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Spring Planning Issue

See Fritz B. Burns \$75,000 Postwar Research House

Veterans' Housing Program Order 1—Pages 110 and 111



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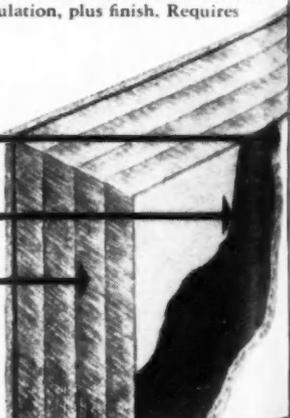
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Published monthly by Simmons Boardman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price, United States, Possessions and Canada: \$2.00; 2 years, \$3.00. Foreign countries: 1 year, \$3.00; 2 years, \$6.00. Single copies 25 cents. Entered as second-class matter Oct. 11, 1930, at the Post Office at Chicago, Ill., under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Ill.

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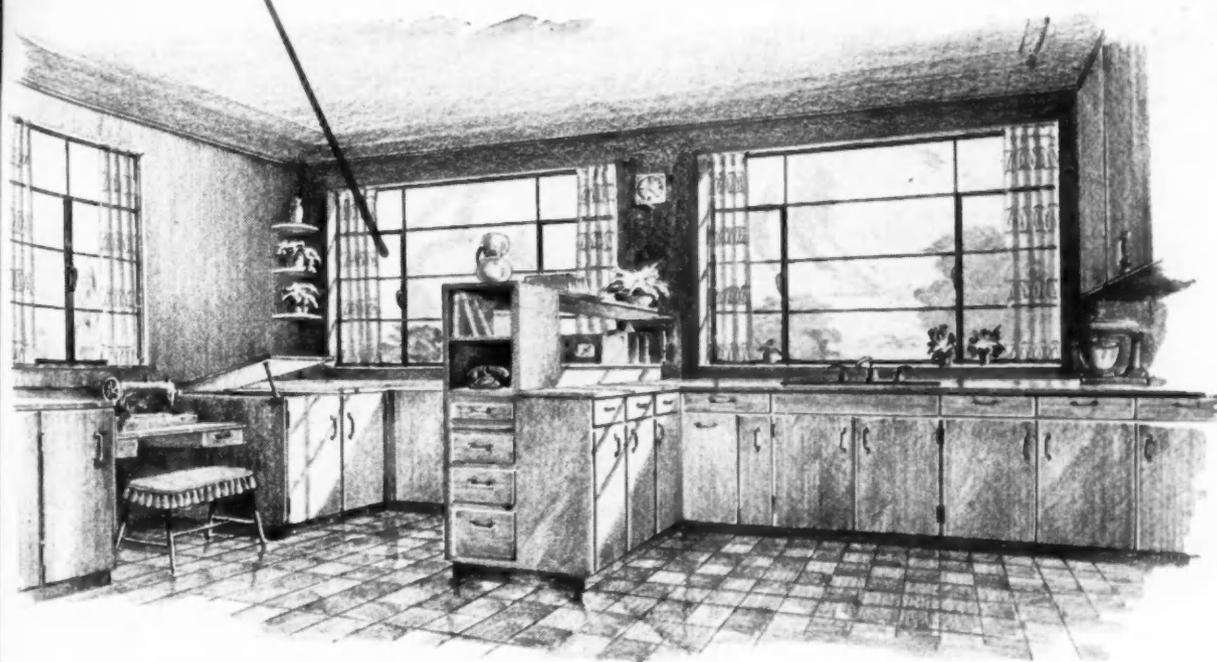
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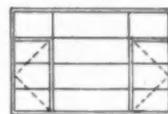


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*This fact was discovered in a recent survey.



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PACEMAKER IN CRACKPROOF PANELS

APRIL

VOL. 68 1946 NO. 4

AND BUILDING AGE

C O N T E N T S

**AMERICAN BUILDER
and BUILDING AGE**

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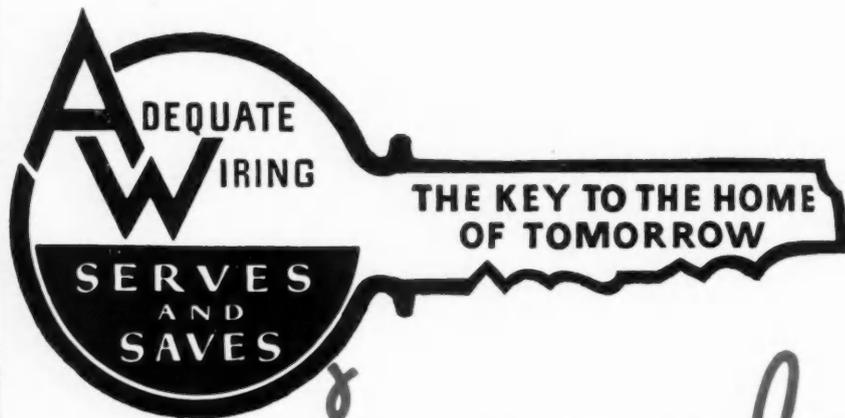
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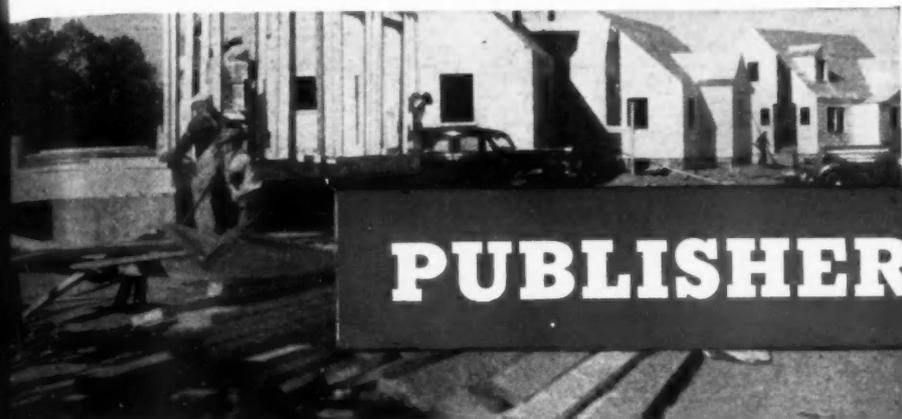
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PUBLISHER'S PAGE

No Need for Wyatt Program

THE average number of housing units built annually in the United States in the twenty-three years ending with 1940 was 500,000. Labor and materials for building all the housing for which there was an effective demand were available in 1941. Yet the number of housing units built in that year was only 715,000. Why was not a great deal more building done in 1941? Why, when it was not being done, was there not a tumultuous nationwide outcry that there was developing a housing emergency imperatively requiring adoption of extreme and revolutionary government measures?

There was no such outcry in 1941, because there was no evidence of any such emergency. And the government showed it did not believe there was any such emergency by adopting, effective in 1942, regulations to limit the construction of housing and by failing to relax restrictions until six months ago. Nevertheless, under these controls, in the four years 1942-1945, inclusive, there were built an average of 317,000 units annually—only 183,000 less than the average number built annually in the preceding twenty-three years. Plainly, this four years lag in building has not been sufficient to cause a great national emergency of which there were no signs in 1941. What, then, is the true situation?

First, the nation is suffering from the long-range effects of the terrific decline of home-building during the depression. Housing built in the eleven years 1919-1929, inclusive, averaged 666,000 units annually, resulting in a surplus. Housing built in the eleven years 1930-1940, inclusive, averaged only 303,000 units annually. This caused a shortage of desirable accommodations, as shown by the fact that building steadily increased from 93,000 units in 1933 to 336,000 units in 1937, and to 715,000 in 1941, and would have continued to increase excepting for war-time restrictions.

But a shortage of *desirable* housing is one thing, and a shortage of *total* housing is an entirely different thing. Usually new housing partly replaces old housing and partly adds to the total supply of housing. A decline in building does not cause an equal decline in *total* housing, because the less new housing that is built, the less old housing is demolished.

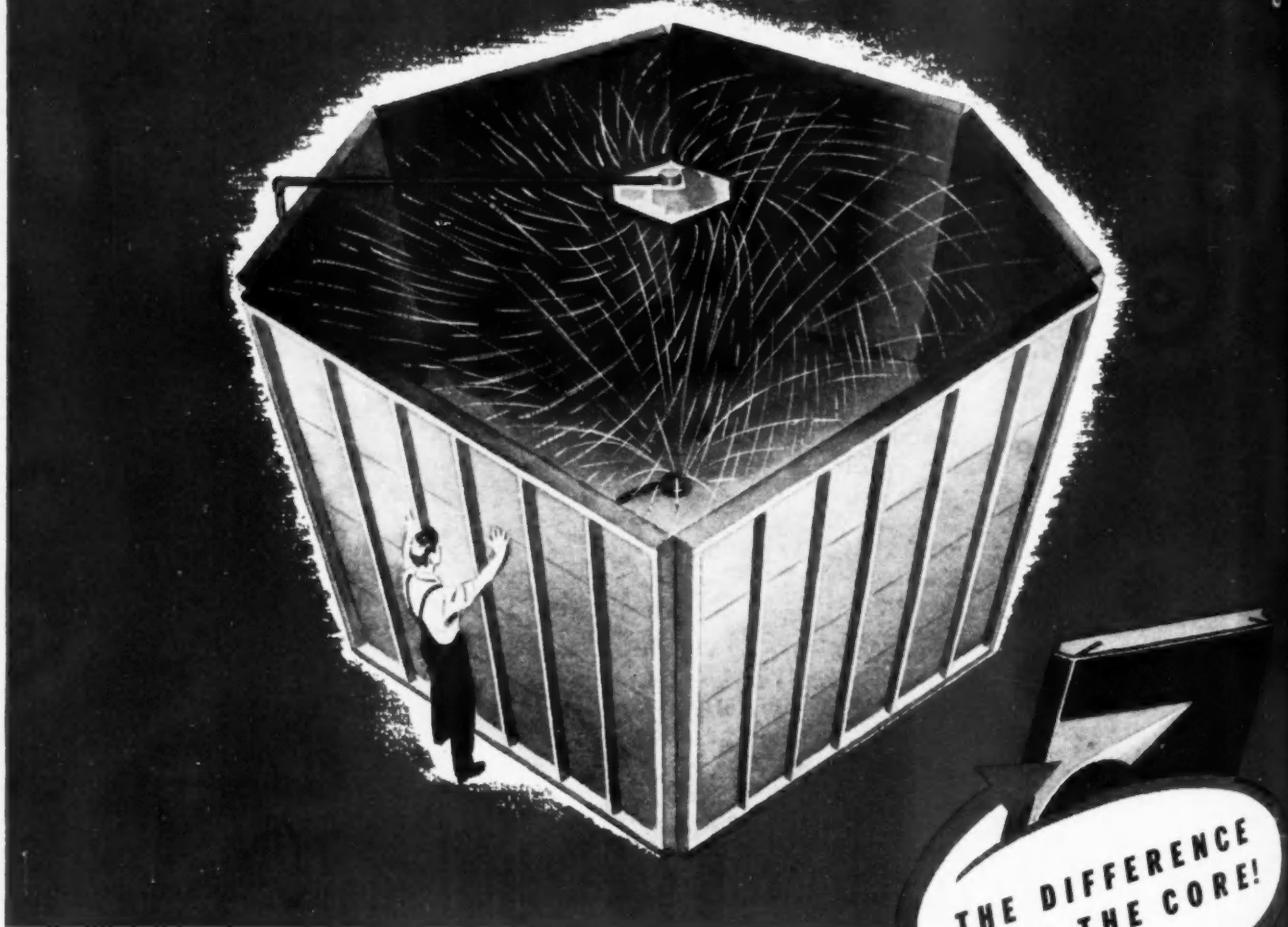
Undoubtedly, there is throughout the country a great shortage of *new, desirable* housing owing to which there should be a great increase for years in the erection of such housing. Also, during the war there was a huge *redistribution of population* which has caused acute shortages of housing in certain communities in which population has greatly increased. But there is nothing whatever in the *record of actual facts* showing that there are *acute shortages generally* which create a great national emergency demanding adoption by the federal government of such a huge and revolutionary program as has been proposed by Housing Expediter Wyatt.

Why, then, Mr. Wyatt's program? For thirteen years the New Deal clique in Washington has been fabricating "emergencies" to promote adoption of socialistic federal government policies intended to undermine and finally destroy private enterprise. This is just another of its fabricated emergencies. Mr. Wyatt has been victimized by wholly fictitious "data" regarding the general housing situation furnished to him by the New Deal clique. The program he has based on this "data" would *not* cause the housing construction within the *next two years* that he believes. Instead, it would so demoralize industry that probably it would prevent the large amount of home building that should be done during the *next ten years*.

Samuel O. Drumm,

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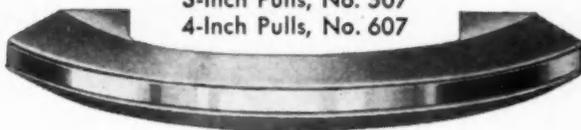
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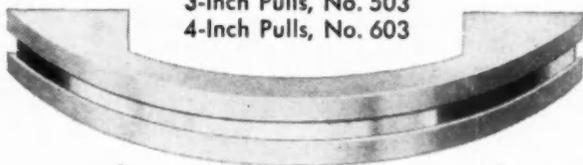
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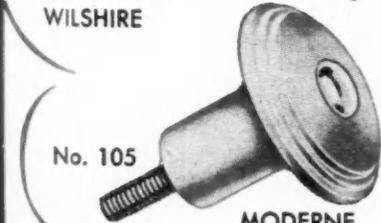
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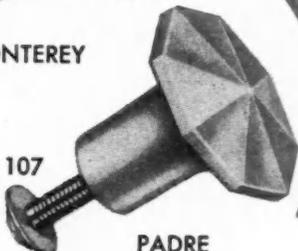
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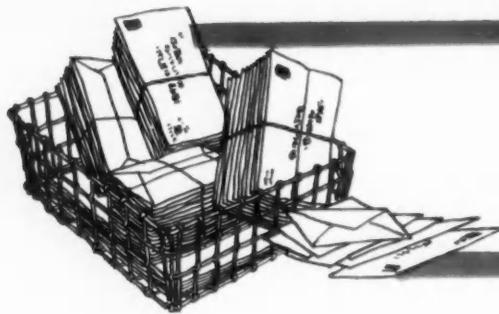
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Our Readers Say:

Inquiries from Maine to Alaska

To the Editor: I would like to express my sincere thanks for the article you published on pages 86 and 87 of the November issue of the *American Builder* regarding the apartment we are building here in Milwaukee. We were surprised at the responses and inquiries we received from this publicity.

I want to compliment you on the wide circulation which you have, as we had inquiries from Maine to Alaska.—LES-LIE MARKOVICH, Secretary, Pioneer Builders, Milwaukee, Wis.

American Builder to the front

To the Editor: Bouquets to you for a dandy magazine!

The *American Builder*, of late, has been coming to the front by leaps and bounds. We all look at it . . . the January number just came in.

The text matter is all good—the illustrations are of good work—the details are smart and the ads are interesting.—ED NELSON, Engineer, St. Paul, Minn.

Breaking bottlenecks

To the Editor: May I suggest a way of breaking the bottleneck of housing in general:

Keep OPA rent ceilings or create state emergency rent laws for all existing dwelling units only.

Leave the market free and open for competitive bidding of rents and sales of new houses and multiple dwelling units, including alterations of existing buildings for new houses and apartments. The law of supply and demand will soon level out the rental charge for the new units that will quickly spring up by the effort of thousands of builders who are anxious to proceed with such construction projects.

Let the states or national government, and the banks possibly, provide an inducement to private builders to construct housing by furnishing loans or guarantee loans and mortgages to banks (along FHA lines) for these new and altered housing units, thus providing capital for "risk" ventures to help sustain our high economy and full employment which we all seek.

Let cities provide 10-year tax exemption on new or altered housing units as was done after the last war, to stimulate the construction industry to maintain a high level of employment as well as to create new housing. All this hocus-pocus of allocating material for housing which will give veterans prefer-

ence for new living quarters, or providing Quonset huts, or reconstructing Army and Navy barracks, or converting one and two-family houses into three-family dwellings, will give very little relief, nor provide sufficient housing required, not only for veterans but for the population in general.

It is also questionable whether the \$10,000 limitation on individual housing units will help the veteran as much as it is hoped, since most builders feel that for the same effort, time and trouble, they can just as well build the higher cost house instead of a \$5000 or \$6000 dwelling. In that event, how many veterans are there who can afford to build, buy or maintain a \$10,000 home?

The moral is—leave the market free and open and let private enterprise and private interests do the job of providing the necessary housing, rather than the heavy hand of government with its political controls, cumbersome methods, delays, red tape, official bickering, buck passing to see who can gain political advantage by creating a football out of the serious housing situation.—BENJAMIN H. WHINSTON, Architect, New York, N. Y.

Profit reduces prices

To the Editor: I heard Mr. Bowles' statement over the "Town Meeting of the Air" some time ago when he said, "Look at the progress that radio manufacturers have made in recent years in reducing prices of their sets." Yes, I remember when a table model sold for \$300 and more, and now you can buy a better table set for \$40. But, if it was not for the big profit they made on their first \$300 sets to allow for research work during free enterprise, you would be paying a lot more for sets today. Almost anyone knows it cost a lot of money to put a new line of anything on the market.—HENRY E. CHURCHILL, Real Estate, Springfield, Mass.

Likes W-E-T bill analysis

To the Editor: The writer has read with considerable interest your analysis on page 90 of the January issue of *American Builder*, regarding the W-E-T Bill (Senate 1592) and desires to make this comment. It is very well boiled down to the pertinent parts of the bill and, therefore, I would like 25 copies to pass out to members of our Property Owners Group, because it also has the article on page 93 by Arthur W. Binns and his Real Estate Foundation Plan which we are now studying with a view to lending our support.

The policies and plans of the Foundation, as formulated at its board meeting Dec. 12 and 13 in Washington, seem to be the key to the real estate owner's dilemma, and I ask you to continue to publish such articles as I mention here with in the hope that they will inspire every property owner to join the Foundation to save us from ultimate ruin.—FRANK A. SAVILLE, President, Property Owners Protection Assn., Kalamazoo, Mich.

OPA rent controls

To the Editor: I have enjoyed the recent issue of the *American Builder* for the month of January and wish to commend your timely editorial and the articles concerning present wartime controls and the "ham-stringing" of the real estate owner.

For several years prior to our participation in World War II, there was a definite left wing trend toward socialization of industry and private ownership of property. The leftist push has continued and, today, we see as much an attempt to control our national economy as ever existed under dictatorship.

The most blatant examples of stupidity and bungling are to be observed with respect to the so-called housing shortages. Not the least in importance of the causes is the so-called rent and price control by the OPA. The regulations are confusing and complexing, to say the least. The interpretation of the law creating the OPA and its regulations is strict, inflexible and without specific regard for rights of persons or property.

Owners of private property generally regard their investments as important enough to keep their buildings in repair and to modernize them. However, today there exists in this country a condition which is dangerous. The property owner finds it difficult to obtain the cost of depreciation and obsolescence, as well as interest and taxes. If he cannot realize even the small profit of interest, what incentive is there to increase a capital investment upon which he can have little or no return?—WILLIAM WELCH, General Contractor, *American Builder*, Corning, N. Y.

Commends February issue

To the Editor: Your *American Builder* is as popular as any magazine could possibly be, and both family and friends look for it each month. The last issue is one of your best, and we have been reading *American Builder* for many years.—A. HENNINGER, Butler, Westwood, N. J.

TRUSCON HOLLOW PARTITION STUDS

*Strong permanent guardians
of building beauty . . .*

Truscon Studs, for hollow partitions, provide the long life and rigidity of steel with other economy features not available in materials less permanent. Due to the simplification and light weight of Truscon Stud units, labor costs are materially reduced. They are fire-resistant, provide excellent heat insulation, sound resistance and are rodent and termite proof. They will not swell or warp and will resist impact, vibration or plaster cracking much more effectively than many other types of partitions. Write for complete descriptive bulletin giving sizes, weights and other essential information.

