

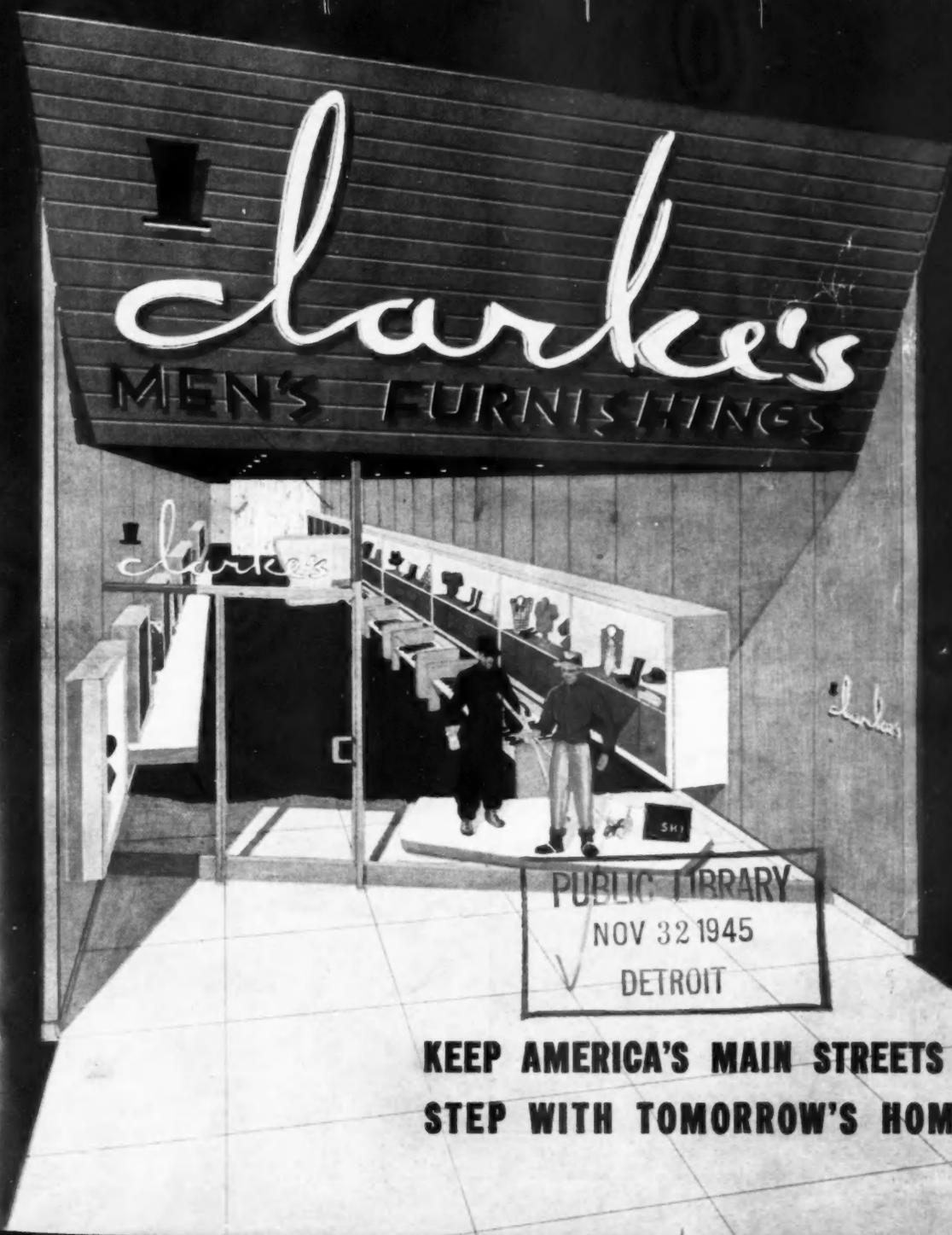
TECHNOLOGICAL

AMERICAN BUILDER

NOVEMBER, 1945
PRICE 25 CENTS
30 CENTS IN CANADA

WORLD'S GREATEST
BUILDING PAPER

AND BUILDING AGE



KEEP AMERICA'S MAIN STREETS IN
STEP WITH TOMORROW'S HOMES

What's Ahead for Contractors

A Citation, a Prediction and a Promise
by Celotex

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If anyone deserves an E Flag—you, the contractors, do.

For when there was more demand for building products than there was supply, you were cooperative and understanding. When you could get only a *fraction* of the materials you wanted, you made the most of what you got.

And we know *you* know that the people of Celotex strained every effort to share limited materials fairly with *all* builders. In trying times, we *tried!*

2. The Prediction . . .

The immediate months ahead will *not* be ones of unlimited supplies. There will be a gradual transition from scarcity to plenty . . . but the "plenty" *can't* happen overnight.

As each month passes, however, you'll see more and more Celotex Building Products returning to the "Available Now" list.

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In the post-war market, our twenty-five years of leadership will be maintained through constant laboratory research, product improvement, and expanded production.

Public confidence in and demand for Celotex products will be maintained by one of the most complete educational, merchandising and selling programs in Celotex history.

That's why post-war, as pre-war, it will pay you to use and recommend the leader—Celotex Building Products.

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

THE CELOTEX CORPORATION,
CHICAGO 3,
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Your opportunity to meet the demand for well-built structures in double-quick time

Now you can draw the new Fenestra Building Panels into your plans for roofs, walls, floors, partitions. They are available for contracts you are developing.

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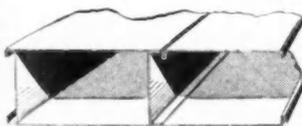
mediately for application of finish treatments of your choice.

Possible variations in length, depth and gage permit great flexibility in building design. Repeated parallel joint lines provide patterns in keeping with modern architectural trends.

For further information, mail the coupon. And don't hesitate to submit your special application problems to our engineers.

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 Factories Commercial Buildings
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 . . . and many others where economical, fast construction of sturdy floors, walls, roofs or partitions is desired.

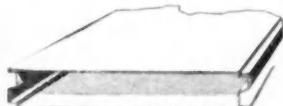
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TYPE A. Two channels with top and bottom plate which, with service cover, form two-cell box beam.



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Please send me, without obligation, information on Fenestra Building Panels.

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These shingles, in a wide range of colors and blends, meet all FHA requirements and are approved as fire-resistant by Underwriters' Laboratories, Inc. For full details consult Sweet's File, Architectural, catalog 8 b 1, or write for descriptive folder to Bird & Son, inc., East Walpole, Mass. Dept. CD-411.

P. S. Bird makes many quality products for building, repairing or modernizing homes and industrial structures. Consult Sweet's File, Architectural, 8 a 3 for data on Bird Built-Up Roofs, or 9 b 1 for Bird Neponset Black Building Paper, used as vapor barrier with insulation.

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the best know*

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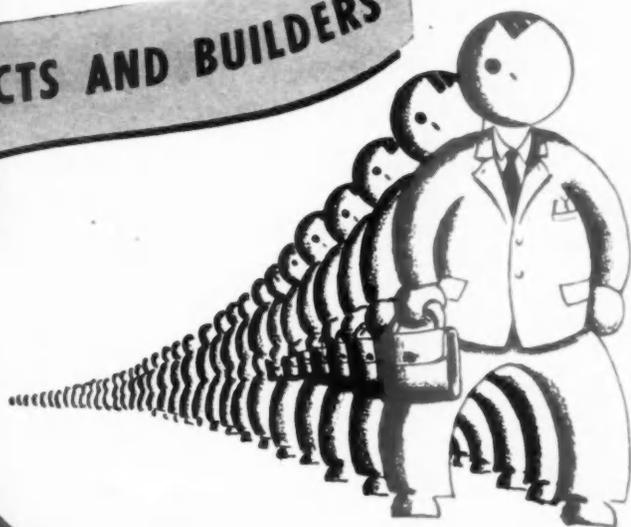
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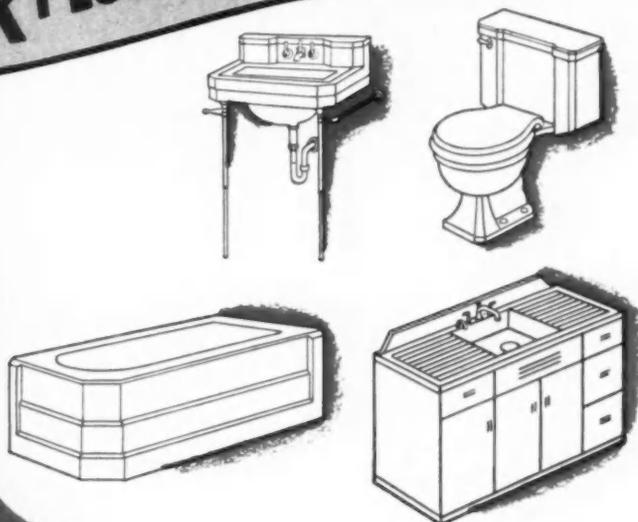
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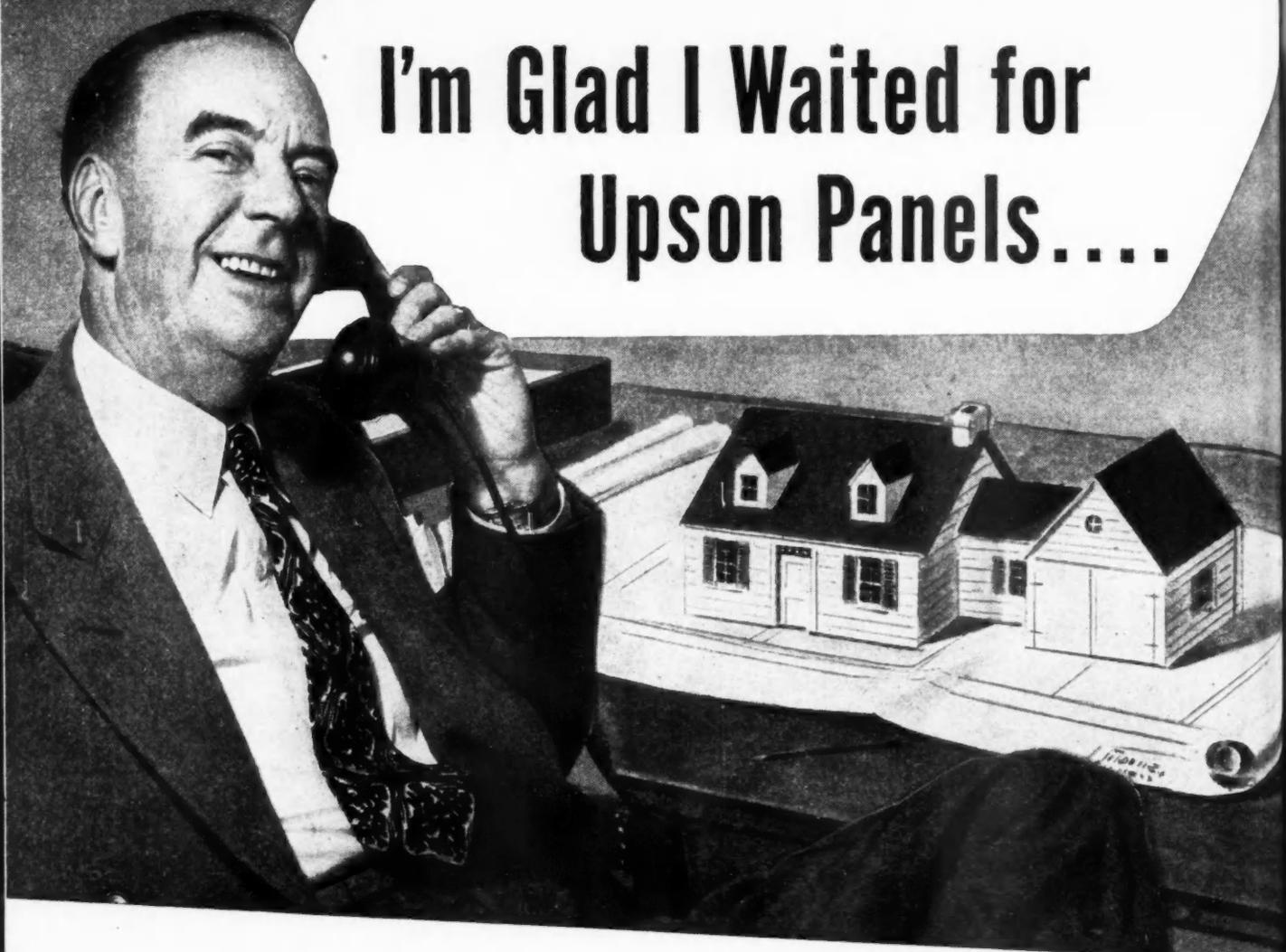


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UPSON



PACEMAKER IN CRACKPROOF PANELS

AMERICAN BUILDER

AND BUILDING AGE

FOUNDED — 1879

NOVEMBER

VOL. 67 1945 NO. 11

C O N T E N T S

AMERICAN BUILDER and BUILDING AGE

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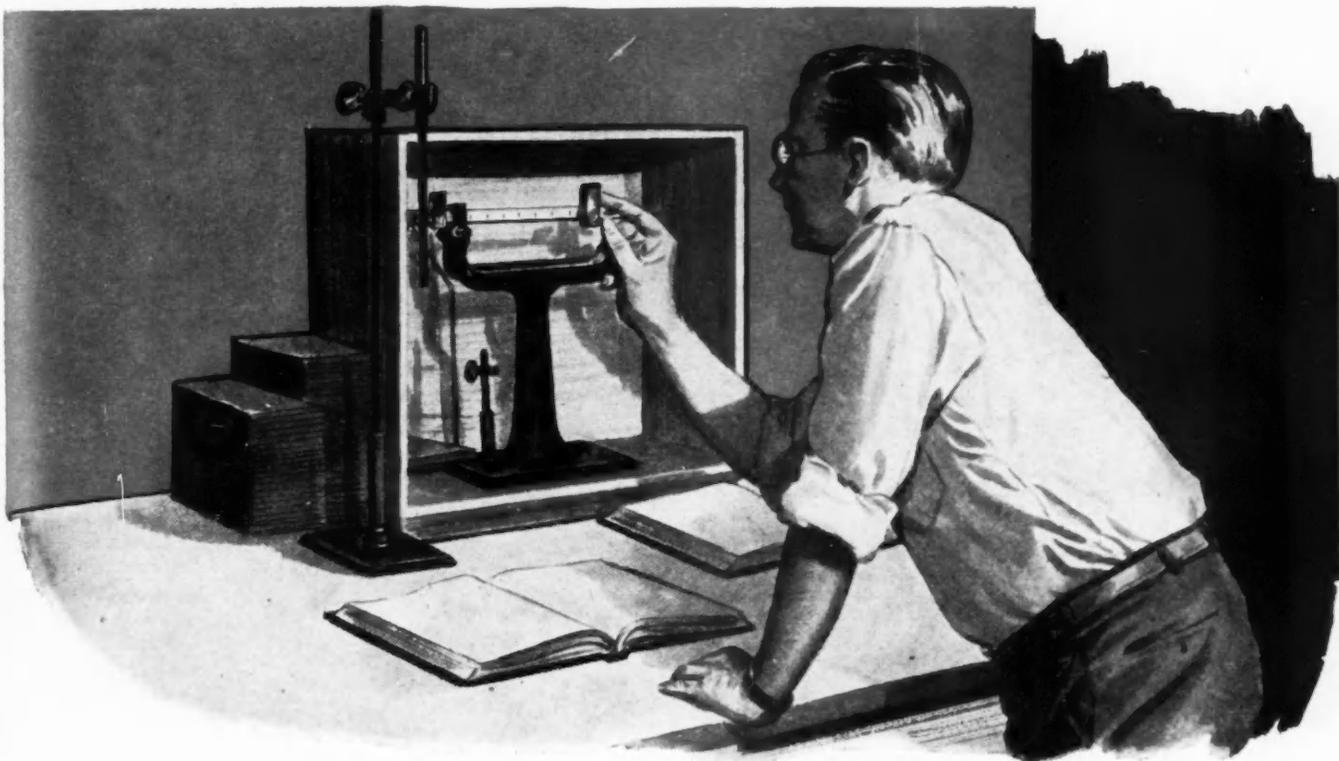
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Distributing units at Baltimore, Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, High Point, Los Angeles, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U. S.-Mengel Plywoods, Inc., distributing units at Atlanta, Jacksonville, Louisville, New Orleans.
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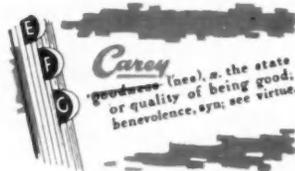


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Waterproof Weldwood, so marked, is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood are manufactured with extended urea resins and other approved bonding agents.



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This is what we mean by beating trouble to the punch.

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CAREY "SHOW HOW" simplifies proper application and use—makes sales "stick."



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● Asphalt Roll Brick Siding
● Roof Coatings and Cements

● Miami-Carey Bathroom Cabinets and Accessories

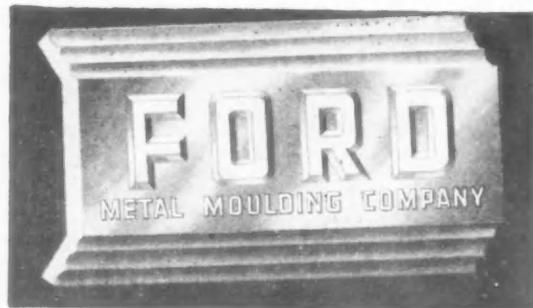


More Profit FROM MOULDINGS

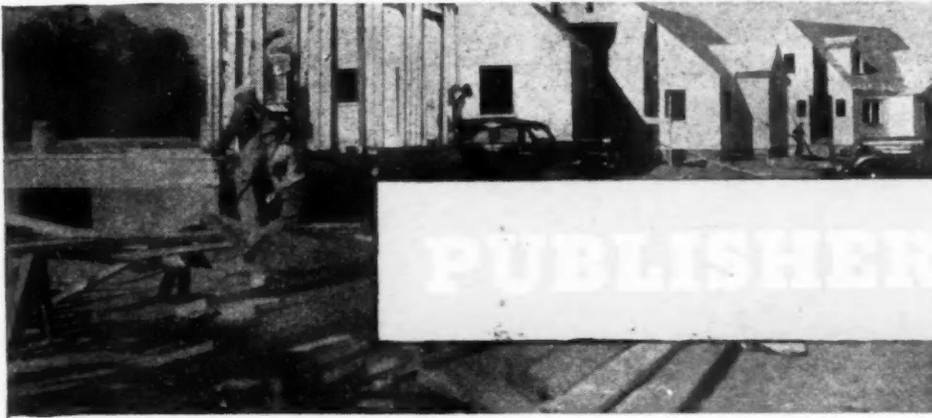
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PUBLISHER'S PAGE

Government Spending—Not Taxes— the Real Problem

THE tax legislation pending in Congress interests everybody, because everybody wants his taxes reduced. Unfortunately, too few realize and are influenced by what it is necessary to do in order to reduce taxes *safely*. This thing which it is necessary to do is, *enormously reduce government expenditures*—reduce them much more than the politicians in Washington now intend to reduce them.

Spending for military purposes soon will greatly decline. But interest on the hugely increased national debt alone will make it necessary for the federal government to collect billions more taxes in future than before the war. And yet, while considering legislation to reduce taxes, Congress is also considering bills which would cause *billions a year more spending* than before the war, *in addition to interest on the debt*. These bills include the Wagner-Ellender housing bill. Most important, from the standpoint of spending, is the Murray so-called "full employment" bill. Senator Taft has estimated that all the federal spending being seriously proposed would amount to \$50 billion a year. All the war-time federal taxes have never yielded \$44 billion in any year.

People in every community should begin immediately bombarding their senators, representatives and President Truman not only for reduction of taxes, but also, and principally, for *reduction of federal expenditures to less than the taxes collected*. Continued increase in the national debt, due to peace-time spending by the federal government exceeding its revenues, inevitably would cause inflation disastrous to everybody.

The true reason for so much pressure from different directions for huge peace-time government spending is that so many pressure groups desire to be *subsidized*. Virtually every bill for big gov-

ernment spending being considered is intended, like the Wagner-Ellender housing bill, to *subsidize* people in some part of the country, or in some kind of business, or composing some nation-wide pressure group. They would be *subsidized* by making their expenses of doing business or of living smaller, or their incomes larger, than they would be under free, competitive, unsubsidized private enterprise. But the subsidies would have to be paid from taxes. And those who were required to pay the taxes to provide the subsidies would thereby have their expenses of doing business or of living made larger, or their incomes made smaller.

No other theory so dangerous to the welfare of the nation ever was advanced as the now widely accepted theory that government should (1) spend on a huge scale to assure "full employment" and (2) should so do *this* spending as to subsidize many of the people at the expense of the rest of the people. First, this policy would involve unprecedentedly heavy peace-time taxation, and every dollar that government takes in taxes reduces by at least one dollar the employing ability of those from whom the money is taken. Second, the bulk of government "investment" would be made in housing, power plants, means of transportation and so on that would engage in subsidized, and therefore unfair, competition with private enterprise, and would by this competition restrict profits, investment, production and employment in private enterprise.

Federal taxes must be rapidly and greatly reduced if the nation is to prosper. But government spending must be reduced below the taxes collected if the nation is to avoid disaster.

Samuel O. Dinn,

Thanks to a good job at good pay, he's fixed financially to buy his own home . . . has his eye on a nice piece of property, too, but he's hesitating. The house needs repairs and he doesn't know what materials are on the market or who has them.

help

this man

make up

his mind



Here's a profit-packed idea you can put to work today. Many property owners and prospective owners aren't aware that materials for maintenance and repair are on the market—and they haven't time to find out.

It's up to you to tell them—to let them know that you can supply genuine Barrett Roofings and Sidings, Barrett Rock Wool insulation and protective coatings. These aids to property protection are on the "non-critical" list.

Why not start your business building program right now? We can supply you with

plenty of sure-fire promotional material that will start the ball rolling. And Barrett advertising in The Saturday Evening Post, American Home, Farm Journal, and other magazines is already paving the way to your prospects.

*You Can Sell These Barrett
Extra-Profit Products Today*

Barrett Shingles and Sidings
Barrett Rock Wool Insulation
Barrett Money-Making Specialties



THE BARRETT DIVISION
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PROFESSIONAL TRUCK OPERATORS *use Chevrolet trucks to deliver the goods*



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OUT OF
EVERY THREE
TRUCKS IS A**

CHEVROLET TRUCK

Buy Victory Bonds



**. . . over all kinds of roads—in
all kinds of weather—day after
day and night after night**

Professional truck operators—whose vehicles deliver goods for the nation's business and industry—have but one source of income. That is *the earning power of their trucks*. . . . To meet competition and operate at a profit, professional operators *must* have trucks that combine efficiency and economy. Their trucks must have ample power—to move their loads speedily and smoothly. They must have dependability—to remain on the job day in and day out. *And—above all—they must be low in first cost, low in operating costs, low in maintenance costs.*

Chevrolet trucks provide these essential qualities in correct balance—no one quality over-developed at the expense of another, no one quality skimped. That is why so many professional operators choose Chevrolets . . . why Chevrolet trucks have led all other makes in sales in seven out of the last nine prewar years . . . why one out of every three trucks on the road today is a Chevrolet.

Buy the truck that many professional truck operators buy. . . . Buy the truck that saves you money. . . . *Buy a Chevrolet.*

CHEVROLET MOTOR DIVISION, General Motors Corp., DETROIT 2, MICH.

News, Views
and Comments

On and Off the Record

INDUSTRY CONGRESS—Before this issue is in the mails the Construction Industry Advisory Council of the United States Chamber of Commerce will have sponsored and held a giant congress of representatives from every industry connected with home building and light load construction. The purpose of the meeting is to consider the problems of reconversion, and work out plans for industry control of inflationary trends. It has become obvious that present and contemplated OPA controls are more harmful than helpful in getting building started with a minimum or an absence of inflation. Representatives of 87 trade and professional groups and associations formed the congress, which was perhaps the first industry-wide gathering. It is hoped and expected that the congress came up with a better answer to the reconversion problems of the building industry than government has been able to provide. Eric Johnston was due to preside. Hugh Potter, John Snyder, Abner Ferguson, Joseph Merrion and a host of others contributed to the pool of industry's best thinking.

HUGH POTTER—There is a rumor from sources that should know that Hugh Potter will resign from his government post early in November. It is said that Potter, like other competent and successful business leaders who have been called to Washington, has become disgusted with the political conniving that stymies much of his effort to render real service to the country. The rumor has it, though, that Potter will stay long enough to thwart OPA and NHA plans to handcuff private industry.

SUBCONTRACTOR PRICES—A Virginia builder told us the other day that his subcontractors are unable to give him firm prices because they cannot take chances on what will happen to the labor market and to material prices under the paralyzing regulations of OPA between the time the contract is signed and delivery and installation are made. It is

understandable. If OPA would quit, the home building industry, under the stimulus of competition, would come to an automatic price level that would reflect minimum inflation. With OPA we may be getting some degree of price stabilization, but the price is production paralysis.

JOBS FOR G.I. JOE—Several G.I.'s who have been discharged recently tell us that the boys sit around the separation centers for three or more days, and that the talk is principally about jobs. Those who have one to go back to are almost unanimous in choosing the field they left. It isn't always a case of wanting to go back to former employment. Many of them are afraid of what government controls and labor disputes are doing to industry.

RALPH DUKE—There is no reason to believe that an unknown and possibly humorous or inspired compositor on a Los Angeles daily newspaper knew that Ralph Duke, nationally prominent St. Louis builder, is the owner of three tough pet ducks. Ralph's duck hobby and



RALPH DUKE and his ducks.

ownership, however, are facts. It is also a fact that one of the ducks delights in fastening his bill around Ralph's leg and pulling it. So, when Ralph picked up a copy of a paper in Los Angeles recently, and saw himself referred to as Ralph Duck, he wondered if an editor wasn't also pulling his leg. Accompanying snapshot shows leg-pulling duck about to go to work on Duke.

American Builder, November 1945.

PUBLIC HOUSING—Talked to an Army Colonel who returned a few weeks ago from the Pacific where he spent a lot of time in Australia. He says that public housing in that country has gone so far that no one can build or do major remodeling without authorization from the government. When he gets it, always after a delay of months, he is told where to build, what to spend, what to use, and when to start. If the Australians like that kind of control of their lives, that is their business. Most Americans resent it, but we will get it if the Wagner-Ellender Bill is passed, as the opening wedge in complete government control of all home building. That is what it is.

WAGE SCALES—Almost every day we hear new stories from different parts of the country that indicate labor pirating in some quarters. The pattern is standard. A builder, usually a new one in the field, needs a crew of tradesmen. To get them, he reaches the crew of an established builder, offers them an attractive markup on the scale, and gets his men. We don't know what the industry can do about it, but entirely aside from the merits of higher scales for building craftsmen, the practice should be discouraged.

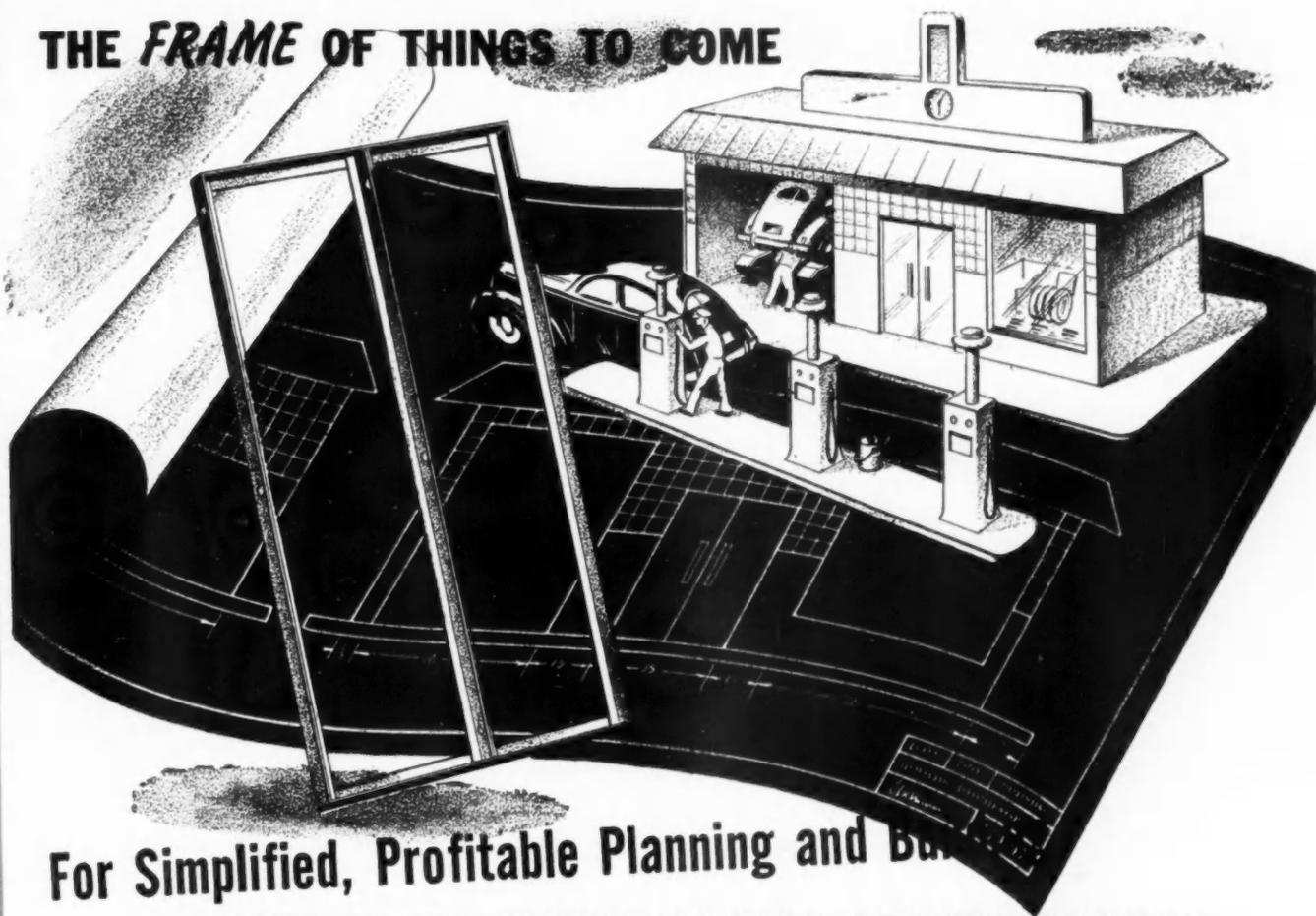
TAKE-HOME PAY—Maybe we are just naive, but we cannot see who gains anything by a general increase in pay that will give employees a take-home pay for 40 hours a week equal to what they got for 48 hours plus some overtime. The only result possible will be a general price rise, and a corresponding decrease in the purchasing power of a dollar. The organized labor move for an approximate 30 per cent increase in pay might, of course, be government inspired as a measure toward controlled inflation that might make retirement of the war debt quicker and easier.

OVER-EMPHASIS—The recent speech delivered by John B. Blandford, Jr., NHA chief, at Swampscott, Mass., contained the usual over-emphasis on private enterprise, and the usual traceable pattern that indicates Blandford thinks always in terms of government building and private building as competitors.

FULL EMPLOYMENT—Says Dr. Virgil Jordan, "The trouble with it through government guarantee is not that it won't work, but that if you pay the price, it will work so well, that all you will have left is the wish that it wouldn't work at all."

Behind
power
Just a
power
"South
can su
Sou
its Ev
Steel
mater
plans
This
proved
world,
or bu
limited
Wit
hamp
build
be bui
were r

THE FRAME OF THINGS TO COME



For Simplified, Profitable Planning and Building
 ... EVERWEAR STEEL-FRAME CONSTRUCTION

Behind the dam of war, a huge potential of *building-power* was collected. Now, peace has opened the gates. Just as a river seeks the ocean, so does this building-power seek the answers to its problems . . . answers that "Southern States" EVERWEAR Steel-Frame construction can supply, most satisfactorily.

Southern States Iron Roofing Company—famous for its EVERWEAR "Lock-Tight" Interlocking Steel Roofing, Steel Shingles, Asphalt Roofing, and other building-materials—will help you find a place in your post-war plans for Steel-Frame construction.

This simplified method of building-construction, proved by war-time testing in the four corners of the world, will bring you, the architect, builder, contractor, or building-supply dealer, a flexibility of design unlimited in application.

With Steel Frames, your building-plans are no longer hampered by standard lumber-lengths. Homes, farm-buildings, industrial plants, or additions thereto, can be built economically, quickly, even though Steel Frames were not originally used.

Steel-Frame construction employs patented, welded-steel channels in the form of quickly erected steel panel-frames in standard arrangements to fit wall-surfaces, door-openings, or window-spaces. No special skill is needed to assemble Steel-Frame construction . . . any one can do it with screwdriver, hammer, and wrench.

Steel-Frame construction permits better insulation of your buildings . . . provides termite-proof foundations and framing. Any conventional building-material can be used in combination with Steel Frames . . . and the cost of this better method of building-construction is comparable to that of good frame construction.

Let this modern way of building-construction simplify your post-war planning and erection . . . at a profit to you. Although we will not be able to deliver Steel-Frame construction for at least six months, we invite your inquiries *NOW*. Write today for our new booklet:

"PREFABRICATED STEEL BUILDINGS"

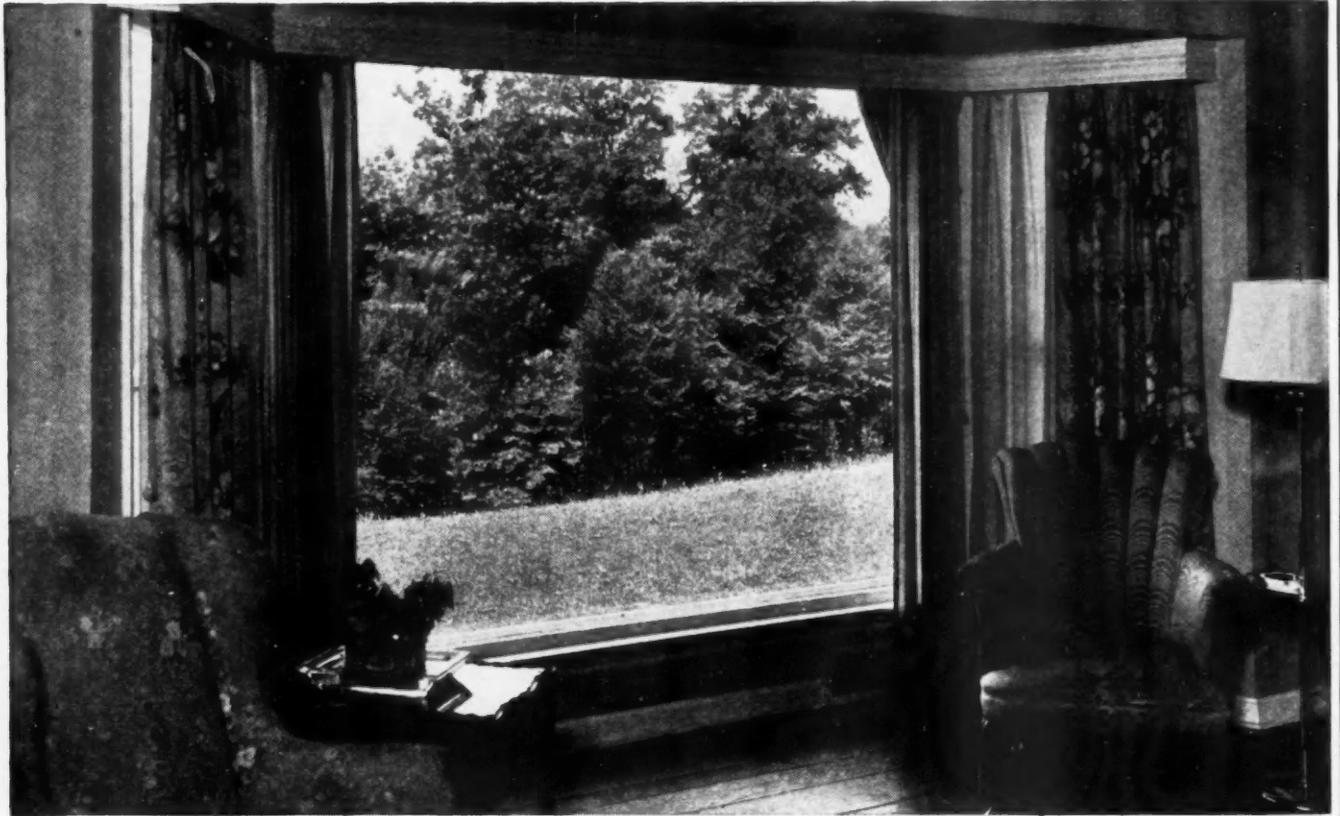


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Win Quicker Acceptance → with INSULATED Picture Windows



There's no side-stepping the appeal of a house with a Picture Window like this. It makes the ever-changing outdoor scene part of indoor living—a captivating feature that wins quicker prospect acceptance.

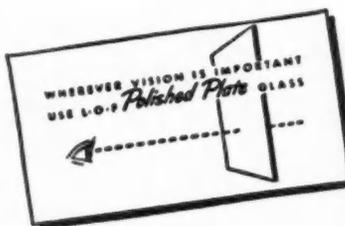
For greater appeal, include the benefits of extra comfort and heat savings by using *Thermopane**, the L·O·F windowpane that insulates.

Many homeowners have experienced the advantage of insulating windows through the use of Storm Sash. With *Thermopane*, you can offer "built-in" insulation of windows. Result: Only two surfaces to clean, and no extra sash to put up or take down.

In *Thermopane* the two or more panes of glass are separated by dehydrated captive air, hermetically sealed at the edges with a metal-to-glass bond. The *Thermopane* Bondermetic Seal prevents obstruction of vision resulting from film formation, or dust collection between the panes. *Thermopane*'s insulating quality permits the maintenance of higher, more healthful room humidity... eliminates, to a great extent, fogging up and frosting of the room side of the glass. *Thermopane* carries a liberal warranty. Available in Canada. Libbey-Owens-Ford Glass Company, 11115 Nicholas Bldg., Toledo 3, Ohio.



*Reg. U. S. Pat. Off.



LIBBEY · OWENS · FORD

a Great Name in **GLASS**

WHAT PEOPLE REALLY WANT IS *Electrical Living*



HERE'S AN ELECTRICAL LIVING KITCHEN FOR THE "BUDGET" HOME

There is a degree of Electrical Living for every price class of home. "Budget" homes that provide it will be more salable.

For a "budget" home, this smart kitchen design incorporates essential electrical features (range, refrigerator and dishwasher) together with expertly-planned work centers, modern lighting, electrical outlets placed for maximum convenience, and progressive lighting switches. Designs for kitchens with other degrees of electricity are available.

All through the house, the Westinghouse Home Wiring

Handbook will help you plan and specify an efficient wiring system for Electrical Living. This Handbook is helping thousands of architects and builders to select the proper degree of Electrical Living and to provide necessary wiring facilities. The



book has 120 pages, dozens of charts, diagrams and tables, suggested specifications, etc. Costs only \$1.00. Send for your copy to Westinghouse Electric Corporation, Industrial Relations Dept., 306 Fourth Avenue, Pittsburgh 30, Pa.

I-91534

★ ★ ★
Better Homes Department, in addition to its consulting service, offers you the following FREE books: Electrical Living in 194X—Professional Edition, Manual of Better Home Wiring and Better Living Means Electrical Living.



Westinghouse
PLANTS IN 25 CITIES... OFFICES EVERYWHERE

Better Homes Department

ASBESTOS IN ACTION

CONSTRUCTION HEADACHES
disappear fast when you use

K&M
Century

APAC



● EASY TO HANDLE!

● EASY TO APPLY!

● AMAZINGLY ADAPTABLE!

FEATURES OF "Century" APAC

Made of Asbestos Fibre and Portland Cement
Pleasing light gray color
Fire resistant and durable
Convenient size—4' x 8'
Three thicknesses— $\frac{3}{16}$ " , $\frac{1}{4}$ " and $\frac{3}{8}$ "
Low cost
Rat and termite proof
Easy to cut, handle and apply
Fastens with nails or screws
Practically no maintenance required



You'll find K&M "Century" APAC the ideal sheet material for new construction, remodeling or repairing. It has an all-purpose advantage in all fields:

FARMS . . . barns, hen houses, cattle sheds, dairies . . . all need "Century" APAC for roofs and sidewalls or for interior linings.

HOMES . . . used as porch skirting; for interior walls in place of plaster and lath; for ceilings and partitions in attics and basements; for wainscoting and table tops.

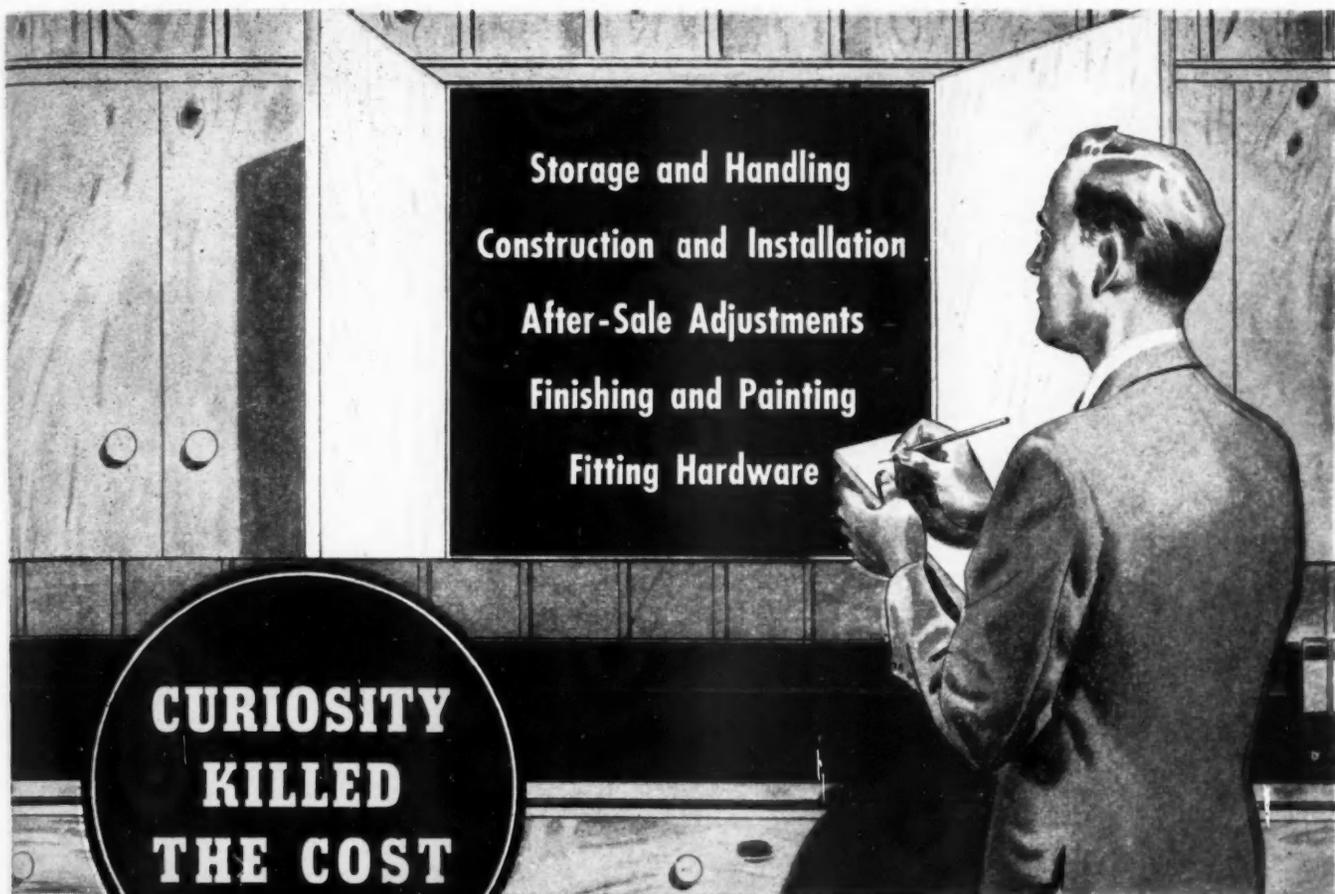
INDUSTRY . . . "Century" APAC is efficient as office panelling; fire-resistant sheathing in machine shops, stock rooms and storage bins; lining for elevator casings and shower stalls.

Many builders find "Century" *Pre-Drilled* APAC saves time, especially when operating with smaller crews. This material comes with nail holes already drilled and spaced correctly for application. It costs only a little more than standard APAC.

*Nature made Asbestos . . .
Keasbey & Mattison has been making
it serve mankind since 1873.*

**KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA**

Original manufacturers of Asbestos-cement Roofing Shingles in this country



**CURIOSITY
KILLED
THE COST**

WHEN BUILDERS add up the cost of all the material and labor used in old fashioned kitchen construction, they discover they can have beautiful, all-steel YOUNGSTOWN KITCHENS for the same amount of money.

They discover that the true cost of built-on-the-job kitchens includes the price paid for storage and handling, construction and installation, fitting hardware, finishing and painting. Also there is the cost of after-sale adjustments and the price paid for not having the last word in modern kitchens.

YOUNGSTOWN KITCHENS are ready to install and easy to install. FIRST COST is your ONLY COST.

Send for your copy of the Youngstown book, "Builder's Kitchen". It tells the success stories of builders who have discovered that YOUNGSTOWN KITCHENS cost no more.

**MULLINS MANUFACTURING CORPORATION
WARREN, OHIO**

To bring permanent prosperity and freedom to our nation, let's do our part to



Youngstown Kitchens
by **Mullins**

YOUNGSTOWN KITCHENS
MULLINS MANUFACTURING CORPORATION
Dept. AB-1145, Warren, Ohio

Please send me booklet entitled, "Builder's Kitchen".
Builder Contractor Architect

Name

Street

City & Zone County State

DESIGN ENGINEERING SERVICE
LARGE PRESSED METAL PARTS
PORCELAIN ENAMELED PRODUCTS

Give Your Post War Homes *SALES APPEAL*



BUILD WITH *Mesker* "AMERICAN HOME WINDOWS"



If you want your new homes to *sell*, be sure they are equipped throughout with the Mesker "American Home Window." For this new steel window provides two important, sales-cinching features never before combined in a residential casement... two features high on the "must list" of residential buyers.

First, the American Home Window stops WINTER SWEATING, for it accomodates low cost outside stock storm sash. Second, there is room for installation of venetian blinds within the window reveal.

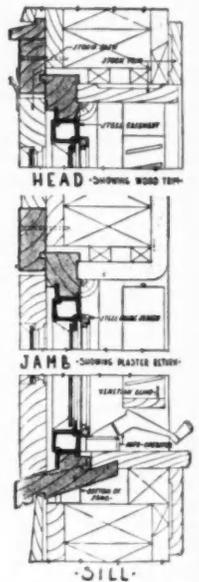
In addition, this Mesker Window provides other advantages for the builder. Installed in a few minutes with only hammer and nails, it assures lower installation cost. No sash to fit; no weights, pulleys or balances to install; no weather stripping required. Inside wood trim is optional. It can be delivered to the job already assembled or knocked down.

Make your new homes *cheaper to build, easier and more profitable to sell.*

Build them with the Mesker "American Home Window." For more information about this new and outstanding window, mail the coupon.

INSTALLATION WITH STOCK STORM SASH

Shown at the right is an actual installation detail of the Mesker "American Home Window". The shaded portion is the wood frame that is nailed to the sheathing, and is so built that it accomodates stock wood storm sash. Notice the extra space available for venetian blinds on the inside.



Mesker
STEEL WINDOWS

MESKER BROTHERS, Dept. AB 115
430 S. Seventh Street, St. Louis 2, Mo.

Please send me more information about the Mesker "American Home Window". Also leads on prospective home owners in my territory.

Name _____

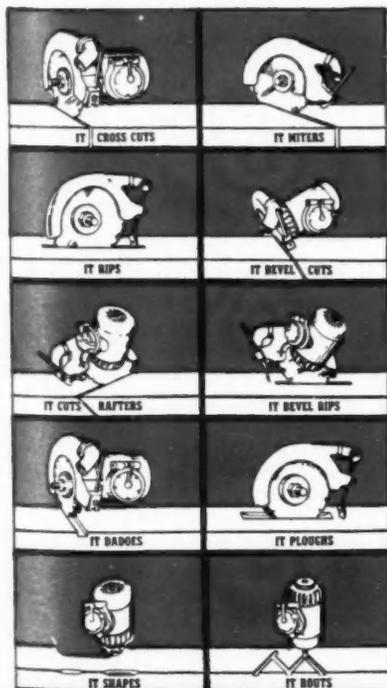
Address _____

City and State _____

MESKER BROTHERS • 430 SOUTH 7TH ST. • SAINT LOUIS 2, MO.



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.

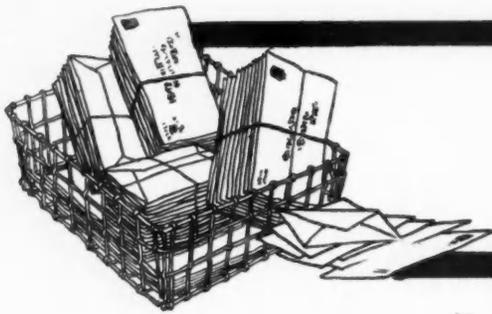
This versatile, all-purpose cutting machine is the one you should consider *first* as you plan for tomorrow's building.

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, 111 Fountain Avenue, Lancaster, Pa.



Our Readers Say:

Editorials splendidly presented

To the Editor: I have just received and finished reading the leaflet containing editorials from the July issue of your fine publication and desire to extend my congratulations for these splendid presentations.—S. H. DIEMER, Secretary, West Virginia Lumber and Builders' Supply Dealers' Assn., Fairmont, W. Va.

Calls it best magazine

To the Editor: Some months ago one of our boys, who is in the air force in Honolulu, wrote me asking if I could get him the *American Builder*. I wrote to your subscription department and as soon as they could get the name on the list, they entered his subscription.

I just received a letter from Bill and he tells me that he is stationed at the John Rogers Airport just out of Honolulu and that he is a line chief, which means that he is more or less responsible for all planes going through the field. What you will be interested in are his comments on the *American Builder* and I quote verbatim from the letter:

"Thanks a lot for the subscription to the *American Builder*. I received two issues already. That's the best magazine that has ever been printed for the building industry; even the ads are interesting to read. In my spare time I am drawing a set of plans for my own home but I am afraid I am running it just a little too high for myself so it will just be another case of chop, chop, chop, but it is definite that I will live in my own home."

I could not help but pass this little compliment on to you.—F. M. PANTZER, Pantzer Lumber Co., Sheboygan, Wis.

Congratulations and constructive suggestions

To the Editor: This letter is a note of congratulations and suggestions on the fine *American Builder* that is being published. I have just been doing some reference work in the six issues that I have and there is a wealth of information in your publication.

I have a few suggestions to make and I hope that they will be accepted in the proper spirit. I noticed that in five of the six issues that I have, the service coupon for catalogs and other information is on the back of the "Better Detail Plates" page. If one uses this coupon, then the detail sheet is spoiled for refer-

ence purposes. Would it be possible to have the service coupon printed on a different page, so that the "Better Detail" sheet would not be damaged?

Also would it be possible to print the "Job Helps" and "How-To-Do-It" information so that they could be inserted into a notebook. And have notebooks with the back issues available?

It is difficult to improve on a good thing, but I believe that carrying out these suggestions would make the *American Builder* magazine of even more value to its readers. What do other readers think?—ROY B. LARSON, Larson & Son, General Contractors, Falconer, N. Y.

Likes up-to-date data

To the Editor: I like the *American Builder* very much and think it is the most progressive publication for the builder on the market. I wouldn't be without it for any price.

In particular, I like the new homes you feature and the way you keep the builder informed of the latest improvements in home building. I wish you continued success.—CHALMER B. DAVIS, Contractor and Builder, Beaver City, Utah.

Reply to query found encouraging

To the Editor: Thank you very much for your helpful and thoughtful reply to our inquiry. Your advice and information have given us good guidance. We shall want to keep in touch with you as our program evolves.

Your belief that the lumber and building material dealer IS the natural and logical distributor for prefabricated houses is very encouraging.—J. WILLIAM SCHUCHARDT, Vice President, General Houses, Inc., Chicago, Ill.

Anti Wagner-Ellender

To the Editor: After reading your September issue, especially that portion relating to the Wagner-Ellender Bill, I felt that you would be interested in the attached letter.

I feel that unless definite and prompt action is taken to stem the tide before it is too late we shall presently be entangled anew in such burdensome regulations that the resulting confusion, wasted effort, and frustration of business and industrial enterprise will materially defer the resumption of home construction in this country, an activity of our

peacetime economy upon which had been placed great dependence as a cushion to absorb the reemployment of men in the military service and those in the war industries.

The industry with which the federal bureaus propose to again experiment is of vital interest to the veteran, the workers from defense plants, and the prospective home owner as well as those of comprising the industry upon which this new experiment is contemplated.

The only redress open is to attempt to convince our representatives in Congress of the detrimental effect of further regulation.—WILLIAM E. PARTEE, Local Manager, The Long-Bell Lumber Co., Hannibal, Mo.

Following are excerpts from Mr. Partee's letter to Hon. Frank P. Briggs, Hon. Forrest C. Donnell, and Hon. Wat Arnold:

... In Missouri, about the only protection the citizen needs to secure reasonable construction costs is the availability of adequate stocks of building materials. Until such time as stocks are adequate, the present OPA regulation of prices is sufficient and when such stocks are adequate, even those no longer are a necessary protection for the reason that the home building industry is probably the most competitive of all, and the prices established by open competition would in all probability be less than those established by edict which are not nearly so flexible whether they be high or low. Surely no one has forgotten the period a few years back when the ceiling price was in reality a floor or minimum price.

