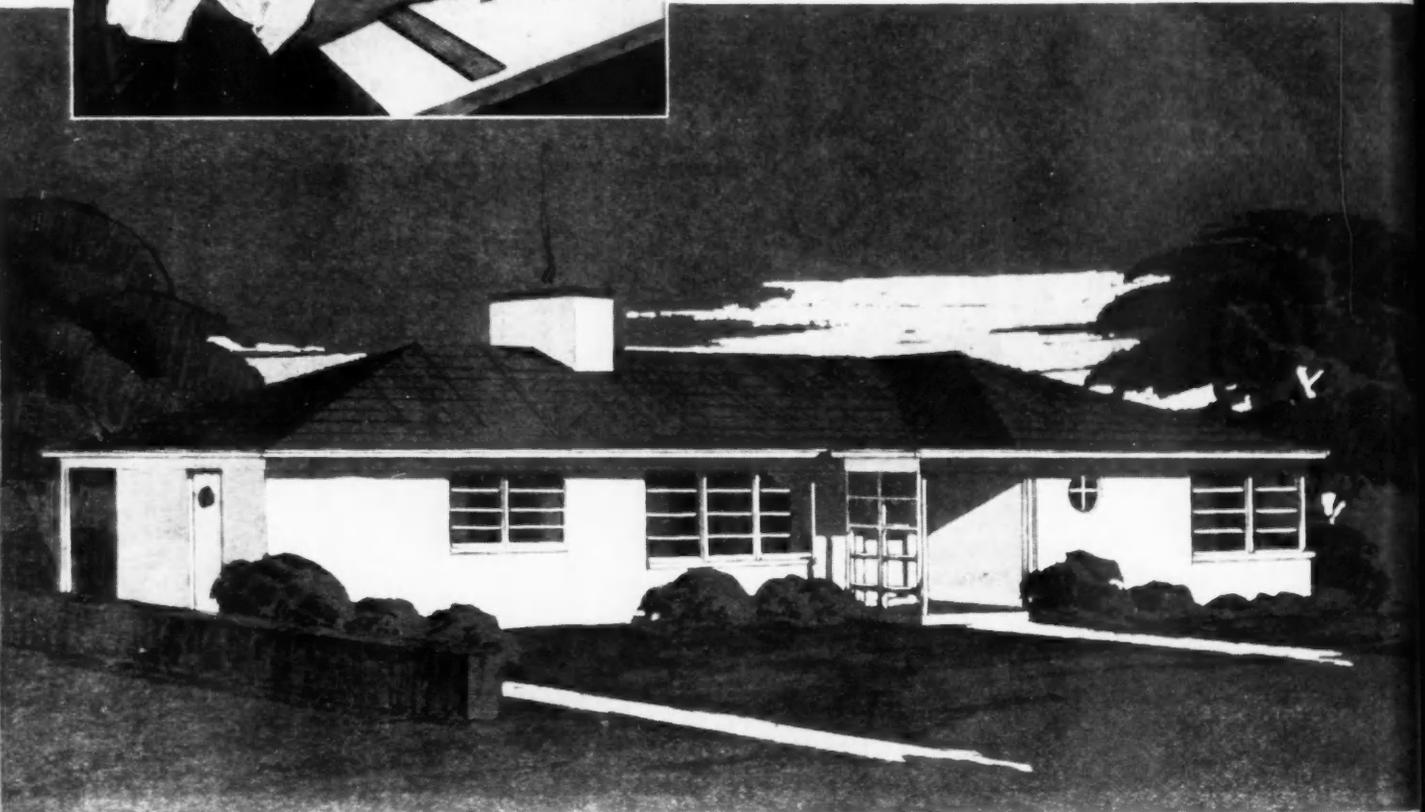
HOUSE NO. 6

94

Ann Arbor Architect-Builder Conceives Suburban Home for Moderate Income



ARCHITECT Walter T. Anicka at his drafting board.



RANCH HOUSE for northern climes possesses trim, low lines. Large glass areas assure floods of light and cheerfulness.

ABOUT to be built on an approximately level lot of one and a half acres at Ann Arbor, Mich., this long, sleek-looking ranch house was designed by Architect-Builder Walter T. Anicka, of Ann Arbor. The house is to be built on an H-3 priority, secured by Mr. and Mrs. Robert Beck. Mr. Beck was honorably discharged from the U.S. Army, and qualified for a veteran's priority to build a home.

Anicka says that the family required a three-bedroom house and yet desired to keep down the cost. For this reason the garage was omitted at this time. Later it will be built, attached to the house at the utility room.

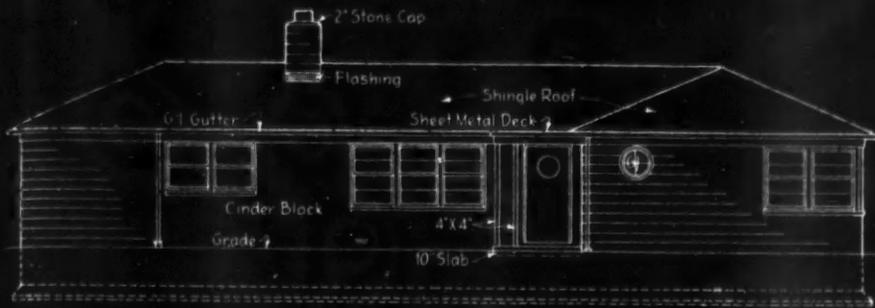
The house is without basement, has a 3'-6" foundation wall of concrete. The floor is a waterproofed concrete slab with 2" by 2" sleepers supporting a Bruce Streamline prefinished floor above.

Walls are of cinder block with a white, waterproofed exterior finish. Inside, the lath and plaster are carried on furring strips. The roof is wood frame with black asphalt shingles.

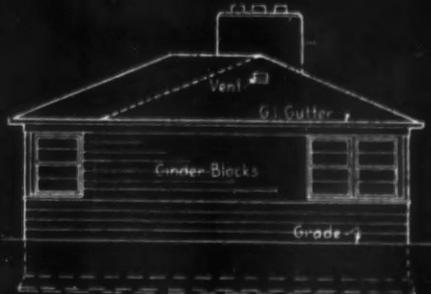
The heating system is gas-fired, forced warm air with the warm air supply delivered overhead. The cold air returns are under the floor and keep a supply of circulating warm air under the floor to assure against cold floors.

Kitchen has linoleum floors and counter tops. You will notice that provision has been made for plenty of electrical outlets at the counter level in the kitchen. There are also more than adequate outlets throughout the house to accommodate not only a flood of good light but many of the new electrical gadgets which will come on the market in greater numbers in the postwar period.

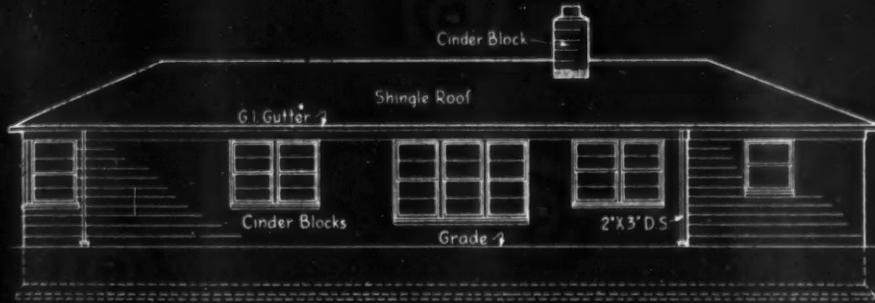
17'-0"
11'-6"
2'-8" 2'-10"
20'-8"
17'-0"
3'-6"



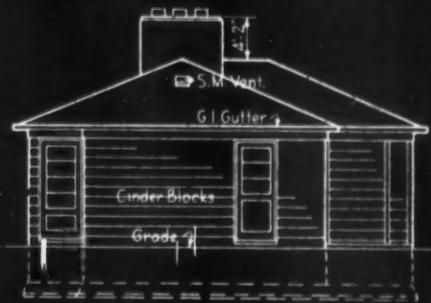
FRONT ELEVATION



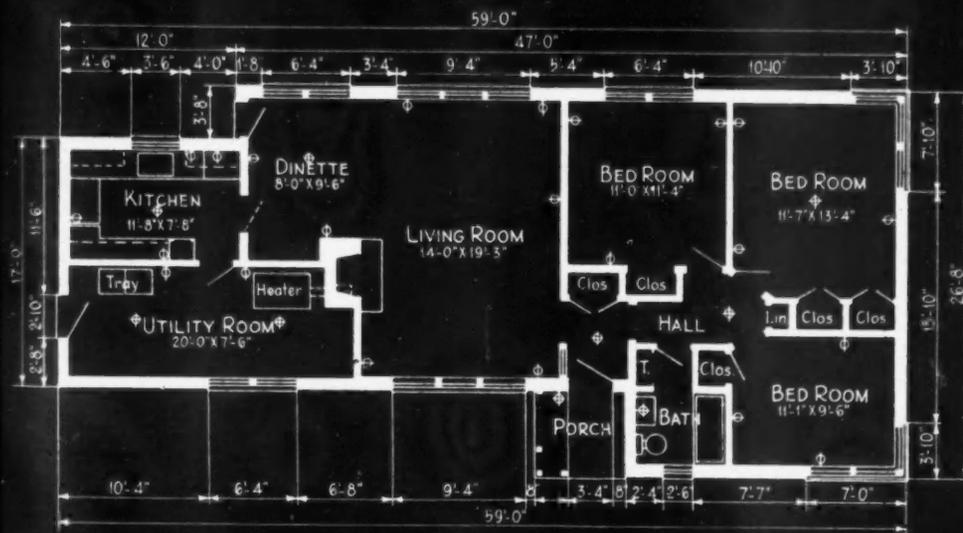
RIGHT SIDE ELEVATION



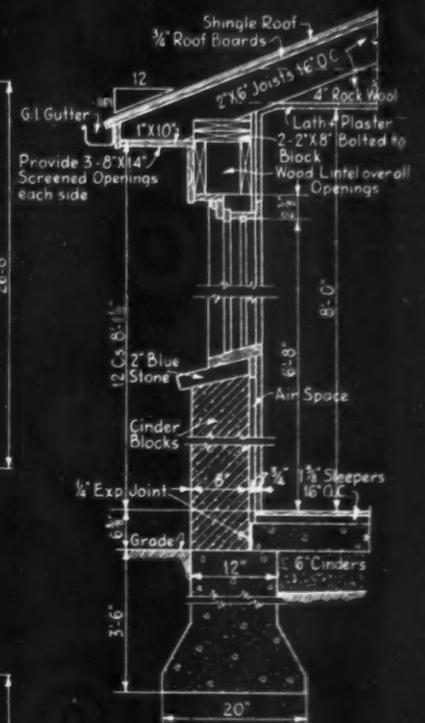
REAR ELEVATION



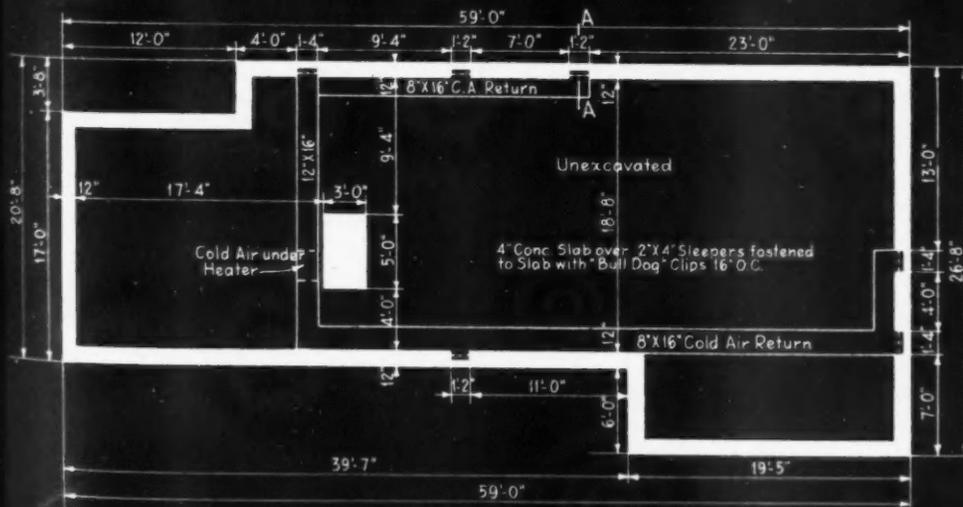
LEFT SIDE ELEVATION



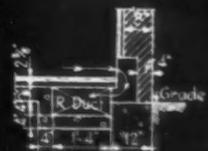
FIRST FLOOR PLAN



WALL SECTION



FOUNDATION PLAN



SECTION A-A

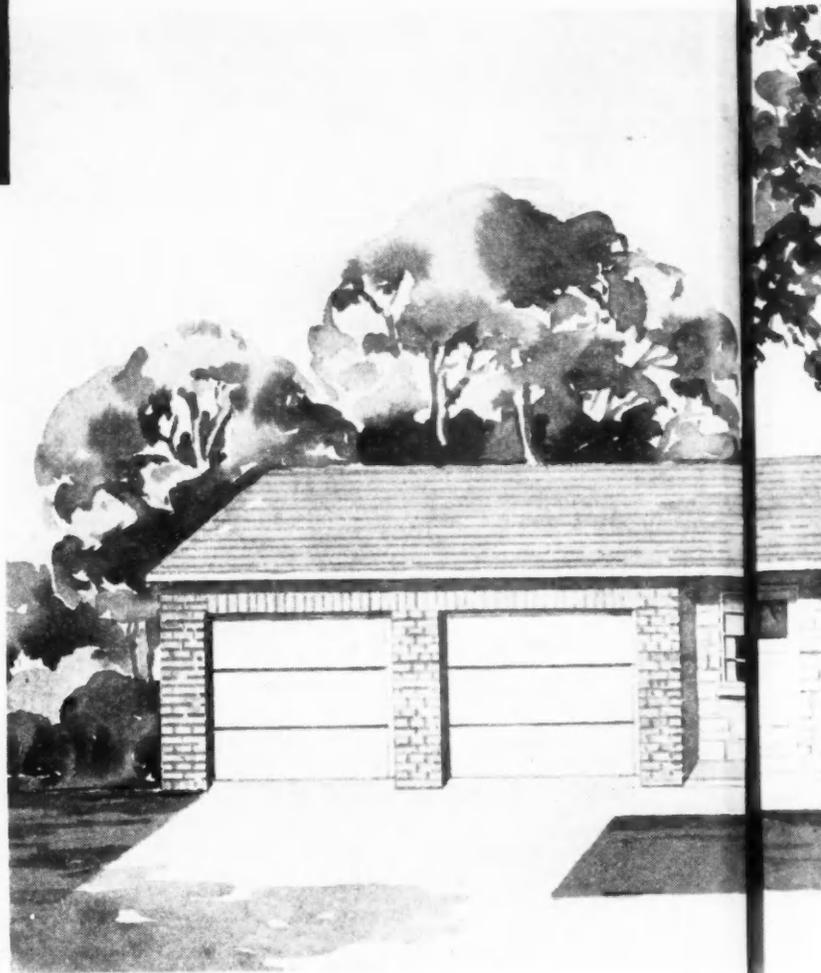
HOUSE NO. 7

Modern Colonial For New England

Worcester builder has plans—and orders—which will continue the evolutionary trend by a modernized version of a traditional style



AMES AKSILA, builder of Worcester, Mass., plans modern Colonials.

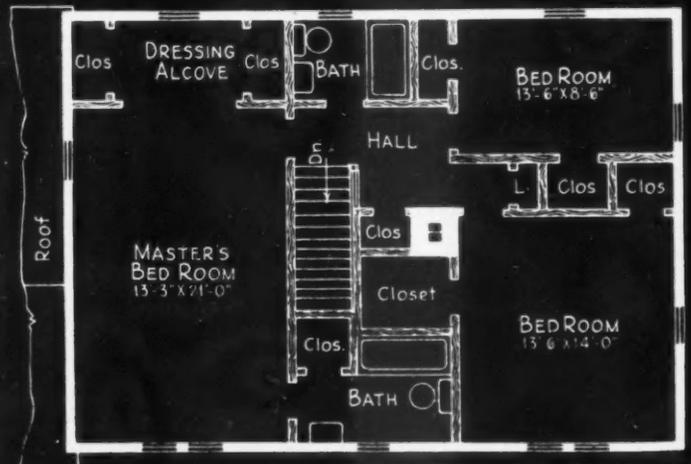


THE second floor plan shown below is conveniently arranged, commodious, and would serve a large family well. There is an abundance of closet space, a dressing alcove, and two bathrooms.

NEW ENGLAND, with the rest of the country, is looking forward to a boom in home building and an advance in housing design. But here, too, progress means evolution and not revolution. Modern may reign, but modernistic is taboo.

Take, for example, this definitely stylized home to be built by Aksila in the Worcester, Mass., suburbs. The old familiar and beloved lines are there but there has been brought to them a new spaciousness and expansion, as by the use of corner windows in several spots throughout, and by the long living room made still longer and more livable by opening onto the terrace and garden beyond. Kitchen and laundry front on the street side, and the three bedroom home (plus maid's room) has the advantage of three and one-half baths.

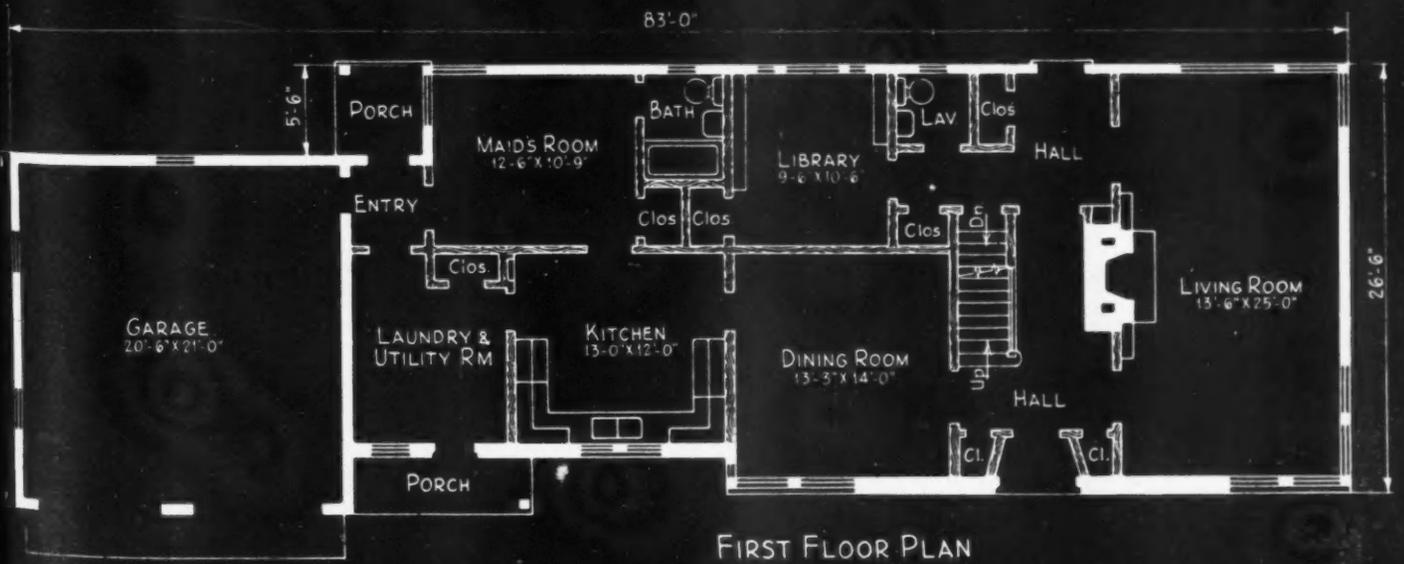
The house line is perfectly extended by provision of a two-car garage, with entry from the house itself. Use of the utility room for storage purposes is plentifully complemented by the several ample closets on the first and second floors. The maid's room is conveniently located in the service portion of the house, and has its own entry and porch.



SECOND FLOOR PLAN



THIS DESIGN ABOVE, good for wide, shallow lot, is to be built in Worcester, Mass., by Ames Aksila. Note how use of corner windows, with horizontal lines, long living room opening onto terrace, and two-car garage give this modern Colonial design perfect lines.



FIRST FLOOR PLAN

KITCHENS

Will Be
Builder's Best
Selling Tool



ABOVE is corner of a cheerful kitchen, with sink built under casement windows opening outward on attractive view. Here is much continuous work space.



AN unusual feature of this modern kitchen is built-in seat, under window, over which may be pulled swinging trays for breakfasts or midnight snacks.

98



THIS kitchen contains a much-wanted feature—a U-shaped plan, to eliminate extra steps, with continuous working space. There is a ceiling ventilating fan over stove.

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HERE are shown two preferences for postwar kitchens—a double-compartment sink with the work surfaces, and larger windows to give increased light.



CORNER windows flood this kitchen with day-light. Indirect lighting behind counter boards.

NOTHING has more influence on the salability of a house, from a woman's standpoint, than an attractively modern, conveniently arranged kitchen.

Shown here are six kitchens illustrating some of the features most wanted by women in their postwar homes. Convenience, which means step-saving and time-saving planning, is of paramount importance. But there are other features almost as essential—easy-to-clean surfaces, more daylight, indirect lighting over work counters, and a convenient spot for breakfasts, lunches, or midnight snacks.

The kitchen is the room in which the housewife spends many of her daytime hours; therefore, careful planning and every convenience should be added for ready sales.

A PLACE to rest or read, and dining facilities nearby, are features to delight any housewife. The kitchen itself is small and compact.



This Magic Unit Will Help Sell Homes—It Washes Clothes and Dishes



CONVERTING Thor Automagic from clothes to dish washer takes less than 1½ minutes.

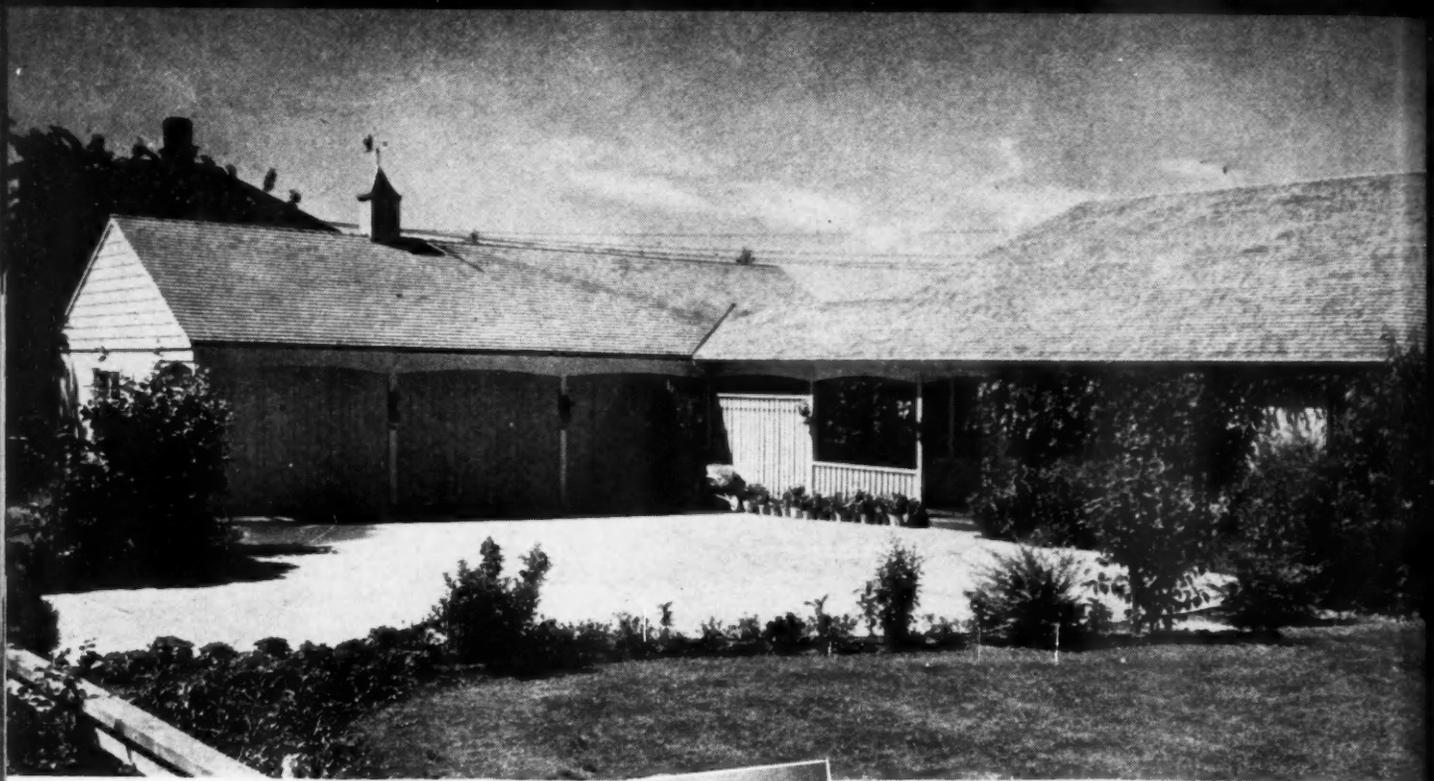
Added Sales Glamour for New Home

A VERSATILE piece of kitchen equipment which will be an added sales feature in postwar kitchens is the Thor Automagic washing machine, to be made available after the first of the year by the Hurley Machine Division of the Electric Household Utilities Corp., Chicago. Combining a clothes and dish washer in a single unit, this machine will have one set of separate inner tubs and agitators for each job, the heaviest piece to be lifted weighing only 14 lbs. The change from one operation to another is easily made by lifting out one tub and setting the other in place.

The washer will first be produced as a portable unit, and later as a sink combination for permanent installation.



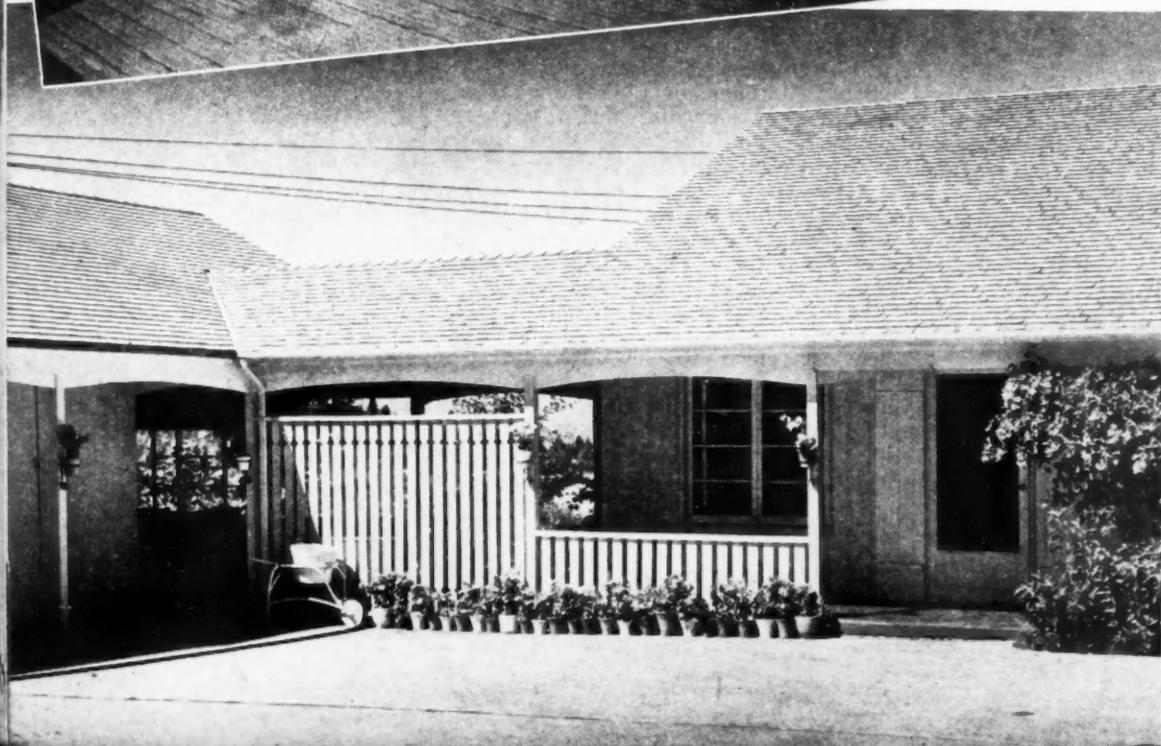
AFTER converting to dishwasher; wire basket holds many dishes, washes quickly.



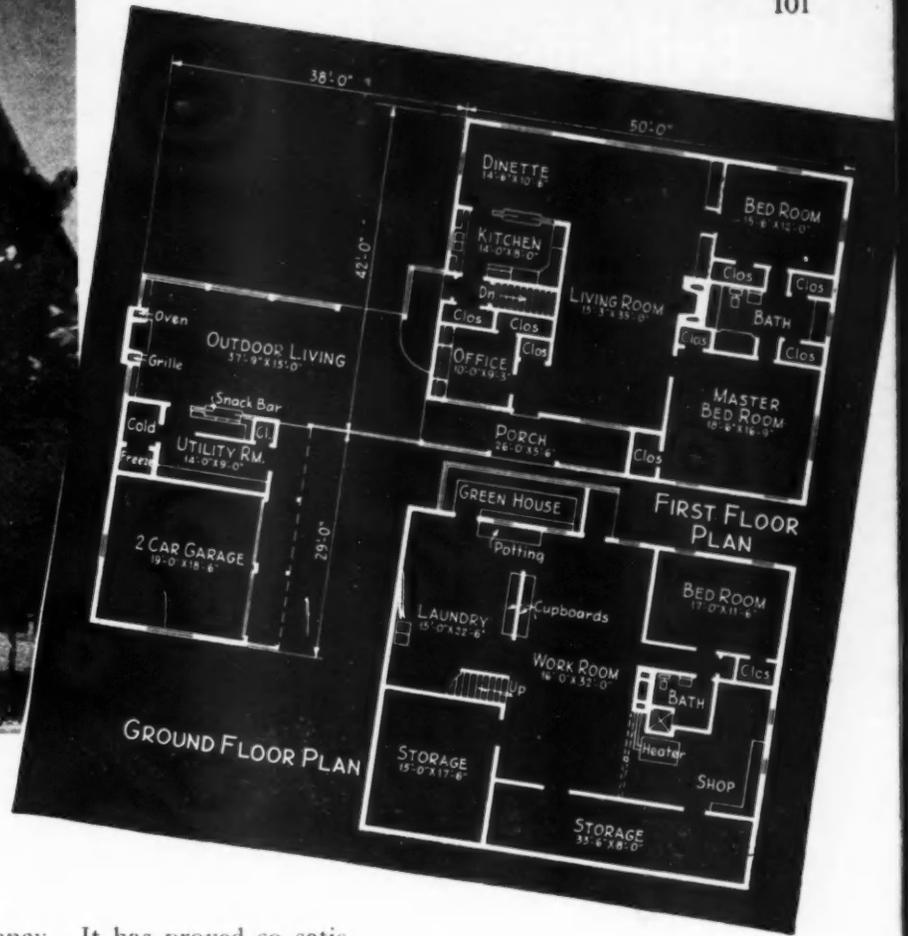
A Builder Builds

E. J. Beardsley, prominent designer and contractor of Seattle homes, sets an inspiring pattern for postwar gardened home building in his own suburban home at Bellevue, Washington.

LIVING ROOM is 15 by 35 feet with dining ell 10 by 15 ordinarily, but extensible to 10 by 30 feet.



SLOPING site permits full daylighting of lower floor along garden front. Upper windows command view of well-cultivated valley.



Plans for Himself

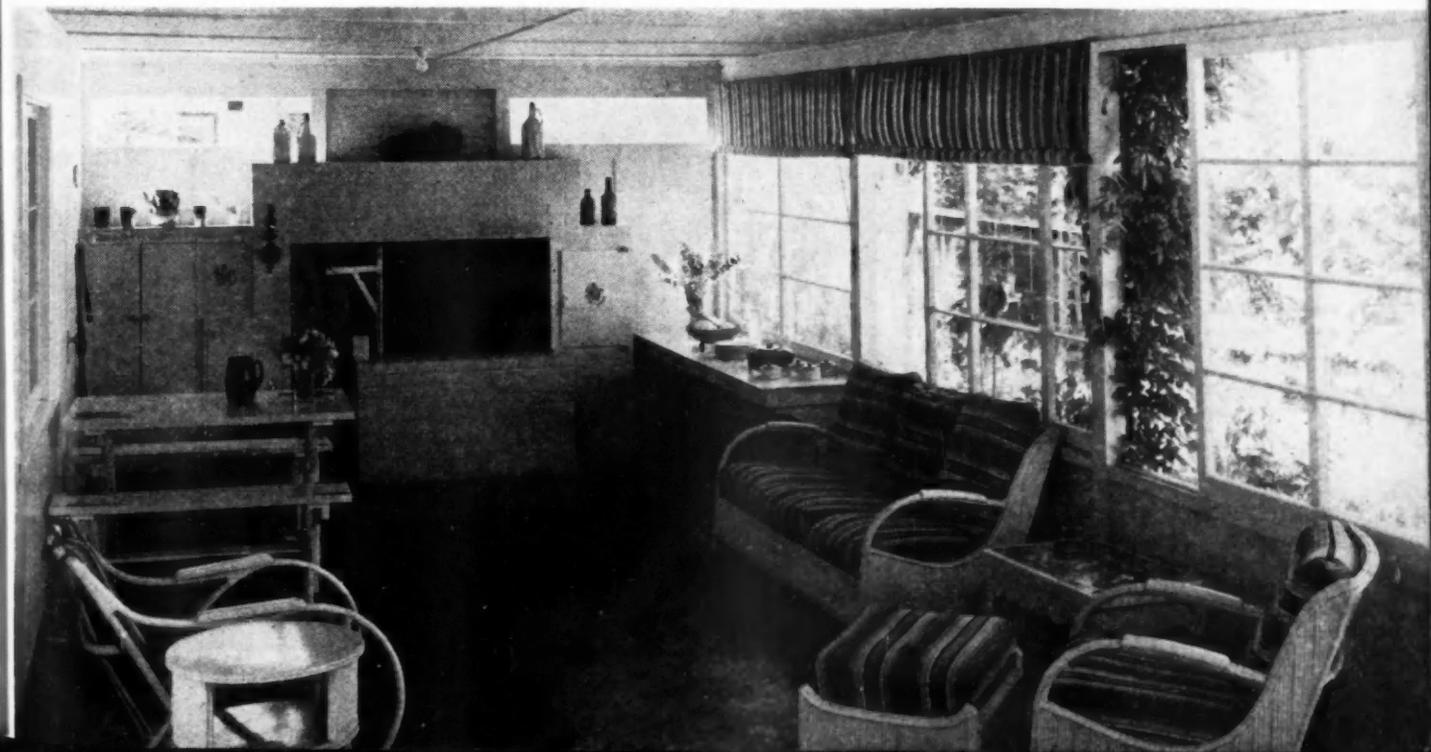
HERE we see what a creative builder man does when working for himself and his own family. E. J. Beardsley, an architecturally trained builder with many of the finest of Seattle homes to his credit, selected a fertile five-acre tract in suburban Bellevue, east of Lake Washington and, just before the wartime housing restrictions went on, put up this comfortable modern gardened home for his own

occupancy. It has proved so satisfactory that a large development of similar "small country estates" is now being planned by Mr. Beardsley for postwar building.