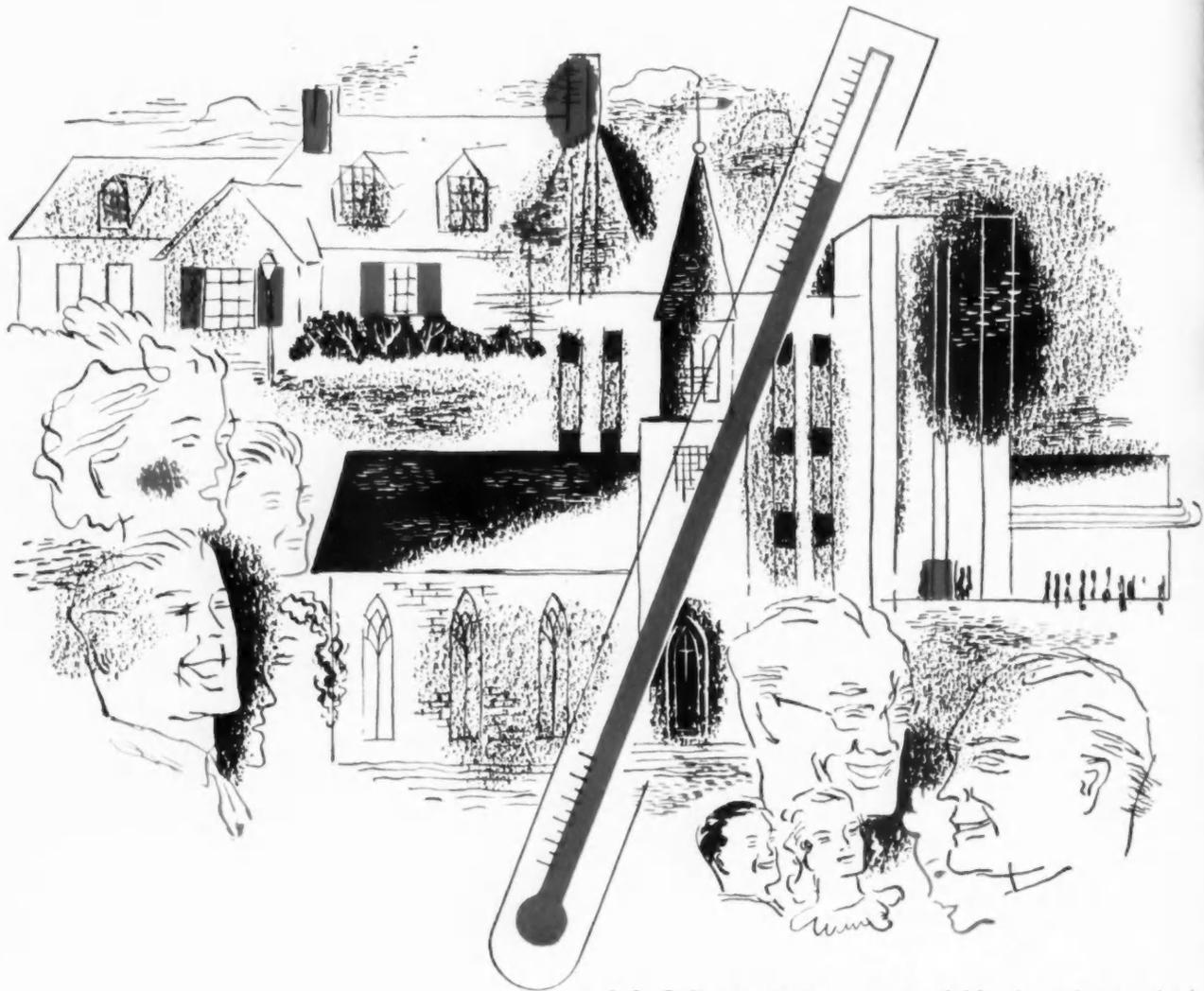
When metal lath is attached to both sides of Truscon Hollow Partition Studs, an ideal base for plaster is obtained.

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

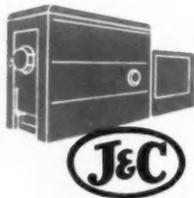
TRUSCON STEEL COMPANY

DUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

CONSTANT, ECONOMICAL, HEAVY DUTY
HEATING IS EASY WITH A J & C UNIT
EFFICIENT HEATING FOR SCHOOLS, CHURCHES,
BUILDINGS AND LARGE HOMES



J & C Power Heaters are available through your local jobber for all homes, apartments, churches, schools, offices, stores and factory buildings. Their 90% direct radiation surface captures more usable heat from burning fuel, and the efficient blower system uniformly distributes it to every portion of the building. It's comfortable, healthful heat—humidified, filtered and changed as often as desirable. J & C Power Heaters, engineered in a compact, well designed unit, are readily adaptable to burn coal, gas, or oil. A durable one-piece doubly-welded construction prevents dirt and fumes from escaping into the air stream, insures long life at low maintenance. It is a product of Jackson & Church Company, established in 1881.



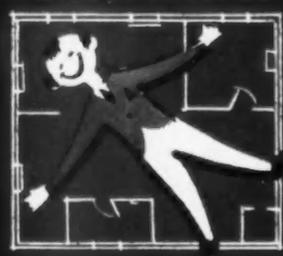
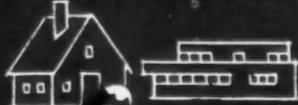
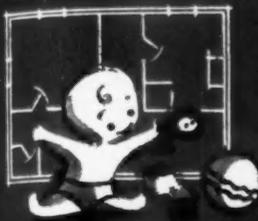
"WORK WELL DONE SINCE '81."

JACKSON & CHURCH COMPANY • SAGINAW, MICHIGAN

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G A N

What Kind Of Homes Do Families With Children Want?



Hundreds of questions like these are answered in the only home building survey ever conducted exclusively among parents planning to build.

What are the basic needs in homes planned for FAMILIES WITH CHILDREN?

Do families with children want MODERN OR TRADITIONALLY?

Do most of them want MORE ROOMS OR MORE BATHS?

GET THE INSIDE STORY

of what 2/3 of the market wants

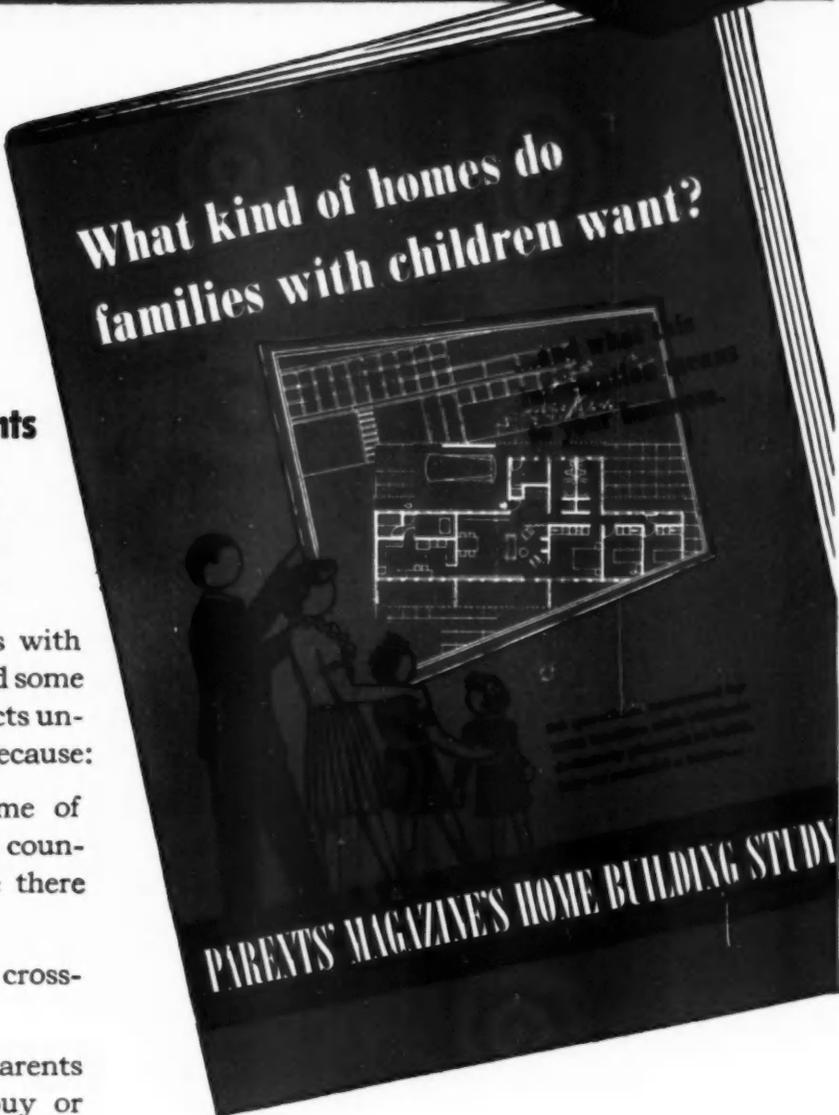
Government surveys show that of all those planning to build or buy new homes, two-thirds are families with children.

In a recent survey among families with children PARENTS' MAGAZINE learned some things that will surprise you. The facts unearthed in this study are accurate because:

- They were obtained in the name of PARENTS' MAGAZINE, a trusted counsellor in American homes where there are children.
- They represent an adequate cross-section of opinion.
- They embody the thinking of parents who definitely plan to build, buy or modernize homes in the near future.

You'll find these facts invaluable... you'll find them in a specially-prepared book just off the press... you'll find the book on your desk within a few days after you write your request on your business letterhead.

SUPPLY IS LIMITED—WRITE TODAY!



FAMILY HOME DEPARTMENT

PARENTS' MAGAZINE

Read by More than 875,000 of America's Families with Children, Your Biggest Market

52 Vanderbilt Ave., New York 17, N. Y.

CHICAGO BOSTON ATLANTA SAN FRANCISCO

CECO EXPANDS ITS MANUFACTURING PLANT TO BETTER SERVE YOU



In 1946 plant enlargement exceeding 50% starts a development program encompassing 14 plants and 23 sales offices coast to coast

Now CECO ENGINEERING Means More Than Ever Before

Expansion of Ceco's great Chicago plant is already underway and should be ready for use by summer. Further expansion of plants, warehouses and offices from coast to coast, will follow as rapidly as possible. To you this means an ever-

growing availability of Ceco's fine precision-engineered construction products — even fuller technical engineering services — where you want them — when you want them. Ceco's one ambition is to serve you with ever-increasing perfection.

CECO STEEL PRODUCTS CORPORATION
MANUFACTURING DIVISION, 5655 WEST 26TH STREET, CHICAGO 50, ILLINOIS
Concrete Engineering Division, Merchant Trade Division, Highway Products Division
Offices, Warehouses and Fabricating Plants in Principal Cities

Typical CECO Products
Metal Windows and Doors
Metal Frame Screens
Metal Weatherstrips
Steel Joists, Steel Roof Deck
Metal Lath
Reinforcing Steel
Highway Products
Double-Drain Roofing

*Mail This Handy Card
For Free CECO Catalog*

CECO STEEL PRODUCTS CORPORATION
5655 West 26th Street
Chicago 50, Illinois

Please send me catalogs checked:
 Windows and Doors Steel
 Screens Steel

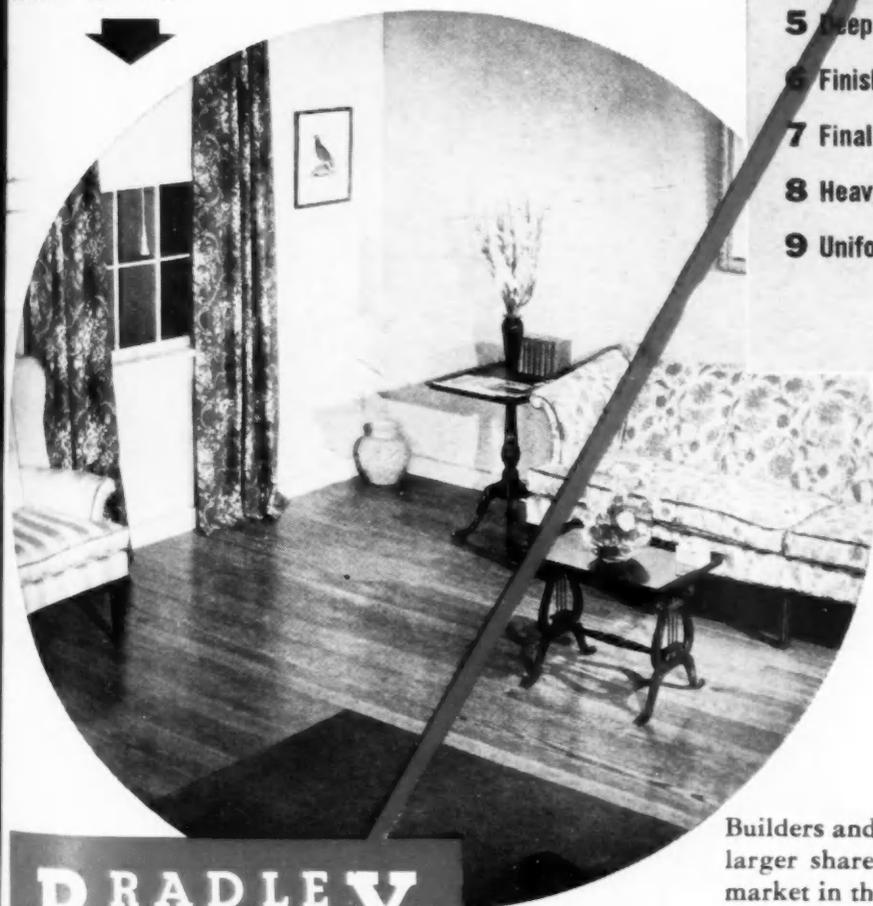
Name
Address
City

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

TO BUILDERS INTERESTED IN SELLING *Better* Hardwood Floors

The secret of why Bradley Pre-finished (Straight-line) Hardwood Floors enable you to deliver a better hardwood floor at a substantial saving, is shown at the right. 

The convincing proof of *how much better* Bradley Pre-finished (Straight-line) Hardwood Floors actually are, is impressively illustrated below. 



9 CARDINAL POINTS OF SUPERIORITY

- 1 Straight-line ripping.
- 2 Machine sanding—steel wool polishing.
- 3 No raised grain.
- 4 Best quality filler, rubbed in.
- 5 Deep penetrating finish seals wood pores.
- 6 Finish dries evenly in "controlled weather."
- 7 Final polishing by high-speed brushes.
- 8 Heavy-bodied wax, machine buffed.
- 9 Uniform color; rich, lustrous, lasting beauty.

At no time within the life of our operations has our determination to make a superior product been more successfully accomplished than in Bradley Pre-finished (Straight-line) Hardwood Floors.

Builders and floor layers planning for a larger share of the hardwood flooring market in their communities are invited to write for data and specifications.



BRADLEY
Pre-finished

STRAIGHT-LINE

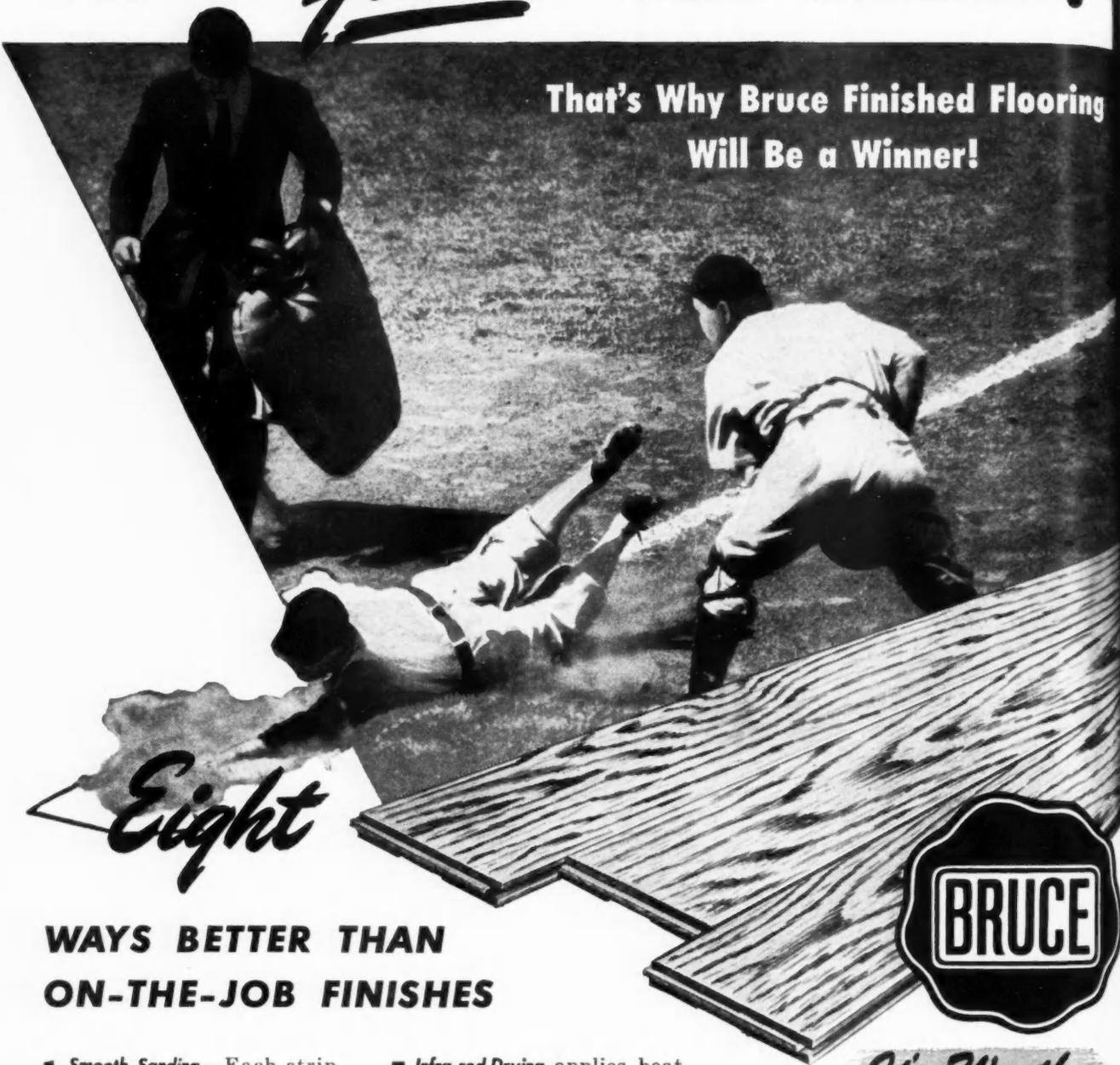
HARDWOOD FLOORING

BRADLEY LUMBER CO. of Arkansas
Warren, Arkansas

in floors, too...

IT'S THE *Finish* THAT COUNTS !

That's Why Bruce Finished Flooring
Will Be a Winner!



Eight

WAYS BETTER THAN ON-THE-JOB FINISHES

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

*It's Worth
Waiting For!*

New Bruce Factory-Finished Flooring will be available as soon as manufacturing conditions permit. It'll be the finest flooring we've ever made—more beautiful, longer wearing and easier to clean than ever before—made possible by using the latest production techniques. Truly, Bruce Finished Floors will be America's flooring sensation—worth waiting for.

E. L. BRUCE CO.
MEMPHIS, TENN.

World's Largest Maker of Hardwood Floors

BRUCE FINISHED FLOORS

preserve new homes ●



SANTOPHEN 20

*Reg. U. S. Pat. Off.

● New homes stay new longer when wood used in their construction is treated with formulations of Santophen* 20 — Monsanto's pentachlorophenol (technical). That's why owners favor its use.

Santophen 20 properly formulated is highly effective against the ravaging attacks of microorganisms, termites and beetles at all points of attack above or below ground. Santophen 20, properly formulated, does not adversely affect the natural qualities of wood nor its appearance — and the wood, when properly treated may be satisfactorily glazed or painted, or otherwise finished.

Special water-repellent Santophen 20 formulations can be furnished. Treat wood for new homes with formulations of Santophen 20. Full information concerning application and use gladly furnished. Write MONSANTO CHEMICAL COMPANY, 1700 South Second Street, St. Louis 4, Mo.



Where to use SANTOPHEN 20 formulations

● POSTS

● SILLS

● JOISTS

● PLATES

● STUDS

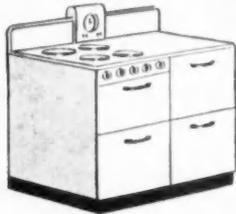
● DOORS

● SASH

● TRIM



Survey after Survey



Shows Women **PREFER**

Electric Ranges

Wire Your Houses For Electric Ranges

PROOF of the overwhelming trend toward Electric Cooking is found in survey after survey made by such leading national magazines as *Woman's Home Companion, *McCall's, *Household, *Successful Farming and *Country Gentleman.

Women prefer the convenience, cleanliness, dependability and economy of modern Electric Cooking.

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

Electric Range Section, National Electrical Manufacturers Association, 155 E. 44th Street, New York 17, N. Y.

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

FOR EASIER SALES

Wire your houses

FOR ELECTRIC RANGES



News, Views
and Comments

On and Off the Record

PROFIT CONTROL—MPR 606, issued by OPA in February to establish ceilings on prefabricated structures, is much more profit control than price control. Under the regulation the prefabricator adds certain stipulated direct labor and material costs, then adds 36 per cent to the total to determine his selling price.

60,000 PREFABS—This is a compromise figure from the 250,000 originally demanded by government dreamers. With only about 20 prefabricators who manufacture or know how to manufacture houses to a sound standard, even 60,000 good prefabricated houses will be hard to get. Of course, there are ways to let every fly-by-night who wants to make prefabs feed at the public trough, and produce and foist upon the public a mess of junk which will be no credit to legitimate and experienced prefabricators.

PLYWOOD ALLOCATION—OPA is reported to be planning a directive to allocate fifty per cent of Douglas fir plywood production for prefabricated houses. Top side, which is New Deal for planners, is said to be planning something along the lines of another Manhattan Project, moving raw materials and population into plants the government would build, finance and turn over to operators. This could mean turning parts of the National Forest over to new arrivals in the prefab business to turn out lumber and plywood on a cost-plus basis, trainload shipments of labor to the West Coast for manpower, desecration of forest areas, and peril to the entire economy of future generations.

NEW OPA THEORY—In any housing item where the producer can prove he cannot make the needed items at a profit, OPA will grant a small increase in price, but not enough to cover cost, then RFC will enter into a contract with the producer to guarantee him his base profit of 1936-39 through a government subsidy. This is a fact now, and they don't have to wait for Congress to act. This one cannot be laughed off.

THE VETERANS—There is no such thing as a class that can be called the veterans. Veterans are

the only true cross-section of American life, thanks to Selective Service, and as such they cannot be considered as a unit politically, socially or economically. Rabble rousers in and out of government would be well advised to stop talking about the veterans, and beginning to consider them for what they are—American citizens of all classes, perhaps more interested and better informed about government than the general run, but citizens of all kinds, nevertheless. The proof of this is evident at any American Legion meeting.