The Missouri farmer, contractor, and home owner who buys his supplies in an open market has always been able to take care of his own interests and he doesn't hesitate to lay claim to this characteristic; in fact he is justly proud of it. He is just as sensitive to the abridgement of this right as you would be unwise to deny that he possesses it, or is entitled to exercise it. The sources of supply for the Missouri farmer are not limited. He goes back and forth from the farm to metropolitan stock markets and knows what his supply needs are worth and where they can be obtained. If the prices in one locality do not suit him, he buys where the pencil point is as sharp as he thinks it should be. And so it is with the home owner. He is not at the mercy of one contractor, or supply house, or

(Continued to page 134)

WHEN YOU USE
DURABLE DOUGLAS FIR

FACTRI-FIT DOORS

Standard tubular latchsets can be installed within 5 minutes! No mortising or boring on the job!

FACTRI-FIT

LOCK BORE SPECIFICATIONS

All boring for locks to center of knob 36" from bottom of door. Machin-

ing specifications that will be standard for all completely - machined FACTRI-FIT doors unless otherwise specified: 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. The trend today is toward bored-in locks, and virtually all nationally-distributed locks of this type will fit these specifications. Doors can be furnished mortised or machined to other specifications on special order.

BUILDERS Save time and labor on every installation with Douglas Fir FACTRI-FIT doors — prefit, trimmed, gained and bored or mortised **at the mill** by high-speed precision tools. For example: standard latchsets — available nationally — can be installed in a FACTRI-FIT door within five minutes. There are plenty of other savings, too. Speed your jobs — make them better — with Douglas Fir Doors ordered FACTRI-FIT.

FACTRI-FIT GAINING

Standard FACTRI-FIT gaining is 7" from top of door, 11" from bottom. Standard butt on 1 3/8" doors is 3 1/2" x 3 1/2" — on 1 3/4" doors, 4" x 4"; with square corners. Center gaining, recommended for heavy construction, is equi-distant between other two. In routing, lips are left on to be knocked out by carpenter for right or left hand swing.

FACTRI-FIT SIZES

Doors are prefit to exact net book standard stock sizes listed in U. S. Commercial Standard 73-43. This means, for instance, that a 2'8" x 6'8" FACTRI-FIT door is furnished exactly to the specified width and length. Scuff-stripped for protection, grade-marked for easy identification. Included in the line are basic 3-panel layouts adaptable to all types of building.

Send for Catalog-

Showing complete line of Douglas fir interior doors, Tru-Fit entrance doors, and new specialty items. Sent free to any point within the United States.

Douglas Fir DOORS

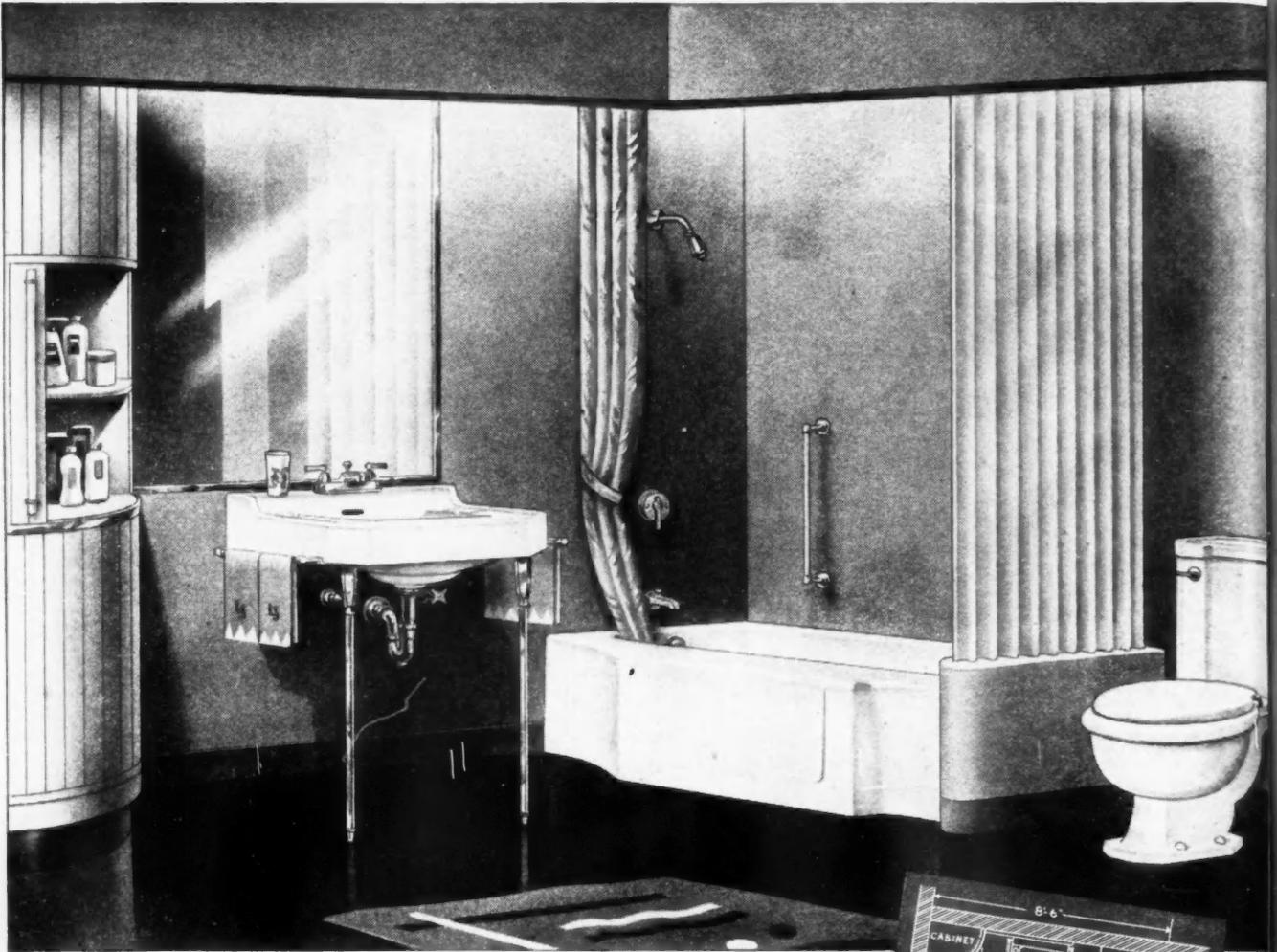
FIR DOOR INSTITUTE

Tacoma 2, Washington

Remember!
NATURE MAKES
DOUGLAS FIR
Durable!

Durable Douglas Fir Doors are made from all-heart-wood, vertical-grain, soft, old-growth Douglas Fir.

THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS



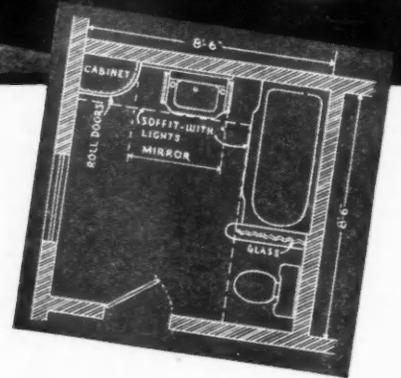
Combine health, beauty, convenience in a KOHLER bathroom

THE recognized excellence of Kohler plumbing is a valuable guide for the Builder in designing a bathroom that will be a foundation for health in the home. Kohler fixtures and fittings meet all the requirements for safe, sanitary protection. The working parts are smooth and reliable in performance, and Kohler designs have the advantage of being practical as well as distinguished—lending themselves to arrangements in which beauty, utility and convenience can be admirably combined.

The Chesapeake vitreous china lavatory, in the arrangement above, has a handy ledge for toilet articles, roomy basin and efficient, mixer-type Centra fitting. Also shown are the quiet,

smooth-acting Wellworth close-coupled closet and the Cosmopolitan Bench Bath, made of enameled cast iron for satisfactory and lasting service, with the easily controlled Triton shower mixer.

The uniform high quality which the name Kohler signifies is safeguarded by the fact that Kohler products are made in one plant, under one supervision, backed by 72 years of manufacturing experience. Write for a copy of Catalog K-41. Kohler Co., Dept. AB-11, Kohler, Wisconsin. Established 1873.



KOHLER OF KOHLER

Buy and Keep
U. S.
War Bonds

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS

THINK IN TERMS OF

STRAN STEEL

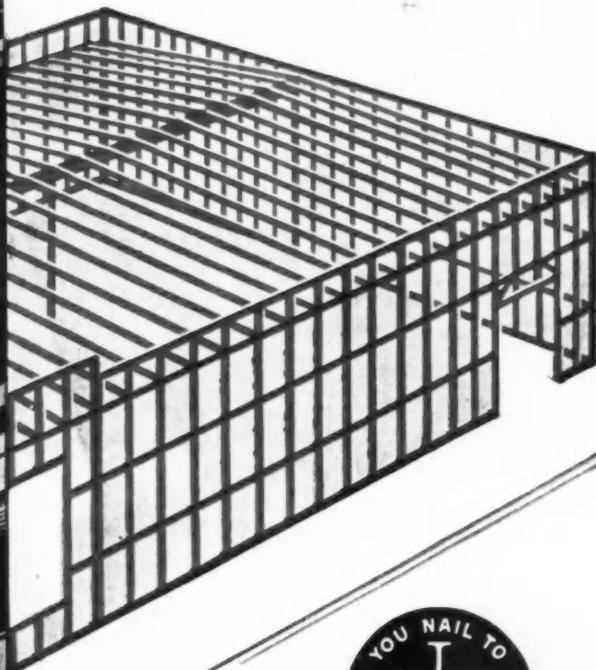


When You Design with STRAN-STEEL You Give More . . . and Get More

When you design that new store, home or apartment building around a framework of Stran-Steel you give the future owner an unwritten guarantee based on a combination of steel permanence, increased fire-safety, and freedom from warp, sag and rot. At the same time, you strengthen your reputation for dependability and progressiveness, which, in turn, means additional business and profits for you.

Enterprising architects and contractors are thinking today in terms of Stran-Steel for the buildings of tomorrow . . . envisioning the ease and speed with which buildings framed with this uniform, precision material will be erected. For Stran-Steel is an ideal material with which to work. It's light, rustproofed, and features a patented nailing groove for quick and easy attachment of collateral materials.

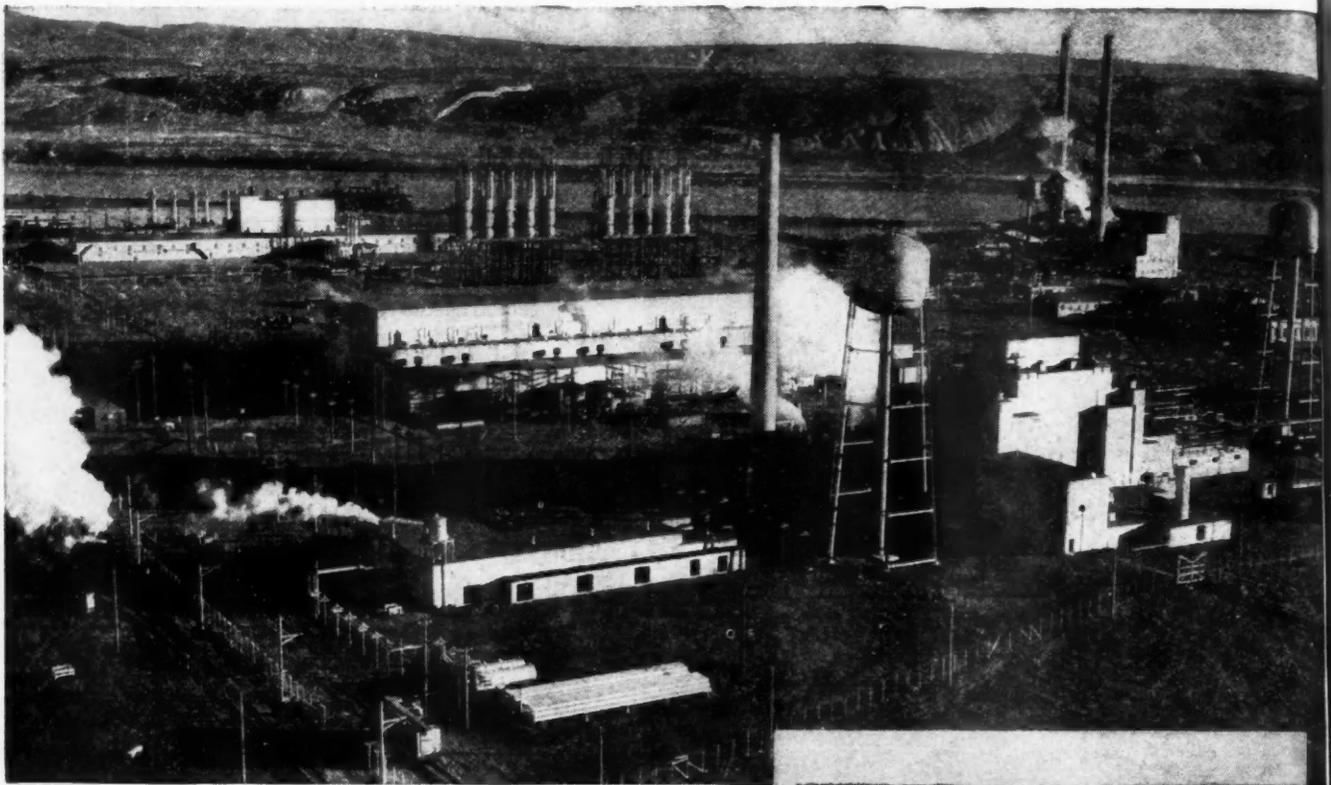
Proved in more than one hundred and fifty thousand wartime "Quonset" buildings, Stran-Steel is ready to take its deserved place in the vanguard of today's quality building materials.



GREAT LAKES STEEL CORPORATION

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

UNIT OF NATIONAL STEEL CORPORATION



THE ATOMIC BOMB FOR DESTRUCTION...

*Lehigh Cements
for construction!*

National interest centers on the plants where atomic power was developed . . . Oak Ridge, Tenn., and Pasco, Wash. In the construction of these vital plants, it is significant that

LEHIGH CEMENTS WERE USED IN BOTH PROJECTS!

Lehigh was the only cement manufacturer to participate in both projects. Over three-quarters of a million barrels of Lehigh Cements were used, including 115,000 barrels of Lehigh Early Strength

Cement and 50,000 of Lehigh Mortar Cement.

The locations of Lehigh mills made it possible to supply millions of barrels of Lehigh Cements for war projects of every description throughout the United States and abroad.

Concrete and cement building products, replacing critical materials, found many new uses in construction for war. They are equally versatile for peacetime construction.

LEHIGH PORTLAND CEMENT COMPANY

ALLENTOWN, PA. • CHICAGO, ILL. • SPOKANE, WASH.



LEHIGH MORTAR CEMENT
LEHIGH NORMAL CEMENT
LEHIGH EARLY STRENGTH CEMENT
LEHIGH AIR ENTRAINING CEMENT

"MODUFLOW HAS ADDED A ROOM TO OUR HOME"

WRITES W. F. HUMES
of University City, Mo.

LONG LEAF YELLOW PINE
SHORT LEAF YELLOW PINE
DOUGLASS PINE
WESTERN REDWOOD
POINTEBARK PINE
BASS WOOD
RED CEDAR
RED CEDAR SHINGLES

PHONE: DELMAR 4087

H. F. HUMES

7448 MELROSE AVENUE
UNIVERSITY CITY, MO.
January 15, 1945.

STRUCTURAL STEEL
TANK & BARGE STEEL
LONG SPANNING
SUSPENSION STEEL
RAILROAD & CRANE
SPECIAL
SHEARINGS
PLYWOOD
LATH

Mr. Walter Anderson,
Minneapolis-Honeywell Regulator Co.,
4030 Chouteau Ave.,
Saint Louis, 10, Mo.

Dear Mr. Anderson:

You will agree, I am sure, that the recent spell of very cold and windy weather gave "Moduflow" a severe test of its ability to maintain even temperature in our home under extreme conditions.

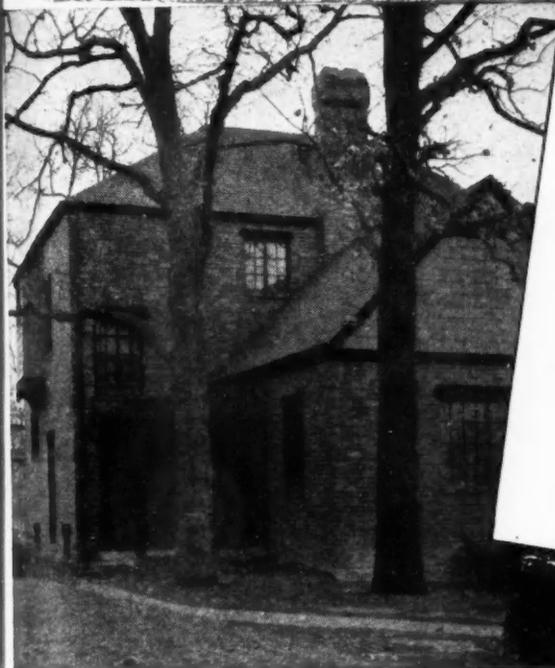
I am happy to advise you that it handled the job in a most satisfactory manner, especially did it provide a measure of comfort in our sunken studio living room we had come to believe impossible. That room, under like conditions heretofore, has been utterly uninhabitable even when the fireplace was kept in constant use.

In effect, "Moduflow" has added a room to our home during the heating season. I recommend that it be given careful consideration by anyone not getting the most in comfort from their present heating facilities.

Very truly yours,

H. F. Humes

HFH-H



What Moduflow has done for the Humes, it can do for your customers. Hundreds of users in all parts of the country have testified to the amazing performance of Moduflow.

As you know, Moduflow is Honeywell's newest contribution to automatic heating. Instead of intermittent delivery of heat, Moduflow delivers an uninterrupted flow of heat to all rooms, at exactly the correct temperature

to satisfy the room thermostat and in the exact quantity to offset heat loss.

Capitalize on the acceptance and national advertising of Moduflow. And remember, Moduflow will not only enhance the value of your homes but will give you the finest sales point you can muster. Minneapolis-Honeywell Regulator Company, 2842 Fourth Avenue So., Minneapolis 8, Minnesota.

MINNEAPOLIS
Honeywell
CONTROL SYSTEMS

2 out of 3 prospects will have children...

Here's a "plus" to help you clinch the sale!



Families with children will own 2 out of 3 new postwar homes.

That's not a guess.

The figures were determined after a recent nationwide survey made by the WPB.

Here's how you can profit by this information... and use it to help you sell the homes you build.

Install Ruud Automatic Gas Water Heaters with Monel Tanks. National advertising and promotion, in addition to the praise of satisfied owners, has familiarized thousands with Ruud-Monel, the



RUUD GAS MONEL... perfect partners for *Automatic Hot Water Service*

combination that stands for *perfect hot water service*.

With a Ruud, folks get *plenty* of hot water...automatically, 24 hours a day, at any desired temperature. And with GAS, the modern fuel, they have quick, convenient service...clean cellars...rock-bottom economy of operation.

There's always enough hot water to meet every household need... and enough in reserve for scrubbing Elsie's grimy hands after a mud-pie session... or for mopping up when Tommy forgets to wipe his feet.

What's more, the water is clean, sparkling. For Monel is *rustproof*, and water leaves the tank as clean and pure as it goes in. Monel Tanks are solid metal; they're durable, long-lasting...and *trouble-free*.

Since 1889, Ruud has set the pace in quality, set the standards in gas water heater performance. Install Ruud Automatic Gas Water Heaters with Monel Tanks in the homes *you* build. They're powerful aids in getting Mr. and Mrs. America to say, "*This is the home for US!*"

RUUD MANUFACTURING COMPANY, PITTSBURGH 1, PA.

America
sp
SAM
and m
Decay
be build
ers forg
artistry
Guar
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preserv
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COM
St. L
*Reg. U

specify preservative
treatment with
SANTOPHEN 20
and make your houses safe
at these
important spots

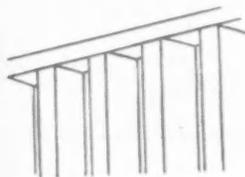
Decay at vital spots in the houses you'll be building and designing, will make owners forget all the good craftsmanship and artistry you put into them.

Guard against this possibility by specifying complete, modern, scientific wood preservation . . . with Monsanto's Santophen* 20 (pentachlorophenol). Microorganisms that attack millwork, porches, trim . . . beetles that attack hardwood flooring . . . and termites that go after structural parts, posts, joists or plates just can't live in the presence of this chemical.

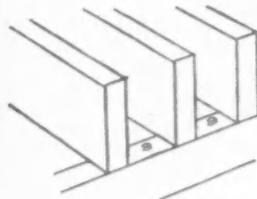
Santophen 20 in proper formulations gives a "clean treatment" that controls biological activity in the wood . . . without lingering odors and with a surface that can be readily painted, puttied or varnished. Dimension change can be reduced with special formulations of Santophen 20 containing water-repellents.

Santophen 20 is now available for civilian uses and we invite builders, architects and lumber manufacturers to inquire about this modern, proved wood preservative. Write: MONSANTO CHEMICAL COMPANY, 1700 South Second Street, St. Louis 4, Missouri.

*Reg. U. S. Pat. Off.



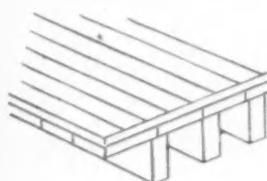
POSTS and SILLS



JOISTS



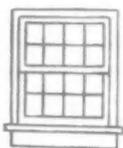
PLATES and STUDS



FLOORS



DOORS



SASH



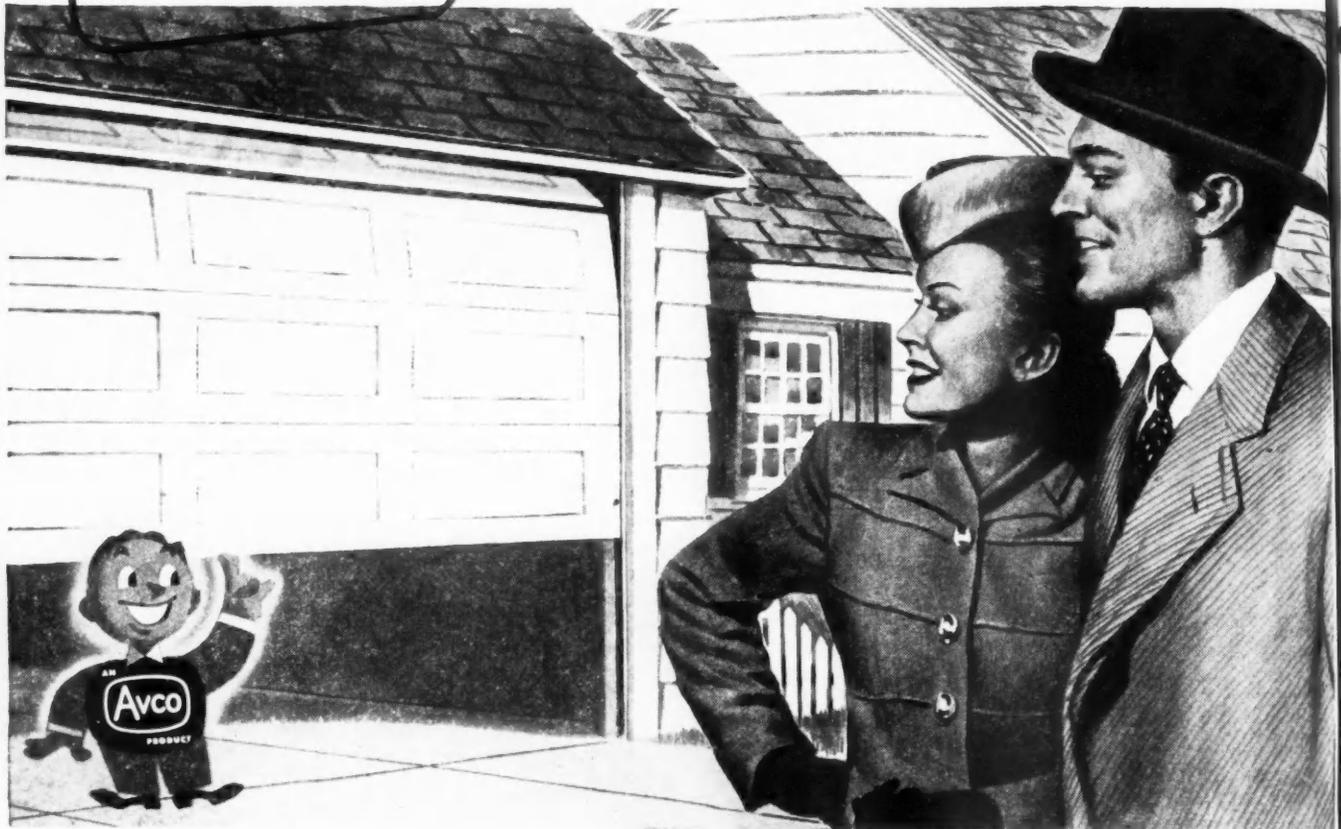
TRIM

**MONSANTO
CHEMICALS**

SERVING INDUSTRY...WHICH SERVES MANKIND

NOW!

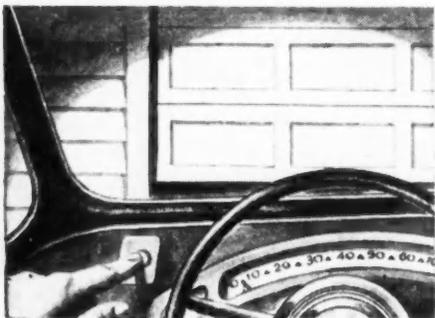
AVCO opens the door to a Great New Home Feature!



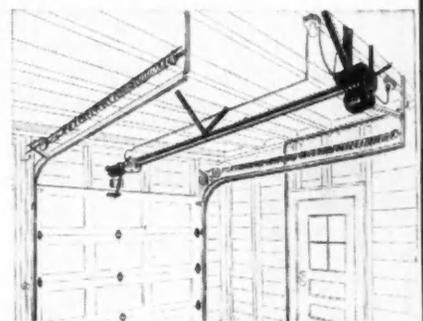
The modern AVCO Automatic Door Operator can now be ordered.

Because modern homes call for modern magic... because new home buyers will want the best... the AVCO Automatic Door Operator is a "must" installation to give the homes you plan and build that important *extra* sales appeal! And it costs so little to install!

AVCO Automatic Door Operators will be available soon... so learn all about them right away... full details on request... and get your orders in!



PRESS THE BUTTON in your car and the garage doors open automatically and the garage lights go on. (Yard flood lights and house entrance lights can also be on the same circuit) ... Press another button inside your house or in your garage and the garage doors close and lock themselves and the garage lights go out! By turning a daily chore into a pleasant surprise, the AVCO Automatic Door Operator will have great sales appeal to the modern home buyer!



INEXPENSIVE AND EASY TO INSTALL, the AVCO Automatic Door Operator can be attached to any standard type garage door. It is controlled by three buttons... one in your car, one in your house, and one in your garage.

AVCO Automatic DOOR OPERATOR

Horton Manufacturing Division
The Aviation Corporation,
2482 Scotten Ave., Detroit 9, Mich.

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COLOR STRENGTH:

Ask how colors are affected by Light—Soaps—Alkali. Be sure colors are not just on wearing surface, but go right through to back—as in Kentile.

GREASE RESISTANCE:

Ask whether grease will soften or stain the material. Tiles that are *absolutely* greaseproof are available in 17 Kentile colors (except when war shortages prevent).

MOISTURE—ALKALI:

Few floor coverings can withstand moisture and alkali but Kentile is so resistant to these destructive elements it can even be laid right on concrete in direct contact with earth.

MAINTENANCE:

Watch for these advantages:

1. Simple mopping with mild soap and water should *speedily* and *easily* remove most dirt. Occasional waxing, of course, improves the appearance of any smooth surface floor covering.
2. The material should be delivered with a factory-applied wax coating. Kentile is factory waxed as made, resulting in a coating "soaked" into the tile and easily maintained.

UNDERFOOT SAFETY:

Floors that are too smooth surfaced or do not absorb wax can be dangerously slippery. Kentile has an invisible surface granulation, so it is *never* slippery when properly waxed.

QUIET AND COMFORT:

These two factors are allied. When a floor is too hard it is both noisy and tiring. Kentile is resilient—it cushions sounds and is comfortable underfoot.

DURABILITY:

Most manufacturers claim durability. Kentile has *proved* unsurpassed durability by years of wear in such traffic-busy areas as in A & P and Woolworth stores, Rockefeller Center corridors, etc. Many 17 year old installations are still perfect.

COLORS—PATTERNS:

War conditions limit all lines, though even today hundreds of fine patterns can be created with Kentile.

Normally you should be unlimited in pattern choice. Kentile is usually offered in 26 tile sizes, each available in 44 colors. The number of patterns possible reach infinity.

ALTERABILITY:

If you ever move walls or fixtures, how much of the floor will have to be replaced? Kentile can be altered tile by tile.

ODORS:

Kentile has no odor, nothing can make it odorous, it is so close-textured it can't absorb odorous substances.

FIRE SAFETY:

Kentile meets all requirements of every fire underwriting board in the country.

COST:

Compare. Ask your local Kentile dealer to give you an estimate on your floor requirements. If you don't know his name, we'll gladly send it to you. Just drop a post card to the nearest office of DAVID E. KENNEDY, INC.

Brooklyn 15, N. Y.
61 Second Avenue
(Home Office)

- Chicago 2, Ill. 30 No. Michigan Ave.
- Atlanta 3, Ga. 208 Bona Allen Bldg.
- Cleveland 14, Ohio. 1211 Nat'l Broadcasting Co. Bldg.
- Boston 16, Mass. 452 Statler Bldg.
- San Francisco 16, Cal. 2000 Ulloa Street
- Pittsburgh 11, Pa. 614 Olympia Rd.



Save this check list for reference when buying flooring.



Prospective home owners will see
 the hidden value of Kimsul* Insulation



"Kimmy"

YOU render an extra professional service, reap the benefit of client recognition of quality materials, when you specify **KIMSUL**

The Navy's famed Quonset Huts are insulated with KIMSUL—to seal out arctic cold and tropic heat. And when you specify KIMSUL, you secure immediate recognition of a name that stands for approved quality and functional worth.

Yes, KIMSUL Insulation has "value-appeal." It pays dividends to home owners over the years and it merits your most serious consideration for many reasons:

1. KIMSUL has a "k" Factor of 0.27. It is superior in principle—the *only* many-layer insulation.

2. KIMSUL is resistant to fire, moisture, fungus and vermin. It is termite proof.

3. KIMSUL provides permanent, uniform insulation. It won't sag, shift, or settle.

4. KIMSUL will last the life of the structure in which it's installed.

5. KIMSUL is quickly and simply installed.

6. KIMSUL is low in cost—quality and performance considered.

KIMSUL is a name that's known widely and favorably to prospective home builders through extensive national advertising.

For complete technical data on KIMSUL Insulation, refer to Sweet's 1945 Catalog, or write to Kimberly-Clark Corporation, Neenah, Wisconsin.

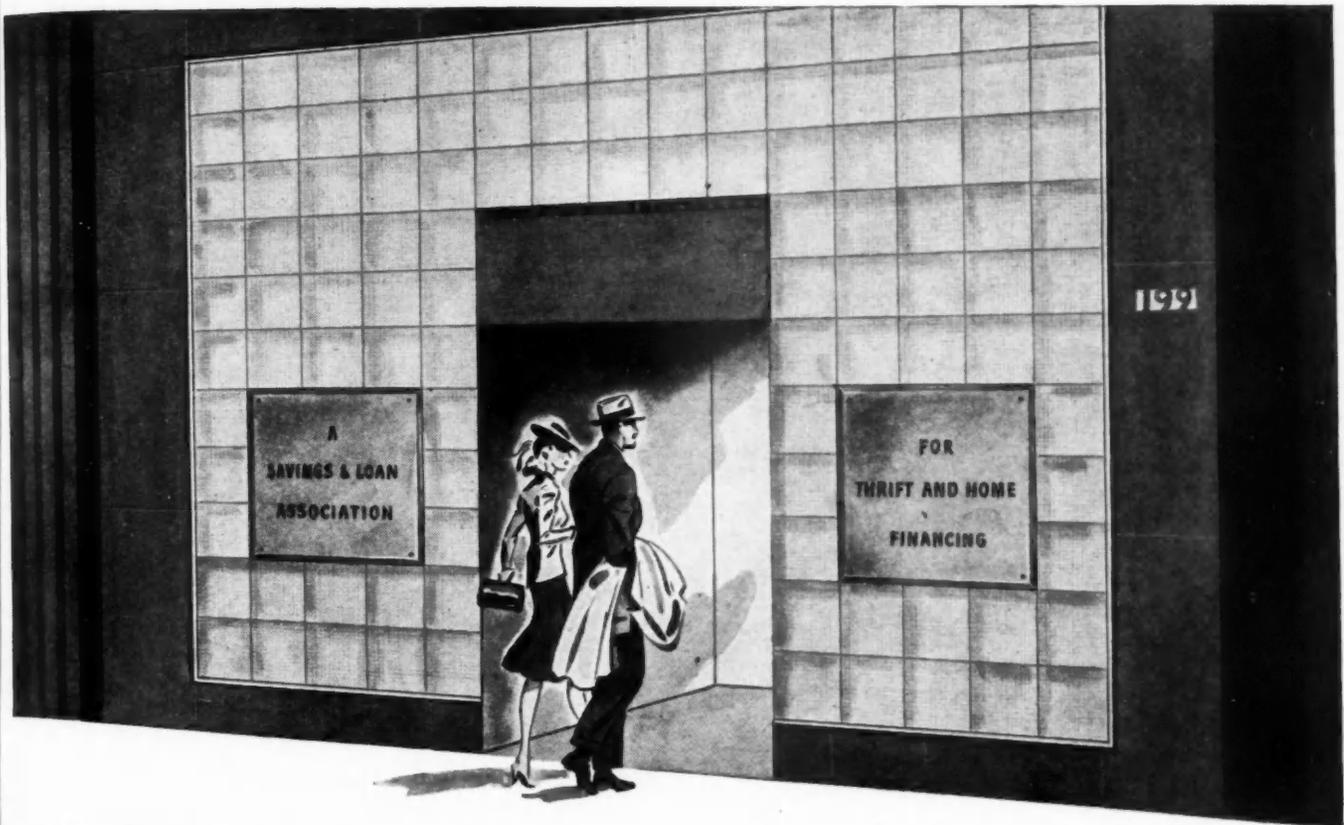
KIMSUL has proved its effectiveness through use on thousands of metal and wood buildings—serving our armed forces in arctic cold and tropic heat. Quonset huts, KIMSUL-Insulated for snugness and warmth are here illuminated by the milky-green Northern Lights.



Acme Photo



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



The choice of 54% who get home loans through financial institutions

Architects, builders and realtors get loans for their clients through Savings and Loan Associations because they benefit by the superior home financing facilities of these institutions.

There is flexibility to meet the financial needs of all types of borrowers. Maximum loans are available at most favorable rates. Quick commitments on loans are possible because these institu-

tions are locally owned and managed. There are no delays in dispersing funds.

Borrowers appreciate the friendly attention given to their loan application and prefer the mortgage contract and loan policy which permits easy adjustment in future years.

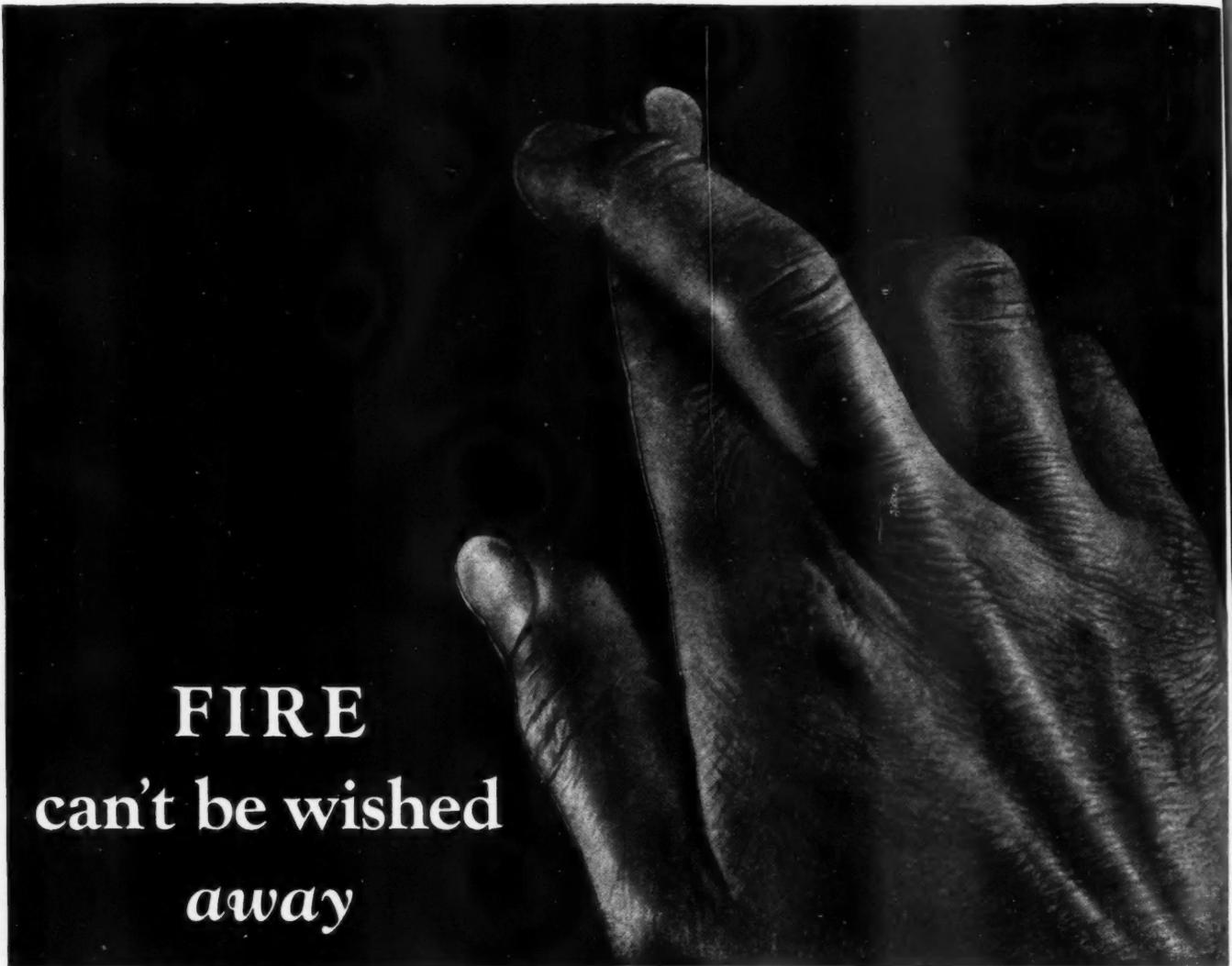
It will pay you to discuss your home financing needs with a local member of this League.

UNITED STATES SAVINGS AND LOAN LEAGUE

221 N. La Salle Street

Chicago, Illinois

COMPOSED OF 3600 SAVINGS AND LOAN ASSOCIATIONS AND CO-OPERATIVE BANKS



FIRE
can't be wished
away

SHEETROCK *Fireproof WALL and CEILING PANELS*

Fire takes a yearly toll of 10,000 lives, \$300,000,000 in property, untold suffering. Yet, many a building has been erected with only wishes for protection. That's why progressive architects and builders constantly seek safer building materials.

One safer building material is Sheetrock*. For U·S·G makes these big panels of gypsum, a mineral which will not burn. In fire after fire, they have proved their worth, keeping the flame confined till help could arrive.

More, this modern protection adds modern beauty to walls and ceilings. Plan smooth surfaces, sweeping curves or decorative paneled effects, decide on whatever form of decorating you will . . . and Sheetrock will do the job.

Call for wood-grained effects . . . and Sheetrock offers faithful reproductions of knotty pine, bleached mahogany and walnut. That's why Sheetrock has been used on more walls and ceilings than any other gypsum wallboard in the world.

*Reg. T. M.



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

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New and Improved Building Products

to be shown at
National Association of Home Builders' Convention and Exposition

February 25 - 26 - 27 - 28

HOTEL STEVENS - CHICAGO

What Builders will find at the Exposition

The NAHB Exposition will be a dramatic display featuring all that is new and improved in building. New and improved materials will include a score of items that have been successfully tested in wartime's ruthless laboratory; new and improved equipment which will embody all of the advances science has made toward more convenient, comfortable living. The exhibits will also reveal new construction machinery, such as power woodworking tools, materials handling equipment, and other labor and time saving devices.

Many of these new and improved products will help Builders all over the country with their plans to sell "More House For The Money."

Products of the nation's foremost manufacturers will be on display. Here are a few of the more than one hundred who have already contracted for exhibit space.

- American Saw Mill Machinery Co.
- Berry Door Company
- Briggs Manufacturing Company
- E. L. Bruce Company
- Ceco Steel Products Corporation
- Celotex Corporation
- Consolidated Machinery & Supply Company, Ltd.
- Crane Company
- The Flintkote Company
- Kimberly-Clark Corporation
- Kohler Company
- Pittsburgh Plate Glass Company
- Portland Cement Association
- Servel, Incorporated
- Skilsaw, Incorporated
- White-Rodgers Electric Co.

A record attendance is assured!

Although reservations are not being accepted until December 15th indications are that at least 6,500 building leaders plan to attend.

How National Association of Home Builders Helps Builders

The National Association of Home Builders is helping safeguard the Builder's stake in America's future. It works constantly to keep him in business, profitably. Committees have been established and plans made to provide for adequate financing and establish the necessary procedures to enable private builders to produce vast quantities of housing at the lowest possible cost for the lower income groups. Its leaders, through close personal contact with members of the Congress and high government officials, present the Builder's views and needs forcefully and clearly.

The National Association of Home Builders is supporting several tax reforms that will encourage home ownership and stimulate an unprecedented volume of residential construction. It is encouraging new dimensions in long-term stabilization of home values through improved community planning and adequate maintenance.

And, remember, it is not a "big-builder" organization. It is an "every-builder" organization. *You!* It is working for you and for your interests—present and future.


NATIONAL ASSOCIATION of HOME BUILDERS of the UNITED STATES
 1737 K Street, N. W. • Washington 6, D. C.
 October 8, 1945
WASHINGTON LETTER No. 180

Dear Member:

NAHB OFFICERS DEMAND COMPLETE LIFTING OF L-41 IN EMERGENCY SESSION

Faced with the grave responsibility of the building industry, twenty-one of our Washington representatives...

National Association of Home Builders
1737 K Street, N. W., Washington 6, D. C.

Without cost or obligation please send me the next four issues of your weekly Washington Letter and a copy of the booklet "What is NAHB?" telling the story of the National Association of Home Builders.

Name (Print)

Firm

Street & No.

City & State (Give postal zone, if any)



this builder knows the sales-value of color!

Homes will be in great demand and will be easy to sell. But any builder can sell them even faster and at a better profit, with color, Pratt & Lambert color.

COLOR for your building program

P&L color-planned homes will reflect the good taste of colors that have been chosen for decorative beauty, as the result of advanced laboratory research and actual test use on more than 1,000 residential units.

When you color-plan your postwar houses, you will achieve maximum sales-value through Pratt & Lambert decorative service and color counsel, at no additional cost. You will also have the new Pratt & Lambert Postwar Painting and Varnishing Specifications, to protect you from loss of time and those costly "extras" which often result from "hit and miss" specifications or verbal understandings. These specifications indicate exactly what is to be done and how it is to be done.

Your total gain with P&L postwar color adds up to (1) a faster sale and (2) a better profit. Plus factors are minimum man-hours in application and fewer coats, with resulting low painting costs. The rich beauty and staunch durability of Pratt & Lambert Paint and Varnish bring true satisfaction to the home owner and lasting good-will to the builder.

WRITE for yours

New products and colors will be ready as soon as restricted materials are available. Meanwhile, write for your copies of P&L Postwar Painting and Varnishing Specifications, covering high grade, medium price and low cost homes. Pratt & Lambert-Inc., 80 Tonawanda Street, Buffalo 7, New York.

PRATT & LAMBERT
paint and varnish

The UNSEEN SALESMAN

That helps sell or rent new and remodeled homes

It is an amazing fact that a great deal of thought and money is frequently spent on outward appearances in the home, while vital matters, such as the plumbing or heating conducting systems, are sometimes neglected or merely taken for granted.

Of course, the home should be modern in design—its kitchen, bathroom and laundry fixtures handsome and conveniently located, but primarily they are intended for efficient service, and whether they continue to give this service consistently, year in and year out, depends upon a reliable piping system, that under normal water conditions, will not rust or leak—in a word—A STREAMLINE COPPER PIPE AND FITTINGS SYSTEM.

STREAMLINE costs but little more than rustable piping, even in first cost—and taken over a period of years, it costs a great deal less.

When you modernize, make certain that in a few short years you won't have to repeat the expense and experience—USE STREAMLINE COPPER PIPE AND SOLDER FITTINGS on your next piping job and get the service and savings which its strength and resistance to corrosion provides. Faucets will always deliver a full volume of clear water, unstained with rust—hot water is delivered hotter and faster. Radiators gain their maximum efficiency in keeping the building comfortably heated.

STREAMLINE has another angle of dependability too—and that is in the matter of concealed piping, hidden behind walls or between floors and ceilings. One leak in these inaccessible places may cause many dollars worth of damage to property and furnishings, and involve trouble and inconvenience for tenant and owner.

Rust-stained water, corroded, clogged and leaky pipes have never yet rented a house or sold a building. On the other hand, a plumbing or heating system of STREAMLINE Copper Pipe and Solder Fittings, that insure trouble-free service throughout the life of the building, can be your unseen salesman—a most effective sales lever for either selling or renting.

Whether you remodel or build, investigate STREAMLINE before you decide. Send for a copy of our Home Owners' Book.

STREAMLINE

MUELLER BRASS CO.—PORT HURON, MICHIGAN—STREAMLINE

MUELLER BRASS CO.—PORT HURON, MICHIGAN—STREAMLINE

STREAMLINE COPPER PIPE AND FITTINGS

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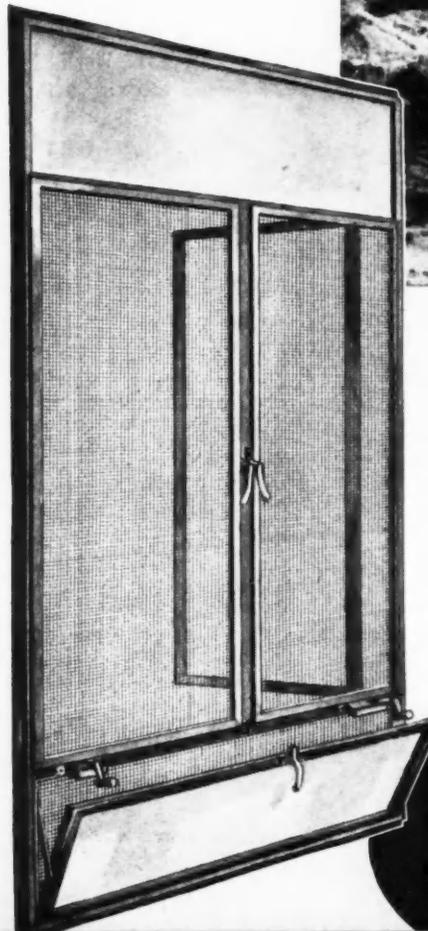
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Building aluminum bridges in minutes

It took Precise Engineering when every part had
to fit exactly . . . instantly in ponton bridges. That
same Ceco engineering is equally valuable when
it comes to Steel Windows and Aluminum Screens.

The M-4 Army Ponton Bridge was one of the engineering masterpieces of the war. It had to be erected quickly under fire. It had to carry a fifty-ton load in swift currents. It had to be readily dismantled and used again and again. Yet, so precise was the engineering and craftsmanship of its Ceco-made parts, that a 301 foot bridge could be constructed in as little as 87 minutes.

Ceco Steel Windows and Aluminum Screens will not have to be installed under shellfire, but time and ease of installation are of prime importance. When you specify those Ceco products, you know you are specifying not only the precise engineering that makes for time-and-money-saving installation, but durability, beauty and tight weather-seal as well.

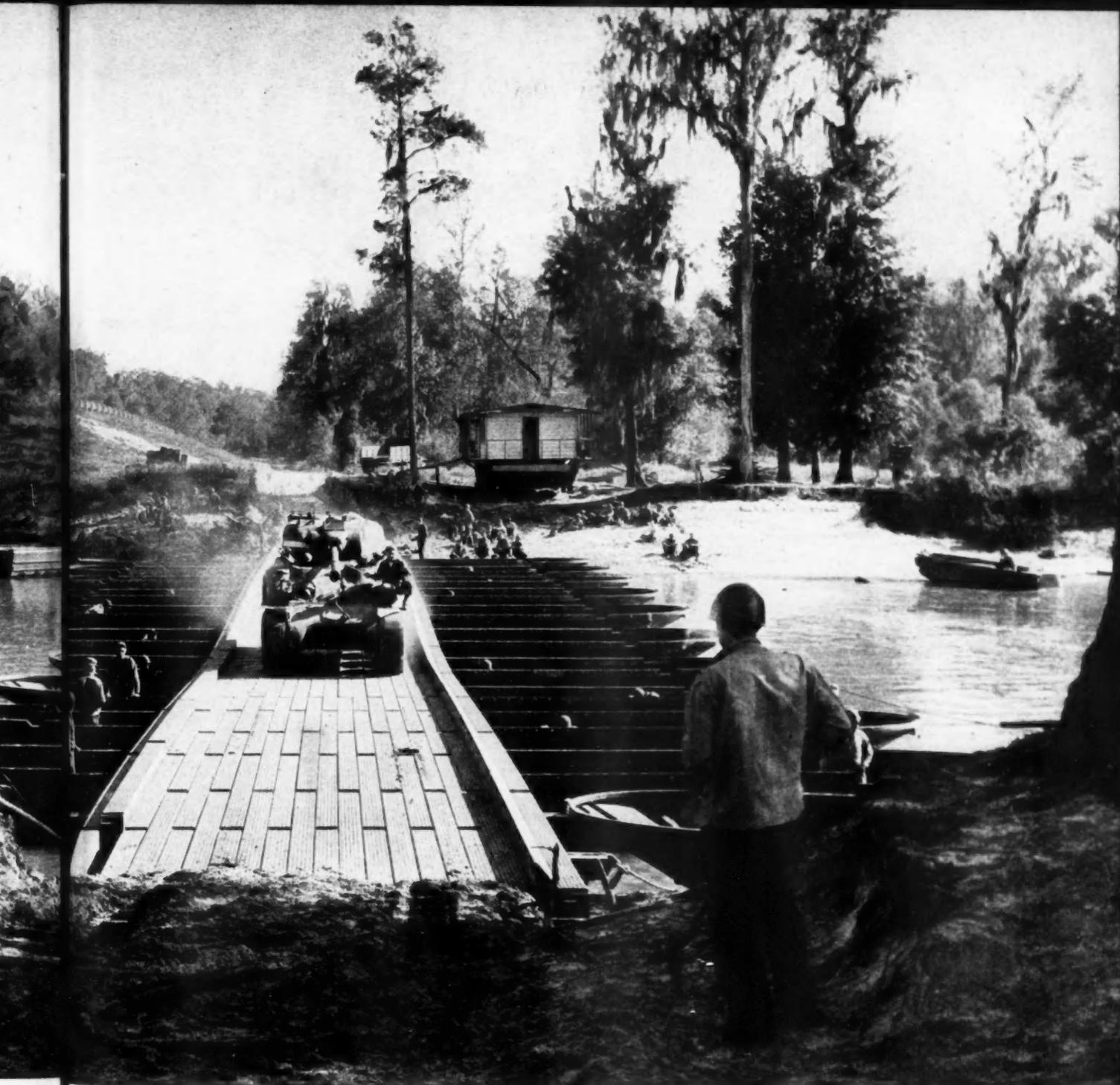


NEW—FOR YOU FROM CECO

There's something new in windows, too—Ceco Intermediate Combination Windows with Aluminum Screens. They are specially designed for schools, hospitals, office buildings, or any type of installation where lasting qualities, adequate ventilation, easy screening and washing are requisites.

ENGINEERING MAKE





CECO
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CECO STEEL PRODUCTS CORPORATION

Manufacturing Division—5701 W. 26th St., Chicago 50, Ill.

All types of residential and industrial steel windows, steel doors, metal frame screens, metal lath, metal weatherstrip, steel joists and steel roof deck.

Sheet Steel and Wire Division • Concrete Engineering Division • Highway Products Division

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

Better Homes & Gardens Magazine's Home Planning Centers

get your clients ready for you



DURING war and depression years, when millions of families could do no more than store up ideas of the homes they'd like, Better Homes & Gardens was giving them a steady flood of new, practical ideas.

Now is the time to organize all these ideas for action.

That's where BH&G's Home Planning Centers in department stores come in. No matter how much material we've been giving them in the magazine itself, people want to ask questions and talk over their ideas.

The Home Planning Centers don't make actual plans, of course. But they're stacked with information on kitchens, laundries, upkeep, finance, new materials, new ideas for built-ins—everything you'd like your clients to know about. And they sell Better Homes & Gardens*****Plans.

To borrow an army word, the Centers process your clients so that they come to you not vague and uninformed (and what an expensive headache such clients can be!) but with a pretty definite idea of what they want, what they should talk over with you, and what you can do for them.

And why are department stores willing to clinch BH&G's editorial work this way? They're certainly not interested in building or in selling building materials. But they're after store traffic. They're after the furnishing business for the homes you build. And they want your good will, frankly—they'll give lists of builders, contractors, architects, dealers, to their customers.