The house appears to be a one-story ranch style building, from the courtyard side, but the slope on which it is built allows for a ground floor, with bedroom and bath, work and hobby room, and a greenhouse leading directly to the garden.

THE house proper has a compact plan, with cooking, dining and lounging facilities also available in the room for outdoor living which connects the house with the utility room and garage wing.

THE barbecue porch serving as a screened breezeway between house and garage has sliding windows, wood-burning fireplace grill and snack bar.

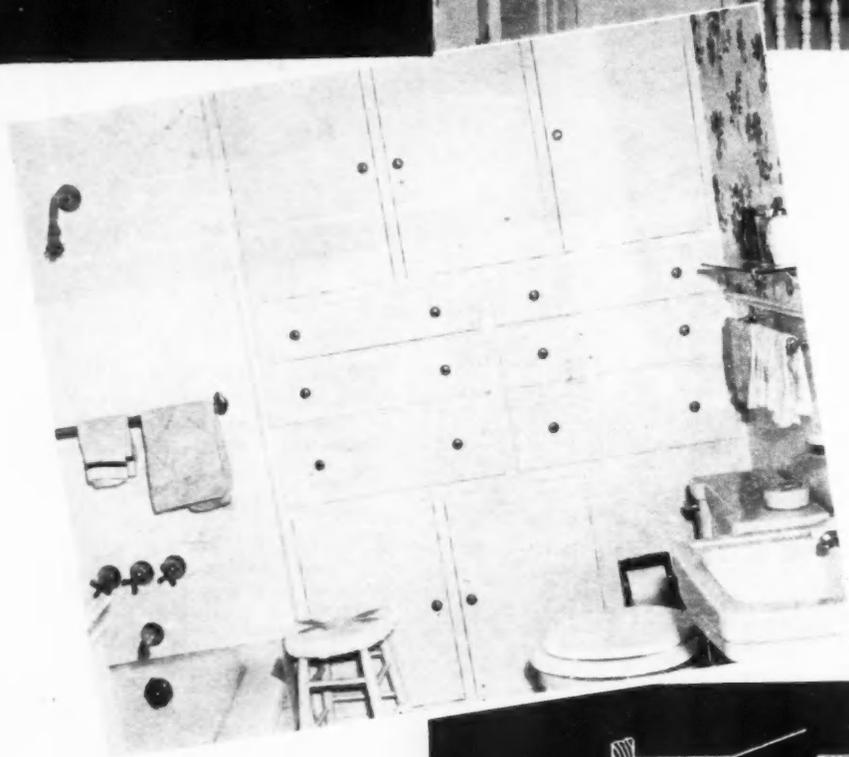
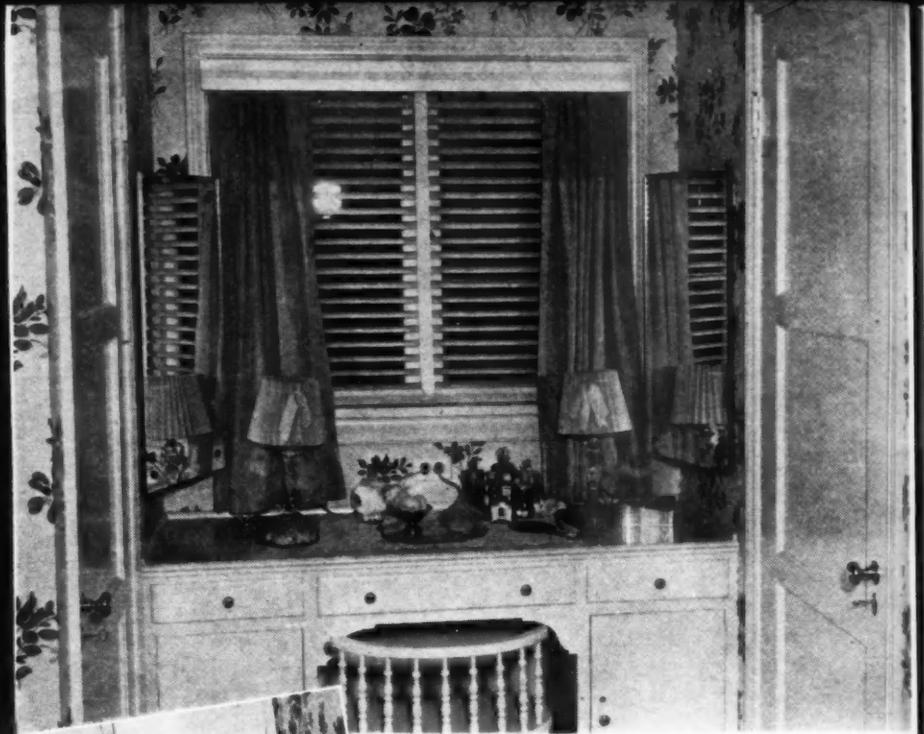


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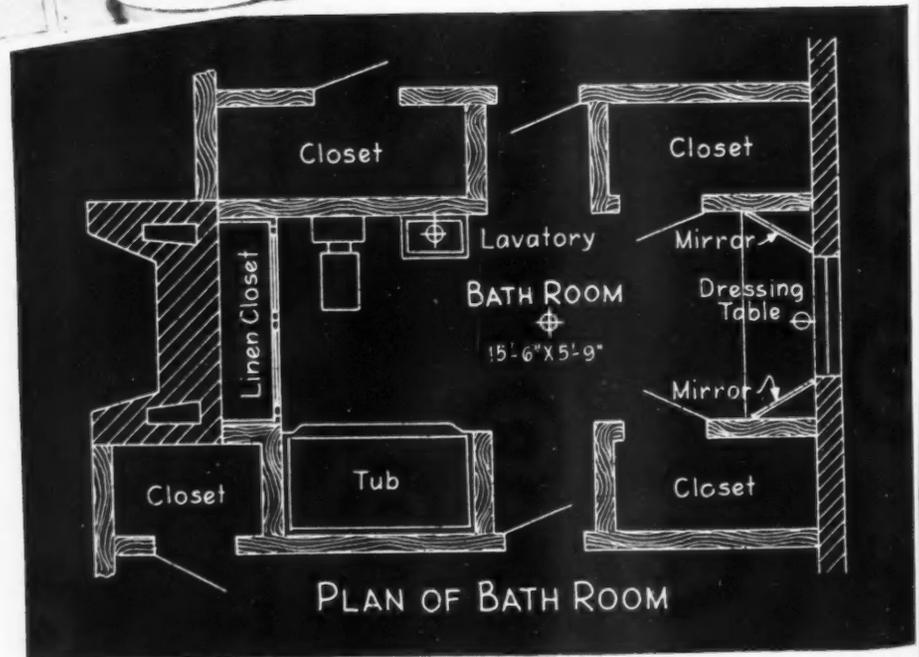
Built-ins in the Bath Give the Beardsley Home Livability



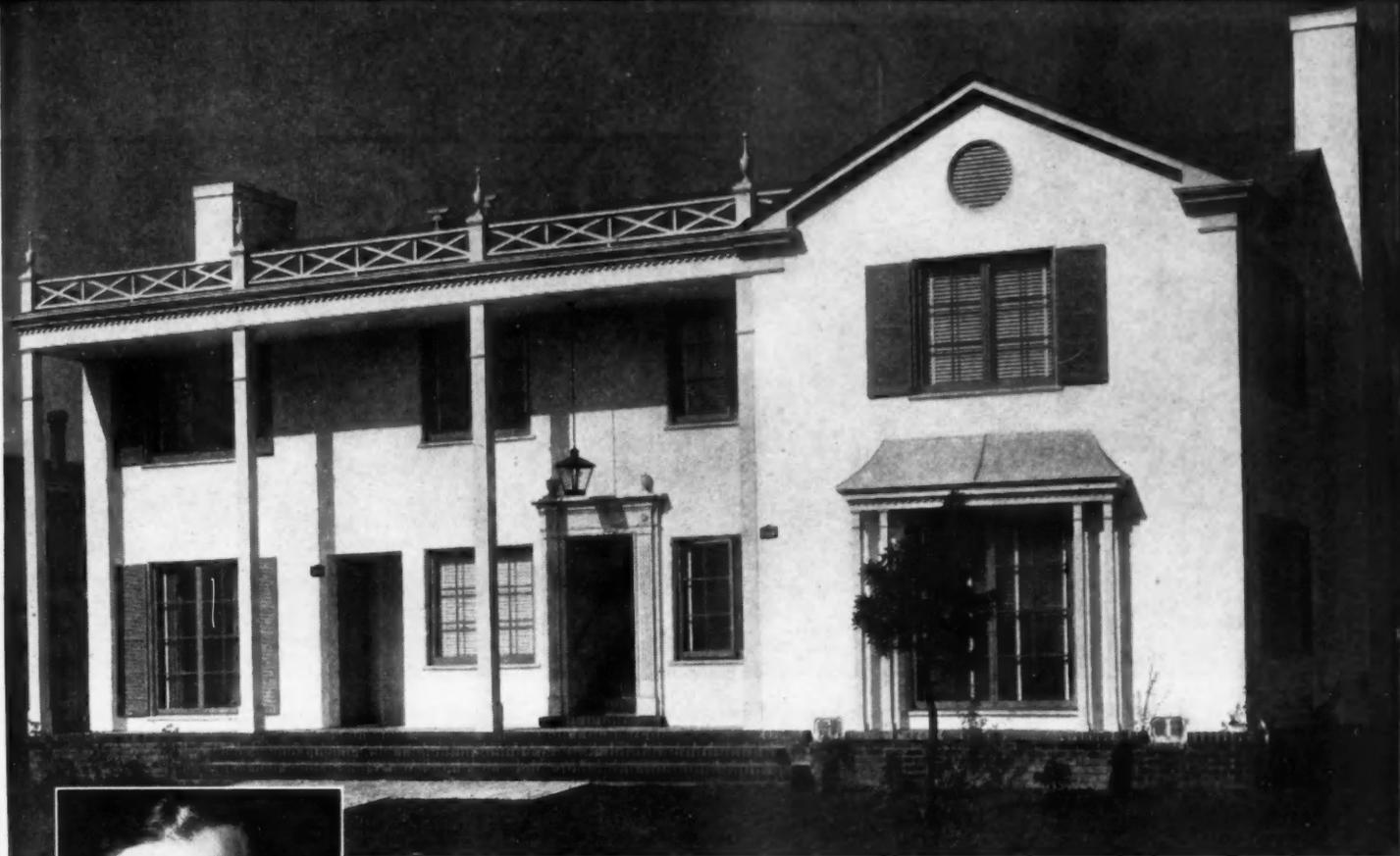
ADDED comfort and convenience are found in the modern bathroom of fairly generous dimensions, when it is equipped as a dressing room as well. In the E. J. Beardsley home at Bellevue, Wash., such a private room has the window end developed with a built-in dressing table and corner mirrors, while at each side is a large clothes closet. The other end of the room, with the regular plumbing fixtures, has a full wall of built-in cabinets and drawers for towels and bathroom supplies. The entire space taken for this master bath and dressing room is 8 by 15 feet.

AT TOP: Attractive built-in dressing table, with window above, is flanked by closets to give additional convenience. **ABOVE:** Built-in drawers and cupboards for linens and other supplies cover opposite wall of bathroom.

RIGHT: This well planned bathroom is, in reality, serving as two rooms, since one end of it is given over to built-in dressing table with side mirrors, and two closets. Tub is recessed, and cabinets are built in at other end.



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HENRY DOELGER

THIS stylized four-family apartment is one of 25 built to provide rental housing for war workers.

Good Design Places Doelger Homes in Lead

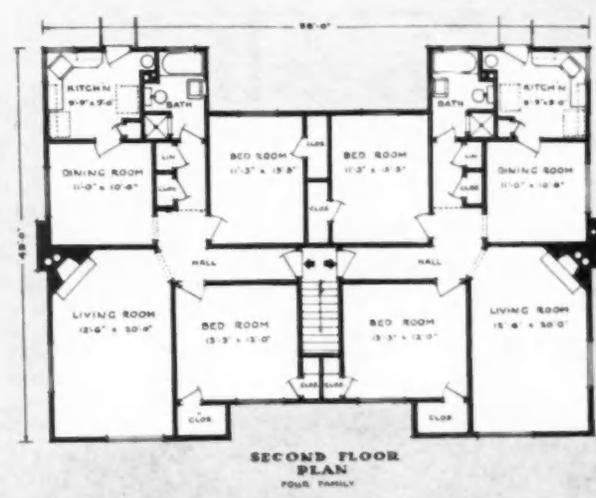
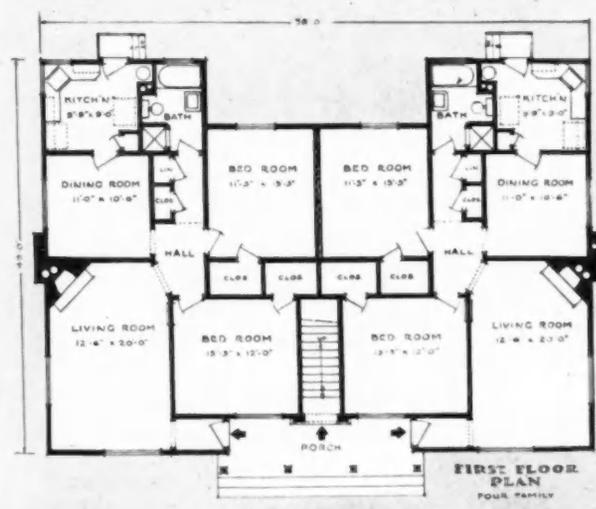
By Francis L. Newton,

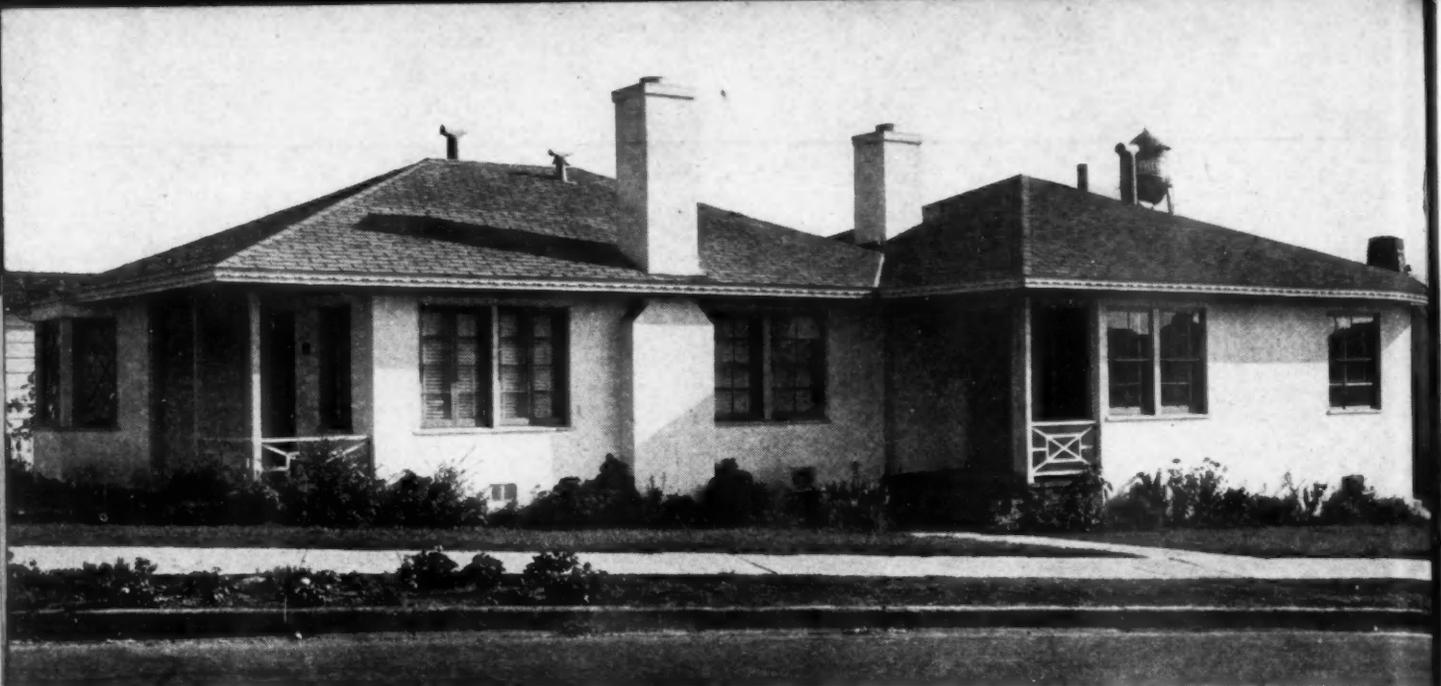
Executive Secretary, Associated Home Builders of San Francisco

ONE of America's foremost home builders, and the man who first recognized the opportunity to reclaim hundreds of acres of San Francisco's shifting sand dune sections by building on them thousands of row homes, is Henry Doelger of San Francisco.

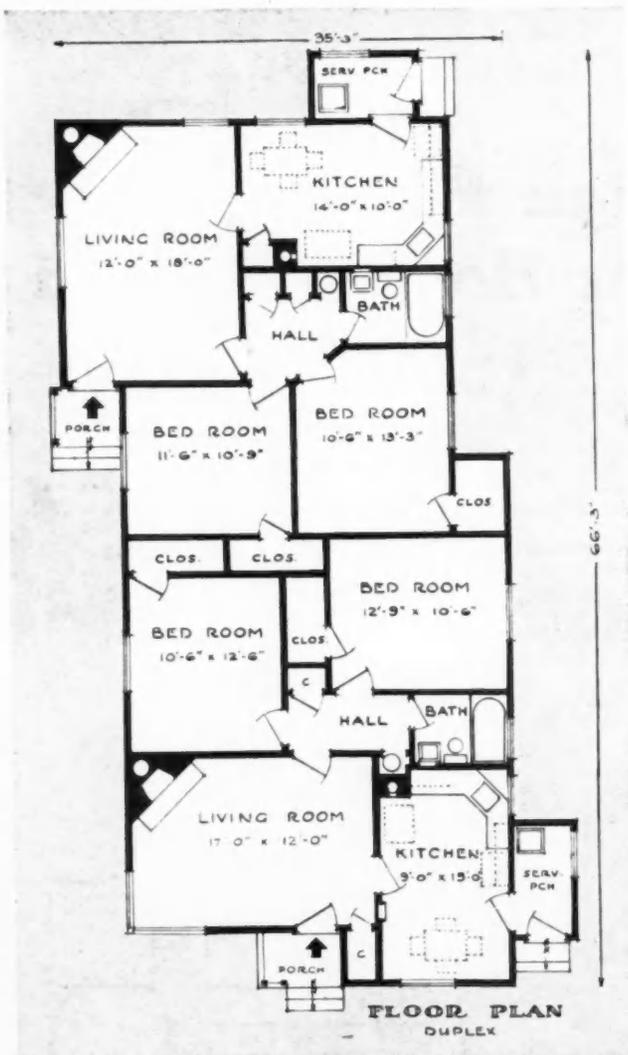
His planning experts, architectural staff and engineers are now at work on a project of over 4000 homes for this site. Present plans contemplate a self-contained com-

Western home builder combines architectural beauty, efficient construction methods, to produce attractive American communities





TWO-family one-story duplex built in Oakland to accommodate war worker families. Under Title VI program Doelger built this type for 300 families



TWO-family one-story duplex built to house over 300 war worker families in Oakland. These units are built mostly on scattered lots throughout Alameda County and are of the low roof bungalow type with fireplaces, tile baths and separate entrances.

munity. Homes will range in size and price from about \$8,000 up to luxury residences costing from \$15,000 to \$25,000.

In planning his huge project, Doelger is laying out areas for commercial and shopping districts, recreation centers, schools, churches, theatres and all of those functions that go to make up self-contained community life today.

During the last three years of California's intensive war worker home construction, Henry Doelger has completed \$15,250,000 of new construction in the San Francisco Bay area, totaling 2,400 family units in single-family homes, flats, duplexes and four-family apartments.

While still engaged with several Army and Navy contracts, including road building in Northern California for the Army, Doelger undertook construction in Alameda County of four-family apartment units to accommodate over 100 families.

He installed a completely equipped cutting and corporation yard on the east side of the Bay, producing the four-family units in record time. The units were built on 50-foot lots with generous set-backs and were



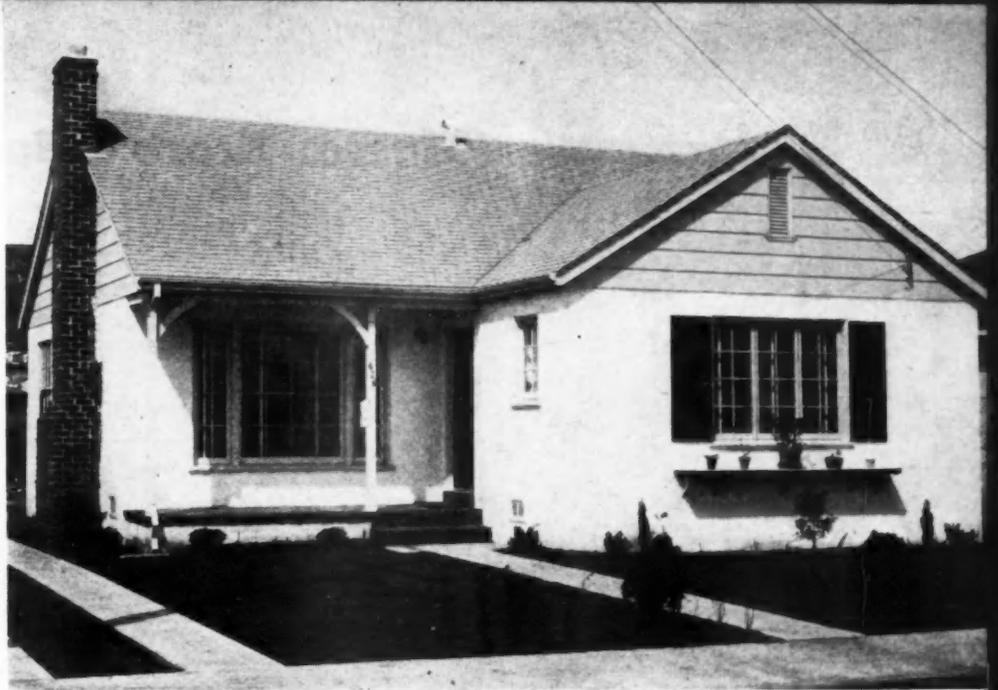
DIVERSIFICATION is shown in row of war worker apartments.

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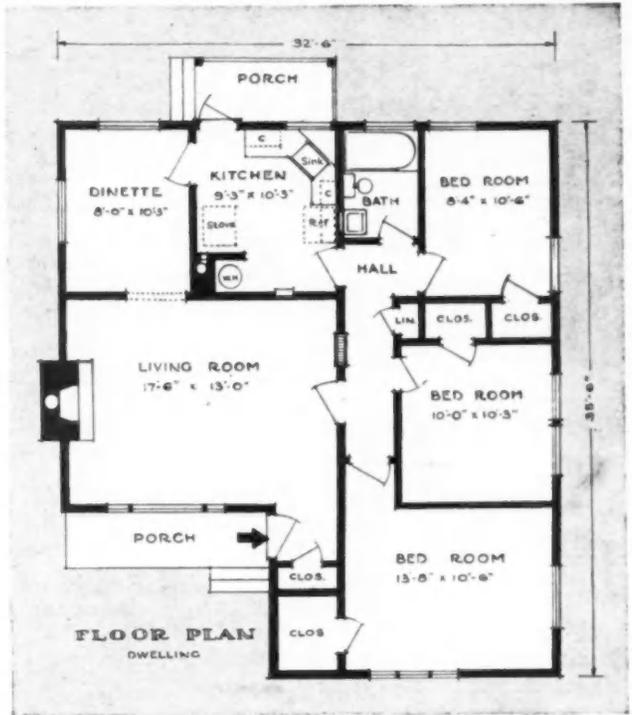
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Henry Doelger, Prominent California Builder, Plans 4000 Home Self-Contained Community Project. His Increased Cutting Yard Facilities and Transportation Fleet Speed Work



THIS 3-bedroom single family dwelling is one of 200 such homes built in Mayfair Village.



of the two-story type with separate entrances for lower floor apartments. They were built to rent at \$55.00 per month including garden upkeep.

While still engaged in completing this program, Doelger started construction of several hundred San Francisco row homes, as Title VI priorities were allocated for that city by NHA. These homes, all of individual architecture and varying floor plans, were of the two- and three-bedroom type.

Doelger has kept this program rolling over the last three years, even while engaged in building in other sections about the Bay. He has completed, during that time, in San Francisco, single-family Title VI units both for sale and for rent to accommodate 1200 families.

He followed up the completion of his Alameda County four-family units with the construction of single-story duplexes for rent for over 300 war worker families.

These units are built mostly on scattered lots throughout Alameda County and are of the low roof bungalow

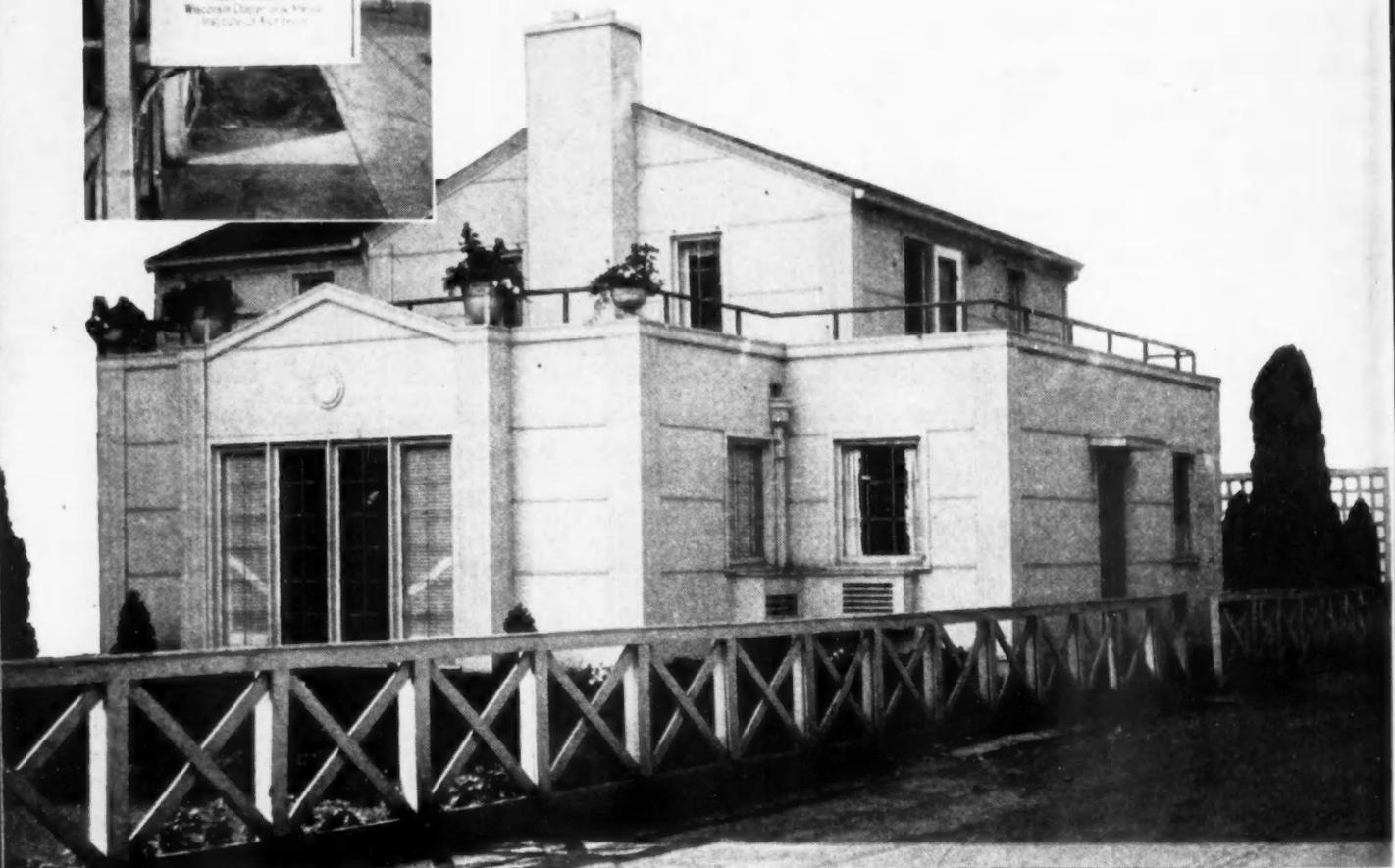
(Continued to page 166)

PART of the vast fleet of transportation units Doelger has built up to match his construction progress with housing requirements.



"Boston Store" Boasts A Permanent Mo

You Are Cordially Invited to visit
Boston Store
ALL ELECTRIC HOME
 done in
Contemporary Modern
 OPEN MONDAY
 Through Saturday 10:00-9:00
 Sunday 11:00-9:00
 1100 Wisconsin Chapter of the Electric League of Milwaukee



WELL SET BACK on a deep lot, flanking the store's property, the exterior shows outdoor, summer living room on roof of wings.

THE Boston Store in Milwaukee has paid a fine tribute to the home building industry. By building a full sized, permanent house on a lot adjoining its store, the management shows that it believes a model home is the best "display case" for new furnishings and equipment.

The judgment of the management has been fully vindicated not only by the traffic through the house (over a million in the first year) but also by the large volume of direct merchandise sales traced to the house.

The house was designed by Architects Alexander H. Bauer and Leigh Hunt for the Wisconsin Chapter of the A. I. A. in co-operation with the Electric League of Milwaukee.

Greek Revival is the style of architecture in which this plan is dressed.

A feature of the house is the service room adjoining the kitchen; air conditioned, with electric laundry equipment grouped to save steps and make for peak accomplishment.

Newly decorated and furnished every six months, it has become the Milwaukee store's furniture-display feature.



BASEMENT PLAN

FIRST FLOOR PLAN

ent **Model Display Home**



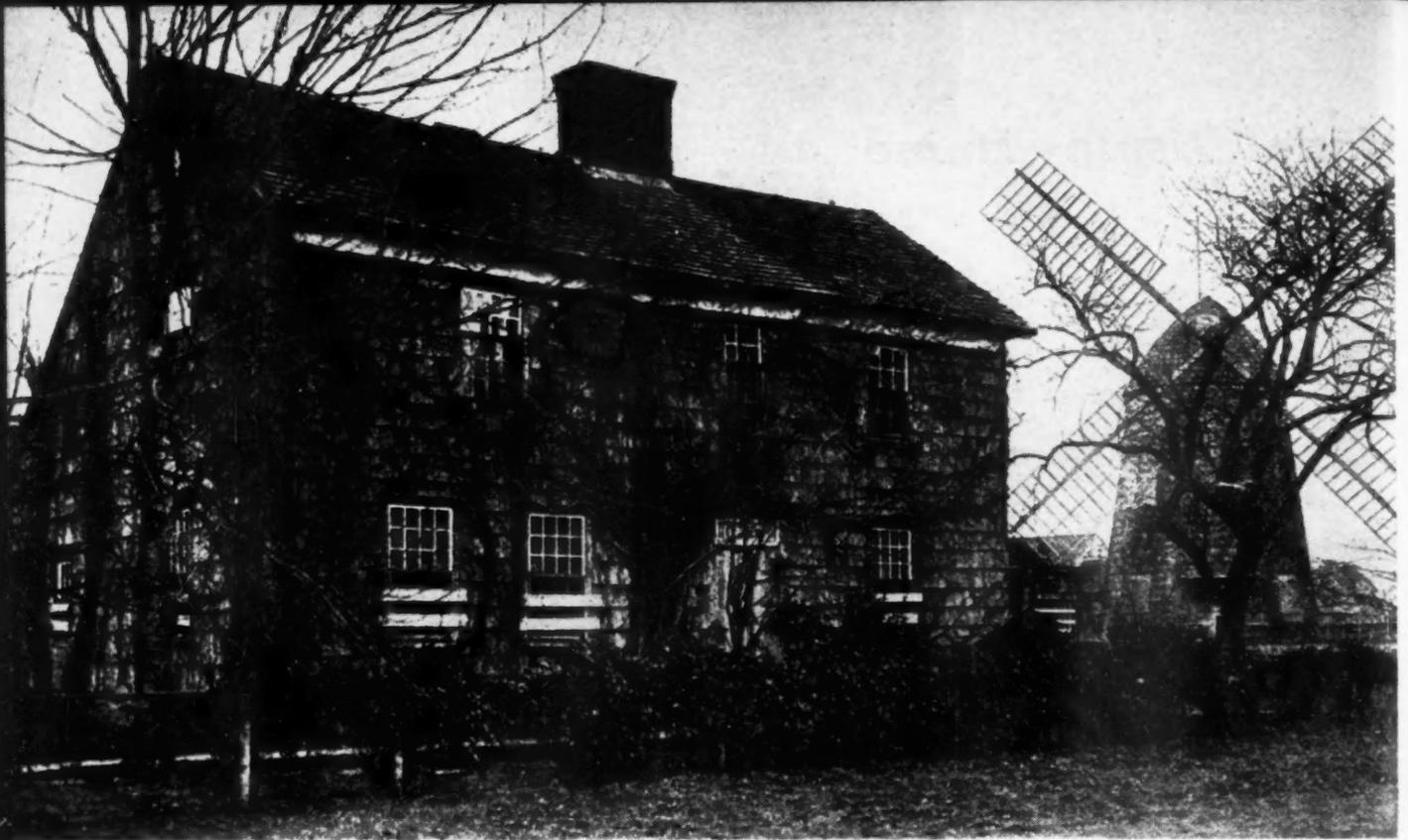
WHITE louvered doors replace the usual draperies at such a huge window in the living room of a model home. Walls are blue-green with white ceiling and woodwork. Twin sofas are advantageously shown in this attractive, uncluttered setting, placed face to face.