SOIL PIPE—Expediter Wyatt used the soil pipe situation as his favorite reference when pleading for subsidies for manufacturers. Here are the facts. Prewar, 52 foundries were producing 50,000 tons a month. In July, 1945, 28 foundries produced 12,500 tons a month. In January, 1946, soil pipe production was up to 27,000 tons a month. Looks like the soil pipe manufacturers were ahead of the general reconversion progress rate, and without subsidies. If that is Wyatt's best argument it falls short of proving the need for subsidies.

W-E-T BILL—It is rumored that by the time this appears in print, FPHA Commissioner Philip H. Klutznik will have resigned to lobby for passage of the Wagner-Ellender-Taft socialized housing measure. Other evidence of a drive to pass the bill is National Association of Housing Official's executive secretary, Hugh Pomeroy, stumping the country in behalf of the six billion-dollar program; and employment by Wilson Wyatt of Norton E. Long, former right hand man to Chester Bowles, as assistant. Long replaces Coleman Woodbury, public houser, who presumably has resigned from NHA to agitate for passage of the W-E-T legislation, and his job.

NOTE OF HUMOR—There is a funny side to the housing hysteria in Washington. While Wyatt, Patman, et al, plead for legislation and government programming, home builders start thousands of new homes every day. Even if the Wyatt program and all the enabling legislation had been adopted a month ago it would have been too late to catch up with the progress builders have already made.

The demand
for Electric
**WATER
HEATERS**
is
GROWING FAST

Sharp Upward Trend Will Continue

In the 6 prewar years, sales of Electric Water Heaters almost tripled. And a 1943 contest conducted by McCALL'S MAGAZINE shows that 2.4 times as many women wanted Electric Water Heaters as now have them. They're "what women want," because they're:

SAFE—Flameless, fumeless.

CLEAN—Smokeless, sootless.

ADAPTABLE—Permit short hot water lines—Require no flue or vent.

TROUBLE-FREE as electric light!

ECONOMICAL—The cost is low for plenty of hot water all the time.

Installing Electric Water Heaters in every house you build, means giving women what they want!

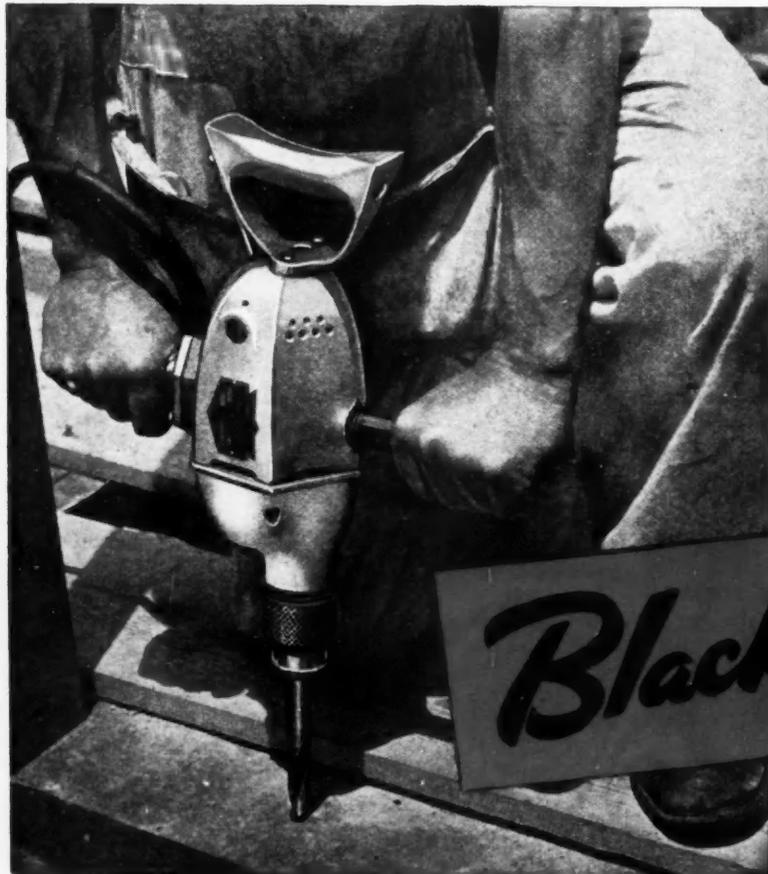
- Electric Water Heater Section
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
- ADMIRAL • B&F • CLARK • ELECTROMASTER • FOWLER •
 - FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT •
 - HOTSTREAM • KELVINATOR • MONARCH • NORGE •
 - REMCO • REX • RHEEM • SELECTRIC • SMITHWAY •
 - THERMOGRAY • THERMO-WATT • UNIVERSAL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

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

Electric
WATER HEATER!



Above: With a right angle drilling attachment, this Black & Decker Drill drives a wood auger in close quarters, drilling bolt holes for tying two rafters together. Below: Drilling through wood and cement, in preparing holes to receive heavy foundation bolts. Both these drills are "old timers," still turning out top-notch work because they're made to last—another reason why Black & Decker Tools are worth waiting for.



MORE HOLES PER HOUR

with Black & Decker Portable Electric Drills

Black & Decker Portable Electric Drills keep heavy drilling and boring jobs in step with your erecting crews because they're fast, rugged, high-powered, flexible, easy to handle. They drill up to full rated capacity in steel... drive wood augers up to double capacity in hard wood.

Whether they're boring through heavy timber and planking... drilling in all kinds of metals and compositions... driving hole saws for cutting clean, round holes up to $3\frac{1}{2}$ " diameter... you can count on Black & Decker Portable Electric Drills to get the job done faster, at lower cost. Currently available in these four popular models: $\frac{1}{2}$ " Standard Drill; $\frac{1}{2}$ " Heavy-Duty Drill; $\frac{5}{8}$ " Standard Drill and $\frac{3}{4}$ " Standard Drill.

Exceptionally heavy demand is still ahead of our productive capacity... Contact your nearby Black & Decker Distributor. For our catalog of over 100 Portable Electric Tools write to: The Black & Decker Mfg. Co., 666 Pennsylvania Ave., Towson 4, Maryland.



LEADING DISTRIBUTORS EVERYWHERE SELL

Black & Decker

PORTABLE ELECTRIC TOOLS

DOUBLE-COURSED SIDEWALLS with CERTIGRADE SHINGLES mean Real Economy

EXPENSIVE LOOKING BUT SURPRISINGLY ECONOMICAL!

The deep and haunting shadow lines of a Double-Coursed red cedar shingle sidewall, the pleasing sweep of the wide exposure between courses, plus the beautiful texture of red cedar, combine to deceive the senses.

"Beautiful, but doubtless quite expensive," is not an uncommon reaction.

On the contrary, Mr. Lumber Dealer, a Double-Coursed sidewall job is highly economical, due largely to the use of an inexpensive grade shingle for the inner course plus the wide exposure permitted when the courses are doubled. Using your own retail prices to the trade, figure it below and prove to yourself its economy.

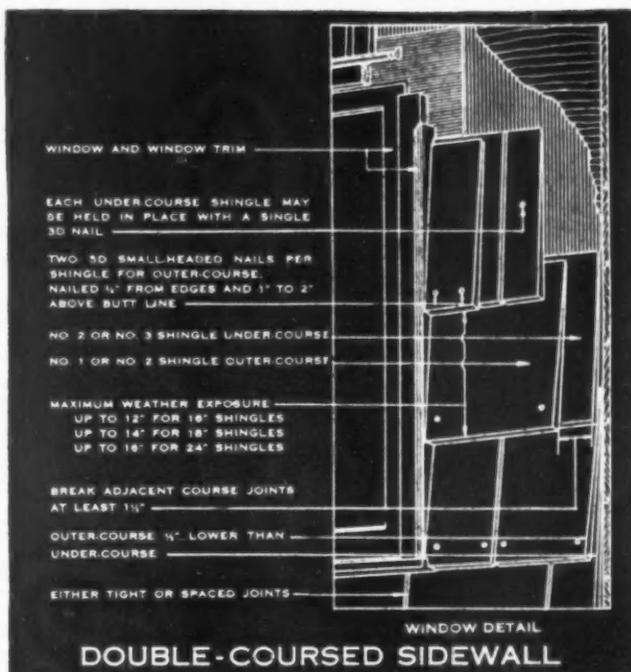
INSTRUCTIONS FOR WORK CHART

On line (A) jot down your sales price for a standard four-bundle square of No. 1 grade shingles. On line (B) write your price on No. 2, No. 3 or No. 4 grade shingles, whichever you choose to select.

Then multiply the sum of these two figures by the standard roof exposure of the length shingle you are using (see note below). The figure you get, line (E), represents the cost of shingles to cover 100 square feet of Double-Coursed sidewall area at an exposure of one inch to the weather.

Therefore, divide this by the exposure to be used (see note). The result, on line (G), is the total cost of shingles required for Double-Coursing 100 square feet of sidewall area.

F. H. A. Minimum Requirements allow the use of No. 4 grade shingles as undercoursing.



WORK CHART

(A) Cost of one square, No. 1 grade	\$.....(A)
(B) Cost of one square, lower grade(B)
(C) Sum	\$.....(C)
(D) Multiply by standard exposure*	×.....(D)
(E)	\$.....(E)
(F) Divide by sidewall exposure**	÷.....(F)
(G) Cost of shingles 100 sq. ft. wall	\$.....(G)

*The standard exposure for 16-inch shingles is 5 inches, for 18-inch shingles it is 5½ inches, and for 24-inch shingles, 7½ inches.

**The maximum double-coursing weather exposure for 16-inch shingles is 12 inches, for 18-inch shingles it is 14 inches, and for 24-inch shingles, 16 inches.

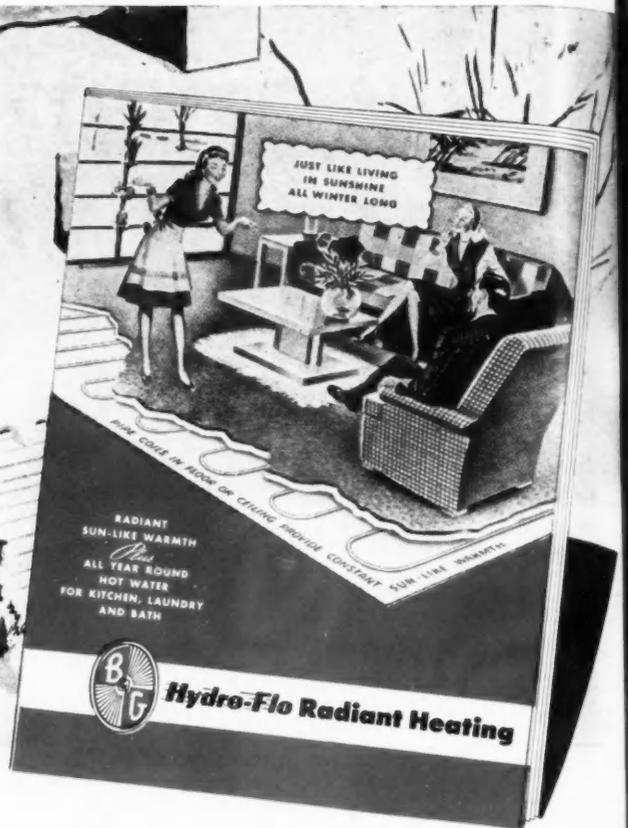
Send for your Complimentary Blueprint of double-coursing. Address . . .

RED CEDAR SHINGLE BUREAU
5508 WHITE BUILDING, SEATTLE 1, WASH., U. S. A.
OR VANCOUVER, B. C., CANADA

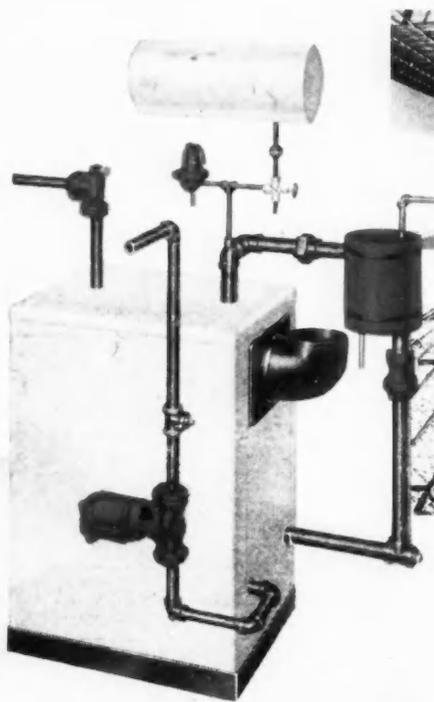




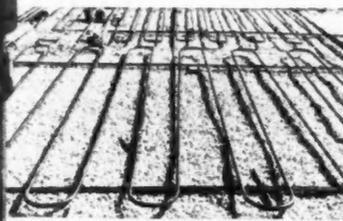
SENT FREE—THE STORY OF TODAY'S MOST SENSATIONAL BUILDING FEATURE



Hydro-Flo Radiant Panel Heating



Ceiling installation of Radiant Panels



Radiant Panels installed in the floor



You surely should read this idea-stimulating booklet . . . discover how B&G *Hydro-Flo Heat* can add tremendous sales appeal to your homes. Here's the modern way of heating which offers an utterly new kind of winter comfort . . . unbelievable cleanliness . . . and home decorative freedom never before possible.

This *radiant panel* heating system is completely concealed—with neither grilles nor radiators to break up wall spaces and make room arrangement difficult. Instead, pipe coils in the floor or ceiling spread a blanket of mild, invigorating warmth all over the house. No overheating—no underheating—no drafts! And the floors are always pleasantly warm.

LOWER FUEL AND CLEANING BILLS

It actually costs the owner less to have the luxurious comfort of B&G *Hydro-Flo Heat*. First, because radiant panel heat is noted for fuel economy. Second, draperies, walls and ceilings need much less frequent cleaning . . . radiant panels do not create strong air currents to stir up dust and dirt.

Plus hot water for all household uses

B&G *Hydro-Flo Heat* uses the same boiler that heats the house to heat water for kitchen, laundry and bath. Night and day, every month of the year, piping hot water is always on tap . . . in ample quantities for clothes and dish washers and every other household use.



B&G *Hydro-Flo Heat* equipment can be installed on any hot water boiler, regardless of size or make. The basic units are a B&G *Booster Pump*, B&G *Flo-Control Valve* and B&G *Water Heater*. All are simple, dependable products with a long record of successful performance.



Hydro-Flo HEAT

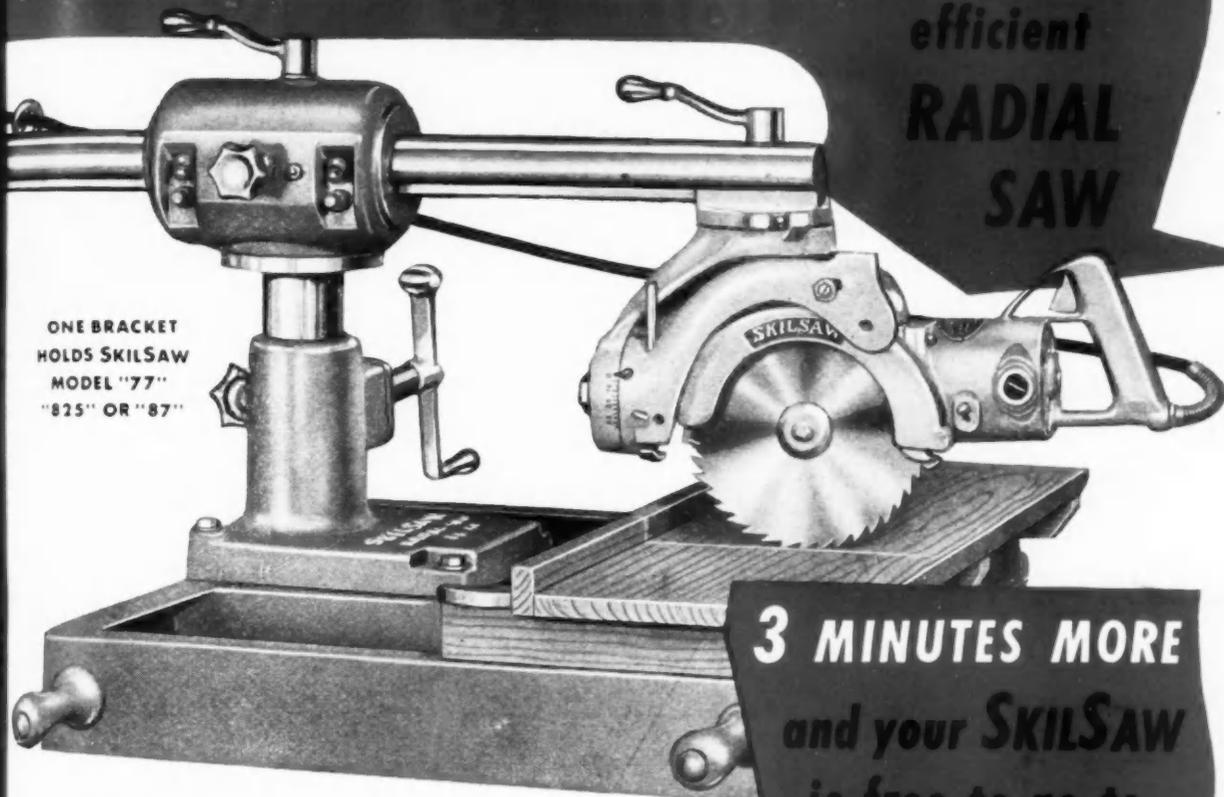
BELL & GOSSETT CO., Dept. M-11, Morton Grove, Illinois

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

3 MINUTES converts your
PORTABLE SKILSAW...



into an
efficient
**RADIAL
SAW**



ONE BRACKET
HOLDS SKILSAW
MODEL "77"
"825" OR "87"

3 MINUTES MORE
and your **SKILSAW**
is free to go to
any job!

• The SKILSAW that you can use anywhere readily fits this precision-built RADIAL ARM... makes cut-offs, bevel cut-offs, miters, bevel miters, rips, bevel rips, grooves with or across the grain... makes all these cuts better, faster, more accurately... then is quickly available again as a portable saw. No progressive builder can afford to be without one or more SKILSAWS and this RADIAL ARM... a money-saving combination that enables you to bid lower and still make more money on every job. Ask your distributor today for a demonstration.

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5033-43 Elston Ave., Chicago 30, Ill.
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SKILDRILLS



Better Trucks for YOUR Business!



TRUCK-ENGINEERED • TRUCK-BUILT • BY TRUCK MEN

“Recommend Ford Truck to All Without Reservation!”

Whether you're hauling a few sheets of wallboard, cans of paint or rolls of roofing, or delivering dump-truck loads of crushed stone, Ford Truck equipment offers you a time-tested means of getting the goods where you want them for minimum money.

(And, by the way, there's a new Ford Dump Truck chassis and a new Ford Light Duty Pickup, with vital engineering advancements!)

In Galesburg, Illinois, Mr. Gene W. Gunther, of Builder's Supply Company, operates a fleet of Ford Trucks ranging in age all the way from veteran "Model AA" to the latest

V-8's. In a recent letter he said:

"All of our Ford Trucks are doing a fine job. Our hauling of building materials (sand, gravel, stone, etc.) to construction sites calls for plenty of power when working in soft, muddy locations, and dependable performance at all times. For all this, as well as economy, the Ford Truck is admirably suited. We recommend the Ford V-8 Truck to all, without reservation."

Is your truck equipment adequate for the strenuous transport job ahead of the building industries? See your Ford Dealer and tell him you want the full Ford facts!

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, 3/4-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.

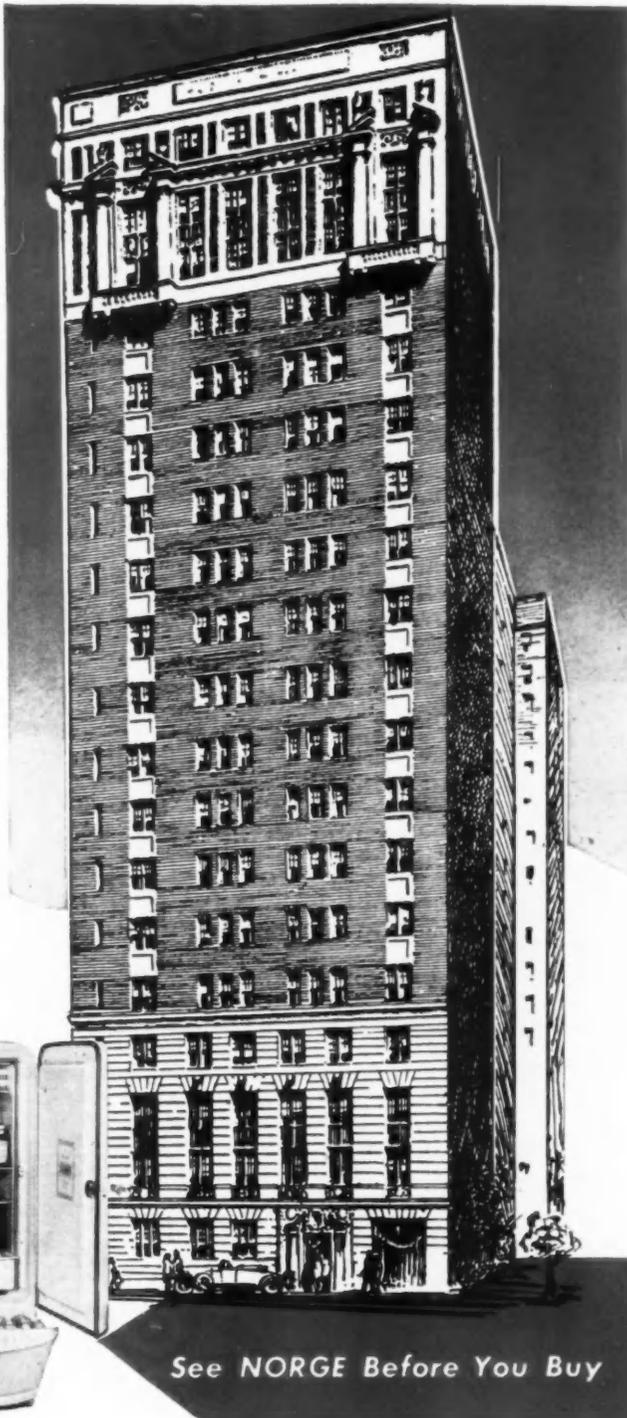
UR
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Refrigeration
... BY NORGE
Cooking
... BY NORGE

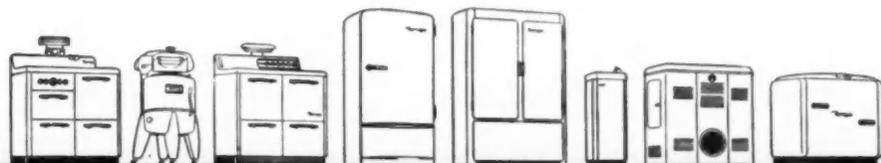
● The discriminating residents of 222 East Chestnut St., Chicago, have good reason to be well satisfied with their kitchen equipment — Norge Rollator refrigerators and Norge electric ranges take care of their refrigeration and cooking requirements "to the queen's taste." Rissman & Hirschfeld were the architects for this cooperative tenancy.