We hope you'll get in touch with the Home Planning Center in your city or area to see what's going on!

market
**THERE'S NO PLACE
LIKE HOME**

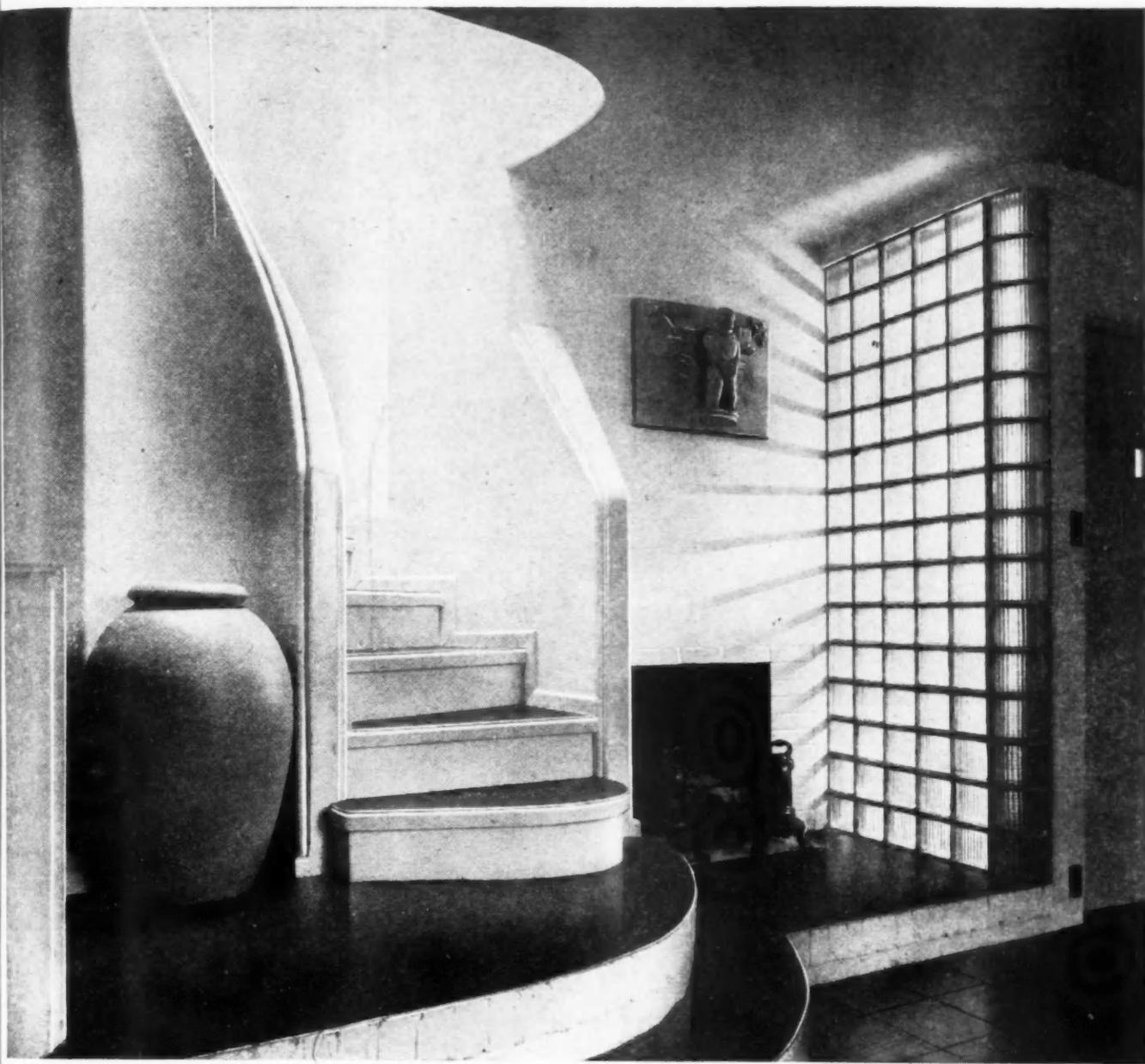
—and when the interest of hundreds of thousands of new home builders is going to be focused on BH&G editorial material and channeled to it by the department stores, you can see why there's no place like Better Homes & Gardens to sell everything that goes into homes.



These stores have arranged to run Better Homes & Gardens Home Planning Centers to date: L. S. Ayres & Co., Indianapolis; Barker Bros., Los Angeles; Brown-Dunkin Dry Goods Co., Tulsa; Burdine's, Miami; H. C. Capwell Co., Oakland; Dayton Co., Minneapolis; Davison-Paxon Co., Atlanta; Denver Dry Goods Company, Denver; E. W. Edwards & Son, Syracuse, N. Y.; Emery-Bird-Thayer, Kansas City; Forbes & Wallace, Springfield, Mass.; G. Fox & Co., Hartford, Connecticut; Gimbel Brothers, Philadelphia; Golden Rule, St. Paul; Hecht Bros., Baltimore; Hecht Co., Washington, D. C.; Wm. Hengerer Co., Buffalo; Herpolzheimer Co., Grand Rapids; Higbee Co., Cleveland; Hills, McLean & Haskins, Binghamton, N. Y.; J. L. Hudson, Detroit; J. B. Ivey & Co., Charlotte; Jordan Marsh, Boston; Loveman, Joseph & Loeb, Birmingham; B. Lowenstein & Bros., Memphis; Maas Brothers, Tampa; R. H. Macy & Co., New York; The M. O'Neil Co., Akron, Ohio; Miller Brothers, Chattanooga; Miller & Rhoads, Richmond; Rhodes Brothers, Tacoma; The Rike-Kumler Company, Dayton; Sanger Brothers, Dallas; Ed Schuster & Company, Milwaukee; John Shillito Co., Cincinnati; Stewart Dry Goods Company, Louisville; W. C. Stripling Company, Fort Worth; Strouss-Hirschberg, Youngstown; W. M. Whitney & Co., Albany; Worcester Federal Savings & Loan Association, Worcester, Mass.; Younkers, Des Moines; Yowell-Drew-Ivey Co., Orlando; ZCMI, Salt Lake City.

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YOU



Daylight Ahead—FOR THE BUILDER!

Rosy is the dawn—now that building restrictions have been lifted. America needs new homes—*badly*—and there's plenty of remodeling work to be had.

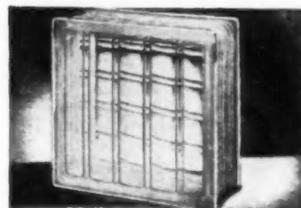
Many of the new homes are sure to display lustrous, light-flooded panels of Insulux Glass Block.

Insulux is a practical as well as a beautiful building material. It transmits and diffuses light better than ordinary win-

dows, and provides privacy along with light. Furthermore—it is easy to clean and to keep clean.

Panels of Insulux can be used to "daylight" a hall or entry way or to add new beauty to a kitchen, living room, bedroom or bath.

Panels of Insulux provide *extra-convenience features* that make a house more salable and a home more livable.



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

OWENS - ILLINOIS

INSULUX

GLASS BLOCK

MAIL THE COUPON FOR FREE BOOKLET



OWENS-ILLINOIS GLASS COMPANY,
Insulux Products Division, Dept. 8-52, Toledo 1, Ohio.
Gentlemen: Please send me, without obligation, your book entitled, "Beautiful Homes."

Name _____
Firm Name _____
Address _____
City _____ State _____

Goods Co.,
cuse, N. Y.;
Baltimore;
on, Detroit;
York; The
Ed Schuster
me & Co.,



WHAT'S INSIDE?

*That's what home-buyers
are most interested in*



AMERICAN-Standard PRODUCTS *make any house easier to sell*

"Let's see the bathroom." . . . "What kind of heat?"
. . . "How about the kitchen?"

The best way to answer these questions to the complete satisfaction of the prospective home-buyer is to say that plumbing fixtures and heating equipment are American-Standard.

American-Standard. That's a name that means something. It's the most widely advertised name in heating and plumbing. It means quality products, smart styling and long, economical service.

Your prospects know it and trust it. They know American-Standard products, despite their superiority, cost no more than others. That they are engineered to serve the nations' health and comfort.

By using American-Standard products, you make any

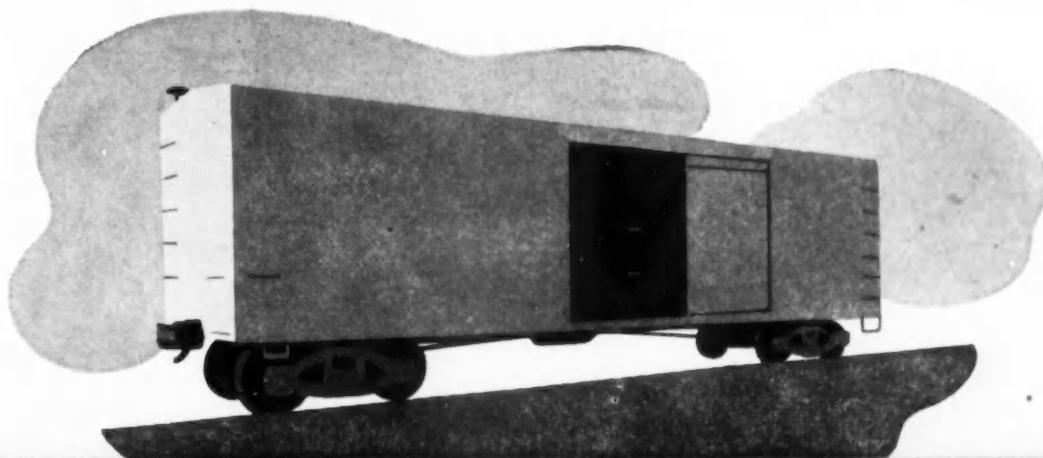


house easier to sell. To find out just what is available . . . and when . . . contact your Heating and Plumbing Contractor. *American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.*

AMERICAN-Standard

HEATING  PLUMBING

Serving the Nations' Health and Comfort



Whether you build Freight Cars or Design Factories ! . .



..... your product can be improved with a Kimpreg* Surface

A revolutionary new alloy-like material is achieved by fusing to plywood's surface a cured plastic skin of KIMPREG. This resultant material is not a plywood in the ordinary sense, not a conventional plastic laminate. It is a brand new, better structural medium with countless applications in many products — including, very probably, those you plan for post-war production.

With KIMPREG, plywood is converted into an improved substance which can be machined, formed and fastened like ordinary wood — yet has a plastic's smooth,

tough surface and beautiful, permanent, paintless finish.

KIMPREG adds the following advantages to plywood: 1) increases durability and flexural strength; 2) provides resistance to moisture and vapor; 3) armor-plates against extreme abrasion; 4) diminishes grain-raising effects; 5) makes the material scuffproof, splinterproof, snag-resistant; 6) affords a stainproof, washable, "wipe clean" surface; 7) creates resistance to chemical action, decay, temperature-extremes, fire, vermin, and mold. Moreover, it is warm to the touch, does not have the chill "feel" of metal surfaces.

Used for airborne "pre-fab" huts, glass-smooth tables for packing parachutes, water-proof ammunition boxes and scores of other uses, KIMPREG has distinguished itself on the vigorous proving-ground of wartime. Soon it will be offered in a variety of appealing hues.

Now is the time to investigate the possibilities of KIMPREG-surfaced materials for your peacetime requirements.

Write us for further information and names of those plywood manufacturers who are currently using KIMPREG plastic surfacing material.

*TRADE MARK

Send Coupon for FREE KIMPREG Book to: Kimberly-Clark Corporation, Neenah, Wisconsin

Kimpreg
REG. U.S. PAT. OFF.



Name
 Firm
 Type of Business
 Address
 City State

AB-1140



SELL

Make a Good House ^{SELL} Better With WHITE-RODGERS Automatic Temperature Controls

Build it right — then make it automatic. Compact, efficient, accurate White-Rodgers Hydraulic-Action temperature controls give your house the “extra” that means the big difference in selling. Predominantly used in heating, refrigeration and air conditioning. Add this selling-working force to the houses you build.

Write today for catalog and installation data.

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

A Hole

that has saved thousands of dollars

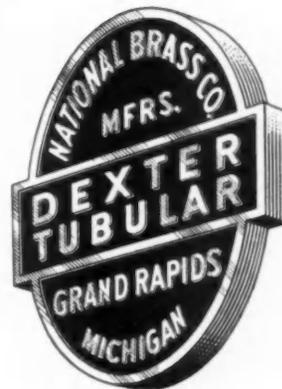
Yes, if the time saved (which means dollars saved) by the holes drilled in the installation of DEXTER-TUBULARS were measured over their span of 20 years, the saving could be measured in hundreds of thousands of dollars.

Today, on the threshold of the post-war building boom, the advantages of Dexter-Tubulars are greater than ever. These advantages of simple, speedy installation (using the Dexter Bit Guide) are among the reasons that more and more contractors and builders are turning to Dexter-Tubulars. Another reason is that the quality and performance of Dexter-Tubulars are backed with a written Lifetime guarantee.

Dexter-Tubulars are the original tubulars. Behind them is the specialized experience of over 20 years. Now is the time to become acquainted with the Dexter dealer in your community, who is qualified to demonstrate the complete line.



Illustrated: TYPE "E" Five-Pin Tumbler Cylinder Night Latch for grade and rear doors (better appearance than rim lock, installs into—not onto—the door). May be Master Keyed or Keyed Alike with Dexter front door sets.



NATIONAL BRASS COMPANY, Mfrs.
Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE

Windowalls .. DOORWAY TO

A CENTER FOR SUMMERTIME LIVING WITH ANDERSEN HORIZONTAL GLIDING WOOD WINDOW UNITS

Open the door to outdoor beauty in the homes of the future with wide WINDOWALLS, those windows that perform the functions of walls, those walls that perform the functions of windows.

Through these WINDOWALLS, made of Andersen Horizontal Gliding Windows, a view of lakeside woodland is seen, while all

the comforts of a home are protected and maintained by insulated windows (weather-stripped, double-glazed).

Architect E.W. Krafft specified Andersen Horizontal Gliding Window Units, No. 5856, sash opening size 5'8 $\frac{1}{8}$ " x 5'6 $\frac{3}{4}$ ", in this Lake Minnetonka home. For additional details, consult Sweet's Catalog, or write Andersen.

Reprints of Andersen WINDOWALL advertisements are available upon request. Write for the WINDOWALL file.

Andersen Corporation

BAYPORT, MINNESOTA



OUTDOOR BEAUTY

AUGUST, 1945 WAR PLANT

From 1942 up to the very moment the wild whistles blew on August 14, 1945, the Andersen Corporation's great factory at Bayport, Minnesota, was a war plant. Our role in the war was to manufacture boxes for ammunition and shells. The Andersen Corporation was awarded the Army-Navy "E" in June, 1944, and won a star for subsequent production efficiency. To a much smaller extent, we also produced windows for war housing needs.

THEN CAME THE END OF THE JAP WAR

By the end of the war, our distributors, who serve all 41 states east of the Rocky Mountains, had almost completely exhausted their stocks. And we had not been able to handle much more than the high priority orders for windows that they forwarded to us. Our first job will be to rebuild our distributors' stocks to normal levels.

SEPTEMBER, 1945 WINDOW FACTORY

As this is written, in the early days of September, the Andersen Corporation plant is already producing Andersen Complete Wood Window Units and Andersen Master Frames. Reconversion for us was no problem.

As we go into the postwar period, we have a force of skilled labor large enough to produce all that we can in the face of a shortage of raw materials. So we have machines and we have men.

Lumber, hardware and screen cloth are still scarce. Of some of these needed materials we are getting today only about enough to produce at one-third our capacity. Our labor supply will probably improve as rapidly as the raw material situation.

We confidently expect that Andersen Window Units and Frames will be available generally about as soon as other building products.

We are delivering what we now produce as fairly and equitably as we can, to those with whom we have done business before and during the war.

Andersen Corporation

BAYPORT, MINNESOTA

Better Trucks for YOUR Business!



“... More for Our Money When We Buy Fords”

That's precisely the reason more operators use Ford Trucks than use any other kind . . . because they're convinced that they get more for their money when they buy Fords!

Mr. V. L. Behan, Jr., vice-president of HILL-BEHAN Lumber Company, of St. Louis, wrote this courteous letter on the subject:

“We think it only fitting for a customer to make known to a manufacturer the performance of his product, and we are indeed happy to inform you that Ford Trucks have given

very satisfactory and economical transportation for our products. We started using Ford equipment some fifteen years ago, in both St. Louis and Chicago and now have more than fifty units. We particularly like the motor trade-in feature, reasonable parts prices and ready availability of parts.”

“All in all, we feel we get more for our money when we buy Fords.”

The new Ford Trucks now being built bring you many important engineering advancements. Ask your Ford Dealer about them.

FORD TRUCKS

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

ADVANCED ENGINEERING IN NEW FORD TRUCKS

*More Economy and Endurance
Easier Servicing*

A STILL GREATER 100 HP V-8 ENGINE with NEW Ford steel-cored Silvaloy rod bearings, more enduring than ever in severe service • NEW aluminum alloy cam-ground 4-ring pistons for oil economy • BIGGER, more efficient oil pump and IMPROVED rear bearing oil seal • NEW longer-lived valve springs • NEW improvements in cooling • NEW efficiency in ignition • in carburetion • in lubrication • in ease and economy of servicing operations • And available in all truck chassis except C.O.E. units—the rugged, thrifty 90 HP FORD SIX-CYLINDER ENGINE, with many important advancements.

FORD CHASSIS ADVANTAGES: Easy accessibility for low-cost maintenance • Universal service facilities • Tough, forged front axles • Extra-sturdy rear axles with pinion straddle-mounted on 3 large roller bearings, ¾-floating type in light duty units, full-floating in all others • 3 axle ratios available (2 in 1-ton unit) • 2-speed axle available in heavy duty units at extra cost • Powerful hydraulic brakes, large drums, cast braking surfaces • Rugged 4-speed transmission with NEW internal reverse lock optional at extra cost on light duty units, standard on all others.

Whatever the Building



Home



Super Market



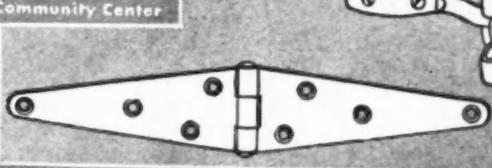
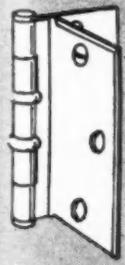
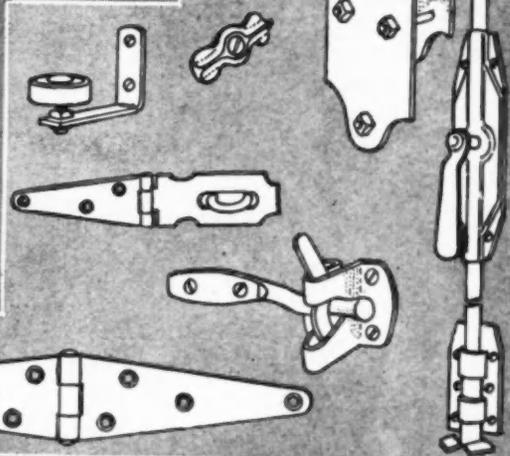
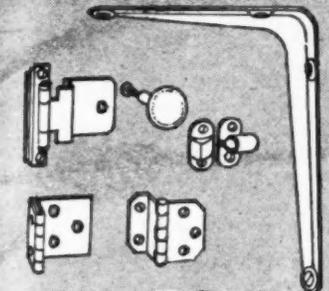
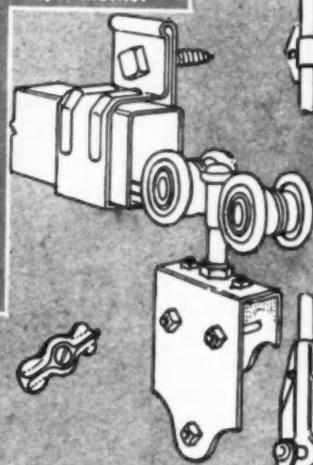
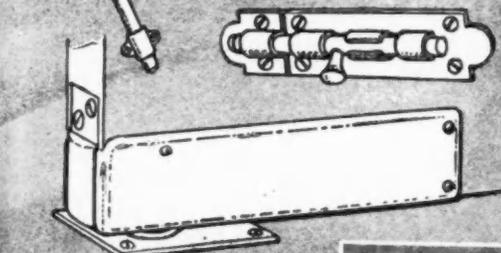
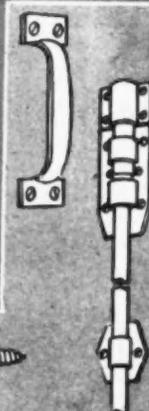
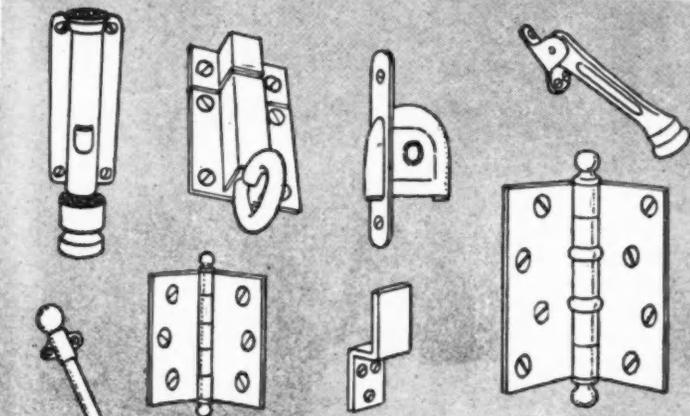
Farm



Community Center



Restaurant



Church

Use the Hardware

that's wide in choice - easy to install - sure to satisfy

STANLEY

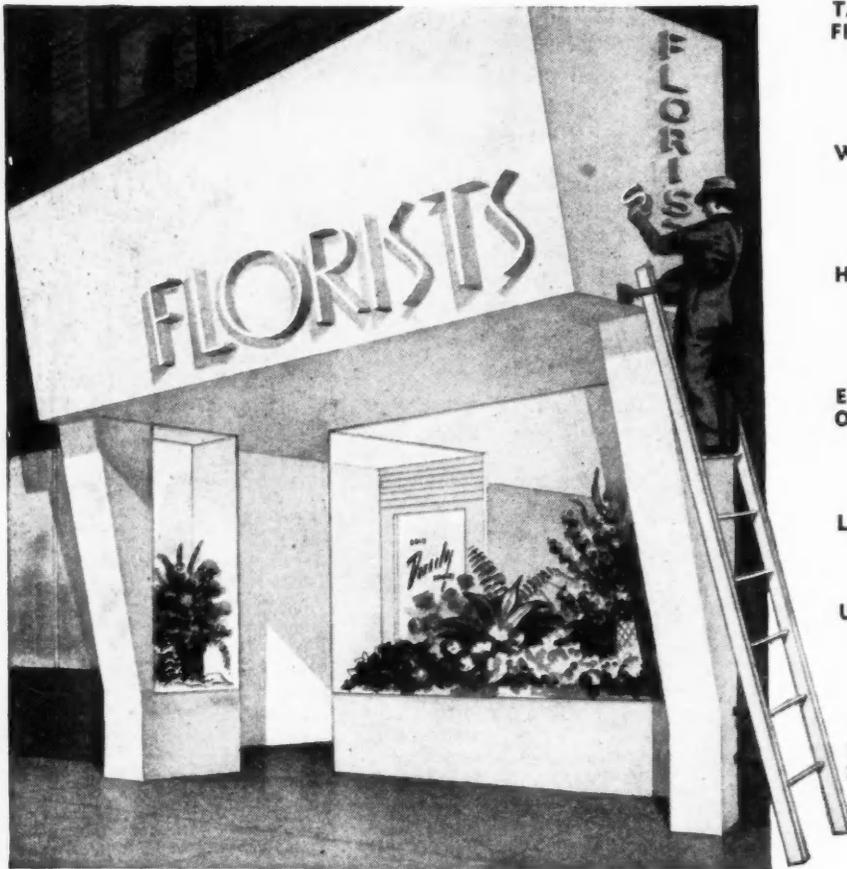
Established 1843

HARBOR PLYWOODS'

Harborite

THE PROVEN PLASTIC-FACED PLYWOOD

*Smooth, hard, grainless, weatherproof
... available in large structural panels
which are ideal for the needs of
modern, streamlined exterior design.*



HARBORITE STANDARD PANELS 65/65

Item	Width	Length	Thickness
Stock Panels	36"	96"	
Harborite	48"	96"	1/8" to 1 1/8"

WRITE FOR INFORMATIVE BULLETINS

Harbor Plywood Corporation

General Office - Hoquiam, Washington

Distributing Warehouses: Atlanta, Baltimore, Chicago, Cincinnati, Indianapolis, Jacksonville, Los Angeles, Miami, San Francisco, Tacoma, Tampa, Washington, D. C., Watertown, Mass.

Standard plastic facing is 65/65. Special panels with additional plastic facing may be manufactured to order. Giant size panels are manufactured to order by joining standard panels with a 1 to 12 ratio scarf joint. Giant Harborite panels may be ordered with additional plastic facing.

Is Better 9 Ways for Exterior Use

SMOOTH, HARD GRAINLESS SURFACES

The phenol type resin-impregnated plastic surface of HARBORITE is smooth and hard. It avoids checking and wood's weathering characteristics.

TAKES AND HOLDS DECORATIVE FINISHES

The plastic facing of HARBORITE is especially designed to receive and hold popular types of decorative finishes. It has "tooth" for finish coatings. (It is demanded by the critical outdoor sign trade.)

WATERPROOF BODY-PANEL AND FACES

The body-panel of HARBORITE is strong, durable SUPER-Harbord (the outdoor plywood). Faces are plastic. Both are bonded with phenol-aldehyde synthetic resin binder. The whole panel is boilproof—weatherproof.

HIGH STRENGTH-WEIGHT RATIO

Cross-laminated body-panel construction gives HARBORITE a high strength-weight ratio. It is a structural-closure material, resistant to abrasion and fungus growth. HARBORITE can really "take it".

EASY TO WORK WITH HAND OR POWER TOOLS

No special tools are required to work HARBORITE. A power-driven hollow-ground saw gives cleanest edges. A Bakelite type drill is best for drilling smooth and burr-less holes.

LARGE PANELS SAVE BUILDING TIME

Large panels of HARBORITE go up quickly, require fewer fastenings, save time and money in construction or fabrication.

UNIFORM THICKNESS ASSURED

The resin-impregnated plastic overlay surface of HARBORITE is laminated to the sturdy body-panel under standard plywood pressures, producing uniform thickness and tolerances, and assures positive alignment of "butting" panels.

FASTENED WITH NAILS SCREWS AND/OR GLUE

No special fastenings are required to install HARBORITE. Galvanized, stainless or brass nails or screws avoid rust marks. Waterproof glues are preferred for glue fastening.



Harborite

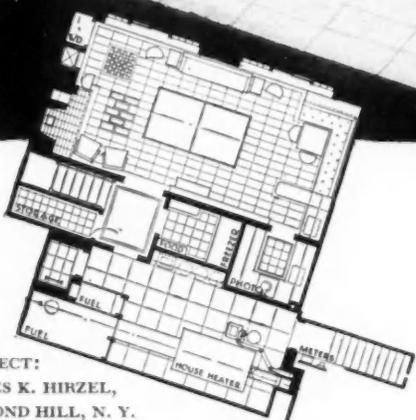
THE PLASTIC FACED PLYWOOD

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SPECIAL OFFER! The "Bonus Basement" shown below was modeled from one of 20 architects' plans for an ideal basement of a \$6,000 home. All 20 designs—showing basement and upper floor plans—have been reproduced in a helpful and informative book. While the edition lasts, we will send you a copy for the special price of 10¢ postpaid. Mail your request to the address printed below.

**Take this tip if you
want your new home to include a
Bonus Basement**



ARCHITECT:
CHARLES K. HIRZEL,
RICHMOND HILL, N. Y.

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. 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.

How would you like your new home to include a handsome hobby room, such as the one modeled above? You *can* have one—even if your home is to cost no more than \$6,000. And we'll help you plan it!

What's more, we'll tell you how to get such a room on mighty attractive terms: Heat your home with Bituminous Coal, and let the resultant savings, in just a few years' time, pay for your "Bonus Basement."

That's possible because Bituminous Coal is the most economical of all home-heating fuels. And the most dependable, too—supplying steady, uniform heat. Not only that, but—when burned in one of the marvelously efficient new stokers—Bituminous Coal also becomes an "automatic" fuel—even to the point of ash removal! Clean, quiet, odorless, smokeless.

Over 4 out of every 7 homes in the U. S. are heated by coal. Plan now to enjoy the advantages of Bituminous Coal heat in *your* home—and let it buy you a "Bonus Basement" into the bargain! Accept the special offer outlined above. Then talk it over with your architect or builder.

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)



No more radios in far-off corners. No more movie projectors on bookshelves. No more television screens over fireplaces. There's a new kind of living room coming: House & Garden calls it a Sight and Sound room. It's an expert solution to the amateur standing of bulky equipment and it's featured in the October issue.

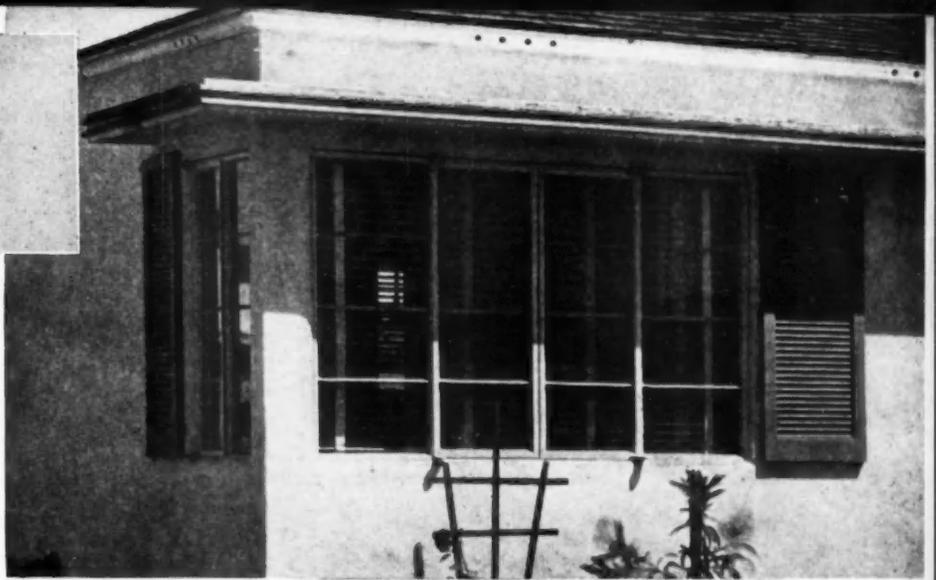
Here is the kind of blueprint for modern living that gives House & Garden its reputation as the leading magazine for home-builders. It's information like this that makes every issue a meeting ground for architect, builder and client.



House & Garden

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 costs... specify *Ceco Steel* casements!



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 COSTS THE LEAST TO INSTALL?

STEEL. For *Ceco Steel* windows come almost completely assembled. Just need setting, hanging and painting. And steel windows are easy to install, too. So always specify *Ceco steel* for homes, large or small.



Concrete Engineering Division: Meyer Steel forms, adjustable shores and pumps, 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

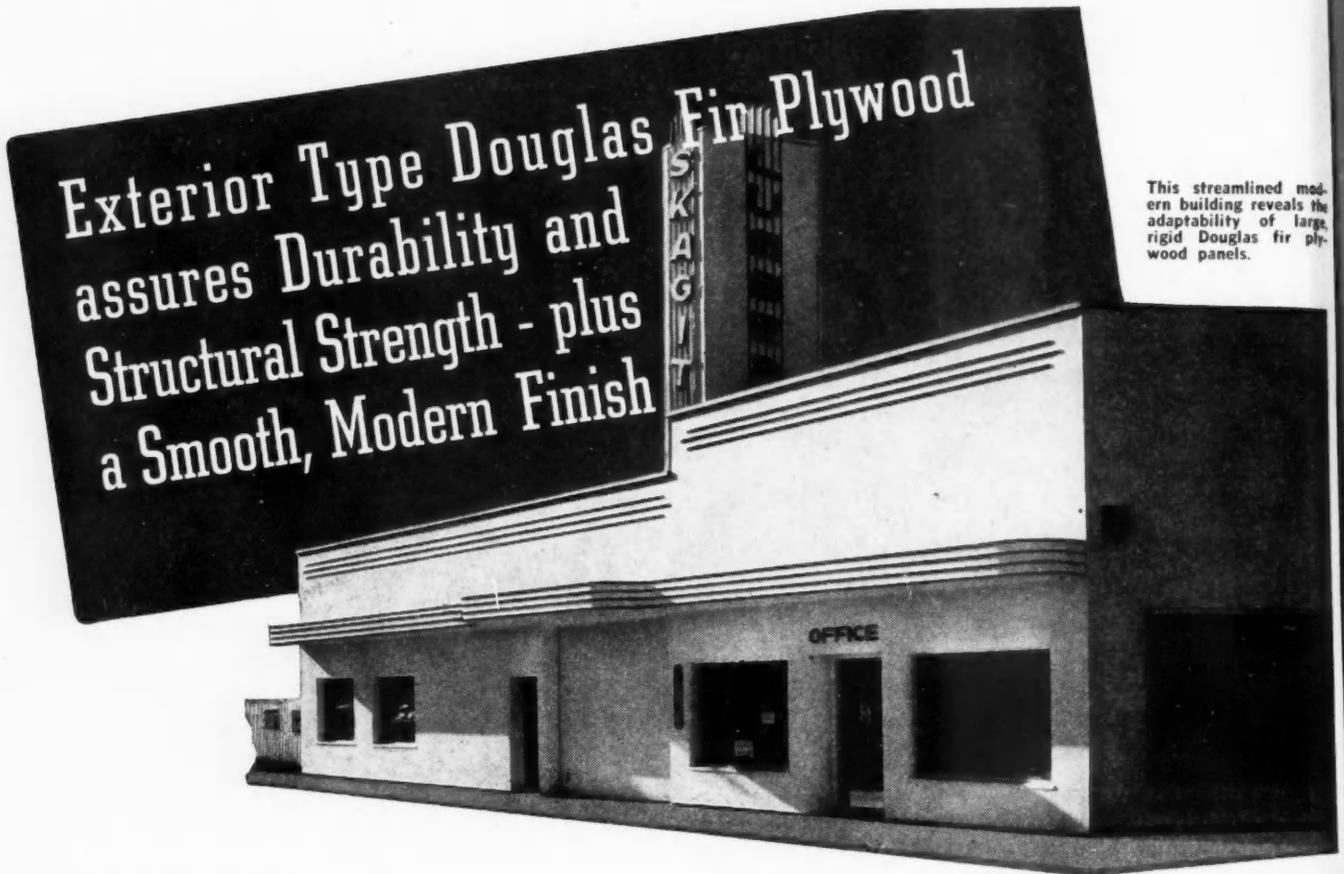
Manufacturing Division—5701 W. 26th St., Chicago, Ill.

ENGINEERING

MAKES THE BIG DIFFERENCE IN

CECO

CONSTRUCTION PRODUCTS



This streamlined modern building reveals the adaptability of large, rigid Douglas fir plywood panels.

Exterior type Douglas fir plywood is made with completely waterproof synthetic resin binder — made especially for permanent outdoor use. Sound 1-side grade of Exterior type plywood (EXT-D.F.P.A.) is generally specified for outside siding. Be sure the panels used are "grade trade - marked" as shown below.



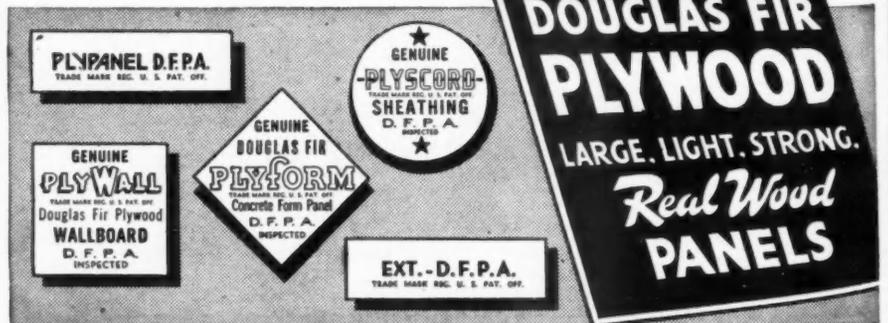
For information, technical data or literature about plywood write

DOUGLAS FIR PLYWOOD ASSOCIATION
Tacoma 2, Washington

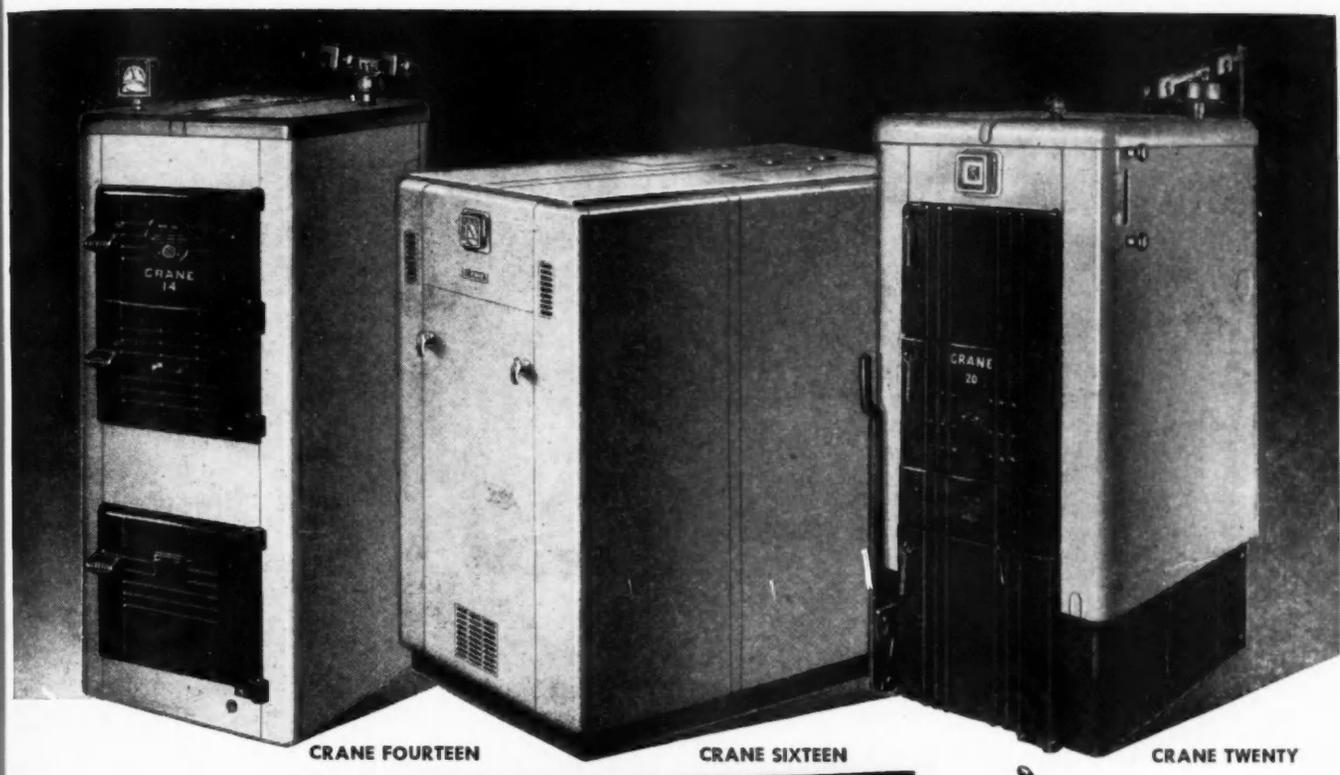
For prices or delivery information see any lumber dealer in the United States. Every dealer will soon have plywood in stock.

Plywood's Large Panel Form Reduces Construction Time and Costs, too!

EXTERIOR TYPE Douglas fir plywood is an ideal material for the outside finish of homes, stores, commercial buildings. It adds strength and rigidity to the framing . . . provides a smooth, streamlined effect . . . cuts building time and costs. Make full use of plywood's many advantages!



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



CRANE FOURTEEN

CRANE SIXTEEN

CRANE TWENTY

HERE'S WHAT THE
CRANE Heating Line
 INCLUDES ...

Before the war many purchasers of heating systems looked to the Crane Line for everything necessary for every heating system. This same complete service will be offered through the Crane Branch and dealer organization as soon as labor and material conditions permit.

Already Crane is in limited production on new boilers, radiators, valves and fittings to care for today's essential new construction or replacement.

Crane Radiant Baseboard Heating—a new and improved system of room heating—will be offered as soon as production becomes possible.

You are assured that in the complete Crane line now being developed you will find every item for every type of heating—steam, hot water or warm air.

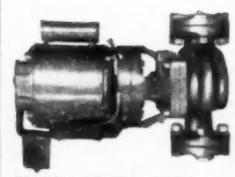
Check with your Crane Dealer or Crane Branch on delivery dates on equipment you need for today's construction or on your plans for new buildings to be erected in the future.



STOKERS



OIL BURNERS



WATER SPECIALTIES



CONTROLS



FITTINGS

CRANE

CRANE CO., GENERAL OFFICES: 836 SOUTH MICHIGAN AVE., CHICAGO 5

VALVES • FITTINGS • PIPE • PLUMBING • HEATING • PUMPS

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



HERE'S HOW

SOLVAY CALCIUM CHLORIDE

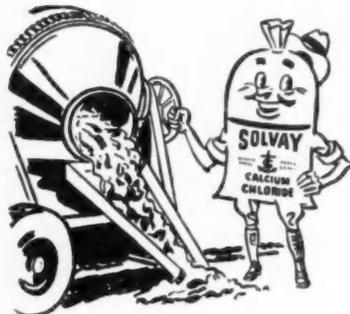
CAN HELP YOUR WINTER CONCRETING

It's *proved*: The addition of Solvay Calcium Chloride to portland cement provides:

1. **QUICKER SET**—Tests prove that the time of initial and final set is reduced by two-thirds with Solvay Calcium Chloride in the mix.
2. **HIGH EARLY STRENGTH**—Solvay Calcium Chloride speeds development of strength . . . provides 3 days strength in one day . . . 7 days strength in 3 days. This is important during cold weather, which slows action of portland cement.
3. **COLD WEATHER PROTECTION**—Solvay Calcium Chloride offsets dangerous effects of sudden drops in temperatures, shortens protection period, adds extra protection against freezing.

Solvay Calcium Chloride helps winter concreting without changing the normal chemical action of portland cement—and at a cost so low that the savings in finishing, forms, protection and labor far outweigh the cost of the calcium chloride.

Send for **FREE** Booklet giving details—"Calcium Chloride and Portland Cement."



SOLVAY SALES CORPORATION

40 Rector Street, New York 6, N.Y.

Gentlemen: Kindly send me your free booklet "Calcium Chloride and Portland Cement."

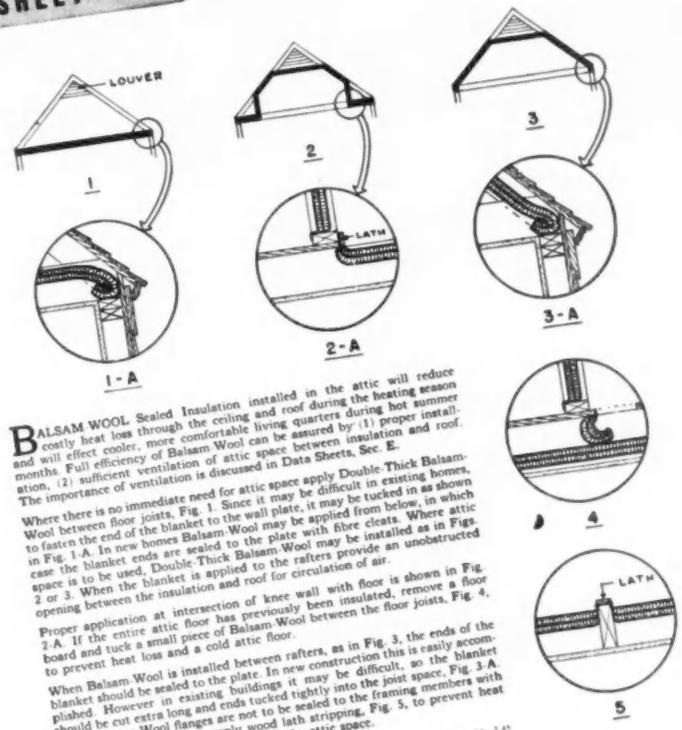
Name

Address

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

Balsam-Wool APPLICATION DATA SHEET SEC. D No. 1

BALSAM-WOOL ATTIC INSULATION APPLICATION



BALSAM WOOL Sealed Insulation installed in the attic will reduce costly heat loss through the ceiling and roof during the heating season and will effect cooler, more comfortable living quarters during hot summer months. Full efficiency of Balsam-Wool can be assured by: (1) proper installation, (2) sufficient ventilation of attic space between insulation and roof. The importance of ventilation is discussed in Data Sheets, Sec. E.

Where there is no immediate need for attic space apply Double-Thick Balsam-Wool between floor joists, Fig. 1. Since it may be difficult in existing homes, to fasten the end of the blanket to the wall plate, it may be tucked in as shown in Fig. 1-A. In new homes Balsam-Wool may be applied from below, in which case the blanket ends are sealed to the plate with fibre cleats. Where attic space is to be used, Double-Thick Balsam-Wool may be installed as in Figs. 2 or 3. When the blanket is applied to the rafters provide an unobstructed opening between the insulation and roof for circulation of air.

Proper application at intersection of knee wall with floor is shown in Fig. 2-A. If the entire attic floor has previously been insulated, remove a floor board and tuck a small piece of Balsam-Wool between the floor joists, Fig. 4 to prevent heat loss and a cold attic floor.

When Balsam-Wool is installed between rafters, as in Fig. 3, the ends of the blanket should be sealed to the plate. In new construction this is easily accomplished. However in existing buildings it may be difficult, so the blanket should be cut extra long and ends tucked tightly into the joist space, Fig. 3-A. If the Balsam-Wool flanges are not to be sealed to the framing members with interior finish or flooring, apply wood lath stripping, Fig. 5, to prevent heat loss and escape of moisture vapor into the attic space.

Form No. 901 7-44

FILE A. I. A. 37

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
- Moisture-Proofed

YOURS, WITH OUR COMPLIMENTS, THESE Balsam-Wool DATA SHEETS

Years of research and experience are embodied in these Balsam-Wool Application Data Sheets, containing latest data on insulation application. Covering a wide range of application problems, these sheets assure the best practice in many types of application—help create lasting owner satisfaction. Mail the coupon now for set of data sheets—they're yours for the asking!

Balsam-Wool

SEALED INSULATION

- | | |
|---------------------|---------------------|
| 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
 Dept. 119-11, First National Bank Bldg.
 St. Paul 1, Minnesota
 Gentlemen:
 Please send me set of application data sheets.

Name Address City State





VISIBLE VALUES *mean* QUICKER SALES

ALWINTITE Aluminum Windows will increase the salability of any house you build. Their smart appearance, continued ease of operation, stainless steel weather stripping, and freedom from periodic painting are all talking points that every home owner appreciates.

Despite their low cost, these new ALWINTITE windows embody the best design and construction features of fine windows. They will come completely assembled, adjusted and ready to erect. They are light weight and extremely easy to handle and install. There's no hardware to apply, no

weights, pulleys or cords to attach and they're easy to glaze.

ALWINTITE Double Hung Aluminum Windows are now in production and will be ready for distribution in December. They will be available in 9 stock sizes through your regular building supply sources. 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 new windows and the name of your nearest distributor, write to Dept. AB-11.

THE ALUMINUM WINDOW CORPORATION

A subsidiary of General Bronze Corporation

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

ALWINTITE

ALUMINUM WINDOWS

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IN

FOR ARCHITECTS AND BUILDERS

Personalized Kitchen Plans

BY Hotpoint

TYPICAL HOTPOINT ELECTRIC KITCHEN FOR A \$9,500 HOME

RECOMMENDED EQUIPMENT			
ITEM	QTY	DESCRIPTION	CAT. NO.
1	1	RANGE	
2	1	REFRIGERATOR	
3		DISHWASHER-SINK	
4	1	DISHWASHER	24" WIDE
5		DISPOSALL	
6		CABINET SINK	
7	1	SINK CABINET	42" "
8			
9	2	BASE CABINET	24" "
10	1	" "	15" "
11	2	" "	18" "
12			
13			
14		COR. BASE CABINET	
15	1	UTILITY CABINET	84" "
16	2	WALL CABINET	30" "
17	1	" "	24" "
18	3	" "	18" "
19			
20			
21		COR. WALL CABINET	
22	2	FILLER	CBF 34" USF 84"
23	2	" "	

Hotpoint KITCHEN PLANNING SERVICE
COMMERCIAL ENGINEERING DIVISION
DRAWN *[Signature]*

TO help you capitalize on your share of the extensive home building and modernization that is planned, Hotpoint has prepared a *Portfolio of Personalized Kitchen Plans*. In it you'll find plans for all types and size kitchens, including the bungalow, mansion and farm home, as well as the compact kitchenette. For detailed plans and additional information mail coupon below.

77% of Today's Home Buyers are Electric Kitchen Prospects

"More than seven out of ten postwar homes will cost \$3,000 or more" predicts the United States Chamber of Commerce. Within that price range builders and architects will find a profitable field in planned, all-electric kitchens.

Long-term Promotions Have Created Trend to Functional, Electric Kitchens

- Over a million and a half dollars were spent by Hotpoint in national advertising during the war to promote the trend to all-electric kitchens.
- Scores of articles in leading magazines and newspapers have focused attention on the modern kitchen as the No. 1 room in the postwar home.
- Over two million booklets, "Your Next Kitchen" by Hotpoint, have been distributed.
- Leading utility companies and dealers have promoted all-electric kitchens in their communities.

Edison General Electric Appliance Co., Inc.
5641 West Taylor Street, Chicago 44, Ill.

Edison General Electric Appliance Co., Inc.
5641 West Taylor Street, Chicago 44, Illinois

Without obligation, please send me your *Portfolio of Hotpoint Personalized Kitchen Plans*.

Name _____

Firm Name _____

Address _____

City _____ State _____

DEPENDABILITY ASSURED BY 40 YEARS EXPERIENCE

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

Hotpoint ELECTRIC KITCHENS

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

IN MOST STATES, ALL HOTPOINT KITCHEN EQUIPMENT CAN BE INCLUDED IN F. H. A. INSURED MORTGAGES

New homes W



A winning design of the architectural competition for "A House for Cheerful Living" conducted by *Pencil Points*, sponsored by Pittsburgh Plate Glass Company and Pittsburgh Corning Corporation. *Architect:* Oliver Lundquist, Washington, D. C.

es will stay modern longer

say mortgage loan experts . . . when equipped
with Servel All-Year Gas Air Conditioning

JUDGING from current consumer surveys, it won't be long before all new homes will *have* to have all-year air conditioning to be considered "up to date"! So you increase the salability of your new homes, add to their investment and resale value when you install Servel *All-Year* Gas Air Conditioning.

The Servel unit provides a wonderful "New Quality of Living" for modern homes. It's the only equipment on the market that heats and humidifies in winter, cools and dehumidifies in summer, *all with a single unit!* And it's the only equipment of its kind that can back up its claims with hundreds of successful test installations in operation from coast-to-coast.

As evidence of its value, Mr. P. A. Benson, President of the Dime Savings Bank of Brooklyn, says: "In granting mortgages, we carefully scrutinize a home not only for its immediate value, but also for its value ten or twenty years from now. We agree that *All-Year* Gas Air Conditioning is a development that will be included in more and more homes. A home that has an *All-Year* Gas Air Conditioner will, in our opinion, tend to stay 'modern' longer and have a greater resale value over a longer period of years."

Gas Company air conditioning engineers, trained by Servel, will be glad to help you specify and supervise installation of the unit. For complete details about the Servel *All-Year* Gas Air Conditioner, get in touch with your local Gas Company, or write direct to Servel, Inc., 1511 Morton Street, Evansville 20, Ind.

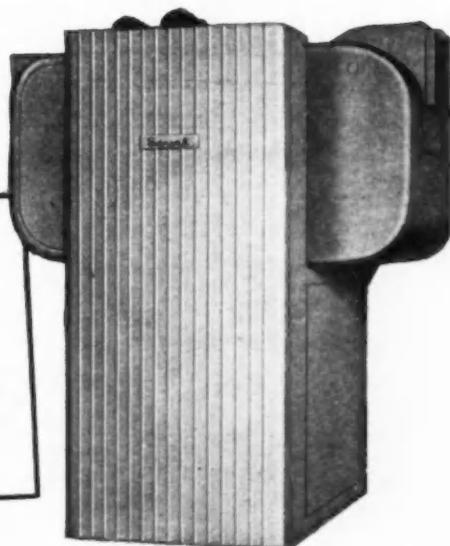
Tried . . . Proved . . . SUCCESSFUL

From Boston to San Diego
From Bismarck to Miami

The new Servel *All-Year* Gas Air Conditioner has behind it ten years of research . . . plus hundreds of successful test installations already operating—some for as long as four years—in every part of the country.

Servel

All-Year GAS AIR CONDITIONER



Good News

FOR BAD WEATHER



Don't let rain water hold up a job. With a Homelite Portable Gasoline-engine-driven Pump handy you can pump out every drop of accumulated water in a cellar or excavation in practically nothing flat. Self-priming, non-clogging and completely automatic, a Homelite pump has a 28-foot suction lift and will pump up to 15,000 gallons per hour.

There's only one way to see the amazing results that you can get with a Homelite Portable Pump, and that is to ask for a demonstration on any job that you have. Simply write to us, and we'll gladly have your nearest Homelite representative get in touch with you and arrange a free, no-obligation, proof of a Homelite's capabilities.