CONTEMPORARY in period and formal in mood, the furnishings of this dining room complement the architectural style of the house. Tables have glass tops. Chairs are black, surrounded by gray walls. The large mirror centered on far wall above long, narrow table adds feeling of depth, reflects feature window opposite.

BOSTON STORE decorators assembled an interesting group of furniture for this corner of the library (above). The bookcase is full ceiling height, natural wood with a dark brown finish on the backboard of the open shelves. Photographs on these pages are by the *Milwaukee Journal*.



SECOND FLOOR PLAN



HISTORIC Payne Homestead, built in the New England Colonial style, sometimes called a New England Farmhouse or a Salt Box.

The Influence of the New England Colonial

Another in the series of "how houses came to be designed that way"

AMERICAN BUILDER in September started a new service to bring its readers a history of the early American styles in house design out of which has grown the pattern for our most loved and most popular house architecture—the Colonial style in its several variations.

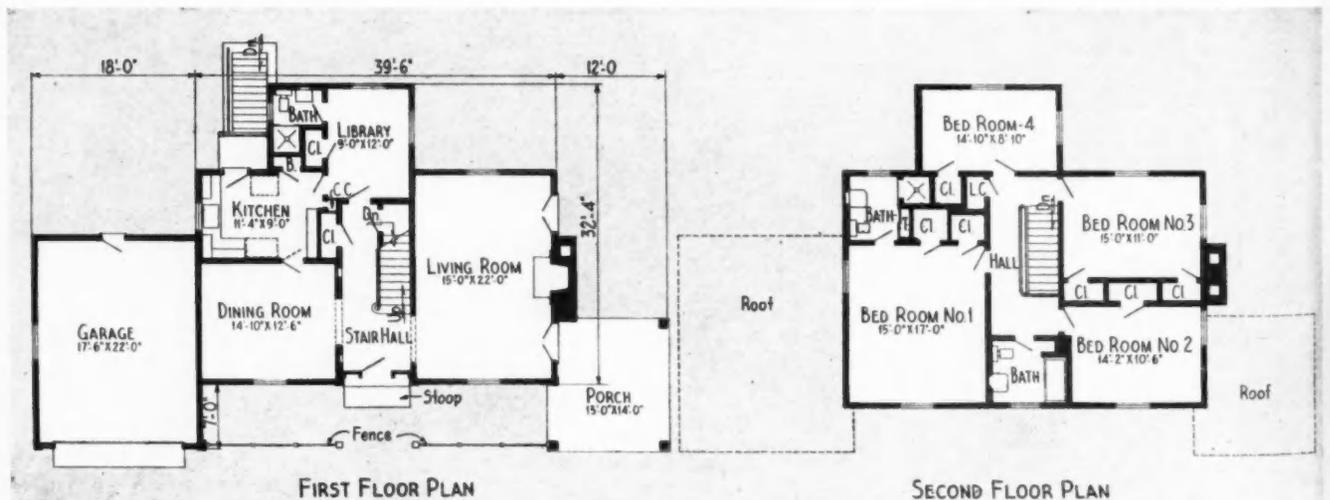
The series of stories is in the nature of a review of the book, "How

to Plan a House," published by the American Technical Society. The section devoted to the growth of a truly *American style* of house so appealed to the editors that they thought it should be handed on because of its value to builders in discussing design with their customers.

On this page is pictured the house usually referred to as the most au-

thentic version of the New England Colonial. It is the Payne Homestead where John Howard Payne wrote "Home Sweet Home."

In the September *American Builder* we saw how the entire family of Colonial houses descended from the English Georgian style, in high popularity in England at the time our colonists were able to get away from



GREATER LIVABILITY demanded in today's homes calls for three baths in this four bedroom Colonial.

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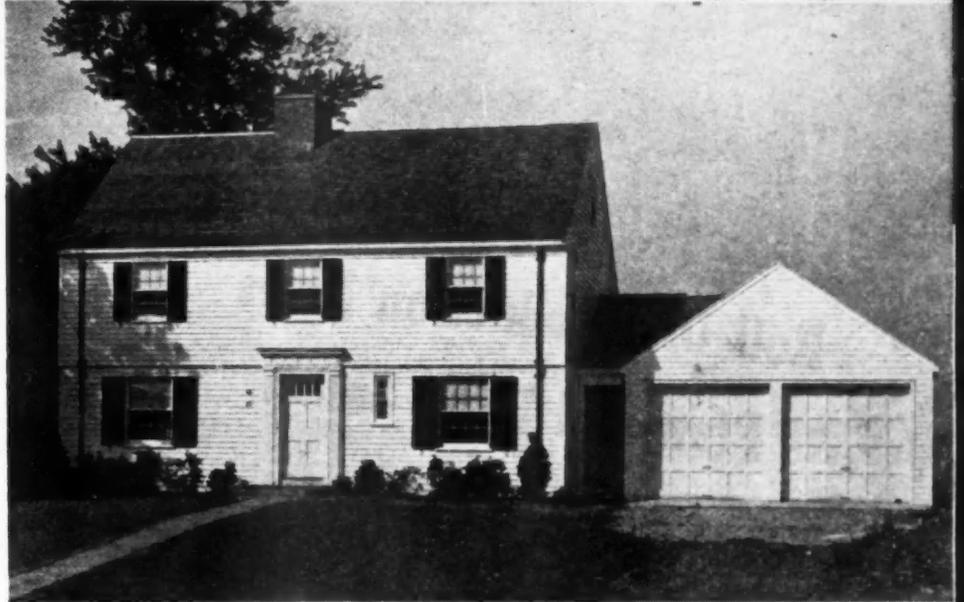
log cabins and start building better houses for themselves in America.

"The characteristics of this style are extreme simplicity and symmetry, the windows being grouped around the main entrance, which is almost always located in the center of the front with a window over it and the other windows at equal intervals on both sides of the center line of the doorway.

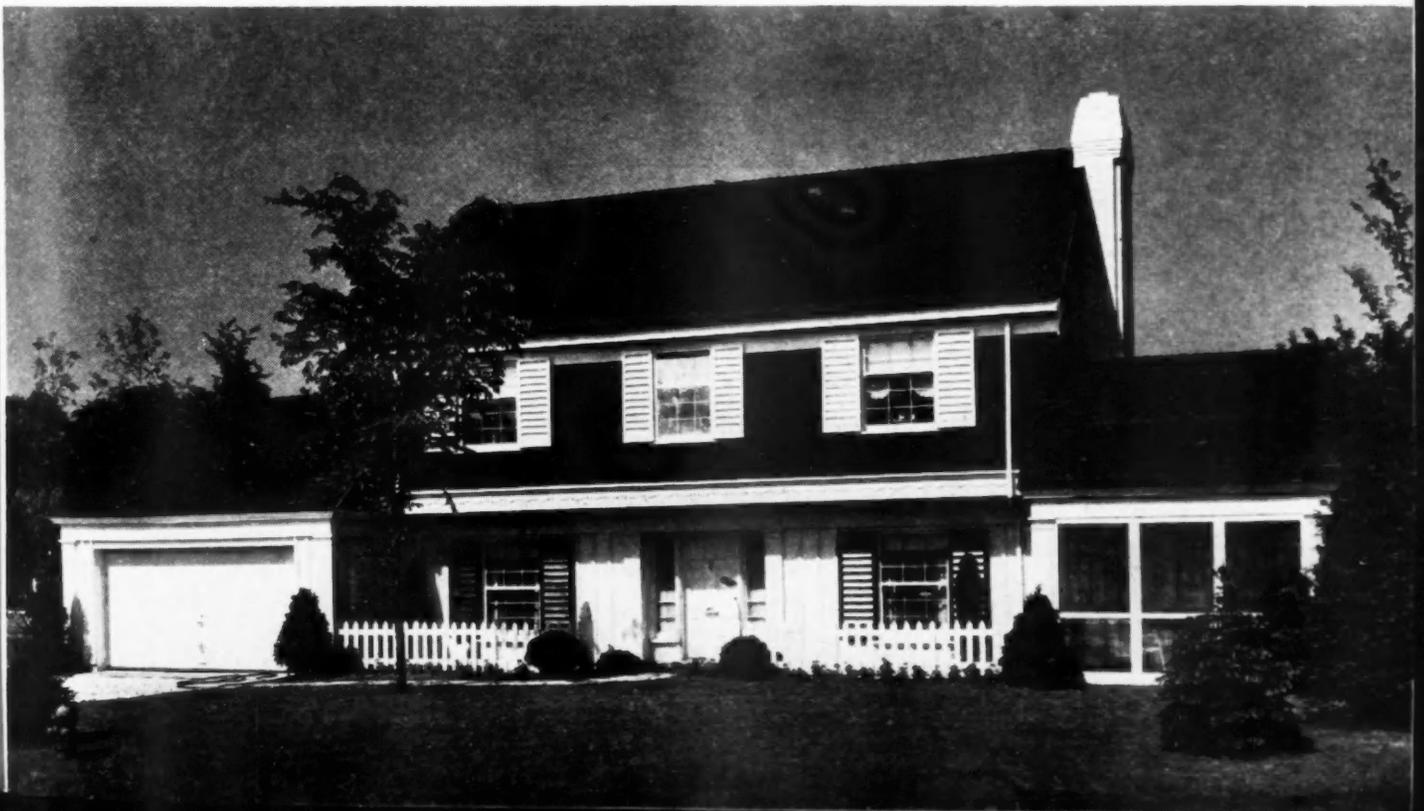
"The exterior walls are covered with rather narrow clapboards and the corners are finished with vertical corner boards. The eaves sometimes are finished quite plainly, with a fascia board and a hanging gutter. In other cases, they are finished with a small adaptation of a classical cornice of which the gutter forms a part, being concealed behind the fascia board and lined with copper or other sheet metal," reads a paragraph from the book, "How to Plan a House."

Careful comparison of the house pictured at the top of this page with the Payne Homestead opposite will show that this recently built house is almost an exact duplicate of this old New England Colonial. The fact that such duplicates spot the landscape all over the country is strong evidence that our fellow Americans even in modern times cling to the "symmetry and simplicity" of the Colonial in their taste in houses. This will be as true in the postwar homes as it was before the war.

The other two recent houses shown on this page hold to the lines of the New England Colonial except for the addition of a garage and enclosed porch.



TOP HOUSE is almost an exact duplicate of the Payne Homestead opposite. Houses above and below show close relationship to early Colonials.



Detroit Auto Dealer Looks Ahead



**Don't Wait For Cars to
Roll Off Production Lines
Plan and Build Sales
and Service Structures
NOW!**

THE first step in his program for sales and service of automobiles has been completed by George M. Taylor, president of Taylor's Inc., Dodge-Plymouth dealer in Detroit, Michigan. Taylor's Inc. has operated a Dodge-Plymouth dealership since 1932 and has been active in the retailing of cars and trucks for 32 years.

The section of the project illustrated is the service building, but when WPB regulations permit completion of the entire project, the firm will have service building, showroom and sales headquarters. Also included will be an

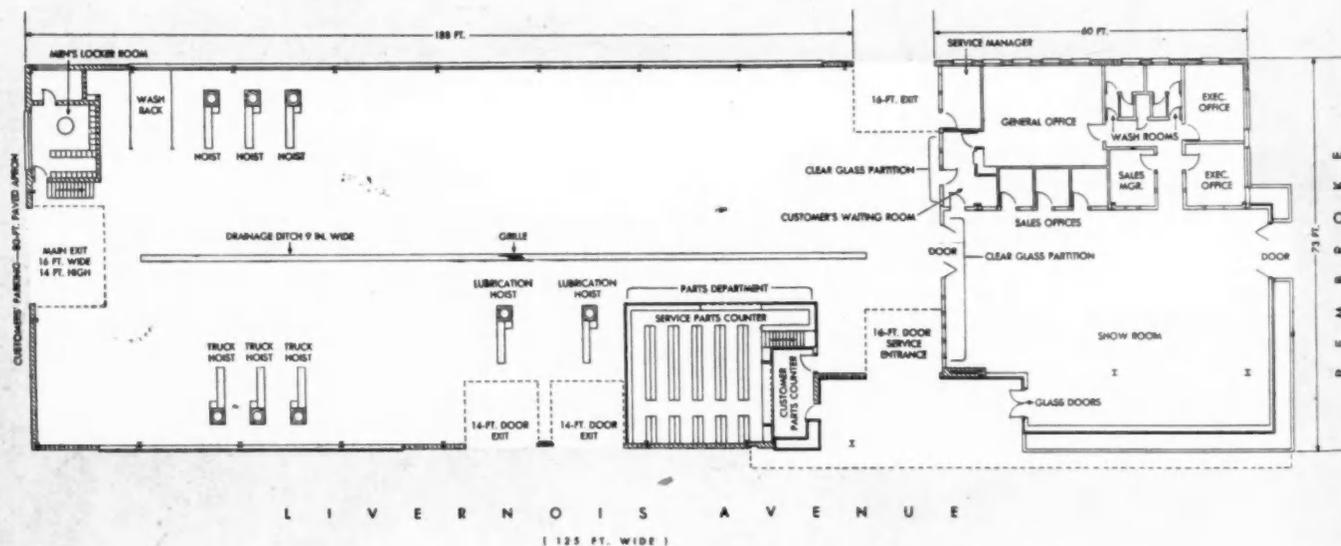
80-foot truck drawn Detroit placed

Fac structure there Three and e enters

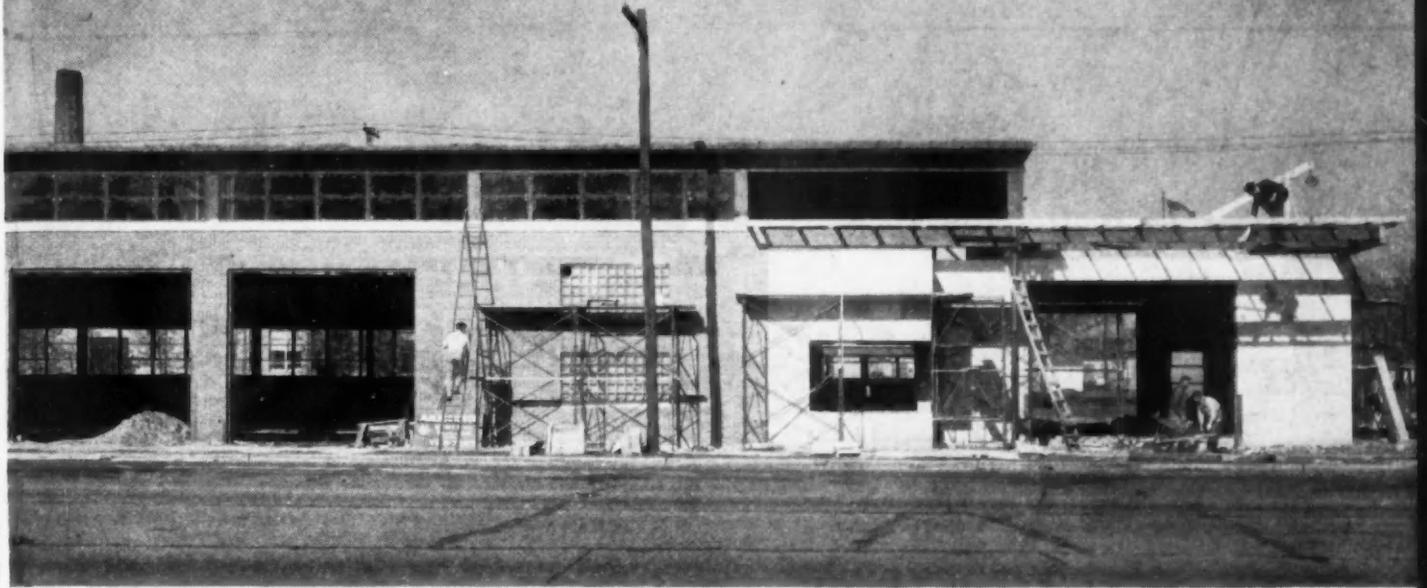
All an ov hung flood lights lor's. chani Wood

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MANY ideas for modern automobile dealers' headquarters are shown in this drawing of the building plan for Taylor's Inc.



PHOTOS left and above show workmen putting finishing touches on exterior of new service building for Taylor's Inc., Detroit.

80-foot concrete paved outdoor new truck display. Complete plans were drawn by Smith-Hinchman & Grylls, Detroit architects, and construction placed in charge of A. N. Hickson.

Faced with red brick and stone, the structure is reinforced with steel and there are no posts to impede traffic. Three wide doors permit easy entrance and exit of any size truck. Daylight enters from all sides.

All repair stalls are equipped with an overhead trolley, from which are hung extension cords and individual floodlights for each mechanic. The lights are of special design by Taylor's. There is a bench for each mechanic and each one is equipped with a Woodward bench light.

For quick disposal of water and dirt, a drainage ditch in the center extends the entire length of the building, covered by iron grating and flush with the floor. An underground exhaust system removes gasoline fumes from all sections of the service area. A special pit is installed for use in straightening frames and other heavy work. Heating is with individual steam radiators, each one equipped with an electrical steam generator of Mr. Taylor's own patent design.

The parts department is located directly opposite the new car showroom door and a parts display window faces on the street. The company concentrates on the wholesale parts business and will carry a large stock of parts for Dodge and Plymouth cars and Dodge trucks. In one section of the stock room is a unit repair shop for

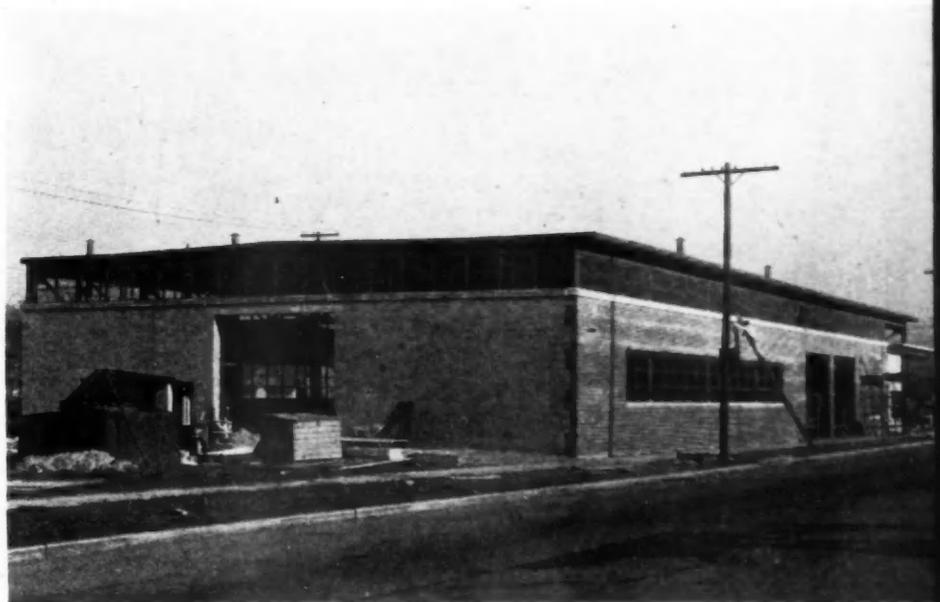
carburetors, starters, generators and other sub-assemblies.

The system of dispensing lubricating oil is unique. On a balcony overlooking the stockroom are five 250-gallon tanks for different grades of oil and the tanks are filled by a new air compression method to save time. Oil is dispensed by gravity through penstocks over a white enamel sink.

The showroom, to be added later, will include several innovations for the sale and display of new cars. Effective use of slanting glass will defeat reflection. The display room will be

set back 20 feet from the street at the north end so that approaching traffic has a better view of the cars on the floor. From the showroom the entire shop will be visible through a glass partition.

When construction began on this service building, the Office of Defense Transportation urged speed in construction in order that demands could be met for service on trucks and a large number of cars in essential wartime transportation. The adjoining sales office and showroom are to be added when conditions permit.



VIEW of building showing oversize door for entrance and exit of largest trucks.

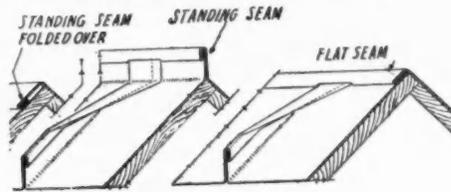
HANDY NOTEBOOK WORK SHEETS

American Builder JOB HELPS Prepared by Dave Smith

Builders' short cuts, time savers and how-to-do-it ideas for use in office or on the job. A continuing editorial feature appearing monthly. Sheets or notebooks are not for sale or available in any other form.

HOW TO FINISH RIDGES OF A STANDING SEAM ROOF

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



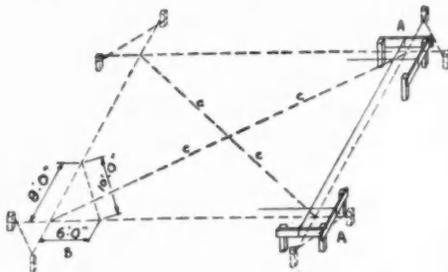
Ridge or Hip Details

There are various ways of finishing the ridge or hip of a standing seam roof. Pans from the two sides can be brought up beyond the ridge, $\frac{1}{2}$ " higher on one side than on the other, and a standing seam formed along ridge. If desired, this seam can be folded down flat as shown on left. The standing seams of roof slopes are turned down as they approach the ridge and folded into ridge seam. Ridge and hip standing seams are generally finished same height as those on the roof slopes.

In place of a standing seam, flat-lock seams can be used on a hip or ridge. Here roofing seams are turned down flat in the same direction as seams are formed and folded in with the ridge seam. On one side flattened standing seams run into the ridge seam, and from the other they are carried over the ridge and down into ridge seam. Care should be taken that there shall be no continuous runs of lead exceeding 8 ft. on ridges, hips and gable ends, and joints between lengths should be loose-locked or lapped at least 4".

HOW TO LAY OUT A FOUNDATION

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



Staking out a foundation is probably routine to most of the readers of this column, but many returning Army engineers or Seabees planning on following house construction will find this helpful.

After determining the distance back on the lot from street line where the house is to set, drive two stakes parallel to the lot line to establish "A-A." Run one line at right angles to the first and check by triangle "B" which is 6-0 on one leg, 8-0 on the second, and 10-0 on the third—the hypotenuse of the triangle. After running all four lines, get a cross check from opposite corners with a tape line, for when lines "C-C" are equal, the foundation will be square. Batter boards "A-A" can be set at all corners so that line can be stretched only when in use and reset at any time when needed until this part of job is completed.

HOW TO FIGURE COVERING CAPACITY OF MORTAR AND STUCCO

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

AREA COVERED BY ONE BARREL OF CEMENT IN VARIOUS MIXES

MIX		THICKNESS OF COAT				
Parts by volume		$\frac{1}{4}$ in.	$\frac{3}{8}$ in.	$\frac{1}{2}$ in.	$\frac{3}{4}$ in.	1 in.
CEMENT	SAND	Sq. Ft.	Sq. Ft.	Sq. Ft.	Sq. Ft.	Sq. Ft.
1	1	266	177	133	89	66
1	$1\frac{1}{2}$	336	226	168	112	84
1	2	404	270	202	135	101
1	$2\frac{1}{2}$	472	314	236	157	118
*1	3	542	362	271	181	136
1	$3\frac{1}{2}$	612	408	306	204	153
1	4	682	455	341	227	171

AREA COVERED BY ONE CUBIC YARD OF SAND IN VARIOUS MIXES

MIX		THICKNESS OF COAT				
Parts by volume		$\frac{1}{4}$ in.	$\frac{3}{8}$ in.	$\frac{1}{2}$ in.	$\frac{3}{4}$ in.	1 in.
CEMENT	SAND	Sq. Ft.	Sq. Ft.	Sq. Ft.	Sq. Ft.	Sq. Ft.
1	1	1800	1200	900	600	450
1	$1\frac{1}{2}$	1508	1006	754	503	377
1	2	1364	910	682	455	341
1	$2\frac{1}{2}$	1262	855	641	427	321
*1	3	1222	815	611	407	306
1	$3\frac{1}{2}$	1178	785	589	393	294
1	4	1148	765	574	383	287

*1:3 is the mix most used for stucco work.

Note: The above areas are calculated for average sand and with no allowance for waste. In estimating, allowance should be made for waste. When figured for stucco, the loss of mortar in forming keys behind the lath for the first coat should be taken into account.



How-To-Do-It Pointers

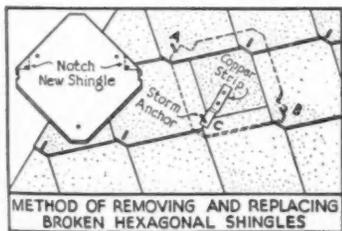
How to Remove and Replace Broken Asbestos Shingles

TO remove American Method Shingles easily, slip a nail ripper under the broken shingle; hook it around the nails and strike the offset. This will cut or draw the nails. Remove the old shingle and secure a new one in place by driving one nail through a hole punched in the center of the shingle. Slip a small piece of copper over the nail head and bend slightly to hold in place.



METHOD OF REMOVING AND REPLACING BROKEN AMERICAN METHOD SHINGLES

With hexagonal shingles, straighten up the storm anchors as shown. Slip the ripper up under the broken shingle and hook around the nails, strike the offset with a hammer and



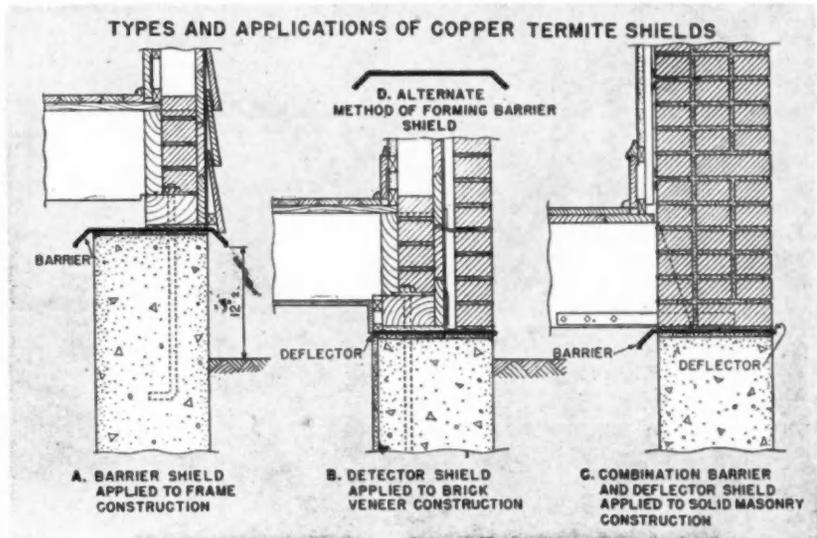
METHOD OF REMOVING AND REPLACING BROKEN HEXAGONAL SHINGLES

the nails will be cut off or drawn. Place a small piece of sheet copper over the storm anchor at "C" and nail it to the roof. Notch new shingle as shown, slip it in place and bend down the storm anchors.

How to Apply Copper Termite Shields

TERMITE protection with copper shields is accomplished by providing a continuous copper barrier between the foundation and the wooden portion of a building. The function of the shield is to prevent the termites from entering the building to destroy the wood which acts as their food supply. The shield also serves to break the contact between termites already in the building and the ground moisture necessary for their continued existence. Copper, with its ease of forming and its rustproof and corrosion resistant qualities, is the accepted material for shields that will give lasting protection.

The most effective design for preventing the passage of termites is the Barrier Type which is illustrated below. The type shown at A, with the vertical turn-down edge, is preferable, but the type shown in detail D is also satisfactory and under certain conditions is easier to use. These shields formed from Revere Sheet Copper provide a lasting and impenetrable metal barrier. The sharp edge of the metal, either vertical or at



45°, provides a 180° angle around which the termites are unable to construct a shelter tube.

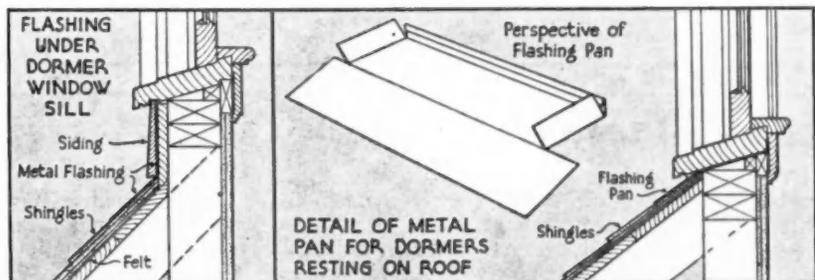
The Deflector Type of Shield, illustrated at B (above), does not provide an impassable barrier to the termite. It is used at points which are easily available to inspection. This type of shield, plus inspection once or twice a year, gives satisfactory protection.

Revere 20 ounce Cold Rolled sheet copper is recommended for termite shields but 16 ounce Cold Rolled can be used satisfactorily. The forming can be readily done by the sheet metal contractor.

How to Install Dormer Window Flashings

WHERE dormer windows rest on the roof, construct a metal pan and insert to extend 4" down the roof and 2" up the side of the studs.

On new roofs, omit the roof boards on the dormer overhang until the main courses of the shingles are applied. On old roofs, provide a space 1/2", in order to secure the proper clearance for the application of the new shingles on the main roof at points where the dormer overhang occurs.

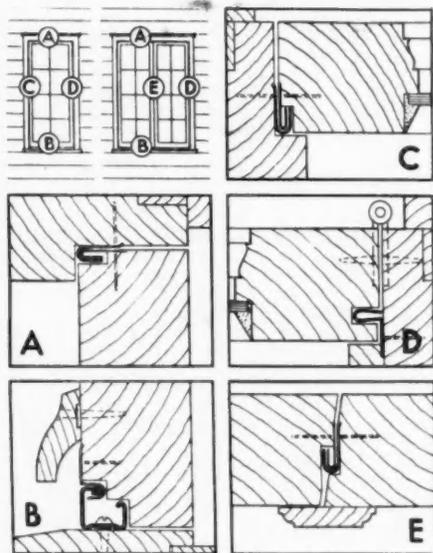
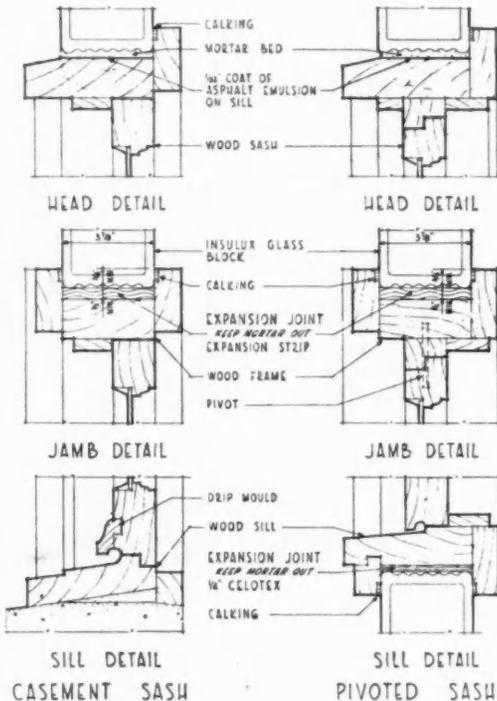


How to Install Wood Sash in Glass Block Panels

BECAUSE glass blocks are used in both air conditioned buildings and buildings which are ventilated by windows, it often becomes necessary to install windows in the panels. The details on this page show how wood windows can be used in combination with glass block for ventilation and vision. A standard wood frame can be installed. It is best to coat the frame with asphalt emulsion where it comes in contact with the mortar and glass block. Where glass block is used below the window, the frame should rest on 1/4 inch of Celotex or similar pliable material which will allow for vertical expansion.

The sides of the wood frame should be kept 1/2 inch from the glass block for horizontal expansion. Fill this half-inch space with pliable material. A mortar bed is used at the head of the frame. Both inside and outside window casings should be rabbeted where they lap over the glass block to allow a good area for calking. This assures a weather-tight job.

If at any time it becomes desirable to replace the wood sash with steel, it is a simple job to remove the casings and pull complete frame from the opening. A split metal frame can then be installed.



How to Weatherstrip Inswinging Wood Casement Sash

THIS interlocking type of weatherstripping for inswinging wood casement sash is a metal to metal interlock in which one member is enclosed within the other. Air infiltration and moisture passage are, in this type of interlock, reduced to a minimum. The sill trough shown in the detail at left is particularly adaptable for sash 1 3/8 inch or less in thickness. Note that weatherstrip members on receiving jambs have turned edges to insure proper indenture in the wood to eliminate sharp, protruding edges.

\$5 for an Idea

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

Another of

**The Attic Stair—
An Essential Element
In Good Planning**

By R. J. Alexander

IT has been proved over a period of time that one of the most useful and essential elements of the house is the stair which allows access to that large and mysterious area called the attic.

A practical arrangement of this stair is shown on the BETTER DETAIL PLATE together with details indicating its construction. In a multiple story dwelling, the attic stair usually is a continuation of and placed over the main stair. However, this is not mandatory and its general location will be determined by the plan.

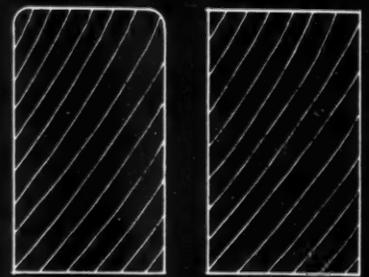
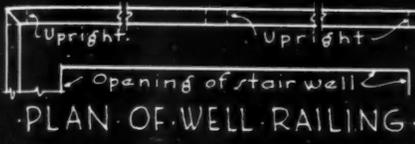
For the convenience of storing bulk articles, a width of 3'0" should be maintained between the adjoining stair walls if possible. This width should never be less than 2'6". The use of a hand rail on the rake of stairs is entirely optional as well as the insertion of molding at the intersection of tread and riser. A simple rule for guidance in determining the height and width of these is one where the sum total of these elements equals 17". For example, if the tread is 9", the riser should be 8". This is a good proportion to maintain for this type of stair.

You will note the alternate details for the position of the door relative to the first step. Both of these arrangements are predicated on the thought of saving space. It is suggested that where either of these two methods is employed that the height of door be increased and that hardware be placed approximately 6" higher on door stile, in order to facilitate ease of opening door when coming down the stairs. You will also note the various typical plans, two of which employ winders. It will be well to bear in mind that a minimum width of 9" should be maintained approximately 18" away from intersection of winders. This is good practice and in some localities required by law.