**NORGE DIVISION
BORG - WARNER
CORPORATION
DETROIT 26, MICHIGAN**

In Canada:
ADDISON INDUSTRIES, LTD., TORONTO, ONT.



See NORGE Before You Buy

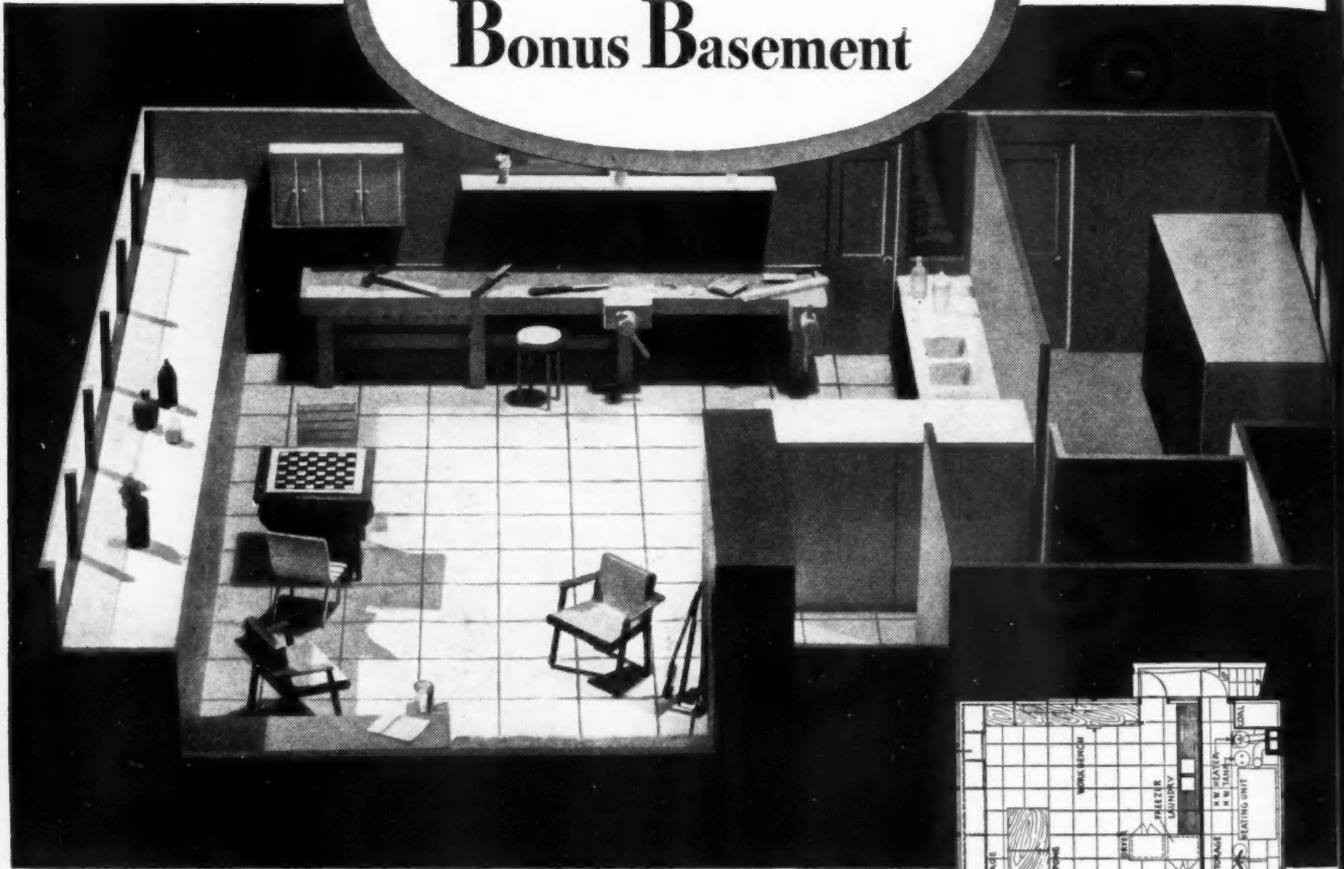


**GAS RANGES • RO-TA-TOR WASHERS • ELECTRIC RANGES • ROLLATOR REFRIGERATORS
COMMERCIAL REFRIGERATION • WATER COOLERS • HOME HEATERS • HOME AND FARM FREEZERS**

NORGE HOUSEHOLD APPLIANCES

SONS

Don't miss this chance
to have your home include a
Bonus Basement



Have you got your heart set on having a real recreation or rum-pus room—such as is shown above—when you build or remodel your home?

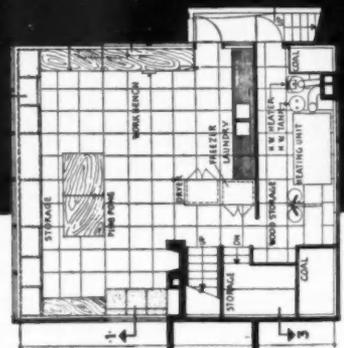
Well, there's no reason why you *can't* have one in your basement. No reason, that is, if you take this tip: *make plans to heat with Bituminous Coal.* If you do that, not only will you be able to have the kind of basement you want—but you can have a "Bonus Basement" . . . furnished and paid for in only a few years' time by the savings that come from heating with this most economical and dependable of all home-heating fuels.

Not only that—you'll also find Bituminous Coal gives the stead-

iest, most uniform heat. And when you install 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!

Let coal solve *your* home-heating problem—just as surely as it has for more than 4 out of every 7 homes in the United States. And, into the bargain, let it buy you a "Bonus Basement."

For further information and suggestions, take advantage of the special offer at the right. Then talk it over with your architect or builder. *Bituminous Coal Institute, 60 East 42nd Street, New York 17, N. Y.*



ARCHITECT: SIMON SCHMIDERER, NEW YORK, N. Y.

SPECIAL OFFER! The "Bonus Basement" shown above was modeled from one of 20 architects' plans for an ideal basement of a modest 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 only 10¢ postpaid. Mail your request to the address printed below.

A WORD TO THE WISE! Most houses are now designed to permit the use of Bituminous Coal. Be sure *you* can have the advantages of this low-cost, dependable fuel in your new home. A little care in planning for coal storage and a chimney flue of adequate size will assure that you can enjoy the health, comfort, and dependability that only modern coal heat can give you. And it will also assure you of *economical* heating for the life of your house, because this country's 3,000-year coal supply makes certain that shrinking reserves will not force coal prices upward.

FOR ECONOMY, DEPENDABILITY, AND HEALTHFUL HEAT . . . YOU CAN'T BEAT BITUMINOUS COAL

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

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COSTS LESS TO OWN!

Kelvinator refrigerators have an unbeaten record for trouble-free performance over years and years of service. That's because they're powered by the famous sealed-in-steel Polarsphere . . . lubricated for life . . . and because Kelvinator's thirty years of experience in building fine refrigeration appliances and equipment have given Kelvinator engineers and craftsmen real know-how in building refrigerators that perform dependably!

That's why Kelvinator refrigerators cost less to own . . . and that's why users so consistently express satisfaction with Kelvinator's longer life, lower maintenance and fewer replacements. For homes or apartments, you will find that Kelvinators really do cost less to own!

For full information, contact your local Kelvinator dealer. You'll find his name and phone number in the Classified Directory . . . or you can write to Kelvinator, Detroit 32, Michigan.

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MASSACHUSETTS—"Regarding our experience with the performance of the 300 Kelvinator refrigerators which have been in use here since July 1, 1941 . . . as yet we have not had a motor failure."

KENTUCKY—"This is to advise that the 250 Kelvinators installed in our project have given perfect satisfaction, and not one penny has been spent for repairs or otherwise during the three years they have been in constant use which, to our way of thinking, is remarkable."

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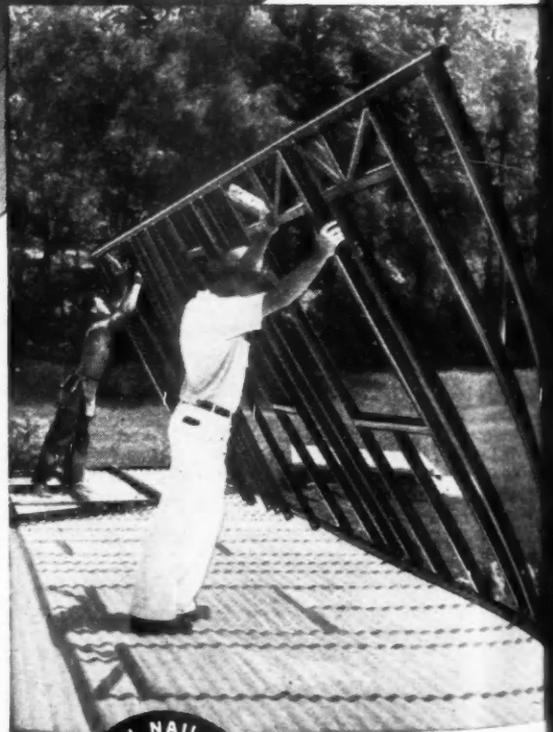
Because they feel that basic improvements begin with the frame, many architects and builders are planning their new buildings around Stran-Steel, the material that makes steel framing practical and economical for light-load structures.

Workmen using ordinary carpenter's tools find Stran-Steel fast and easy to erect. Framing members are assembled with self-threading screws. Studs and joists embody the exclusive Stran-Steel nailing groove, which permits collateral materials to be nailed directly to framing members. The completed frame is durable, fire-safe, sag-proof . . . of uniform quality throughout . . . low in original cost, inexpensive to maintain.

In order to offer greater investment value in an apartment or housing project, single home or store—or in any similar structure—build with Stran-Steel! For further details, see Sweet's File, Architectural, Sweet's File for Builders, or the January issue of Building Supply News.

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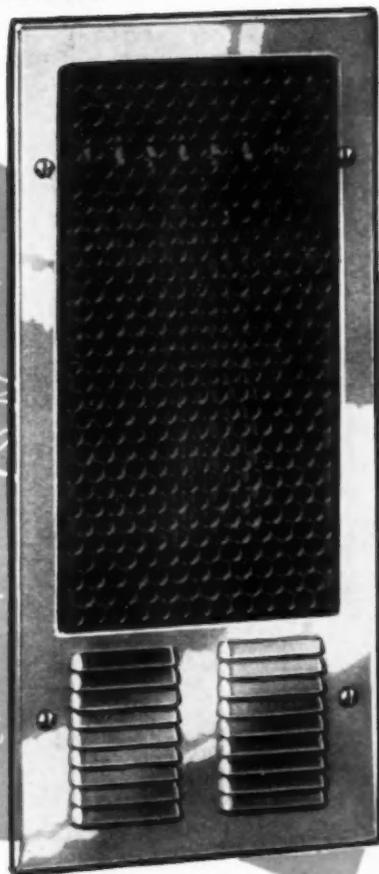
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Spring and Fall have many chilly days and evenings, too, that need just a little *Extra Heat*. That's when the Ⓢ Electric QUIKHETER proves its worth in delightful warmth . . . filling an average room in just a few minutes.

Best of all, the Ⓢ QUIKHETER has no moving parts to wear out, and a genuine Nichrome element that should never burn out under normal operating conditions. Built into the wall it takes no floor space and eliminates the hazards of exposed cords.

It costs no more than many portable models, yet lasts a lifetime. Separate control switch* locates high on the wall, away from children's inquisitive fingers, where you can reach it without stooping.

The Ⓢ QUIKHETER is an *auxiliary* electric heater providing *extra* warmth for the morning shower, baby's bath, drying hair, and chilly mornings before the regular heating system is started.

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Frank Adam Electric Co.

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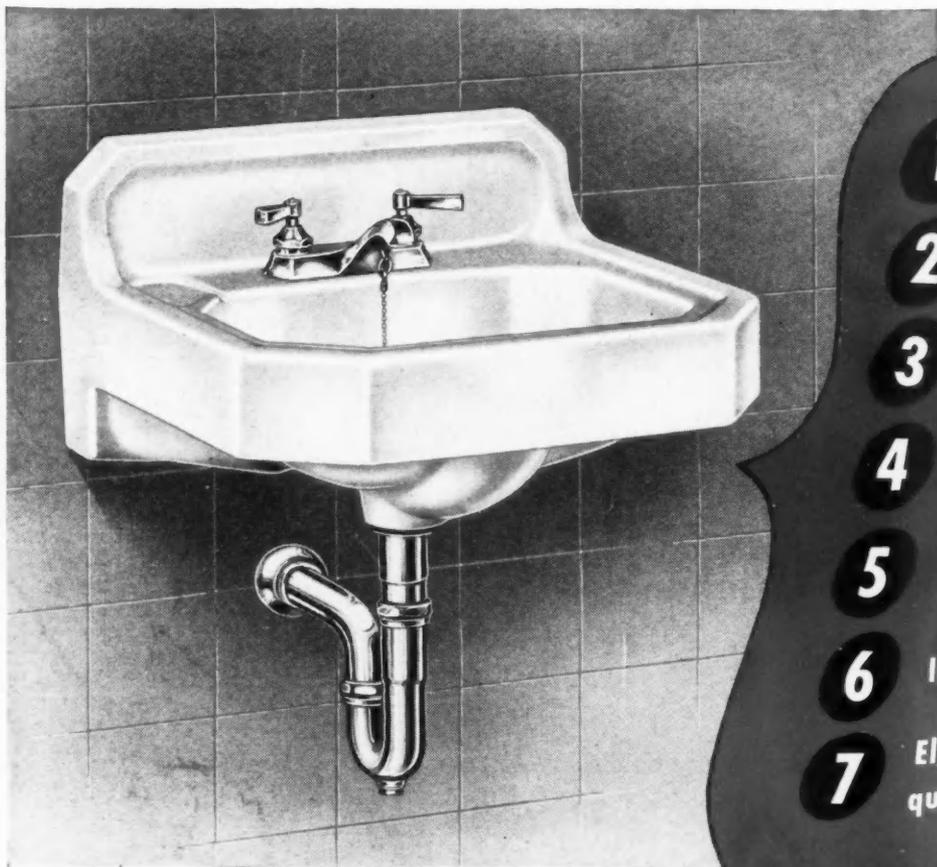


PLATE B-4254-G

- 1 Size 18" x 15" with 4" back
- 2 Eljer acid-resisting vitreous china
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- 5 Front overflow
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A PRACTICAL LAVATORY WITH MANY USES

Eljer's New Lyndon lavatory combines style and practicality in a high-quality fixture for the urgent building requirements of today. It is designed to make efficient and pleasing use of limited space and is an ideal fixture for bathrooms and extra washrooms in homes of small or medium size. Schools, office buildings, factories and hotels gain important advantages in space and service costs by including the New Lyndon lavatory in their building or remodeling jobs.

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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Plans for 1947 Convention and Exposition Being Formulated

As the great 1946 NAHB Convention and Exposition, held in Chicago, Feb. 25-28, passes into history, groundwork is being laid to make next year's event even more successful. The 1947 Convention and Exposition Committee under the chairmanship of W. Hamilton Crawford, Baton Rouge, La., who served the 1946 committee as vice-chairman and treasurer, is already at work on preliminary arrangements for the home builders' fourth annual meeting. Unless unforeseen developments occur it will be held again in Chicago during the last week in February.



W. HAMILTON CRAWFORD

The tremendous success of the 1946 conference can be judged by a recent statement of Paul S. Van Auken, Convention and Exposition Director, who declared, "In addition to the actual registration of more than 6,000 home builders, architects, distributors and dealers who were in attendance at the convention, some 7,000 more—a total of approximately 13,000—visited the exposition as guests of the exhibitors. These guests were from allied and affiliated fields such as carpenters, plumbers, and sub-contractors. "Our records show that we had registrants from every state in the union except two, Nevada and New Hampshire, and that there was one from Alaska; three from Paris, France; one from St. Johns, Newfoundland; two from Puerto Rico; four from Honolulu, T.H.; one from Manila, P.I.; one from Copenhagen, Denmark; one from Sallinge, Sweden; and, a large contingent from Canada." "Looking backward for a moment," Mr. Van Auken concluded, "it is interesting to note that the first NAHB meeting in Cleveland a little more than three years ago had an attendance of only 350, and that the 1945 convention in Chicago showed 3,774 registrations. Next year we hope to register a minimum of 10,000 home builders and others in the industry."

NAHB Directors Determine Association Policy Towards Wyatt Housing Program

During its most successful annual convention and exposition held in Chicago, Feb. 25-28, and following the appearance on the program of Wilson W. Wyatt, National Housing Administrator and Housing Expediter, and his meeting with the board of directors of NAHB, the following statement of policy on the Veterans' Emergency Housing Program was issued:

"Whereas, A shortage of housing facilities, particularly for our returning veterans, exists throughout the United States, the extent of which is not fully determined, and

"Whereas, The President of the United States has appointed a National Housing Expediter, Wilson W. Wyatt, who has announced a production goal of two million seven hundred thousand new housing units to be built the next two years to supply needs of veterans of World War II, therefore be it

"Resolved, That the National Association of Home Builders of the United States, its Affiliated Local Associations in all large cities throughout the nation, and all of its many thousands of builder members, through the adoption of this resolution by the National Board of Directors here in annual convention, express its approval of Mr. Wyatt's goal.

"And, The National Association of Home Builders hereby presents to Mr. Wyatt specific recommendations which they, as practical builders who must build this housing, believe will be the best possible means of achieving his proposed volume of two million seven hundred thousand homes for veterans.

"We will refer to Mr. Wyatt's report to the President of Feb. 7, 1946, point by point in our recommendations.

"1. We approve the challenging goal of permanent housing production proposed by the Expediter and pledge our cooperation with all parts of the home building industry and with the Expediter toward the achievements of maximum housing production. We do not ask for preference in the allocation of materials set aside for dwelling construction and recommend that no other segment of the industry be favored or given preference. There should be no diversion of building materials into temporary houses or barracks; nor diversion of basic building materials by shipment to prefabricators unless they are prepared to convert them into finished homes on lots with all utilities immediately.

"2. We unqualifiedly approve preference for veterans with provisions for non-veteran hardship cases.

"3. We approve the desire to greatly expedite the production of basic building materials. Although we are strongly opposed to subsidies by government, because of Mr. Wyatt's insistence that legislative authority to make premium payments to expedite and increase the production of certain basic building materials is vital to the attainment of his housing goal for veterans, we approve such legislative authority compatible with his pledge to use such payments to the minimum extent necessary after consultation with industry.

"4. We heartily approve the proposal to expand the labor force engaged in residential construction by 1,500,000 workers. Next to providing an adequate supply of building materials, this is the most important part of the home builders' problem.

"5. The postponement of all deferrable and non-essential construction is unanimously approved.

"6. We endorse the encouragement of rapid expansion of factory fabrication of materials and parts to facilitate the production of low cost houses, but believe that a guarantee of markets is not required. We believe there may be great waste of money and materials unless it is made a requirement that the production of prefabricated houses and parts be confined to those manufacturers who give acceptable evidence of ready marketability in free competition with on-site fabrication for their products.

"7. The proposal to provide priorities for and make allocations of materials to home builders is endorsed; and we offer our advice and assistance, and request consultation with us on the policies and administrative practices involved.

"8. We do not believe that further legislation is necessary to provide financial assistance in the development of home sites.

"9. While encouraging to as great an extent as possible the construction of homes for sale or rental in the lower price brackets a realistic approach must be taken. Costs of construction and house requirements vary widely in different sections of the country and will not permit the establishment and enforcement of one price scale on building for all areas. Veterans must be provided sound, livable homes in every city and price requirements must be flexibly administered to allow maximum volume construction everywhere. We approve reasonable modifications of building codes to permit

(Continued to page 36)

NAHB Statement-*(Continued from page 35)*

economies compatible with sound construction. FHA determination of selling prices should be flexible enough so that veterans in desperation are not forced to purchase or rent makeshift structures which will not long satisfy their needs.

"10. Since we have already expressed approval of the pricing limitations established under PR 33, we do not feel that additional controls are necessary. We do strongly urge the removal of existing controls at the earliest possible time and a return to our competitive system. In the meantime it is urged that steps be taken to correct inequities resulting from our present controls lest the application of these controls adversely affect our production of houses so badly needed for veterans, and delay a return to the American economic system.