Homelite Corporation

Portable PUMPS • GENERATORS • BLOWERS
PORT CHESTER, NEW YORK

More Important than ever...

the plus value of Flintkote Quality

Now, more than ever, people expect full value for every dollar they spend.

You can always give it to them with Flintkote Products.

Every Flintkote Building Material is made from pre-tested raw materials... manufactured to the highest standards in the industry... and consistently held to those standards by a rigid system of manufacturing check-tests.

That's why there is always a steady demand for Flintkote, the line of building materials that is good *all* the time.

**THE EXTRA YEARS OF SERVICE
COST NO MORE!**



THE FLINTKOTE COMPANY

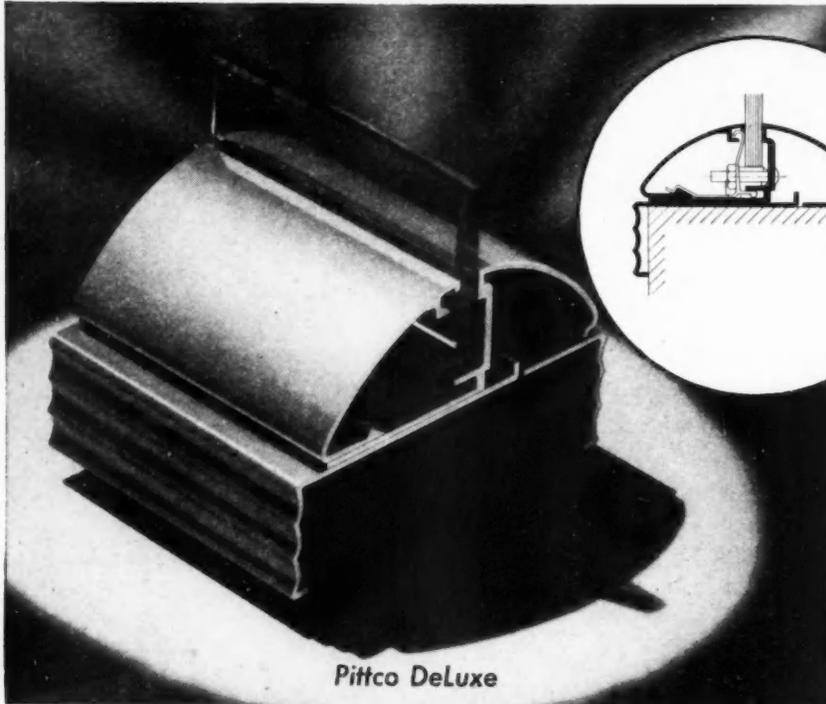
30 Rockefeller Plaza, New York 20, N.Y.

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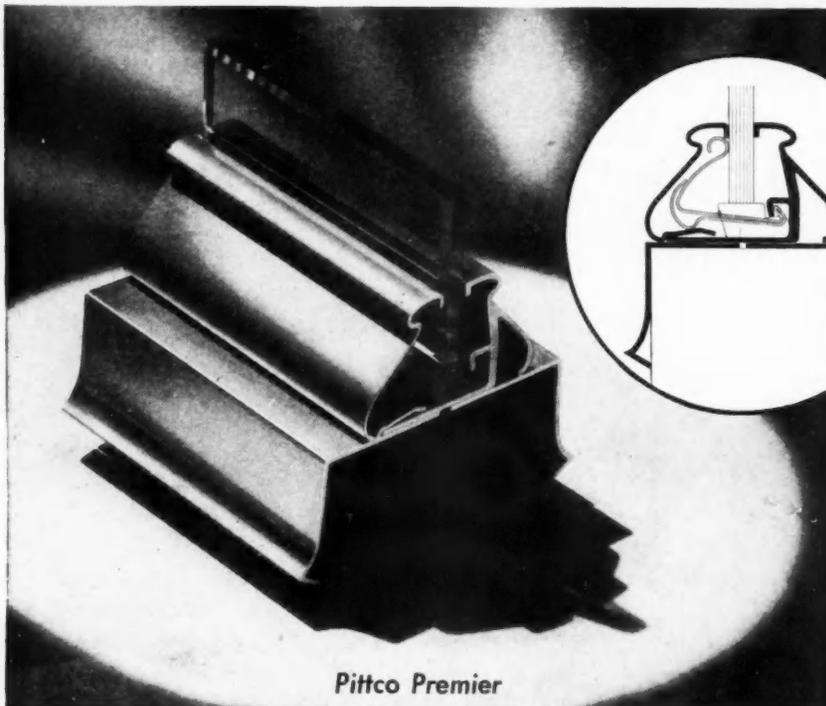
Two lines of PITTCO METAL now available for Store Fronts of distinction



Pittco DeLuxe

PITTCO DE LUXE Pittco Store Front Metal is functionally, as well as artistically, designed to fit every store front need. This Pittco De Luxe double face sash is both a safe and attractive setting for "open vision" display windows and partitions with glass panels. Reversing the members

permits glass to be set from inside—a decided advantage when working above normal grade levels. The extruded method of manufacture assures rugged strength, clean, sharp profiles, lasting color and perfect finish. The wide variety and imaginative styling of Pittco De Luxe mouldings help architects to create impressive, individualized store fronts of high quality.



Pittco Premier

PITTCO PREMIER Pittco Premier, although lighter in weight and more moderately priced than Pittco De Luxe, embodies the same thoughtful planning and inspired styling which have made the De Luxe line an outstanding success. Like Pittco De Luxe, the Pittco Premier line was designed as a unit giving an

inherent harmony which permits the architect to develop a variety of attractive store front combinations. Pittco Premier construction can be set more quickly than any other metal construction, effecting a substantial saving in setting time. Practicality plus the high degree of architectural beauty in the Premier line makes possible the creation of economical, sales-winning store fronts.



PITTCO STORE FRONT METAL
PITTSBURGH PLATE GLASS COMPANY

"PITTSBURGH" stands for Quality Glass and Paint

ROOM is your business!

Your remodeling business—in its simplest form—is to supply the additional room that a growing family needs. Most people can't afford to move into larger quarters. They are the ones your planning and experience can help most.

Do they need another bathroom? A few square feet of now-unused space will do. A space-saving shower makes room for a dressing table. Walls and ceilings of Masonite* Presdwood provide handsome, easy-to-clean surfaces, water and wear resistant. They are easily finished for any desired effect. They make sturdy built-in pieces, too—and come in both smooth and tile patterns.



More and better planned closet space is always needed. Take a deep old closet, the end of a hall or corner of a room . . . your planning — and Masonite Presdwoods — can provide drawers, shelves, cupboards—maybe an inner storage closet, too. Splinterless and snag-proof, these widely useful hardboards can save precious inches all around. They're smooth, hard and grainless—and made literally from exploded wood!

Write for complete data on all the Masonite building products to Masonite Corporation, Dept. AB-11, 111 West Washington Street, Chicago 2, Illinois.

*"Masonite" is a trade-mark registered in the U. S. Pat. Off., and signifies that Masonite Corporation is the source of the product.

MASONITE

BRAND PRODUCTS
PRODUCTS OF THE STATE OF MISSISSIPPI



IT'S LIKE THE THRILL OF AN OLD-FASHIONED THANKSGIVING!



The latest in National Gypsum's consumer ads appearing in leading magazines. Now that peace has come and all restrictions are off, you can begin to cash in on the goodwill these ads have built for you. For your customers now know almost as well as you do that you can "BUILD BETTER WITH GOLD BOND!"

REMEMBER the thrill of the family Thanksgiving dinner when *you* were a kid? If you don't, just look at your own kids on Turkey Day! That's the sort of thrill you have in store when you start out to remodel an old house into an attractive, convenient home!

Take a shabby old dining room, for instance. It's no trouble at all to make it over into one of the most charming rooms in the house with fireproof Gold Bond Gypsum Wall Board. For this remarkable wall finish goes up in a jiffy right over the old walls and ceiling. Best of all, it can be either papered or painted, whichever you prefer. The result? A room like the one above that you and your family will be proud of for years to come.

It's just as simple to do over every room in the house with more than 152 different Gold Bond products at your disposal—every one developed, manufact-

ured and sold by National Gypsum Company. Gold Bond Rock Wool Insulation tucked between the roof rafters helps reduce fuel bills and increase family health and comfort, winter and summer. With Gold Bond Gypsum Wood Grain Board you can have walls paneled in Walnut, Bleached Walnut or the ever-popular Knotty Pine effect—in spite of lumber shortage. And with Gold Bond Sunflex Paint you can get exceptionally livable color schemes. It dries in one hour and leaves no lingering, painty odor.

Yes, remodeling done the Gold Bond Way is simple. And it can be a lot of fun and very little expense, too, if you go about your planning the right way. The person to help you do that is your local lumber and building material dealer. And when he suggests you use Gold Bond materials, remember 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

Modernize Your Main Street

SOON after our entry into World War II it became evident that the policy of government was to paint word pictures of a bright new postwar miracle world on the premise that the ordeal of war could be borne easier by both civilians and military personnel if a rich reward in new living standards were promised. The premise was not without merit. Most people believe or hope that sacrifice is or should be rewarded. Therefore, we had no quarrel with the premise, although in view of the issues at stake, it seemed to us that winning the war should be reward enough for all of us.

The immediate result of government war morale policy was arrival on the industrial scene of a corps of vociferous government and non-government "happiness boys" who were determined to find industrial miracles to promise for postwar America, regardless of whether their findings were pure figments of imagination or substantial facts. If the "happiness boys" could not find what they were looking for they invented something, and usually pinned the story on some other "happiness boy." It is a strange commentary on their frantic haste to project as many miracle promises as possible in the shortest time that they overlooked most of the things that might have been promised with certainty, or that bore real evidence of development in time for immediate postwar application. So, the public got more fantasy than fact.

The home building and light construction industry was not overlooked by them. They dashed into our midst, picked up a little evidence, listened to a little long range thinking and dreaming, and came up with the miracle push-button home, often announced at an impossibly low price. As spokesmen for the home building industry we objected to the expressions of these numerous uninformed and misinformed, although perhaps sincere government propagandists and independent publicists. We objected on the ground that what they were promising was impossible of fulfillment in the discernible future, and that eventually there would come serious disillusionment for the building public, and equally serious embarrassment for the building industry. Fortunately, the building industry countered with realism before too much damage was done.

There were a number of very real and bright promises that could have been made in the name of the building industry if the "happiness boys" had taken a little more time, and had they gone to authentic sources for their information.

One of these promises which certainly has glamour, and certainly fits into any reasonable picture of a bright new postwar world, is presented on the pages which follow. It is more than a promise. It is an accomplished fact, and has been for some time. It was well enough developed during the days of most frantic and least delving search by the "happiness boys" to have provided them with both glamour and realism. It deals with postwar Main Street, with the manner in which Main Street's face is and will continue to be lifted, and with the bright and shining modern retail store.

In this presentation *American Builder* shows how any store of practically any age, location or architectural style can be modernized quickly and economically. The ideas and details in the presentation offer to builders opportunities for business which seldom if ever have been equalled. We urge that every builder take the pages which follow, show them to his local Chamber of Commerce or to business men's service clubs and get them to back a move to rejuvenate Main Street, and thus increase local business. The chances are that if local builders miss the chance others will seize it.

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Let's Restyle - Rebuild

Town and country shopping centers must be

Start a remodeling, rebuilding campaign

THE demand for store modernization, back after the war stronger than ever, offers America's builders a \$500,000,000 opportunity with a variety of materials available to start work NOW.

Opportunity with a capital "O" is here for the contractor and the building materials dealer. The demand for store modernization which had assumed such tremendous proportions before the war is here in greater force than ever. On every hand retailers are planning modernization. With the wide variety of building materials that can be used in modernization work, contractors can start immediately to do profitable work in this enormous market.

It is expected that in the first year of peace the ratio of new commercial building to new home building will be 1 new shop to 7 new homes—or 50,000 new shops to 350,000 new homes—in contrast to a ratio of 1 to 16 in 1929 and 1 to 11 in 1939. It is estimated that the commercial ratio will increase to 1 new shop to every 5 homes (100,000 shops; 500,000 homes) for the second and third years, with a more normal ratio existing after that.

Remember this—in the retail store field the number of remodeling and

modernization jobs has always far exceeded the number of new construction jobs, and always will be far greater.

There are 57,903 drug stores, for instance. A recent survey made by Drug Topics magazine among 5,000 of them discloses these important facts:

- 33.6% plan BIGGER stores.
- 50.6% plan NEW store-fronts.
- 47.0% plan to replace flooring.
- 44.5% plan air conditioning.
- 48.5% plan new exterior signs.
- 47.0% plan new lighting.
- 60.0% plan to replace fixtures.
- 36.7% plan new shelving, etc.

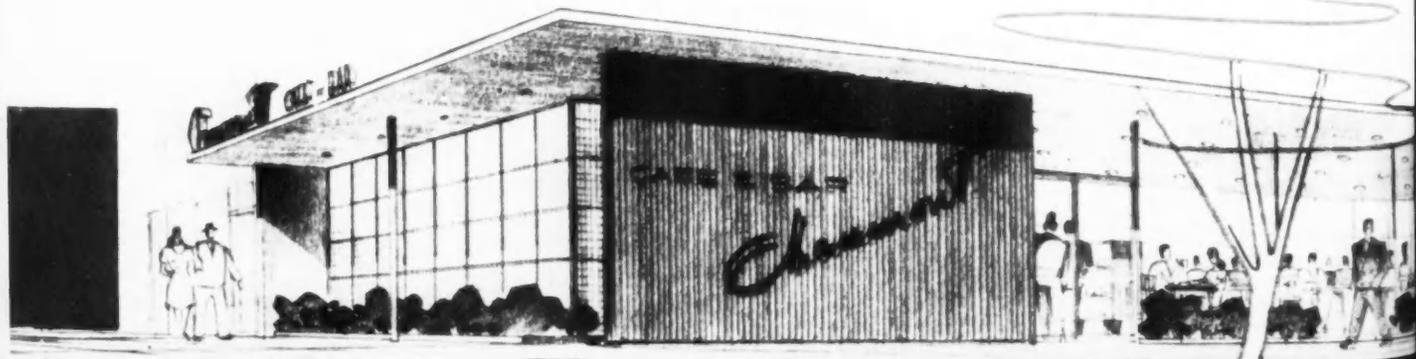
You can have your share of it—*profitable* business—if you will just plan for it, go **AFTER** it. Right now, today, there is a sufficient variety of materials that will permit you to take modernization work in stride. It isn't "small potatoes", either. A comprehensive study among chain stores, taken by Chain Store Age magazine, gave these dimensions. The average super market has a 65-foot front, is 140 feet deep. Drug stores average 41 by 115, variety stores 71 by 159, apparel shops 35 by 127, shoe stores 27 x 114 feet. There is *work* to be done, and these are **SIZABLE** jobs.

In the chain store field **ALONE**, \$350,000,000 is earmarked for modernization, according to the same magazine. Add to this the money **INDEPENDENT** merchants will spend! A **REAL** market for the contractor!

In the very near future many new building materials **WILL** be available. Manufacturers of materials for store modernization have done a remarkable job of designing new and greatly improved products. The modern designs shown on the opposite and following pages call for redesigned materials . . . with the qualities and flexibility necessary to achieve truly effective store design.

The market is **HERE** . . . the time to start is **NOW** . . . merchants are anxious to get started, get a jump on their competition.

Through local Chambers of Commerce and other business organizations hundreds of towns and cities are planning to remodel **ENTIRE** business blocks. Such towns as Rye, N.Y., Burlingame, Calif., Elgin, Ill., Janesville, Wis., and Faribault, Minn., are representative. Why not



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America's Main Streets

... must keep in step with tomorrow's homes.
 ... campaign in your community NOW!

talk with your Chamber of Commerce secretary, discuss remodeling with the leading merchants in your city? Prove to yourself where YOUR market is . . . go after it, take full advantage of the opportunity.

This list gives a breakdown by classification of the ONE AND ONE-QUARTER MILLION EXISTING STORES in the United States . . . many of whom are finishing this year with the biggest dollar volume in their history.

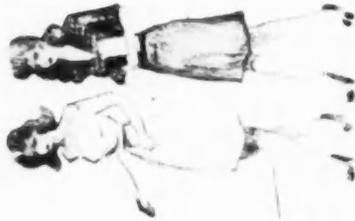
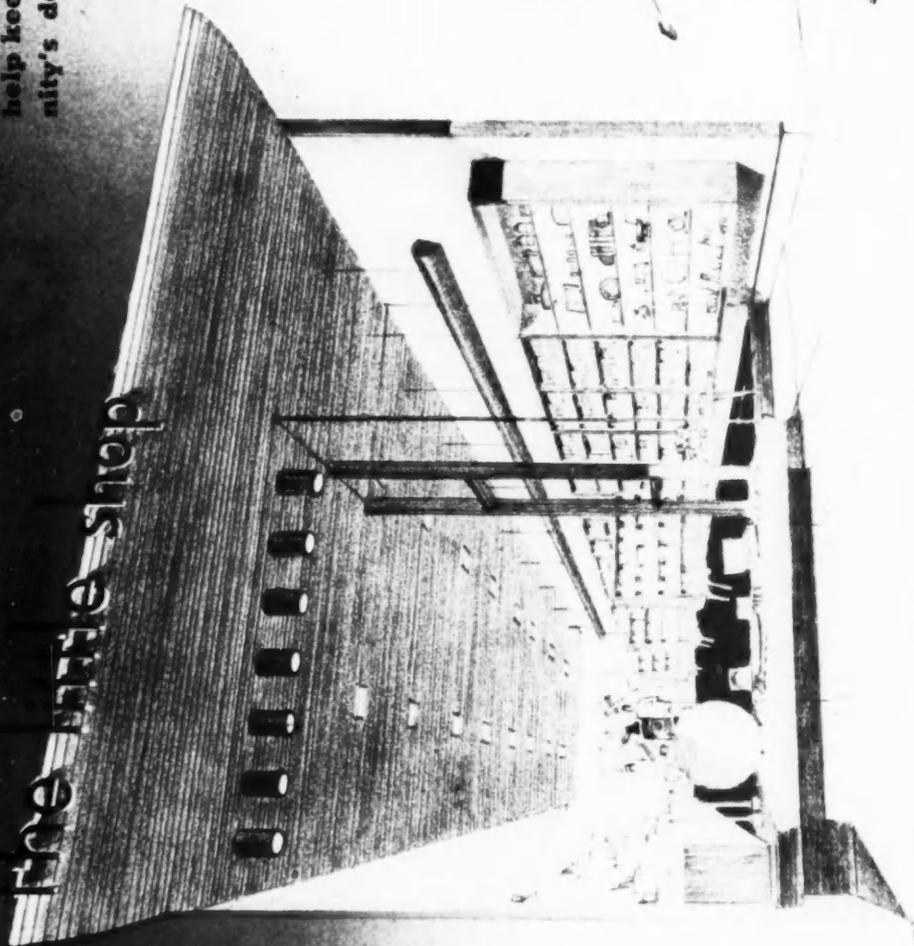
Food Group	560,549
General Stores	39,611
Drug Stores	57,903
Filling Stations	241,858
Eating Places	169,792
Drinking Places	135,594
General Merchandise	50,267
Apparel Group	105,959
Furniture-Household	52,827
Automotive	60,132
Lumber-Building	39,667
Hardware Group	39,646
Package Liquor	19,136
Other Retail	172,375
Second-Hand Stores	23,962

1,769,278



Simple Plan for Small Shop on Inside Lot

Builders can erect shops like this on their "Main Streets" and help keep their community's dollars at home



THIS is a smart, practical gift shop for a small mid-block location. The large glass entrance wall provides perfect vision for the colorful and neatly arranged interior.

Along the left wall a counter carries gifts, greeting cards, etc., with adequate storage provided below. At the far end is the children's gift department. Here a strong wood frame with a steel wire web is used for display . . . plainly visible from the street.

On the opposite wall free-standing bookcases encourage browsing through the alcoves. The left-hand wall has a tack-up surface of Celotex, with panels of gray aluminum extending through the glass wall to the outside. The opposite wall and rear are entirely faced with this same material.

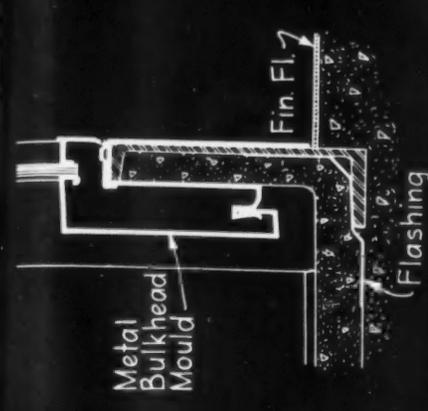
All fixtures are in natural plywood, and the floor is asphalt tile. The ceiling is created from strips of soft colored porcelain enamel, with flush lighting troughs for fluorescent with added mazda downlighting.

The sign letters are aluminum, with porcelain faces. These can be illuminated from behind with neon, if night lighting is desirable. A canopy extends out from the face of the building, providing a picture frame effect for the entire store.

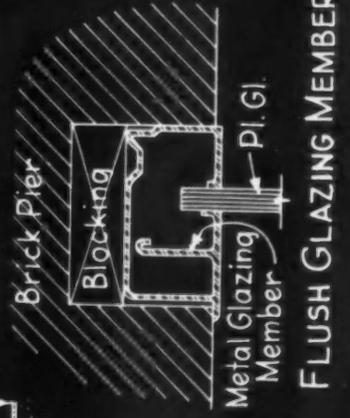
The detailed drawing below shows how easy it is to construct a store of this type.



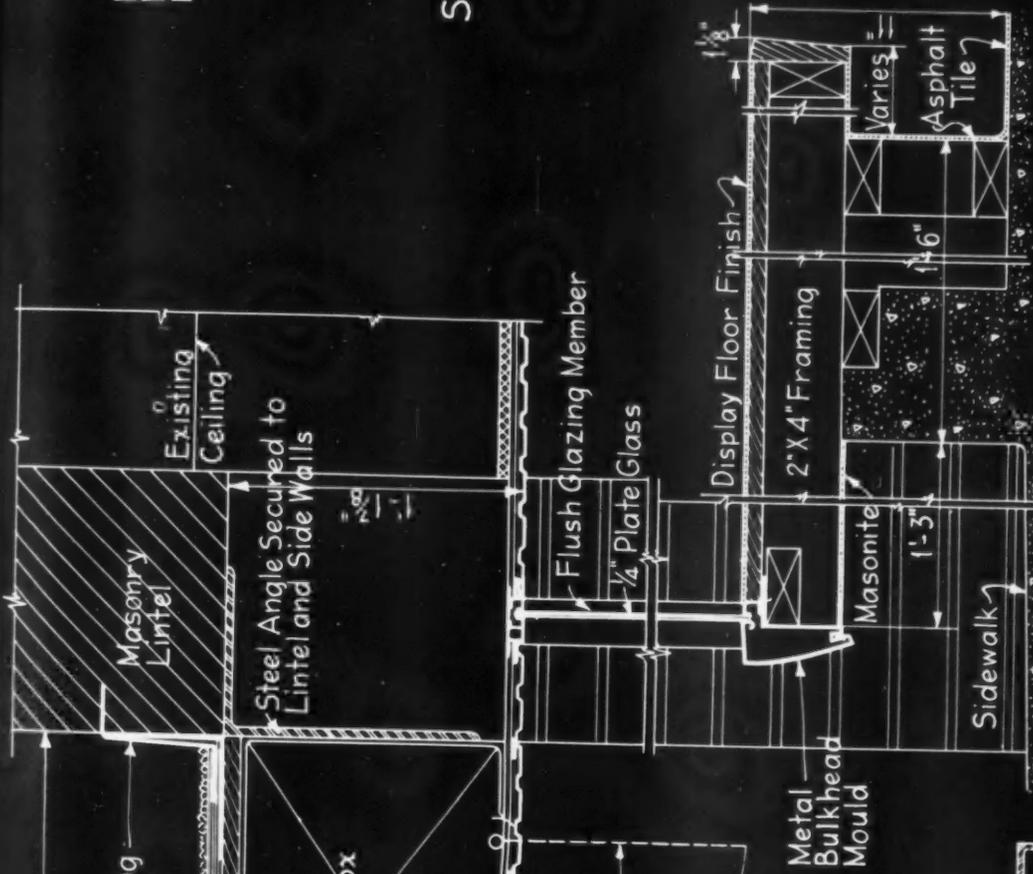
a store of this type.



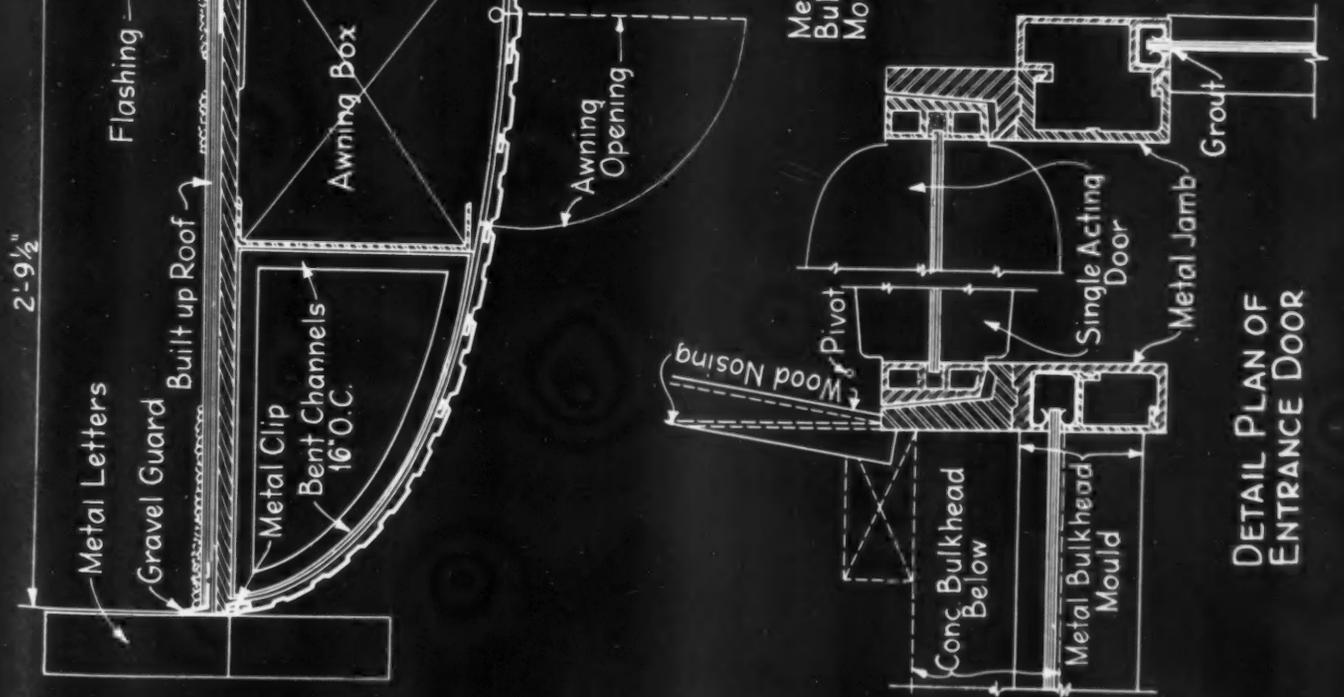
SECTION THRU BULKHEAD



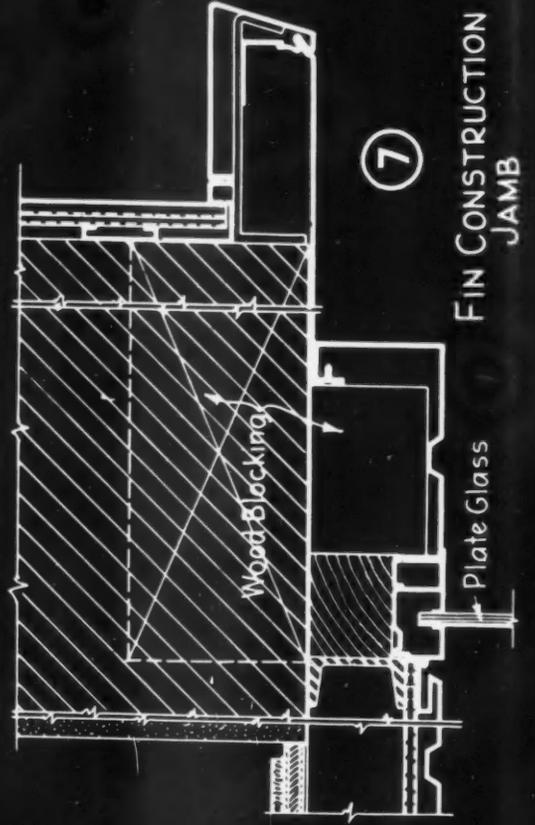
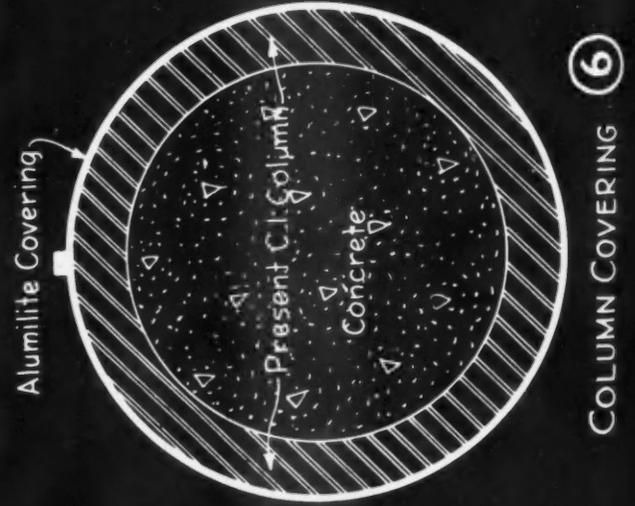
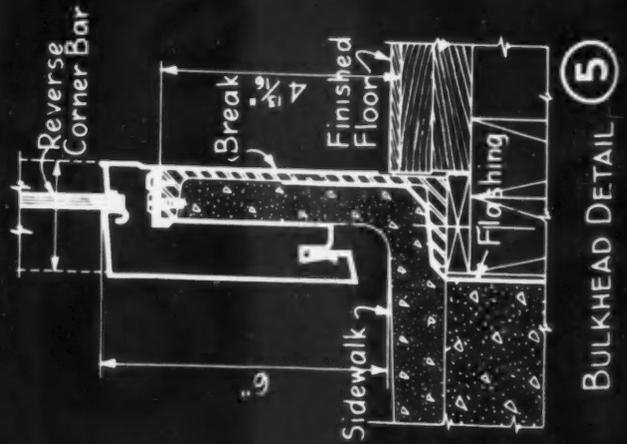
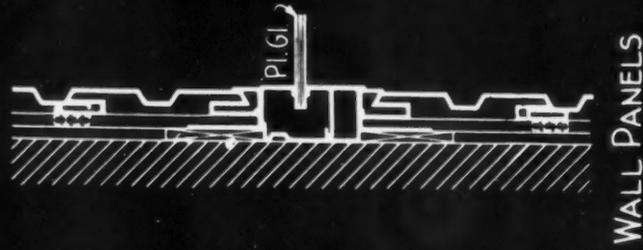
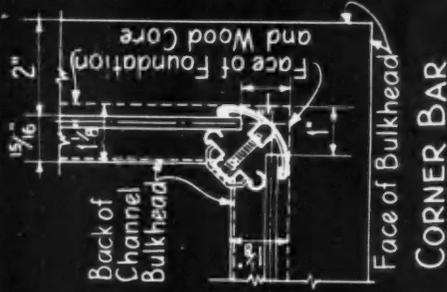
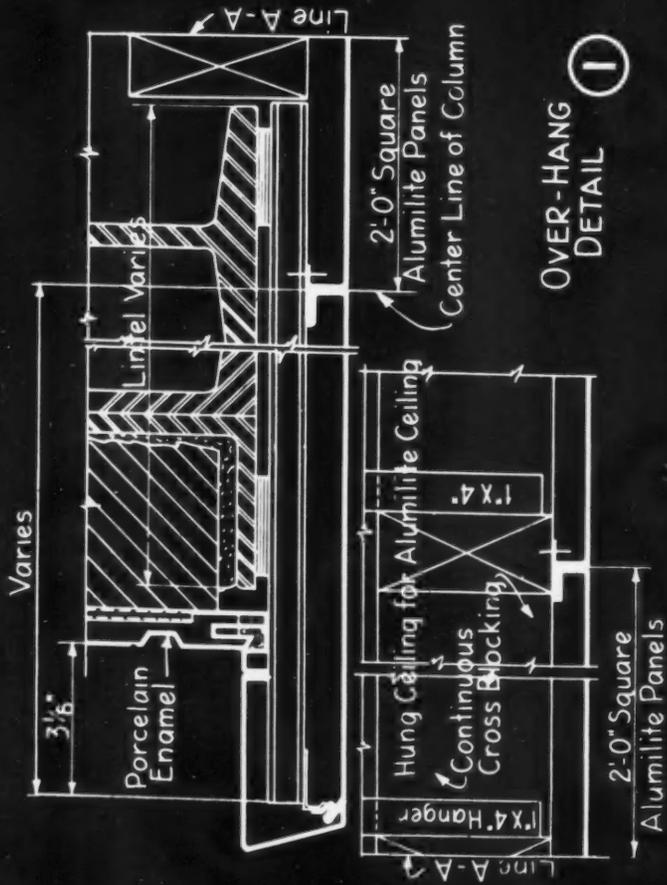
FLUSH GLAZING MEMBER



SECTION THRU DISPLAY WINDOW AND CEILING OVERHANG



DETAIL PLAN OF ENTRANCE DOOR



WALL PANELS

Smart Three-Store Arcade for Typical Corner

HERE is a typical Main Street corner that has been remodeled from one with a design circa 1920. The architect has planned the "Mayfair" store front, the adjacent entrances to the store building, and the next door store to the left as one spacious arcade. This takes full advantage of the corner location and creates new and better shopping and display conditions for all three units. The change results in a sheltered shopping lobby on Main Street.

Above the store lobby there is a new sign background of pastel colored porcelain enamel strips. On Main Street a new and attractive sign—"Mayfair Apparel"—has been pegged out from this surface. Each letter is seen at night against a lighted background. Neon tubing behind the letters provides the light source.

The walls of the building lobby and the show window are covered with porcelain enamel strips in a contrasting color to the upper sign background. A small aluminum sign advertises the basement beauty parlor.

Table top showcases, the ceiling ledge, the ceiling panels, the aluminum coverings and the frames of the side street shadow boxes are finished with aluminum. The rear wall, for instance, is utilized as a mannequin display platform.

Construction details above show the simplified method of applying materials.



Glass fronts and colorful exteriors and lighting draw customers to this modern trio of Main Street shops.



Porcelain Enamel Strips in the Oil Company's Standard Colors Are Used to Reduce the Cost of Yearly Maintenance

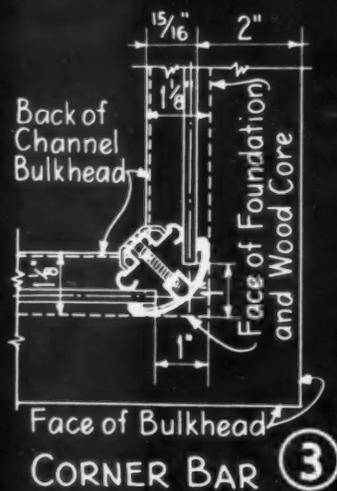
UPKEEP, particularly with respect to the maintenance of bright and clean color, has long been the "bugaboo" of filling station operators. Here the architect has specified strips of porcelain enamel in the standard colors of the oil company, thus providing color permanence and a strong, durable station and advertising fence, and at the same time holding construction costs down.

The display room is flush glazed from ceiling to walk level, providing all customers a full and inviting view of the interior, with its attractive cases of lubricating oils, accessories, tires, batteries, etc. The entire interior sparkles with cleanliness, assuring clean and comfortable rest rooms.

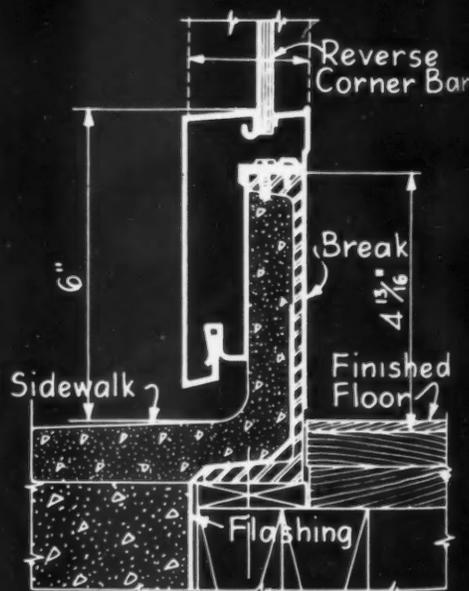
The "lube" room, vital part of the station's operation, is given extra emphasis with its full glass door, and prominent location in the overall design. Here, winter and summer, patrons are reminded of their lubrication needs, in an inviting interior.

The fence, separating the station from other buildings on the corner, serves to more than pay for itself with its emphatic advertising message. The fence itself is constructed of porcelain enamel strips, and the letters are studded on, to give clarity and dimension.

In the illustration above, gasoline pumps, to be placed on the island at front center, have been omitted to afford a better view of the tire and accessory section. The plot plan and basic construction details for the station, which appear at right and on the following page, are characterized by simplicity and flexibility.

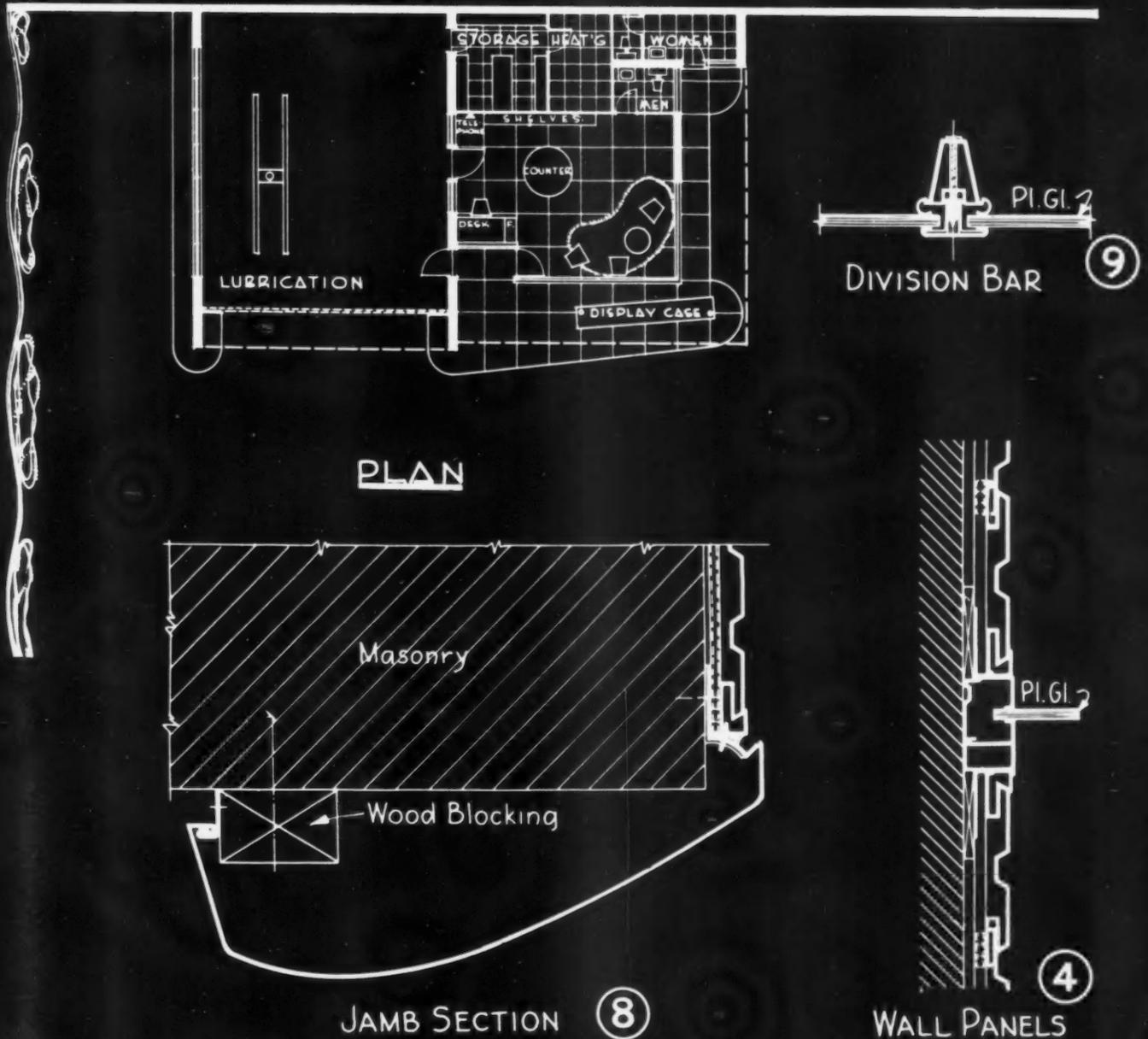
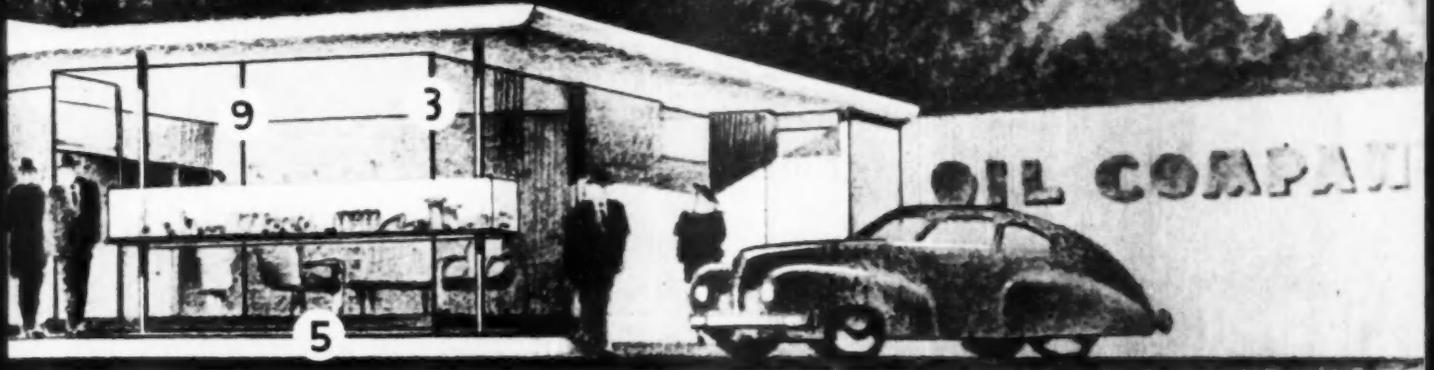


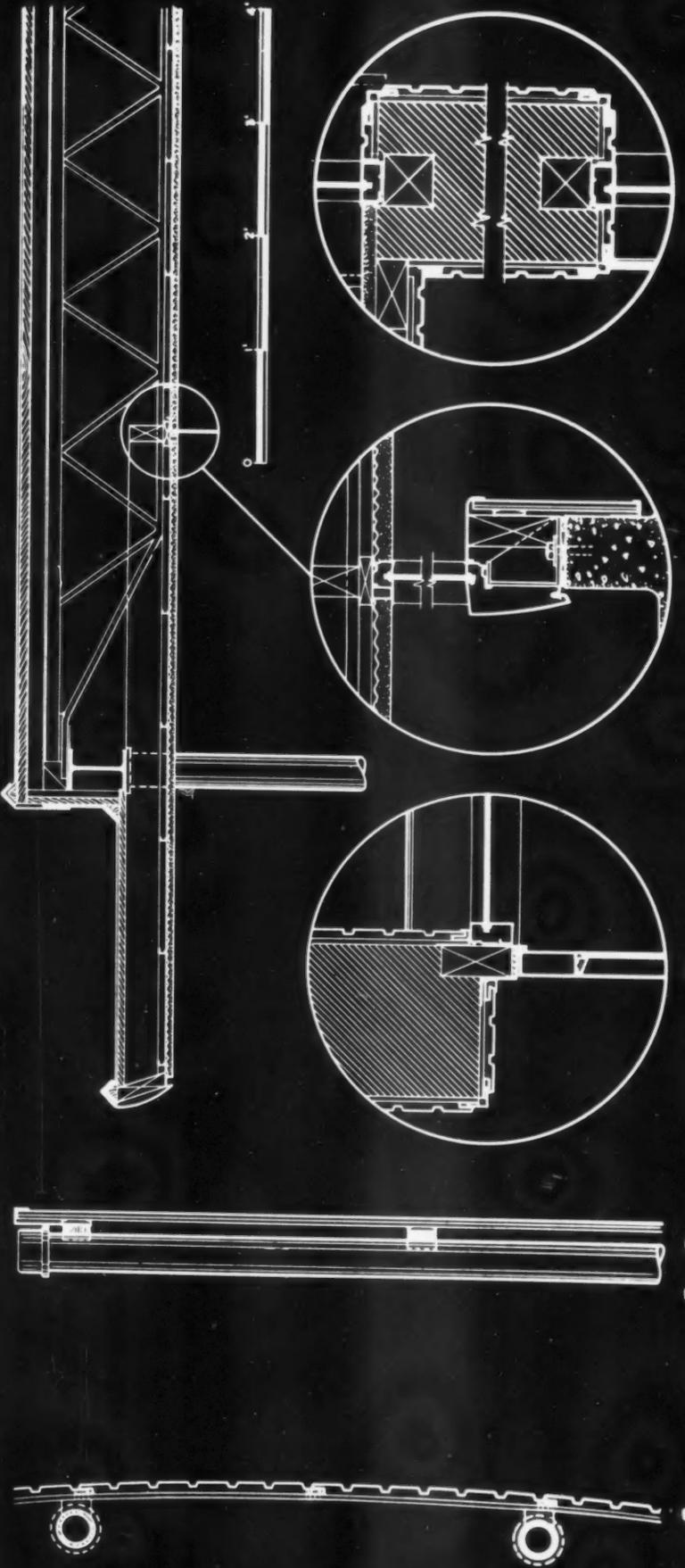
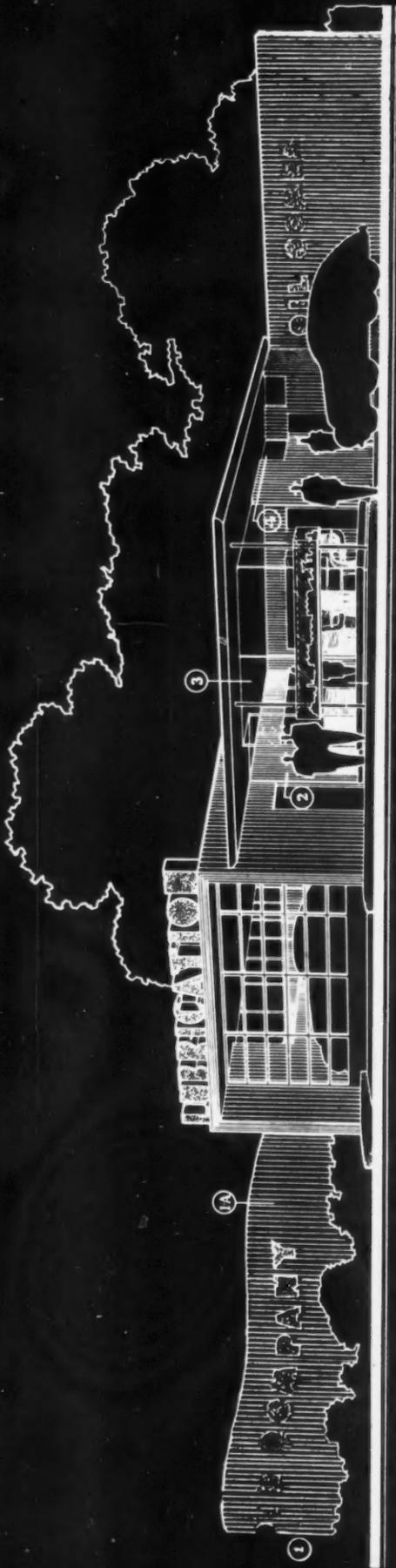
CORNER BAR ③



BULKHEAD DETAIL ⑤

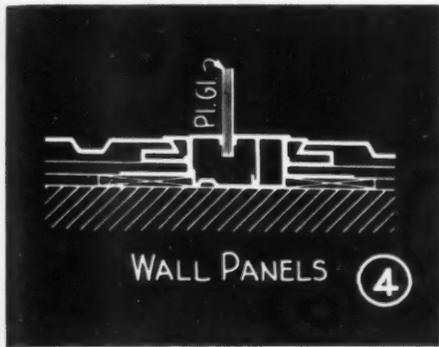
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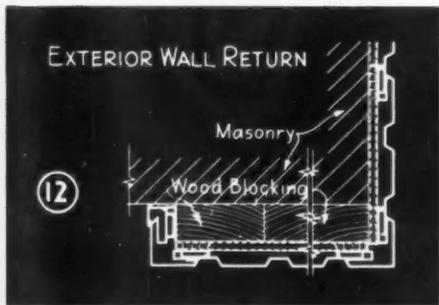


HERE the remodeling has provided a semi-open store with entrance at one side, and a large display window.

Natural plywood panels, weather-surfaced with plastic coating, and curved to lead the eye inward to the store, form the left-hand wall of the show window. Asbestos ceilings, porcelain enamel strips and aluminum ledges blend harmoniously.



3



USE of porcelain enamel strips in this 40 foot wide by 100 foot store requires a 12-foot ceiling height. The ceiling, composed of parallel rows of aluminum louvres, behind which are concealed rows of fluorescent tubing, provides the overall lighting. The left wall finish is opaque plaster panelling, the right, porcelain enamel in contrasting pastel shade to the plastic.

2

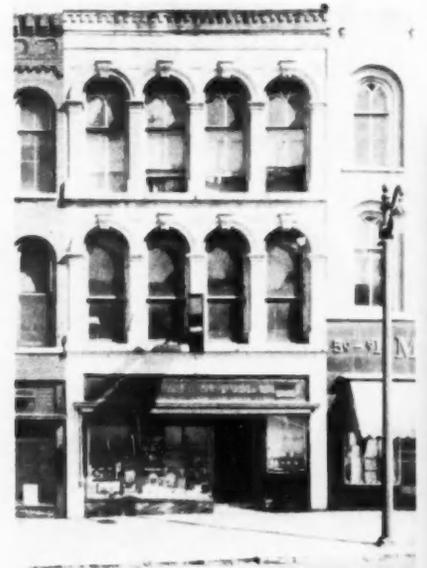
martins candies



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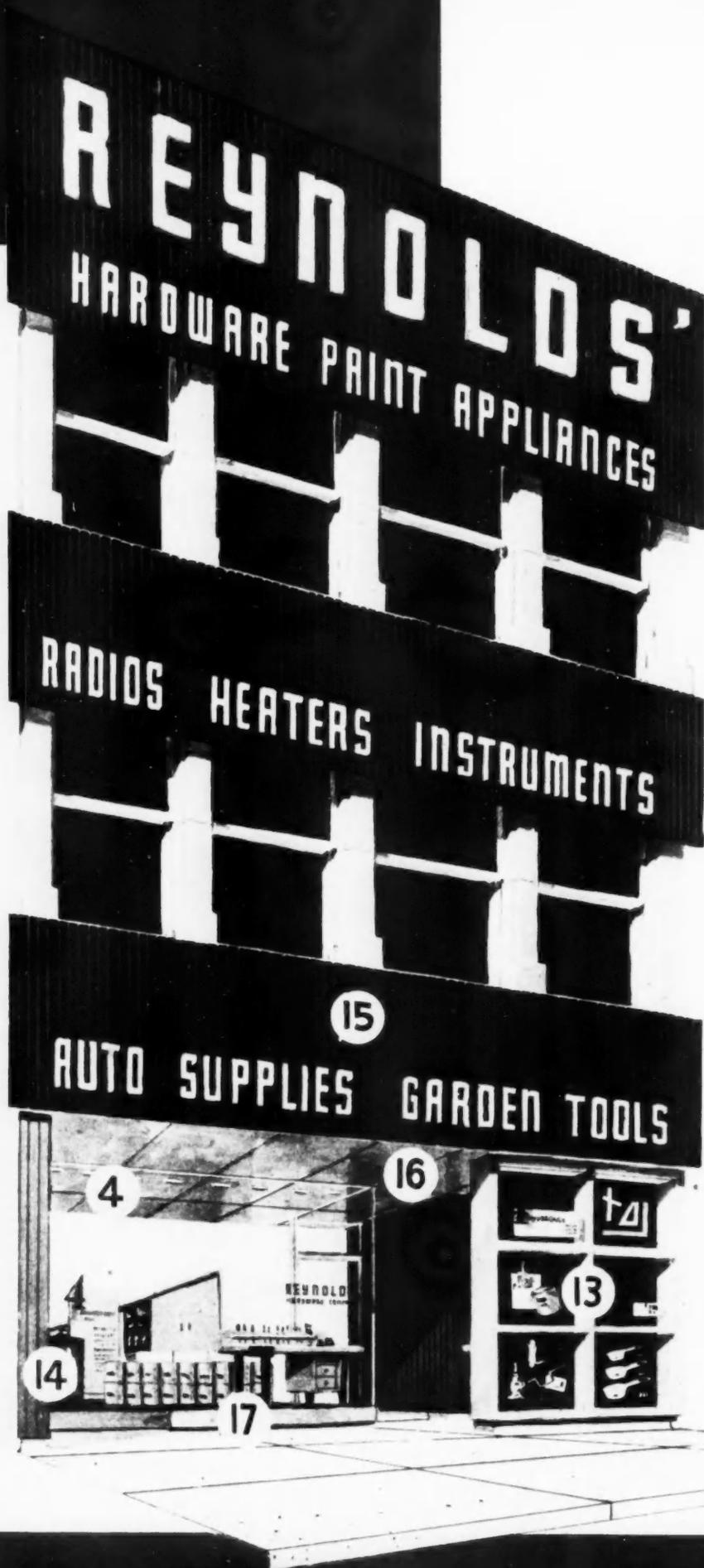
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Face-Lifting Givesy



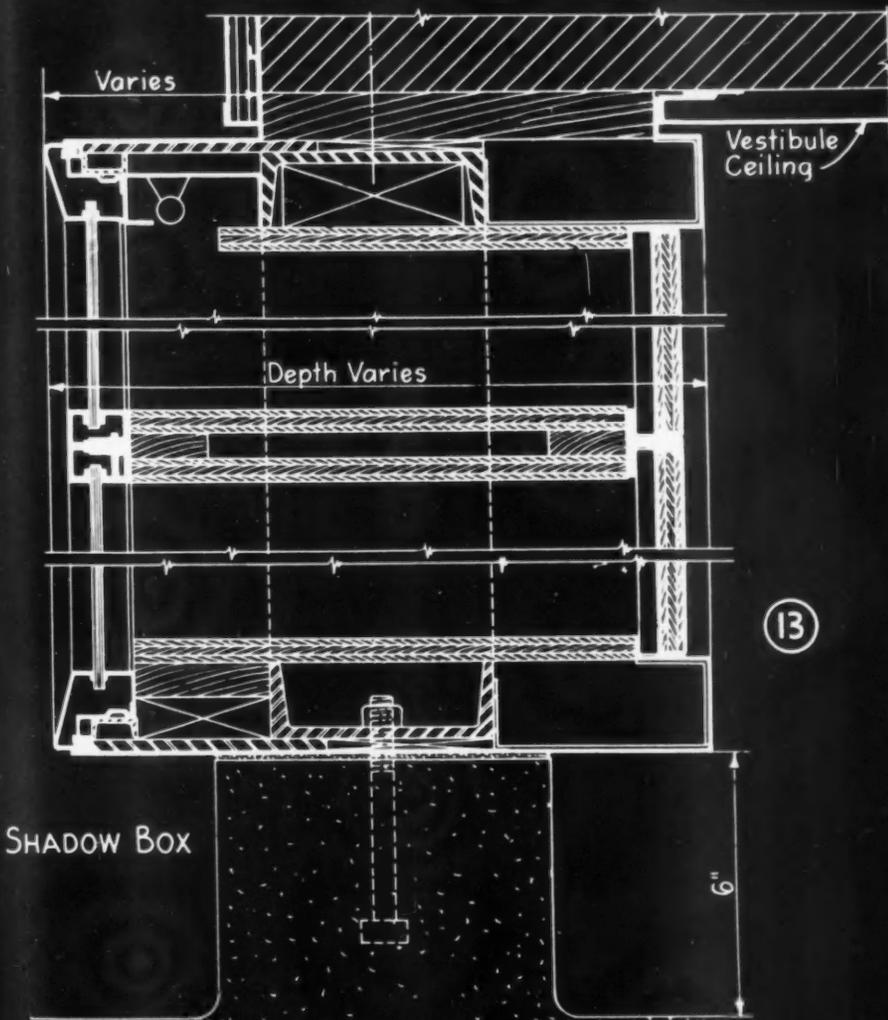
HERE the problem is to use a perfectly good building, completely outmoded in design. The first step is to install porcelain enamel sign panels at each story. Metal brackets and hangers hold these out from the face of the building, thus eliminating demolition or alteration expense. The windows, with the arches now concealed, still operate as usual. Porcelain enamel sign letters are pegged into the face, with neon tubing attached in the rear, silhouetting them at night.