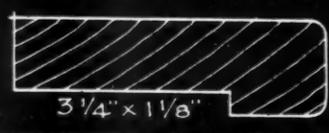
A feature of the rail around stair well at attic level is the method of obtaining rigidity to rail by extending vertical uprights of same down to floor joists and tightly mailing them to joists.

The opposite page shows a complete arrangement of details to permit the reader to produce a good and structurally sound stair without any frills but adhering strictly to fundamental elements.

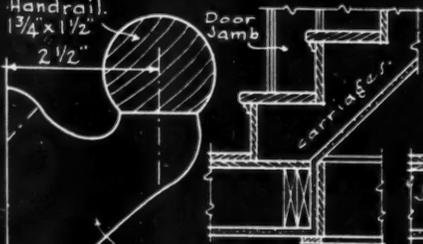
No D-14. ATTIC STAIR CONSTRUCTION DETAILS.



TOP RAIL. INTERMEDIATE RAIL AND UPRIGHTS.
 $1\frac{5}{8} \times 2\frac{3}{4}$ " CUT FROM 2" x 6" PIECE.

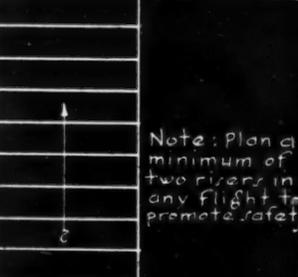
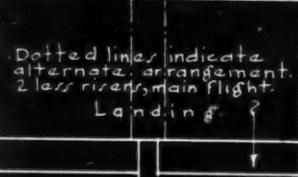


LANDING TREAD OR WELL NOSING.
 $3\frac{1}{4} \times 1\frac{1}{8}$ "

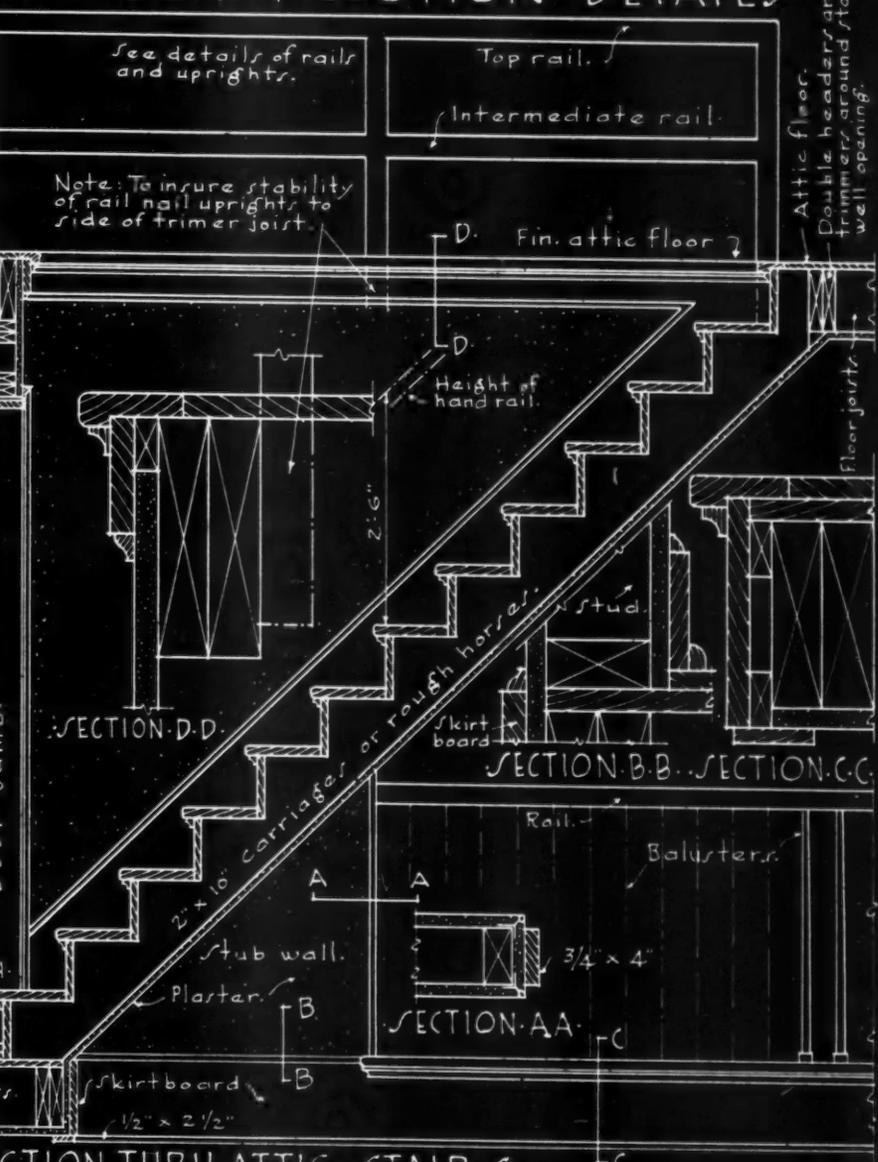


SECTION THRU ATTIC STAIRS.

ALTERNATE DETAIL AT H. To gain additional run for stairs, door is set on first tread.



Note: Plan a minimum of two risers in any flight to promote safety.



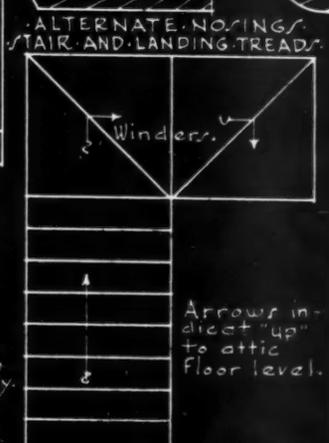
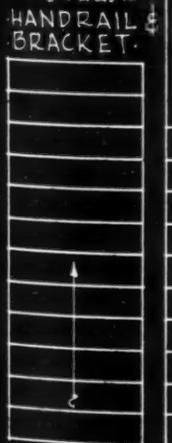
ALTERNATE NOSINGS STAIR AND LANDING TREAD.



Note: Total run of stairs is distance from face of lower riser to face of top riser measured horizontally; in this detail 12×8 or 8×8 . Total rise is distance from top of finish floor to top of finish floor; in this detail 8×4 . Dividing by number of risers, 13 gives $7\frac{2}{3}$ or approx. $7\frac{1}{2}$ for each riser.



TYPICAL PLANS STAIRS, LANDINGS, WINDERS.



DETAIL OF TREAD AND RISER.



WHAT'S NEW In Building Products

CABINET HARDWARE DISPLAY PANEL AB10501

A demonstrator showing the complete line of new Amerock postwar cabinet hardware has been introduced by The American Cabinet Hardware Corp. of Rockford, Ill.



Two model operating doors which are a part of the demonstrator can be opened and closed to test the easy operation of catches and hinges. They also show how hardware is applied to both flush and offset doors.

Each demonstrator is equipped with a rigid easel permitting it to be used as a counter and window display. Two separable hinges on the back permit the demonstrator to be quickly and easily mounted on a wall, post, or display panel yet easily removed for "on the job" selling.

NEW CAULKING COMPOUND AB10502

The Dolphin Paint & Varnish Co., Toledo, Ohio, announces a compound for caulking and air or dust sealing and waterproofing steel and wood window frames, defective masonry joints, joints between stucco and wood, sealing of asphalt, slate or asbestos shingles or for filling crevices.

This product penetrates the entire depth of the joint and remains plastic underneath, forming a tough top film which guards against rust and corrosion. Paint or enamel may be easily applied over it without bleeding or discoloration.

The material handles easily with a hand caulking gun, depositing a smooth, even ribbon against the glass. All danger of hardening or falling off is avoided, according to the manufacturer.

ALUMINUM WINDOWS AB10506

A window that stays fitted, frictionless, rattle-free, non-binding, and completely resistant to the elements is offered by Sterling Windows, Inc., Washington, D.C. The windows come packaged, ready assembled and ready to install. Only glazing remains to be done—no painting or other maintenance cost for the buyer of the home. Sterling Windows are stainless steel weather-stripped and, when locked shut, are weather-tight.

NEW COAL CHUTE DESIGN AB10504

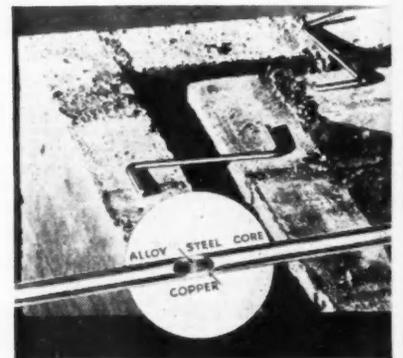
The Majestic Company, Huntington, Ind., announces a new home coal chute or a metal foundation coal window that combines maximum economy with all of the Majestic advantages.

This chute is made entirely of unbreakable pressed steel, offering an indestructible coal chute. The frame is of

back of the frame and through slotted holes and then arc welded.

WALL TIES FOR CAVITY WALLS AB10505

Copperweld Steel Company, Glassport, Pa., have announced availability of their non-rusting wall ties for cavity wall

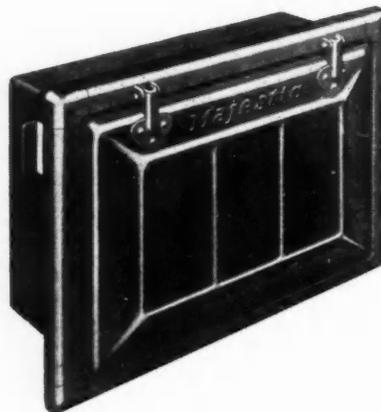


construction. The ties are made from high-strength Copperweld wire formed into a straight center stem with legs at both ends. The legs are projected at a 90-degree angle to the straight center portion. The tie has a modified "Z" shape with all portions in the same plane.

NEW DELAY SWITCH AB10503

A new all-purpose light or power switch recently announced features a unique toggle-lever arrangement, which although operated in the standard manner, offers both delayed-action and instantaneous "off," plus a time-selector for the delayed action which can be set at any interval from zero to three minutes. The toggle lever of the new unit also features a phosphorescent tip which makes the switch easy to locate even in total darkness.

The new switch, called Tymzit, is one of the latest developments of the T. J. Mudon Company, Chicago.



pressed steel .095 thick and arc welded at corners. The door is of 13 gauge pressed steel, ribbed for added strength and appearance. Hinge supports are of heavy stampings inserted through the

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What your future clients say about

Kitchen

“The kitchen” is a subject dear to the heart of every woman. She knows exactly what she wants . . . and she doesn’t mind saying so! We found this out when we conducted a recent survey on the kitchen shown below. Just read some of their actual statements on the opposite page . . .

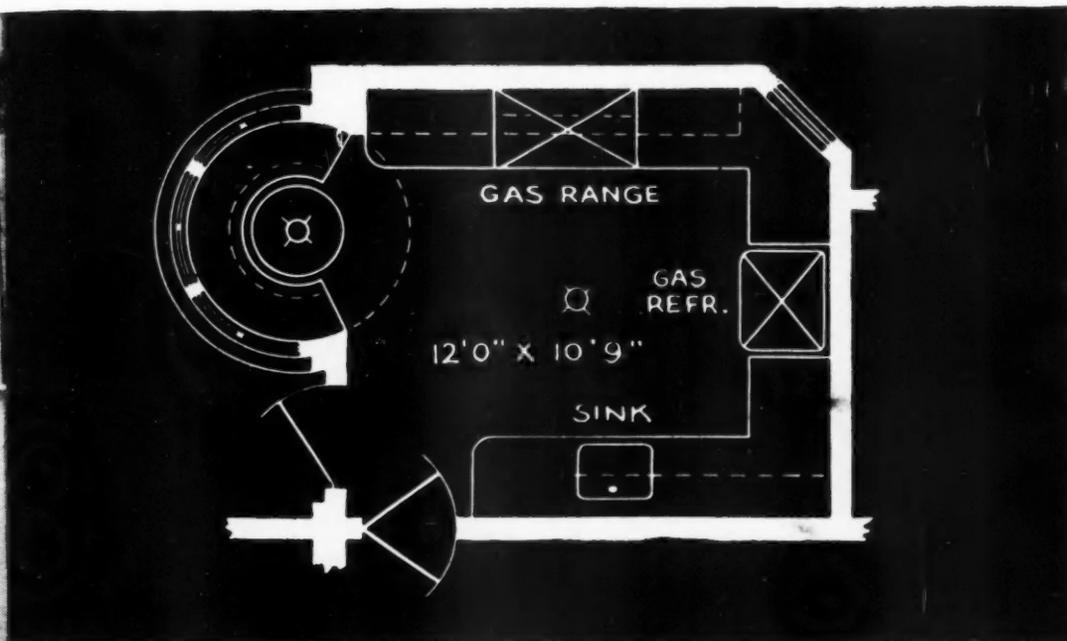


Planning!



ABOUT THE U-SHAPED DESIGN. "It's compact but gives a feeling of spaciousness." "It's like two rooms in one." "The breakfast nook seems separate but it's only a few steps from the range." "Whoever planned it knew about *step saving!*" "The way built-in cabinets are arranged makes it easy to clean."

ABOUT DECORATIVE DETAILS. "It's modern without being 'cold'." "The bay window is so cheery." "Nice dish shelf." "I could *entertain* in a kitchen like that." "I liked it so well I cut the picture out and sent it to my husband overseas so he could see the kind of kitchen I want in our new home."



ABOUT THE EQUIPMENT. "Shows how up to date Gas equipment is. I prefer Gas because it's quicker and much cheaper." "I like Gas for a range because it's cleaner. And my next refrigerator will be Gas, too. It runs easier with less noise and less servicing." "I'm pleased to see how nice the new Gas ranges look. I always did like Gas best." "Makes me want a new Gas range, refrigerator and water heater. I have used Gas for years and wouldn't change!"

IT'S THE SAME STORY OVER AND OVER. The women who now enjoy the speed, flexibility and economy of Gas . . . and there are 20 millions of them in the cities and suburban communities of America . . . choose Gas overwhelmingly as the most efficient fuel for cooking, refrigeration and water heating. What's more . . . had they been given the chance to say so . . . most of them would insist on Gas for modern house heating and air conditioning. Take advantage of this "inside dope" on what your future customers *really want* . . . and specify Gas for these 5 big jobs in all homes you plan and build. For complete technical details on modern Gas practice, appliances and systems—see your local Gas Company.

Builders' Dreams of a Magic Unit Come True—Home Planning Revolutionized

A TRADITION - SMASHING new home-building unit which consolidates household heating, plumbing, electrical, bath, kitchen and laundry elements including major appliances, has been announced by Roy C. Ingersoll, president of the Ingersoll Division, Borg-Warner Corporation.

The unit was designed to make modern conveniences available at a price reduction which, according to Ingersoll, reaches down into the range of a large segment of American homes now on a substandard basis. Although factory engineered for assembly-line production with consequent lowered costs, the new unit goes far beyond the scope of its own utilities and appliances in its potential saving because the consolidation of facilities permits a reduction in house cubage which is the essential index of housing costs.

The Ingersoll unit is adaptable to both conventionally-built houses and prefabricated houses ranging in price from \$3,000 to \$10,000.

Ingersoll said that he had commissioned seven of America's outstanding architects to design 12 homes to show the wide flexibility and practical

operation of the unit. These homes are now in process of construction at Kalamazoo, Michigan. As a result of the development of the mechanical core, the architects reported to Ingersoll that the use of the unit will revolutionize home planning.

Mr. Ingersoll states: "Essentially we have developed a complete home utility unit, the core of which contains central oil or gas heating plant with thermostatically controlled forced warm filtered air, entire household plumbing, hot water heating, electrical connections and meters. This central core is a self-contained package which can be rolled through the door framework and yet is so engineered for accessibility that a man can get inside and service it. On three sides of the core we have integrated in beautiful streamlined design all the appliances and facilities which belong in the most modern kitchens, laundries and bathrooms."

Four advantages contemplated in developing the unit, he said, are:

1. A builder restricted to an extremely limited budget can supply a completeness of living facilities im-

possible up to this time.

2. The reduction in house cubage made possible by the unit's central utility core will save materially on general construction expense and bring complete facilities into the reach of families otherwise forced to begin home ownership with only the shell.

3. Lower cost, long term financing of the house complete with utilities is made possible by integration of the utilities as a permanent part of the structure.

4. A speed-up in building is promised because houses equipped with the unit can be occupied sooner.

"Essentially," Ingersoll continued, "we are providing the half of a man's home which has come to be regarded as the index of the American standard of living. Too often a home buyer has never been able to complete the installation of these conveniences and appliances after providing himself with four walls and a roof.

"We have made our group of houses at Kalamazoo a testing ground which we hope will be viewed by those concerned with large scale home building."

Catalogs and HOW-TO-DO-IT INFORMATION

161—THE ULTIMATE IN KITCHEN APPLIANCES—is offered by Robot Appliances, Inc., Detroit, Michigan, in their literature. The literature covers their duo-sink and automatic dishwasher, with electric clothes washer offered as optional equipment. Also included are their home freezers in one, two and three-compartment units. The material is well illustrated and furnishes all information necessary for ordering needed items.

162—A BAR WITH RIBS—so designed that their spacing and height produce a properly balanced shearing and bearing stress distribution, has been produced by Joseph T. Ryerson & Son, Inc., Chicago. The merits of this bar together with results of tests conducted at the University of Illinois, are contained in a folder published by the manufacturer.

163—VENTILATED WOOD AWNINGS—furnish cooled shade without rattles, flaps or sags, according to the manufacturer, The National Ventilated Awning Co., Dallas, Texas. These awnings are described in a catalogue issued by the maker, covering specifications for the different styles complete with instructions for measuring correctly when ordering a particular type. Installation photos are included in the literature.

164—"AN OUNCE OF PREVENTION"—is worth a pound of cure," states Abesto Manufacturing Co., Michigan City, Ind., in its literature covering termite control. This folder describes the Chemical Termite Control manufactured by Abesto and includes information concerning Cleartox, a preservative which may be stained or painted later. Another subject covered in the literature is Stain-tox, used for staining rough or log siding.

165—SHOWER CABINETS for any type home are manufactured by Milwaukee Stamping Company, Milwaukee, Wis. In a new catalog recently issued they cover all the types of cabinets they manufacture, giving sizes, all specifications and accessories for each model. These cabinets are furnished in four models, each model having square type and corner type cabinet. Assembly details are listed on the back page of this attractive catalog.

166—SHOVELS, DRAGLINES AND CRANES—in the war, is the keynote of new booklet issued by Bucyrus-Erie Company, South Milwaukee, Wis. This booklet contains information pertaining to the basic part excavating has played in the past in building the modern standard of living all over the world. The pages tell how the dirt-moving industry prepared the ground work for defense in America, aided in construction of advanced bases and worked on the fighting fronts.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (October, 1945)
American Builder,

105 W. Adams St., Chicago 3, Ill.

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

Numbers.....

Name.....

Street.....

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

OCCUPATION*.....

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

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945)

duct

glven



*To help you
get more business...*

**In advertisements like these, in twenty retail publications,
we are urging storekeepers to start remodeling plans now.**

THERE'S a big backlog of prospective store-remodeling jobs right near you. And there are plans under way, contracts to be had, *right now.*

Many retailers have already worked out plans for modernizing their store fronts and interiors. They're immediate prospects for you.

This sort of planning is being stimulated by our powerful advertising campaign. In twenty of the

most important retail magazines, which have a total circulation of approximately 950,000, we are selling these prospective customers of yours on the advantages of modernizing their stores, inside and out, with Pittsburgh Glass and Pittco Store Front Metal.

Line up these jobs in your territory. And offer your prospects all the advantages of Pittsburgh Glass Products which have been made known to them through our years

of consistent advertising and the satisfactory records of these products in actual service. If desired, you can offer your prospects the added advantage of convenient financing through the "Pittsburgh Time Payment Plan."

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

"PITTSBURGH" stands for Quality Glass and Paint



PRODUCTS OF

Pittsburgh Plate Glass Company

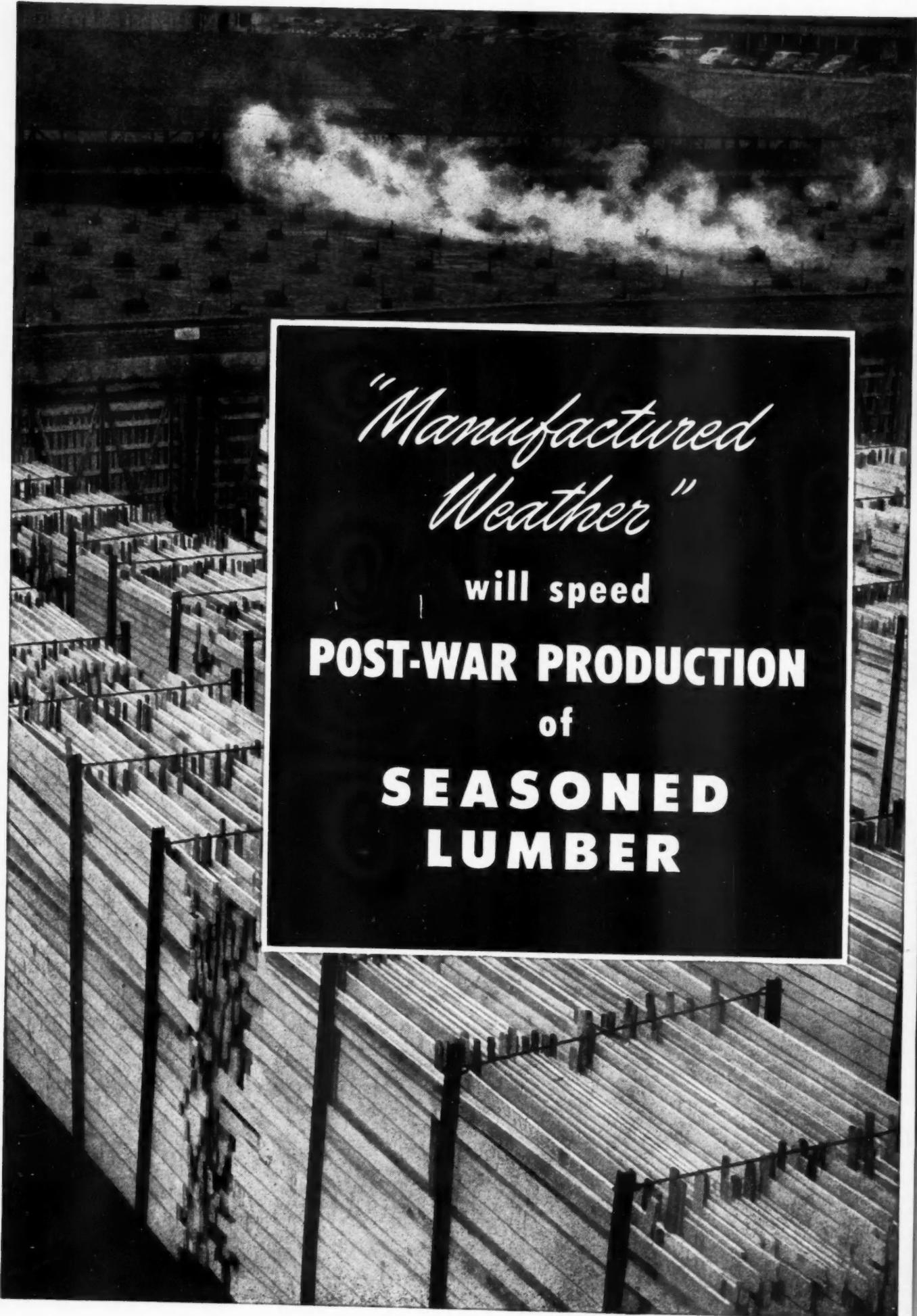
FOR STORE FRONTS AND INTERIORS

Pittsburgh Plate Glass Company
2386-5 Grant Building, Pittsburgh 10, Pa.
Please send me, without obligation, your illustrated book on store modernization.

Name.....

Address.....

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



*"Manufactured
Weather"*
will speed
POST-WAR PRODUCTION
of
**SEASONED
LUMBER**



WHEN people ask you about the availability of lumber for today's postwar construction, tell them that lumber will soon be flowing freely into domestic markets.

Tell them that lumber volume will be adequate to serve normal civilian requirements. Assure them that postwar lumber will be equal to the finest ever produced by the industry.

With great modern dry kilns providing "manufactured weather", the time needed to produce properly seasoned lumber is greatly reduced. Where natural seasoning requires months, kilns are now performing the same service in a matter of hours. Over 40 million board feet of seasoned lumber can be turned out each working day by the dry kilns of the industry.

These kilns can speed the postwar delivery of seasoned lumber for civilian consumption. What the industry has done for the war, it can do for peacetime needs, because war needs and civilian needs are almost identical.

As a nation we have the timber, the mills, and the facilities to produce quality lumber for all our normal needs. Timber is a Crop. Modern forest management, with proper forest harvesting practices, is making significant strides toward the goal of sustained timber yield where timber growth equals the harvest.

You can count on lumber, our great renewable natural resource, for future building needs.

WEYERHAEUSER SALES COMPANY
SAINT PAUL 1, MINNESOTA

WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES

Ventilation through a Closed Window!



*U. S. and Foreign Patents Applied For

That's right—ventilation even with the window shut tight! This innovation is one of many unprecedented features of the Croft Window Wall Unit . . . What's the secret? Simply a patented sill design that affords "stop" and "go" control of air flow—underneath the closed window! Rain, wind, snow are shut out. Air is allowed to pass.

Completely prefabricated and packaged, the Croft Window Wall Unit is to be sold through

THE CROFT WINDOW WALL UNIT* IS COMPLETELY PREFABRICATED TO INCLUDE EVERYTHING FROM CORNER BEADS TO VENETIAN BLINDS. FULLY ASSEMBLED AND PACKAGED. NO FITTING OF PARTS. NO EXTRA COSTS.

building supply dealers. Priced for low-cost homes, yet equally suitable for homes in all price ranges . . . Write now to be placed on our mailing list.

CROFT

CROFT STEEL PRODUCTS, Inc.

Executive Offices: Dept. 18
370 Lexington Ave., New York 17, N. Y.

CROFT STEEL CASEMENTS IN STOCK INDUSTRY SIZES WILL ALSO BE AVAILABLE SOON



True Beauty **is more**
than *Skin Deep*

Neither time nor weather will dim the radiant beauty of Bonafide Genasco's Mighty Tab asphalt shingles. For the color granules are embedded deep; and over the entire surface.

And for even more lasting beauty, Mighty Tab shingles are extra-thick at the butt where shingles ordinarily are subject to most wear.

But Mighty Tab has far more than beauty to recommend it. First, there is the crack resisting felt base, produced of carefully selected fiber. Second, thorough saturation with peak-quality as-

phalt. Little wonder that dealers, careful of their reputation, find these features so important.

You will sell Bonafide Genasco's Mighty Tab with complete confidence because you will know you are selling long-lasting, weather-tested, flame- and spark-resistant beauty. With the anticipated building and maintenance activity already in progress, demands for Mighty Tab are becoming increasingly heavy. We're filling orders as fast as we can. So, please place your order with your Bonafide representative as early as possible.

BONAFIDE GENASCO, INC.

295 FIFTH AVENUE, NEW YORK, N. Y. • PLANT: BARBER (GENASCO) N. J.



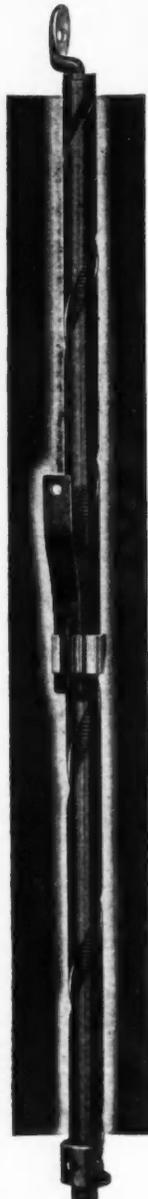
but...
Window Planning begins now

To assist manufacturers of window assemblies with the speedy and economical installation of dependable window and sash hardware, we are organized to provide a trained and competent engineering service to work with these manufacturers right on their home grounds. This service has been designed to point out the pitfalls of inexperience and to systematize and speed production in busy plants.

These men can be of assistance now to all manufacturers who are beginning their window planning. If definite plans have not been concluded, get in touch with us for some future appointment. This Engineering Service is offered without charge or obligation.

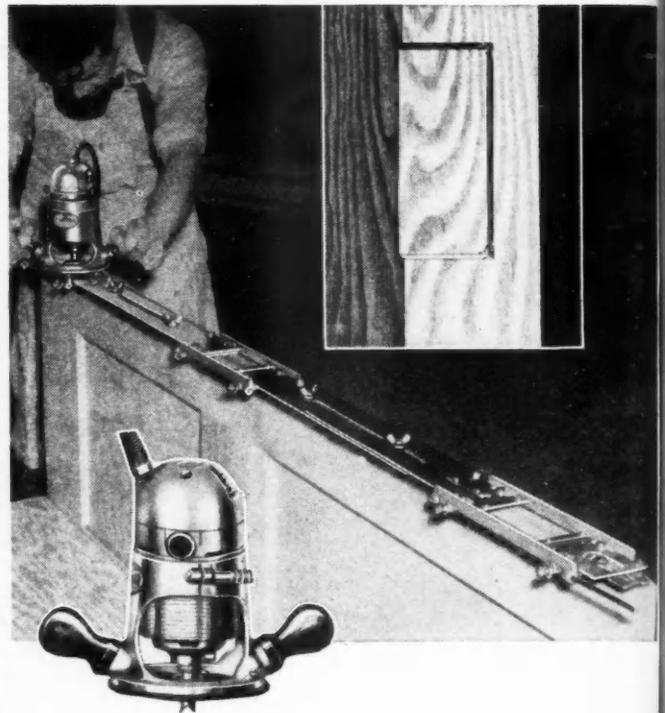


GRAND RAPIDS HARDWARE COMPANY
 GRAND RAPIDS • MICHIGAN



Send for catalog for information and delivery details.

CUT BUTT RECESSES 6 TIMES FASTER



With This Stanley-Carter Router

With building restrictions being removed, you'll have a lot of use for this sturdy electric tool both in new construction and in remodeling.

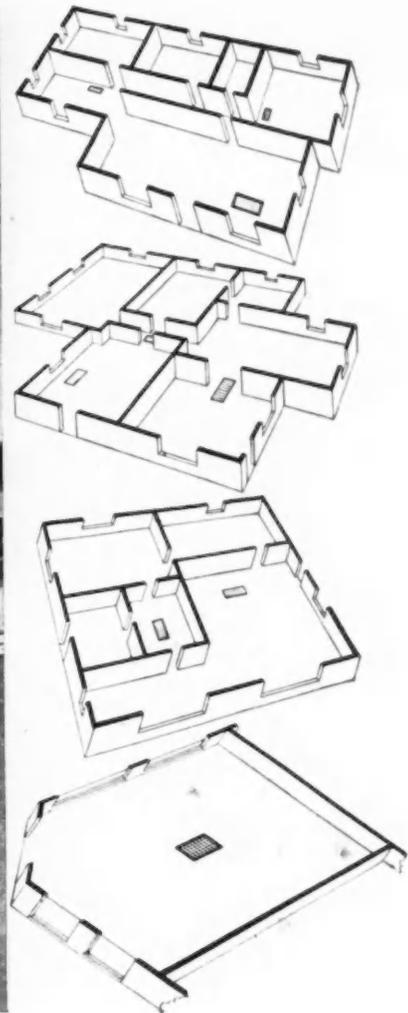
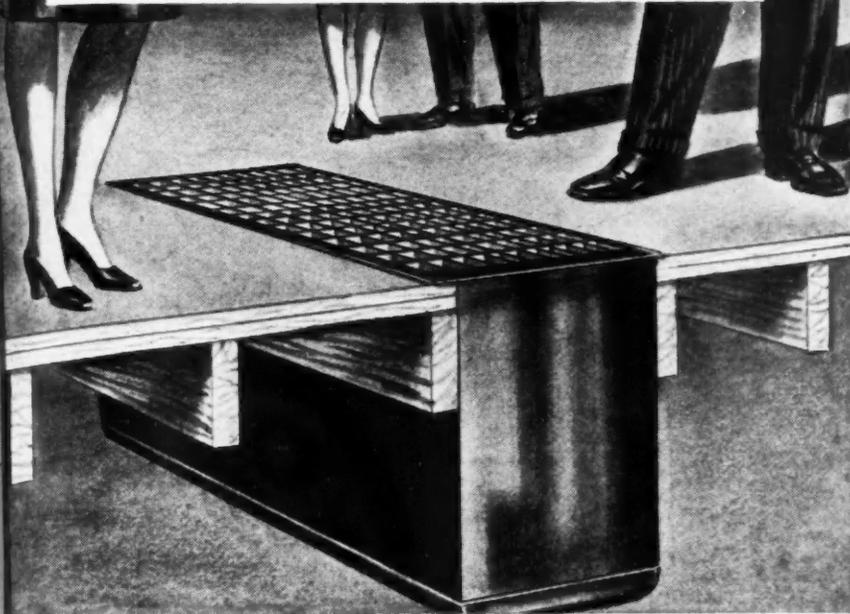
Used with the Stanley-Carter Butt Templet, this Router cuts out recesses for square-cornered butts and for round-cornered butts at least six times faster than is possible by hand. This combination also gives you recesses that have a smooth, perfectly flat surface, providing an exceptionally solid foundation for the hinge.

EIGHT HOUR PERFORMANCE

Unlike hand work, which through the day may become progressively less accurate, the Stanley-Carter Hinge Butt Router gives you full eight hour performance. This means that every door you hang will have the same uniformity. The weight will be evenly distributed over the recess, consequently the hinge screws won't have to carry the full load. This makes for longer, more trouble-free operation of the doors you hang. For further details write - Stanley Electric Tools, Stanley-Carter Sales Dept., 133 Elm Street, New Britain, Connecticut.

CARTER STANLEY TOOLS

**For Automatic, Trouble-free
HEAT at LOW COST
you can't beat the new
TEMCO Gas Floor Furnaces**



ALTHOUGH it isn't much larger than a two-drawer filing cabinet, a TEMCO Gas FLOOR FURNACE does a "big home" heating job. It's the perfect answer to automatic heat for homes, offices and stores—either with or without basement—and, in multiple installation, TEMCO FLOOR FURNACES supply perfectly satisfactory heat in larger structures.

No basement or excavation is needed, for TEMCO Floor Furnaces are installed just under the floor, with only an ornamental grill visible in the room. In buildings without

basements, the saving in construction cost—plus the low initial and operating cost of a TEMCO Floor Furnace—add up to substantial economies for the owner.