"11. Our position on the Wagner-Ellender-Taft Bill S. 1592 is too well known to require restating at this time. We would point out that it is unfair to the veterans to include in the consideration of emergency measures a highly controversial long-range program which may well delay action on emergency legislation. We feel that attention should not be diverted from production for veterans and point out that it was National policy to put aside discussion of government subsidized housing during the war emergency. We feel that the same policy should be followed at this time.

"12. We have been assured by Messrs. Wyatt and Foley that firm commitments to sponsors on low-cost homes are being supported permitting the insurance of \$5,400 to \$7,200 mortgages for single-family houses and for multi-family structures up to \$16,200 for four-family residences. These proposals are approved on the basis that reasonable administrative practices will be followed so as to effectuate the attainment of the goal of increased production of houses for veterans.

"13. The proposed appropriation of \$250,000,000 for temporary re-use of war housing is supported.

"14. We have always felt that housing problems are primarily and fundamentally problems of the cities and towns of our country, and we approve not only community participation in the program, but recommend the greatest possible flexibility to encourage community determination of need; therefore, we heartily approve his intent to obtain the greatest possible local community participation and decision in this program.

"15. We believe that the authorization of six hundred million dollars for premium payments to manufacturers, which we have already supported, represents sufficient stimulation for the effectuation of the program and do not recommend that Reconstruction Finance Corporation be used to provide any further subsidies or premium payments."

It is to be noted that the NAHB policy statement on the Wyatt program was issued prior to the time the House of Representatives took unfavorable action on certain features of the Patman bill, notably price control on existing housing and subsidies.

NAHB Charters New Members

New local affiliated associations chartered by the National Association of Home Builders at the Chicago convention are as follows:

Home Builders Assn. of Spokane, Spokane, Wash. Frank J. Snider, president, and Harwood J. Tibbits, secretary.

Home Builders Assn. of Rhode Island, Providence and State of Rhode Island. Anthony Cianci, president, and Roy Worrell, executive secretary.

South Bend-Mishawaka Home Builders Assn., South Bend-Mishawaka, Ind. Herbert M. Weaver, president, and Granville W. Keller, secretary.

Home Builders Assn. of Westchester, Inc., Westchester County, N.Y. Henry M. Grant, president, and Michael Block, secretary.

Home Builders Assn. of Sabine Area, Sabine Area of Texas. J. Francis Morrough, president, and Wilton P. Hebert, secretary.

Omaha Chapter of the National Assn. of Home Builders, Omaha, Neb. A. E. Seastedt, president, and Harvey E. Rasp, secretary-treasurer.

New President for Boston Association

Anthony V. Taurasi, general contractor of Boston, became president of the Home Builders Association of Greater Boston at a recent directors' meeting.

Taurasi succeeds Arnold Hartmann, who has resigned from the presidency. During Hartmann's term of office, Taurasi served as vice president.

The directors also instructed that a testimonial be engraved and published expressing to Arnold Hartmann appreciation for the service he has rendered.

The newly-appointed executive secretary is Joseph R. Corish, recently returned from active duty in the Navy.

**JOSEPH R. CORISH**

The association will also sponsor the Building Center of New England, which will be opened to the public this spring. The Building Center will provide a permanent exhibit and an information headquarters for all types of construction and is designed to serve all branches of the building industry, manufacturers of materials and equipment, architects and prospective home owners.

Hits Discrimination Against Higher Income Veterans

Recently, in an open letter to Wilson W. Wyatt, National Housing Administrator and Housing Expediter, Arthur E. Fossier said:

"As president of the Chicago Metropolitan Home Builders Association permit me to express to you our association's earnest support of your objectives in properly housing returning veterans. While we are interested in the complete success of the program and offer to it our full assistance, yet a careful study of the details and the statements made regarding its operation indicate, in our opinion, a serious injustice which should and may be rectified. We, therefore, submit the following suggestions in a spirit of friendly cooperation:

**A. E. FOSSIER**

"Indications are to the effect that veterans' housing will be confined to the \$10,000 bracket or under, with special emphasis placed on lower costs, and that veterans' housing costing more than \$10,000 will receive priority assistance only upon approval by the CPA in Washington, where they will be carefully screened.

"We consider such an arrangement a serious act of preference and respectfully urge that its correction be given careful consideration for the following reasons:

1. Our armed forces were composed of persons from every walk of life and they, for the most part, have fought and lived for the day when they could return to their home towns and communities.
2. An arbitrary ceiling on veterans' housing forces an arbitrary classification of veterans which is discriminatory and should not exist.
3. Builders customarily construct homes to meet the demands of the communities in which each builder operates and the builders in each of such communities are in a position best to satisfy the communities' residential demands.
4. A vast number of veterans were well established in their communities before joining the armed forces. They require what they can afford, and are entitled to adequate homes.
5. There was no prejudicial class separation in the fox holes nor on the beachheads and it is undemocratic and un-

American to discriminate against veterans because their financial status is slightly higher than others. It makes forehandedness a matter of suspicion and distrust.

"We, therefore, urgently request that veterans' applications or applications made on their behalf be given the same facilities for processing and approval in the upper price brackets, within reasonable limitations, as in the lower brackets. We make this request with the full conviction founded upon knowledge that demand will control the market and bring fully as much housing into the lower brackets as is contemplated for that classification.

"The effect will be to permit the continuance of programs already under way on higher priced land where deed conditions, codes and community regulations prohibit mere shelter construction, and thus not lose entirely the benefit of the accumulated activities of builders operating in such communities which in this area amounts to more than 10 per cent of the entire potential. These are largely the builders who ceased operations during the war and are just now returning to activity. Their assistance is a prime factor in carrying out the Veterans' Program."

Meeting Schedule of NAHB

The National Association of Home Builders has issued the following tentative meeting schedule:

- Executive committee and regional vice presidents—May 9 and 10, Washington.
- Board of directors and all committees—June 10-13, Washington.
- Regional Conferences:
 - Southwest—July 15, 16—Los Angeles
 - Southwest—July 18, 19—San Francisco
 - Northwest—July 22, 23—Portland
 - Northwest—July 25, 26—Seattle

Portland Election

The new officers of the Portland (Ore.) Home Builders' Association laid their foundation for a big year of fighting that region's postwar housing shortage at a recent dinner meeting. Paul Bonelli took over as president and Lester Asbahr as secretary-treasurer; Ray Cady as vice president and Ralph Harris the sergeant-at-arms.

New NAHB Headquarters

National headquarters of NAHB have been moved from 1737 K St., N. W., to Suite 1116, 1028 Connecticut Ave., N. W., Washington, 6, D. C. The new space, comprising the eleventh and twelfth floors of one entire wing of the LaSalle Building, will give the NAHB Washington staff twice its former space. Commenting on the move, Frank W. Cortright, executive vice president, said, "As we enter our fifth year in the Washington arena it is indeed fortunate that such facilities are available. At no time in the past has there existed a comparable need for such constant observance of, and contact with agencies of government."

Cortright's Column

By Frank Cortright

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



The major provisions of the Patman bill as it left the House are as follows:

The Housing Expediter's authority to channel building materials by priorities and allocation into homes for veterans is continued for one year beyond June 30, 1946.

Veterans are given preference in the purchase or rental of all new houses.

The Expediter is authorized, regardless of any other legislation, to direct OPA to make such price adjustments as are necessary to stimulate production of building materials. He is also authorized to issue directives to other government agencies as necessary, and to require FHA pricing approval of new construction.

The Expediter shall have the power to forbid the export of any lumber or other materials to any foreign country which are needed for the housing program.

One billion dollars government insurance of home mortgage loans under Title VI FHA is provided, with a second billion available by Presidential authorization.

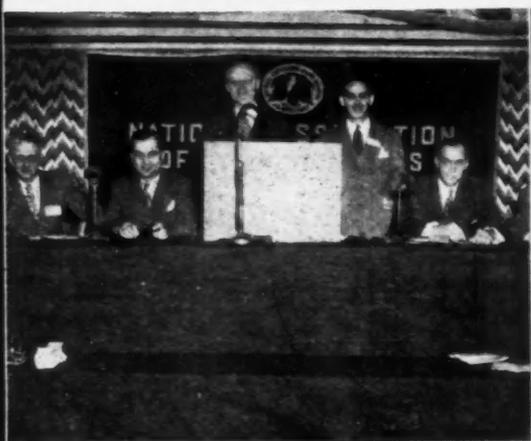
The original Patman bill contained an unworkable and unrealistic pricing formula which, at Mr. Wyatt's request, was stricken. The one inserted in the bill by the House authorizes the director to regulate maximum prices of new housing by geographical areas. The procedure is similar to the one in operation under PR 33. To secure authorization builders will file with FHA (presumably) plans and specifications and proposed maximum sales price, and secure a certification that the sales price is reasonably close to the value of the accommodations, taking into consideration construction costs, value of land and margin of profit.

The maximum single house mortgage was increased from \$7200 to \$8100 to allow construction for veterans in the highest cost areas. Other limit changes are: two-family from \$7500 to \$10,800; three-family from \$8500 to \$13,500; four family from \$12,000 to \$16,200. Full force of government will be applied, however, to see that lowest cost housing is built in each community.

Daily reports from the field indicate that difficulties of securing building materials increase steadily. Hardwood flooring heads the list of unobtainables. Thousands of units under construction could be finished except for the flooring shortage. Acute distress is caused by continued shortages of nails, gypsum products, brick, millwork and other materials. There is a crying need for action by Mr. Wyatt for price adjustments. Rapid and effective action can determine the success of the entire program.

The one bright spot is that home builders are more than fulfilling the assurances given during the past few months. In spite of material shortages, and daily threats of regimentation by legislative and administrative action, builders are starting an impressive number of new dwelling units. Of 200,000 units applied for by March 1 through FHA, 134,000 units were approved; 45 per cent of these will rent for less than \$60 a month and will sell for less than \$7500. An astonishingly high percentage will sell for \$4500 or less, and will rent for \$40 a month or less.

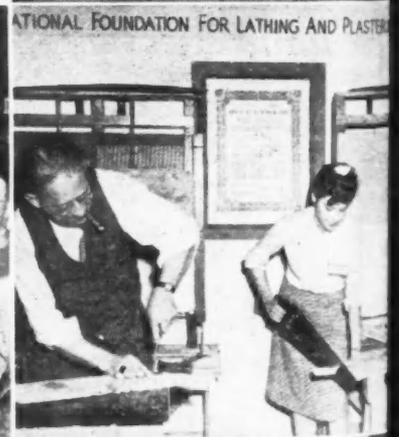
The Senate Banking and Currency Committee is reportedly on the verge of taking final action on the socialistic Wagner-Ellender-Taft housing bill and reporting it to the Senate floor for consideration in the near future.



A Panoramic View of NAHB'S 1946 Convention and Exposition

The never-to-be-forgotten week of work and play—the week during which every waking moment was filled with activity of one kind or another, is now but a memory which marks the great Annual Convention and Exposition of Home Builders, held during the last week in February at the Stevens Hotel, Chicago.

From the several hundred photographs of this important event taken during the meeting by American Builder camera men, the editors have selected a few typical views to give our readers a general idea of what took place, of the outstanding personalities in the building field who appeared on the program, of the unusual and interesting exhibits, and other convention and exposition highlights.



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**The new book that shows
how you can make more money**

WE'VE selected half a hundred store fronts and interiors—representing practically all kinds of business, in all parts of the country—from among thousands that have been remodeled with Pittsburgh Glass and Pittco Store Front Metal.

Photographs of these Pittsburgh fronts and interiors are reproduced in this book. With many of the pictures there is a report from the proprietor, telling how remodeling his store with glass attracted more customers—increased business and profits.

Store remodeling can be a lucrative source of business for you. And this new book can help you get your share of this local business. Look over the remodeling suggestions it contains—the many “before” and “after” pictures—the designs by world-famous architects—which show new store trends. They will help you to sell more prospects, make more money.

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American Builder has readers at all strategic points:

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CONSIDERED individually, each of these 3 prime factors has distinct interests. But actually they function as "department heads" in the important business of buying a product from a manufacturer, transporting it through established channels and installing it in a construction job.

Obviously all three factors must agree that a product is salable; that its appearance and performance are up to standard.

With a total net paid circulation of 77,000 (See footnote *), American Builder reaches all of the important buying elements. Among the 62,000 readers on the building side, are the top-

ranking Builders and Contractors, who account for 70% of the nation's light construction . . . residential, commercial and farm.

The remainder of its subscribers, 15,000 Retail Lumber and Building Materials Dealers and Distributors, receive American Builder with a special *Distribution Section* bound into it, containing editorial and advertising material of specific interest to them. Dealers and Distributors handle about 85% of the nation's building materials volume.

In American Builder, Builders, Wholesalers and Dealers all get the same story through advertis-

ing in the General Section (which goes to ALL subscribers). With a separate ad in the Distribution Section (which reaches Distributors only) you can talk shop to Dealers and Distributors privately and know that they will also see what you are saying to their Contractor-Builder customers.

* The last ABC audit report (June 30, 1945) indicates the level at which American Builder froze its circulation for the duration of the war (60,000). Restrictions on new subscriptions were lifted beginning with the August, 1945, issue and in October, American Builder's circulation was 67,000. By December it had reached 72,000. February circulation exceeded 77,000 net paid!

See Standard Rate and Data, Class 19, Business Paper Section for further information on the building market and American Builder's service to the industry.



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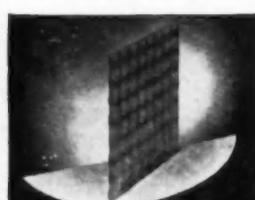
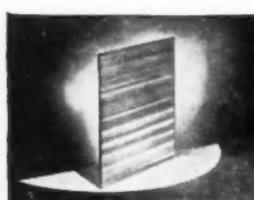
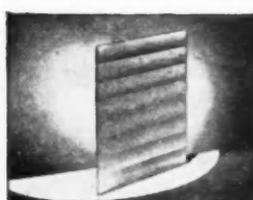
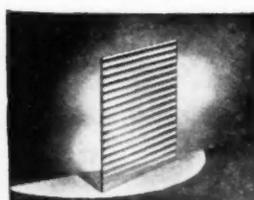
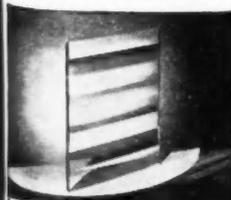
LOUVREX

LINEX

FLUTEX

STYLEX

DOUBLEX



BLUE RIDGE *Decorative* GLASS

FOR SOFT, DIFFUSED LIGHT • SMART DECORATION • COMPLETE PRIVACY



SURPLUS PAINT SALE

EXTERIOR

OIL-TYPE READY-MIXED PAINT T-1215*

This is a medium grade paint which is ready to use and inexpensive. It produces a flat finish when brushed or sprayed on the surfaces to be protected. It is suitable for the great bulk of exterior maintenance painting where very high oil-content paints are not required. T-1215 may be used also as a first coater or undercoat over previously painted surfaces. It dries in a few hours. Write, wire or phone any of the War Assets Corporation Regional Offices below or mail this coupon.

SALE PRICE

65¢
per gallon

Minimum sale 200 gals. of any one color, F.O.B. Location, subject to prior sale.

COLORS

- Black
- Dark Green
- Loam
- Olive Drab
- Haze Gray
- Field Drab
- Earth Red
- Earth Brown

In 5 gal. containers—some in 50 gal. drums



FARMS

INDUSTRIAL MAINTENANCE

MUNICIPALITIES

MARKETS AND WAREHOUSES

INTERIOR

OLEORESINOUS EMULSIFIABLE PAINT T-1279

This paint is best suited to interior use. It is an oil-in-water emulsion type paint which may be thinned for application with water or organic solvents, such as naphtha or mineral spirits. It produces a flat finish when brushed or sprayed on the surface to be protected. T-1279 contains a fungicide for mildew prevention. It may be mixed in with white or light casein paints to produce lighter shades but not with conventional oil paints. Suggested uses include walls and ceilings of plaster, composition board, concrete, stucco and brick; also concrete floors.

COLORS

- Light Green
- Dark Green
- Field Drab
- Earth Yellow
- Black
- Earth Brown
- Loam ... Sand
- Olive Drab
- Earth Red

In 5 gal. containers—some in 50 gal. drums

SALE PRICE

65¢
per gallon

Minimum sale 200 gals. of any one color, F.O.B. Location, subject to prior sale.

*T-1215 may be mixed in with linseed-oil-white-lead or other oil paints to obtain lighter shades or higher gloss.

FREE INFORMATION

To War Assets Corporation: Please send me, without obligation, information on the following:

Oil-Type Ready-Mixed Paint, T-1215; colors.....

Oleoresinous Emulsifiable Paint, T-1279; colors.....

NAME..... TEL. NO.....

ADDRESS.....

FIRM.....

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

A DISPOSAL AGENCY DESIGNATED BY THE SURPLUS PROPERTY ADMINISTRATION
for Surplus Producers' and Capital Goods, Aircraft and Plants formerly handled by Reconstruction Finance Corporation... and for Surplus Consumer Goods formerly handled by United States Department of Commerce.

WAR ASSETS CORPORATION

(A SUBSIDIARY OF RECONSTRUCTION FINANCE CORPORATION)

RFC OFFICES (INCLUDING FORMER DEPARTMENT OF COMMERCE REGIONAL SURPLUS PROPERTY OFFICES) LOCATED AT: Atlanta • Boston • Chicago • Denver • Kansas City, Mo. • New York • Philadelphia • San Francisco • Seattle • OTHER RFC SURPLUS PROPERTY OFFICES LOCATED AT: Birmingham • Charlotte • Cleveland • Dallas • Detroit • Helena • Houston • Jacksonville • Little Rock • Los Angeles • Louisville • Minneapolis • Nashville • New Orleans • Oklahoma City • Omaha • Portland, Ore. • Richmond • St. Louis • Salt Lake City • San Antonio • Spokane • OTHER FORMER DEPARTMENT OF COMMERCE REGIONAL SURPLUS PROPERTY OFFICES LOCATED AT: Cincinnati and Fort Worth

WHY PROMINENT BUILDERS USE YOUNGSTOWN KITCHENS



Mr. Carr's organization has built dozens of attractive homes like this, with modern kitchens built around Youngstown units.

EDWARD S. CARR, prominent member of the national Association of Home Builders and the Washington Real Estate Board, has installed Youngstown Kitchens in his homes for many years.



"A more beautiful kitchen ...at lower cost"

—EDWARD R. CARR, Washington, D. C.

"YOUNGSTOWN equipment has been a real pleasure to use," says Mr. Carr. "Not only has it enhanced the beauty and attractiveness of our kitchens, but because of its easy installation it has saved us substantial sums in construction and painting labor."

"The use of equipment such as this, with the savings it provides, is a great help in realizing the aim of the National Association of Home Builders—to provide better homes for less money, and prove beyond a doubt that private enterprise can take care of the housing needs of America."

These advantages of Youngstown Kitchens are well known to the hundreds of builders who have used them. Youngstown Kitchens are a definite help in selling homes

because their sparkling beauty and modern convenience appeal to every woman. And they provide a sure way to cut costs.

You will be interested in the booklet, "The Builder's Kitchen," that tells all about these attractive cabinet sinks and cabinets and shows how they have been used by other builders. Your request will bring a copy.

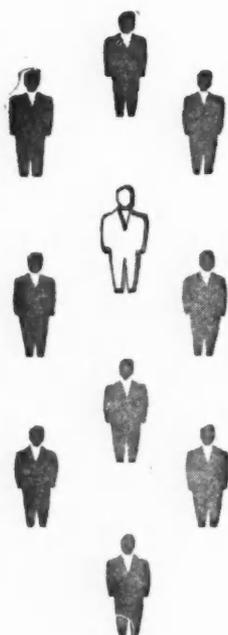
MULLINS MANUFACTURING CORPORATION
Warren, Ohio

Porcelain Enameled Products—Large Pressed Metal
Parts—Design Engineering Service



Youngstown Kitchens

BY MULLINS



9 OUT OF 10

want

THE PAYROLL SAVINGS PLAN
CONTINUED!

Thanks to the cooperation and encouragement of America's industrial executives, 85 million bond holders have bought U.S. Bonds in the greatest savings program in history. Employees who have purchased billions of dollars of these bonds during the war now want to continue monthly purchases of savings bonds. Specific evidence of this desire to continue saving for personal security and prosperity through the Payroll Savings Plan was recently revealed by a survey which disclosed that 90% wanted the Plan continued. Every employer can write in his own set of reasons why the Payroll Savings Plan should be continued as a part of his personnel relations program, but the principal advantages are obvious:



A large reservoir of national savings; a strong and stable bulwark against inflation.

An "automatic" thrift habit for the worker; to increase contentment and satisfaction in his job.



An opportunity for the employee to maintain his "share in America" with the safest, easiest, most profitable investment he can make.

An opportunity for the returned veteran to share in the Payroll Plan's varied benefits.



Your employees will require little "selling" on the idea—they are accustomed to their monthly saving habit. With the Treasury Department's savings bond program now in peacetime operation, your partnership is again invited to continue this systematic, convenient means of contribution to a prosperous peacetime future.