In replanning, the store front has been moved back four feet, giving better access to the entrance door. A built-in awning box, side walls in porcelain enamel strips, and a ceiling of crimped aluminum panels add to the effectiveness of this colorful and effective design.

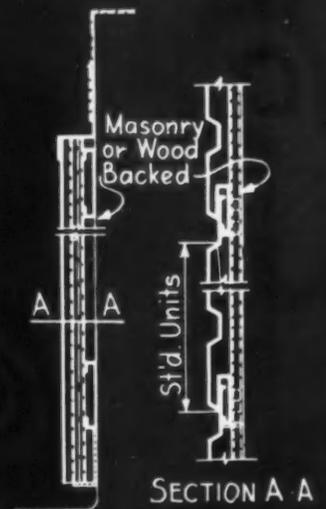


ivesotypical Oldtimer Modern Flair and New Life

Thousands of structurally sound veterans like this one need only the hand of the modernizer



13

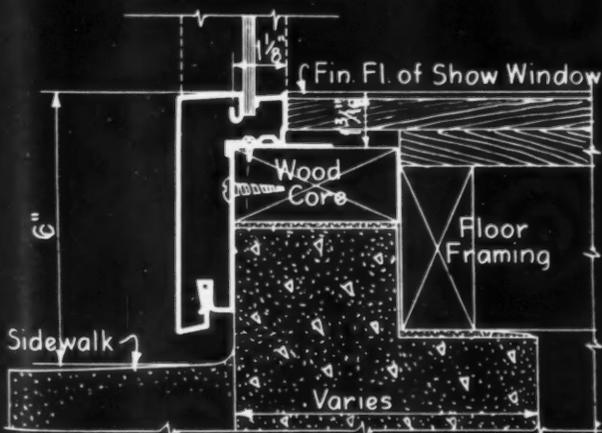


SECTION A A

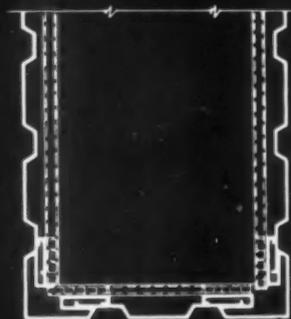
FACING 15

4

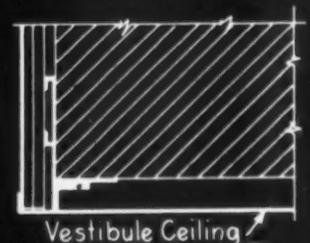
WALL PANELS



BULKHEAD DETAIL 17



PILASTER 14

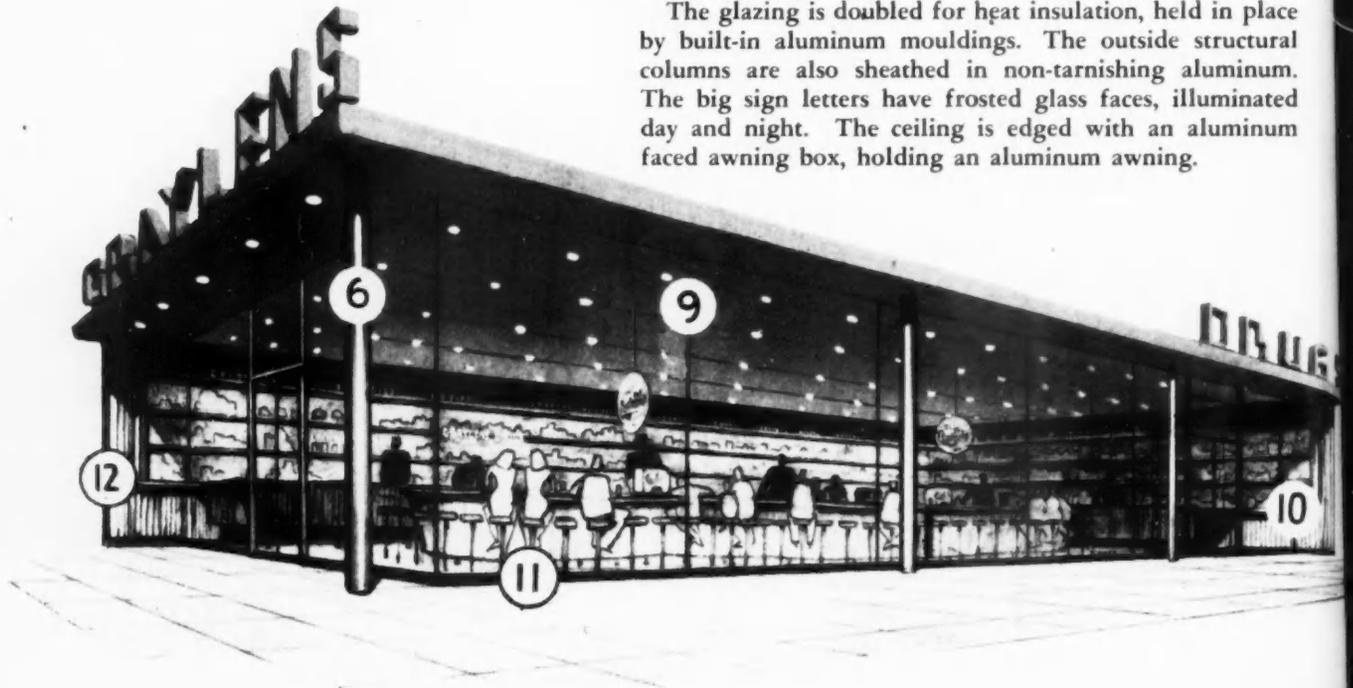


HEAD 16

A Large Corner Drug Store "Opened Up"

HERE the highly important and profitable soda fountain is given equal prominence with the merchandise. The fountain is lower than the wall fixtures and counters.

The glazing is doubled for heat insulation, held in place by built-in aluminum mouldings. The outside structural columns are also sheathed in non-tarnishing aluminum. The big sign letters have frosted glass faces, illuminated day and night. The ceiling is edged with an aluminum faced awning box, holding an aluminum awning.



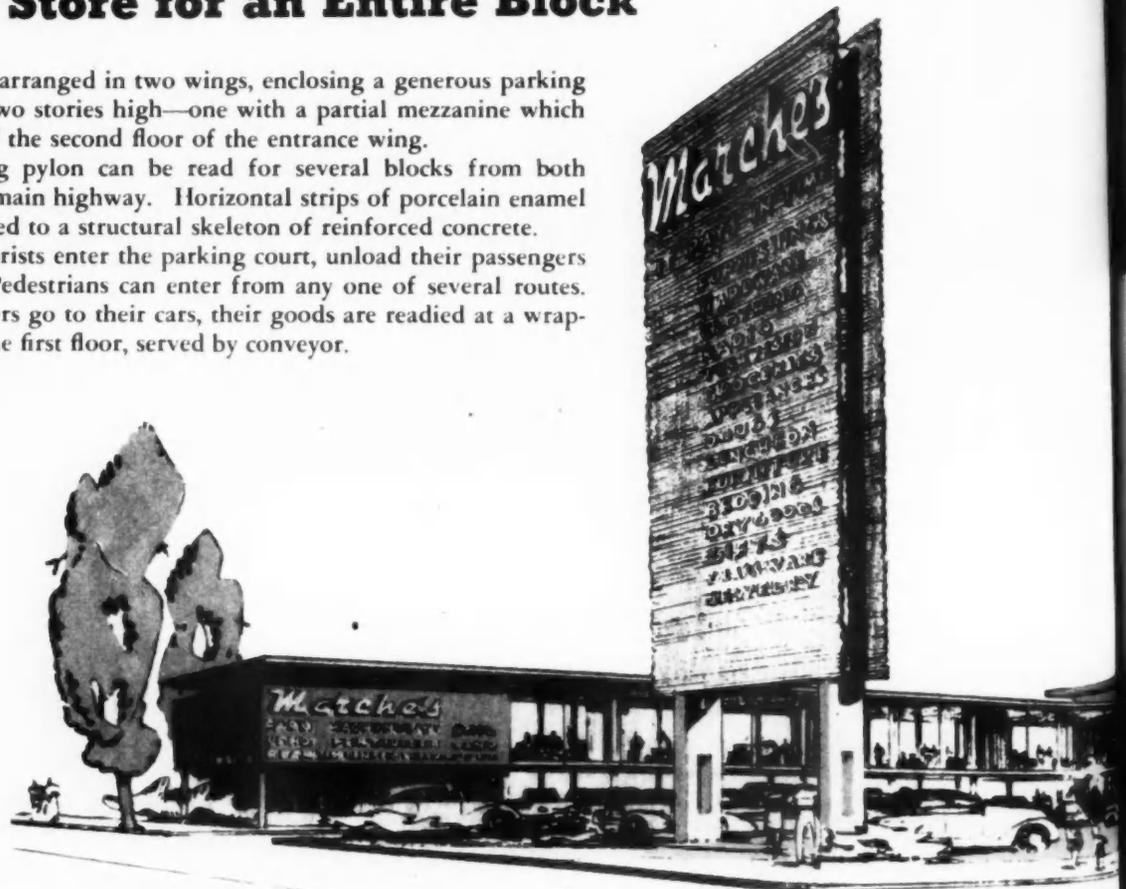
Variety Store for an Entire Block

THE building is arranged in two wings, enclosing a generous parking lot. Both are two stories high—one with a partial mezzanine which is an extension of the second floor of the entrance wing.

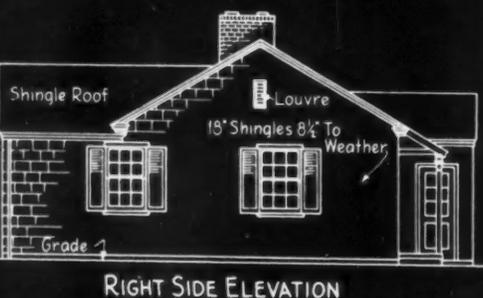
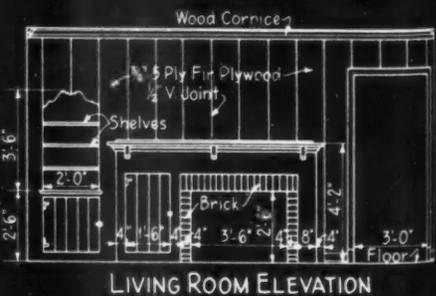
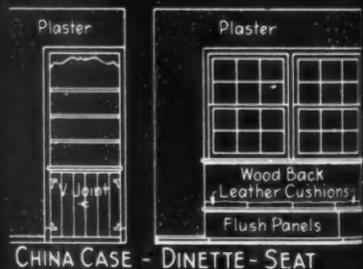
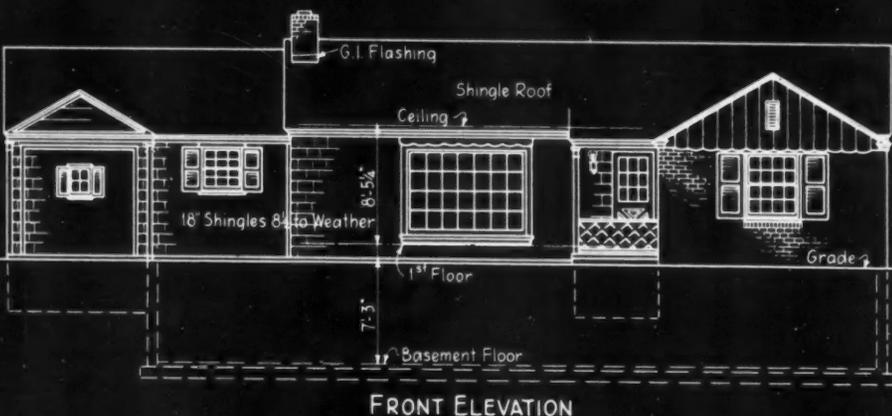
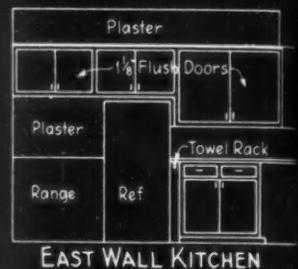
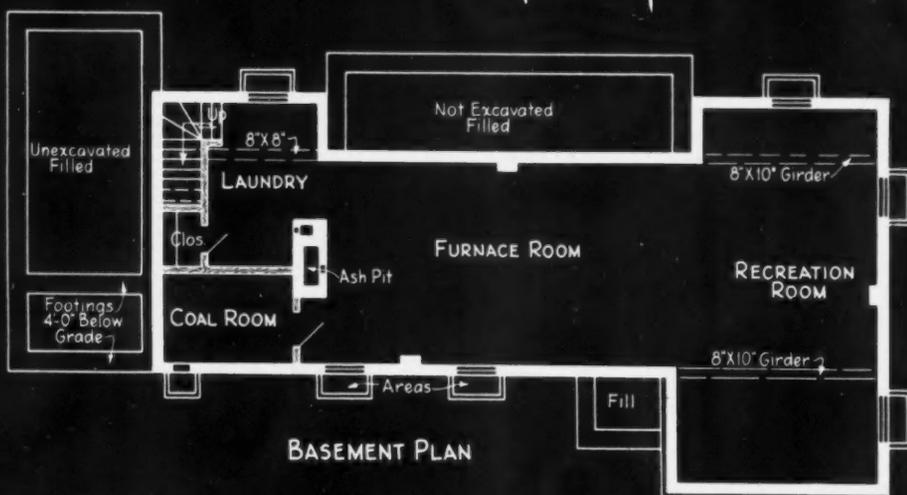
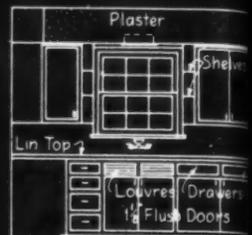
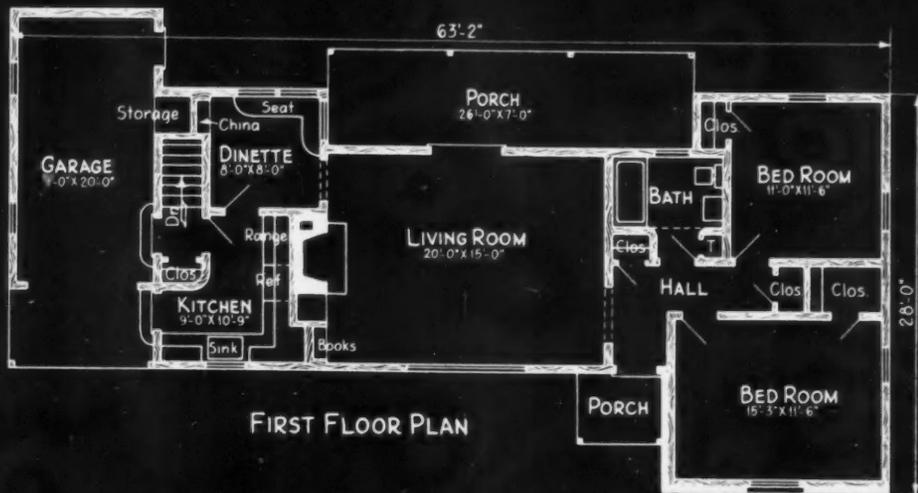
The advertising pylon can be read for several blocks from both directions of the main highway. Horizontal strips of porcelain enamel are firmly anchored to a structural skeleton of reinforced concrete.

Incoming motorists enter the parking court, unload their passengers and then park. Pedestrians can enter from any one of several routes.

Before customers go to their cars, their goods are readied at a wrapping station on the first floor, served by conveyor.



A Ranch Home



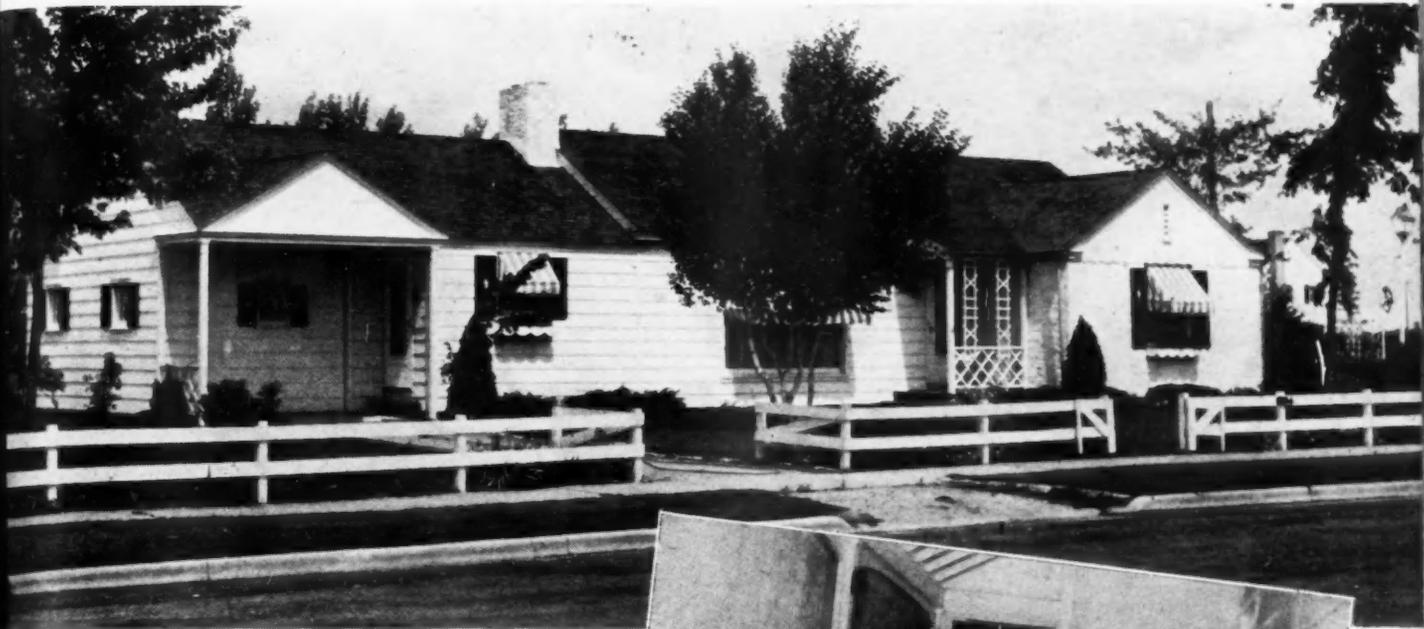
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House at Stevens Point, Wisconsin



Simplicity of design, ruggedness of construction and sound economy produce a home of lasting value



ABOVE is view of interior of screened porch. BELOW is fireplace end of living room with adjoining book niche. The entire wall is covered with pleasing V-cut vertical wood facing.

ARMED with pages torn from magazines and newspapers gathered here and there over a period of two years, Mr. and Mrs. Francis R. Strand of Stevens Point, Wis., headed for the office of Reno Wendorf of Wausau. Mr. Wendorf sifted all the material presented to him, added some thoughts of his own and welded them all together in the low, spreading one-story dwelling pictured above. Quoting from the Strands, "After six years the house is still just what we want."

The plan is dominated by a large, comfortable living room from which all the other rooms radiate. Adjoining the living room to the rear and away from the noise of the road is a 27-foot long sheltered porch paved with native flagstone. This porch overlooks an expansive yard and serves as a quiet place for withdrawal.

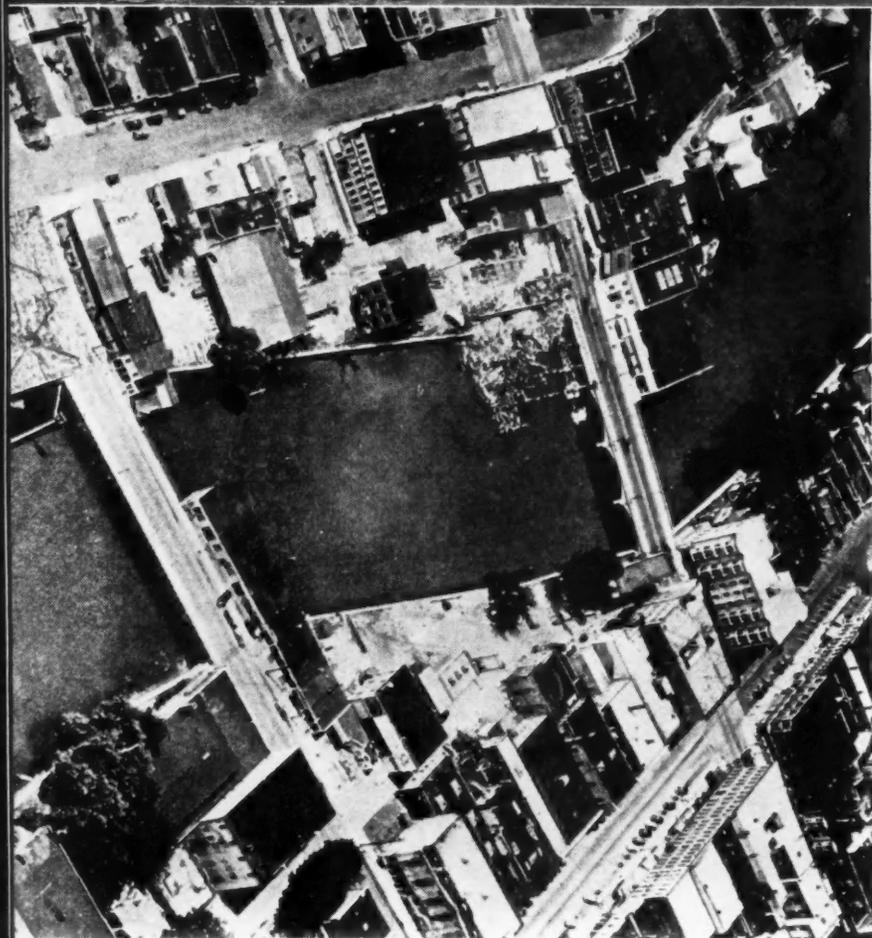
On the exterior, the designer sought for and achieved a low, rambling style which hugs close to the ground and fits naturally into the surrounding area. The dominant exterior material is red cedar shingles predipped to a sparkling white. The bedroom wing is of common brick painted white.



JANESVILLE

"The City in the Country"

Plans for Civic Dev



PART of business section on west bank of river.

THERE are a number of attractions about Janesville, Wis. One is its progressive attitude, with its mind made up as to just *where* it is going. Another is the fact that the city's finances are in the black, and definitely so. A third is that Janesville has its plans drawn, and is ready to swing into action as men and materials become available. Those plans, some of which are shown on these pages, are concrete proof of what can be done to "tone up" a city. Janesville is on its way.

We talked it over with J. Harry Green, the alert and active secretary of the city's Citizens' Development Committee, and got from him a peek into the future of the plans that he and his committee—backed by the people who live in the city—have for their future. That committee, by the way, is a representative one, as it should be. In addition to Green, whose business is insurance, there are Kenneth S. Parker, president of the Parker Pen Co.; Hiram Nowlan, an at-

AIR view (left) of business section on both sides of river bank. Below, another strip along west bank.



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Development in Downtown Area

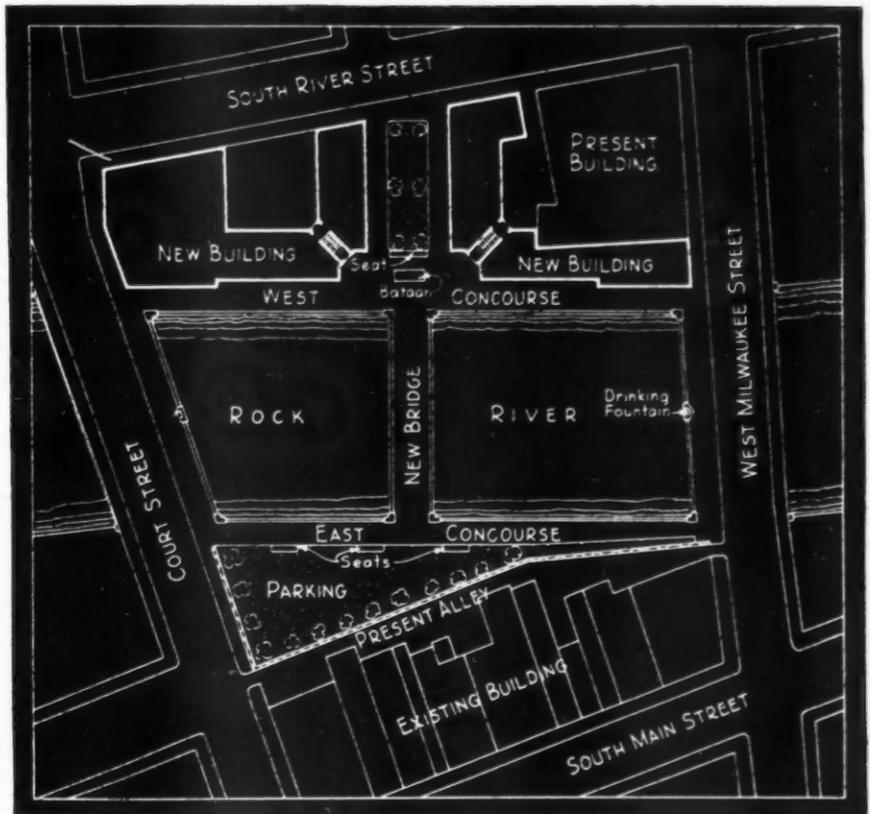


JANESVILLE'S new river banks (west, above; east, bottom of page) will feature wide promenades, attractive store fronts.

Wisconsin city has program to rebuild business area along both sides of river bank. Merchants deep in plans to remodel stores.

torney; Peter P. Carr, secretary-treasurer of Carr Bros., Inc.; Waldo Luchsinger, who is in the retail gasoline business, and Thomas McJoynt, secretary of the Janesville Cotton Mills Co.

The first step in the program, according to Green, is one for the city—to beautify the business section along the river front. There, as in most river towns, the town has simply backed up onto the stream, and the result is anything but beautiful, especially when the mind can dwell on what *might* have been done. It is those possibilities that, under Janesville's plan, are to be turned into re-
(Continued to page 114)



PLAN (right) shows new buildings and bridge across river, monument (top center) to city's Bataan heroes.

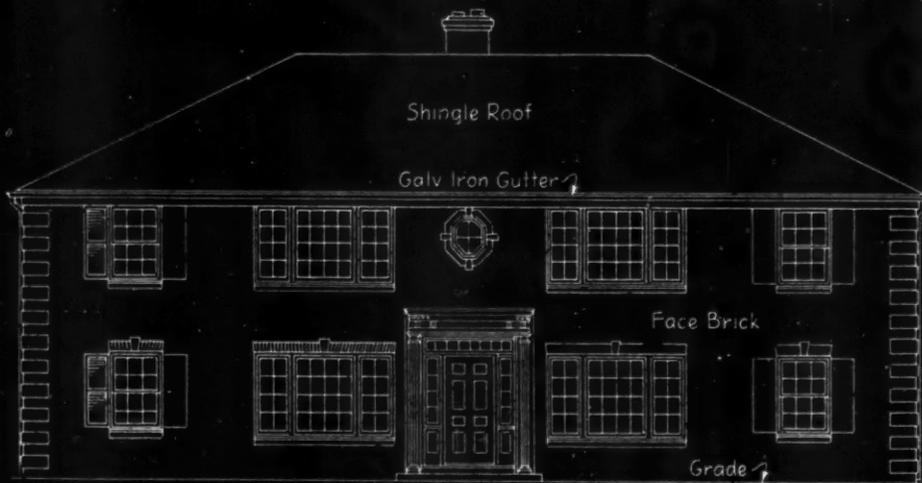


Milwaukee Builder Concentrates on 4-Family Apartments

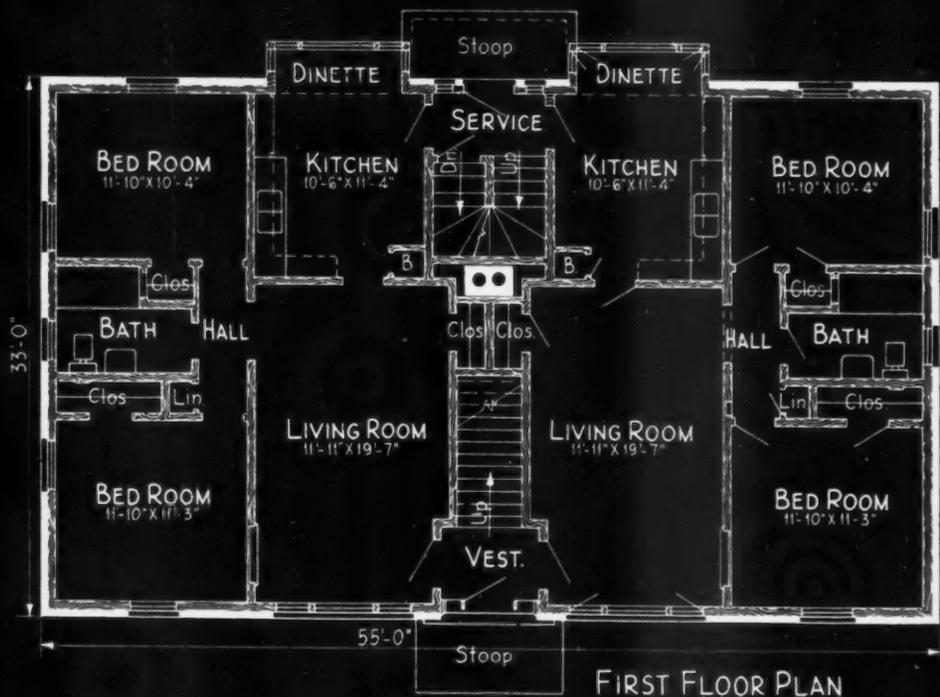
Apartment house of type presented in blueprint here proves popular with investing public in Milwaukee area

LESLIE MARKOVICH, secretary of Pioneer Builders, Inc., Milwaukee, Wis., reports that his company is having unusual success with the four-family apartment house presented in blueprint form on these pages. There is a waiting list of both the ones who wish to secure apartments and those who desire to purchase the buildings as investment properties.

The style illustrated holds closely to the Georgian type of large-house architecture. A formal front entry is flanked by windows arranged in a perfectly symmetrical fashion. The long-sloping hipped type roof is also part of the Georgian style as well as the brick quoins, projecting from the corners of the building, which give a feeling of strong character to the walls. The interior boasts bedrooms of ample size, one of which in each apartment is large enough to accommodate twin beds.



FRONT ELEVATION

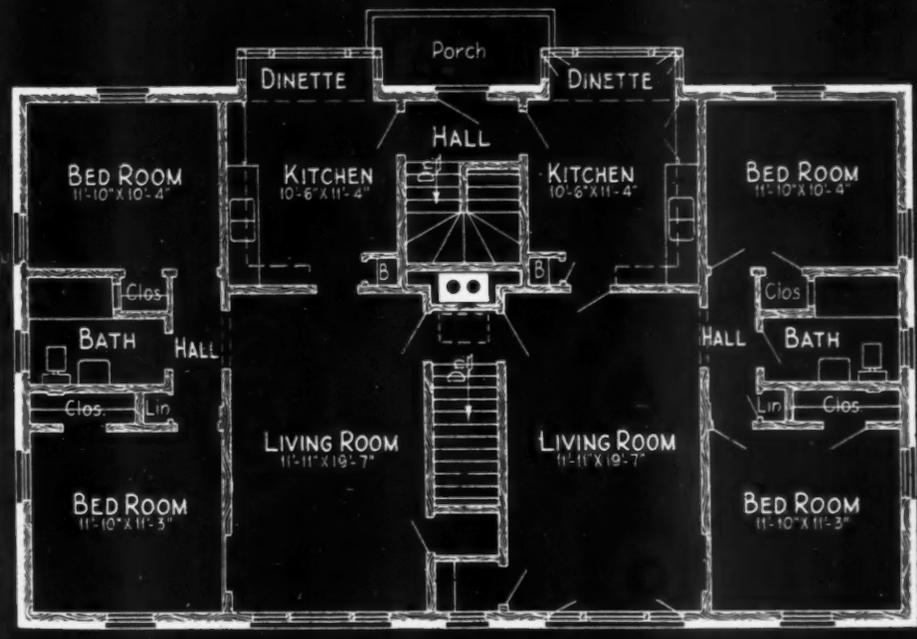


FIRST FLOOR PLAN

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REAR ELEVATION



SECOND FLOOR PLAN

STONE is STYLE in Vancouver, B. C.

Western Canada builders break out new home design trends as Victory housing program gets under way . . . 2,000 private homes now under construction in Vancouver area

By *Bernard L. Johnson*
Western Editor



SPLIT GRANITE boulders for chimneys and foundation planting areas combine with wood siding, cedar shingles and "picture windows" to give these new-styled homes distinction and charm. ABOVE is a new home on Willingdon Place, Vancouver, designed by W. K. Noppe, architect, and built by Contractor S. P. Kirkpatrick. TO RIGHT is typical stonework detail featuring large bisecting chimney on a small frame home.

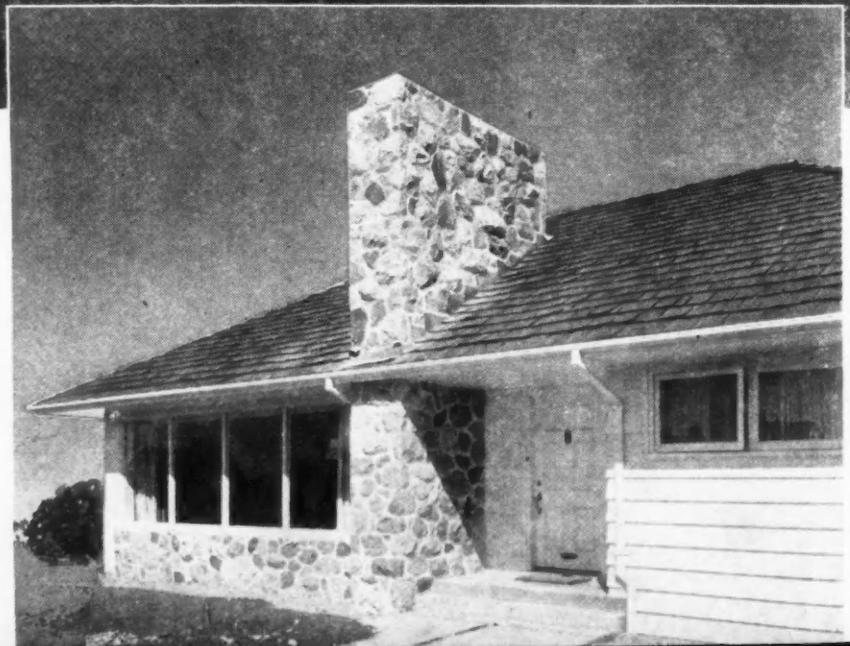
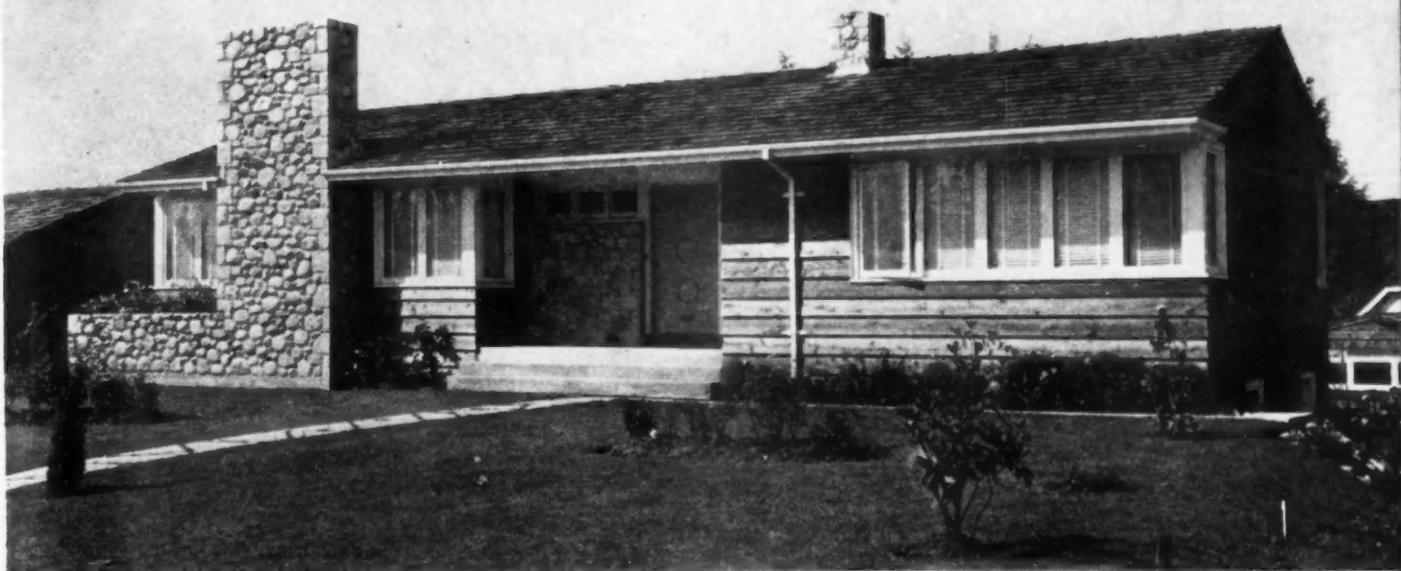


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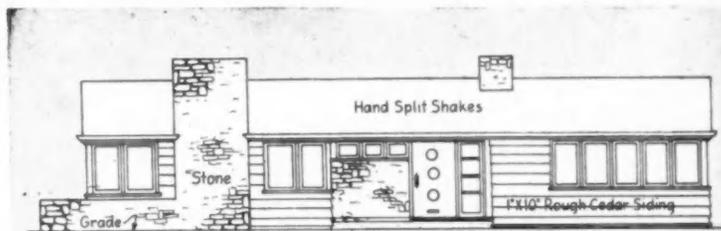


PHOTOGRAPH, above, and blueprint, below, illustrate current Western Canada restrained modernism; house on Margarite Street designed and built by Norman W. Hullah for a client of W. R. Baker, prominent local home financing executive.

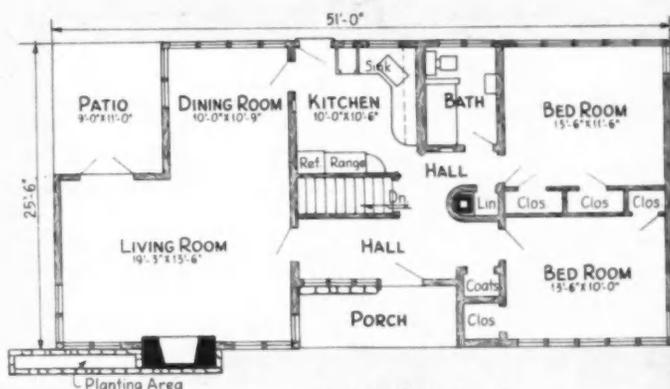
AN INTEGRAL part of the Pacific Northwest is the Vancouver area, just across the Canadian border from Western Washington. Enjoying the same mild climate as Seattle, Tacoma and Portland and, like them, engaged in the same basic pursuits of lumbering, fishing, mining, ship building and seaport trade, and with the same vastly expanded wartime industries, Vancouver has wrestled with the problem of housing her in-migrant war workers just as have her sister cities on our side of the Line.

Her housing shortage has been, and continues to be, critical, in spite of a substantial amount of private home building carried on all through the war period under control regulations considerably more liberal than our own building industry had to contend with.

And, now that the war is over, the Vancouver builders are stepping out with vision and energy to create the homes that are needed. A prompt start has already been made, so that on an inspection and photographing tour late in August through the Vancouver region *American Builder* found more than 2,000 private homes under construction besides a number of apartments in process of building or recently completed.



FRONT ELEVATION



FLOOR PLAN

GROUP of more expensive homes on 39th Street, Vancouver, illustrating a happy union of siding, shingles, glass and stone.





Even under the war restrictions homes of fair size could be built. One-story houses were limited to 1300 sq. ft. floor area, as contrasted to our own WPB 810 sq. ft. limit, and 1½- and 2-story houses in Canada could have 1,000 sq. ft. on the ground floor. There were no restrictions on cost nor quality (amount of 2-inch framing lumber, etc.) except that one-half the floor area had to be of soft wood flooring, and only one bathroom per house could be equipped with fixtures, though additional bath-

rooms desired could be roughed-in with necessary piping at time of construction, the fixtures to be set later.

For the very small houses, so popular and necessary during war times, the Dominion Government provided that no permit of any kind would be required for any house up to 528 sq. ft. of enclosed floor space.

Given such leeway, it was but natural that the building industry in Western British Columbia responded with plenty of patriotic enterprise. Adequate funds for home

Western
House
Ideas a



DINING CORNER in the A. S. Ander house on Granville Avenue near 68th, Vancouver. Big corner window groups like this are much used today in the Pacific Northwest.

HOME of A. S. Ander, designed and built by Norman W. Hullah for C. W. Markle, a leading lumber and plywood official who gets his recreation planning and selling new homes of modern style.



FRONT ELEVATION



FIRST FLOOR PLAN

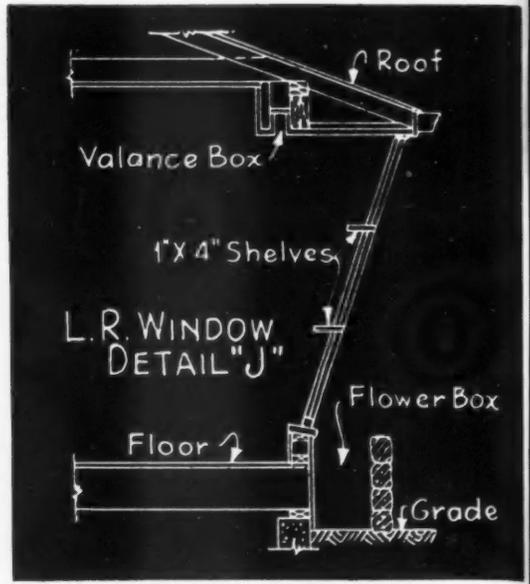
Western Canada Builders Tackle Severe House Shortage with Fresh Design Ideas and Vigorous Construction Methods

LIVING ROOM, 20 by 26 feet (including the dining area), looks out to the east through this 28-unit fixed sash "picture window."



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HERE ARE inside and outside views and section sketch of an outward sloping window as used by Norman W. Hullah in a new home on the waterfront at West Vancouver. The window with cobblestone pilaster and flower box, and entrance door with glass block side light set the period of this house as definitely postwar



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SMALL WAR HOME conforming to restriction of 528 sq. ft. floor space (no federal permit) designed for C. W. Markle to sell at \$3400.

More Than 2,000 Privately Financed Homes Found Now Under Construction in and around Vancouver, B. C.

building were available from local financing companies at a low interest rate and long-term payoff through the operation of Canada's National Housing Act.

Most of the new houses are going up singly or in small groups on previously developed lots rather than in large new subdivisions. The architects are busy and the well-qualified designer-builder holds an important place in the current home building activity. Numerous promotion-minded individuals are rendering good service by planning distinctive homes to go on obtainable viewsites, then letting out the construction contracts and selling the property as soon as the house is completed.

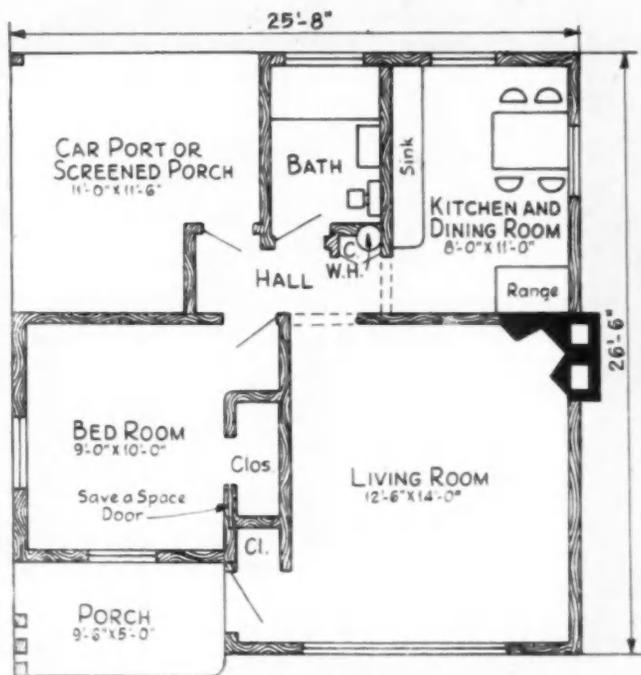
In driving through the newer residential sections of Vancouver and in studying carefully the new crop of homes, one gets a strong impression of virility in home design, plan layout, the selection of materials and the way they are used. Living comfort and informality are evidently the objectives—not conformance to traditional design standards.

Full advantage is being taken by these builders of the region's magnificent views of the mountains and the water, and of the always present home gardens. The houses are planned low and broad, and plenty of glass area lets in the light and the view.

Noticed immediately is the effective use being made by Vancouver home builders of stone in combination with siding. Large chimneys of granite and stone foundation courses containing planning areas are cleverly used to give a look of stability and a flash of color, especially when the flower window box or terrace is in bloom—and that is easily ten months of the year!

These stone effects, in combination with wide siding, cedar shingles and plenty of glass, are achieved through the use of local river-washed boulders. They are laid up

with judgment and restraint by a few old-time Scottish-trained stone masons at a cost of from 90 cents to \$1.00 per square foot of 6-inch wall. The stones are split on the job and laid up random coursed. In some instances the smaller units are put in cobblestone style. The results are certainly very pleasing, fixing a style trend that no doubt will travel far.



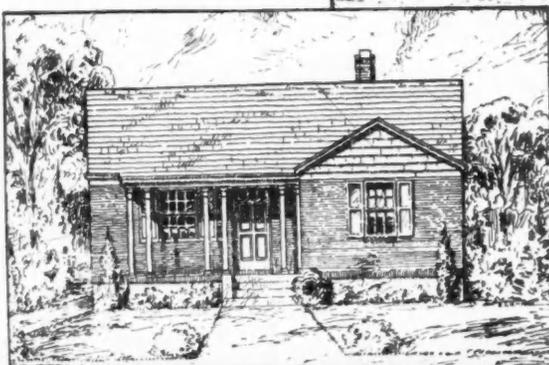
FLOOR PLAN

The Johnsons Plan 100 Homes for Veterans by Christmas



Mr. and Mrs. Wallace E. Johnson planning G.I. housing program.

Ground was broken and work started on twenty-five of the new G.I. houses for returning service men in Memphis, Tennessee, during the first week after the program was announced



ARCHITECT'S sketches of exterior for typical 5- and 6-room houses. Floor plans of both houses are shown below.

WALLACE E. JOHNSON, Inc., is in the midst of another race. This time it is an effort to have a house ready for G.I. Joe and his bride by the time he gets home and is ready for one.

The company's war housing program during the past few years has taught its officials and employees many valuable lessons in speed. All of them, and many more, are now being pressed into service as the company's G.I. housing program hits its stride.

Four demonstration houses, each one different, are nearing completion. They are priced at \$4,999.90 and up. Monthly payments including principal, interest, taxes and insurance are about \$37.20. No down payment is requested from G.I. Joe. Returned veterans will occupy these four demonstration houses and will become salesmen, showing them to other G.I.'s and taking orders for other houses.

These houses are located on 60 x 175-foot lots. The company already has 600 lots on hand and is buying more every day. Nearly

(Continued to page 138)



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"Let's talk houses"

YOUR PROBLEMS DISCUSSED
YOUR QUESTIONS ANSWERED

TUNE IN 750 KC
KXL SATURDAY 6:30 TO 7 P.M.

Presented by
MEMBERS OF PORTLAND HOME BUILDERS ASSOCIATION
IN COOPERATION WITH
PORTLAND GAS & COKE COMPANY




SHOWN looking over inquiries are R. G. Barnett (left), vice president and general manager of Portland Gas & Coke Co., and Edwin Sandberg, president of Portland Home Builders Assn. These were prompted by the 13-week series of "Let's Talk Houses" radio forums.

Portland Builders' Association Radio Program Huge Success

Queries received from a public whose interest in housing has been greatly increased through informal panel discussions carried on by experts in their respective fields

JUDGING from the volume of "fan mail" and verbal inquiries it prompted, the "Let's Talk Houses" radio program in Portland, Ore., struck a responsive note in home-conscious listeners—so much so that the sponsor has prepared a booklet of highlights from the 13 broadcasts.

Aired each Saturday at 6:30 P. M. over station KXL, the program was sponsored by Portland Gas & Coke Company and featured members of the Portland Home Builders' Association with occasional guest authorities. However, the association's own membership, including associate and affiliate members, represents building supply dealers, allied building trades and firms that handle home financing.

Each broadcast was in the form of a panel discussion and featured not more than five participants. The 13 topics were: How to Go About Getting a Home Built; Financing the Home; Relations of Contractor and Architect; Actual Construction; Use of Materials; Making Plans; New Gadgets for Postwar Homes; Plumbing; Heating and Lighting; Interior Finishing; Landscaping;

What Women Want in a Home; and Review and Conclusions.

Participants thoroughly familiarized themselves with their subject matter and submitted four or five questions with written answers. For the sake of spontaneity and informality, members of the panel did not rely upon a script.

As a guide for the program's moderator, Fred Eicchorne of KXL, a script outlining questions and the background of each panel member was prepared. The moderator asked each question, calling first upon the participant originally assigned the question. In the order in which they raised a hand, others were called upon for comments. No answer to any question was allowed to run over 40 seconds, thereby assuring a lively tempo for the program.