SEND FOR COMPLETE DESCRIPTION, SPECIFICATIONS AND TESTED FLOOR PLANS

For architects and builders we have prepared complete technical information about TEMCO Floor Furnaces . . . including a set of perspective drawings showing the most effective location of TEMCO Floor Furnaces in a number of typical layouts. Write for your copy today!

QUICK FACTS ABOUT THE NEW TEMCO GAS FLOOR FURNACE

- ✓ **COMPLETELY AUTOMATIC** —thermostatic controls turn heat on and off automatically.
- ✓ **100% SAFE** —built-in safety devices provide absolute protection in case of interference with gas service.
- ✓ **RE-ENGINEERED** —to include new features developed in wartime experimentation.
- ✓ **A. G. A. APPROVED** —TEMCO Floor Furnaces were among the first to gain approval by the Engineering Laboratory of the American Gas Association under their new and stricter standards of safety and efficiency.
- ✓ **QUIET OPERATION** —TEMCO is the only FLOOR FURNACE equipped with the new "Whisper-Quiet Burner"—insuring truly silent operation.

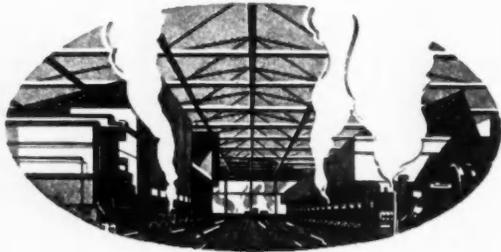
FOUR  AWARDS

**TENNESSEE ENAMEL MANUFACTURING CO.
Nashville, Tenn.**



YOU CAN PUT THIS ON PAPER

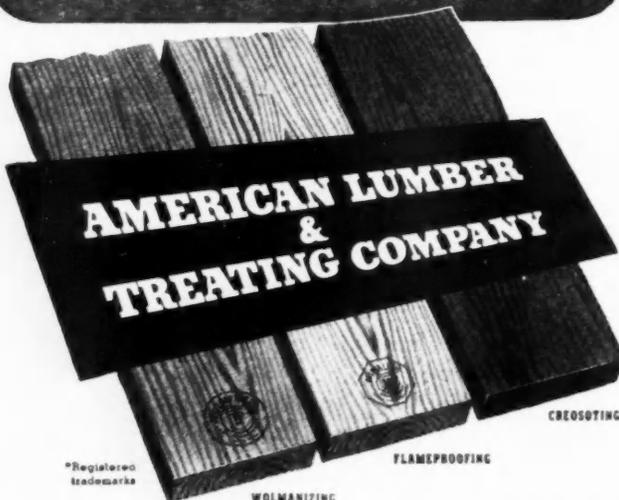
Wolmanized Lumber Lasts Longer*



Pulp mill structures, paper mills, and all wet process plants—built of ordinary lumber and materials—are inevitably subject to rapid deterioration. Roof planks and timbers, window frames and sash, floors and walls cannot withstand the steam and chemical-laden vapors . . . for long. Wolmanized Lumber, the wood impregnated with Wolman Salts* preservative, is highly resistant to this two-way attack. Wolmanized Lumber lasts three to five times longer!

The advantages of building with wood

Building with wood means ease and speed of erection, light weight, resilience, high insulating value, paintability, low first cost and . . . when Wolmanized . . . long life.



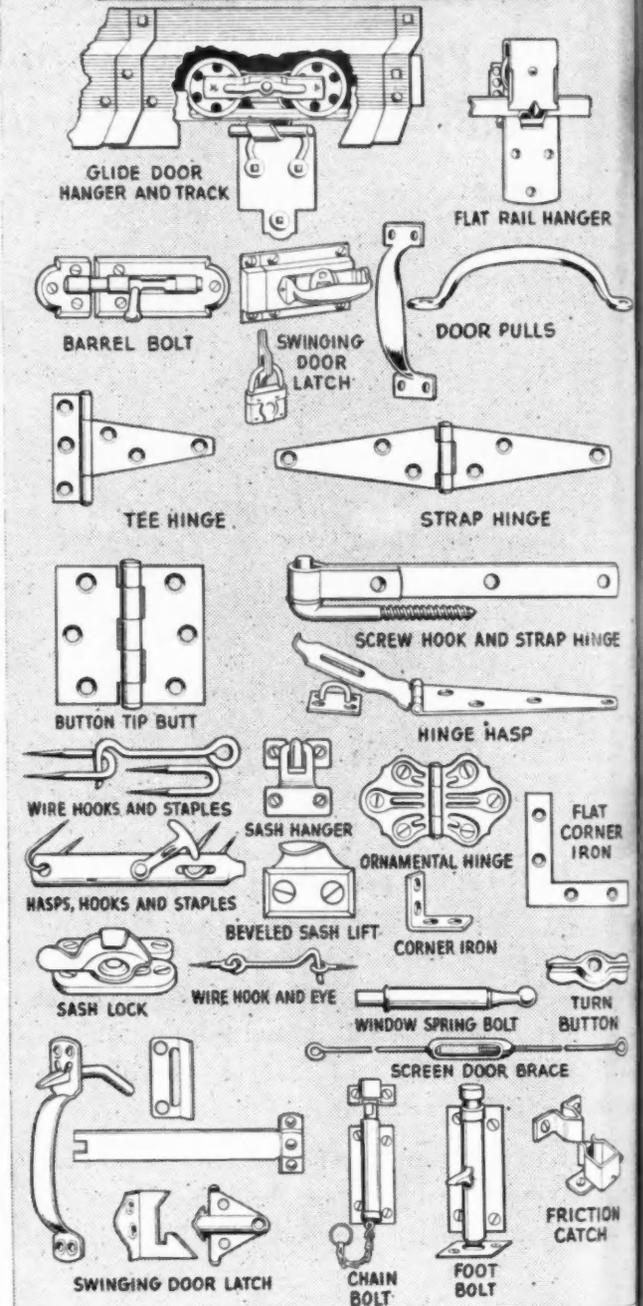
*Registered trademarks

FLAMEPROOFING

WOLMANIZING

1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS

Here's QUALITY AND EYE APPEAL



Install Frantz *Guaranteed* Builder's Hardware . . . let the "built-in" convenience features, quality workmanship and materials verify your judgment . . . let Frantz create satisfied customers.

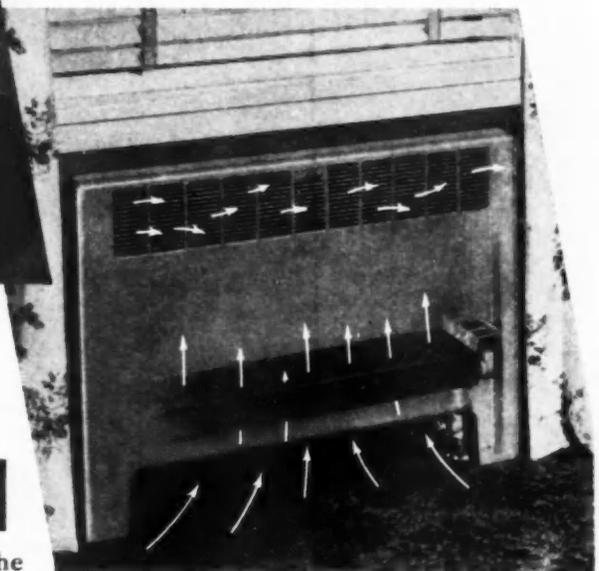
FRANTZ
Guaranteed BUILDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

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Your
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modern
as the homes of tomorrow
**...READY FOR THE
HOMES OF TODAY**



Modine CONVECTOR RADIATION

Your clients naturally want everything in their homes to be the most modern—particularly the heating system. Now you can give them the highly acclaimed recent developments in automatic temperature control... and the widely recognized benefits of steam and hot water heating systems—with *Modine Convector*s instead of outmoded, unsightly, space-taking conventional cast iron radiators.

Smartly modern in their streamlined simplicity, *Modine Convector*s are unobtrusive but attractive... blend harmoniously with any room interior. The compact convector heating units save valuable floor space. Made of copper, warm-up is faster... response to thermostatic control is quicker... assuring new luxurious comfort of automatic even-temperature heating.

With *Modine Convector*s there are no grilles in the walls to detract from room appearance. Modern hot water systems often use risers no larger than a half-inch. No network of ducts honey-comb the walls—or clutter the basement. There's maximum space for hobby work shop or recreation room. *Modine Convector*s, weighing but one-fourth as much as cast iron radiators, are easier and cheaper to install.

Today's modern steam and hot water systems are increasingly popular with prospective home builders, according to current surveys. And they know *Modines*, as a nationally advertised product. Why not give your clients heating system satisfaction... and make a reputation and more jobs for yourself.

MODINE MANUFACTURING COMPANY, 1791 RACINE STREET, RACINE, WISCONSIN

HOW A CONVECTOR OPERATES

A *Modine Convector* has two basic parts... the attractive steel enclosure... and installed in it the copper heating unit through which steam or hot water circulates. Cooler, heavier floor-line air is drawn in through lower opening of the enclosure, is heated, rises and is circulated into the room through the grille. There's a gentle, constant, healthful circulation of warmed air by natural convection. No gusty blowers, no motors or other moving parts. The warm enclosure front provides added panel or radiant heating directly beneath windows, where convector's are usually installed, and where radiant heat loss is greatest.



SEND TODAY
for Bulletins
245 and SA-44



Filed in Sweets



Look in your phone book for
Modine representative's name
—"Where to Buy It" section.

*Modine Convector*s

AHEAD OF THE PARADE

Again Clarke leads with a great new line of Rental Equipment — designed exclusively for the Rental Business. Clarke Machines will give you years of trouble-free low cost operation. Consumers like Clarke's ease of handling and increased production.

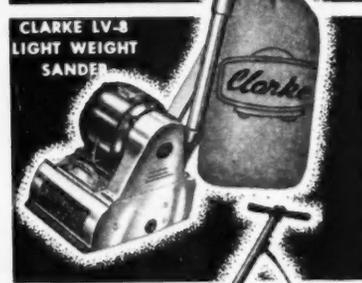
Depend on Clarke's years of leadership in the rental field for the finest equipment that can be produced.

CLARKE RENTAL PLANS
Tried and proven ideas for successful merchandising a Rental Department — the way to increased profits with no additional overhead. No cost to you.

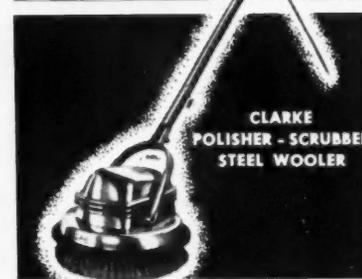
CLARKE DEALER HELPS
Colorful window displays, floor signs, decals, mailing pieces, newspaper ads, rental record books and other sales helps furnished free.



CLARKE MV-8 HEAVY DUTY SANDER



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CLARKE POLISHER - SCRUBBER STEEL WOOLER



CLARKE "V-3" EDGER

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FREE BOOKLET ★

Full of ideas on how to increase your Rental Department income — written by people who know the rental business. Complete details on all Clarke Equipment.

Clarke SANDING MACHINE COMPANY
Pioneers in the Rental Field

32 CLAY AVENUE • MUSKEGON, MICHIGAN

HAVE YOU ASKED YOUR CLIENTS



WHEN WILL YOU REPLACE THE HARDWARE IN YOUR NEW HOME?

"What a question," YOU SAY, . . .

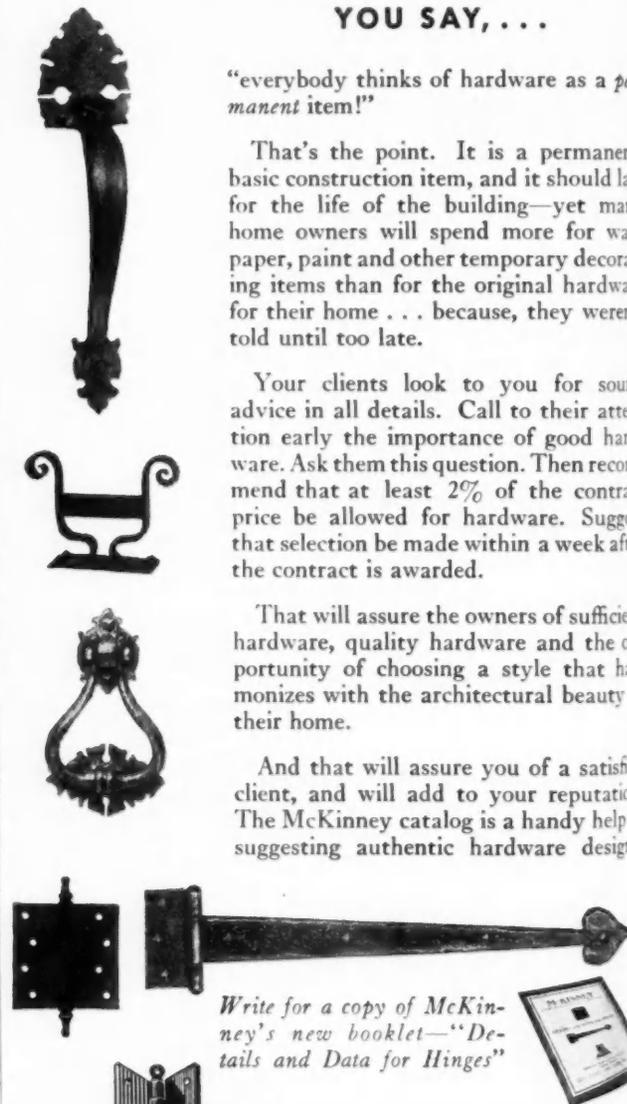
"everybody thinks of hardware as a permanent item!"

That's the point. It is a permanent, basic construction item, and it should last for the life of the building—yet many home owners will spend more for wallpaper, paint and other temporary decorating items than for the original hardware for their home . . . because, they weren't told until too late.

Your clients look to you for sound advice in all details. Call to their attention early the importance of good hardware. Ask them this question. Then recommend that at least 2% of the contract price be allowed for hardware. Suggest that selection be made within a week after the contract is awarded.

That will assure the owners of sufficient hardware, quality hardware and the opportunity of choosing a style that harmonizes with the architectural beauty of their home.

And that will assure you of a satisfied client, and will add to your reputation. The McKinney catalog is a handy help in suggesting authentic hardware designs.



Write for a copy of McKinney's new booklet—"Details and Data for Hinges"



McKINNEY
SINCE 1865
MANUFACTURING COMPANY
PITTSBURGH 12, PENNSYLVANIA



A new world of COLOR for your home

Why not choose from a world of color for your home? You can with CREO-DIPT's Outside World Shingles. There is no limit to the colors you can choose. There are no stains, no fading, no peeling, no cracking. The color stays with you for years. It's the only color that will last.

CREO-DIPT's Outside World Shingles are made of the most durable material. They're made of the finest materials. They're made with the most advanced machinery. They're made with the most skillful workmen. They're made with the most care. They're made with the most attention. They're made with the most respect. They're made with the most love. They're made with the most pride. They're made with the most honor. They're made with the most glory. They're made with the most fame. They're made with the most power. They're made with the most influence. They're made with the most authority. They're made with the most respect. They're made with the most honor. They're made with the most glory. They're made with the most fame. They're made with the most power. They're made with the most influence. They're made with the most authority.

CREO-DIPT
Shingles and Stains



A world of exciting Colors

FOR YOUR HOME OF TOMORROW

There are no other shingles that give you a world of exciting colors. CREO-DIPT's Outside World Shingles are made of the most durable material. They're made of the finest materials. They're made with the most advanced machinery. They're made with the most skillful workmen. They're made with the most care. They're made with the most attention. They're made with the most respect. They're made with the most honor. They're made with the most glory. They're made with the most fame. They're made with the most power. They're made with the most influence. They're made with the most authority.

CREO-DIPT
Shingles and Stains

Your customers and your customers' customers have been seeing these beautiful four-color advertisements in such publications as House & Garden, House Beautiful, Parents' Magazine, Small Homes Guide.



"This is a Beautiful Home"

CREO-DIPT Shingles and Stains

Colorful NATIONAL ADVERTISING

... another reason why

CREO-DIPT Shingles and Stains mean MORE PROFITABLE BUSINESS FOR YOU

Through home and housekeeping magazine advertising . . . through trade journal publicity . . . through direct mail and consumer literature . . .

CREO-DIPT has been creating a greater public appreciation of the beauty, durability, insulating value and true economy of

CREO-DIPT shingles and stains . . .

In your association with CREO-DIPT, you become a partner in the goodwill of the company, the quality reputation earned by its products over a period of thirty-five years—ever since CREO-DIPT created the first pre-stained shingle.

CREO-DIPT invites your inquiry.

CREO-DIPT *Shingles and Stains*
NORTH TONAWANDA · N. Y.



- *****
- + "PLUS" VALUES ONLY
 - + CREO-DIPT GIVES YOU
 - + A World of Color
 - + The New Beauty of "CREO-DIPT'S Outside Look"
 - + The Exclusive Insulated Red Cedar "Zephyr" Shingles
 - + The Long Life of CREO-DIPT'S Preserving-Oil Stains
 - + Promotional and Merchandising Service
 - + National Trade Paper and Consumer Advertising
 - + Unprecedented Public Acceptance and Demand
 - + The "Know How and Show How" of America's First Stained Shingle Manufacturer
- Coming Up!
- 
- A sensational new point-of-sale display of CREO-DIPT'S Shingles and Stains . . . Watch for it!



**FOR
QUICK
CONSTRUCTION
USE A**

Mall Saw
REG. U.S. PAT. OFF.



**MODEL 80
8" Blade
2½" Cutting
Capacity**

FAST AND ACCURATE—High speed motor reduces sawing time. Quick, accurate cuts assure square board ends and better fitting members.

EASY TO HANDLE—light weight—perfectly balanced—easily adjusted for depth and bevel cuts. Excellent for sawing in close quarters.

VERSATILE—can be used for cross-cutting, ripping, multiple cutting and bevel cuts to 45 degrees. Also operates an abrasive wheel for cutting non-ferrous metal, cutting and scoring tile, stone and concrete.

RUGGED CONSTRUCTION—large, extra-powered heavy duty motor. Lightweight housing designed to withstand abuse. Available for 110-volt A.C. or D.C. or 220-volt A.C. or D.C.

Ask your dealer for MallSaws, MallPlanes, MallDrills, and Mall Concrete Vibrators or write for literature and prices.



MALL TOOL COMPANY

7737 South Chicago Ave., Chicago 19, Ill.

Mall
REG. U.S. PAT. OFF.

**PORTABLE
POWER TOOLS**

When they ask "What's New?" . . .

Sell this **FLOOR** with built-in
Color . . . Comfort . . . Wear!

Everybody is looking for new, improved building materials for postwar construction. Moultile gives you an eye-enchancing, fast-selling new item for your postwar trade. Large building projects have used millions of feet of Thos. Moulding Moultile . . . for its resistance to wear, its colorful beauty, underfoot comfort and rock-bottom economy.

Now you can offer this *practical* flooring to your customers . . . no matter how small the job. A new, postwar Moultile lends itself to simple, fool-proof installation. Moreover, Thos. Moulding offers a selling plan that makes for easy, profitable sales.

Get ready now for the coming building boom. Write for complete information to: THOS. MOULDING FLOOR MFG. CO., 165 W. Wacker Dr., Chicago 1, Ill.

THOS. MOULDING

Moultile

**Flexible-Reinforced
MASTER ASPHALT TILE**

Colorful, comfortable Moultile makes an ideal floor throughout the modern home. It is especially well suited to basement playrooms . . . because it is not affected by the moisture and alkali, always present in ground floor cement, which destroy other floor coverings.





A little extra glass

MAKES ANY HOUSE EASIER TO SELL!

SHOWER IDEA: A prefabricated shower of Carrara Glass, with lavatory placed on the shower's outer wall. Thus, water pipes can serve both the shower and the lavatory. It's a space-saving idea—and it's easy to keep clean. See the details below which give installation instructions.

ONLY glass can add so much sales appeal to a house for so little money. Every nickel you spend for glass in a house shows. And prospects are quick to recognize the attractiveness and utility

that a little extra glass can add. They immediately stamp your house as "a good buy."

You can use glass effectively in even the lowest-cost homes. Bathrooms walled with Carrara Structural Glass, full-length door mirrors, built-in mirrors over the mantel, a few glass blocks in the stairway wall or around the front door, and Plate Glass picture windows are modern and good-looking. Installations such as these dress up a house and make it more practical, appealing, and desirable.

Send the coupon today for our free booklet which shows many ways glass can be used inexpensively to make houses easier to sell. This booklet also contains detail drawings which show you exactly how each glass installation is made.

"PITTSBURGH" stands for Quality Glass and Paint

Pittsburgh Plate Glass Company
2331-5 Grant Building, Pittsburgh 19, Pa.

Gentlemen:

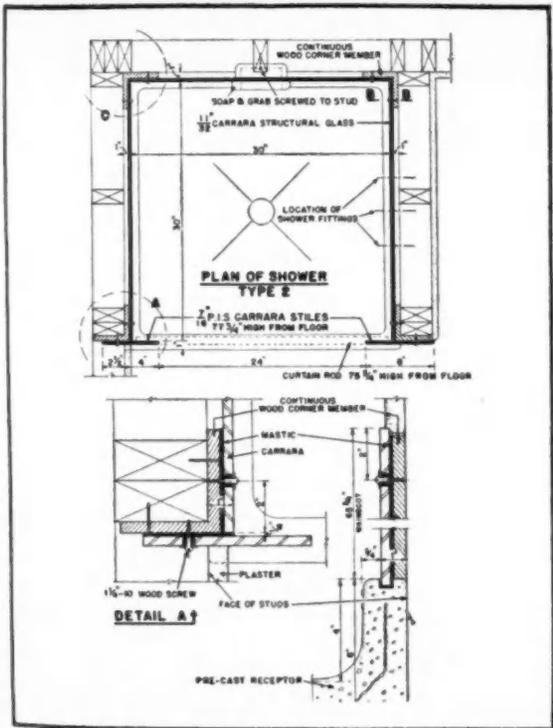
Please send me, without obligation, your new book entitled, "A Little Extra Glass Means a Lot of Extra Charm."

Name.....

Address.....

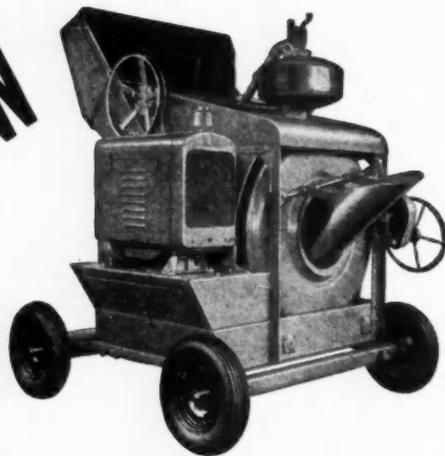
City.....

State.....



PITTSBURGH PLATE GLASS COMPANY

NEW



KWIK-MIX 16-S DANDIE
(The New Standard 3-BAG Size)

- ✓ Tilted Flow-Line Discharge Chute = **Faster Discharge**
- ✓ 50% Stronger Steel At Strain Points = **Greater Strength**
- ✓ New Selective Skip Shaker = **Faster Charging**
- ✓ Kwik-Mix Dandie Re-Mixing Drum = **Re-Mixed Concrete**

Ask for your new Kwik-Mix 16-S Catalog Today!

KWIK-MIX COMPANY
KOEHRING SUBSIDIARY
PORT WASHINGTON • WISCONSIN

The NEW KWIK-MIX 6-S DANDIE MIXER

Strength without Overweight . . . Faster Charging . . . More Thorough Re-Mixing . . . Faster Discharging . . . Better Working Balance . . . Safer, Faster Trailing. Capacity: 6 cubic feet of mixed concrete plus 10%. (A. G. C. Standard).



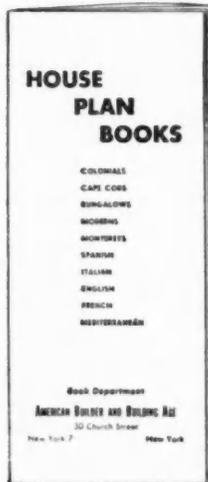
ASK FOR
NEW
BULLETIN
6-S-R



KWIK-MIX COMPANY
KOEHRING SUBSIDIARY
PORT WASHINGTON • WISCONSIN

Recommended
BOOK LISTS

Free on Request



HOUSE PLAN BOOKS contains descriptions of 55 plan books and 10 farm buildings, garages, and lawn and garden booklets.

CARPENTRY BOOKS contains descriptions of 20 books on carpentry, 8 on the steel square, 7 on roof framing, 7 on stair building and roofing, and 7 on related technical subjects.

ESTIMATING BOOKS AND FORMS lists 14 books and 9 estimating forms with brief descriptions and year of publication and price.

Book Service Department

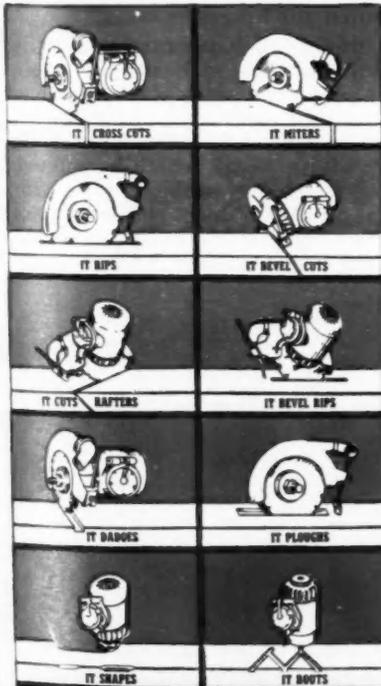
AMERICAN BUILDER
and Building Age

30 Church Street

New York 7, N.Y.



Any house that **DE WALT** custom-cuts
 on the job...goes up better,
 faster, and at less cost!



...and with proper
 tools makes any
 cut possible!

When our armed forces make a new invasion, one of the machines going ashore *first* is DeWalt.

This versatile, all-purpose cutting machine is the one you should consider *first* as you plan for tomorrow's building.

DeWalt puts your job on a "production line" basis—saves layout time, materials handling time, reduces cutting time. eliminates material waste, saves countless man hours.

DeWalt *accurately* cuts material for framing and for roof, interior trim and special jobs. This accuracy gives you quicker fitting and a neater job.

The DeWalt model illustrated on this page is rugged, compact —and yet portable. It can be carried from job to job easily.

Investigate DeWalt. Own a DeWalt. DeWalt is available in models ranging from 1/2 H. P. to 10 H. P. Write for full information. DeWalt Products Corporation, 110 Fountain Avenue, Lancaster, Pa.



*The baleful Blurmite family tree
Is pictured here for all to see,
MARLITE ended their evil days...
"Grime," you know, "Never Pays"*

**Attractive MARLITE Interiors
Retain Original Beauty...Keep
Your Customers Satisfied!**

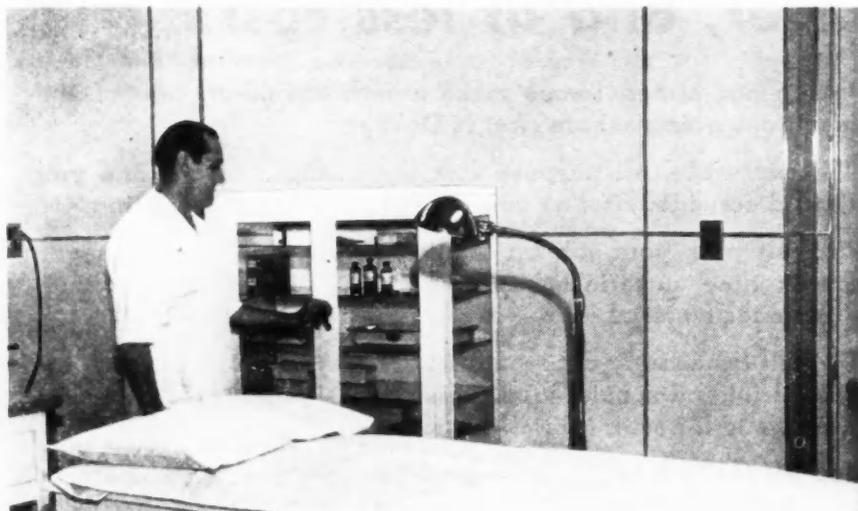
Your biggest business assets are *your* satisfied customers. No other factor is as important in *creating increased sales—producing greater profits.*

And when you stock and sell plastic-finished Marlite, you can offer an interior wall and ceiling paneling that baffles Blurmites*; that assures continued customer satisfaction and the word-of-mouth recommendations such customers always freely give.

Pre-finished Marlite comes in large wall-size panels, easily installed, equally practical and adaptable for new construction or remodeling. The pioneer high-heat-bake finish prevents deterioration caused by dirt and moisture penetration. Marlite is easily cleaned and moderate in cost.

ABOUT DELIVERY

Marlite is normally available from 27 warehousing points. Wartime demands have placed some restrictions on this service, but just as rapidly as the priority situation clears, dealers can count on the usual prompt Marsh service.



LOCKHEED AIRCRAFT CORPORATION first aid room with Plain-Color plastic-finished Marlite walls; Marsh Stainless Steel molding. Installations like this usually provide priorities that assure quick delivery of Marlite.



MARSH WALL PRODUCTS, Inc.

103 MAIN ST. • DOVER, OHIO

duty-free

PLASTIC-FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS

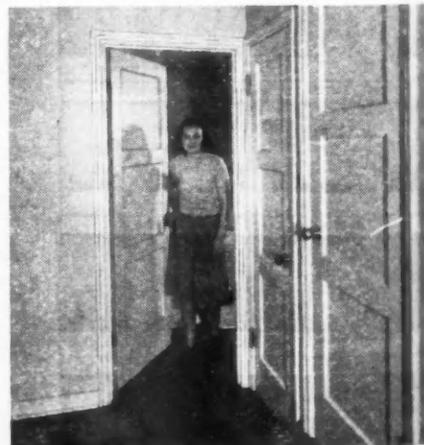
**Save Building Time
With Prefit Doors**



INTERIOR door, prefit at factory.

PREFIT house doors offer new interior beauty and construction economy. Fir door manufacturers now are offering Factri-fit doors cut to exact dimensions, machined and ready to hang before leaving the factory. Old type doors are manufactured oversize to be hand-trimmed on the job. Prefitting means saving of labor in hanging and therefore speeds construction. Also offered are completely machined stock doors which are bored or mortised for locks and gained or routed for hinges.

Fir doors are distributed nationally and sold through sash and door jobbers and local lumber dealers. Featured in the industry's promotional campaign are the modern 3-panel designs (shown here), which harmonize with present-day architecture. For several years fir door manufacturers have marketed entrance doors manufactured to exact size.



MODERN 3-panel door is cut to exact dimensions, machined and ready to hang before leaving factory.

WHEELER OSGOOD

Tru-sized DOORS

COME TO YOU ACCURATELY SIZED
—READY TO HANG



NO SAWING



NO FITTING



NO PLANING

Save 55 Minutes on Every Door!

Designed to help carpenters do a *better* job—*Tru-Sized* Doors are precision machined to exact book opening. When ordered mortised for locks and gained for hinges, pre-fitted *Tru-Sized* Doors can be hung in as short a time as 20 minutes.

Tru-Sized Doors offer the best in modern designing, uniform quality, and master craftsmanship. Made of select Douglas Fir, they are super-strong, naturally rot-proof and highly mar-resistant.

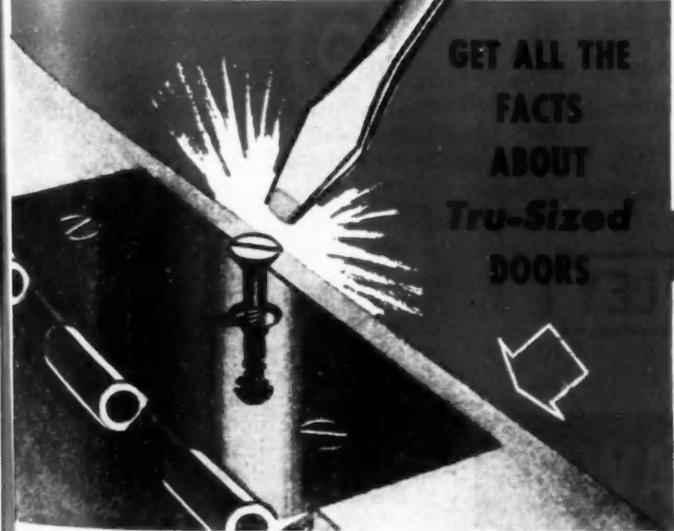
GET ALL THE
FACTS
ABOUT
Tru-Sized
DOORS

MAIL COUPON TODAY !

The Wheeler, Osgood Company, Dept. 7-33
Tacoma 1, Washington

Please send me *free* literature and detailed guide sheet for ordering *Tru-Sized* Doors.

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



dimen-
before

A hurry-up TOOL



for remodeling jobs

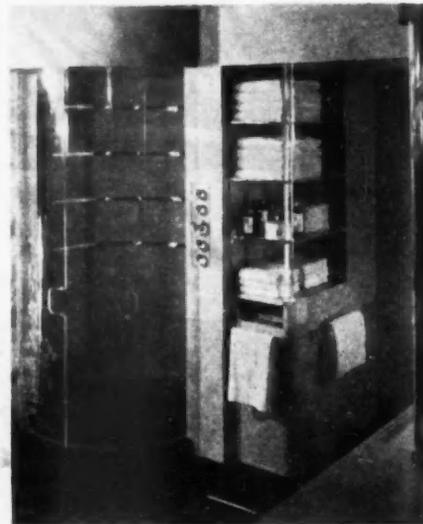
Put it up to this Stanley W9 Safety Saw to handle a profitable share of the remodeling jobs coming up. Handles like a hand saw and it doesn't have to stop for a rest. Fast cutting and accurate. Its 3/4" cutting capacity covers the full range of the average remodeling job. Besides, it has a tilting base for making bevel cuts up to 45°. Stationary and swinging guards keep cutting edge of the blade covered all the time. Write for folder. Stanley Electric Tools, Division of The Stanley Works, New Britain, Connecticut.