The Treasury Department acknowledges with appreciation the publication of this message by

AMERICAN BUILDER AND BUILDING AGE

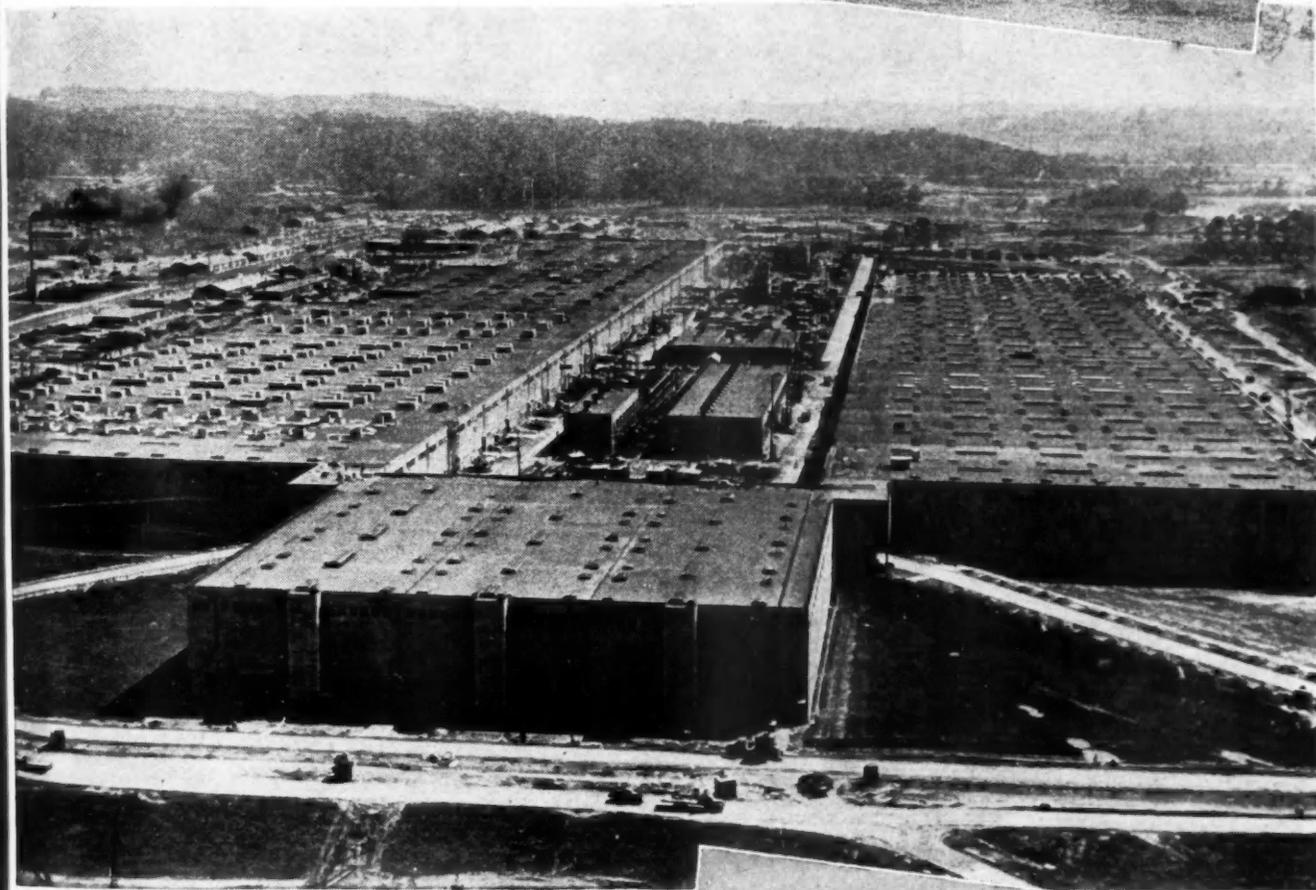
This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and Advertising Council

To facilitate construction of one of the Oak Ridge Atomic Bomb Plants...

... the contractor used

ATLAS MORTAR CEMENT

the Satin of Masonry Cements



ATOMIC BOMB PROJECT, Oak Ridge, Tenn. Atlas Mortar Cement used for Gaseous Diffusion Process Plant and Steam Power Plant. Colonel Kenneth D. Nichols, District Engineer. Kellex Corporation, New York, Designers and Engineers; J. A. Jones Construction Company, Inc., Charlotte, N. C., General Contractors.

product of

UNIVERSAL ATLAS CEMENT COMPANY

(UNITED STATES STEEL CORPORATION SUBSIDIARY)
CHRYSLER BUILDING • NEW YORK 17, N. Y.

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

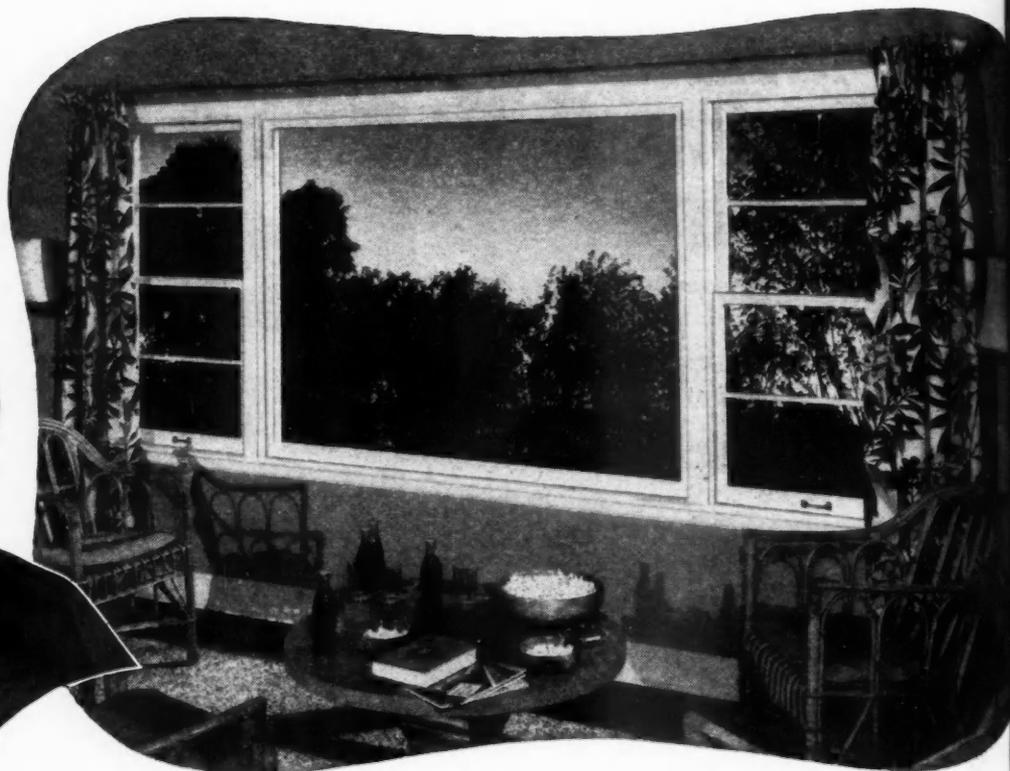
AB MC-6

SUNDAY EVENINGS—American Broadcasting Company (Blue) Network—U. S. Steel's "The Theatre Guild on the Air"

Curtis Announces . . .

a basic improvement in window design

... NEW SELF-FITTING SILENTITE!



There is something new in the window world today . . . an entirely different and better kind of window, designed on new principles, and offering new advantages to architect, builder and home-owner alike.

It is the new Curtis Silentite Self-fitting Window.

In the original Silentite, Curtis pioneered the pre-fit "Insulated" window. The new Silentite is a *self-fitting* window—and a vastly better window! It represents another basic Curtis improvement in window design, an engineered unit with unique advantages. The many famous features of the original Silentite have been retained—and new ones added.

The new Silentite provides 20% increased weather-tightness which means greater fuel savings—new locking features—new ease of operation—new simplicity of installation which lowers cost! Study the features at the right—then you'll know why the new *self-fitting* Silentite introduces a new era in window utility and satisfaction.



Self-fit
The "st
wood
Easy to
Silentite
There ca
the new
bring s
alleys t

Plus

- A cor
- storm
- New
- elimi
- if des
- All p
- nation
- Extre
- frame
- impro
- dow.
- Effect
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- instal

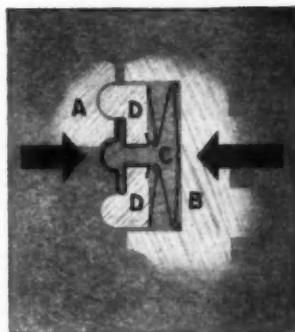
Why This New Curtis Silentite is a Self-fitting Window

Self-fitting

For Greater Weather-tightness

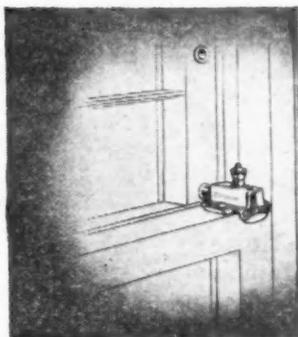
Made of wood—in itself a non-conductor of heat and cold—the new Silentite has “floating” chemically treated wood sliding bars, and these are seated on full-length double Z-type bronze weather-strips. (See diagram.) Sash (A) operates against sliding bead (D), which presses against metal Z-type weather-stripping (C) in frame (B).

The new design of the meeting rail overcomes the problem of weather-stripping between two window sections!



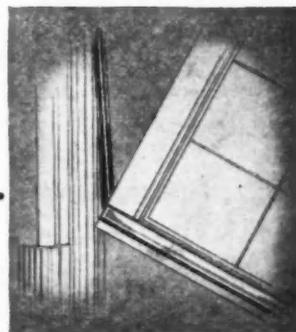
Self-fitting—For Easier Operation

The “floating” weather-stripping forms a wood-to-wood contact with the sash. Easy to operate when new, the self-fitting Silentite continues to work smoothly with use. There can be no sticking, no binding. And the new Silentite uses the famous Silentite spring suspension—no weights, cords or pulleys to get out of order.



Self-fitting—For Locking Safety

The new self-fitting Silentite locks in two positions—automatically! You can leave this window open six inches for ventilation—yet be sure that no intruder can enter, for it locks when open. The new lock also eliminates the damage often done to bars or head jamb with ordinary locks. One sash lock furnished with each unit.



Self-fitting—For Simple Installation

See how easy it is to install a Silentite self-fitting window! The sash is put in with minimum effort—yet, once installed, is firmly in place. Here's a big economy in installation—another reason why we say “Silentite is really a self-fitting window!” Top and bottom sash easily removed from inside by removal of one inside stop only.

Plus these and many other famous Silentite features

- A complete unit including frame, pre-fit window, screen, storm sash and trim. All parts of unit are carton-packed.
- New style pre-fit combination screen and storm sash eliminates changing and storing. (Separate units available if desired.)
- All parts of units carefully engineered for perfect coordination in the completed job.
- Extreme weather-tightness between frame members, and frame and wall.
- Improved weather-stripping installed with frame and window. No muss or bother later.
- Effective meeting rail weather-strips are applied at the factory—also the new head stop and head weather-strip are installed in the frame at factory.

- Improved sill weather-strip assembled at the factory and quickly installed on the job.
- Windows accurately pre-fitted to the frame at the factory—no fitting required on job.
- Sturdy, one-piece narrow mullion—2 inches.
- More glass area for a given opening.
- Spring suspension eliminates pulleys, weights and cords.
- No through cuts in jamb—reduces air leakage and improves house heating efficiency.
- Twelve designs of windows from which to choose.

In Canada: W. C. EDWARDS & CO., Ltd.
Ottawa, Canada

.....

• CURTIS COMPANIES SERVICE BUREAU
 • AB-4S Curtis Building
 • Clinton, Iowa
 • Gentlemen: Please tell me more about the new self-fitting Silentite windows and your new woodwork line.

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

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kind
er

entite

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RK
TE
dow

So many ways to *build* with **ZONOLITE!**

Here are typical examples from thousands of jobs where the many ways of using Zonolite are simplifying contractors' building problems all over the country. Figure using light weight easy-to-handle Zonolite products on your next job . . . customers better satisfied . . . time and money saved.



• Ten men install 16,000 cubic feet of Zonolite in 20 hours in giant cold storage plant. Zonolite Granular Fill in walls and ceilings—Zonolite Concrete for floors.

Zonolite Fill Insulation

Easy to install between joists in attics and between studs in sidewalls. Weighs about 6 pounds per cubic foot. 100% fireproof—rotproof—verminproof. Won't irritate workers' hands! No masks required!

Insulating Concrete

Ideal for insulating fill and structural roof decks. Fireproof—rotproof—permanent. To make Zonolite Insulating Concrete simply mix with ordinary cement instead of sand. Weighs as little as 16 pounds per cubic foot when mixed. Used for floors in homes, commercial buildings and farm structures.



• Screeding Zonolite Insulating Concrete roof fill over concrete slab. Easily formed into saddles and cants for proper drainage.

Insulating Plaster

Zonolite Plaster Aggregate is used in place of sand. It's easier to mix. Reduces mortar weight one half. Can mix inside building to save handling time. Works easy. Won't freeze. Crack resistant. Insulates against heat, cold and sound and makes better satisfied customers.



• Zonolite Granular Fill easily installed in attics and sidewalls—new work or remodeling. No gloves or masks needed.

• (At left)—Zonolite Insulating Plaster being mixed indoors and applied. Can be applied to same surfaces as sand plaster.

Universal Zonolite Insulation Co.

Dept. AB-46, 135 S. LaSalle St.
Chicago 3, Illinois



**FOR DETAILS
MAIL COUPON
NOW!**



SEE YOUR LOCAL LUMBER and BUILDING MATERIAL DEALER

Universal Zonolite Insulation Co
Dept. AB-46, 135 S. LaSalle St., Chicago 3, Illinois

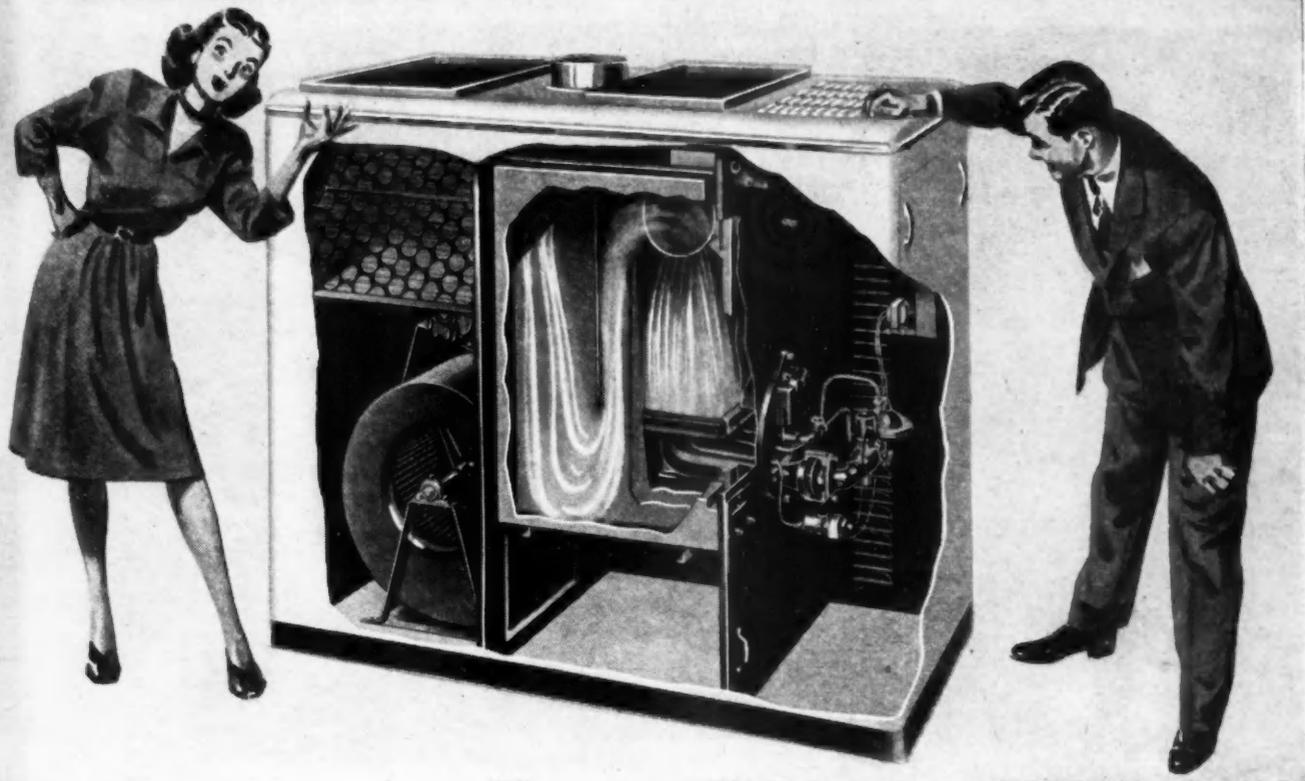
Gentlemen: Please RUSH complete information on () Zonolite Granular Fill Insulation () Concrete () Plaster.

Name.....

Address.....

City..... Zone..... State.....

CHRYSLER AIRTEMP



Cut-away view of Chrysler Airtemp automatic gas central system for homes.

It's Amazing How Thoroughly It Heats a House

Chrysler Airtemp engineering and mass production have brought new efficiency and new economy to automatic central home heating . . . for homes large and small.

The simplicity of design, the compactness and the efficiency of operation of Chrysler Airtemp heating products are evident in the cut-away drawing above. This is a gas-fired warm air furnace but Chrysler Airtemp also makes models for oil or coal—and for steam, hot water and vapor systems. In addition, there's a new Chrysler Airtemp stoker, and an ultra-modern oil burner for modernizing old-fashioned heating plants.

Behind these home-heating products stands Chrysler Corporation, noted for engineering skill and mass production economies. Behind them also is the satisfaction enjoyed by Chrysler Airtemp users wherever homes are heated. Dependability is assured.

For year 'round air conditioning, Chrysler Airtemp offers the combination shown at the right.

For full details about this ultra-modern line of home heating products write Airtemp Division of Chrysler Corporation, Dayton 1, Ohio. In Canada—Therm-O-Rite Products, Limited, Toronto, Ontario.



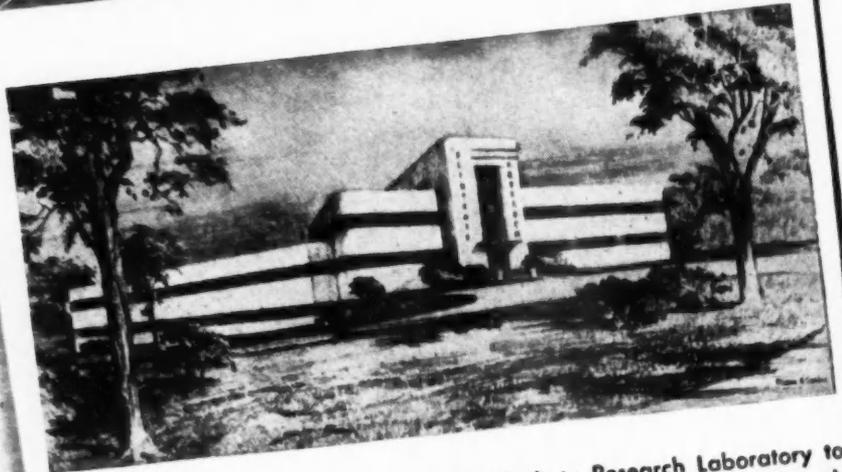
YEAR 'ROUND AIR CONDITIONING

Combination of warm air furnace and "Packaged" cooling assembly pioneered by Chrysler Airtemp. Cooling "package" can be easily added at any time desired.

"REMEMBER THURSDAY NIGHT! The music of Andre Kostelanetz and the musical world's most popular stars—Thursday, CBS, 9:00 P.M., E.S.T."

A I R C O N D I T I O N I N G
H E A T I N G . C O O L I N G . R E F R I G E R A T I O N

FLINTKOTE... deep rooted and still growing...



Research and Plant Expansion: The Flintkote Research Laboratory to be erected at Morristown, New Jersey, pictured above in the architect's rendition, will provide increased facilities to assure new products and continuous improvement of present products. The Company's accelerated program of product research and development and plant expansion and modernization, discussed in the Report of the President, will add substantially to Flintkote's plant facilities and the diversification of its activities

(Reprinted from page two of the 1945 Flintkote Annual Report released February 28, 1946)



THE FLINTKOTE COMPANY

Building Materials Division

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

ATLANTA - BOSTON - CHICAGO - CINCINNATI - DETROIT - EAST WYOMING - LOS ANGELES - NEW ORLEANS - WACO - WASHINGTON

Berry Offers The Features



AMAZING LOW PRICE
ALUMINUM CONSTRUCTION
NEEDS NO PAINTING
WEIGHS 75 LBS.
CANNOT BLOW SHUT
CHILD CAN OPERATE
ONE MAN CAN INSTALL
NO HEADROOM REQUIRED
DOUBLE INSTALLATIONS
WITH NO CENTERPOSTS
AVAILABLE NOW

MR. BUILDER, compare the features offered by the BERRY ALUMINUM overhead type GARAGE DOOR. Doublecheck the advantages it offers you in lower unit prices—fast installation at lower costs—no painting required—easier handling—no headroom troubles—long lasting troublefree operation—no expensive service call backs.

Note its appeal to the Home Owner—low price—lightweight aluminum construction—beauty—ease of operation—no exposed operational devices to cause acci-

dents—lifetime troublefree performance and low installation costs.

The BERRY DOOR is your answer when that tight budget calls for a modern all metal door. Note how it saves you time and money on those remodel jobs too.

BERRY DOORS are now available. Over 25,000 have been delivered in the past six months. If your dealer cannot supply you immediately, place your order—he'll be having another shipment soon.

Save time and money—install BERRY DOORS.

Specialists for Years IN GARAGE DOOR ENGINEERING



BERRY DOOR COMPANY WAYNE, MICHIGAN

Month after month
compelling adver-
tisements like this are
reaching homemakers
in 27 coast to coast
newspapers in the
following cities:

LOS ANGELES
ATLANTA
BOSTON
GRAND RAPIDS
JAMESTOWN
HIGH POINT
PHILADELPHIA
DALLAS
NEW YORK
CHICAGO
DETROIT
ST. LOUIS
SAN FRANCISCO
CLEVELAND
PITTBURGH
MINNEAPOLIS



* Better your home... better your living

After all, what is HOME?