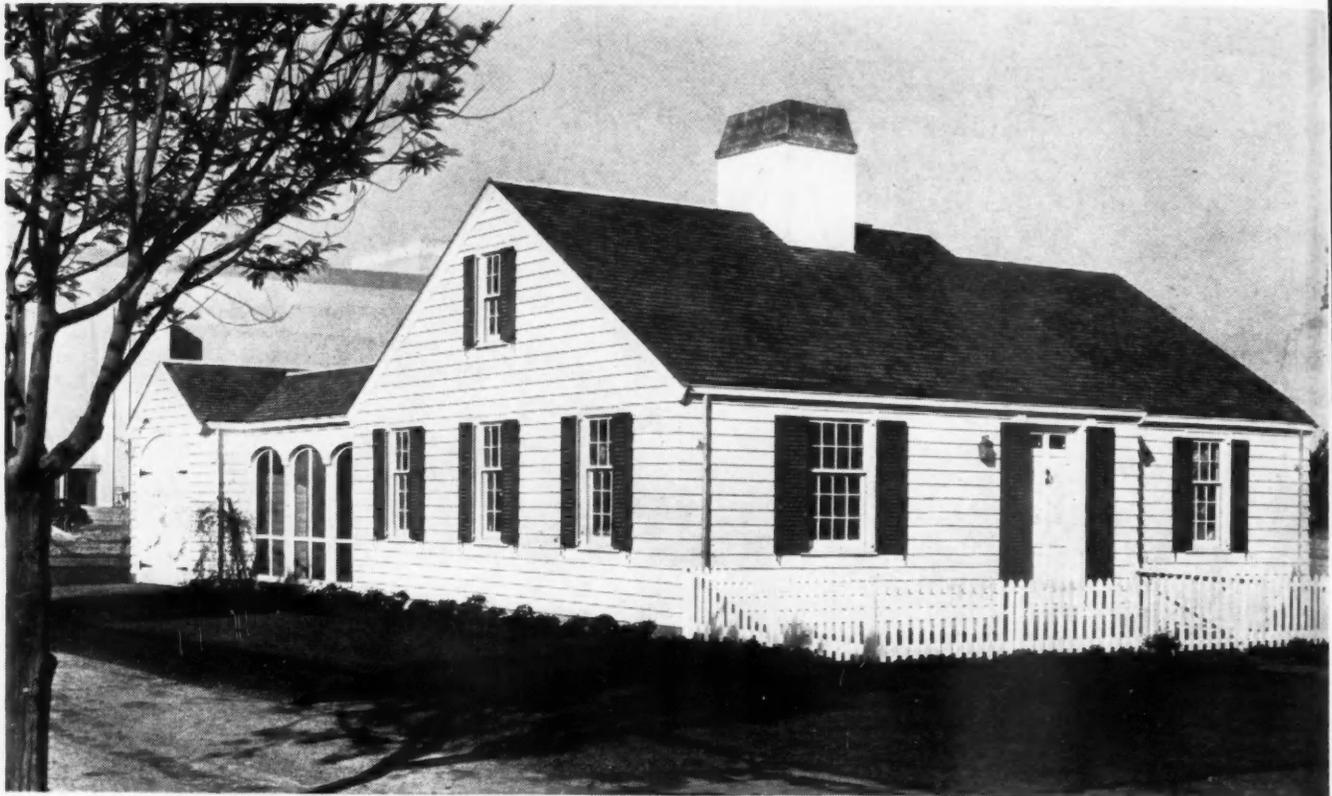
A keen interest in the series was evident even before the first broadcast and after only a few weeks inquiries regarding the program were being received from various parts of the country.

The following are among the testimonials received:

"These programs contributed generously toward informing the public on how to proceed and what to look for in planning and building a home."—Wm. A. Bowes, Commissioner of Public Works, City of Portland.

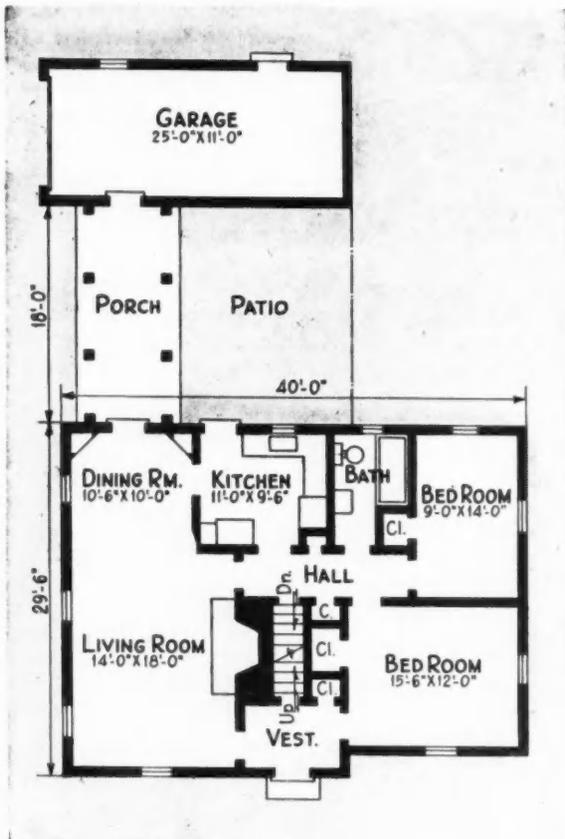
"The radio talks have been very interesting and instructive and should become increasingly popular as we approach the time when home construction can proceed unhampered."—J. L. Munger of the Equitable Savings and Loan Association, Portland, Ore.

These are just two of the many letters received, expressing thanks for the constructive public service which was rendered.



THIS house, built at the San Francisco World's Fair of 1939, typifies the best in Cape Cod design.

Cape Cod Simplicity Needed for Postwar



CENTER entry and stair are characteristic of the true Cape Cod. Plan of house pictured at top of page.

To overcome increased labor and material costs, builders will favor the straight-line planning of the Cape Cod style

“THE Cape Cod style of house architecture was becoming increasingly popular in the days immediately preceding the war,” say the authors of the book, “How to Plan a House,” published by the American Technical Society and used as the source of this series of stories on house architecture by *American Builder*, of which this is the third.

The two preceding reviews of the book traced the growth of the truly American types of house architecture starting with the Georgian style, which is the pattern from which sprang the several variations known as Colonial houses.

In a broad sense Cape Cods are Colonial houses, but in the more exact description of the authors they are “derived from the one-story and story-and-a-half cottages which were built in many parts of the country, but which in the Cape Cod district seem to have come first to the notice of those in a position to appreciate their charm and make them popular. As a consequence this house has come to be known as the Cape Cod type.

“Its principal characteristics are the rather steeply pitched roof with gable ends and with the eave line low down near the ground at about the level of the first-floor ceiling,” say the authors of “How to Plan a House,” who are Gilbert Townsend, Montreal, Can., and J. Ralph Dazell, Chicago, Ill. “It has a massive chimney designed to

accommodate double-hung windows divided into six panes. “The house is finished with shingles or some other material. “The roof is covered with asphalt shingles. “The windows are double-hung with this requirement for bungalow style principal because of minor requirements. “This house is a design for a double-hung window spread over a dormer window. The size and shape are somewhat different from a house, the Editor of this publication line. The framing is to be exterior. “The house will enjoy a Postwar possible many benefits. “The elimination of Other to come in the building not material. “While to predict strong together shorten line of second could the downs costensive

SHINGLES often used in Cape Cod than shown in photograph brown pleasing with creases and

accommodate several flues. As a rule the house has double-hung windows with shutters and with the sash divided into a large number of small panes of glass.

"The walls are covered with clapboards or more often with shingles, and the roof with shingles of wood or slate or some fireproof or semi-fireproof composition.

"The style is at its best when the broad expanse of roof is unbroken, and this excludes the use of dormer windows or restricts them to the back of the house. If this requirement is strictly followed, it means that a bungalow type of house must be planned with the principal bedrooms on the first floor and only one or two minor rooms on the second floor.

"This plan works out fairly well for a small house, but for a dwelling of any considerable size, either a much spread out rambling type of plan must be adopted or dormer windows must be used even on the front elevation. The dormers should, in this case, be as small in both size and number as possible. While dormers detract somewhat from the true Cape Cod character of the house, the effect is on the whole not displeasing."

Editor's note: Because of the almost unbroken foundation lines of the true Cape Cod and the simplicity of framing, with which most carpenters are familiar, it is to be expected that the prewar popularity of this style will enjoy still greater acceptance.

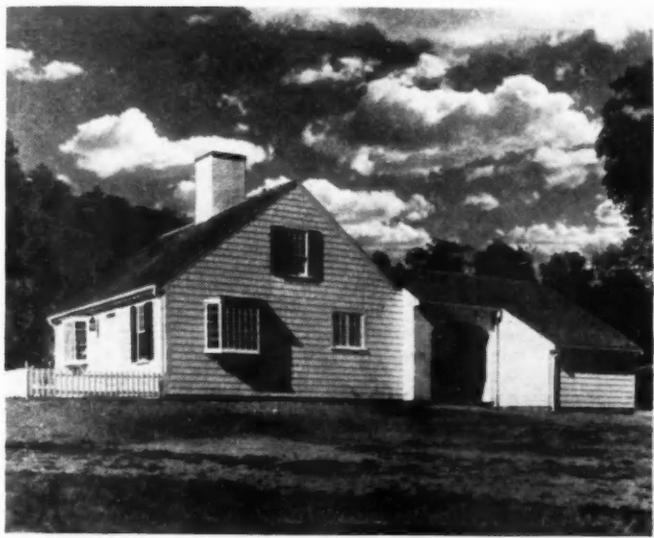
Postwar homes will have to be designed for the greatest possible economy. This demands straight lines, without many breaks in the foundation and roof. It means the elimination of dormers almost to extinction.

Otherwise, the many gadgets which the public expects to come as part of their new homes cannot be included in the budgets they set up, and the boom we expect will not materialize.

While the style may undergo many changes, it is safe to predict that the Cape Cod will in its simplicity set a strong pattern for postwar house planning. It is altogether conceivable, for example, that the house may be shortened from its present width, and the present low line of the eaves may be raised closer to the line of the second floor ceiling. The principal bedrooms and bath could then be moved to the second floor and short windows could be used for ventilation without building expensive dormers.



SYMMETRICALLY located dormers are often added to front elevation for ventilation in rooms added to second floor.



ARCHED areaway makes attractive union of house and garage. By Royal Barry Wills, Boston architect.



SHINGLES are more often used on Cape Cod than clapboards as shown in the other three photographs. Here dark brown shingles make a pleasing color scheme with cream-white shutters and garage door.

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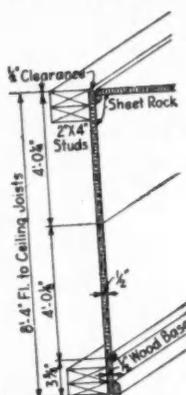
HANDY NOTEBOOK WORK SHEETS

American Builder JOB HELPS Prepared by Dave Smith

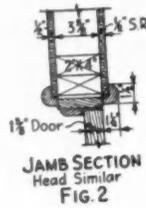
Builders' short cuts, time savers and how-to-do-it ideas for use in office or on the job. A continuing editorial feature appearing monthly. Sheets or notebooks are not for sale or available in any other form.

HOW TO USE SIMPLE TRIM WITH DRY WALL CONSTRUCTION

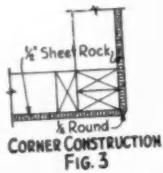
AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



WALL SECTION
FIG. 1



JAMB SECTION
Head Similar
FIG. 2



CORNER CONSTRUCTION
FIG. 3

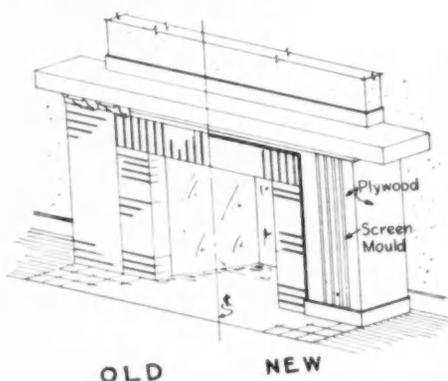
Fig. 1 indicates the application of two widths of sheetrock laid horizontally to eliminate excessive vertical joints. Finished base which is variable in height is applied directly to face of wood studding with sheetrock placed on top of same. Half-round mould is then applied to cover joint between base and sheetrock. Base shall be of same thickness as wall surface above.

Fig. 2 indicates the application of a small, simple casing for door openings used in connection with this type of construction.

Fig. 3 shows the use of quarter-round mould at right angle wall intersection.

HOW TO MODERNIZE AN OLD BRICK FIREPLACE

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



The drawing above indicates a typical fireplace that exists in many of the older houses of today.

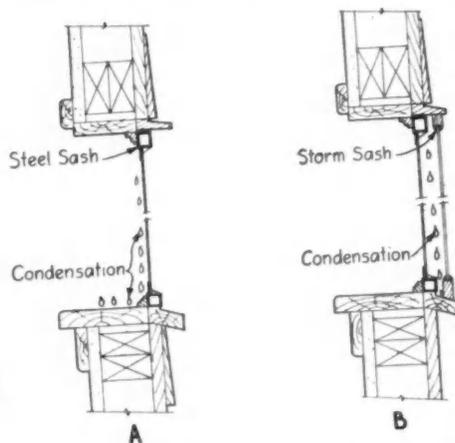
To modernize, apply $\frac{3}{4}$ " thick plywood to the ends and face of old brick work as indicated after old wood brackets and mouldings have been removed. Plywood shall extend to face of brick soldier course which is to remain exposed and shall be attached to old brick with lead expansion sleeves.

New $3\frac{1}{2}$ " wood base at floor line and crown mould under mantel shelf shall be installed as indicated.

Install vertical screen moulds 2" apart on face of new portion as shown.

HOW TO APPLY STORM SASH TO STEEL CASEMENTS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



When it is zero outside and room temperature is 70, the window glass will be about 18 degrees. Air passing close to the glass cools to about 56 degrees. The moisture deposit on the window is called sweat; when it freezes, it is called frost.

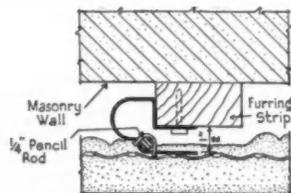
By installing storm sash on the outside of the window, the condensation is transferred to the storm sash, thereby eliminating the sweat and frost problem, protecting the paint and putty on the trim and sash, and reducing fuel bills about 20 per cent.



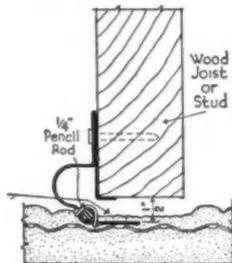
How-To-Do-It Pointers

How to Build Resilient Walls and Ceilings

BY the use of spring clips which are attached to the sides of studs and rafters as indicated on the details below, walls and ceilings can be built that will provide a cushioning effect for the plaster finish. This results in (1) Insulation against transmission of sound from one



CLIP No. 300
For Wood Furring on
Masonry Construction



CLIP No. 200
For Wood Construction

room to another; (2) Maximum protection against cracks; (3) Elimination of lath or joist streaks and discoloration from treated lumber, etc.

The flexibility of this system replaces the rigidity of ordinary plaster wall and ceiling construction.

Clips are to be spaced 12" on center along the studs and 8" on centers along the ceiling joists.

Ceilings should be lathed first and then sidewalls from the top downward. Metal lath shall be placed at all ceiling and side-wall corners.

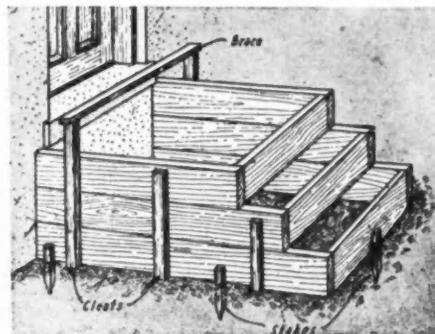
Rocklath may be used in lieu of metal lath, as indicated on detail above.

How to Build Concrete Steps and Platforms

CONCRETE steps and platforms are attractive, safe and non-slipping. Forms consist of one-inch-thick planks held firmly in place by means of 1 x 4 inch braces placed against the sidewalls. To the planks are nailed 1 x 4's for holding the riser forms in place. These supports come within 2" of the tread. Cross pieces of 1" material and 8" wide are nailed to these to make riser forms.

Concrete for steps and platform shall be of rather stiff consistency. Finishing with a wood float produces a smooth yet gritty surface. When steps are resting on well-compacted ground, there will be no need for reinforcement.

If the ground upon which the platform is to rest is well drained, the concrete may then be placed directly on it; if not, a sub-base from 4" to 6" thick of clean, coarse gravel should be provided.

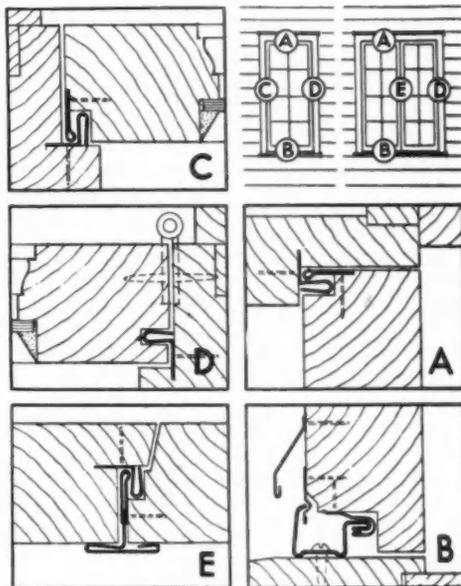


How to Weatherstrip Inswinging Casements

UNDER normal conditions the interlocking type of metal weatherstrip, as shown on the details to the left, provides strong and secure metal to metal contact.

In remodeling work it will be necessary to remove sash from frame in order to plow and rabbet them, as shown in adjoining details.

The detail for the sill shows a good interlock with an effective self-draining sill trough. Moisture following down the side members collects in the trough and drains out through weep holes which are furnished with windbreaks.



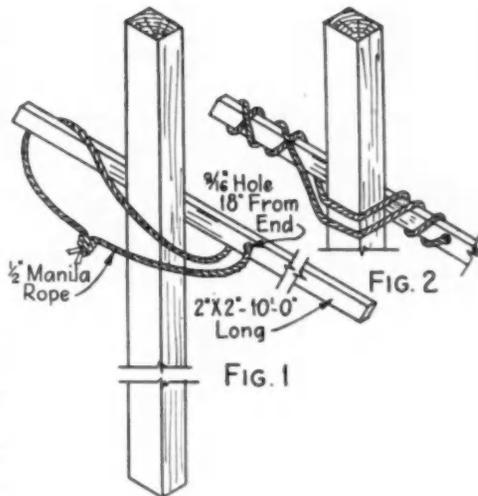
How to Raise Timbers During Construction

TO raise scaffold poles, columns, barn frames, small steel members, etc., cut a 2 x 2 inch wood member 10 feet long and drill 9/16-inch hole 18 inches from end, in which insert 1/2-inch manila rope.

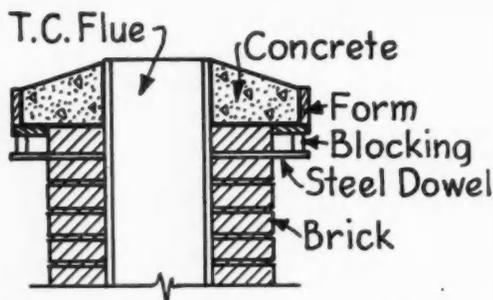
Place 2 x 2-inch member against timber to be raised and loop rope around same and around 2 x 2-inch member, as indicated in Fig. 1.

Twist 2 x 2-inch member to the right or left, whichever way holds, as indicated in Fig. 2, and raise timber to desired height.

To release, twist rope back, pull 2 x 2-inch member, and rope will fall off—HERBERT HARWICK, Zion Hill, Pa.



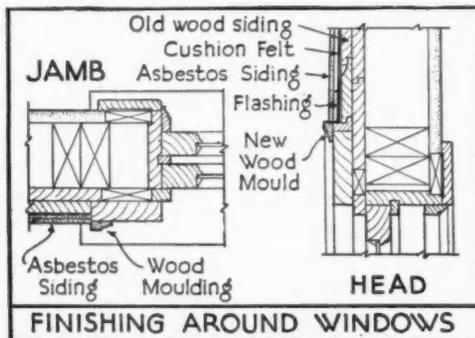
How to Support Concrete Form for Chimney Cap



INSERT $\frac{3}{8}$ -inch round steel dowels in top mortar joint before laying last course of brick. Place form for concrete in position and block up same to proper height. After concrete has been poured and been allowed to set, then remove blocks and dowels, making sure that dowels are free by turning them several times.

The form can then be removed completely. Plug all holes left by the dowels with mortar. Four dowels are usually sufficient for a small chimney. —ALFRED H. PSCHERA, Amsterdam, N. Y.

How to Apply Asbestos Shingles to Old Wall Surfaces

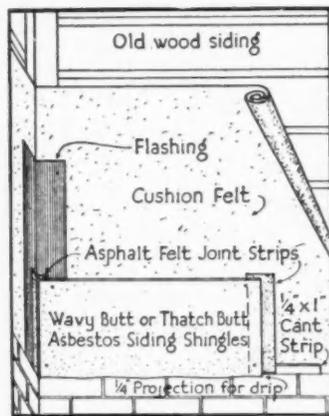


THE wall surfaces to be covered should be made as smooth and even as possible. All warped and irregular boards must be firmly nailed in place. If old shingles or clapboards have thick butts, it is necessary to apply wood nailing strips or lath running horizontal to bring the surface out in line with the vertical face of the wall.

For applying over old stucco, the best practice is to remove the old stucco, nailing shingles to the wood sheathing.

To provide proper insulation, the walls should be covered with a cushion of felt before application of shingles.

Where the use of new shingles brings the wall surface beyond the old door and window frames, new mouldings should be installed to cover exposed edges of shingles. All door and window frames should be adequately caulked with a pressure gun.



APPLICATION of shingles over old work at corner of building.

\$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.

Stone and Shingles Produce Interesting Details

By R. J. Alexander

IN the planning of the home, the selection of exterior materials should be given a great deal of thought and consideration.

In such localities where stone is obtained in great abundance and its use is found to be economical, some very striking combinations can be worked out.

This combination of materials adapts itself readily to different types of architecture, particularly Colonial. The design of the various details indicated on the opposite page is carried out in this style.

The extension of the second floor across the front of building, which creates a termination for the stone facing and a starting point for the shingles above, provides one of the outstanding features.

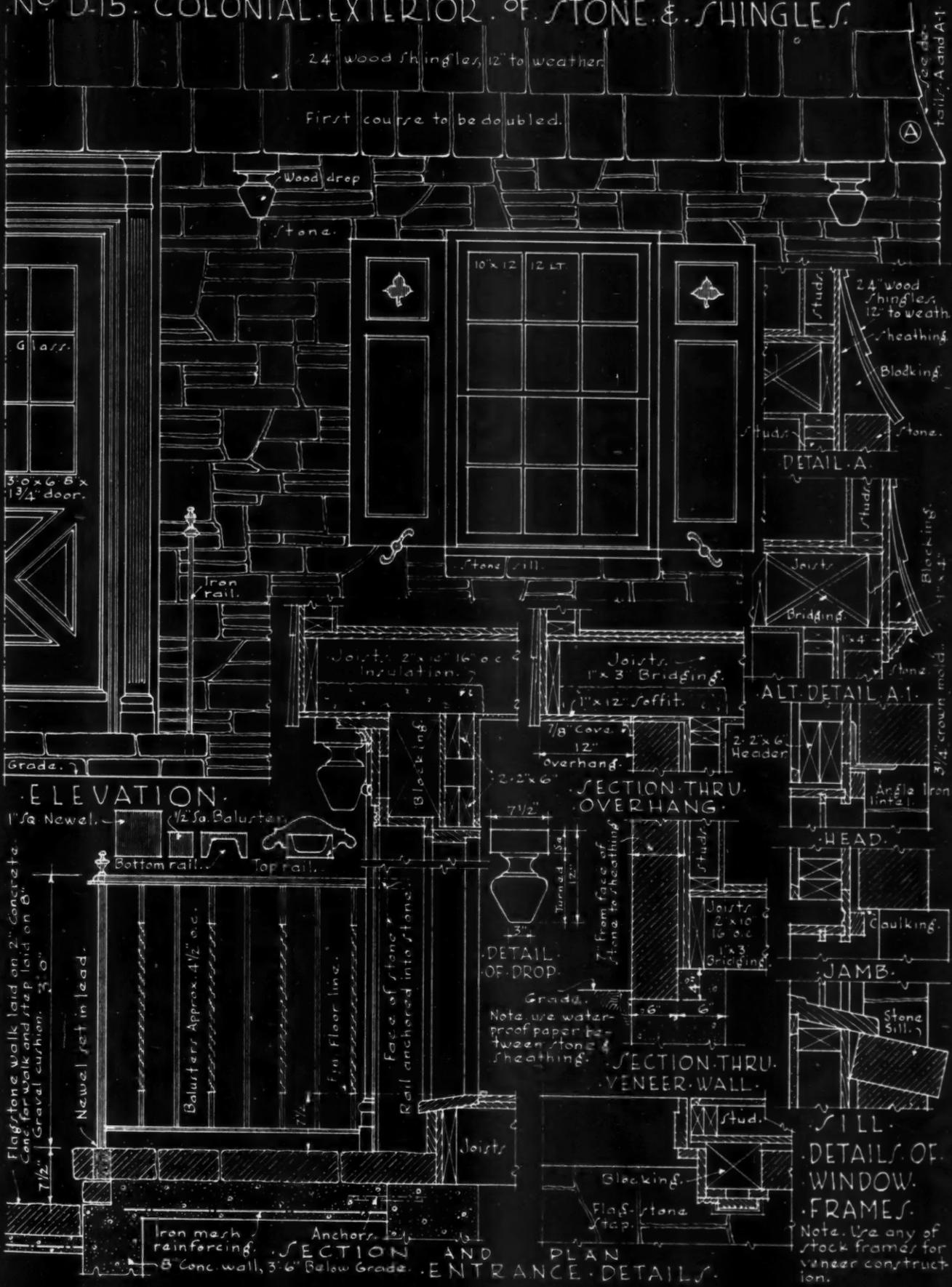
Considerable restraint has been shown in the design of the front doorway. Its refinement and simplicity of the various members are indeed refreshing.

On the details indicated, the combination of stone, shingles and wood trim has been worked out and used with telling effect. The extension of the second floor not only provides a shelter for the front entrance but permits of additional square foot area in the second floor arrangement. The alternate details show two arrangements of the return on sidewalls where extension is not desired; one alternate indicates exterior second floor studs on line with face of stone veneer below, the other shows second floor studs on line with the first floor framing.

All first floor exterior walls are of stone veneer of thickness as indicated, backed up with 2 x 4-inch studs, $\frac{3}{4}$ -inch-thick sheathing, and building paper applied to sheathing. Approximately 1 inch air space is allowed between face of sheathing and inside face of stone veneer. Stone is tied back to frame wall with metal anchors, spaced as required to bond all elements tightly together.

The stone is usually delivered to the job approximately 12 inches thick; it is cut in half by the stone mason, and the rock face thus created is placed to the outside, providing a textured and variegated surface. Ample anchorage is provided for iron rail and newels by imbedding them in stone wall and floor. All window frames shown are of standard double hung type with stock casing, stool and apron applied to inside face of frame.

No. D-15. COLONIAL EXTERIOR OF STONE & SHINGLES.



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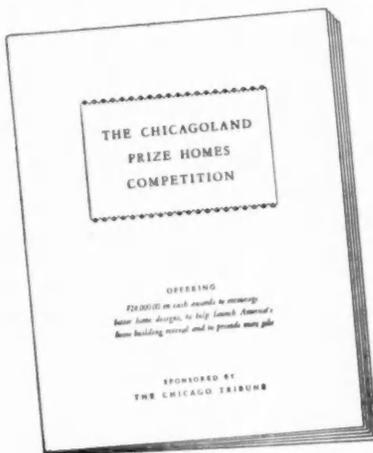
on ap-



SEVEN of the nine members of jury are (l. to r.) standing: John Merrill, Arthur E. Fossier, Boyd Hill, A. N. Rebori. Seated: Philip L. Maher, John R. O'Connor, Irvin A. Blietz, and Paul Gerhardt Jr.

Nation-wide Prize Home Competition Encourages Better Designs

Prominent Builders and Architects on Chicago Tribune Jury



COVER of the folder containing rules of the home design contest.

BETTER homes for Chicago is the aim of a house design contest sponsored by the *Chicago Tribune*. The paper is offering 24 equal prizes of \$1,000 each for outstanding home designs submitted. Three different housing problems, based on the needs of three different typical family groups, are to be solved.

"The purpose of the competition," said A. M. Kennedy, Sunday editor, "is to encourage better home design, to help launch America's building revival and create more jobs. By varying the ages, sexes, and number of the members in the three family groups whose needs are the basis of each of the three problems, we hope to produce a variety of designs so attractive, practical and economical that thousands of families will be induced to give serious consideration to building as soon as they see the designs."

To help the public visualize, locally and at close range, the value offered by the architectural profession, the builder and the manufacturer, it

is the *Tribune's* intention, conditions permitting, to sponsor, on sites in Chicago and suburbs and throughout the Middle West, the construction of a number of homes demonstrating the full potential of prize-winning designs produced by this competition.

This is a wide open competition. With the exceptions noted in the rules, it is open to every one—architects, architectural draftsmen, architectural students and all others who wish to come forward with ideas.

Entries are to consist of simple floor plans, perspective, two elevations and a minimum of other detail submitted on a single sheet of uniform size so that judgment may be based on entries drawn to identical scale and presented in identical format. No specifications or working drawings are required.

Five leading architects and four prominent builders in the residential field will judge and select the winning designs in the competition. The

(Continued to page 114)

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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

NAHB Convention to Shatter Record

February 25-26-27-28, the dates set for NAHB's Annual Convention and Exposition to be held in the world's largest hotel—The Stevens in Chicago—promise to be important dates to the building industry. The tremendous interest in home building is illustrated by the widespread demand for large exhibit space at the Exposition. Paul S. Van Auken, Convention and Exposition director, reports that three-fourths of the entire space in the huge Stevens' exposition hall is now under contract by more than one hundred exhibitors, in immediate response to the announcement of the Exposition and publication of the floor plan.

Among the large exhibitors who have reserved commanding space are: General Electric Co.; Berry Door Co.; Modine Manufacturing Co.; Borg-Warner Corp.; *American Builder*; Briggs Manufacturing Co.; Skilsaw, Incorporated; E. L. Bruce Co.; The Celotex Corp.; Surface Combustion; Kohler Co.; General Bronze Co.; Kimberly-Clark Co.; Truscon Steel Co.; The Flintkote Co.; Eljer Co.; Ceco Steel Products Corp.; Crane Co.; Curtis Companies Service Bureau.



PAUL S. VAN AUKEN

"It is significant," said Mr. Van Auken, "that so many exhibitors are demanding more space for their displays than was originally provided in the plans drawn up in our offices. This indicates a definite trend toward dramatic settings for what is new and in store for the future home owners." The convention director went on to say that the show will furnish an outlet for the unveiling of much of the result of wartime research by building and home appliance engineers, to the builders and others directly concerned with home building.

(Continued to page 104)

Prominent Milwaukee Builder Stresses 10 Points at Houston Meeting

A COMBINED meeting of the Houston Chapter of NAHB and the Houston Real Estate Board was held recently. Frank Kirkpatrick, a member of the Public Housing Committee of the Milwaukee Chapter of NAHB, addressed the group.

He said, "It is not an accident that the two men who have recently introduced a housing bill in our national Congress are men who were bred under the Tammany and Huey Long regimes. I refer to Senator Wagner of New York, a Tammanyite, and Senator Ellender of Louisiana, the erstwhile henchman of Huey Long, and I refer to the piece of housing legislation which is termed the Wagner-Ellender bill. These men think in terms of the control of people by the exercise of political power. That power is ineffectual, so long as men are free to take away, with their votes, the power of men in political office. But when men are beholden to a politician or a politician's henchman for the roof over their heads, they are not free.

"Therefore, part of the aim of the Wagner-Ellender bill is to obtain the economic power, as a supplement to their political power, through the control of the roof over your head.

"Legislation such as is proposed is always wrapped up in words that can have many meanings. We should be suspicious of any proposals which cannot be reduced to terms that we can measure by our everyday experiences. We should be suspicious of any proposals which are not based on the first requirement of democratic action—local self government; and we must beware of "Beiuskies" (by-us-skis) who come into our communities and say, By us, we do it this way; by us, we do it that way. The man who does not love his country and his own town can do nothing for them. So let's beware of the many people who not only lack the ability to work with others towards realizable objectives, but who do not like a community and who, therefore, want to tear it up by the roots. The man who loves his city will recognize its faults and shortcomings, but will never damn it entirely out of hand and dismiss it as a monstrosity.

"We should formulate some rules which will apply to ourselves in facing our housing problem. These rules should include:

1. We believe that it is a fundamental part of American economic philosophy that every man willing and able to work



FRANK KIRKPATRICK

shall provide his own livelihood through gainful employment.

2. We believe that every citizen should have the opportunity to earn a decent livelihood.

3. We believe that government is instituted, in part, to insure that the opportunity to earn a livelihood shall not be denied to anyone able and willing to work.

4. We believe that citizens should, through tax contributions and personal generosity, help to provide minimum, decent food, clothing and shelter to other citizens who are unable to earn their livelihoods in productive enterprise.

5. We believe that such food, clothing, or shelter should be provided through the normal, established economy, so that farmers and grocery men supply food; clothing manufacturers and clothiers provide clothing, builders and real estate firms supply shelter; and the other gainfully employed people of America supply such other necessities or services as may be needed.

6. We oppose the provision of relief for families in any manner which puts them under real or implied obligation to any person, any political party, any financial power, or any men in an agency of the federal government, so that they have an incentive to vote for any man or political power. Otherwise, the provision of relief is comparable to a ward boss handout.

7. We hold that the provision of subsidy or relief must be of such minimum amount and under such close local scrutiny and administration as will positively

(Continued to page 104)

NAHB Convention Chairman



JOSEPH E. MEYERHOFF

Active and enterprising Joseph E. Meyerhoff, treasurer of the NAHB, has added one more task to his already overburdened schedule. That job is chairman of the Convention-Exposition Committee for the NAHB Convention, to be held in Chicago's Hotel Stevens, Feb. 25 to 28, 1946.

Actively engaged in home building and developing in Baltimore since 1926, Mr. Meyerhoff is a graduate of Baltimore City College and the University of Maryland. A member of the Student Army Training Corps at Johns Hopkins, he received his honorable discharge from the U.S. Army in November, 1918. He is a former vice president of the Real Estate Board of Baltimore, a member of that city's Advertising Club, and president of the Home Builders Association of Maryland.

OPA Price Control Plan

The nationwide housing shortage will be prolonged indefinitely, and as many as 3,000,000 veterans and other workers deprived of an opportunity for good jobs in the construction and light industries if OPA Administrator Bowles' plan for placing ceiling prices on new homes is allowed to go into effect, according to Joseph E. Merriam, president of the National Association of Home Builders.

Stating that his group was in sympathy with efforts to hold new home prices at reasonable levels, Merriam declared that this might best be done through the proposals of War Mobilizer Snyder for tight control over loans and the creation of an advisory service to counsel with prospective home owners on values.

"Builders could not construct any important amount of housing in the face of the delays, confusion, and inequities which inevitably would accompany any such price control plan," the NAHB president declared. "The small local builder who normally provides more than half of all new housing could not afford to tie up his resources buying land and preparing plans for houses which he might not be permitted to build at all because of bureaucratic veto. Builders would have no protection whatsoever against sudden increases of material costs or wages which might not only remove all chance of breaking even but actually cause a substantial loss."

NAHB Convention

(Continued from page 103)

The 1946 Convention and Exposition Committee, headed up by Joseph Meyerhoff of Baltimore, met in Washington, October 29-31, to discuss attendance promotion plans, the program, and other important matters. Attending the meeting were: W. Hamilton Crawford of Baton Rouge, La., committee vice chairman and treasurer, NAHB president Joseph E. Merriam, executive vice president Frank Cortright and Mr. Van Auken.

Referring to the convention activities, Mr. Van Auken said, "It will be four days of intensive discussion, highlighted by the Number One problem of giving the prospective home owner more house for his money.

Advance reservations will be accepted beginning December 15, according to Mr. Van Auken. Reservation forms will be sent to NAHB members; others may obtain them after December 1 by writing to NAHB Convention and Exposition headquarters, 111 W. Jackson Boulevard, Chicago 4, Ill.

Active NAHB Director

Frank McCambridge, long active in building circles in and around Denver, Colo., is a director of the NAHB and one of its most stalwart supporters. He serves also as regional vice president for NAHB



FRANK McCAMBRIDGE

in the area comprising Colorado, New Mexico, Arizona and Eastern Wyoming. He is a member of the Denver Association of Home Builders, and very active in its promotion of membership and the foundation of its attractive weekly bulletin, "Home Building Highlights," and is also a past president of the local association

Quotable Quotes From "Portland Homebilder"

The pressure boys are out in full force in Washington endeavoring to perpetuate the bureaus and agencies that have multiplied like rabbits prior to the war and during the war period.

Bureaus and agencies that are supposed to fold up six months after the end of the war are working night and day to circumvent the Lanham Act, and continue their existence now and forever more. As far as

our industry is concerned, the NHA, OPA, supported by the CIO, are trying their best to maintain control and regimentation via specious arguments about inflation and through propositions like the Wagner-Ellender bill. Don't underestimate their ability. They are shrewd, cunning and ruthless. They refuse to recognize the law of supply and demand, refuse to acknowledge that an abundance of new houses will take care of any inflation situation with respect to prices on homes, refuse to see the thousands of families that are now jammed together for want of living accommodations, and they cry out loud and long about the fictitious one-third of our population being ill-clothed, ill-housed and ill-fed.

We have had enough of these fictions; we are fed up with the statistical-minded, professional do-gooder sob sisters and brothers, whose tears are crocodile tears, whose heart-throbs are ostensibly for the poor, suffering public, but, in reality, the act they put on is to perpetuate their power and maintain their jobs.

Houston Meeting

(Continued from page 103)

insure that no man or family shall be subsidized who has the opportunity and is physically able to earn a living; and that a temporary subsidy shall continue no longer than is absolutely necessary.

8. We hold that the ownership and management by men in government, of houses in which citizens live, tends to create a bloc of voters who, to insure and expand their parasitic economic status, will bring about political domination of productive citizens, with increased burdens of taxes and oppressive laws and regulations.

9. We hold that it is the function of men in government to foster and encourage the enterprise of the citizens to whom they are responsible and who pay the costs of government, and particularly do we hold that civil service employees shall not help to tear down citizen enterprise.

10. We hold that it is a violation of the most fundamental of American principles for any political administration to use the taxing power of government to collect funds which it turns over to a favored few to establish construction and housing management businesses under the guise of so-called public housing."

TO OUR READERS

The fact that your copy of *American Builder* is reaching you ten to twelve days late is due to an acute and not immediately correctable labor shortage at our printing plant. We regret this condition, and hope that you will bear with us through the period of readjustment.

In the meantime the editors of *American Builder* have changed their production schedules to take advantage of every possible saving in time without sacrifice of editorial quality or timeliness in printing the news of the industry.

Your understanding of our problem will be appreciated.

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Washington, D. C., Builders Provide Negro Housing

Members of the Home Builders Association of Metropolitan Washington (D.C.) are fulfilling their pledge to provide new modern housing for negroes in the district. Builder Preston E. Wire has 408 units under construction, many occupied, and is about to start work on an additional 346 units. Further projects on Mr. Wire's list will bring his total of negro housing units to 1,200.

Vice President Edward R. Carr of the Association has a 236-unit project, approximately half occupied, and all to be completed by the first of the year. He also reports progress on another 250-unit apartment project, as well as negotiations for leasing of business locations to be used for a shopping center.

Public Versus Private Housing By Denver Association

Stanley C. Brandenburg, executive secretary of the Denver Home Builders Association, sets up an interesting and enlightening comparison of public versus private housing projects in his city. Denver has four projects, built in 1941 and 1942, and the figures which follow include all four:

Total cost of all four projects	\$3,359,923.92
Average cost per living unit	4,363.55
Number of rooms	3,299
Number of families accommodated	779
Number of families living in projects receiving rent relief	75
Number of families in Denver receiving rent relief	11,900
Amount paid to city in lieu of taxes	\$ 4,168.74
Amount would pay in taxes if privately owned	\$ 76,955.83

During the same period, according to Brandenburg, Denver builders offered to the public private homes of from 4½ to 5 rooms, selling them from \$2,650 to \$3,300, as contrasted with the average unit cost in public projects of \$4,363. Average carrying charges on the individual homes were \$27 a month, including interest, amortization, taxes and insurance, while the average rent in the public projects was more than \$28 a month.

Pennsylvania Home Builders Choose New Slate of Officers

At a recent meeting held in Philadelphia, new officers of the Pennsylvania Home Builders Association were chosen to serve for the next twelve months. Elected were Frank J. Smith, president, Philadelphia; Fred C. Brown, vice-president, Pittsburgh; Russell A. Muth, recording secretary, Philadelphia; Felix Caste, treasurer, Pittsburgh; and William E. Johnson, executive vice-president, Philadelphia. Regional vice-presidents are William B. Dixon, Jr., Pittsburgh; Norman P. Ninneman, Harrisburg; Carl Metz, Philadelphia; and J. Dwight Baird, Erie.

The Pennsylvania Association is made up of the Home Builders Association of Philadelphia and Suburbs, the Home Builders Association of Allegheny County, the Home Builders Association of Erie County, and the Ellwood City Home Builders Association.

Cortright's Column

By Frank Cortright

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



Private enterprise bill. As reported in previous letters, this omnibus bill has been prepared by a committee of representatives of most segments of the industry. As is always the case with such legislation, the original draft has been revised several times and will undoubtedly be further changed before its introduction. As we predicted, the hearings on the Wagner-Ellender Bill have been postponed. Even its sponsors are dissatisfied with it. Senator Taft is preparing a number of drastic amendments. When the joint sub-committee (Senate Banking and Currency, and Education and Labor) takes up housing you may be sure it will be swamped with multitudinous proposals fantastic in nature. The CIO has outdone itself in preparing a bill calling for 100 per cent mortgages to "non-profit" organizations at a 3 per cent rate for a 40-year term.

Senate sub-committee hearings on OPA's controls. One hour before OPA Administrator Bowles was to appear in defense of his proposed regulations to price both new and old housing, Senator Stewart advised all witnesses that the hearings would be postponed. It is clear that instructions from the White House were responsible for this action since the issue has created much comment. It has been so widely publicized in the press that a special committee to study the matter was appointed by War Mobilizer Snyder. The new Economic Stabilizer, Judge John C. Collet, and Marriner Eccles, chairman of the board of governors of the Federal Reserve System, are key members of this group. It will be their responsibility to consider all phases of the problem and make their report. Unless OPA Administrator Bowles can devise a far better pricing plan than he has offered to date it is apparent that the committee's report will have little value. One may guess that they will recommend a 90 per cent profit tax on speculative resales, and probably a large down payment on both new and old houses. Although Congress will certainly not give OPA additional powers, such dangerous restrictions as above described can and may be secured by executive order of the President.

Consultation with FHA on immediate and long-range problems reached a climax when a special advisory committee of ten builders met with Commissioner Foley and his staff. The Commissioner's agency committee recently completed its report on methods of expanding FHA operations. The results of this study have been presented to the savings and loan associations, the mortgage bankers, insurance companies and finally to our committee. Mr. Foley will now consider all recommendations made in the light of these extended discussions, and will determine what changes should be made. Some of these will require new legislation and others will be administratively possible within his present authority. It is safe to say that an important expansion of operation will be made. The drastic changes will, of course, be confined to the very-low-cost housing field. It is in this area that the greatest need and the greatest opportunity for builders exist. Your committee was pleased to learn that our previous recommendations to the commissioner are receiving favorable consideration.

H-1 and H-2 housing now can be sold. As of Oct. 15 all sales limitations imposed by L-41 on H-1 and H-2 housing were lifted. OPA's rent restrictions, however, prevent rent increases and gaining possession of rented properties excepting after six months' notice to tenants. In areas where rent controls have not been imposed by OPA the rental ceilings set by NHA are no longer enforced. Thus with the total termination of L-41's restrictions against civilian construction, war housing now can be sold and building of any kind started.

As things stand at the moment it appears that the industry may be given an opportunity to police itself. It is imperative, therefore, that in selling H-1 and H-2 houses, and in pricing what little new construction can be started this fall, builders make certain that they do not take advantage of temporary market conditions in some congested areas.

Pennsylvania Home Builders Hold One-Day Session

More than four hundred and fifty builders, mortgage company representatives, brokers, manufacturers of building materials and equipment and other factors in the home building field crowded into Philadelphia's Hotel Bellevue-Stratford on Oct. 18 to take part in five sessions.

The meeting was opened by William E. Johnson, chairman of the Conference Committee and executive vice-president of the Home Builders Association of Philadelphia and suburbs, and of the Pennsylvania Home Builders Association, who introduced members of the first panel, devoted to Current Construction and Material Problems, and moderated by Carl Metz, past president of the Philadelphia group. Panel authorities were John L. Haynes, acting chief of the Construction Division of the Department of Commerce and former head of WPB's Construction Division; Curt C. Mack, assistant FHA commissioner in charge of underwriting; George T. Johnson, market analyst of the Middle Atlantic Retail Lumber Dealers Association; and Arnold H. Doehler, president of the Philadelphia Chapter of The Producers' Council.

In prepared talks and in answers to questions from the floor, panel members gave an optimistic picture of the materials situation, while warning that labor problems, in the form of strikes and unwillingness in many instances of workers to turn from highly paid war jobs to normal peacetime pursuits and wage rates, might seriously hamper the filling of the pipelines with builders' components needed for home production.

Panel on Financing

In a panel on Financing the Postwar Home, authorities were Joseph Meyerhoff, NAHB treasurer, member of the committee on FHA legislation and president of the Home Builders Association of Maryland; Oscar R. Kreutz, executive manager of the National Savings and Loan League; Mr. Mack; and Dr. Claude L. Benner, vice-president of the Continental American Life Insurance Company. This session was conducted by Moderator Frank Cortright, NAHB executive vice president.

Meyerhoff pointed out that one of the best ways in which FHA could aid builders to meet demands in the low-cost housing field was by the issuance of firm commitments to operative builders to cover eighty per cent mortgages on homes valued at six thousand dollars or less.

In reply, Curt Mack indicated that it had been "administratively determined" and would shortly be announced that FHA had decided to issue such commitments, as part of its program to encourage builders to enter the low-cost market; and further, that firm commitments in the amount of sixty per cent were in contemplation for homes between six and ten thousand dollars in value.

Southern California Builders Stage Successful Conference



NAHB OFFICIALS look over program of Southern California Builders' Conference. Seated (l. to r.) Joseph E. Merrion, president, and Frank Cortright, executive vice president. Standing (l. to r.) are Ralph S. Duke, member NAHB executive committee, M. J. Brock, secretary and conference program committee chairman, and Joseph Meyerhoff, treasurer.

Joseph E. Merrion, NAHB president, pointed out at the luncheon session that the builders of America will produce the best homes in the world for Americans to occupy—the kind of homes they are willing and ready to accept. The builders' greatest opportunity, and greatest responsibility, for fair and ethical dealing lies ahead, according to the NAHB chief.

FHA Commissioner Raymond M. Foley impressed upon the builders the responsibility that is presently upon the private building field. If they are to stake out a claim to the whole territory of housing, he declared, they must be ready to implement that claim by supplying homes in all price brackets and not only in those which appear immediately profitable.

Afternoon panels were devoted to "The Veteran's Housing Problem, and Tomorrow's House." Speakers on the former, who urged builders to realize that the matter of veterans' homes constituted probably fifty per cent of their market for years to come, included Charles M. Potter, chief of the Home Loan Subdivision of the Veterans Administration; Horace Russell, counsel to the United States Savings and Loan League; Mr. Meyerhoff and Mr. Mack. This session was under the direction of Ralph Richards, president of the Third Home Loan Bank of Pittsburgh.

"Tomorrow's House" presented Joseph B. Mason, building editor of Good Housekeeping, and Donald Hobart, of the Curtis Publishing Company.

An interest-packed program held the attention of the large and enthusiastic audience of Southern California building industry leaders who attended the Builders' Conference held in Los Angeles, Calif., Sept. 25. The meeting, sponsored jointly by the Building Contractors Association of California and NAHB's Southern California Chapter, was host to several members of NAHB's official family who travelled west for the occasion.

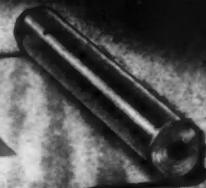
M. J. Brock of Los Angeles, NAHB secretary, who was in charge of program arrangements, acted as moderator for the morning session panel discussions—Current Construction Problems and Public versus Private Housing. The latter proved to be an unusually lively and informative debate between two outstanding spokesmen of opposing housing philosophies. Speaking for the private enterprise viewpoint Joseph Meyerhoff made an excellent case. In defense of his ideology, Howard Holtzendorff, executive director of the Los Angeles Public Housing Authority and prominent national figure in public housing circles, was hard put to answer Meyerhoff's irrefutable logic.

During the luncheon, John McGovern, FHA district director, outlined FHA's Postwar Program. The subjects for the afternoon panel discussions were: Current Financing Problems; Financing the Veterans' Homes; and, Tomorrow's House and Marketing.

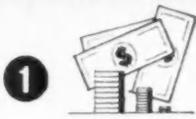
An evening banquet concluded the conference program.

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1 LOW IN COST — Only \$20.00 for sidewall insulation in the average new 5-room home.



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7 TOUGH AND STRONG — Sisalkraft reinforcement of SISALATION insures intact application.



8 YEAR-IN and YEAR-OUT PROTECTION — SISALATION has long life! Its low first cost is the last.

Never before has an insulating material been perfected that will give so much value for so little money. SISALATION puts a heretofore costly building necessity within the reach of all.

All homes should have SISALATION protection. It stops the passage of heat and cold as effectively as much thicker materials—adds an extra weather-stop against dirt, wind and rain.

At its extremely low cost, you can provide all home owners with the welcome, added protection of SISALATION. And if you build for the market, "cash in" on the advantage of SISALATION as a selling help—its "plus" values cost you nothing. Give your home buyers extra returns in comfort and fuel savings with SISALATION.

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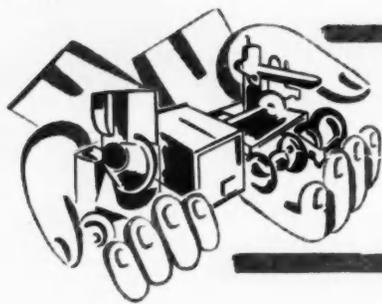
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NEW PRODUCTS

Offered by Manufacturers

ROOM TEMPERATURE SETTING ADHESIVE AB11509

Announcement of a new room temperature setting resorcinol adhesive which develops the joint strength, moisture resistance and durability usually associated only with hot press phenolics is made by the Resinous Products & Chemical Co., Philadelphia, Pa. This resin is suited to bonding applications where speed of cure, good adhesion to relatively impervious surfaces, good gap filling qualities and the ultimate in durability are important requirements.

PAINT BRUSH CLEANER AB11502

A new tool that is used to clean a paint brush in ninety seconds has been announced by Nashway Co. Ltd., Chicago, Ill. The brush is inserted in the handle of the tool, dipped in the cleaning solvent to be used and then spun for



15 seconds. The operation is repeated and when removed from the liquid the brush is clean and soft.

With the use of three other attachments, this tool becomes a handy drill, a paint mixer or cover cleaner for roller stippler.

FLUORESCENT LIGHTING BALLASTS AB11508

A line of ballasts for hot and cold cathode fluorescent lighting has been introduced by American Transformer Company, Newark, N. J. The manufacturer claims for AmerTran Ballasts an exceptionally close matching with tube characteristics, thus assuring maximum lamp life and maintained brightness. It is also claimed that flicker, end-blackening, premature burn-outs are reduced.

NEW ELECTRIC SANDER AB11503

The Detroit Surfacing Machine Co., Detroit, Mich., announces its new models XL50 and XL90 easy reciprocating electric sander. The company reports numerous new features including floating pistol-grip type handles, mounted on rubber, a more powerful motor, perfected balancing, slide type switch



mounted on side of handle, and numerous other improvements. The new units are practically vibrationless, cut faster, and are simple to operate.

NEW TYPE LOCK AB11510

A new kind of hardware for homes—Corbin Unit Lock—strong and exceptionally easy to install because of an entirely different method of application, is featured as the first of a new line of postwar products to be announced by P. & F. Corbin of New Britain, Conn. This cleanly designed new lock offers home owners complete freedom from the annoyance of sticking and binding knobs and latches because it is assembled at the factory in one complete unit which must pass rigid inspection before shipment. Adjustments to the mechanism by the carpenter are unnecessary.

FASTENER FOR WOOD & PLASTIC AB11507

A new speed clip for attaching pull knobs, name plates, medallions and

decorative trim has been announced by Tinnerman Products, Inc., Cleveland 13, Ohio. Assembly consists merely of pushing the speed clip into the hole, in wood or plastic, then firmly pressing the stud or rivet into the clip. As the stud passes through the clip, the flared end of the clip is forced against the sides of the hole. This locks the clip in place and develops a compression "bite" on the stud that prevents it from turning or being pulled out.

This method of assembly eliminates the necessity of drilling holes all the way through the material.

OIL-BURNING WATER HEATERS AB11501

A complete new line of oil-burning water heaters consisting of three models—20, 30 and 45-gal. sizes, is announced by The Coleman Company, Inc., Wichita, Kan. All models are completely automatic in operation, according to the announcement. They have automatic fuel control, automatic pilot, and automatic temperature control which maintains a constant water temperature of 150 deg. F.

Another new feature is the new automatic draft meter which is standard equipment. It eliminates excessive draft and thus prevents heat waste up the chimney. Heaters are listed by Underwriters' Laboratories.