STANLEY

STANLEY SAFETY SAWS

Aircraft Plastic Adapted to Home Construction



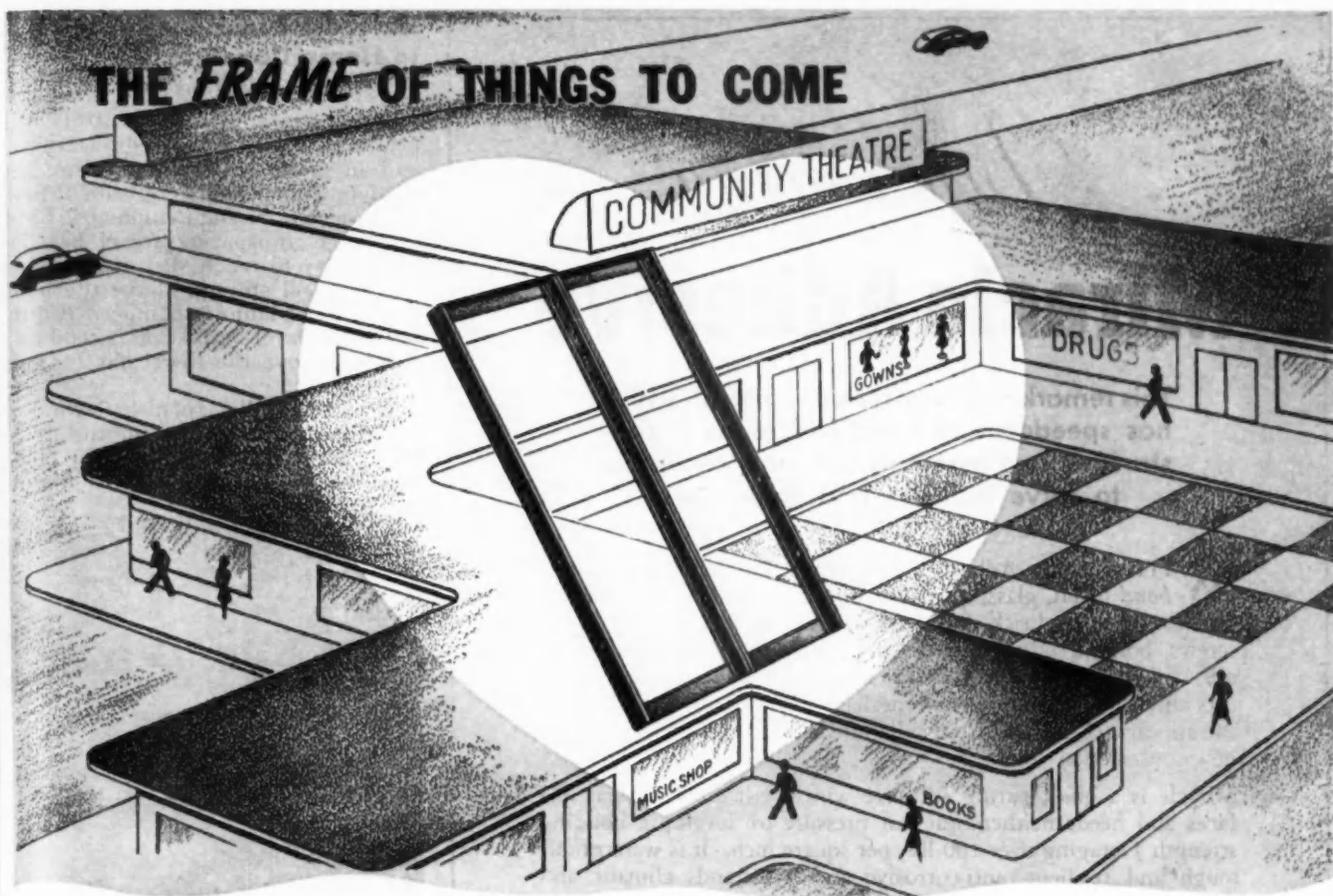
TRANSPARENT, shatterproof Plexiglas shower stall has sliding door, and is watertight.

ADAPTATION to peacetime of one of the war's most important materials, the transparent plastic, Plexiglas, from which thousands of nose sections, turrets and other enclosures were made for every type of army and navy plane, is demonstrated in a three-room apartment-of-tomorrow, now on a national tour of department stores and architectural centers. The unit, consisting of a transparent-walled bedroom, a dressing room, and a bathroom with a turret-shaped transparent shower, is called the "Plexiglas Dream-Suite."

Designed by the Rohm & Haas Company of Philadelphia, developers of crystal-clear acrylic plastics, the Dream Suite is intended to show architects, designers and home builders how Plexiglas can be taken from the fighting plane and adapted to the home. The plastic was introduced several years before the war, but until now its architectural uses have not been emphasized. Plexiglas is highly shatter-resistant, less than half as heavy as glass but just as transparent, can be formed easily into curved sections, and sawed, drilled, carved, threaded and otherwise worked like wood. The development of large-size sheets of Plexiglas during the war now makes it possible to construct walls, doors, shower stalls and fixtures of the material.

In the "Crystal Corner" of the suite there is no plumbing visible. A transparent, shatterproof Plexiglas shower stall, etched in light with undersea design, has a semicircular sliding plastic door to make it completely water-tight. Instead of the usual spray head, there are four hands of needle-sprays separately controlled.

(Continued to page 140)



PUT A HEART OF STEEL IN YOUR POST-WAR PLANNING

Tried and proved by the forces of war . . . in the heat and muck of the tropics . . . in the cold, frozen northlands . . . EVERWEAR Steel-Frame Construction offers to architects, builders, contractors, and building-supply dealers, the modern way to better-built buildings . . . at a substantial slashing of construction-time.

For thirty years, Southern States Iron Roofing Company—famous for its EVERWEAR "Lock-Tight" interlocking galvanized Steel Roofing, Steel Shingles, Asphalt Roofing, and Paints—has been one of the largest in the building-materials industry. Now that post-war construction has the green light, EVERWEAR Steel-Frame Construction will be made available as soon as possible by this pioneer company for inclusion in your plans . . . for longer-lasting, more economically constructed buildings.

EVERWEAR Steel-Frame Construction permits the speedy erection of homes, barns, industrial plants, or additions thereto as needed, even though Steel Frames were not originally used. It supplies

termite-proof foundations and framing, an important consideration in Southern home- and industrial-construction. Steel Frames permit better insulation of your building . . . and any conventional building-material can be used over the frames.

The secret of this simplified method of building-construction lies in the patented, welded-steel channels in the form of quickly erected panel-frames in standard arrangements. Flexibility of design is obtained because Steel Frames are not limited to standard lumber-lengths. Anyone handy with hammer, wrench, and screwdriver can assemble them quickly, easily.

EVERWEAR Steel-Frame Construction will give your buildings a heart of steel . . . made to last throughout the years. Although we will not be able to deliver EVERWEAR Steel-Frame Construction for at least 6 months, we invite your inquiries NOW. Write today for our new booklet:

"PREFABRICATED STEEL BUILDINGS"

Southern States
IRON ROOFING COMPANY

General Offices: Savannah, Ga.
Factory-Warehouses in Principal Southern Cities

Announcing Miracle Adhesive

This remarkable war-tested material, which has speeded and simplified many a construction and assembly job, now available to serve builders and contractors.

WITH Miracle Adhesive, contractors and builders can now bond metal, glass, mirrors, wood, cork, wallboards, plastics, concrete, canvas, brick and fixtures *without the need* of nails, screws, bolts or other mechanical fasteners. Miracle is ideal for use "on the job". It speeds up installation time, reduces costs, cuts down weight, eliminates mechanical fasteners and improves the appearance of finished installations whether in modernizing or new construction work.

Miracle is a quick-setting adhesive which will bond uneven surfaces and needs neither heat nor pressure to develop a bonding strength averaging over 100 lbs. per square inch. It is waterproof, tough and resilient, anti-corrosive and withstands climatic and temperature changes.

The proof of the value of this adhesive to those engaged in building and construction work is found in Miracle's "Service Record". On land, sea, air and submarine installations Miracle's bond has held fast—resisting the shock and vibration of gunfire, unaffected by salt or fresh water and unharmed by changes of weather and of temperatures from the humidity of the tropics to the dry cold of the stratosphere.

It will pay you to learn more about Miracle Adhesive and the 101 ways in which it can help you in your building and modernizing operations to save time and money and do a better job quicker. Write today for full information to Miracle Adhesives Corporation, 852 Clinton Avenue, Newark 8, N. J.

TYPICAL APPLICATIONS OF MIRACLE

- Bonding wall and floor tile without the weight and expense of mortar setting-beds.
- Installing mirrors and decorative panels without mechanical fasteners.
- Caulking window and door frames.
- Installing bath and kitchen fixtures.
- Resetting metal, slate and terrazzo treads.
- Bedding thresholds, door saddles, safety treads.
- Installing panel mouldings, trim, signs, nameplates, etc.

ONE USE ALWAYS SUGGESTS OTHERS.



Miracle

ADHESIVES

Aircraft Plastic Adapted to Home Construction

(Continued from page 138)

Automatic temperature controls with plastic handles are located both inside and outside the shower enclosure, and a safety grab bar and convenient foot-rest are part of the equipment. There is also a transparent towel bar and large, easy-to-reach shelves providing ample towel storage above the built-in concealed laundry hamper. A dustless, floor-level bath scale is read on a dial set above the towel bar for easy visibility.

"Radiant walls" furnish decoration as well as illumination for the dressing room. Hidden fluorescent lamps light the walls, the light spreading out



DRESSING ROOM has "radiant walls," set in Plexiglas wash bowl, ample closet space.

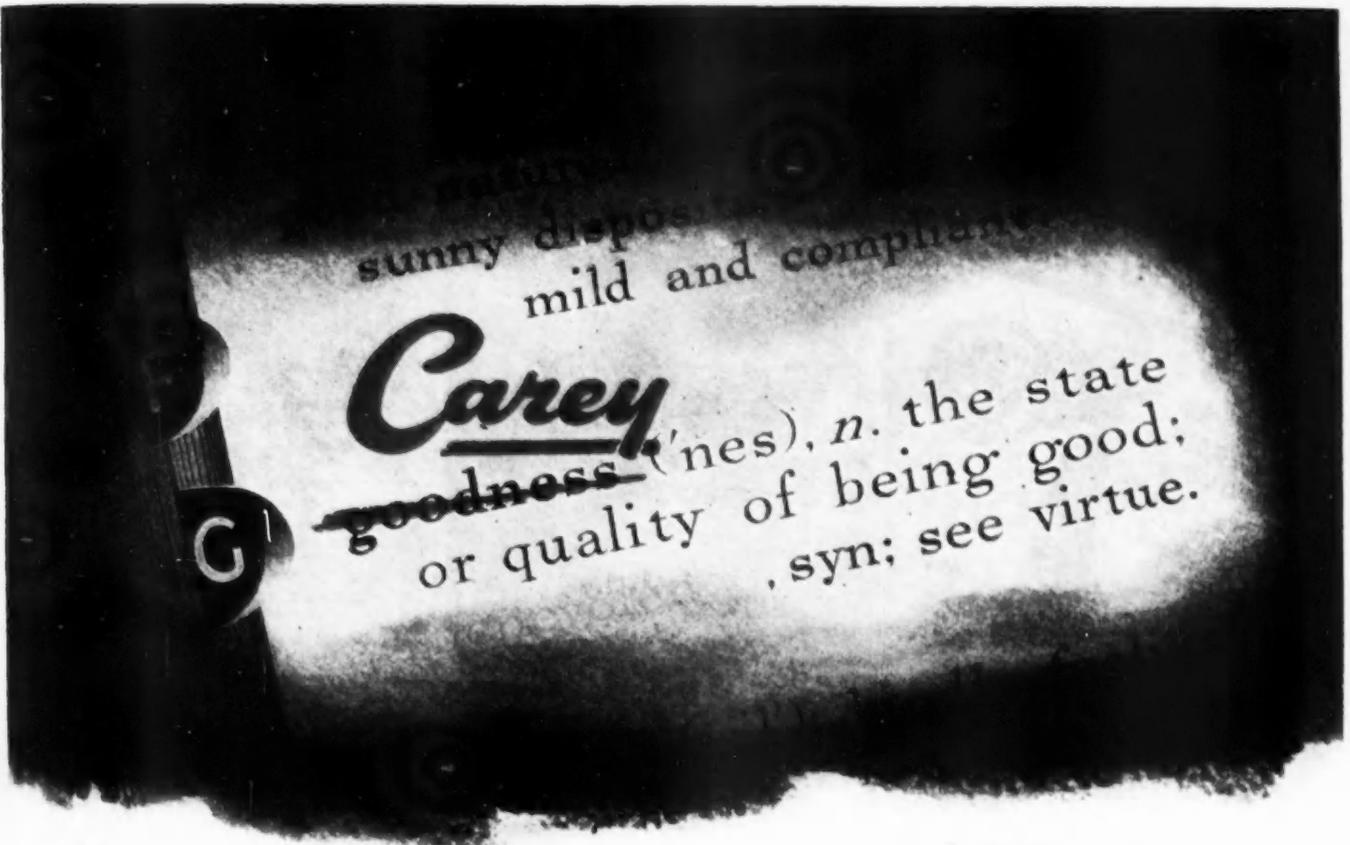
evenly from the entire wall instead of intensely from the fixture.

The built-in dressing table is placed before a mirror furnished with extra lighting in the form of concealed daylight fluorescent tubes placed vertically on each side. The right-hand pedestal of the table swings open and holds a graduated set of Plexiglas trays for cosmetics and other small items. The left-hand pedestal is a stack of drawers with Plexiglas liners to prevent snagging of hose and lingerie.

Set into an unbroken continuation of the dressing table surface is a Plexiglas wash bowl with ample room on either side to hold accessories of all kinds.

Ample space is provided for clothes with double closets being supplemented by an additional chest of drawers whose top can serve as a dresser.

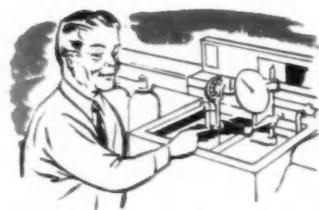
Plexiglas was first introduced into the home between 1934 and 1940, where it found use in the fabrication of tableware, chairs, coffee tables, stair railings, candlesticks, book ends, light fixtures, picture frames, jewelry and similar applications, and many of these will doubtless reappear. The material is now being used in rehabilitation centers for the fabrication of novelties, and the ease with which it can be formed is expected to lead to its wide use in the home workshop also.



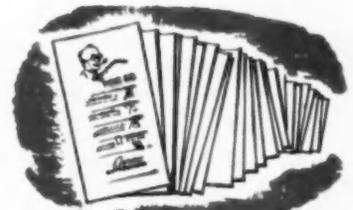
Carey is a short word meaning Good-ness



THE CAREY NAME, known for dependable products since 1873, spells quality to your prospects and customers.



CAREY RESEARCH is making old products better and better . . . and is continually developing saleable new ones.



STEADY PROMOTION makes Carey products highly acceptable to your customers.



CAREY "SHOW-HOW" simplifies proper product application . . . avoids time-wasting grief.

the **Carey** line

- Asbestos Shingles and Siding
- Asphalt Shingles and Roofings
- Asphalt Roll Brick Siding
- Rock Wool Insulation
- Asbestos Coverall Board
- Roof Coatings and Cements
- Waterproofing Materials
- Miami-Carey Bathroom Cabinets and Accessories

The Philip Carey Manufacturing Company, Lockland, Cincinnati 15, Ohio In Canada: The Philip Carey Co., Office and Factory: Lennoxville, P.Q.

**Red Devil
GLASS
CUTTERS**

**MODERN AS
TOMORROW
FOR OVER
75 YEARS**

Constantly designed and engineered to cut the glass of tomorrow as well as today—better and faster. Modern-line handle comfortably fits the hand, just right. Precision made wheel—an exclusive RED DEVIL feature.

RED DEVIL TOOLS.
IRVINGTON, N. J., U. S. A.

**IT'S ALL IN
THE WHEEL**

REDEVIL
No. 024

**E. L. Bruce Elects
New Officers**

THE Board of Directors of E. L. Bruce Company has announced the following elections: E. L. Bruce, Jr., president; C. Arthur Bruce, executive vice president, and Walter J. Wood, member of the Board of Directors. All three are residents of



E. L. Bruce, Jr. (center), new president E. L. Bruce Co.; C. Arthur Bruce (left) and Walter J. Wood, other new officers.

Memphis where the executive offices and one of the seven Bruce plants are located.

E. L. Bruce, Jr. joined the company in Little Rock, Arkansas, in 1913 after attending the University of Wisconsin. At that time a new plant was being constructed in Little Rock to replace the former plant at Kansas City, Missouri (known as the Kansas City Hardwood Flooring Company) which had been destroyed by fire.

In 1925 he was made manager of the Little Rock plant and vice president of the company. In 1928 he was transferred to Memphis and placed in charge of the Memphis plant. Also in 1925 he was made vice president of the Mississippi and Skuna Valley Railroad serving the territory around Bruce, Mississippi, where the company has a large sawmill operation. In 1940 Mr. Bruce was elected vice president and general manager of E. L. Bruce Company, which position he held at the time of his present promotion.

C. Arthur Bruce started with the company as sales manager in 1914. In 1925 he was made vice president, in which position his principal interests have been research and product development, employee and public relations, advertising, sales and promotion.

Walter J. Wood has been general sales manager for the company since 1942 and has been connected with them for the past twenty-one years. His first position was as sales representative in 1924, after which he was made district sales manager and served in this capacity in Chicago, Washington and New York City. In 1935 he was made sales manager of the Flooring Division.

Feather Foam

**QUILTED
SPORTS
JACKET**

In Popular Demand

Windproof, stormproof, light as a summer cloud. Feather Foam's magic warmth retaining insulation will keep you comfortable from mild to extreme sub zero. Equally appropriate for the hunter in the blind or the spectator at the winter sports event.

ASK YOUR DEALER OR WRITE US FOR NAME OF NEAREST DEALER

Arctic FEATHER & DOWN CO.
83 COLUMBIA ST., SEATTLE & WASH.

DISTRIBUTORS OF

ALWINTITE

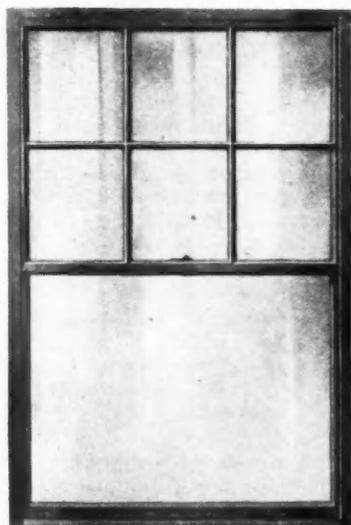
ALUMINUM WINDOWS

- ALABAMA**
Joseph H. Fox & Co. . . . Birmingham
- ARKANSAS**
Nevil C. Withrow Co. . . . Little Rock
- COLORADO**
Colorado Builders' Supply Co. . . Denver
- FLORIDA**
Builders Products Co. . . . Jacksonville
R. Hurley Mitchell Miami
Florida Steel Products, Inc. . . . Tampa
- GEORGIA**
Industrial Equipment Co. . . . Atlanta
- ILLINOIS**
General Bronze Corp., Chicago
135 So. LaSalle St.
Broadway Builders Supply Quincy
Contractors Supply Agency Rockford
Siretor Glass & Mirror Co. . . . Streator
- INDIANA**
Red Spot Paint & Varnish Co., Evansville
Old Fort Supply Co. Fort Wayne
Spickelmier Fuel & Supply Co. . . Indianapolis
Interstate Glass Co. South Bend
- IOWA**
Builders Service Co. Davenport
Iowa Concrete Block & Material Co. . . Des Moines
- KENTUCKY**
American Builders Sup. Co., Louisville
E. H. Straus Co. Lexington
- LOUISIANA**
Clifford A. King New Orleans
Davenport & Allen Shreveport
- MARYLAND**
Walter S. Brauns Bldg. Spec., Baltimore
- MASSACHUSETTS**
Wills & Hill Boston
H. Laurence Foster Co. Springfield
- MICHIGAN**
Robbie Robinson Co. Detroit
- MISSISSIPPI**
Contractors Material Co. Jackson
- MISSOURI**
A. A. Klutho Co. St. Louis
- NEW YORK**
A. O. Stilwell Co. Buffalo
Earnest W. Maurer Rochester
Ben R. Johnson Syracuse
- NORTH CAROLINA**
Aubrey L. Simpson Co. Charlotte
Borden Brick & Tile Co. . . . Greensboro
- OHIO**
Fred J. Crisp Akron
Fielding-Wales Co. Cleveland
Howard S. Sterner Co. Columbus
Dayton Builders Sup. Co. Dayton
Adam Loos Co. Toledo
- OKLAHOMA**
Bissell Builders Sup. Co., Oklahoma City
Murray R. Womble Co. Tulsa
- PENNSYLVANIA**
G. F. Erich Co. Allentown
Charles G. Noska, Sr., Germantown, Phila.
Building Specialties Co. . . . Pittsburgh
- SOUTH CAROLINA**
Owen Steel Co. Columbia
- TENNESSEE**
Builders Specialty Co. Nashville
- TEXAS**
Jno. A. Williamson Co. . . . San Antonio
- VIRGINIA**
Hall-Hodges Company, Inc. . . . Norfolk
Bowker & Roden, Inc. Richmond
C. Grady Gates Roanoke
- WEST VIRGINIA**
Oscar F. Henry Co. Charleston
James J. Weiler & Sons, Inc., Huntington
W. E. Britt & Co. Wheeling
- WISCONSIN**
Patek Brothers, Inc. Milwaukee

Above list compiled September 1st

Answering your question...

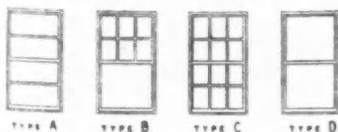
When will ALWINTITE Aluminum Windows be available?



Builders everywhere have been writing, wiring and telephoning to ask this one question — "When will I be able to get ALWINTITE Aluminum Windows?"

To all of you we would like to say, "Immediately." But undoubtedly you appreciate that the transition from war work to the full production of aluminum windows requires a considerable period of time.

We are now pleased to announce that ALWINTITE double hung windows will be available in early December. The ALWINTITE casements will be in production by February. To insure delivery as early as possible we suggest that you place your order now with an ALWINTITE distributor. For the complete story of these windows send for a copy of our new, descriptive booklet, "A Better Sales Outlook."



THE ALUMINUM WINDOW CORPORATION
A Subsidiary of General Bronze Corporation
34-21 Tenth Street, Long Island City 1, N. Y.

ALWINTITE

ALUMINUM WINDOWS

The **STO-A-WAY** NEW ATTIC STAIRS

ONLY
\$18⁰⁰

F.O.B. St. Paul
Minnesota



HERE is a brand new ceiling stairs, designed to make attic space useable. Thousands of old and new homes need this convenience.

This new **STO-A-WAY** Stairs by **MARSCHKE** meets the demand for a low cost installation. The panel opening is 20"-40". There is no mechanism to get out of order or wear out.

Other **MARSCHKE** Stairways priced from 24 to 57 dollars assure you of a model to meet every demand. Write for free descriptive circular. Your inquiry will receive our prompt attention.



The Marschke Co.

(SINCE 1925)

ST. PAUL 3, MINN.

New Products Development Organization Announced

FORMATION of a new nation-wide research and merchandising group, known as the Wood-Ply Research Foundation, Inc., has been announced.

Objectives of the organization include the development and merchandising of new plywood and plastic products, which will carry the "VeriPLY" seal of approval. Great quantities of these new products are expected to be used in the home building, furniture, boating, refrigeration, outdoor advertising and transportation industries.

The eighteen approved distributors of VERIPLY Products include the following: Bennett-Bailey Lumber Company, Minneapolis, Minn.; Berg, Patterson & Buck, Inc., Detroit, Mich.; Daniel Buck, Inc., Philadelphia, Pa.; Ehrlich-Harrison Company, Seattle, Wash.; Charles F. Fischer & Company, Inc., New York, N. Y.; Forest Products Corporation, Fort Lauderdale, Fla.; Fry-Fulton Lumber Company, St. Louis, Mo.; J. E. Higgins Lumber Company, San Francisco, Cal.; Huss Lumber Company, Chicago, Ill.; Kilpatrick Brothers, Oklahoma City, Okla.; MacLea Lumber Company, Baltimore, Md.; Omaha Hardwood Lumber Company, Omaha, Neb. and Sioux City, Iowa; Plunkett-Webster Lumber Company, Inc., New Rochelle, N. Y.; Texas Oak Flooring Company, Dallas, Tex.; Twin City Hardwood Lumber Company, St. Paul, Minn. and Fargo, N. D.; Western Hardwood Lumber Company, Los Angeles, Cal.; and Winde, McCormick & Chapin, Inc., Charlestown, Mass.

World War II advanced plywood technology by several years and created thousands of new uses for plywood permanently held together with a waterproof plastic bond. Combinations of wood and plastics were successfully used in everything from "bazooka" rocket firing tubes to watertight packing cases to float war materials ashore on beachheads.

Officers of the Foundation include: President, Lawrence S. Clark, Twin City Hardwood Lumber Company, St. Paul, Minn.; Vice President, George W. Bateman, Daniel Buck, Inc., Philadelphia; Secretary-Treasurer and Managing Director, Wellington R. Burt, Chicago, Ill. The Executive Committee is composed of: D. Carlisle MacLea, MacLea Lumber Company, Baltimore, Md.; J. Glennon Cahill, Western Hardwood Lumber Company, Los Angeles, Cal.; and Alvin J. Huss, Huss Lumber Company, Chicago, Ill.

The Foundation will sponsor a nation-wide merchandising and advertising campaign to help sell new plywood and plastic products. Direct mailing, sales helps and information on products will be sent to customers through VERIPLY approved distributors.

General headquarters of the Foundation are located in Chicago, Ill.

The very latest in design



Display Board No. 363
over 26" x 18"
Complete with fixtures shown

GUARANTEED FOR LIFE AND BEAUTIFULLY DISPLAYED

Gerity is now shipping not only the new lines of chromeware fixtures, but also a complete assortment of eye-compelling displays for window, counter, wall or floor.

Dealers are saying "Gerity really helps you sell!" And in addition to these display boards, the lines have been completely repacked in boxes which stand out strikingly on your shelves. Brilliant new booklets are also available for dealers.

But best sales tool of all is the Gerity guarantee. Every piece of household chromeware carries an unconditional lifetime guarantee. They will not break, crack, peel, check or tarnish.

Orders are coming in fast so write today for Catalog Supplement Number 6. You will be delighted with the beauty of these designs.



GERITY-ADRIAN MFG. CORP.
ADRIAN, MICHIGAN

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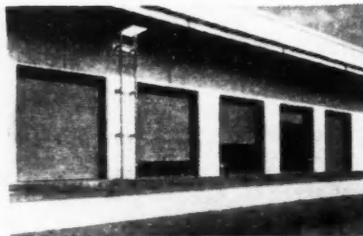
Opening for Efficiency!



KINNEAR . . . STEEL ROLLING DOORS

Every doorway gives you an "opening" for more efficient traffic and materials-handling, shipping or warehousing. Just install sturdy, dependable KINNEAR Steel Rolling Doors. They feature an all-metal door curtain of rugged, flexible, interlocking slats. The curtain coils upward into a small roll, clearing the opening completely, saving wall and floor space, and remaining out of reach of damage when open. KINNEAR Motor Operators may be had if desired . . . offering additional advantages of quick, labor-saving, push button control.

**KINNEAR
ADVANTAGES**
Rugged all-steel
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Coiling upward
action
Effective counter-
balance
Flexible interlock-
ing steel-slat
construction
Motor operation,
with remote con-
trol if desired
Individually en-
gineered for
each opening
Many others



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Saving ways in Doorways

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KINNEAR
ROLLING DOORS

Cortright

(Continued from page 68)

Snyder's recommendations to the President, although there is no certainty that his proposals will be accepted. Recent reports have stated that he is urging the complete lifting of all controls on residential construction, although he has authorized no such statement. However, with the decision still to be made by the President, there must be no cessation of interest regarding this issue.

Summary of Committee's Arguments for complete release of L-41. In presenting our case to government and to key members of the Congress, the following points were made by the Committee:

1. Inflation in existing housing can be corrected only by the earliest and largest possible volume of construction.

2. Employment for several million workers in the building trades and in the production of building materials and equipment—including many veterans—can be provided only by the immediate lifting of all controls.

3. Given the green light now, the amount of new residential construction cannot be substantial before next spring. Any restrictive system requiring permits and valuation procedures would delay this indefinitely.

4. Structural clay products are the only critical building materials requiring additional OPA price relief to insure adequate production. Brick and tile officials guarantee ample production promptly if given a 10 per cent increase.

5. Improper pricing of new houses need not be feared since competition between builders automatically drives prices to a proper level.

6. Returning veterans (particularly where new families have been established or where families are presently inadequately housed) will demand and should receive new homes. Securing priorities, arranging financing and ordering the construction of a home have proven utterly unsatisfactory and resulted in widespread resentment among veterans.

7. No system of workable controls can be established and enforced at this time that will do anything but confuse, discourage and prevent the initiation of a large home building program.

Private enterprise housing bill will be introduced. As the result of many months of careful study and research, an omnibus private enterprise housing bill is nearly ready for introduction. It will be supported by a broad cross-section of home building industry representatives and will meet point by point the alleged objectives of the Wagner-Ellender public housing bill. The defeat of the 7½ billion dollar public housing program

(Continued to page 148)

PORCELAIN ON STEEL TILE

Won't Crack!...Won't Fade!



VEOS PORCELAIN ON STEEL TILE

FOR RESIDENCES, COMMERCIAL AND INDUSTRIAL BUILDINGS, INSTITUTIONS

More than 20 of the leading American oil companies have installed Veos Porcelain On Steel Tile in 15 THOUSAND of their finest filling station rest rooms. These companies naturally employ able architects. Their united opinion is praise indeed. Everybody likes Veos Tile. It is guaranteed for the life of the building against cracking, crazing or color-fading. It is easily and quickly installed, means little or no interruption for workmen or for occupants whether in a building or a home. Light weight permits use right over old walls, even over old ceilings, and the owner has no periodic refinishing expense . . . no servicing but simple washing. Ask for color photos, full details. Clyde Porcelain Steel Corp., Clyde, Ohio.

10 BIG ADVANTAGES

- WON'T CRACK
- WON'T CRAZE
- WON'T LOOSEN
- WON'T FADE
- MODERN SIZES
- LIGHT WEIGHT
- QUICK INSTALLATIONS
- MINIMUM UPKEEP
- EASY TO CLEAN
- GUARANTEED FOR LIFE OF BUILDING

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Clyde Porcelain Steel Corp., Dept. 410, Clyde, Ohio
 Please send FREE the Veos Porcelain On Steel Tile full-color book showing a wide variety of installations.

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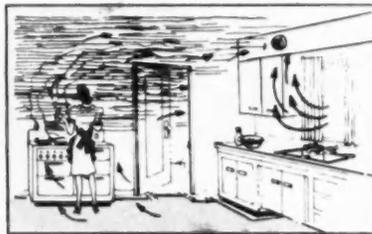
Home Buyers WILL INSIST UPON MORE THAN MERE VENTILATION

JUST "a fan" no longer will suffice. Mrs. Homeowner will know too much about what to expect from various types of ventilators. The chances are she already is thinking about

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Not Grandmother's Way—
Nor the Half-way



The Blo-Fan Ventilator Gets Odors and Smoke As They Rise



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(Continued from page 146)

posal will not be accomplished by merely pointing out its exorbitant cost and disastrous effect, but by the substitution of workable, democratic, private enterprise legislation.

Builders aroused to unprecedented extent. The volume of protests condemning discriminatory action against home building exceeds anything in the history of your Association. This office is swamped with correspondence, telegrams and copies of protests to government officials and members of Congress. Members will understand that it is impossible for even the enlarged staff to acknowledge more than a small part of this. New applications for membership pour in daily, both from unorganized areas and through our one hundred Affiliated Local Associations. Faced not only with a postponement of resuming home building, but with the establishment of new restrictions which may be permanent, builders from every state are daily joining our organized fight for the industry.

Congressional investigation of inter-agency fight on lifting L-41.

Recognizing the disgraceful condition which continues week after week in the matter of keeping war controls on the construction industry, the Murray Small Business Committee of the United States Senate has called hearings for September 18-21. Members of Congress, aroused by the indignant demands of constituents in every part of the country, have come to the conclusion that a public airing of the issue and of proposed OPA controls was necessary. Starting September 18th all government officials concerned will appear before the investigating committee headed by Senator Stewart of Tennessee. First on the list are War Mobilizer John Snyder, Construction Coordinator Potter, Economic Stabilizer Davis, War Production Board Chairman Krug, and OPA Administrator Bowles. The key witness, of course, will be Construction Coordinator Potter, who under the requirements of such an investigation, will for the first time publicly state the conclusions he has reached.

WPB Chairman Krug will undoubtedly advocate the complete lifting of L-41.

On the negative side, of course, Messrs. Davis and Bowles will express their fear as to the great evils which may come about if home building is permitted to be resumed in the near future. Unless some new and vastly better formula has been conceived in the last few days, it is clear that they will have no satisfactory remedies to suggest. To date their recommendations as to permit and pricing systems have been so vague or obviously unworkable as to have been called impracticable by the FHA, upon whom the responsibility for carrying out such procedures would fall.



This Free Handbook Shows How

* "QUICK-SAWS" Trim Hours Off Any Sawing Job

Pictured here are a few of many ways in which Black & Decker Electric "Quick-Saws" save muscle and manpower . . . and turn out better work in less time at lower cost. Ten times as fast as hand sawing, "Quick-Saws" not only make 'most every type of cut but cut 'most any material.

Equipped with the right blades and abrasive discs, they cut everything from wood, veneers and compo-board to marble, tile, slate, asbestos, transite, galvanized sheet and other thin ferrous or non-ferrous metals. Black & Decker "Quick-Saws" are made in three models: No. 75, cuts to 2³/₈" depth, \$105.00; No. 85, cuts to 2⁵/₈" depth, \$122.00; No. 95, cuts to 3¹/₈" depth, \$140.00.

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PORTABLE ELECTRIC TOOLS

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Extra Deep Cuts demonstrate ample capacity and power



Cutting Grooves or Dadoes of any widths; easy with Grooving Blade.



Cutting Bevels or Angles for inside trim with Cross-Cut Blade.



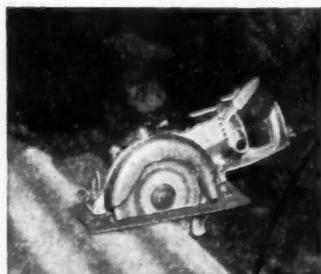
Cutting Plywood or Veneers to smooth edge with Planer Blade.



Cutting Rabbets ten times as fast as by hand with Grooving Blade.



Cutting Stair Stringers or notching timbers; Combination Blade.



Cutting Corrugated Asbestos, tile, transite, with Abrasive Disc.