It's not a state—no matter how big, how beautiful, how wonderful.
It's not a town—even though there's a big lump in your throat
when you come back after long absence. It's not even a street,
nor the village square where stands the tree you carved your
initials in as a kid.

Ask yourself again—what is home? Then tell yourself, remind
yourself often—just what home really is!

Well, it starts with the click of the lock in your own front door.
It finds voice in the whir of your lawnmower. The birds make
song of it from the trees in your own front yard. You see it in
the glow of your children's cheeks—in a pretty wife's warm smile.
You hear it in her sweet voice when her "That you, darling?"
welcomes you home from work. That's your haven and your
home—big as all America!

Yes, it can be so big and so grand to you, can do so very much
for you—if *only you'll do a little for it!*

And always—always—whenever you do, the rewards are great
beyond measure. For every bit of added beauty, there is fresh
gladness, new enchantment, honest pride. For every improve-
ment, there are new leisure hours to spend as you like best.
Never forget it... when your home comes first, your family
comes first.

And as you build, as you add to or improve your home, you are
forging the future... secure, happy, filled with warmth and
beauty.

So make this future your dream—cherish it—do something about
it. Do it now. Pick up a "home" magazine and let its pages spark
your planning. Visit the nearest good store, see their displays—
let them help you work out your ambitions.

Give something to your home... and get more out of living!



HOUSE BEAUTIFUL
MAGAZINE 572 Madison Avenue, NEW YORK 22, N.Y.

* **H**ow are you selling new homes? On the quality of the nails... or on the luxury and enjoyment of a "home of your own." We at HOUSE BEAUTIFUL maintain that you *must* sell people emotion if you are to get a bigger share of the American Family's spendable dollar. HOUSE BEAUTIFUL is eager to help you increase your market for fine homes and home improvements. Any part or variation of our crusade on "BETTER YOUR HOME... BETTER YOUR LIVING" is yours to use. Write for our suggested literature and use the theme in your own advertising. Make America hungry for the better homes you create and you'll build permanent demand!

DEFOE HOMES CAN ANSWER YOUR HOUSING PROBLEM

THE Housing Division of the Defoe Shipbuilding Company was developed with a two-fold purpose—to maintain, as closely as possible, the wartime employment level upon which the people of the industrial area in which the plant is located had come to depend and to offer the public a new solution to America's housing problem.

• • With this in mind, Defoe designers and engineers were called upon to create a new line of homes which would bring to their owners the comforts of functional design, the ease of maintenance made possible by modern compact construction—plus the economies of mass production methods. In addition, they must be built to outlast houses of standard construction!

• • The Defoe organization has delivered. The skill and experience acquired by more than forty years of fine workmanship and adherence to the age-old traditions of the shipbuilder's art have brought into being an entirely new concept of gracious living. The Defoe Homes reach new highs in comfort and convenience. While there is nothing fantastic or extreme about them, they are certainly a radical departure from any prewar "prefabricated" houses or temporary wartime structures.

• • With the war won and with great hope for a permanent peace just ahead, "Better Things for Better Living" is the slogan for the coming era. The Defoe Homes will be a worthwhile contribution to the good times ahead.



This attractive Cape Cod home can be erected by the Defoe system. Variations in floor plan and exterior treatment can be made to satisfy individual requirements. This, like all Defoe Homes, can be purchased with or without the breezeway and garage.



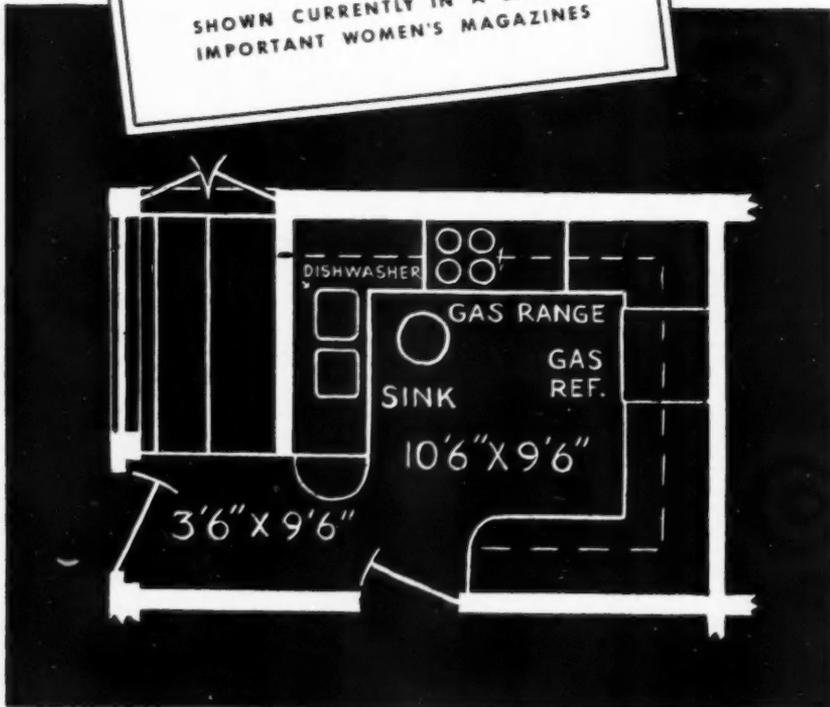
BUILDING CONTRACTORS

Write to the Housing Division, Defoe Shipbuilding Company, Bay City, Michigan, for details of Defoe's dealership plan.

It's the most important room



ONE IN A SERIES OF
 "NEW FREEDOM **GAS** KITCHEN" DESIGNS
 SHOWN CURRENTLY IN A LIST OF
 IMPORTANT WOMEN'S MAGAZINES



Bring the house—to a woman!

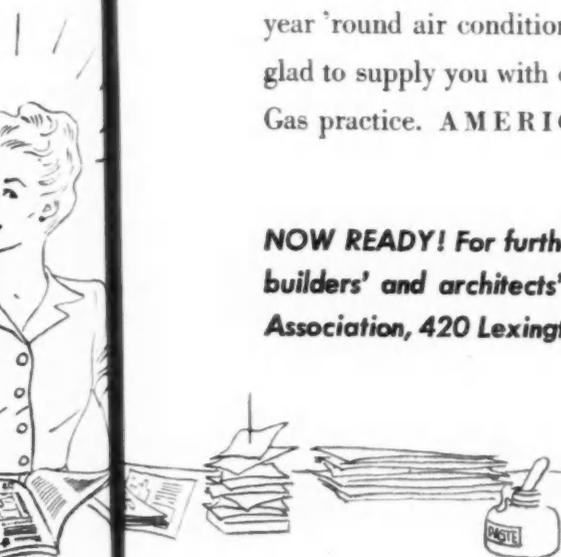
WOMEN spend a larger proportion of their waking hours in the *kitchen* than in any other part of the house. So it's only natural that they should show tremendous interest in the subject of kitchen planning . . . have distinct ideas as to what their "dream kitchen" should look like. Recently, we interviewed a large number of women about the "New Freedom Gas Kitchen" design shown at the left. As architects and builders, you will be interested in their comments.

HERE ARE SOME OF THEIR STATEMENTS:

"This is the most compact and workable kitchen I've seen yet."
"It's so livable and pleasant." "The dining nook is mighty handy."
"Nothing is out of reach." "I like the sink and dishwasher combination."
"The colors are so inviting and cheerful." "You could spend a lot of time in this kitchen and still feel happy."

Best of all—*this kitchen is operated by Gas*—the cooking fuel preferred by more than 20 million urban and suburban homes. Women who have used Gas ranges are sold on the advantages of flame cooking. They praise the speed, flexibility and automatic features of Gas, say it "cooks faster, better, more thriftily" . . . agree that nothing equals the flame for *flavor*. And they like the long-life dependability of Gas refrigerators, too . . . appreciate the fact that there are no moving parts in the freezing unit to wear out or make a noise. Undoubtedly, in the homes you plan and build, you will want to recommend Gas equipment for cooking, refrigeration, water heating, house heating and year 'round air conditioning. Your local Gas Company will be glad to supply you with complete technical details on modern Gas practice. AMERICAN GAS ASSOCIATION

NOW READY! For further information on this invaluable builders' and architects' manual, write: American Gas Association, 420 Lexington Ave., New York 17, N. Y.



What is NAHB doing for Builders?



When and why was it organized?

How does NAHB operate?

What are its objectives?

What do you gain by membership in NAHB?

How many others interested in home building join NAHB?

What does membership in NAHB cost?

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

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

Name (Print)

Firm

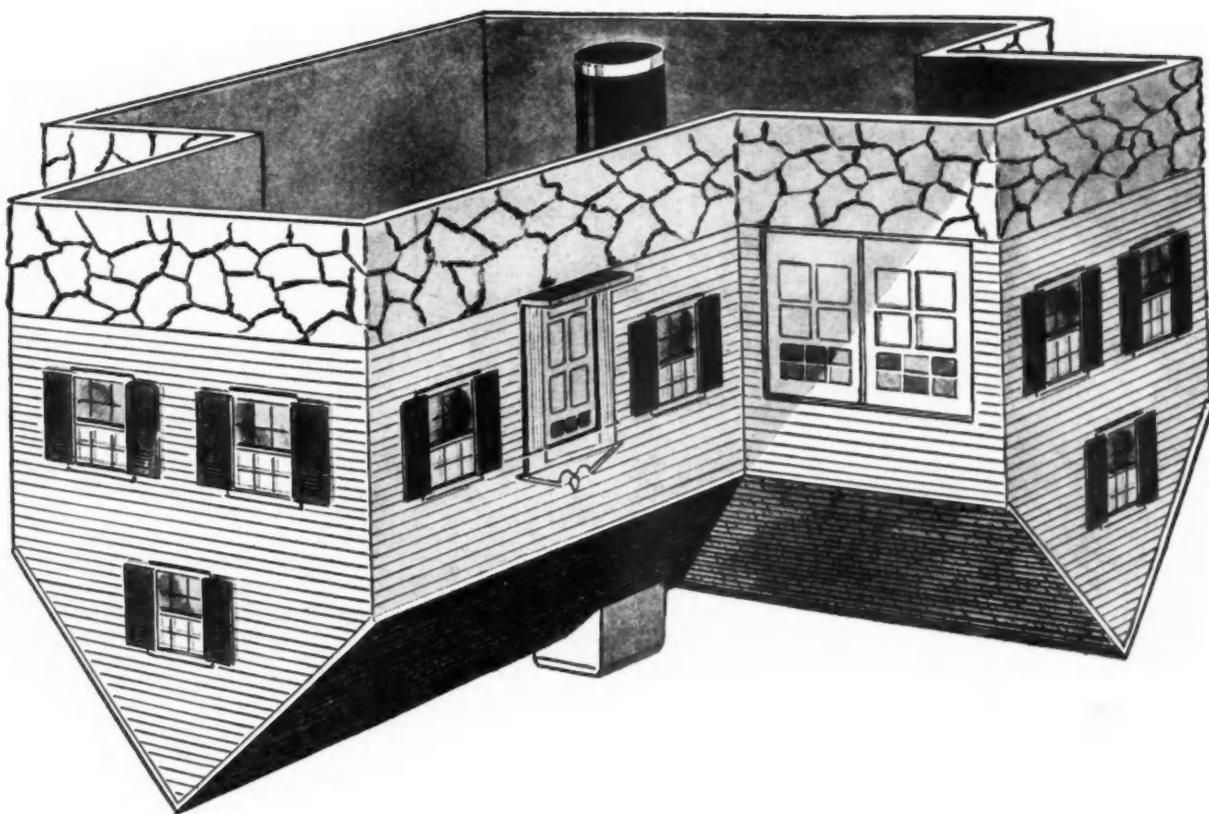
Street & No.

City & State

(Give postal zone, if any)

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

←
Mail coupon TODAY!



THIS SALES STORY

puts the cellar on TOP!

G-E Furnaces really go to work for you...building your reputation...making sales. Leading builders learned that lesson before the war. They plan to profit by it in the competitive days ahead.

Here's how it paid off for the Home Building Corporation of Kansas City. They equipped 124 houses with G-E Winter Air Conditioning Furnaces and other G-E labor-saving equipment. The houses were priced at \$4500 to \$6500. The G-E name was featured in the sales promotion.

In the face of competition, all 124 houses sold...and *sold promptly*.

A survey of the home buyers showed that the G-E furnace and other G-E equipment were *the most significant factors* in their decision to buy.

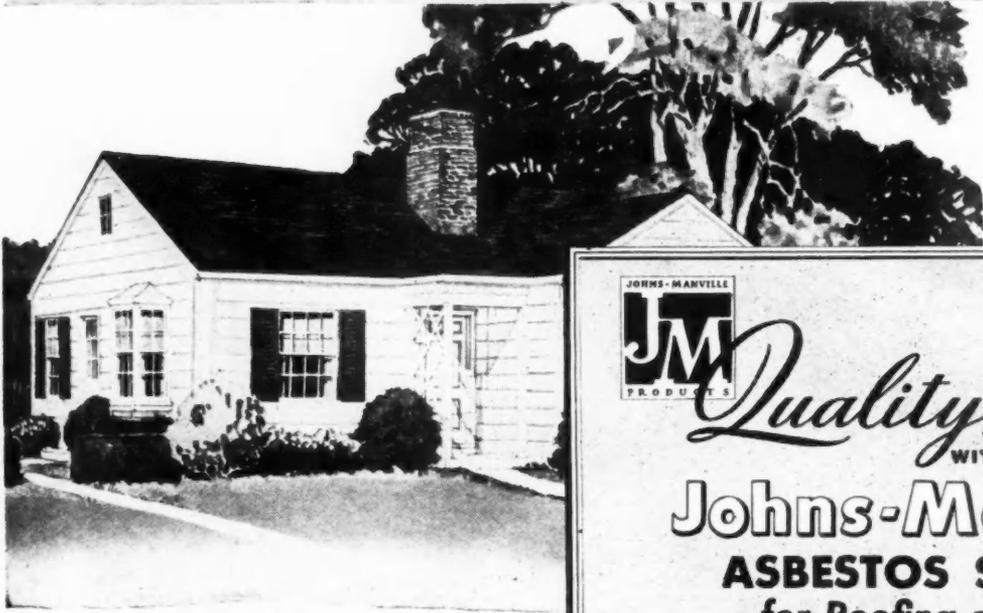
For gas or oil heat...for steam, hot water, vapor or conditioned warm air systems...install G. E. for more sales, for bigger sales when the going gets tough. *General Electric Company, Air Conditioning Department, Section 6114, Bloomfield, New Jersey.*

GENERAL  ELECTRIC

Automatic Heating Equipment

Recent poll* shows...

For Asbestos Building Materials



JOHNS-MANVILLE
JM
 PRODUCTS

Quality Built
 WITH
Johns-Manville
ASBESTOS SHINGLES
 for Roofing and Siding

83% OF BUYERS
 WANT THE FIRE
 PROTECTION OF
 ASBESTOS BUILDING
 MATERIALS-

THAT'S ANOTHER REASON WHY
 THIS SIGN HELPS ME WIN
 THE CONFIDENCE OF MY
 PROSPECTS



**THE JOHNS-MANVILLE
 RADIO PROGRAM WILL
 TELL THIRTY MILLIONS
 MONTHLY TO LOOK FOR
 THIS SIGN OF QUALITY**

Is it's **JOHNS-MANVILLE** 60 to 1...*

How this consumer preference can help you as a builder

JOHNS-MANVILLE offers you an extraordinary opportunity to overcome the short-sighted competition of *jerry-builders* . . . builders who use slipshod methods and substitute inferior materials in order to make a quick profit without regard to the future.

Meet this type of competition by *identifying* yourself with building materials in which the public has confidence.

Take, for example, Asbestos Shingles. In a recent, nation-wide poll of public opinion, prospective home buyers indicated their preference for Johns-Manville Asbestos Building Materials by *sixty to one!**

Not only that, but 83% said they would even pay *more* to get the fire safety of asbestos

*In a national, scientific poll recently completed, the question was asked, "For Asbestos Building Materials, what company do you think of first as a manufacturer in whom you would have confidence?"

67.5% of those interviewed knew the name of a manufacturer. 59.5% said Johns-Manville. 0.9% said Company "A". 0.7% said Company "B". 0.4% said Company "C". The remaining 6% was divided among 12 other manufacturers of asbestos building materials.

Thus, Johns-Manville was named approximately sixty times oftener than any other manufacturer of asbestos building materials.

products. To help you capitalize on this overwhelming acceptance, we have developed a complete merchandising program, a feature of which is the Johns-Manville Sign of Quality as shown on the opposite page.

Through powerful radio advertising from coast to coast, we will tell buyers to look to the builder who has been qualified to use the Johns-Manville sign. Thus, this sign and the overwhelming public preference for Johns-Manville quality can help you build and maintain your reputation as a *quality builder*.



Powerful Radio Program, a Selling Tool for You!

Five nights a week at the most popular listening time (8:55 E.S.T.) over a coast-to-coast network of the Columbia Broadcasting System, "Bill Henry and the News" reaches one of the largest of all listening audiences. Johns-Manville will use this powerful advertising medium in your behalf. We will tell your prospects how important it is to buy from a builder who uses *quality* materials; and how they can identify such a builder by the J-M Sign of Quality.



Johns-Manville Building Materials

**BUY YOUR OWN HOME
THE
NATIONAL WAY**



NATIONAL LIFE'S NEW *Packaged Mortgage*
includes the financing of new kitchen appliances...

REDUCES COST OF FINANCING NEW HOME

National Life of Vermont has received several thousand inquiries since it pioneered a few months ago in introducing its "Packaged Mortgage Loan Plan." Everywhere enthusiasm is evident for this new low-cost way to finance a home.

New refrigerators, electric ranges, home laundries, ironers, freezers, and other essential kitchen equipment are included in the mortgage which covers the house. It means *one loan by one lender* — not a mortgage plus burdensome installment financing with one or more other lenders.

But there are other new features of National Life's complete home financing plan and we're anxious to send you not only a folder on the "Packaged Mortgage" but a booklet entitled, "Own Your Own Home The National Way." You're sure to find these useful.

Fill out and mail a coupon today for these two pieces and the address of the nearest National Life loan correspondent.

**NATIONAL LIFE
INSURANCE COMPANY**

HOME OFFICE— **VERMONT**
MONTPELIER,

*A Mutual Company, founded in 1850,
"as solid as the granite hills of Vermont"*

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., DEPT. 120
MONTPELIER, VERMONT

Without obligation, please send me "Packaged Mortgage" folder and booklet "Own Your Own Home The National Way"; also name of nearest loan correspondent.

Name

Business or Home Address

Another smash ad in our new full-color campaign in the Saturday Evening Post! Full of ideas you can put right to work for your customers. And when you use Gold Bond — your customers will know they're getting the best! See your Gold Bond Dealer! National Gypsum Company, Buffalo 2, New York.



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

Ask your lumber and building material dealer how easily you can have this room with new Gold Bond modernizing materials now available!

Is your living room "holding out" on you?

YESTERDAY this room was so drab and ordinary that we actually hated to invite people in. We thought our only solution would be a new house. But look at it today, thanks to Gold Bond wall and ceiling materials — and only a few hours' work and a few dollars! We feel as though it had been 'holding out' on us!"
Look at the pictures below. See how easy it is to remodel anything... living room, office, store... with readily available Gold Bond products. And remember this when you think of building or remodeling: Gold Bond building products didn't just "happen." They are the result of years of scientific research which has been responsible for such important new products as Gold Bond fireproof storm-sealed gypsum sheathing for sturdier, weather-proofed outer walls. A new Gold Bond method of building plaster interiors with "floating action" to withstand normal structural strain. Insures long-lasting beauty, greater fire protection and reduces room-to-

room noise. Fireproof Gold Bond Rock Wool Insulation that cuts heating costs and insures perfect year 'round comfort in new or old homes.
These are but a few of the 152 Gold Bond products scientifically designed for better construction. They have been used throughout the greatest buildings in the land and are equally adaptable to the average home or the simplest cottage.
They are produced in 23 modern plants strategically located throughout the country in order to supply you and 10,000 Gold Bond dealers over night with the latest and newest in better building materials. Use them to bring out the best in your present house or to add sounder value to new building. See your local lumber and building material dealer for good advice and good Gold Bond products that will help you build better! National Gypsum Company, Buffalo 2, New York.

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

3 QUICK STEPS TO A NEW ROOM



gage
OME
al
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Packaged
our Own
of nearest

ALLIED BUILDING CREDITS



**GIVES YOU
PERFECT CONTROL
OF EVERY JOB**



Pull Sales and Profits Up by Selling the ABC Way

Profits follow sales and sales skyrocket when you "make it easy to buy" with ABC time payment selling. You can sell your ABC customer more material or a bigger job. To him, the difference between, say, \$9.58 and \$15.97 a month is not great, but on a three year payment plan your sale has increased \$200. Multiply that amount a few times and watch your sales and profits soar.

You can control the entire sale because you make arrangements for credit right in your own place of business. The customer does not "go out and get a loan" and then become a price shopper. Another ABC advantage: you get paid in cash, tie up no capital in charge accounts, and avoid collection headaches.

For complete information on how the ABC budget payment plan will increase your sales, write Allied Building Credits, Inc., 2501 First National Bank Building, St. Paul 1, Minnesota.

ALLIED BUILDING CREDITS, INC.

FIRST NATIONAL BANK BLDG.