(Continued to page 112)

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

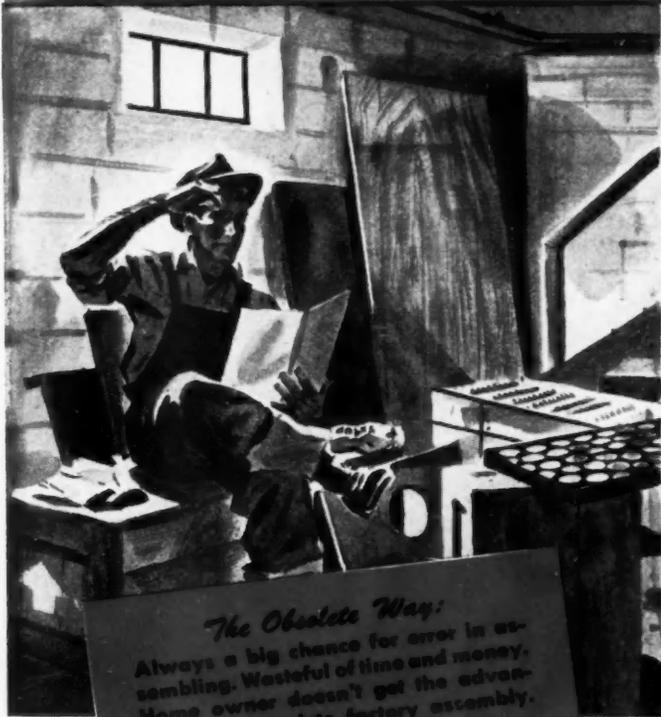
American Builder, 105 W. Adams St., Chicago 3, Ill.

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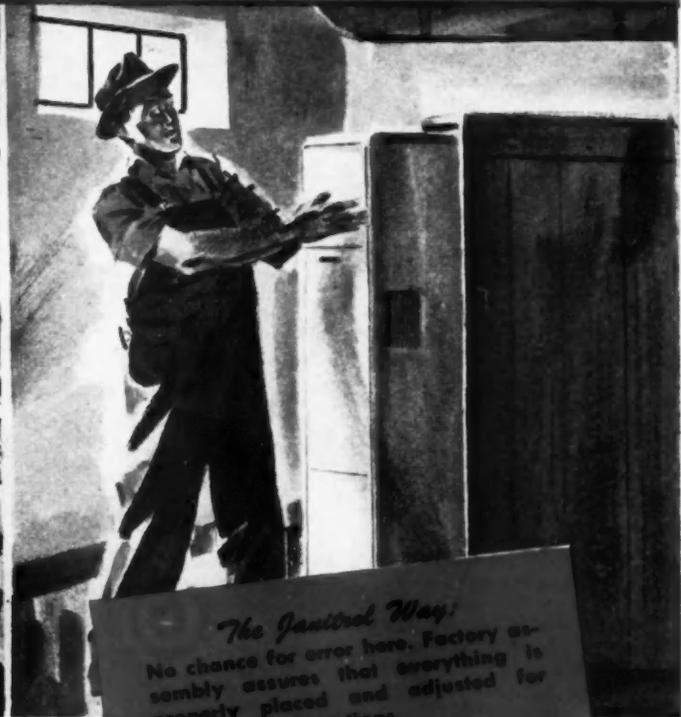
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 AB11507 AB11508 AB11509 AB11510

Janitrol's FACTORY ASSEMBLY CUTS COST—INCREASES CUSTOMER SATISFACTION



The Obsolete Way:
Always a big chance for error in assembling. Wasteful of time and money. Home owner doesn't get the advantages of complete factory assembly.



The Janitrol Way:
No chance for error here. Factory assembly assures that everything is properly placed and adjusted for quick easy connections.

IT will mean a lot—both to you and to those who will buy the postwar homes you build—to have them equipped with Janitrol *factory assembled* gas-fired heating units.

First, Janitrol cuts installation time—saves you labor costs—makes possible quicker occupancy.

Second, there's no chance of broken parts or error in assembling. Factory testing of complete unit is your

assurance that every part is in the right place, and in proper working order.

Third, Janitrol assures greater home owner satisfaction right from the start. No inconvenience of frequent service calls and adjustments.

Yes, with your heating contractor you simply select the size Janitrol you need, receive it all in one compactly assembled unit, and it's ready

for the necessary connections to duct work, gas outlet, and controls. It will be as simple as that!

But don't wait until the postwar building boom is upon us before you learn more about what Janitrol can do for you. For complete descriptive data on Janitrol's many advantages and extensive line of gas-fired heating equipment, write Surface Combustion, Toledo 1, Ohio, *today*.

Janitrol

GAS-FIRED HEATING EQUIPMENT



Water Air Conditioner



Gravity Furnace



Convulsion Burner



Wall Heater

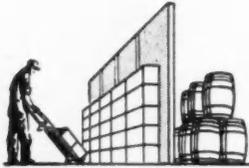
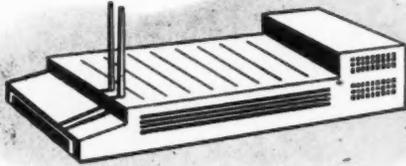
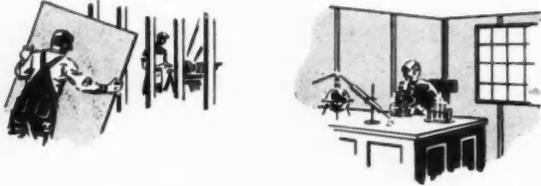


Radiator



Floor Type Storage Unit

WALLS FOR OFFICES AND LABORATORIES. Many factory areas need to be enclosed to improve working conditions, to give privacy, to keep out noise and dust. It's easy to sell Temlok* for jobs like this because it's inexpensive and quickly installed. These jobs are profitable for you.



WAREHOUSE PARTITIONS. When there's a need to divide warehouse space, sell Temlok for partitions. Such jobs can be installed quickly and at a worth-while profit.



EXTERIOR WALL LINING. Insulating the outside walls with Temlok is profitable for a factory . . . and for you. It saves fuel, adds to comfort of workers.

It pays to promote these FACTORY USES for TEMLOK

SALES AND PROFITS can be increased if you show industrial plant managers how to take full advantage of Temlok Insulating Board. Here are just a few of the industrial sales opportunities. Temlok offers dozens of other uses in homes and on farms.

Boards of Temlok De Luxe are factory painted in ivory color. They are big—4' wide by 7' to 12' long and 1/2" thick. They are light, easy to handle, quickly erected. Temlok saws cleanly, nails securely, and it is so inexpensive that it builds extra sales for you.

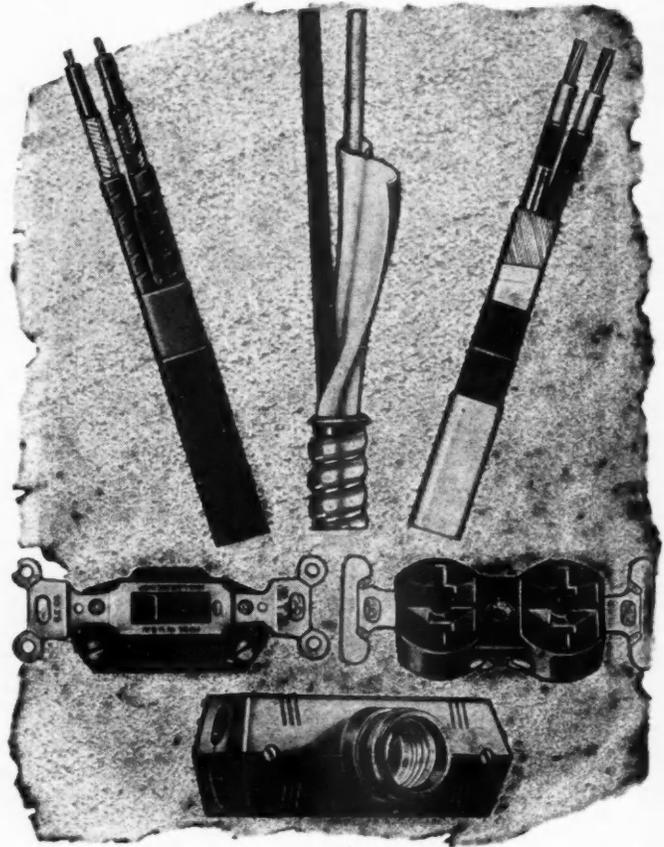
Send today for free samples, literature, and full information. Armstrong Cork Company, Building Materials Division, 1611 Ross St., Lancaster, Pa.

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ARMSTRONG'S TEMLOK INSULATION

SHEATHING • LATH • BOARD  DE LUXE INTERIOR FINISH

WIRING MATERIALS For Modern Homes



You'll find all of the materials needed for wiring new houses in the G-E line. They are high quality materials . . . easy to install . . . sure to give long service. Use of these materials will help sell the homes you build. The G-E monogram provides added prestige.

Included in the G-E Wiring Material line are BX and BraidX cables, boxes and fittings, standard wiring devices and special Surface Wiring Devices. Also included are materials for service entrance wiring—Type SE cable, rigid conduit and building wire.

For Further Information

G-E Distributors are located at key points all over the country. For information on G-E wiring materials, see the G-E Distributor in your territory or write to Section CDW-1158-80, Appliance and Merchandise Dept., General Electric Co., Bridgeport, Conn.



THE HOME OF TOMORROW

A. Wilson Barstow, merchandising manager, New England Power System, says, "The home of tomorrow can be only as modern as its electric wiring system. Plenty of circuits and outlets should be installed so that fullest use can be made of new electric facilities."



GENERAL  ELECTRIC

Pickup 20% MORE MAN-HOURS!

MONARCH UNI-POINT RADIAL SAW

Years ahead in design and simplicity of construction, this radically different power saw commands attention because it enables one man, on most types of construction, to turn out 20% more work in a given time. Savings of

from 200% to 500% are possible on certain operations, such as notching six 4" rafters at one stroke, both angles being cut at same stroke.

UNI-POINT achieves production miracles by the principle of one-point cutting, which does away with frequent resetting of work and adjustments of machines; by combining two or more operations in one; and by other short-cut methods which speed up production and reduce fatigue on the part of the operator.

"Say, that's a slick machine," has been the comment of more than one builder on watching a demonstration. It's hard to believe that one machine will do so many things and do them faster and more accurately—but it's true! A UNI-POINT in your shop will pay for itself in two or three contracts. It will enable you better to meet the ever increasing production loads of war-time requirements. It will also put you out in front in the competitive race that lies ahead with the coming boom in home building, which will require pre-fabrication and volume production.

This is the time for action! Send for Catalog 60.



COMPOUND MITERING. By combining both operations of tilting and pivoting, the saw is easily set for compound miter cuts—the saw still cutting into work at the same point in the table.



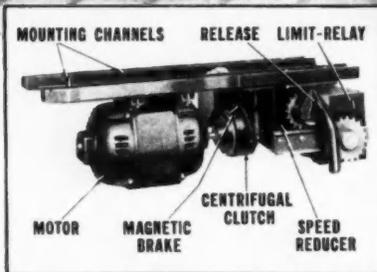
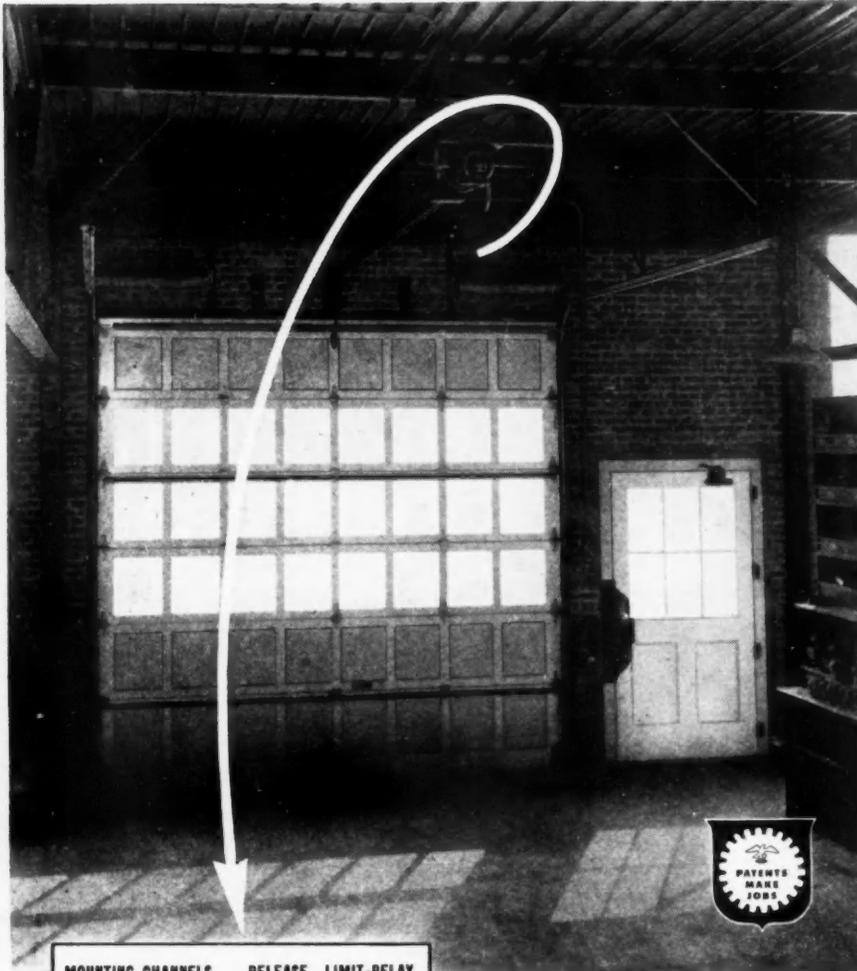
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SAVES TIME...HEAT...HEALTH

An electric door operator on frequently-used doors can do wonders to increase efficiency, reduce waste time, save fuel, and improve working conditions. Be sure to recommend Barber-Colman Electric Door Operators every time you have a chance to do so . . . your customers will appreciate it. *For complete details, see your Barcol representative.*



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BARBER-COLMAN COMPANY

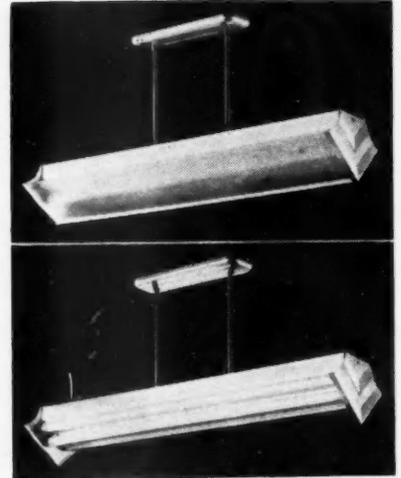
104 MILL ST. • ROCKFORD, ILL.

New Products—

(Continued from page 108)

FLUORESCENT FIXTURE AB 11504

A new glass-shielded fluorescent fixture of smart appearance and high efficiency, is announced by The Spero Electric Corporation, Cleveland. It is made for four 40-W tubes and equipped with the latest approved auxiliary equipment.



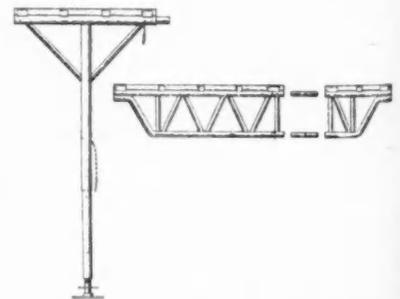
The new unit also features a simplified mounting plate, making installation for stem or flush-to-ceiling mounting easy and quick. While unit is at its best with glass panels, it is designed for effective use without glass where desired.

GREY-GREEN COLORED GLASS AB 11505

Pittsburgh Plate Glass Company has announced the production of its new grey-green colored Carrara glass. The new colored glass is suited to use in bathroom walls and appurtenances. It is also used in store-fronts, and is an ideal shade for table tops. Hospitals have found this new color especially suitable for operating rooms, according to the report of the manufacturer.

NEW SHORING AID DEVELOPED AB-11506

Ray J. Moths Co., Inc., of Milwaukee, Wisconsin, has just announced its invention of tubular steel trusses and tee-posts. Trusses are built sectionally, so that they can be quickly expanded or shortened for any need, thus making



them practical for use with any architectural design. Tee-posts, which have a screw adjustment feature at the bottom, similar to an automobile jack, may be used in conjunction with the trusses, thus making them equally practical for floor and wall shoring.

NOW AVAILABLE!

WHEELER OSGOOD

Tru-sized DOORS

FULLY MACHINED
PLUS
RESIN PRIME COATED



COMING SOON
A REVOLUTIONARY
NEW DOOR JAMB

Here, ready for immediate delivery, is the door you and your customers have been waiting for—Tru-sized to exact book opening, machined for lock and hinges, and resin prime coated.

The top reputation of Tru-sized Doors did not just happen—it grew as a result of superior design and fine workmanship, proven in thousands of war construction jobs.

For Tru-sizing saves time—70 minutes less on each installation—and each door is square, true, and uniform with no sawing—no planing—no fitting required.

Get set now to take care of peacetime business with Tru-sized Doors, made by the world's largest door manufacturers.

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This new Armco book
answers your customers' questions

HOME builders are "getting educated" on materials and equipment that go into their homes. They want the why's and wherefore's. They want the most value for their money. Which is why Armco is sending out thousands of copies of this new book on *special-purpose* sheet steels—every one to a prospective builder or remodeler.

There are more than four thousand pounds of expensive sheet steel construction and equipment in the average modern house, and this book covers all of it—tells, for example, why one special kind of Armco steel is best for this use and another kind for that use. Handsomely designed and illustrated,

clearly and simply written, this practical book contains a lot of useful information never published before.

No doubt there are prospective home builders in your community who ought to have this valuable new Armco book. Why not present a copy to each with your compliments? It will answer their many questions, save time for you, enable you to give them a better equipped home with greater profit for your business. *Please order only as many copies as you can put to good use.* The American Rolling Mill Company, 2761 Curtis Street, Middletown, Ohio. Export: The Armco International Corporation.

AMERICAN ROLLING MILL COMPANY

**SPECIAL-PURPOSE
SHEET STEELS**



Plans for Civic Development

(Continued from page 85)

alities. Steps have been taken to transform the entire river front, on both sides, and set up promenades, wide enough for the comfortable stroller and the window shopper, who will have something to look at in the shops that are planned—considerable space already has been contracted for—to face each other across the stream. For the present, the east concourse will be devoted to a park area, but it, too, eventually will contain attractive shopping facilities.

A major factor in the plan is the creation of a dozen free parking areas, well-spaced not only along the river's edges but throughout the remainder of the shopping district. These will each be identified with a distinctive facade, and will be set up, for the most part, in what are now unused backyards and wasted alley areas. A small park space, along with a monument to the many boys from Janesville and vicinity who served at Bataan, will be established on the west bank of the river between the planned groups of new buildings.

The plan, according to the committee, has met with a generally enthusiastic reception among business people of the city. One promising effect has been that store owners and merchants throughout the entire business section have looked critically at their present structures and in many cases decided to remodel them. Revelation of those plans was regarded as premature at the time of the visit of one of *American Builder's* editors, but future issues of the magazine will carry stories showing in detail the face-lifting operations of several of the shopkeepers on their own structures.

* * *

Nationwide Prize Homes Competition—

(Continued from page 102)

judges are: Paul Gerhardt, Jr., president, Chicago Chapter American Institute of Architects, chairman; Philip B. Maher, architect, Chicago, co-chairman; J. E. Merrion, president, National Association of Home Builders, builder, Chicago; Irvin A. Blietz, builder, Wilmette, Illinois; Arthur E. Fossier, president, Chicago Metropolitan Home Builders Association, builder, Chicago; John Merrill, architect, Chicago; John R. O'Connor, builder, Chicago; John W. Park, architect, Chicago, and A. N. Rebori, architect, Chicago.

Official rules may be secured by addressing "Chicagoland Prize Homes Competition, Room 1512, 435 N. Michigan Ave., Chicago 11, Illinois."

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FOR NEARLY 100 HOMES
 BUILDER SELECTS
 B & G Hydro-Flo
 HEAT

Mr. G. A. Mezger, home builder and developer of Roslyn Heights, N. Y., puts his finger squarely on the reasons for the sensational rise in popularity of B & G Hydro-Flo (forced hot water) Heat. He writes—

"In the nearly one hundred homes we have built at our new development, we have installed hot water heating systems which are equipped exclusively with Bell & Gossett equipment.

"We have had no trouble whatever with this equipment, and it has given a high degree of satisfaction both to us and to the owners to whom we have sold.

"One thing which no busy developer can afford to do is to install equipment which will constantly get out of order, which requires a lot of attention and servicing and which is apt to create ill will, rather than good will among his purchasers. *Your equipment has certainly met all tests and we recommend it without any hesitation or reservations whatsoever to any builder, developer or person contemplating the construction of a home.*"

For full information on B & G Hydro-Flo Heat and its application to every type of building, write today.



**ALL THE HOT WATER
 A BUSY HOUSEHOLD
 CAN USE**

B & G Hydro-Flo Heat not only provides supreme comfort, but also an all-year 'round supply of domestic hot water—no separately fired heater needed. For kitchen, laundry and bath there's an ever-ready supply on hand—low in cost and in ample quantities for labor-saving dish and clothes washers.



IDEAL FOR RADIANT PANEL HEATING

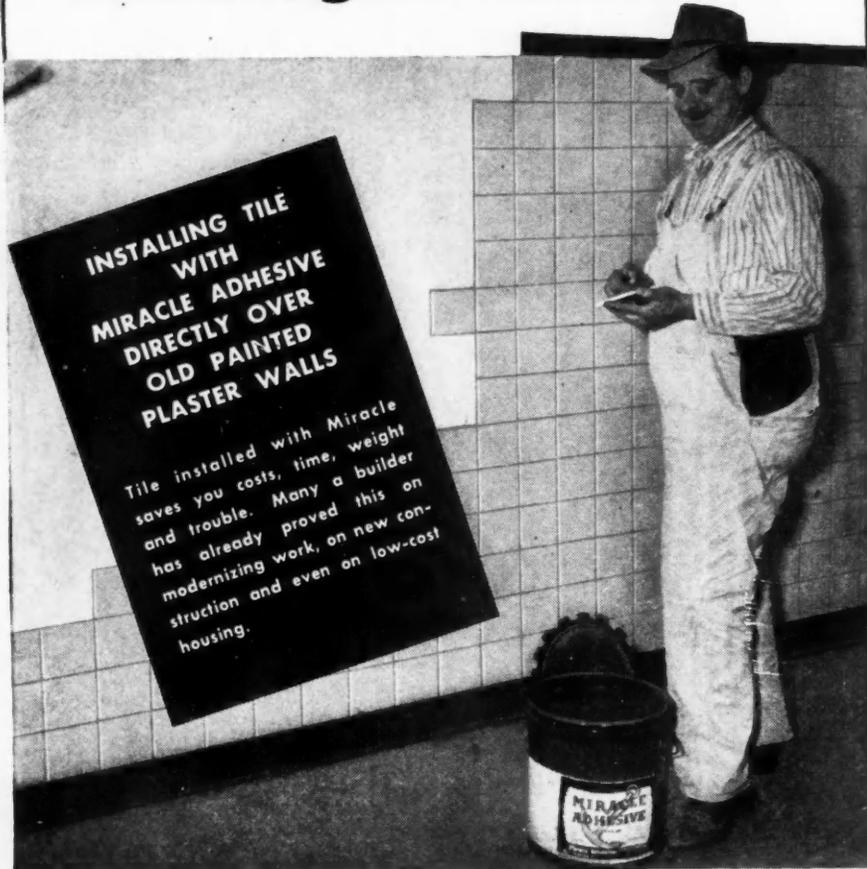
The smooth accuracy with which a B & G Hydro-Flo System controls the flow and temperature of heated water makes it the preferred system for modern Radiant Panel Heating.

BELL & GOSSETT CO.
 Dept. G-11 • Morton Grove, Ill.

Hydro-Flo HEAT

FORCED HOT WATER HEATING FOR RADIATOR,
 CONVECTOR, UNIT HEATER AND RADIANT
 PANEL SYSTEMS

To tile...or not to tile? Investigate Miracle!



**INSTALLING TILE
WITH
MIRACLE ADHESIVE
DIRECTLY OVER
OLD PAINTED
PLASTER WALLS**

Tile installed with Miracle saves you costs, time, weight and trouble. Many a builder has already proved this on modernizing work, on new construction and even on low-cost housing.

You add the "sales-appeal" of tile to the houses you are building, and save money at the same time, when you use the Miracle method of thin-bed tile-setting. Ask your tile contractor or write us for detailed information.

Installing tile is only one of the many ways in which Miracle Adhesive is helping builders turn out better houses for less money. With this quick-setting, cold-bonding, waterproof adhesive you *bond* metal, glass, mirrors, wallboards, canvas, fixtures, etc., *without the need of* mechanical fasteners. A Miracle bond stays tough and resilient, too, and resists temperature and climatic changes.

For full information on this new war-tested adhesive, write today to Miracle Adhesives Corp., 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, brick and terrazzo stair treads.
- Bedding thresholds, door saddles, safety treads
- Installing panel mouldings, trim, signs, nameplates, etc.

ONE USE ALWAYS SUGGESTS OTHERS



Miracle

ADHESIVES

Frederick E. Weyerhaeuser, Lumber Leader, Dies

FREDERICK E. WEYERHAEUSER was born in Rock Island, Ill., Nov. 4, 1872. He attended public schools in Rock Island, and was graduated from Philipps Academy, Andover, in 1892, and from Yale University with a B. A. degree in 1896, where he received the Phi Beta Kappa award. He had been a



FREDERICK WEYERHAEUSER

resident of Saint Paul, Minn., since 1891 in which year his father, Frederick Weyerhaeuser, who was the founder of the family business, moved the headquarters of his operations from Rock Island to Saint Paul.

After graduating from college he became associated with his father in the latter's office in Saint Paul, which was then and still is the headquarters for the Weyerhaeuser family. Upon his father's death in 1914, he became head of the family office which position he occupied continuously until the date of his death.

He was one of the founders of the Southern Lumber Company at Warren, Ark. He was also the prime mover in the founding of the Weyerhaeuser Sales Company in 1916 and has been an executive officer of many lumber companies of the Weyerhaeuser group and their affiliated concerns.

At the time of his death he was president of the Weyerhaeuser Timber Company, the largest company of the present Weyerhaeuser group. In addition to his lumber activities he was a director of the Great Northern Railway Company, First National Bank of Saint Paul, and was formerly a director of the Continental Illinois National Bank & Trust Company of Chicago.

He was head of the Saint Paul Community Chest in 1922 and for 24 years had served on the board of directors of the Saint Paul Y.M.C.A. At the time of his death he was an elder in the House of Hope Presbyterian Church and president of the Union Gospel Mission. He was a member of Delta Kappa Epsilon and Skull and Bones at Yale, and belonged to the following local clubs: University, Minnesota, Somerset, and White Bear Yacht.

Included among his survivors are his wife, two sons, Frederick, of Saint Paul, and Charles Davis, of Tacoma, and five grandchildren.

Also available
with steel

set

ga

int

rig

fan

THIS *New* RADIAL SUPPORT *converts* PORTABLE SKILSAW INTO

AN EFFICIENT JOB-SITE

RADIAL SAW!



Also available with steel legs

● In a few minutes you can attach SKILSAW Model "77", "825" or "87" to this radial support and be all

set to save time on all the cuts shown at the right. You save layout time . . . one piece serves as a pattern for thousands. You save cutting time by gang-cutting materials. You save material by cutting random lengths into usable lumber.

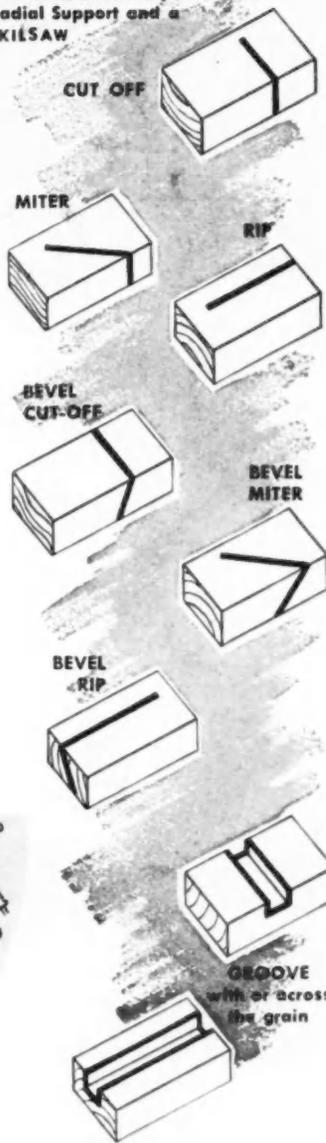
THEN . . . you can quickly detach Portable SKILSAW and take it right to the work . . . make every cut for which Portable SKILSAW is famous, from foundation forms to sheathing and roof decking.

See your distributor for a demonstration!

SKILSAW, INC. 5033-43 Elston Ave., Chicago 30, Ill.

Factory Branches in All Principal Cities

You can make all these cuts faster and more accurately with this Radial Support and a SKILSAW



PORTABLE ELECTRIC SKILTOOLS

MADE BY SKILSAW, INC.



SKILDRILLS

SKILSAW

SKILSANDER

SKILSHEAR

SKILNIBBLER

SKILGRINDER



Multiplication
 $7 \times 264 = 1848$

7 264 ✓
 1848 *

Division
 $78 \div 12 = 6 \frac{6}{12}$

78
 12
 6 *

Addition and Subtraction

8400
 375
 8775S
 650-
 8125*

the Printing CALCULATOR would figure it right!

An underpass figured too low! Few builders make such big mistakes, but many find that small errors are expensive.

To prevent errors and save time, the Printing Calculator simultaneously works, prints and proves your problems—as the tape shows.

The Printing Calculator takes the place of two machines: the ordinary calculator that cannot print, and the ordinary adding machine that cannot calculate!

It's the *only* machine that prints as it divides automatically, multiplies, adds and subtracts.

Builders everywhere say it is ideal for estimates, percentages, payrolls, billing, inventory lists, and all other figuring work.

They say it cuts costs, saves time!

Let the Printing Calculator cut your costs, save your time!

Phone your nearest Remington Rand office now, or write to us at New York 10, N. Y., for the free booklet "Tops."



Automatic Printing CALCULATOR

Remington Rand

National Real Estate Foundation

ASSERTING that the American public only needs to learn the truth about the growing burdens and discriminations against home and farm ownership and real property in the United States in order to bring about a new day for real estate ownership, 60 trustees of the National Real Estate Foundation concluded a two-day meeting at the Statler Hotel in Washington, Oct. 16 and 17, and set themselves an immediate goal of raising five million dollars for their National Real Estate Foundation.

The Foundation is planned as a fact-gathering institution to assemble data nationally concerning taxes on real estate, the discriminations against home and farm ownership practiced by federal agencies, and the constant burden of regulation of all kinds which have in recent years made the ownership of any real estate difficult. These facts, when gathered together, will be presented simply, backed by unquestioned proof, to groups, to associations, and to real estate owners for their use.

The trustees of the National Real Estate Foundation are drawn from all states and are at present 70 in number. The charter of the Foundation, issued in the District of Columbia, provides ultimately for 300 trustees, democratically selected through consultations with state committees throughout the nation.

It is planned that the Foundation, as rapidly as it acquires its data, will make them available to various groups now organized or to be later organized, which have a basic interest in land or its uses. There are at present many groups in the city planning field who need more concrete and specific data. There are in the states taxpayers' associations whom it is planned to service and assist. Finally, there are nearly 25 million small real estate owners of various kinds in the nation now totally unorganized on a national scale whose various local groups, where they exist, will be assisted.

Speaking on the broad purpose of the Foundation, Mr. Arthur W. Binns, Philadelphia, newly-elected president, said: "The main objective is that by assembling and distributing the truth about real estate ownership, we shall be able to foster, maintain and protect private ownership of homes, farms, and other real property."

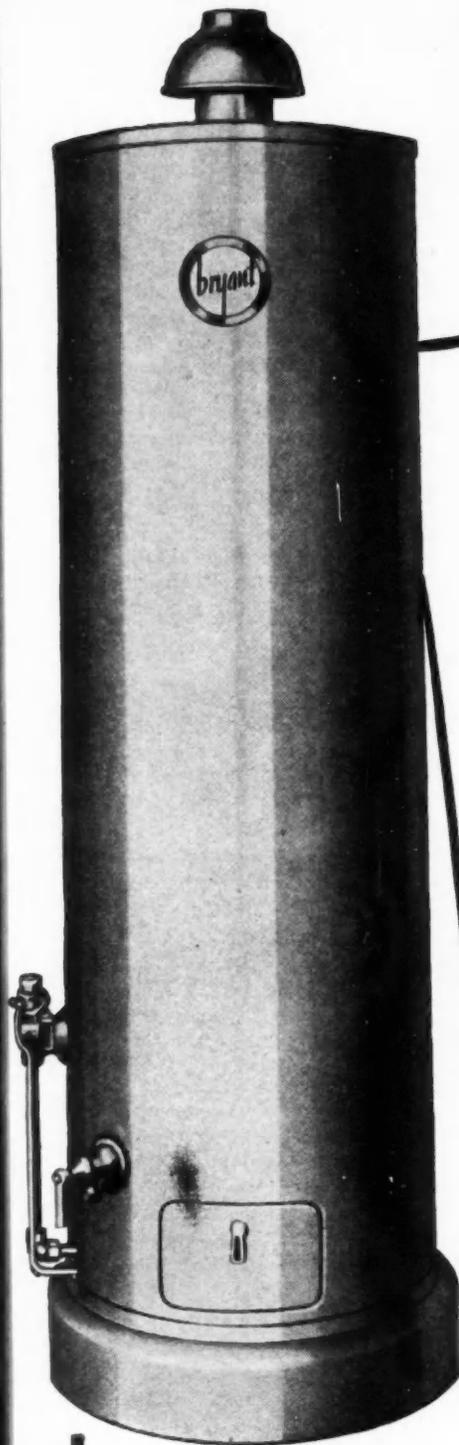
"We note with grave concern that in many nations in the world today private ownership of homes and farms is being wiped out by new social and political philosophies. We note also that in those same nations personal freedom, as we know it, disappears. We believe with all our hearts that the widespread ownership of homes and farms and property among millions of small people is the only basic economic guarantee for free institutions that exists. We shall try to make this truth evident in our work."

Real estate owners everywhere are invited to contribute to the Foundation.

(Continued to page 120)

NEW!

Automatic Storage Water Heaters added to the Bryant Heater line



bryant

**GAS
HEATING**



LET THE PUP BE FURNACE MAN

No doubt, it has come your way, too . . . that simple request so difficult to fulfill. "Give me a gas water heater as good as my Bryant home heating equipment," said the satisfied customer, "and you've made another sale!"

Certainly, that is a problem. But, not for much longer! Soon, you can supply water heating as well as home heating equipment bearing the famous Bryant name plate. Soon, the first Bryant Automatic Storage Water Heaters will begin moving off the production lines. And that means an extra sale of one of these modern models for you in almost every home where you sell Bryant automatic gas heating.

Consider the selling features of Bryant Water Heaters, too. They are completely automatic . . . super-insulated . . . flat-based for clean-around ease . . . give faster and cheaper heat transfer by passage of flue gases through a baffled tube centered in the water column . . . made in standard, de luxe streamline and table-top styles.

Americans know and prefer the home heating truly engineered to "let the pup be furnace man." Americans will welcome the same trouble-free service on their hot water heating job . . . *as well as the man who sells Bryant Automatic Storage Water Heaters!*

Bryant Heater Company, 17825 St. Clair Ave., Cleveland 10, O.
One of the Dresser Industries

NOW YOU CAN GET
Blo-Fan
CEILING VENTILATORS
FROM YOUR
LOCAL SUPPLIER



The General Electric Supply Corporation and selected independent wholesalers across the country once more are ready to supply Blo-Fan Ceiling Electric Ventilators.

Well known before the war as the most efficient small ventilator built, Blo-Fan soon will be ridding thousands of additional homes of unwanted air. Cooking vapors and odors—bathroom fog—gameroom smoke and liquor fumes—laundry steam, all are eliminated *as they rise* by

Blo-Fan
CEILING VENTILATORS

Installed *directly over the source* of foul air—Blo-Fan gives nature a boost by catching vapors before they spread or soil interior decorations and furnishings.

Home buyers will be far more "Ventilation conscious" than heretofore. Give them the best in modern *ceiling* ventilators by installing Blo-Fan, the combination fan and blower.



SEND FOR NEW BOOKLET

Full of factual information
 about ventilation. Write to-
 day for your copy.

PRYNE & CO., INC.

1245 E. 33rd St., Los Angeles 54, Calif.

NEW YORK • CHICAGO • SEATTLE • SAN FRANCISCO

DISTRIBUTED BY G. E. SUPPLY CORPORATION AND SELECTED
 INDEPENDENT WHOLESALEERS ACROSS THE COUNTRY

Foundation—

(Continued from page 118)

which is strictly a research and educational institution. Under the laws of the nation such contributions are deductible in the calculation of federal income tax.

The officers of the Foundation elected at this meeting of the Trustees are as follows: Arthur W. Binns, president, Philadelphia, Pa., property owner; Samuel O. Dunn, vice president, Chicago, Ill., publisher; Clark Daniels, secretary, Washington, D. C., builder; Bruce Baird, treasurer, Washington, D. C., banker, and N. C. Hines, executive director, Washington, D. C.

In addition to the officers, the executive committee elected included the following: Lewis T. Breuninger, Washington, D. C., builder; Herbert U. Nelson, Chicago, Ill., trade association executive; Ben Schlossberg, Trenton, N. J., real estate broker, and W. Burton Guy, Baltimore, Md., property owner and manager.

The Foundation trustees plan to hold another meeting in December in the City of Washington, at which time additional trustees to be elected will be present in order to help plan the quick development of the new institution to full usefulness.

* * *

**Dreher to Head up NEMA's
 Educational Program on
 Armored Cable**

THE National Electrical Manufacturers' Association has announced the appointment of Henry M. Dreher, electrical engineer, to conduct its new educational and technical program on armored cable. The program, which features a film on the production of this pioneer wiring material, is intended to demonstrate to industry groups the part the product may be expected to play in meeting postwar demands for an adequate wiring system.



HENRY M. DREHER

Titled "The Armored Cable System of Wiring," NEMA's film follows from start to completion the manufacturing processes that go into the making of the cable, as well as tests and other measures taken to insure compliance of the product with industry demands and standards. Presentation of the film before various industry groups, including elec-

(Continued on page 122)

IT'S PRACTICAL...
IT'S STYLISH...
IT'S WANTED...



The Corbin Residence Unit Lock

For the first time . . . a CORBIN UNIT LOCK for homes . . . a lock as smart as it's sound . . . 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 lock offers all the

advantages of its commercial counterpart.

Because the lock is a complete unit assembled at the factory and only two saw-cuts instead of drilling or mortising are required, installation is simple and fast.

The CORBIN UNIT LOCK for residences offers new, big opportunities for profit . . . to retailers, jobbers, builders and contractors.

Quick Facts

- Ease of installation heretofore unknown for residences
- No boring, no mortising for lock case — 2 saw-cuts opening, knock out block, install
- Complete factory assembly
- Easy closing due to pivoted (springing) latch
- For 1 1/2" thick doors
- Eye-appealing 2" knob
- Solid frame cast in one piece
- Complete ready-to-go for key locks when desired
- Push button locking and latch release for bathrooms
- Reversible for right and left hand doors

P. & F. Corbin

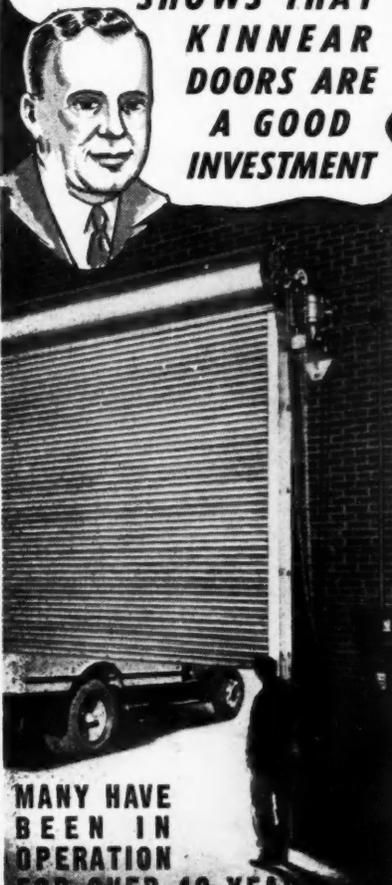
Good Buildings Deserve Good Hardware



Division of the American Hardware Corporation

New Britain, Connecticut • Since 1849

EXPERIENCE SHOWS THAT KINNEAR DOORS ARE A GOOD INVESTMENT

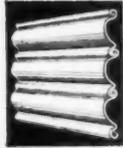


MANY HAVE BEEN IN OPERATION FOR OVER 40 YEARS

When you specify Kinnear Motor Operated Rolling Doors you can be certain you are providing doors that save time and effort every time they are opened or closed. A touch on the control button puts the sturdy motor operator into action instantly, coiling the rugged, steel-slat curtain up out of the way.



MOTOR OPERATOR
an integral unit, features a specially designed torque output motor for long life and durability.



FLEXIBLE STEEL SLATS
of the curtain are strong and rugged, and are individually engineered for each job.



REMOTE CONTROL
switches can be installed at convenient points to save additional steps and time.

Write for latest bulletin! The Kinnear Mfg. Company, 1560-80 Fields Ave., Columbus 16, Ohio.

SAVING WAYS IN DOORWAYS

KINNEAR ROLLING DOORS

Dreher to Head NEMA Program

(Continued from page 120)

trical wholesalers, contractors, engineers, inspection authorities and electrical leagues, will be made by Mr. Dreher, along with a technical talk on products of NEMA's Armored Conductor and Flexible Metallic Conduit Section.

Before serving as electrical engineer of this section, Mr. Dreher was with Atlantic Insulated Wire and Cable Co., Underwriters' Laboratories, Triangle Conduit and Cable Co., and National Electric Products Corp. He is a graduate of Pratt Institute's School of Science and Technology.

* * *

National Gypsum Informs Employees of Peacetime Jobs

IN a letter to all employees, National Gypsum Company covers all phases of its operations, including war production, plant additions, reconversion to peace, postwar production and more jobs. The letter says in part, "Restoration of full-time operation in itself assures a 25 per cent overall increase in employment. New plants and additions to present plants when operated to capacity will require another 25 per cent increase. This means jobs for our returning veterans and greater opportunity for the men and women who expect a career in this business."

The letter also covers the reconversion period, saying: "The next twelve months will be difficult and confusing. While heavy industry is converting there will be a substantial unemployment, shortage of materials, labor strikes and continuation of high taxes. Under these conditions new building may be slow in starting. While new construction is being planned, neglected repairs and modernization must have attention. This will allow time for our dealers to build up their inventories for a more active building program the latter part of 1946."

The review was prepared to inform returning veterans how well prepared National Gypsum is to make good their promise of better jobs when they return.

* * *

McNamara to American Technical Society

JOHAN E. McNAMARA, associate editor of *American Builder* for the past two years, has resigned to prepare a book on home building and house design for the American Technical Society, vocational publishers, Chicago, Ill.

Mr. McNamara, in speaking of the book he will prepare, said: "Close co-operation will be set up with the various branches of the building industry to ascertain exactly what postwar products and equipment will be immediately available for new homes so as to present this information to the readers of the book, though no product advertising will be carried in the publication."

Feather Foam
QUILTED GARMENTS



FINGERTIP COAT

A real Arctic storm coat. Light, action free, warm to 40° below zero. Full quilted body and sleeves. Closes by zipper with overlapping button storm flap. Fur collar of government type mouton lamb. Large stormproof pockets, "no-draft" inner knit wristlets, action back, hand warmer pockets. Positively top quality tailoring, styling and materials.

AT YOUR DEALERS —OR WRITE US FOR INFORMATION ON WHERE YOU MAY BE FITTED

Arctic FEATHER & DOWN CO.
83 COLUMBIA ST., SEATTLE 4, WASH.

Youngstown Kitchen Display

YOUNGSTOWN KITCHENS, by Mullins, were placed on display in late September by that manufacturer's distributors in New York City—Weiss and Besserman. A separate feature opening the display, but no part of the product, consisted of streamlined Conover models.



Seen in the picture, through the all-glass doorway to the display room, are the Misses Bettye Bosworth, Chris Peters and Toni Joyce. The fortunate gentlemen pointing out the gadgets are Abe Besserman and Sam Weiss, Youngstown's distributors.

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Nairn L
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beauty a
permits
Nairn d
A handb
free if y
Kearny,

Entrance halls like this sell houses **Fast!**

In the powder room, Nairn Wall Linoleum provides a permanent finish that will last as long as the house itself.

Inset scrolls of contrasting color set off the rich tone of the rest of the floor. Custom designs can be worked out inexpensively in Nairn Linoleum.



First impressions: Highly favorable!

That's the verdict when prospects step into an entrance hall as smart and attractive as this one!

One look at the beauty and the many practical advantages that Nairn Linoleum brings them—and they're sold for keeps!

Make the house *you* build sell on sight by including Nairn's many "sought for" features. Nairn not only adds beauty and serviceability but hastens completion—

permits immediate occupancy. See your Nairn dealer for colors *now* available.

A handbook on linoleum specifications is free if you will write: Nairn Linoleum, Kearny, New Jersey.

Floors of Nairn Linoleum are colorful — durable — require a minimum of upkeep. Tracked-in dirt can be readily removed from their satin-smooth surface.



For modern floors and walls
NAIRN LINOLEUM

easy to maintain, colorful, permanent, resilient.



*The World's
Most Popular*
PLANE

Every Stanley Bailey Plane has one standard of performance—fine, fast, effort-saving results year in and year out. Here are some of the features that make this plane, like other Stanley Tools, a producing partner of woodworkers everywhere:

Handle and Knob—Rosewood formed to fit hand comfortably, fitted tightly to plane . . . *Cutter*—adjustable endwise and side-wise by means of lateral lever and adjusting nut . . . *Frog*—provides firm support at rear of mouth, adjustable for mouth width . . . *Lever Cap*—holds cutter firmly in position . . . *Body*—finest grey iron, milled and ground straight and true.

For better, faster, more profitable work, buy the Stanley Bailey Plane—standard equipment of builders the world over.

STANLEY TOOLS
133 Elm Street
New Britain, Connecticut



General Electric Appointments

C. E. ANDERSON, assistant controller of the General Electric Company, has been appointed manager of the company's Home Laundry Equipment Division, it has been announced by H. L. Andrews, vice president in charge of the G-E Appliance & Merchandise Department.

Mr. Anderson succeeds J. M. Wicht, who has resigned. He will be responsible for all engineering, manufacturing and sales activities concerning G-E washers, ironers and dryers.

At the same time, Mr. Andrews announced the appointment of L. E. Walkley as auditor for the Appliance & Merchandise Department.

Mr. Anderson joined G-E in 1924 as a member of the company's business training course.

Mr. Walkley has been assistant auditor of the Appliance & Merchandise Department in Bridgeport since 1941.

* * *

WPB to Help Employees Find New Jobs

THE War Production Board has set up an Industry Personnel to assist WPB employees in relocating with industry. This committee, appointed by J. A. Krug, chairman of WPB, has classified by skills all employees leaving the board.

"These people are of high calibre," Mr. Krug said. "In their service to their government in time of war, they have added to the experience they brought to WPB. Industry, I am sure, knows through having worked with these people, that they are efficient; that they have the 'know-how' to get a job done. I sincerely believe that industry needs them."

In the building field, for example, the committee's register of applicants includes salesmen, production men, all types of executives, accountants, controllers, research men, market analysts, statisticians, etc. Building companies, interested in any of the above applicants, can inspect the experience records of these men, now on file in the Chicago and New York offices of WPB, as well as in the Washington office.

* * *

Truscon Personnel Changes

W. V. PETERS, vice president of W. Truscon Steel Co., has announced the following changes in the general sales department: C. B. McGehee, formerly Lt. Colonel in the Office of Strategic Services, has resumed his position as general manager of sales; W. D. Morehead, formerly manager of the erection department, has been named chief engineer.

George McDermott is leaving his post as erection superintendent in New York City to become manager of the erection department in Youngstown. C. J. Gelhaar, formerly assistant sales manager of the window and door division, has been made sales manager of the door division. G. J. Casey of the metal lath division has been appointed sales manager of that same division.

BETTER VALUE for Tomorrow's Homeowners

You can give tomorrow's homeowners enduring quality with stock-design doors, windows, frames and woodwork of Ponderosa Pine—and Ponderosa Pine helps to maintain home values through the years while adding charm and distinction.

For full information, write Ponderosa Pine Woodwork, Dept. MAB-11, 111 West Washington Street, Chicago 2, Illinois.

ATLAS MORTAR CEMENT

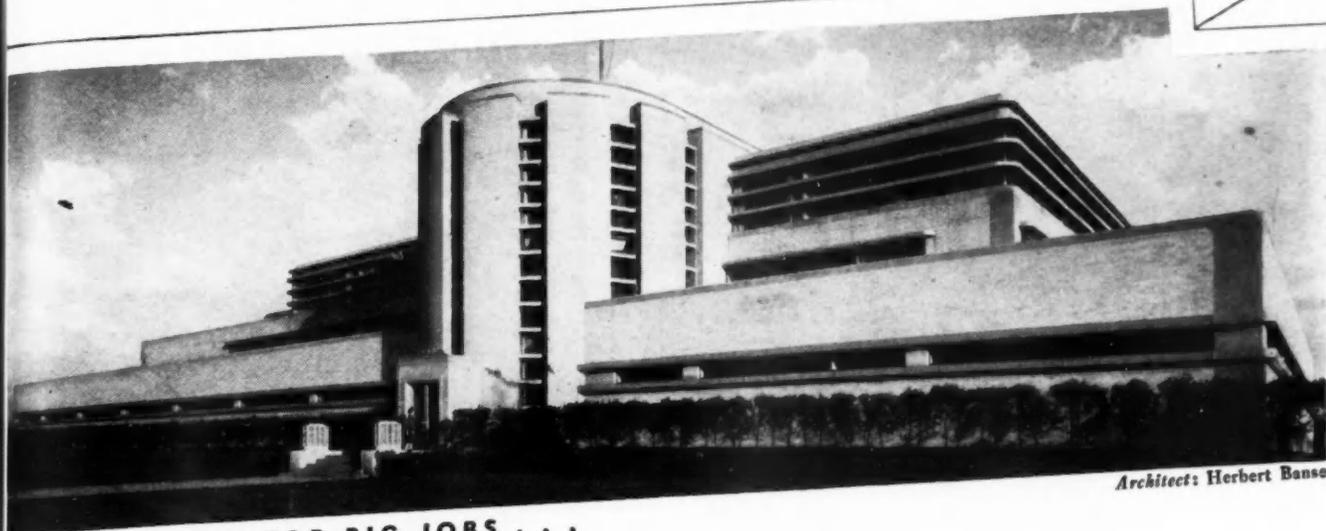
"The Satin of Masonry Cements"

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 · Wash.

USE "PENNVERNON" ... not just "Window Glass"



Architect: Herbert Basso

GOOD FOR BIG JOBS . . .



. . . OR LITTLE ONES

PENNVERNON WINDOW GLASS has the clarity, the fine finish, and the freedom from distortion which are necessary qualities in the window glass used to glaze such impressive buildings as the Research and Manufacturing Laboratories, G. D. Searle & Co., Chicago, Ill.

THESE SAME QUALITIES make Pennvernon Window Glass widely accepted for glazing modest homes like this. For big jobs or small, Pennvernon is ideal.

For big buildings or small, use Pennvernon . . . the window glass that has made a name for itself!



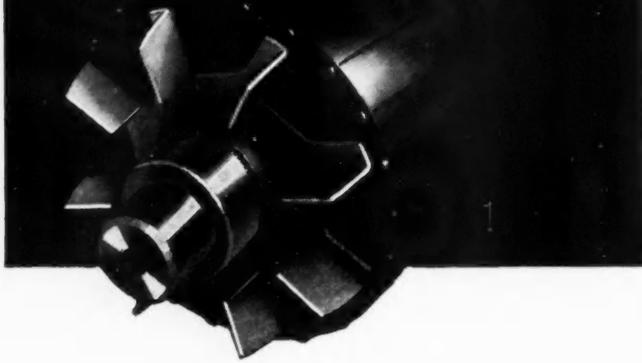
PENNVERNON window glass

PITTSBURGH PLATE GLASS COMPANY
2396-5 GRANT BUILDING, PITTSBURGH 19, PA.

"PITTSBURGH" stands for Quality Glass and Paint



THE "Inside dope" ON TROUBLE-FREE RENTAL SANDERS

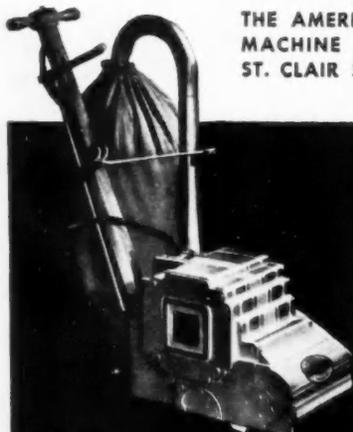


It costs just a little more to build a lot more quality into a rental sander. By doing this American has found the answer to the hardware, paint and lumber dealers demand for trouble-free rental equipment. Take the motor, for instance... we pay more for it but the results prove the Little American a thoroughly practical machine.

This sander is powered by a special G. E. motor. The rotor, shown above, looks like a solid piece of metal. In reality it has a one piece copper riveted winding that has permanent electrical characteristics and is practically indestructible. Built to close tolerances and well balanced this rotor, the heart of the machine, assures smooth, trouble-free operation.

Yes, the Little American is a husky, full-powered machine that can take punishment in the hands of a novice and do a professional looking floor sanding job. The rotor is just one feature of this ideal rental sander; many more are described in the latest literature. Write for a copy today.

THE AMERICAN FLOOR SURFACING
MACHINE COMPANY, 519 SOUTH
ST. CLAIR STREET, TOLEDO 3, OHIO.



Important: American floor sanders are now available on a "first come-first served" plan. Place your order now with one of American's thirty distributors, or home office.

American

FLOOR SURFACING MACHINE CO.

Seattle to Launch Institute

Chamber of Commerce sponsors
Home Planners' Program; \$15,000
expense budget to be raised



CHARLES F. CLISE, president, Seattle Chamber of Commerce, opens building industry meeting.