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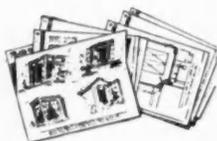
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ROLGREENS The original inside screens that roll up and down like window shades. Always in place. No putting up. No taking down. No painting. No storing. Inconspicuous. Admit more light. Screen wire is 16-mesh, rust-proofed "AlumiA" with triple selvage plus 4 double reinforcing strands at edge for extra strength. 10 year guarantee.



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DUAL GLAZING Protects against winter cold and summer heat. The truly modern year around "storm" window. No storing. Consists of single panel of Libbey-Owens-Ford DSA glass set in rubber-lined rust-proofed steel frame mounted on sash. Easily removed for cleaning. Highly efficient for air conditioned homes and buildings.



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ALSO MAKERS OF FAMOUS PELLA VENETIAN BLINDS

Nixon Challenges S. 1342

(Continued from page 80)

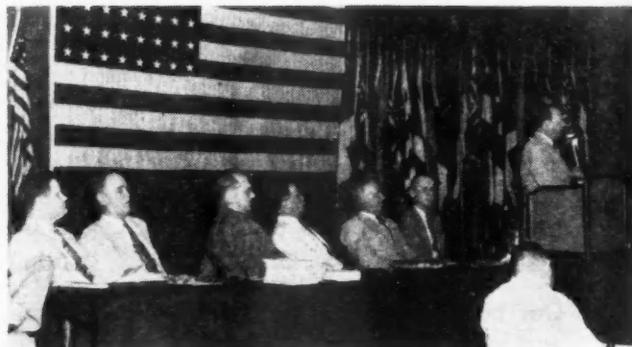
year loans at 3 per cent (to farmers), and suggested that if these same terms were made available to the urban home seeker, the monthly charges for principal and interest on a \$6,000 house, the most luxurious of the low-cost homes, would be only \$19.35 per month, and those on cheaper homes proportionately lower.

Nixon used figures presented by public housing advocates to show that at least 72 per cent of the population of the United States is well housed today, the highest proportion of any country in the world. He declared that this high ratio of satisfactory housing, achieved under the private enterprise system, was a decided tribute to the success of that system and a recommendation for its continuance.

As stated, Senator Ellender took pains throughout his talk to impress his audience with the fact that he had the interest of the private building industry at heart. In opening his remarks, he said, "I will say at the outset that I bow to no man or lady in this audience when it comes to letting private enterprise do the job. I have advocated that in many speeches that I have made on the subject of housing in the last seven or eight years."

Nixon Challenges Motives of Bill

With reference to the Senator's remarks and also that part of the Wagner-Ellender Bill which, under the caption, "National Housing Policy," states, "Private enterprise shall be encouraged to serve as large a part of the total housing need as it can without governmental assistance," Nixon pointed out sections of the proposed measure which were inconsistent with this objec-



C. EARL COLOMB, president, New Orleans Chapter, NAHB (standing), asks for questions from floor as (l. to r.) H. Moss Watkins, Jos. J. Miranne, Congressman F. Edward Hebert, Senator Ellender, Congressman Paul H. Maloney and A. R. Lundquist look on.

tive. Then, he said, "Is it not true that, although the Wagner-Ellender Bill constantly reiterates that its provisions are beneficial to private enterprise, actually it is a cleverly phrased proposal to initiate a vast program of socializing all low cost housing in this country with almost no benefits to private enterprise?" At this juncture he also pointed to the dangers of public housing when he said, "The socialized housing of totalitarian states did much to bring about the enslavement of their people. It regimented them by throttling initiative. It made them dependent upon their government for shelter and security. It created apathy with their resultant capitulation to the whims and fancies of insane dictators. It is a protection against this, the antithesis of the American way of living for which this War, now coming to a conclusion, was fought."

At the close of the debate, and before questions from the floor, members of local and state financial and business associations allied with the building industry delivered statements informing the Senator of their opposition to the bill.

Included were H. Moss Watkins, president of the Louisiana Homestead Building and Loan League; George Danziger, director of the Real Estate Board of

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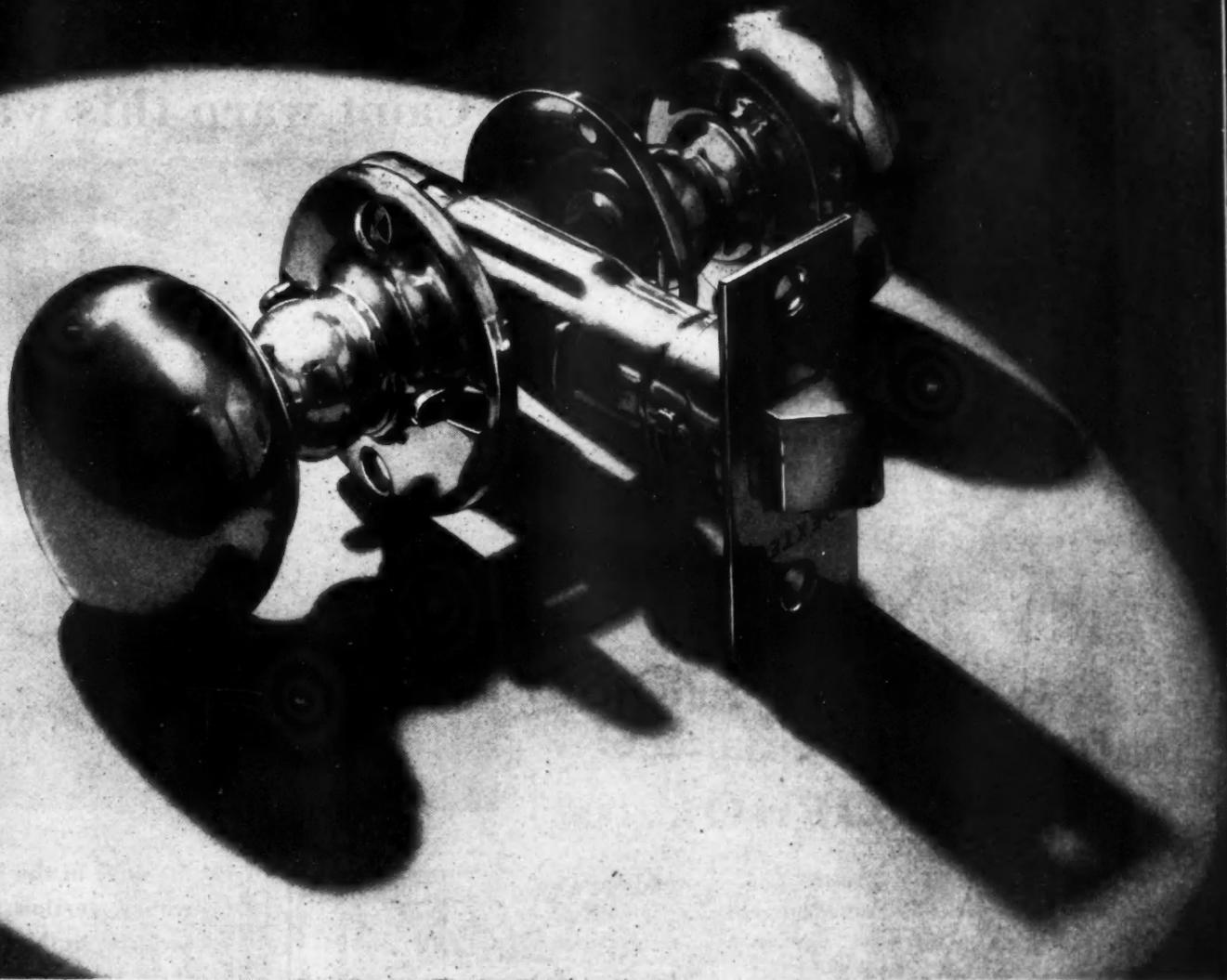
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Dexter-Tubulars are so simple you can take them apart without tools and quickly assemble them again with no previous experience. There are only three moving parts. This simplicity is one of the many reasons Dexter-Tubulars are so dependable; are backed, in fact, with a written lifetime guarantee of trouble-free performance.

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Dexter-Tubular
fits the bore
of a stock
FACTRI-FIT door

Standard specifications for the Douglas Fir Factory-Fit door and Dexter-Tubular latches go hand in hand. No alterations or changes necessary. Only tool used is a screw driver. Simply insert Dexter-Tubular latch, mount trims, and the installation is completed.



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By requiring only a single application to give wood floors a handsome finish and long-lasting protection, LIGNOPHOL pays off for you in two ways. First, it assures substantial economies in application time and effort . . . and second, by the excellence of its results, LIGNOPHOL helps you build and maintain a reputation for quality work.

LIGNOPHOL penetrates — preserves — highlights natural beauty of the wood. For doors, trim and paneling as well as floors. It is backed by a 30-year record of successful performance and is endorsed by leading wood flooring associations, architects and builders. Write Dept. B10 for details.

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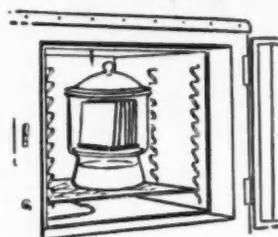
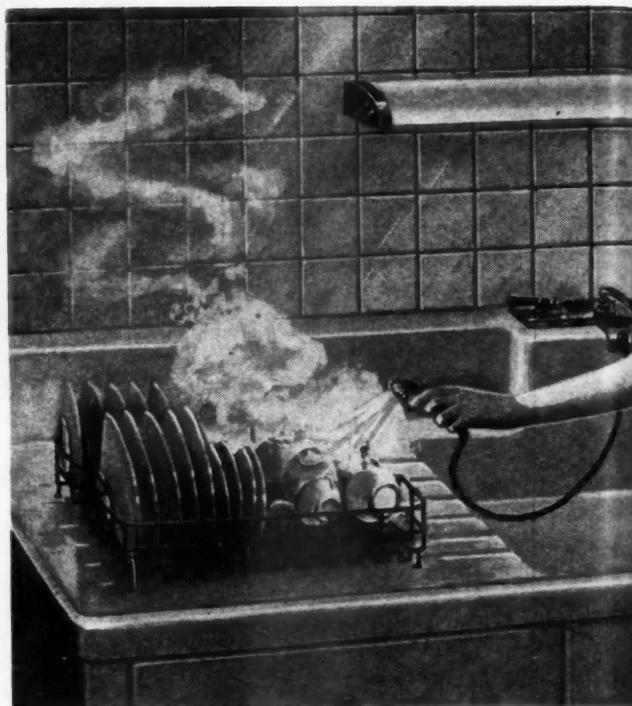
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You can sell Monowall with confidence for bathrooms, kitchens, commercial interiors . . . wherever a bright, mirror-smooth wall or ceiling surface is wanted. Monowall is durable and easy to clean. There's a variety of sparkling colors in plain or tile-designs.

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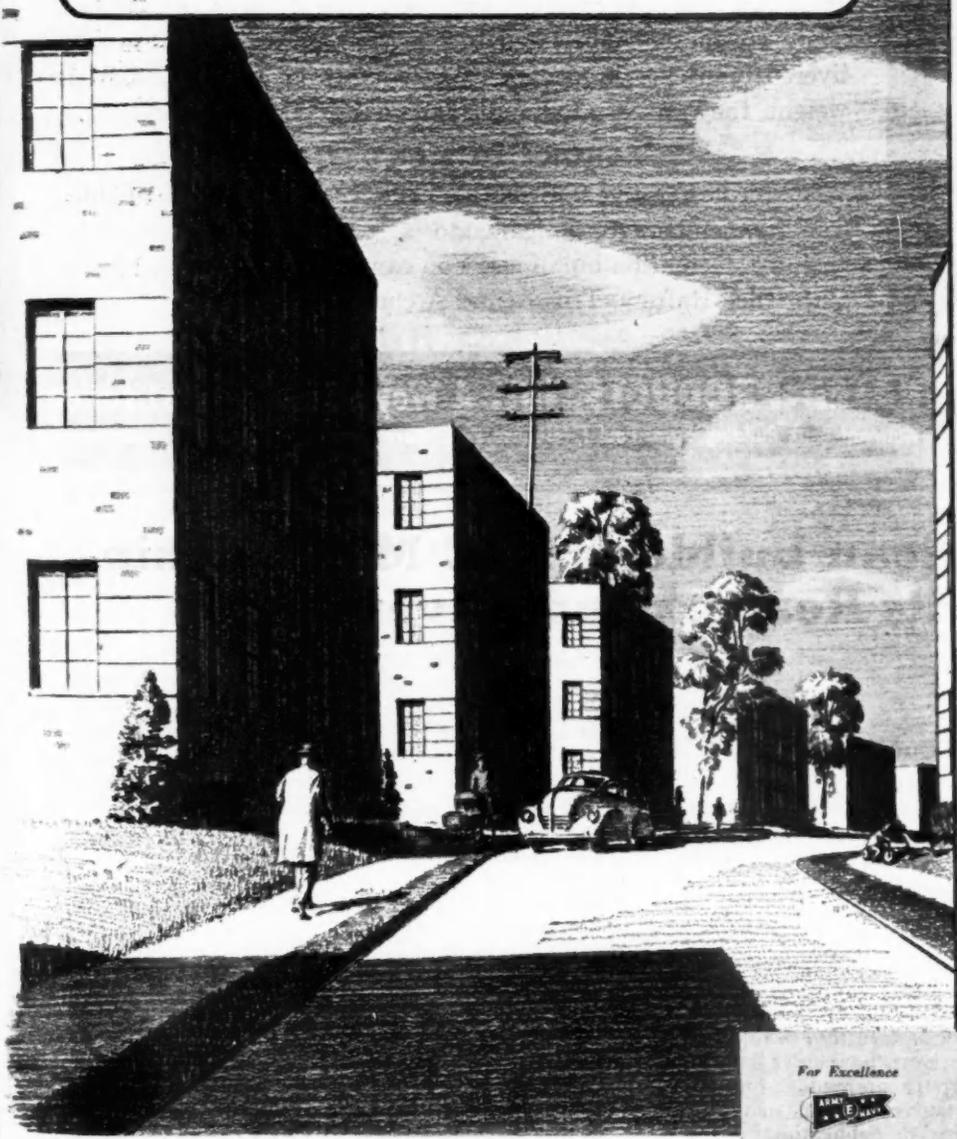
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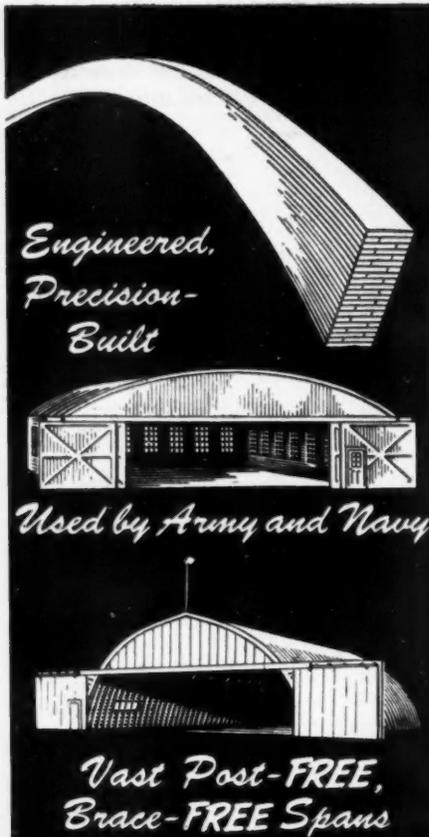
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● Get Rilco framing members into your building plans. Write for information. See what you can do with these modern Trusses and Arches. Rilco Arches were used extensively by Army and Navy in Hangar Construction. They meet their requirements as well as strict building code specifications.

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Audit Bureau of Circulations

is an association originally proposed and organized by publishers themselves as a "self-regulating" check on circulation and readership. Today, advertisers and advertising agencies share in supporting this Bureau.

How the Reader Benefits . . .

Every six months a check is made on *American Builder's* circulation. If the circulation among one group of readers were to fall off, we would know that we were not giving them the editorial fare they want and need. So we have a constant check on "how we're doin'" and can make sure that all groups of readers find in *American Builder* the constructive, helpful material that they expect to find in their trade publication.

How the Advertiser Benefits . . .

Business papers are read for information, not for fun. When readers value the information enough to pay for it, advertisers have a pretty fair assurance of reaching an interested audience. They have an excellent chance of getting action, too, if their messages contain the

same kind of practical, helpful ideas that are found in the editorial pages. In fact, some advertisers tell us that they study *American Builder's* editorial material carefully as a guide to help make their messages more interesting to Builders and Dealers.

Through its audited check on circulation, by occupational groups, *American Builder*, during its 65 year span, has been able to develop readership among those Building Professionals and Dealers who "belong" in the particular segment of the building industry served by *American Builder* . . . the light-load construction industry. Advertisers, therefore, who fit the specific story of their product to the specific and specialized needs and interests of *American Builder's* readers can feel sure that their messages will be read as eagerly as the editorial pages.



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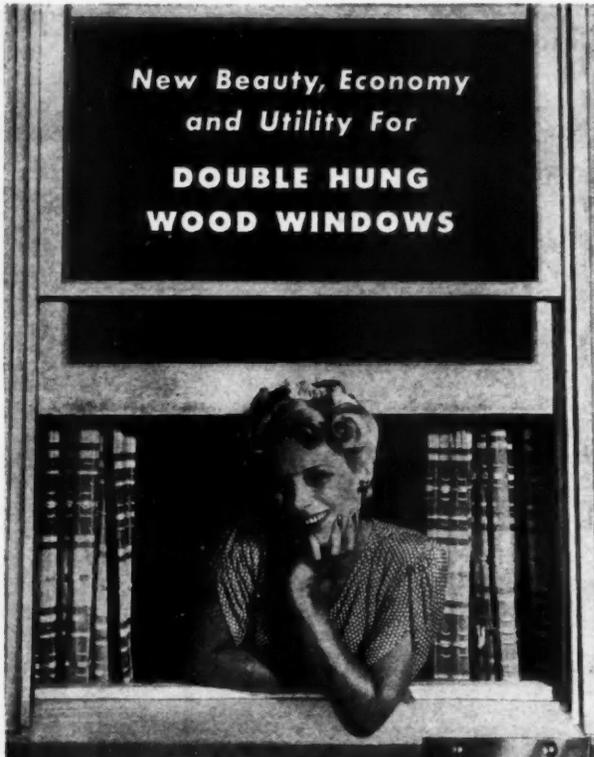
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FLAT SASH BALANCE

DOUBLE HUNG WINDOWS MOST POPULAR—There is no satisfactory substitute for wooden double hung windows. They are lowest in first cost and use inexpensive hardware. They are readily equipped with standard storm sash, screens and weather-stripping. Ventilation, light control and curtaining are simple and easy.

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PATENTED DESIGN MEETS ALL REQUIREMENTS—Just two sizes of Duplex adjustable balances meet 98% of all residential building needs—an important advantage which simplifies ordering, stocking and installing.



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Please send
information on
Duplex Adjust-
able Balances.

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Nixon Challenges S. 1342

(Continued from page 150)

New Orleans; Curtis F. Scott, vice president of the National Savings and Loan League. Speaking for his League of 61 organizations, with funds in excess of \$65 million to be loaned for private building, Mr. Watkins said, "There is no question that this bill is a public housing act. If all housing and financing of housing is to be made by the National Housing Agency as provided by the bill, free enterprise is out. We, without reservation, condemn this bill."

Mr. Danziger read a letter from A. Sidney Nunez, president of the Real Estate Board of New Orleans, giving the reasons why that organization went on record February 21, 1945 "as opposing further public housing." Mr. Scott in reading the protest of the National Savings and Loan League called Senator Ellender's attention to the large number of bills already before the Congress, which, if enacted, would accomplish many of the objectives claimed for the Wagner-Ellender Bill.

Because the meeting had been declared informal, a resolution unanimously opposing the Wagner-Ellender Bill, offered from the floor by Louis J. Riecke, president of a large southern trade association, was not acted upon.



LOUIS J. RIECKE, president, Southern Sash & Door Jobbers Association (standing), moving for adoption of a resolution unanimously opposing Wagner-Ellender Bill.

Questions Cover Important Points

In answering questions put to him from the floor, Senator Ellender displayed some of the technique which has earned him a reputation for oratorical adroitness among close senatorial colleagues. One example: "Senator Ellender, why are you so persistent in your desire to help private enterprise in the building industry when it is obvious that they do not want this help, particularly the kind embodied in your bill?" The Senator replied: "I believe the fellow who told me, when I walked in here, that I was walking into the lion's den, knew what he was talking about. Well, my only answer to the question is this, and I am only giving it to you: If, after reading that bill, (S. 1342) you don't have enough safeguards in it so that private enterprise will do the job, let me have the language that will do it and I will see to it that it is put in, or will do all I can to put it in the bill."

At another point during the questioning period, when the Senator was asked, "If the same favorable financing terms that are being offered by your bill to the rural dwellers were to be offered to the urban dwellers, would there be any need of public housing?" he replied, "I propose when the bill comes up before the Senate—in fact, before the committee—to give that same opportunity to home builders, that is, these low rates; and, of course, if we can add to the bill more opportunities to give all a chance to build a home, there won't be any need for public housing."

The Name **HOPE'S** Guarantees
1818 1945



Residence at La Grange, Ill. Wm. Joern & Son, Chicago—Builders and Designers

In addition to pleasing exterior effects which Hope's Steel Windows contribute to houses of every architectural style, they offer the extra conveniences that the home buyers, in this "post-war" period, are expecting.

A "model" home, today, must have steel casements; for their ease, safety and convenience in cleaning in a servantless home; for their superior protection from severe weather; for their gifts of more daylight and better controlled ventilation; and for their promise of longer life without maintenance trouble.

Fortunately, with Hope's Windows, the builder can offer these advantages at no greater cost than for good weather-stripped wood windows, and with a variety of sizes for every layout.

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

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

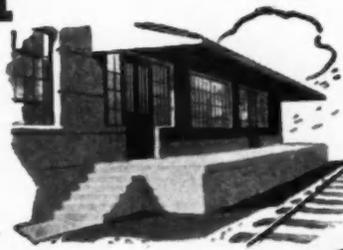
Concrete gives the *Plus Value* of Low Annual Cost

Concrete contractors and concrete products manufacturers give their customers the important plus value—*low annual cost*.

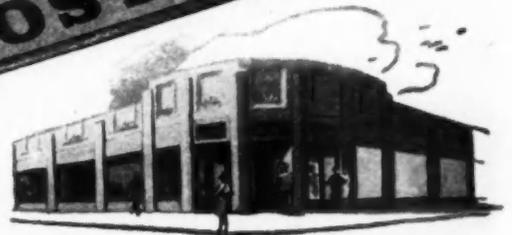
Annual cost is a reliable yardstick for measuring building economy. It takes into account not only first cost, but upkeep expense and number of years of service.

Apply this yardstick to firesafe industrial plants, garages, stores, homes, farm buildings or concrete improvements such as strong, enduring foundations, loading platforms or industrial floors. Concrete will prove to be *low-annual-cost* construction.

Write for free literature showing how to build concrete improvements which will give your customers more for their building dollar.



Tell your customers about this yardstick



PORTLAND CEMENT ASSOCIATION

Dept. A10-3, 33 W. Grand Ave., Chicago 10, Ill.

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

Concrete is low-annual-cost construction



**Structural,
Reinforcing or
other Blding Steel
Shipped from Stock**

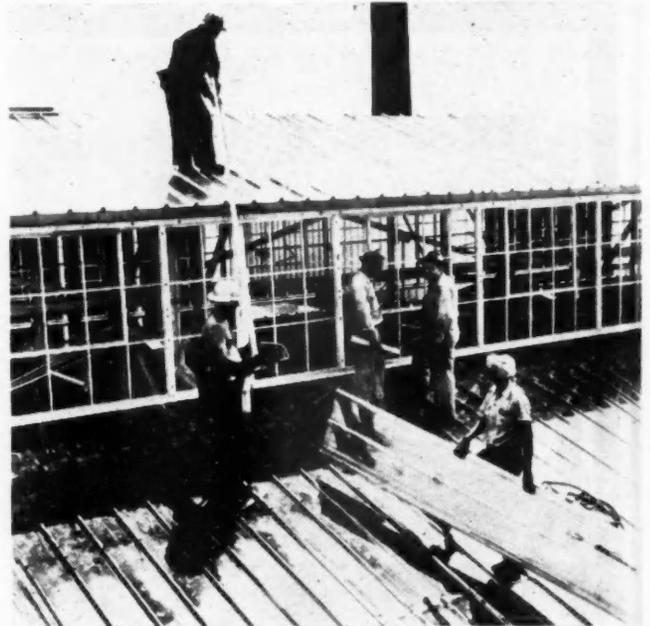
Write for Stock List—
your guide to over 10,000
different kinds, shapes
and sizes of steel for quick
shipment from ten plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

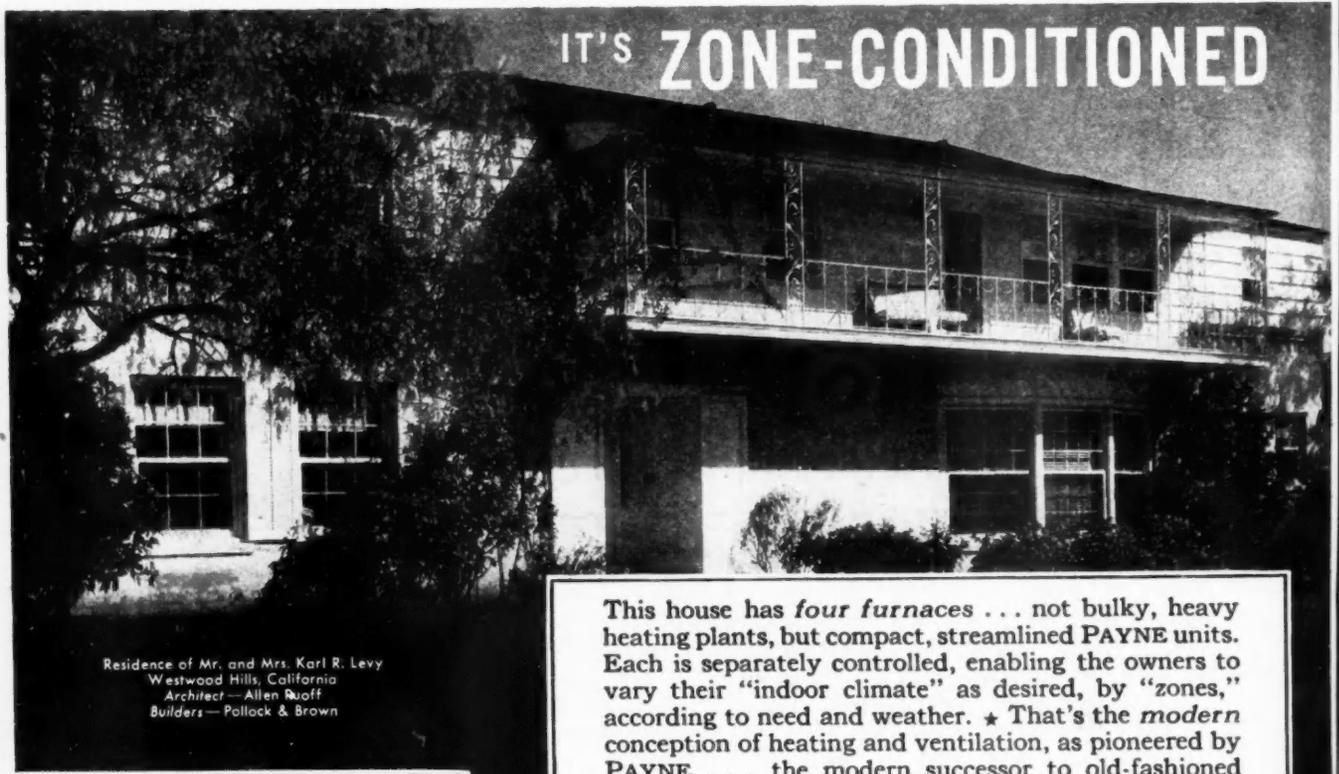
RYERSON

Reynolds Installs Aluminum Roof

THE shining aluminum roof shown below was installed recently over the cast house at Reynolds Metals Company Plant No. 1, Louisville, Ky. Tests have shown that the aluminum roof will wear well under toughest conditions. The 22 gauge galvanized iron roofing material,



formerly used, had to be replaced at intervals of eight months. Before this aluminum roof was put on, test panels of aluminum were exposed to the cast house conditions for more than a year, showing no appreciable effects from corrosion.



IT'S ZONE-CONDITIONED

Residence of Mr. and Mrs. Karl R. Levy
Westwood Hills, California
Architect—Allen Quoff
Builders—Pollock & Brown

This house has *four furnaces* . . . not bulky, heavy heating plants, but compact, streamlined PAYNE units. Each is separately controlled, enabling the owners to vary their "indoor climate" as desired, by "zones," according to need and weather. ★ That's the *modern* conception of heating and ventilation, as pioneered by PAYNE . . . the modern successor to old-fashioned central heating . . . PAYNE ZONE-CONDITIONING. Write for descriptive booklet.

PAYNEHEAT
OVER 30 YEARS OF LEADERSHIP



PAYNE FURNACE COMPANY
(One of the DRESSER Industries)
BEVERLY HILLS, CALIFORNIA

A VICTORY MESSAGE

To Dealers and Builders

Western Pines are back from War and on their way to you again. Government restrictions on Western Pines have been lifted. With few exceptions, such as rated military orders, shipments are now moving through normal dealer and industrial channels. The military needs for Western Pines will continue but to a lesser degree.

Western Pine mills wish it were possible to promise every dealer immediate delivery of his orders but obviously that is impossible and they bespeak your patience and understanding. For although they have no reconversion problems:

1. Mill stocks are at their lowest in history.
2. The industry is entering the period of lower production due to the approaching winter season.
3. There is still a general shortage of labor in the woods and mills.
4. Many mills require new machinery and repairs before they can return to normal production.
5. There will continue to be delays in shipments due to the strain on transportation facilities because of military needs.

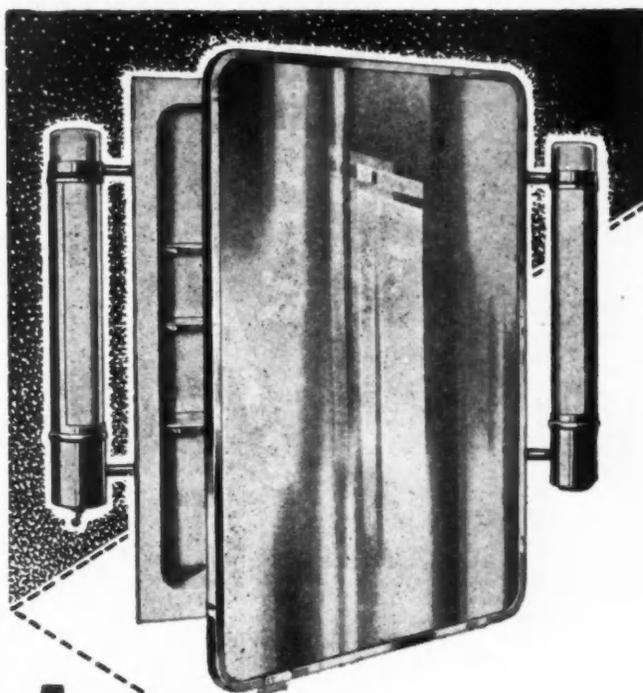
So with dealer stocks at the vanishing point it will take time—many months—before they reach normal.

But the future is bright for all of us and the Western Pine industry pledges you this—that Idaho White Pine, Ponderosa Pine and Sugar Pine are coming to you again—the same fine, versatile, carefully graded, precisely manufactured woods that you have known and depended on for decades.

WESTERN PINE ASSOCIATION

Yeon Building, Portland 4, Oregon

IDAHO WHITE PINE PONDEROSA PINE SUGAR PINE



Let's look to the FUTURE!

WE are rapidly reconverting to our full civilian production, so Lawson Bathroom Cabinets will soon again maintain their position of leadership, backed by 129 years of manufacturing experience.

Lawson Bathroom Cabinets definitely set the tempo for smart styling, beauty and sound construction. Their high reputation for utility and high value is nation-wide!

The Lawson line has always been so complete and the range of prices so wide that the *right* Cabinet could easily be found for every type of building, to fit every budget. And each Cabinet in every price range was made to the same high standard of quality!

You may expect great things of the Lawson line to come, for it will combine the traditions of the past with the finest developments of the future!

WORLD'S LARGEST BUILDERS OF BATHROOM CABINETS

THE F. H. LAWSON CO. CINCINNATI 4, OHIO



TERMITE CONTROL IS YOUR JOB —AND YOUR PROFIT!



for the established building contractor—

The thousands of homes in every community need protection against the serious termite menace. Termite control is the job of the man who knows construction—the building contractor! **TERRATOX** offers him really effective termite control and new profits too!

TERRATOX, derived from Pentachlorophenol (recommended by the U. S. Dept. of Agriculture), is the quick acting and long lasting Termite control backed by many years of experience in wood preservation.

Valuable information is contained in **TERRATOX** Bulletins. You'll want the bulletins, too, on **WOODTOX**, the water-repellent toxic treatment and on **WOODFIX** wood dimensional control. The bulletins are "musts" for every builder. Send for them!

WOOD TREATING
 5137 Southwest Ave. *Chemicals Co.*
 St. Louis 10, Mo.

Frigidaire Division Appointment

W. I. BUCHANAN, manager, Chicago Branch, Frigidaire Division, General Motors Corporation, recently announced the appointment of Carl E. Reed as sales manager of the Apartment House and Builders Department.

Mr. Reed is a veteran electrical refrigeration expert, and before entering government work at the beginning of the war, spent sixteen years with Frigidaire. During the past few years he has been employed in government work, expediting production in the Electronic Field for the Army and Navy.

* * *

Trane Company Plans Expansion

The Trane Company, La Crosse, Wisconsin, has announced a postwar expansion program that will more than double its present manufacturing facilities. A major part of the program consists of building a new addition to the main plant that will increase the size of that plant by forty per cent. This will permit the fabrication of heating and air conditioning units on an assembly line basis. A second new building is being constructed on these premises to house factory office workers.

The company has purchased the large factory building which it leased during the war for the production of heat exchange equipment for airplanes. After extensive remodeling and new construction this area will be used for the production of heating specialties.

It is anticipated that this expansion will call for the employment of approximately twice as many workers as the company employed during peak prewar years. Additional branch offices are being set up throughout the country and the staffs of the 86 offices now operating will be increased. The company has a substantial backlog of civilian orders for unit heaters, convectors, air conditioning units and heating systems. Since practically no retooling will be necessary, manufacture of these civilian orders can be started promptly.