SEATTLE, original birthplace of the Home Planners Institute idea, has finally come to the conclusion that what has proved good for many other towns and cities—to instruct and encourage prospective home builders and home buyers—might also be good medicine to take at home.

On Oct. 11, at a big building industry rally in the main banquet hall of the Seattle Chamber of Commerce, a resolution was adopted to raise an expense budget of \$15,000, hire a full-time program manager, and launch a vigorous campaign of home building classes and informative lectures for the Seattle area. This local Home Planners Institute is under the sponsorship of the Construction and Civic Development Committee of the Chamber with Ward Kief as chairman of the Institute Subcommittee.

Conceived back in the early days of the war period by W. C. Bell of the Western Retail Lumbermen's Assn. and W. B. Greeley of the West Coast Lumbermen's Assn., and first tried out in Portland, Ore., in the fall of '43, the Institute program has been "sweeping the country from Coast to Coast," according to Charles F. Clise, president of the local Chamber of Commerce. He urged strong united action by all industry factors in the Seattle area to educate the public toward private home ownership and consistent savings for home improvements.

According to the operating plan announced, evening lecture classes will be held every two weeks in neighborhood public schools, and everyone interested will be invited to attend. There will be no registration or admission charge. The classes will be led by competent men of practical business and building experience and the complete range of home finance, building and decorating subjects will be covered.

It was revealed at this meeting that more than 140 other cities and towns across the nation now have Institute programs under way. A total of \$996,000 has been raised locally to promote and back these building industry projects, it was reported. According to present indications these figures will be more than doubled by the end of the year.

William F. Devin, Seattle's mayor, addressing this meeting of realtors, contractors, bankers, mortgage men and civic leaders, lauded the program as "sound" and "wise."

"This is infinitely better than a public-works program," the mayor said. "I think there is a need for it. It will give employment to thousands when materials become available."

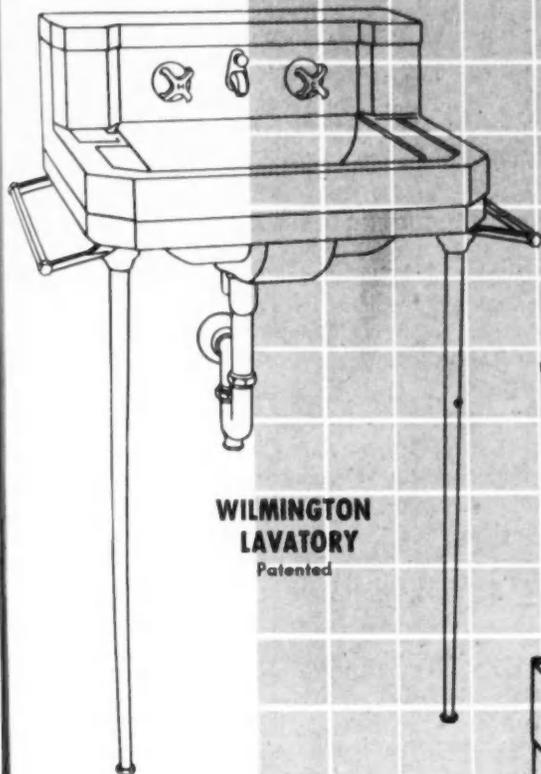
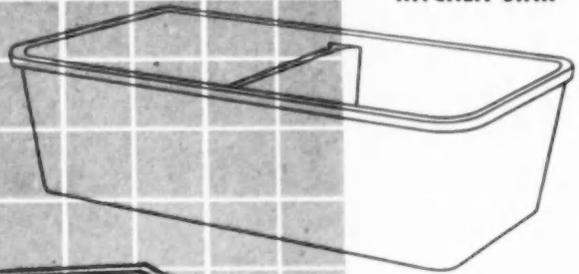


T/N ON
WATER C
Patent

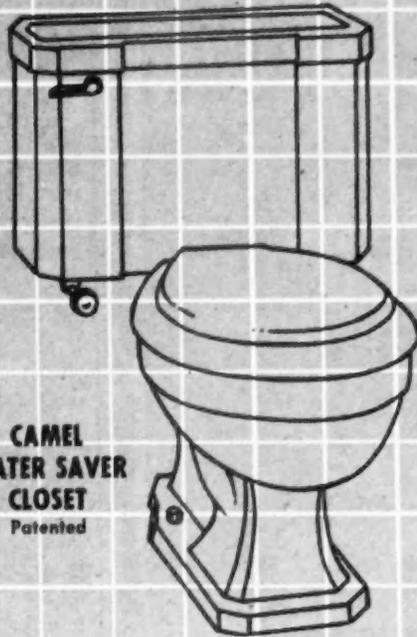
W. A

Vitreous China is better...

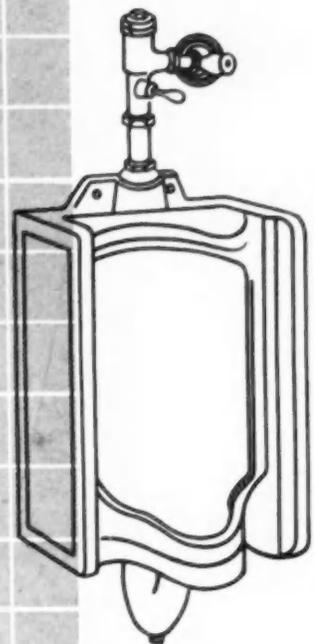
2-COMPARTMENT
KITCHEN SINK



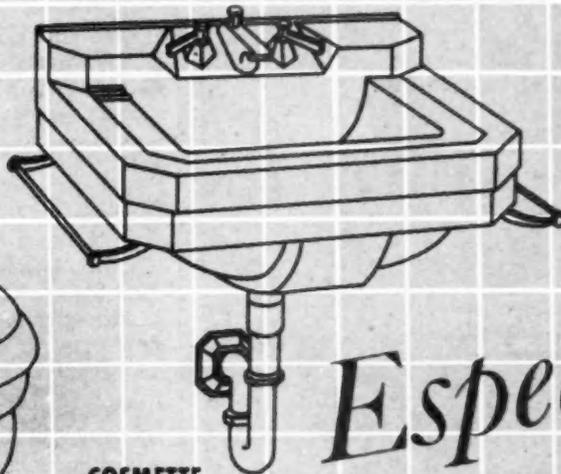
WILMINGTON
LAVATORY
Patented



CAMEL
WATER SAVER
CLOSET
Patented



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URINAL



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T/N ONE-PIECE
WATER CLOSET
Patented

Especially
Case!
when it's

HOPE'S WINDOWS

1818 *The Name Guarantees* 1945



Small conveniences sell homes. The difference between adjusting a HOPE'S Steel Casement with finger-tip control and struggling with a double-hung window across a kitchen sink may well be the reason why one home is bought instead of another. The prospective home buyers of today already know of the convenience of metal casements and they will soon learn that their additional values in better daylighting, ventilation, weather-tightness and durability can be obtained at no extra cost over good quality, weather-stripped wood windows.

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

THE FINEST BUILDINGS THROUGHOUT THE WORLD
ARE FITTED WITH HOPE'S WINDOWS

Catalogs and

HOW-TO-DO-IT INFORMATION

167—THE ECONOMICS OF SUPPLYING HEATING—cooling and other services to a planned housing project from a central source are discussed in a new book issued by The Ric-wil Company of Cleveland, Ohio. The title is, "A Practical Plan for Incorporating Central Heating and Air Conditioning in a Proposed Suburban Apartment Housing Development." Contained in the text is a detailed factual analysis of the subject, with blueprints, cost tables, etc.

168—FLOOR CLEANER FOLDER—explains how the cleaner not only "lifts" dirt off the surface for easy, speedy removal by wiping, but actually "waxes as it cleans" in one application. In addition, this floor cleaner is said to remove rubber heel marks, according to the manufacturer, L. Sonneborn Sons, Inc., New York. This 4-page folder is of special interest to maintenance men in hospitals, institutions, commercial and industrial buildings.

169—DECORATIVE MOULDING CATALOG—has been issued by R. D. Werner Co., Inc., New York. This colored folder shows the application of "Chromtrim" to a variety of uses, both commercial and residential. The catalog includes one-piece sink frames, polished aluminum trims, anodized aluminum trims and all accessories.

170—POSITIVE TERMITE PROTECTION—has been perfected by Hill Termite Control Systems, Memphis, Tenn. This system is explained in a release showing fully developed termite nest, with tunnels leading in all directions to carry termites into the foundations. The Hill System is based on an original installation charge, plus annual maintenance for an indefinite period. Also included in the literature are the names of many users of this system.

171—LIGHT AND POWER—instantly generated by Kohler Electric Plants, is the keynote of a new folder just released by the manufacturer. The many models and uses are fully described and illustrated in this 4-page folder, along with a list of prominent users.

172—VENTILATION PROBLEMS—and their solutions are explained and illustrated in a new booklet just issued by Ilg Electric Ventilating Co., Chicago, Ill. This book was compiled for architects, engineers and contractors and contains a wealth of information concerning installation of fans and blowers for every type of building—residential, civic and commercial.

173—MODERN VENTILATION AND VISION—are promised in a new aluminum package window unit manufactured by Watco Engineering, Inc., Cleveland, Ohio. In a 4-page folder just released, all the advantages of this ventilating window are explained and illustrated. These windows have no pulleys, weights, cords or springs and will not stick or rattle, swell or shrink. Upper sash can be glazed with hermetically sealed double-pane glass or the equal. This window can be opened when it rains without danger of rain entering. It can also be fitted with metal storm sash or metal screen, both of which can be furnished with the window. Window washing can be done from inside without removing screens.

(Continued to page 130)

**SIX STEPS OF PROTECTION
IN THE PUBLIC INTEREST**

... (5th of a Series)



**The Authority
of the Test Tube**

Opinions may differ ... ideas may diverge ... but there is no disputing the results of careful, scientific testing. That is why NDMA, as part of its service to the public, retains the authority to test the efficiency of toxic preservative solutions for wood used by its licensees.

NDMA's authority to make such tests provides a firm foundation for the confidence with which architects, builders and homeowners regard wood products carrying the NDMA seal of approval. This authority makes it possible to determine, accurately, that such products as windows, doors, screens, frames and shutters have been treated in accordance with NDMA's minimum standards ... that their lasting qualities are improved and enhanced.



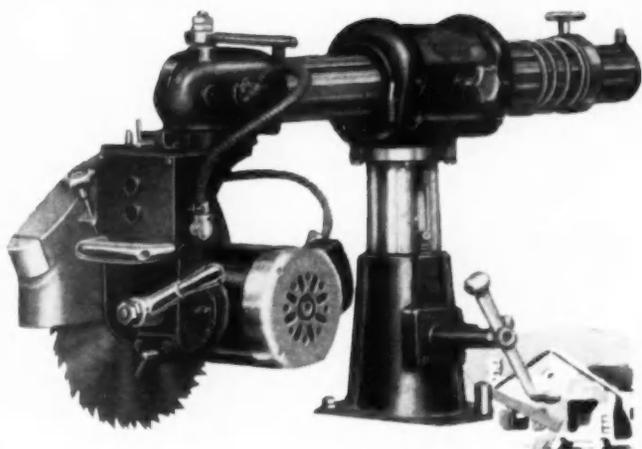
The NDMA Seal of Approval—available by license to all manufacturers and distributors who conform to the toxic preservative standards of the NDMA—represents these six steps of protection:

1. An efficient test for measuring effectiveness of toxic preservatives
2. Minimum standards governing the toxic preservative treating of wood-work products
3. A seal identifying products treated in conformity with NDMA Toxic Preservative Standards
4. Mill inspection of treating equipment and practices
5. Laboratory check-tests of preservative solutions
6. Educational effort in the public interest

NATIONAL DOOR MANUFACTURERS' ASSOCIATION
McCORMICK BUILDING • CHICAGO, ILLINOIS



COMET *Radial Power* SAWS



For
**MASS
PRODUCTION**

There is a Comet Saw for every power-cutting purpose. All models are perfect for mass production. Renowned for their power and sturdiness, Comets make all cuts and produce "more cuts per dollar" by giving longer trouble-free service. Literature and prices on the full Comet line free upon request. See your local dealer or write direct for detailed information.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
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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
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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

CATALOGS—

(Continued from page 128)

174—SAVING ON MAN-HOURS AND MAN-POWER—is the keynote of latest edition of the Kimsul insulation book for architects and builders. Contains sections on physical characteristics of Kimsul; its proper application to various structures; tables showing how fuel bills are reduced and winter comfort is increased by raising wall and ceiling temperatures with applications of Kimsul; why insulated attics should be ventilated and how to do it; when a vapor seal should be used and how to install it. Published by Kimberly-Clark Corporation, Neenah, Wis.

175—WINDOWS FEATURING WATER-TIGHT SILL JOINTS—and permanent sill supports are described and illustrated in new catalog issued by Malta Manufacturing Co., Malta, Ohio. Every type of frame manufactured is covered in this booklet, giving specifications for frame, brick veneer and brick box buildings. Cellar frames, outside door frames, double-hung window frames, are included. Prices of window trim, door trim, inside door jambs as well as all frames are listed.

176—ELECTRICAL EQUIPMENT CATALOG—has been issued by Cutler-Hammer, Inc., Milwaukee, Wis., featuring the complete line of safety switches, service control, multi-breakers and electrical specialties as well as a selected list of the more widely used motor control items they manufacture. The generously illustrated merchandising catalog provides complete technical data on this class of equipment.

177—PRACTICAL BATHROOM LAYOUT SUGGESTIONS—are offered by Henry Weis Mfg. Co., Inc., Elkhart, Ind., in a new booklet just released. There are floor plans and cutaway isometric drawings showing suggested arrangements of bathrooms for various needs. Ideas are given for the large family bathroom, connecting baths, guest rooms, and "the compartment bath" which enables several members of the family to use the bathroom at the same time and still maintain privacy. The convenience of cabinet showers is covered in the illustrated booklet.

178—HOW TO HANDLE HEAT GENERATION—for radiant heating systems is the subject of a booklet just released by H. B. Smith Co., Inc., Westfield, Mass. The booklet contains photographs of an actual installation with an explanation of the functioning of each part of the system.

179—THE FARMER'S HANDBOOK—published by Certain-teed Products Corp., Chicago, Ill., contains helpful information on how to keep farm homes and buildings shipshape. Advantages of using the company's roofing products for building, remodeling, maintenance or repair work are described in this colorful 20-page book.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (November, 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:

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OCCUPATION*

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

Safe from hail, wind and costly replacements



...these are selling facts, Mr. Contractor

WHEN you build a home with roof and double-coursed sidewalls of Certigrade Red Cedar Shingles you are sure of providing satisfaction, long service with minimum upkeep, maximum insulation, pleasing appearance and all at an amazingly low cost.

APPLICATION BLUEPRINTS, FREE
A complete set of blueprints of various standard Certigrade applications are yours for the asking, address—

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Red Cedar SHINGLES

SHAVE Construction Costs...



with a **PORTABLE ELECTRIC**

Mall Plane

REG. U.S. PAT. OFF.

Hand propelled jack planes can't compete with an Electric Mall Plane that automatically saves time—labor—material and assures better fitting on every job.

10 TIMES FASTER than a hand propelled plane whether planing hard or soft wood. Beveling fence is available for fitting sash and doors.
ACCURATE—makes cuts from 0" to 1/8" deep with speed and precision. Depth can be adjusted while planing.

EASILY OPERATED—trigger switch, comfortable handles, ball-bearing mounting and grease encased gears add to ease and efficiency.

Ask your Dealer for Mall Planes, MallSaws, MallDrills, and Mall Concrete Vibrators or write direct for literature and prices.

MALL TOOL COMPANY

7737 South Chicago Ave., Chicago 19, Ill.



Mall
REG. U.S. PAT. OFF.

PORTABLE POWER TOOLS

HERE'S WHAT



MEANS TO YOUR CLIENT

Recommend "at least 2% of the contract price for hardware"—and suggest early selection.

HERE'S WHY:

- It guarantees proper attention to hardware in the contract as a permanent construction item of the home.
- It impresses the home owner with the importance of hardware—that it should not be considered as a left-over after other details are decided.
- It allows a fair and reasonable expenditure which will assure adequate hardware throughout the entire home —"three butts to a door."
- It provides quality hardware for the home owner that will give him lifetime utility and durability.
- It affords the home owner the early opportunity of choosing a style of matched hardware to harmonize with the architectural beauty of his home.
- It satisfies him in all respects with a detail that might otherwise be a later source of trouble and complaint.
- Above all, it confirms his confidence in you and your reputation.

The McKinney catalog offers a wide choice of authentic period styles in forged iron hardware for easy selection. Check your 27B File. If you do not have a McKinney Catalog No. 8, write for a copy.



Write for a copy of the helpful McKinney booklet—"Details and Data on Hinges."



Ingersoll New Home Utility Unit Revealed

THE new Ingersoll home building unit embracing household heating, plumbing, lighting, kitchen, bath and laundry appliances and facilities was released in diagrammatic form for the first time on Oct. 23.

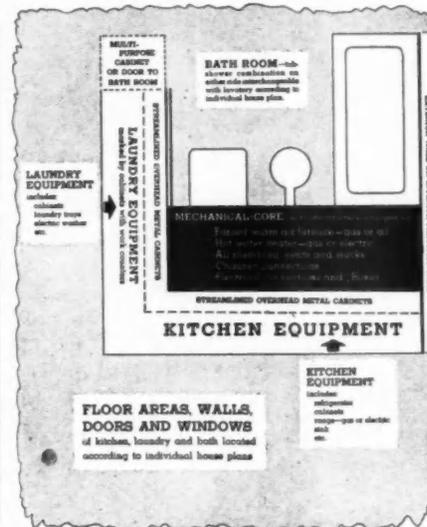


ROY C. INGERSOLL

Beside the diagram, progressive design drawings were displayed. These show how integration was achieved in appliances and fixtures through the use of new streamlining, new types of cabinets and counters and a complete departure from the older concepts of kitchen arrangement.

An examination of the unit diagram shows an enclosed central core containing household heating, hot water, plumbing, electricity and meters. Attached to three sides are a complete kitchen, laundry and bathroom, with floor areas, walls, windows and doors placed according to individual house plans.

Roy C. Ingersoll, president of Ingersoll Steel Division, Borg-Warner Corporation, announced that his company is trying to fit the unit into a solution of the critical housing problem faced by returning servicemen. He further stated that savings will be accomplished in three ways: through factory production and assembly, through reduction of house cubage, and through long-term financing of the home as a complete unit.



BASIC diagram of the Ingersoll home utility unit. Black area is the utility core equipped as indicated in white type. Core is completely enclosed with service access through panels. Specially designed porcelain enameled chimney goes with it. Complete kitchen, laundry and bath are fastened as shown in diagram, or in mirror reversal of those positions.

Sollenberger Returns to Rohm & Haas Co.

GEORGE H. SOLLENBERGER, recently of WPB, has returned to the Rohm & Haas Co., Philadelphia, Pa., it has been announced by Dr. D. A. Rothrock, plastics sales manager of the company. Prior to his appointment to the chemicals bureau of WPB in 1942, Mr. Sollenberger was attached to the Chicago office of Rohm & Haas, handling sales of Plexiglas molding powder and sheets in the middle-western states. He rejoins the company as assistant manager of molding powder sales, and will be in charge of the market development activities of the department. Mr. Sollenberger will work with the manager, Mr. D. S. Plume, on general sales activities, coordinating the work of the field sales force with that of the plants and laboratories.

Angier

OF FRAMINGHAM

Write For These Folders



Describing . . .

BROWNSKIN — for Sheathing

Its S-T-R-E-T-C-H sets it apart from ordinary sheathing papers, as does its special treatment against deterioration, passage of water or moisture. As long as a building lasts, so will BROWNSKIN.

BROWNSKIN VAPORSEAL — for Vaporsealing

Protects all kinds of insulation. Use on the warm side of insulation, leaving cold side free to breathe. Thus ideal dry conditions will be maintained.

ECONOMY BROWNSKIN — Protects Flooring

One side is crinkled BROWNSKIN, the other flat kraft. Between flooring, the BROWNSKIN side goes down. Also unexcelled as a protector of finished floor surfaces in rooms where men are working. Here the BROWNSKIN side goes up.

COPPERSKIN — Protects Hidden Places

Electro sheet copper, bonded to BROWNSKIN by asphalt. Use in concealed places to protect insulation, for drip pans, and to flash windows, doors and all exterior openings.

OVERSEAS CUSTOMERS:

Our export department will be glad to supply full information, samples and quotations on request.

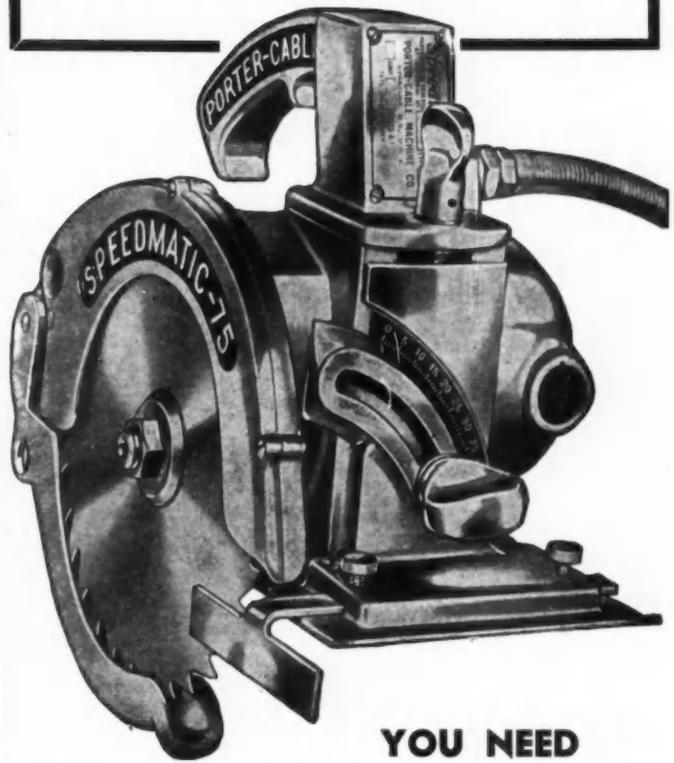
In writing for samples and literature please mention by name this magazine.



ANGIER CORPORATION

CORROSION PREVENTIVE AND WATERPROOF PAPERS
FRAMINGHAM, MASSACHUSETTS

To Build with PROFIT



YOU NEED

Speedmatic

ELECTRIC HANDSAWS

- More productive man hours from skilled workmen!
- Greater building speed!
- Less end-of-day fatigue!

To help insure your share of the great building boom ahead . . . and make your operations show greatest profit . . . equip with Speedmatics now! Faster cutting with greater accuracy will save time. Easier cutting will decrease end-of-day fatigue—keep each skilled workman's output at a peak of efficiency right up until the whistle blows!

With Speedmatic, your houses will be efficiently fabricated on the spot—to the clients' requirements! *Faster, easier cutting* is only part of the story. Other features that put Speedmatic ahead of its field are *perfect balance, light weights, accuracy and safety.*

See your local dealer today, or write for *all* the reasons why Speedmatic will enable every builder to incorporate the basic advantages of mass production in his jobs.

FOR FURTHER SAVINGS AND INCREASED EFFICIENCY

The Porter-Cable easy-slide, non-sag, ball-bearing Radial Arm is a big time-saver on duplicate cutting. Readily demountable, easily moved to any position on the job, it doubles the utility of your Speedmatic. Hand sawing or production-line machine sawing—both are yours with Speedmatic and the Porter-Cable Radial Arm.



PORTER-CABLE MACHINE CO.

1721-11 N. Salina St., Syracuse 8, N. Y.

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

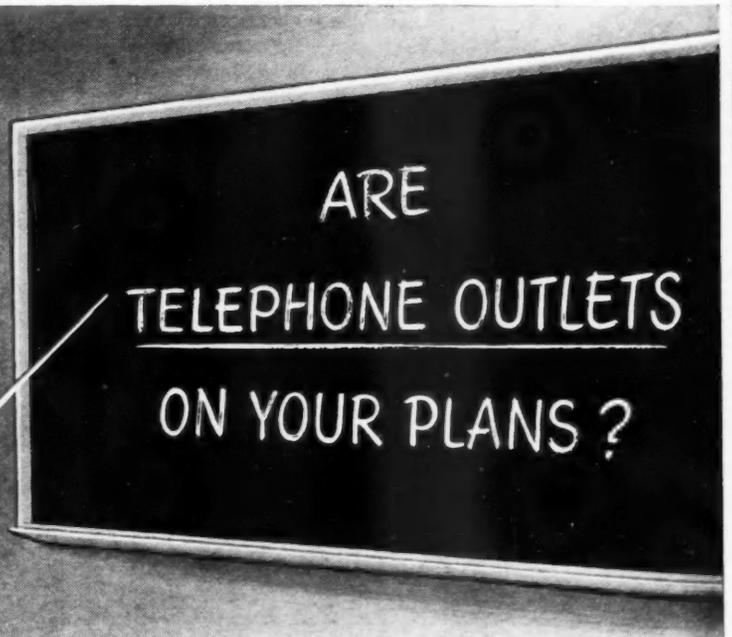
Our Readers Say—

(Continued from page 22)

one loaning institution. He samples them all including the 25 or 30 year loan plan of the government. Finally he goes to the trough with the most oats in it. Right now, where he is really interested in building soon, he is not worrying about the treatment he will get from his friends and neighbors who have been with him through all the regulations during the war, and who supplied him with his necessary requirements during these trying times. He is looking to them to tell him when it will be advisable to start and neither he nor they are in any MUST state of mind as to when they collectively get started.

If there is any one thing that is collectively evident in the minds of the people in northeast Missouri and the adjacent territory in Illinois, it is their unanimous expressed statement that they have a belly full of regulations, and they want it stopped. Ration cards, points, allotments, priority ratings, and prohibitions in general, are endurable to win a war, but we don't want them to aid in OUR rebuilding aggressor nations or to sustain a domestic bureaucratic governmental system that is imbued with the mistaken notion that it can look after "its people" better than they can care for themselves.

The returning veteran, and there is already a goodly number home, received his discharge feeling that he was out from under a regulated system, that soon he would be home in the free air of his native state and community. And what does he find? more regulations! He has to go to boards and bureaus to get started again, the elimination of the threat of which was one of the things he thought he was fighting for. What do you think his reaction will be when he finds that it is now contemplated to institute new peacetime regulations over building the most sacred of all American institutions, the American home,



Telephone conduit leading to conveniently located outlets will be essential in post-war homes. Yet the cost of installing such conduit is low, if included while

the house is being built or remodeled.

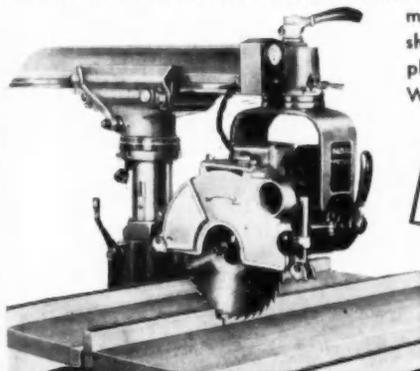
Your telephone company will be glad to help you plan for telephone facilities.

BELL TELEPHONE SYSTEM



Let This **FASTER** Radial Saw
Set the **PACE**
For Your Shop!

THE Walker-Turner Radial Saw uses smaller blades with greater rim force . . . thus cuts faster, turns out more work than other types. Rated the busiest, most useful piece of equipment in their shops by hundreds of builders, this versatile machine crosscuts, rips, dados,



miters, tenons, routs and shapes . . . wood, metals, plastics, transite and tile. Write for new booklet.

PRICE - \$354.50
with 2-3 h.p. motor
(slightly higher west of
rockies and in Canada)

WALKER-TURNER CO., INC.
Plainfield, N. J.

walker-turner
CORPORATION, INC.
PLAINFIELD, N. J.
U. S. A.

MACHINE TOOLS

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



THE POST-WAR
**PRECISION-BUILT
HOMES PROGRAM**

is now ready

There is a place in this plan for

- the architect
- the contractor
- the operative builder
- the lumber dealer
- the realtor
- the lending institution
- the insurance company
- local labor

Kindly write on your letterhead for the details—specifying your interest. Find out what has been accomplished through ten years of intensive research—originated by The Housing Division of Homasote Company and now continued by this corporation.

PRECISION-BUILT HOMES CORPORATION
TRENTON 3, NEW JERSEY

LONG LIFE
LASTING BEAUTY
LOW MAINTENANCE

WRIGHTFLOR

RUBBER TILE FLOORING

That's a combination hard to beat when you're selecting a flooring for the new building or remodeling job you are planning. And that's why *Wrightflor* fits your needs for a floor that will stand up under the most severe use—and always look good.

It is molded and vulcanized under high temperature and hydraulic pressure. Its tough body will not dent under heavy weight or summer heat. It is *flexible*—lays neatly over wood or cement, old or new—will not crack, chip or break.

Wrightflor colors are built clear through. Wear does not change them—they will retain their original pattern and take a bright, new-like polish after years of use.

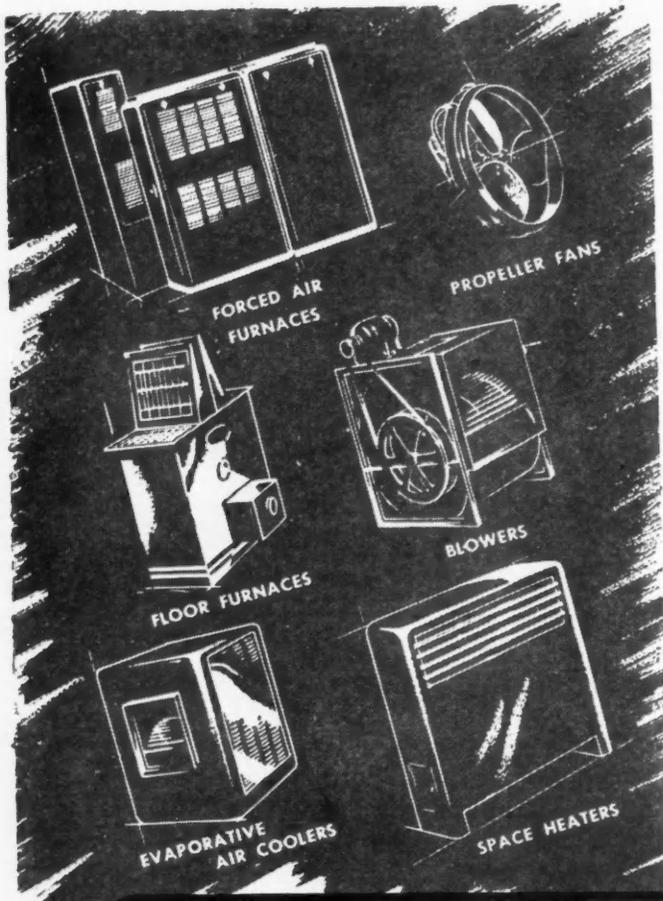
Probably the most outstanding characteristics of *Wrightflor* are its ease and low cost of maintenance. Its hard, smooth surface is resistant to acid, oil, ink stains and grease. Damp mopping and dry buffing will restore its original beauty. An occasional waxing is recommended.

**WRITE FOR COLOR SAMPLES,
PRICES AND SPECIFICATIONS**

New color samples, prices and specifications for *Wrightflor* installations are now ready. We are telling your prospects to *ask you for them*—so send for yours today.

Wright Rubber Products Division
TAYLOR MANUFACTURING COMPANY
3050 W. Meinecke Ave., Milwaukee 10, Wisconsin

WRIGHT RUBBER TILE
Flooring of Distinction



What's Coming from UTILITY?

In present appliances and new products to be introduced, the **UTILITY** Trade Mark will be your assurance of proven, dependable equipment for air cooling, ventilating and heating... in residential, commercial and industrial buildings. These appliances include the best features of modern design and construction... produced in assembly-line plants.



UTILITY APPLIANCE CORP.

Formerly Utility Fan Corporation

4851 S. Alameda • Los Angeles 11, Cal.

Manufacturers of the famous Utility Evaporative Air Coolers (the original Desert Kooler), Fans, Blowers, Floor Furnaces, Forced Air Furnaces and Fan-Equipped Space Heaters (console type).

regulations that are no less drastic and all-embracing than those war regulations from which we all seek escape.

It would be hard for Missourians to believe that its senators and representatives would support or give aid to such regulation of the peacetime construction of city and farm homes, since they are Missourians, and for the most part have not been away from home long enough to be saturated with socialistic doctrines. We cannot yet believe that you look upon the people at home as "wards" of the state to be shoved around at will by administrators who think they know best.

... No small American business man is under the delusion that this (continued regulation) is in his interest. He knows, if he has not already been ruined by his inability to survive under wartime regulations, that the further extension in point of time and scope of bureaucratic regulation is a sure death knell to his existence. One-man organizations and small corporations cannot compete and survive under extensive regulations, because one man or a few men cannot keep abreast of the regulations, much less do this and operate a business. No more effective scheme of working to the centralization of industry and business in large corporations, could be foisted upon an unwilling public than an extensive program of governmental regulation, for no business house other than large corporations can have the personnel requisite for their study and application.—WILLIAM E. PARTEE.

Reprints article in house organ

To the Editor: Enclosed is a copy of our house organ which contains a reprint of an article from *American Builder* entitled, "Houses Cost Less Today Than They Ever Did."

We believe this article will prove very interesting to our customers.—W. H. KIRTLEY, Kirtley Lumber & Supply, Sterling, Nebr.

'UNI-ROL' SWING OVERHEAD GARAGE DOOR



Qualitybilt
WOODWORK
REGISTERED

MODERN • CONVENIENT • LOW COST

This popular priced, ultra-modern overhead garage-door is produced by **QUALITYBILT**—with hardware by **STANLEY**. Rot-proofed. Weather-stripped. Smooth Floating Action. Profit for openings 8'-0" wide by 7'-0" high, and 8'-0" wide by 6'-6" high. Requires only 1 1/4" head room. Easily installed—provides finest appearance.

Ask your Millwork Distributor

FARLEY & LOETSCHER MFG. CO.

ESTABLISHED
1875

DUBUQUE, IOWA

70 YEARS
OF SERVICE



INSULATION

By LLOYD EPPERSON, Superintendent of Construction for TRI-STATE THEATRES, Dallas, Texas

It was Mr. R. B. McLendon, owner and general manager of Tri-State Theatres, who first suggested that I use Cotton Insulation in the latest addition to his seventeen theatres now operating in Texas, Oklahoma and Louisiana.

Mr. McLendon previously had used Cotton Insulation in his own home and had been delighted with it. Frankly, I knew little about Cotton Insulation, and had never used it, but when the boss talked like that I decided to investigate. I called the building supply dealer for samples and prices and then to satisfy my own mind, I had him make the fire-test. The insulation wouldn't burn. We wet it and dried it out. It came back fluffy. We compressed it by rolling it tight. When released it came back to its original thickness. It looked O.K. to me.

In my experience, and I venture to say it is true with other builders, the handling and applying of insulation has been a job that laborers don't like to tackle a second time. You might say it gets under their skin, and if you have ever had it shed off on you when you were covered with sweat you know what I mean. You itch worse than a monkey with the hives.

Sometimes it gets to fogging around in the air, and sets the other workmen on edge. I have seen plasterers actually quit the job, gather up their tools and ask for their pay on account of it. So, when I learned that Cotton Insulation wouldn't sting or cause itching from handling, and that everyone could go right on working without the slightest discomfort, we bought it.

While the lathers were working ahead of the applicators of the insulation, the plasterers were following right in behind laying on the cement. I had all three jobs going at the same time smooth as clock-work, and there was no complaint from any of the labor. I noticed, too, there was no "sluffing off" on the job with this Insulation.

It may be a little late to wait until you have used the product to read its advertising, but I didn't get hold of the booklet "Cotton Insulation" until the job was finished. After reading it, I'll say that if all the advantages the booklet claims for Cotton Insulation are as true as the one on ease of handling, they've really got something.

SEND FOR YOUR COPY of this booklet giving the amazing results of comparative tests made by the government on Cotton Insulation and ten other types. Write today for your free copy of "Cotton Insulation". Address:

NATIONAL COTTON COUNCIL
Memphis 1, Tennessee P. O. Box 18, Dept. 71

NATIONAL COTTON COUNCIL OF AMERICA
COTTON INSULATION ASSOCIATION



To encourage your customers to "take-up" ODD-JOB HOME CARPENTRY give them this colorful, instructive folder—

"WHAT'S YOUR HOBBY?"



YOU CAN HAVE 30 COPIES FREE!
This reprint of an unusual article which appeared in American Home is just the thing to introduce the fine, easy-to-work qualities of the Western Pines to your customers. Order now—address—

WESTERN PINE ASSOCIATION
DEPT. 118, YEON BUILDING
PORTLAND 4, OREGON

BACK AGAIN! **BRIGHT CHROMIUM PLATED CABINET HARDWARE**



Your choice of FOUR profit-packed assortments

more complete — more profitable than ever . . .

Available in four "styled to sell" matched sets. Four different modern display boards and assortments in all price ranges. Stock assortments include only styles and colors that sell best. Chromium Plated items with or without Black or Red trim are mounted on display boards. Not necessary to carry colors or designs that are "slow sellers." All items individually packed in attractively printed envelopes, cartons of uniform size — neatly labeled.

Investigate this popular Cabinet Hardware line — priced to sell on sight with a big profit margin for you. Sales promotion material, trade paper advertising and direct mail will make this the most popular and profitable Cabinet Hardware line for you to sell. Send for dealers and jobbers catalog folder.



NATIONAL LOCK COMPANY
Builders Hardware Division • ROCKFORD, ILLINOIS

The Johnsons Plan 100 Homes—

(Continued from page 94)

100 houses have been sold from blueprints and floor plans, all of which contain two or three bedrooms, and have hardwood floors, floor furnace heat, insulated attics, disappearing stairways, plaster and paper finished walls and shingle roofs as part of the construction of each house. Costs are held down by pre-cut lumber in the mill, and carload buying of other supplies. Specialized labor is another factor which keeps down the cost. Twenty-six different types of elevations are included in the G.I. house.

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Came the war and the war housing problem. Low cost home building assembly line methods were worked into the program of the company and mass production began. Uncle Sam built gigantic war production plants in various places in Tennessee, Arkansas and Mississippi. These plants needed workers and these workers had to have homes—and in a hurry. War houses were built in a hurry.

Good building practices and materials were used. The company built more than 1,000 war houses, and prior to that time it had built more than 1,000 private homes.

Mr. and Mrs. Johnson work as a team, Mrs. Johnson attending to planning of the exterior and interior arrangements of the houses in conjunction with the architect. Final approval on all plans is obtained from her.

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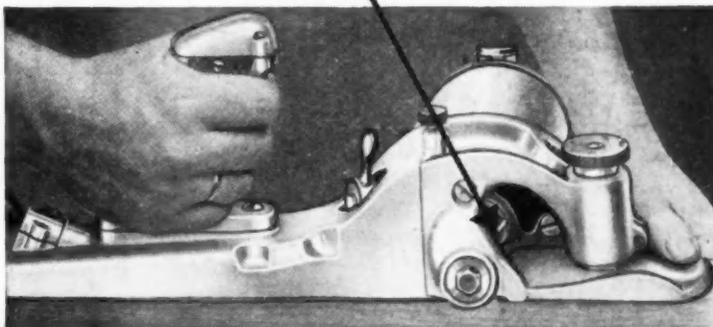
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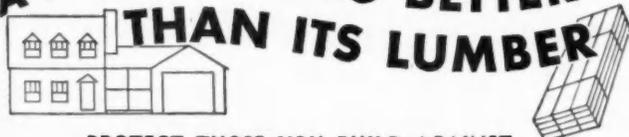
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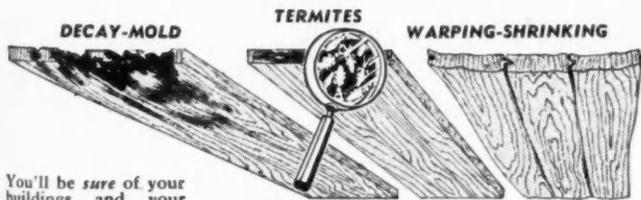


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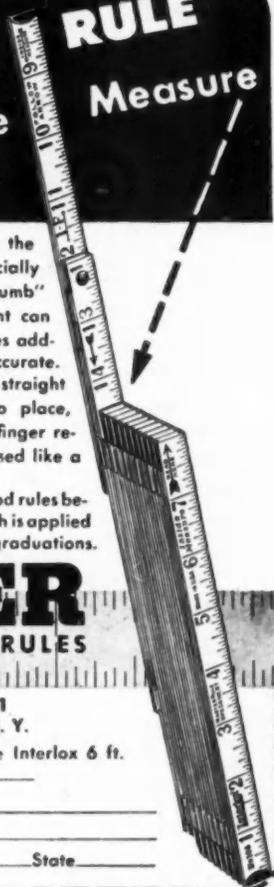
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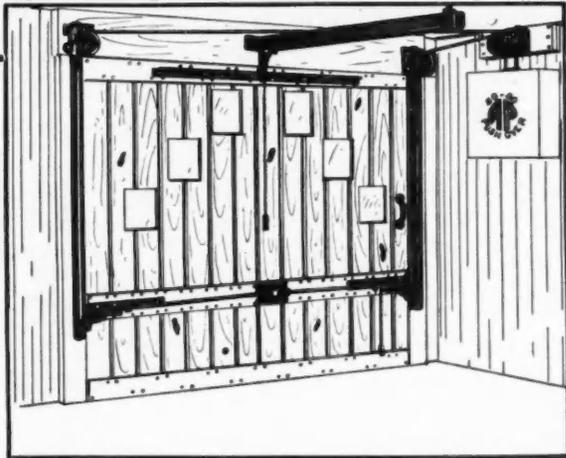
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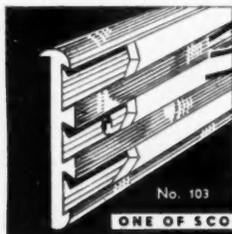


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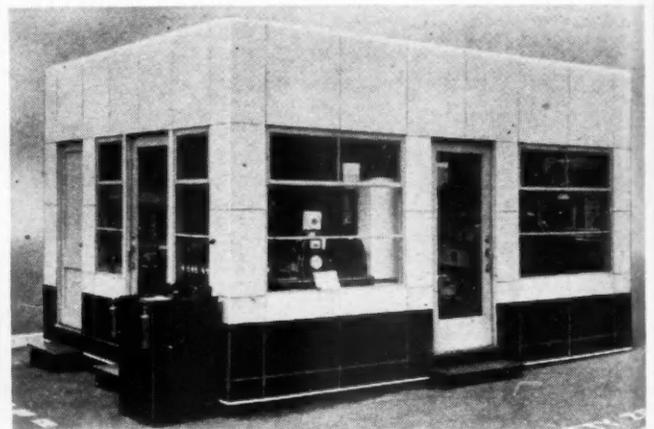
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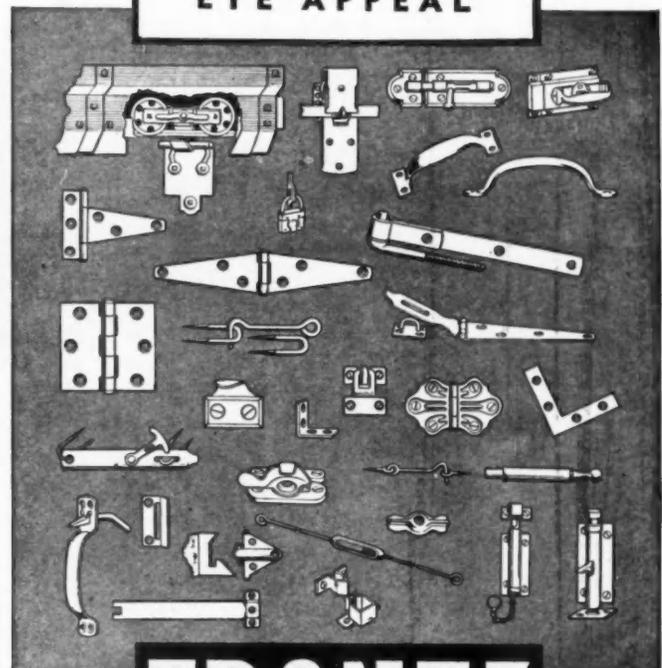
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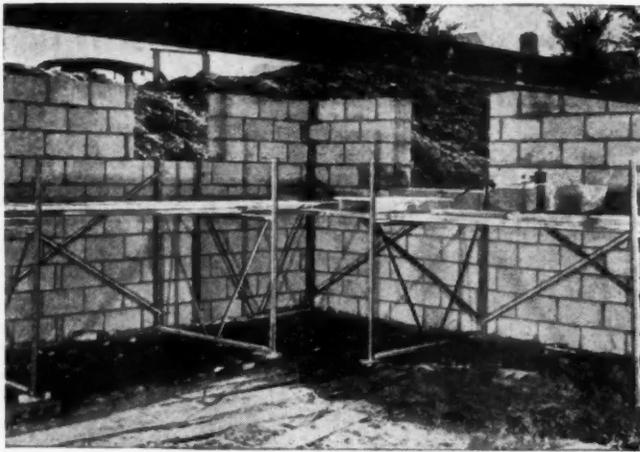
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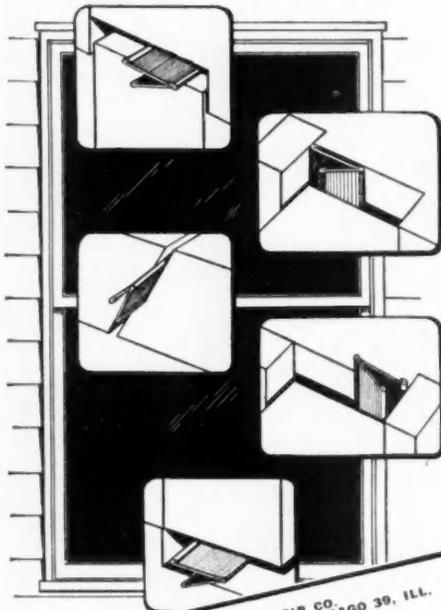


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Hansen Joins American Builder As Architectural Editor

WITH this issue of *American Builder*, we are happy to announce the addition of Arthur V. Hansen to our staff, in the capacity of architectural editor.

Mr. Hansen, who was born in St. Paul, Minn., comes to us with a rich background of architectural training and building experience, together with a liberal education, including two years of design at the University of Minnesota, and a period of further study in design at the Atelier Masqueray in St. Paul.



ARTHUR V. HANSEN

After completion of service in World War I he opened an office in St. Paul for the practice of architecture, specializing in homes and commercial structures. This was interrupted by the depression, at which time he moved to Chicago. When the Home Owners Loan Corporation was formed he was placed on its staff as a reconditioning inspector and appraiser, serving in that capacity for 8 years.

The last phase of that program was the creation of war housing units through the remodeling of existing structures. Mr. Hansen was placed in charge of the Indianapolis, Ind., program where 300 units were built at a cost of approximately \$750,000.

This background and his intimate knowledge of the building industry qualify him to fulfill the many requirements of this position and make him an excellent addition to the staff of *American Builder*.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of *American Builder*, published monthly at Chicago, Ill., for October 1, 1945.
State of Illinois: ss.
County of Cook: ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Edward G. Gavin, who, having been duly sworn according to law, deposes and says that he is the Editor of the *American Builder*, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

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5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is..... (This information is required from daily publications only.) EDWARD G. GAVIN, Editor.

Sworn to and subscribed before me this 24th day of September, 1945.
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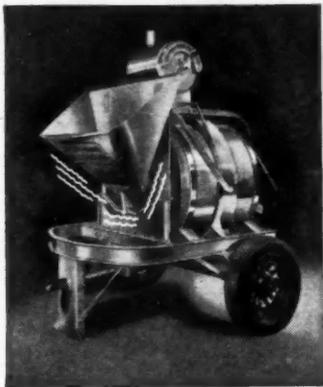
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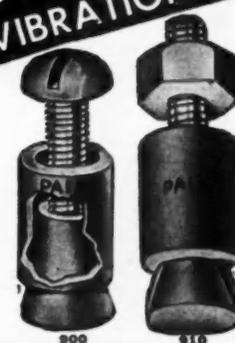
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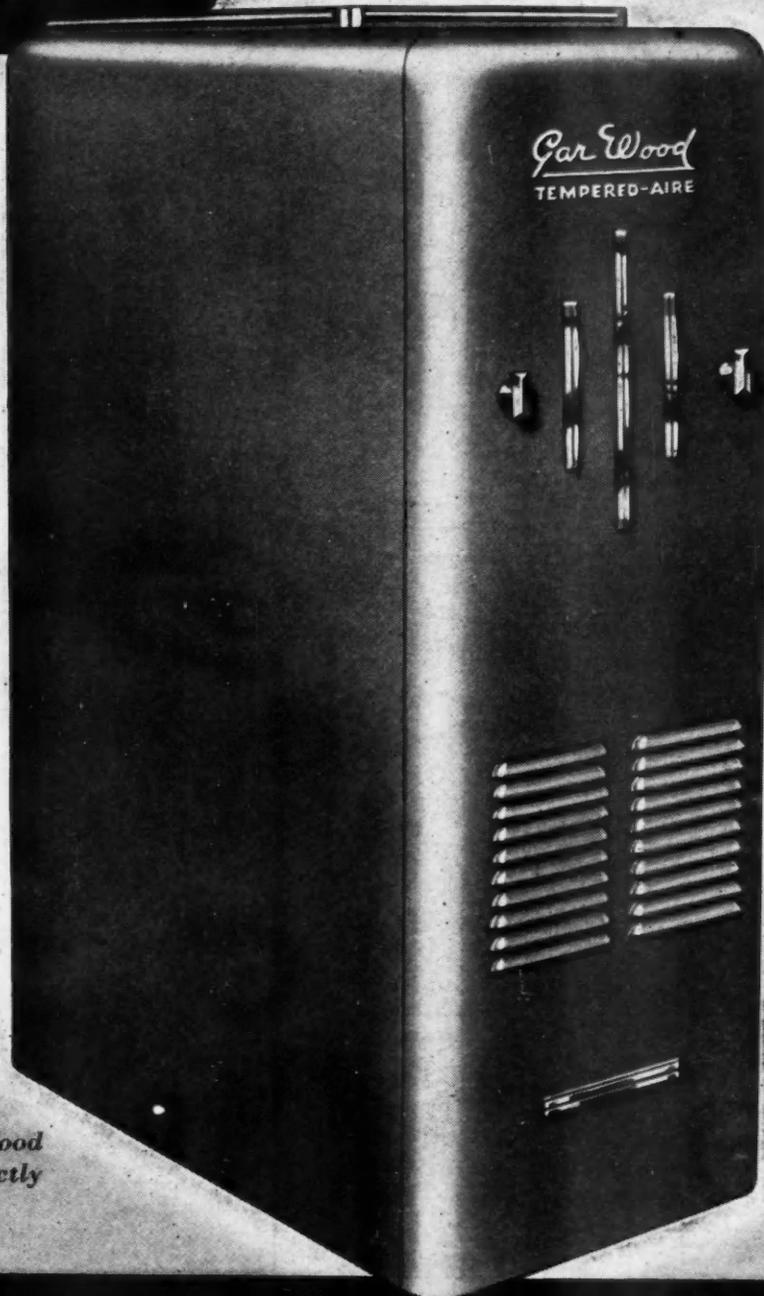


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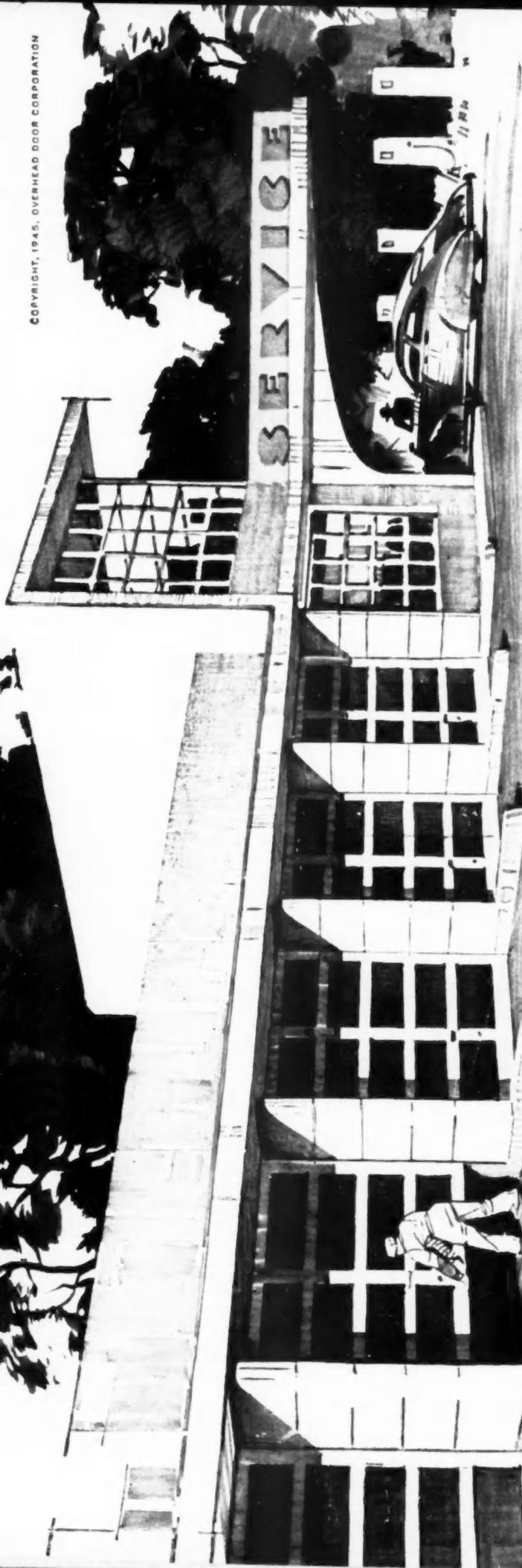
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