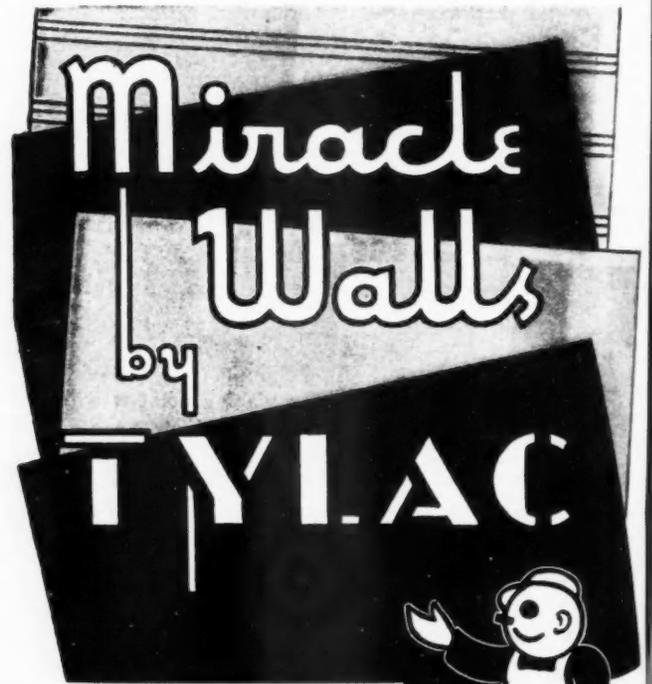
We're BACK IN Civilian PRODUCTION!

But--our first obligation to our trade is to fill their back-orders as quickly as possible. This we are doing as fast as full-time production permits.

Orders are pouring in for the new post-war **TYLAC** Products. It is not possible to make immediate delivery but we are striving to make shipments in from sixty to ninety days.

Here's a Suggestion: Place your orders NOW, for **TYLAC** Products—and be high on our early delivery list.

TYLAC is the **Miracle Wall** Covering of today—no finer product is made. Millions of home owners are now ready to improve and modernize . . . and they'll demand the economical, easy-to-install, easy-to-clean, permanent beauty of **Miracle Walls** by **TYLAC**. Four distinctive patterns - **TYLAC - MURALLAC - STREAMLINE - TYLITE**. A wide range of "modern-styled" colors offers endless possibilities for highly individual "decorative schemes" in Kitchen, Bathroom, Powder Room, Laundry, Attic and Basement.



TYLAC COMPANY
 MONTICELLO, ILLINOIS

For
Faster!
Stronger!
Safer!
Fall Concrete
Use

SOLVAY CALCIUM CHLORIDE

And Avoid 50° Slow-up*

*At temperatures 50°F. or lower the development of strength in concrete is seriously slowed up—which in turn holds up finishing, form removal and the general progress of the job. The addition of SOLVAY Calcium Chloride offsets the effects of low temperatures. It assures high ultimate strength and at the same time cuts costs and delays by accelerating set and increasing early strength. This means: (1) Quicker finishing and release of forms, (2) Quicker use of finished concrete, (3) Stronger, safer concrete.

Write for free booklet "Calcium Chloride and Portland Cement."
Address Dept. 34-10.

SOLVAY SALES CORPORATION
40 Rector Street, New York 6, N.Y.

Only **ZONOLITE**
INSULATION

MEETS SO MANY NEEDS



Yes, ZONOLITE GRANULAR FILL, PLASTER, CONCRETE AND ACOUSTICAL PLASTIC ENABLE YOU TO Handle 4 Big Jobs!

Zonolite Granular Fill finishes 2 to 5 jobs where you'd do only ONE with ordinary types of insulation. For attics simply POUR between joists and level off for thickness. POUR it into sidewalls.



Zonolite Plaster Aggregate used instead of sand makes fireproof, crack-resistant, lightweight plaster that insulates against heat, cold and sound. Greatly reduces dead load and is ideal wherever faced with weight problem.

To make warm, dry floors and walls use Zonolite Insulating Concrete Aggregate instead of sand, or gravel.

The amazing new Zonolite Acoustical Plastic simply TROWELS over walls and ceilings to achieve quietness in any place where noise is a nuisance. Will stick to any clean, firm water-resistant surface.



MAIL COUPON FOR FULL DETAILS

Don't fail to get complete information about these four big opportunities on which contractors are cashing in big. Send coupon now. No obligation.

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Please rush complete details about Zonolite Granular Fill, Zonolite Plaster, Zonolite Concrete, Zonolite Acoustical Plastic.

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SEE YOUR LOCAL LUMBER AND BUILDING MATERIAL DEALER



Easily installed—just bore one 1" hole, insert 6 screws. Fits 1 1/8" to 1 3/8". All popular finishes. List \$9.60 doz.

Ideal One bore Latch

Recommended For Storm, Screen, Attic, Basement, Brooder House, Cabin, Cottage, Apartment and Garage - service Doors

NATURAL PUSH-PULL ACTION

LATCHES POSITIVELY without slamming door. TROUBLE FREE. EASILY INSTALLED, bore one 1-inch hole through door and insert screws, no mortising or notching.

Get display model and a supply of latches from your jobber. If he can't supply you write us direct.

"Satisfaction Guaranteed"

Ideal Brass Works
250 E. 5th STREET
ST. PAUL I, MINN.

Monsanto Purchases 29-Acre Site

Monsanto Chemical Company announced the acquisition of a 29-acre industrial tract on the West Waterway for the erection of a new plant. Purchase of this property was made through its Seattle subsidiary, I. F. Laucks, Inc.

The new plant will be the most modern plywood adhesives plant in America, according to Monsanto. This will combine the Laucks operations now being carried on at two separate plants. Eventually it is planned to move the offices and research laboratories to the new location. The property is approximately 3/4 of a mile south of the city limits of Seattle on East Marginal Way.

* * *

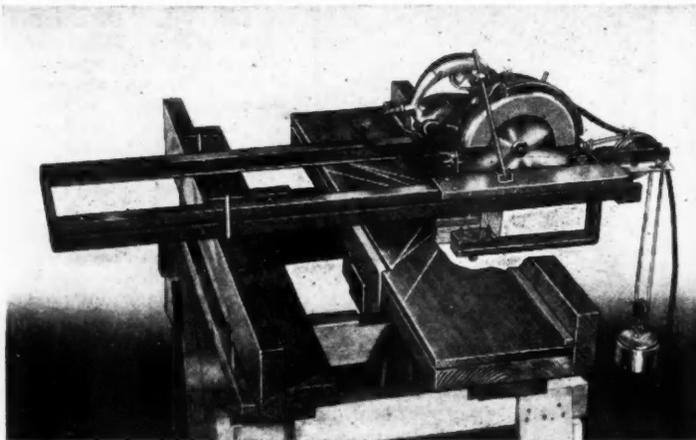
Winning House Designs on Tour

EXHIBITS of "Tomorrow's House for Cheerful Living" as revealed in the architectural competition sponsored by the Pittsburgh Plate Glass Company and the Pittsburgh Corning Corporation are now being shown in the nation's leading department stores.

Scale models of six winning designs are the feature of these exhibits. The exhibit also includes actual size reproductions of four rooms, one particular room from four of the models.

Premier showing of the exhibit was held at Macy's in New York City from July 30 to August 11. The coming exhibits are to be held from October 8 to October 20 at the Outlet Company, Providence, R. I.; Paine Furniture Company, Boston, Mass. from October 29 to November 10; and other locations in New England and New York state to be announced later.

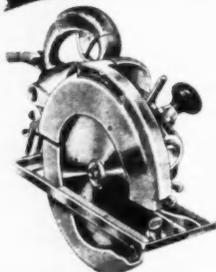
The exhibit portrays a type of house embodying a simplified structural design. The obvious aim is to make the "House of Tomorrow" serve the functions of family life in as efficient, comfortable, and cheerful a manner as possible, without regard to conventional design. Included are types of homes suitable for various parts of the United States.



Cut JACK-RAFTERS
or WIDE PANELS . . .
the easy, fast, accurate way!

RADIAL GUIDES UP TO 10 FT. CAPACITY
INCREASE USEFULNESS OF
FRED W. WAPPAT ELECTRIC HAND SAWS

Now - Cut Building Materials at Less Cost!



Fred W. Wappat Electric Hand Saws, with suitable blades, cut:

Light Gauge Steel, Other Light Metal Sheets • Tile • Transite • Stone • Brick • Marble • Concrete Block • Gypsum Plank • Cast Stone • Plastics • Glass • Other Composition Materials.

FRED W. WAPPAT Portable Radial Guides are inexpensive, practical, time-and-labor-saving units that give any Fred W. Wappat Electric Hand Saw every important feature of a radial saw, *on the job!* Accurate production-cutting is done on a variety of materials, in a wide range of work sizes.

Guides are of all-welded construction. Carriage moves smoothly on sealed ball bearings . . . with Electric Hand Saw detachable in a few seconds for other work. The 4 ft. Radial Guide handles jack-rafter cuts, moldings, tile, etc.—stop pins in table lo-

cate guide firmly for square cuts, all angle cuts. Larger models are used for cutting or scoring concrete or composition floor and pavement . . . or quick, clean cutting of wide sheets and panels, including light steel, plastic, and glass. Table is not furnished, but can be built quickly of stock lumber (complete with cleat that holds saw inverted for ripping) from simple plans shipped with each Radial Guide.

Write today for free literature on Fred. W. Wappat Portable Radial Guides, and Electric Hand Saws. There is no obligation.

FRED W. WAPPAT
135 Valley St., Mayville, N. Y.
On Chautauqua Lake

Fred W. Wappat Portable Radial Guides—4 ft. model, 25" capacity—\$70.00. 7 ft. model, 60" capacity—\$95.00. Other models to 120" capacity, prices on request. Fred W. Wappat Electric Hand Saws—Model A-9", 3 1/8" cutting capacity—\$125.00. Model A-8", 2 5/8" cutting capacity—\$105.00.



Tie-in with **Lo-K** For Better Insulation Results

These points of superiority largely account for the ever increasing, countrywide demand for Lo-K flameproofed Cotton Insulation.

Insulates from 4% to 36% more effectively against both heat and cold.

Lightest weight of all commercial insulations. SAVES up to 40% IN INSTALLATION TIME and LABOR COSTS.

Resistant to fire, moisture, vermin and rot. Stays fluffed, resilient and effective for years.

Easy, flexible and safe to handle and install.

Costs no more than ordinary insulation.

Lo-K is super-modern in selling qualities. Get in on the big demand.

Available in convenient, blanket type rolls sized for all standard constructions.



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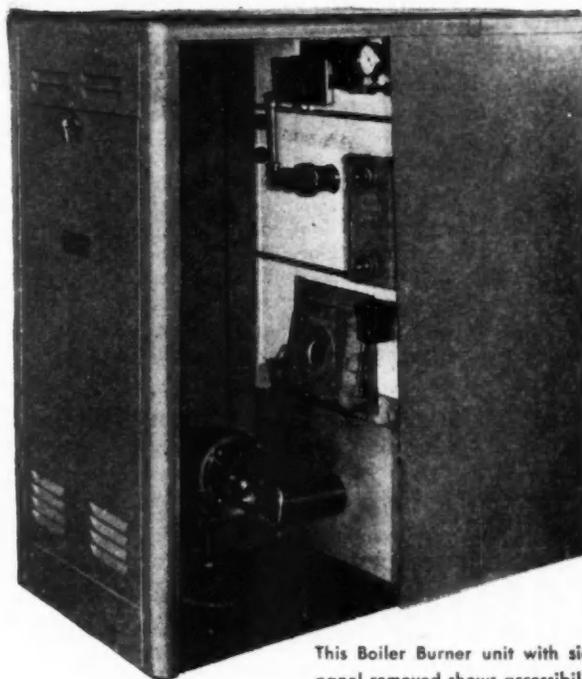
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LOCKPORT COTTON BATTING CO.
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SEND FOR THE FULL **Lo-K** SALES PLAN

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Gentlemen: Send me the facts about Lo-K Cotton Insulation for better building.

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KOVEN WATERFILM BOILERS



This Boiler Burner unit with side panel removed shows accessibility of burner and all controls.

THE BOILER BURNER UNIT for ECONOMICAL QUICK HEAT

The patented construction of the WATERFILM BOILER incorporates all the newest scientific improvements to bring you quick heat, even room temperature and a plentiful supply of domestic hot water. These fast steaming WATERFILM BOILERS are made for automatic firing with oil, stoker or gas... available in models designed to meet the heating requirements of the large or small home, as well as apartment houses and industrial plants. More complete information may be had by writing to:

WATERFILM BOILERS, Inc.

154 OGDEN AVENUE, JERSEY CITY 7, N. J.

PLANTS: JERSEY CITY, N. J. • DOVER, N. J.



EVEN ROOM TEMPERATURE THROUGHOUT THE HOUSE

**TIME TO
THINK OF**

WINTER

STERLING ELASTIC CAULKING AND GLAZING COMPOUNDS keep cold weather out, check heat loss, prevent decay.

STERLING ELASTIC CAULKING COMPOUND—



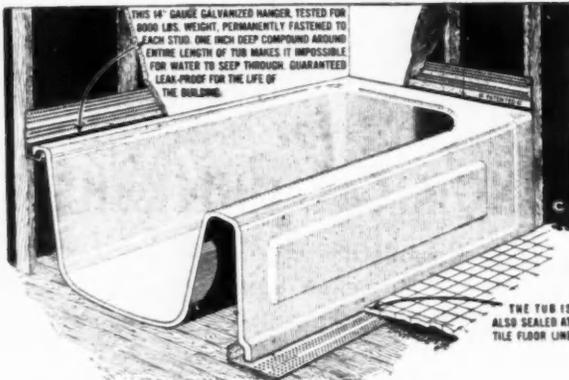
For use inside or out, wherever a permanent waterproof seal is required . . . around windows and doors, flashings, skylights, ventilators, etc. . . for pointing up masonry. Will not crumble, stain or dry out. In black, white and various colors in bulk. Packed in barrels, 5-gallon, 1-gallon and quart containers.

In handy, quick loading, 1-pint cartridges for use in cartridge gun. Stock colors white and limestone. Cartridge approximately 2" in diameter by 10" long.

STERLING ELASTIC GLAZING COMPOUND

For glazing and reglazing wood and steel sash. This knife grade caulking compound outlasts putty, will not crack, peel or pull away. Remains soft and plastic under a hard surface, insuring a tight bond at all times. Will not harden or settle in container, no mixing required. In black and white. Packed in barrels, 100-lb. drums, 25-lb., 12½-lb., 5-lb., 1-lb. cans.

STERLING PAINT AND VARNISH CO.
205 COMMERCIAL STREET, MALDEN, MASS.



IF IT IS A LUCKE PATENTED TUB HANGER—IT IS LEAK-PROOF
**IN NEW CONSTRUCTION
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Specify LUCKE**
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The Modern Way to Prevent Leaks

There is no excuse for cracks, leaks or repair expense in good building—that is why LUCKE was designed. Leading architects, contractors and plumbers to-day use LUCKE to prevent expense, or spoiled ceilings, and to guarantee tub edges free from leaks.

INSTALL LUCKE FOR PERMANENCE

This feature is well worth emphasizing because you can then assure owners they will never have to spend money for repairs. Lucke Hangers now available.

Patented and Mfg'd exclusively By

WILLIAM B. LUCKE, INC.

WILMETTE

ILLINOIS

Wenzlick Predicts Higher Building Costs

Higher building costs and wages have been predicted by Roy Wenzlick of St. Louis, nationally known real estate analyst. He stated that a typical six-room frame residence which could be built for \$3,836 in 1914 will cost more than \$10,000 before the postwar building boom ends.

As a basis for his prediction, Wenzlick said that the cost rose from \$3,836 in 1914 to \$7,678 in 1919, then slid back during the depression to \$4,480 but had reached \$5,923 by July, 1939. On September 1, 1945, the cost had reached \$9,341, an increase of 58 per cent over the cost at the beginning of World War II and 108 per cent higher than the depression low. Despite these steadily mounting construction costs, Wenzlick predicted increased home building until 1949.

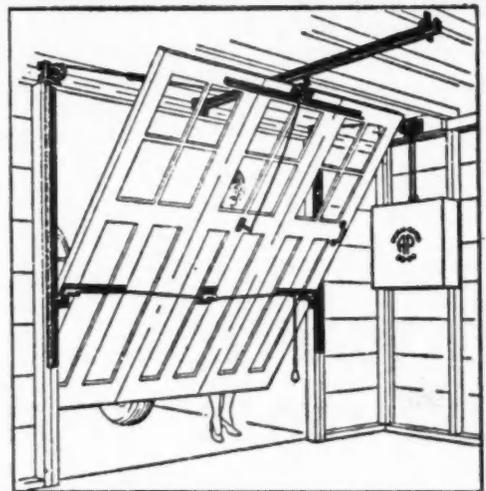
"So far in American history there never have been more than 800,000 residential units erected in this country in one year," he said. "I expect 200,000 units will be completed this year. Next year it will increase to 500,000 in the entire country. In 1947 it will be 700,000; in 1948 about 800,000. The peak will be reached in 1949 when the total will be one million, or 200,000 above the former highest point. The trend then will be downward with the 1950 total dropping to 800,000."

While he believes that eventually most residential units will be prefabricated, Wenzlick said it probably will not be for at least 40 years.

However, the building boom is not developing as fast as some believe as there may be several months of "backing and filling" before it gets under way. Building costs will not be at the 1939 level for nine or ten years, or possibly for a lifetime, he said.

He predicted that construction in office or apartment buildings will be little until rents advance. He also said that urban real estate will continue on an upward trend for several years and farms will sell lower within a few years.

ALLITH



**50-50 PUSH-OVER
GARAGE DOOR HARDWARE**
is again ready for your shipping instructions

This fine Hardware set is the answer to your customers' needs for an easily installed perfected overhead door action. Fits all openings up to 8'-11" wide by 8' high and takes only 5½" of headroom. (Also available in larger sets up to 16' by 8'.)

ALLITH-PROUTY, INC.
DANVILLE, ILLINOIS

Costs

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COMET Radial Power SAWS



Comet FEATURES Slash PRODUCTION COSTS

The many outstanding field-tested features of Comet Radial Power Saws assure reduction of operational costs on all cutting jobs. Don't buy any saw until you see a Comet operate. Ask your dealer about Comets or write direct.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
2029-33 Santa Fe Avenue, Los Angeles 21, California



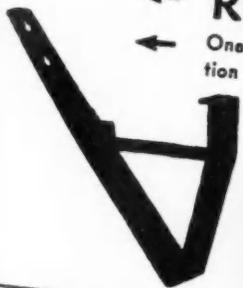
COMETS cut quicker

WAGNER

BUILDERS SPECIALTIES

← ROOF BRACKETS

← One model for both wood and composition shingling. Safe . . . durable . . . simple to use. Fastens with ordinary six or eight-penny nails.



LADDER BRACKETS

Adjustable. Attached to ladder rail. Takes two 6" or one 10" plank.



FOLDING SCAFFOLD BRACKETS

Fold to transport. Save time . . . save space. Easily installed quickly removed. Speed up building.

WAGNER MFG. CO. Dept. AB1045
Cedar Falls, Iowa

Now in Production

NEW AND BETTER

WRIGHTFLOR

RUBBER TILE FLOORING

Yes Sir! It's back again—*Wrightflor*—the resilient rubber tile flooring that combines long life, lasting beauty and low maintenance. Back again—and better than ever. For to the outstanding qualities of *Wrightflor* developed during 20 years of specialization in rubber tile flooring, has been added the experience gained by our chemists in their extensive research in the uses of synthetic rubber.

Wrightflor will be available in the wide range of colors produced prior to the war—light and dark—plain and mottled—readily adaptable to any decorative scheme. Its hard, smooth surface is impervious to alkalis and ink stains—resists oil and grease. *Wrightflor* is flexible—neatly conforms to subfloor conditions—wood or cement—old or new—and is easy to install.

We can't promise you an unlimited supply of *Wrightflor* right away—so for the time being we will accept orders on the basis of first come, first served! We urge you to advise us of your immediate requirements as early as possible—it will pay you to get details now.

Wright Rubber Products Division
TAYLOR MANUFACTURING COMPANY
3050 W. Meinecke Ave. • Milwaukee, 10, Wis.

WRIGHT RUBBER TILE

Flooring of Distinction

**A
NEW IDEA
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Yes, now you can specify flexible living! Beautiful, colorful Modernfold Doors are designed to bring bedroom, dressing room, dining room, den into the living area when more space is needed. Then, when each is needed for its specific use . . . these durable metal-framed, accordion-type doors "wall" it off . . . assuring absolute privacy.

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B & T Metals Co. Cols. 16, Ohio

Good Design in Doelger Homes—

(Continued from page 105)

type with fireplaces, tile baths, separate entrances, and well landscaped and beautifully kept grounds.

Then Doelger launched on an entirely new war worker program for two-story flats, totaling some 600 living units. Built on 25-foot lots they comprise both two- and three-bedroom units. Each building is treated architecturally to harmonize with the block in which it is located. So skillfully are these flats planned that the average layman, on first driving by a corner building, cannot tell it from the single-family homes flanking it on either side.



ALTHOUGH built under Title VI Doelger's Mayfair Village is laid out with contoured streets, generous setbacks and harmony of design.

They were built mostly for Doelger's investment file and rented from \$50.00 to \$57.50 per month. However, they represent such sound value in the present market that Doelger has been under consistent pressure by owner occupants, investors and real estate brokers to sell them as fast as completed.

With San Mateo County's first allocation of Title VI priorities, Doelger purchased several acres of raw land for a community of 202 single-family, detached homes. Realizing

(Continued to page 168)



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You can't TOP these WONDERS for those many jobs now looming up. More than 30 years of Mixer "know how" is the secret of their success. Huskily built, yet light enough to handle. Easy to charge . . . fast, thorough figure-8 mixing action.

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FROM
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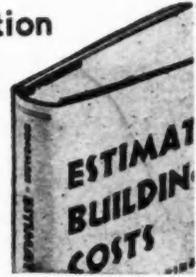
Capacities: 3½ to 35 g.p.m. for homes : up to 70 g.p.m. for industries. Send for Catalog No. 16. General Fittings Co., Dept. F, 123 Georgia Ave., Providence 5, R. I.

GENERAL

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Get set for postwar building construction —make every bid count!

PUT this handy Dingman pocketbook to work, in making accurate estimates for building construction, in saving time and error in the job of determining profitable, competitive prices. Based on the most practical experience, it is full of helpful pointers for new or experienced estimators, shows how to determine quantities of labor and amounts of material to produce a unit of completed work in practically every branch of building construction.



ESTIMATING BUILDING COSTS

By Charles F. Dingman
Architectural Engineer

Third Edition, 401 pages, 4 x 6½, 27 illustrations, \$3.00

THIS practical guidebook of estimating trains the estimator to analyze every construction job into its component parts, to apply cost data, adjusted to living conditions, to the several operations necessary, and to calculate a price that will approach the actual cost of doing the work as closely as is humanly possible.

ESTIMATING BUILDING COSTS tells how to make an estimate on a wood, brick, or concrete building construction. Covers every operation from excavating to roofing and waterproofing—with valuable material on such important details as fireproof construction, shingling, steel sash, or cement gun work. Included also are a number of useful data tables, but its primary purpose is to give the step-by-step methods that will train the reader to become a thoroughly competent estimator. Helps you to make sure that no element of the work is overlooked; explains the special factors to watch in dealing with each type of work.

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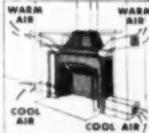
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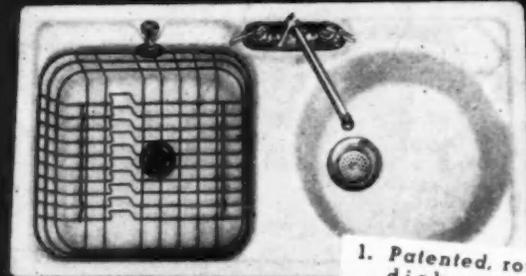
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MIXER MANUFACTURERS FOR MORE THAN 45 YEARS

Good Design in Doelger Homes—

(Continued from page 166)

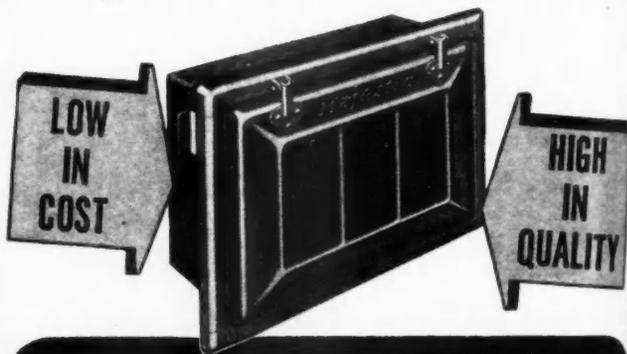
this project would have to compete with post-war homes of similar size, he laid out Mayfair Village with broad winding contoured streets, sidewalks, curbs and gutters, deep setbacks and wide lawns. These homes were built to sell under the \$6000 Title VI ceiling, but were constructed with 1000 square feet of living space, fireplaces, three bedrooms, front and back porches, separate dinette off the kitchen, tile baths, kitchen sinks and modern window treatment. Mayfair Village has proved one of the country's outstanding small home communities built during the war.



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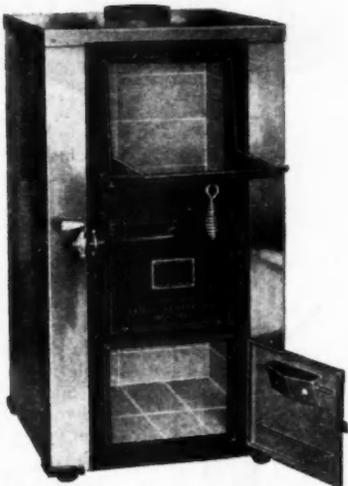
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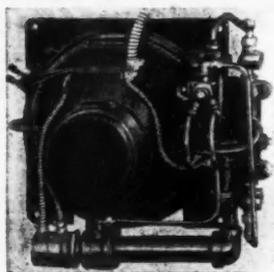
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Send for Bennett Fireplace Catalog—or see Sweet's.

Bennett-Ireland 1045 MARKET STREET
NORWICH, NEW YORK

NAHB Wants FHA Changes

THE mortgage finance committee of the National Association of Home Builders has recommended two types of changes in FHA regulations. The first is a group of changes that will require legislation. Six in number, they are: 1. Insure 95 per cent loans on owner-occupied houses valued at \$6,000 and under; 2. Permit 90 per cent loans up to \$7,500, and 80 per cent loans from \$7,500 to \$12,000; 3. Make all loans under Section 203 for terms of 25 years; 4. Permit 85 per cent loans under Section 207; 5. Increase the per room limitation from \$1,350 to \$1,500; 6. Re-enact Section 210 to effect (a) Increase limit to \$300,000; (b) 85 per cent loans; (c) 25-year term; (d) Interest at 4½ per cent. The second group includes changes that will require no legislation. They are: 1. 80 per cent firm commitments on valuation up to \$6,000, and 60 per cent from \$6,000 to \$10,000; 2. Give purchasers 24 months to make up required equity payments upon approval of purchaser (in addition to firm or conditional commitment builders); 3. Moratorium provision to be written into 95 per cent mortgages; 4. Increase term of Section 207 loans to 33 years; 5. Permit issuance of debentures for portion of equity investment on Section 207 loans (provided it is not a lien on the mortgaged property); 6. Include working capital and financing expense in Section 207 mortgages; 7. Realistic appraisals based on current costs; 8. Re-check standards of subdivision requirements.

Bahr Says Lumber on the Way

HENRY BAHR, National Lumber Manufacturers' Association, recently reported that more than 80 per cent of current lumber production is moving freely into civilian channels. Current rate of production, according to Bahr, is substantially lower than wartime peak levels, but about 20 per cent above pre-war levels. Sixty to 90 days, he says, will be required to restore inventories to minimum working quantities.

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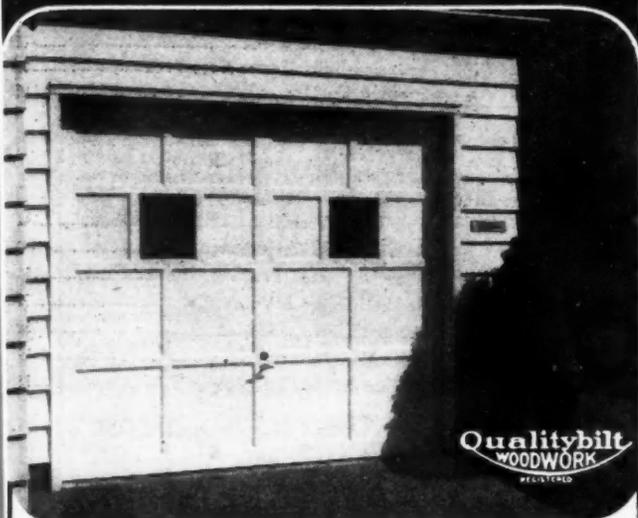
The "Interlox" opens like a telescope, each segment slides into place and locks until released. Built for service and long life. Each section made of the finest straight grain, white maple finished with a durable, protective, transparent lacquer. \$1.50 each at all hardware stores or building supply dealers—get yours today.

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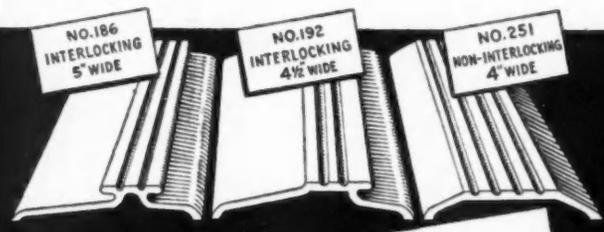
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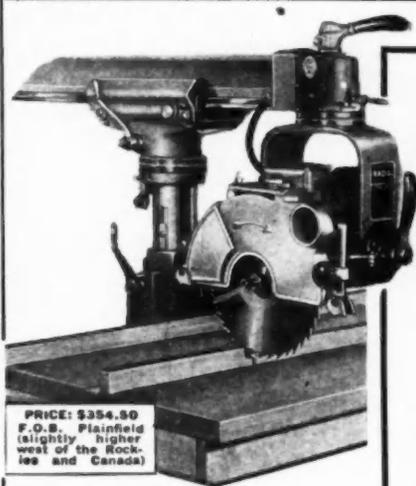
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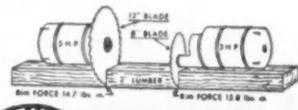
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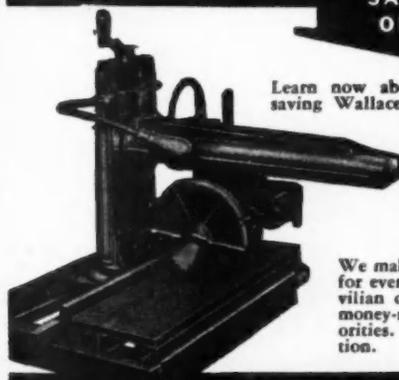
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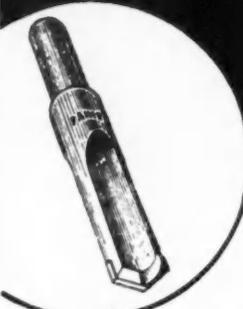
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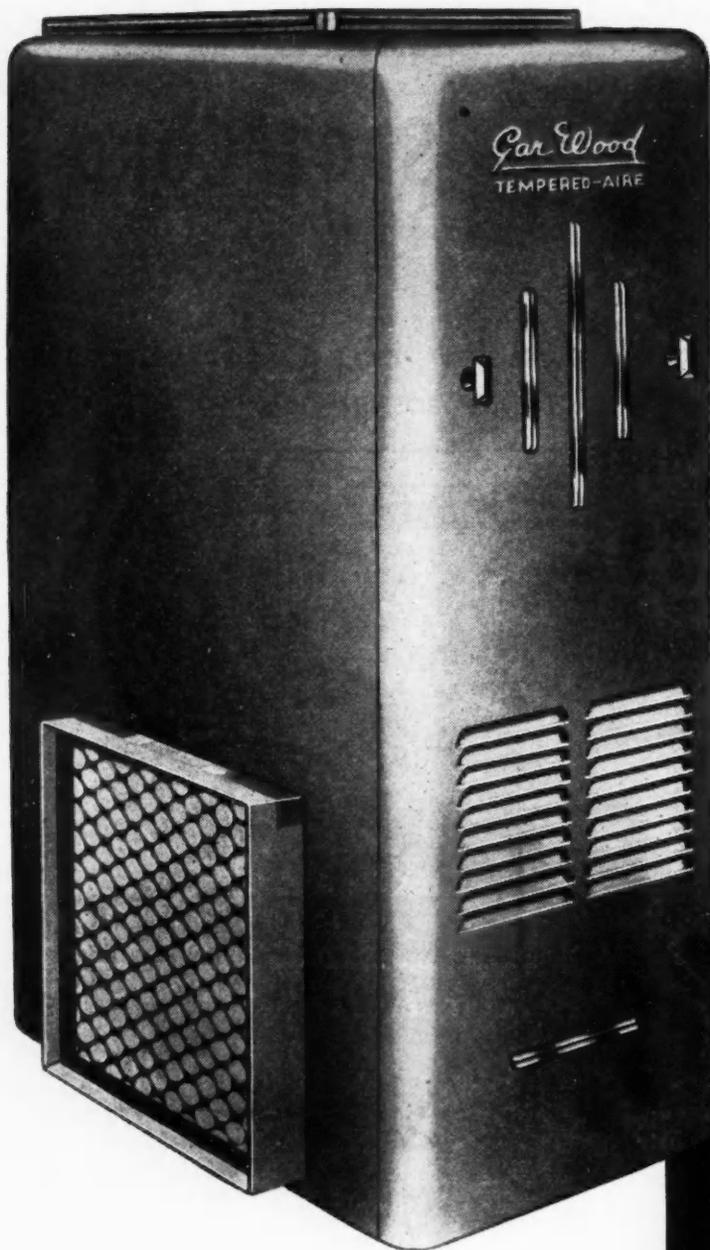
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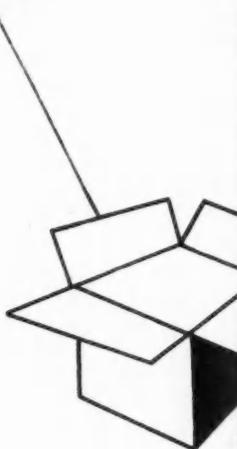
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