SAINT PAUL 1, MINNESOTA

Complete Installment Note and Mortgage Services for the Building Industry



YOUTH GOES FOR CERTAIN-TEED

For roofing products as young in style as they are old in time-proved reliability, concentrate on Certain-teed! Build a profitable roofing sales volume with Asphalt Shingles you can sell with confidence. Certain-teed shingles are famous for colorful beauty, fire-resistance and long, useful life on

the roof. The Certain-teed line provides your "ticket of admission" to every roofing market. There is a style, weight and color for every roofing purse and purpose. Ask your Certain-teed salesman to demonstrate the profit possibilities Certain-teed Asphalt Shingles provide.

CERTAIN-TEED

BUILDING PRODUCTS



CERTAIN-TEED PRODUCTS CORPORATION

120 SOUTH LA SALLE STREET

CHICAGO 3, ILLINOIS



WANTED

2,500,000

HEATING UNITS

. . . and Bryant answers America's heating needs with everything from small space heaters to complete winter air conditioning

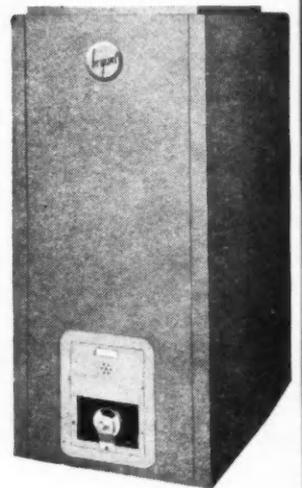
Millions of Americans are carefully planning homes. They are giving a lot of thought to heating. Surveys prove this and show a market of two and a half million heating units annually and that the trend is definitely to gas heating!

But what particular make of heating unit do Americans want? We've been asking them . . . and it's Bryant. For Bryant gas-fired equipment gives them all the advantages of automatic, efficient home heating. And there is a compact, smart-looking Bryant to fit perfectly into every type and size of home . . . to fill every heating requirement.

Talk to your Bryant distributor. Let him show you the factual presentation "Postwar Picture of Home Heating." You'll be amazed at the new beauty, new features, new convenience in the Bryant complete line of gas heating equipment. You'll realize that there is everything for full customer satisfaction . . . everything from small space heaters to complete winter air conditioning. In addition to the Bryant quality line, there are new steel gravity warm air furnaces, winter air conditioners and floor furnaces to meet the need of moderate-cost home builders. And there is a new Bryant line of modern automatic storage water heaters.

Check the Bryant Heater line of gas heating equipment with your distributor. Then, give your customers the heating they want. Give them Bryant!

BRYANT HEATER COMPANY, 17825 St. Clair Avenue, Cleveland 10, Ohio
One of the Dresser Industries



Ideal for small homes heating, this steel gravity warm air furnace fits the modest building budget.

bryant

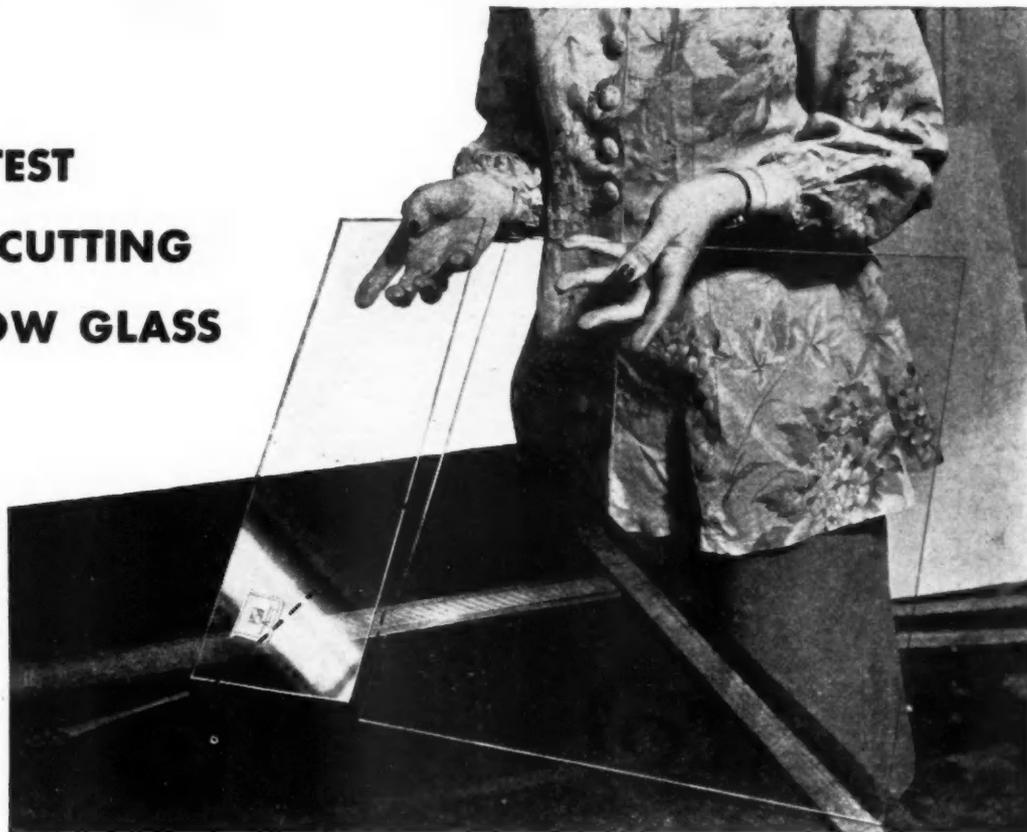
GAS HEATING



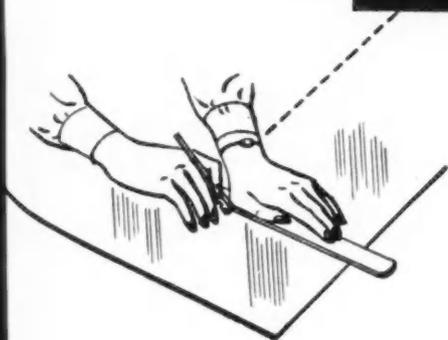
LET THE PUP BE FURNACE MAN

The most complete line of gas heating equipment in the nation!

SURE TEST OF EASIER CUTTING L·O·F WINDOW GLASS



Proof of its easier, cleaner cutting is this illustration of a girl "running a cut" on L·O·F Window Glass.



CUTTING LIBBEY·OWENS·FORD QUALITY WINDOW GLASS

is easier for beginner or old-timer—because of L·O·F's longer annealing process. As thousands of dealers know, this special process means easier cutting and less breakage. Such savings in handling spells more profit per light—an important fact, whether small or large quantities are handled.

So be sure to ask your glass distributor for this easier-handling, clearer, L·O·F Quality Window Glass. Libbey-Owens-Ford Glass Company, 5146 Nicholas Building, Toledo 3, Ohio.

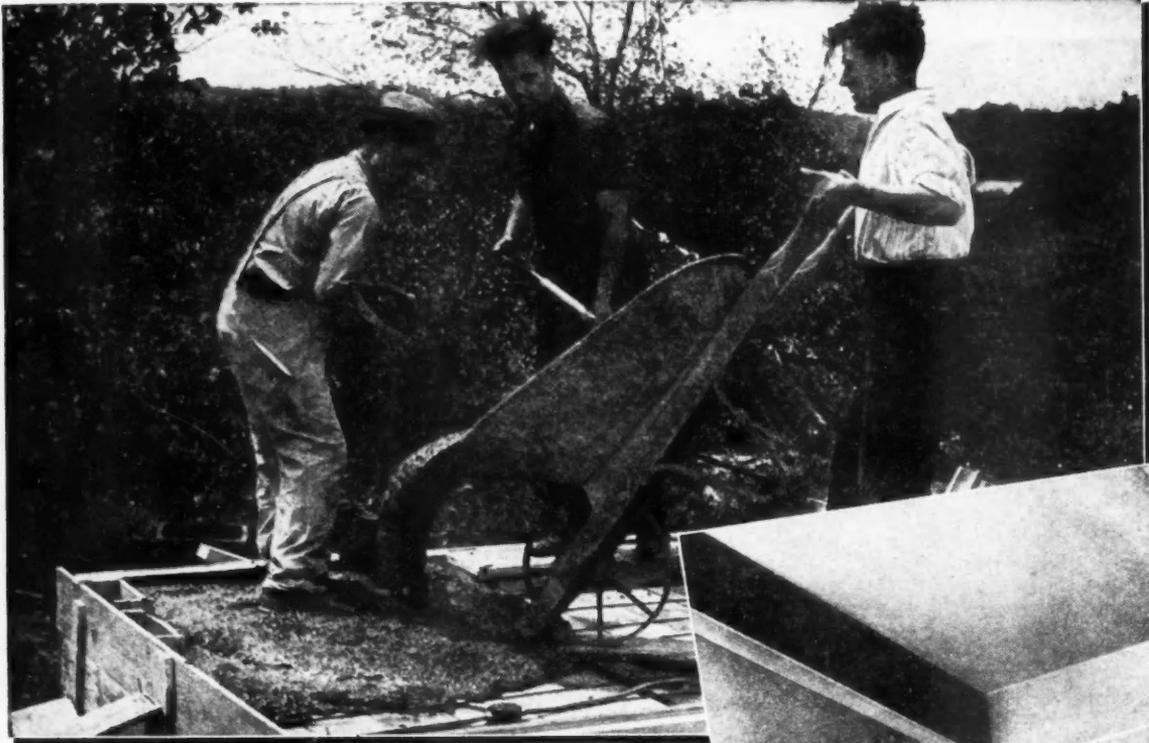
Libbey-Owens-Ford also makes plate glass, safety glass, Thermopane*, Vitrolite*, Tufflex*, Glastone* and other flat glasses.

*REG. U.S. PAT. OFF.



LIBBEY·OWENS·FORD

a Great Name in **GLASS**



Pouring concrete to encase the ends and top flanges of the beams which provides a rigid, non-shrinking base under the whole house. Boxes in the left corner are for heat ducts. Supports for studs are provided around the stair well.



Underside of the slab after forms have been stripped for use as roof sheathing. Ends of beams are encased in concrete fire stop. After painting an attractive basement will catch the eye of prospects.

6 extra selling points!

When you build your houses with J&L Junior Beam steel and concrete floors your prospects are readily impressed with the stability and permanence of your work. You can point out that in addition to being strong and rigid, the floor is non-shrinking, vermin proof, termite proof, and fire resistant.

You get these selling points at no

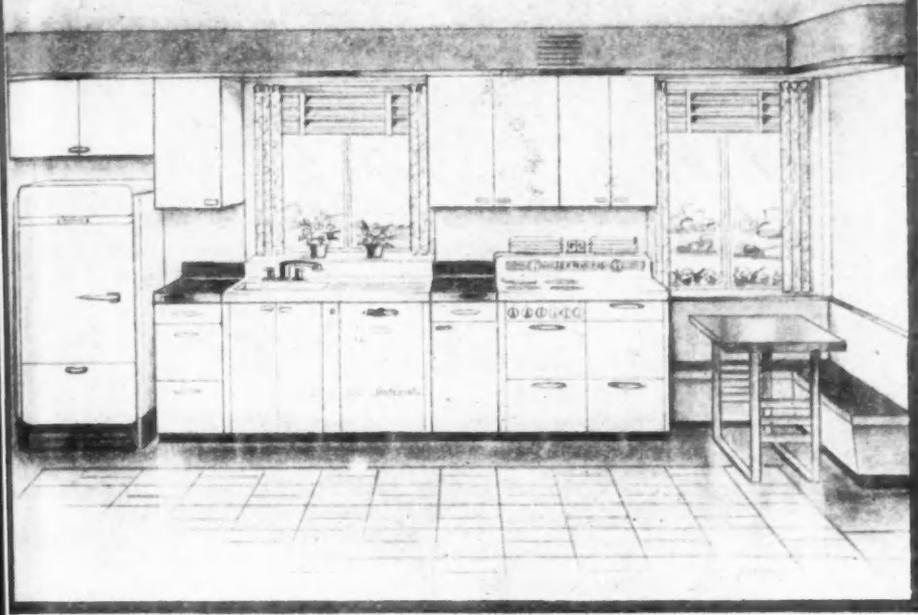
extra cost for a J&L Junior Beam steel and concrete floor system can be included in your plans for only a small increase over the conventional system. You more than make up the difference by elimination of return trips to repair plaster cracks, trim sagging doors, and loosen stuck windows for a Junior Beam floor does not shrink or sag. Write for information.



JONES & LAUGHLIN STEEL CORPORATION
PITTSBURGH 30, PA.

**J&L
STEEL**

**TYPICAL HOTPOINT KITCHEN
FOR A \$7,500 HOME**



RECOMMENDED EQUIPMENT			
ITEM	QTY	DESCRIPTION	CAT. NO.
1	1	RANGE	37" WIDE
2	1	REFRIGERATOR	6 CU. FT.
3	1	DISHWASHER-SINK	48" WIDE
4		DISHWASHER	
5		DISPOSALL	
6		CABINET SINK	
7		SINK CABINET	
8			
9	1	BASE CABINET	15" WIDE
10	1	" "	18" "
11			
12			
13			
14		COR. BASE CABINET	
15		UTILITY CABINET	
16	1	WALL CABINET	15" WIDE
17	4	" "	24" WIDE
18	1	" "	30" WIDE
19	1	" "	18" x 36"
20			
21		COR. WALL CABINET	
22	1	FILLER	WSF 30"

Hotpoint KITCHEN PLANNING SERVICE
 COMMERCIAL ENGINEERING DIVISION
 DRAWN *A-BURKHART*
 APPROVED *Ray Sandin*
 DWG NO *AKL 45537* DATE *7-17-45*
 EDISON GENERAL ELECTRIC APPLIANCE CO., INC.
 8900 WEST TAYLOR STREET CHICAGO, ILLINOIS

Hotpoint's at your service in planning modern Electric Kitchens!

YOUR share of the home building and modernization field can be a profitable one. Plan for it now! Hotpoint's *Portfolio of Personalized Kitchen Plans* can help you capitalize on it. You'll find kitchen plans and information for homes in all income brackets—from bungalow to mansion. Attach the coupon at right to your letterhead and mail it to us today for your copy of this helpful *Portfolio*.

Skillfully planned, powerfully prepared advertising has stimulated the growing trend to electric kitchens through:

- Distribution of over 2 million booklets to your prospective customers of "Your Next Kitchen" by Hotpoint.
- Over a million and a half dollars of national advertising by Hotpoint during the war to promote the trend to electric kitchens.
- Scores of articles in leading magazines and newspapers that focused attention on the modern electric kitchen as the No. 1 room in the postwar home.

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 Street, San Francisco 3, Underhill 2727.

In most states, all Hotpoint kitchen equipment can be included in F.H.A. insured mortgages.

PLAN KITCHENS FOR THE 77%
 "More than seven out of ten modern homes will cost \$3,000 or over," predicts the United States Chamber of Commerce. That means 7 out of 10 builders can afford, and will probably demand, an all-electric kitchen.

The Hotpoint Institute
 5641 West Taylor Street, Chicago 44, Illinois

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

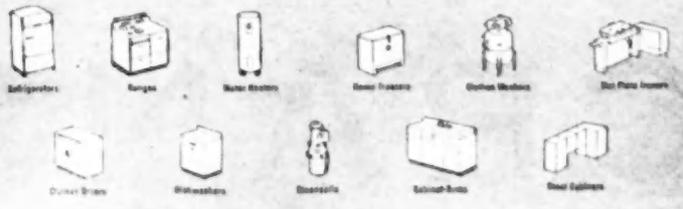
Name _____

Firm Name _____

Address _____

City _____ State _____

Copyright, 1946 Edison General Electric Appliance Co., Inc., Chicago



tripped encased ve base

W&L STEEL



"THE BEST IS NONE TOO GOOD FOR **VETERANS**
—THIS HOUSE IS CRANE EQUIPPED"



"JUST THINK, REAL **CRANE EQUIPMENT**
IN OUR MODEST PRICED HOME"

Housing war veterans is your problem—and ours, too. The houses you are planning will of necessity be moderate in price—and yet you want to make them as attractive, and practical as possible. The Crane line includes plumbing and heating designed for these homes.

In this line, you will find bathroom groups and kitchen sinks in a varied price range to meet every requirement of small homes built on a close budget. All fixtures have been freshly styled and are Crane quality throughout—the same high

quality that has won Crane recognition as producers of fine plumbing.

In heating, too, the Crane line is complete including boilers and furnaces, stokers and oil burners—everything necessary for the home.

Your Plumbing Contractor or Crane Branch will gladly work with you on your plans and do everything possible to assist you in meeting your needs during the present emergency. You can also look to them for equipment for the finer homes you intend to build when the emergency is over.



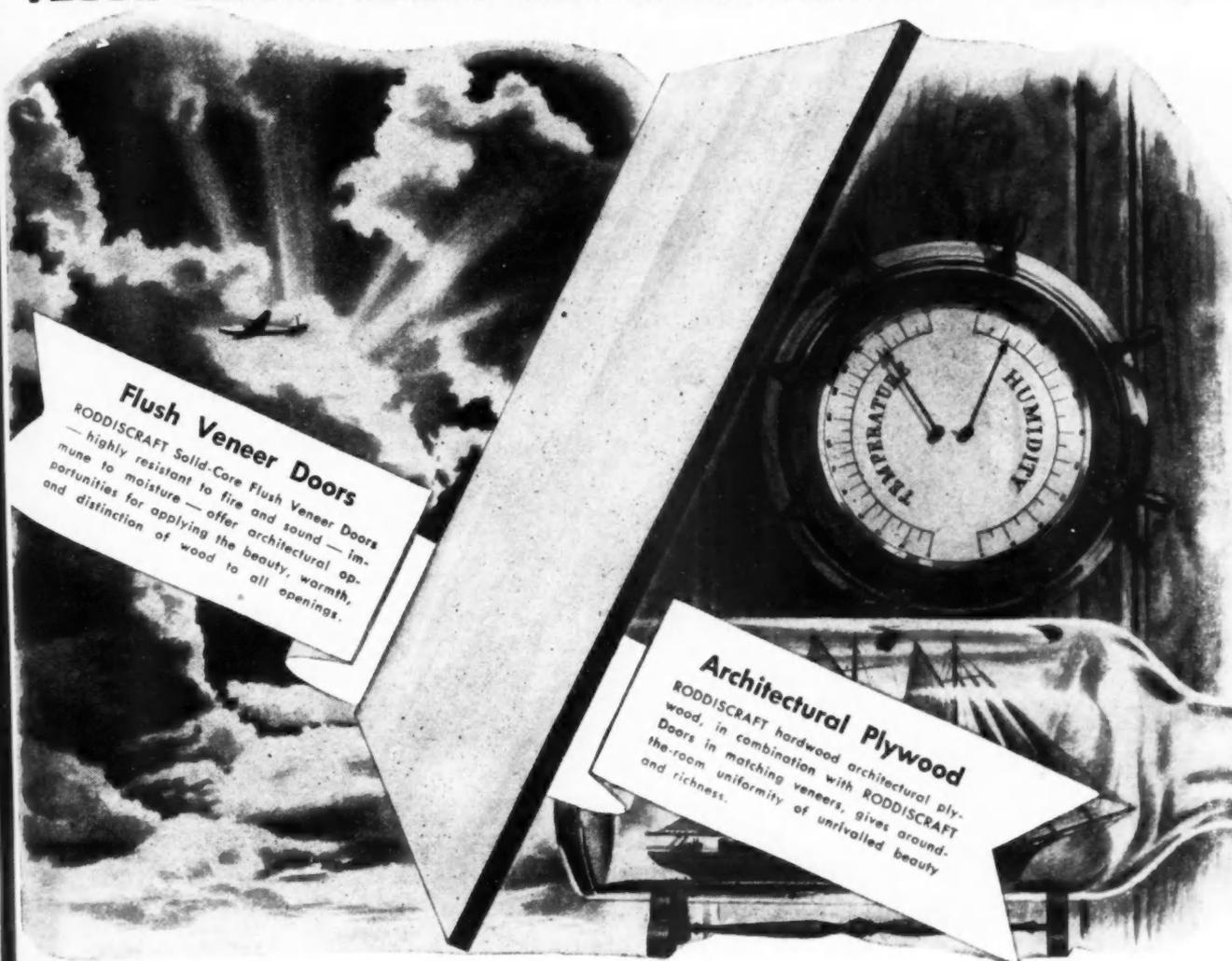
CRANE

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

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

Roddiscraft

FLUSH VENEER DOORS AND ARCHITECTURAL PLYWOOD



Flush Veneer Doors

RODDISCRAFT Solid-Core Flush Veneer Doors — highly resistant to fire and sound — immune to moisture — offer architectural opportunities for applying the beauty, warmth, and distinction of wood to all openings.

Architectural Plywood

RODDISCRAFT hardwood architectural plywood, in combination with RODDISCRAFT Doors in matching veneers, gives around-the-room uniformity of unrivalled beauty and richness.

WAREHOUSES

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

DEALERS IN ALL PRINCIPAL CITIES

THE beauty of RODDISCRAFT Solid-Core Flush Veneer Doors and Architectural Plywood, is more than veneer-deep. Door faces, crossbanding, and cores are welded under heat and pressure into a single indestructible unit — an effective barrier to fire and sound. Cores of RODDISCRAFT Plywood are of selected, narrow softwood strips to control warping. Crossbanding is of hardwood, and face veneers are selected for quality, as well as figure of grain. Doors and Plywood are made in a wide selection of hardwood faces, both native and foreign woods.

Roddiscraft flush veneer doors and architectural plywood offer an opportunity to expand your business and supply big jobs and quality jobs. The name Roddiscraft has conveyed quality for more than fifty years.

Roddiscraft

Roddis Lumber & Veneer Co.



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



OFFICES:
CHICAGO 5
• PUMPS
• PIPE
TRACTORS

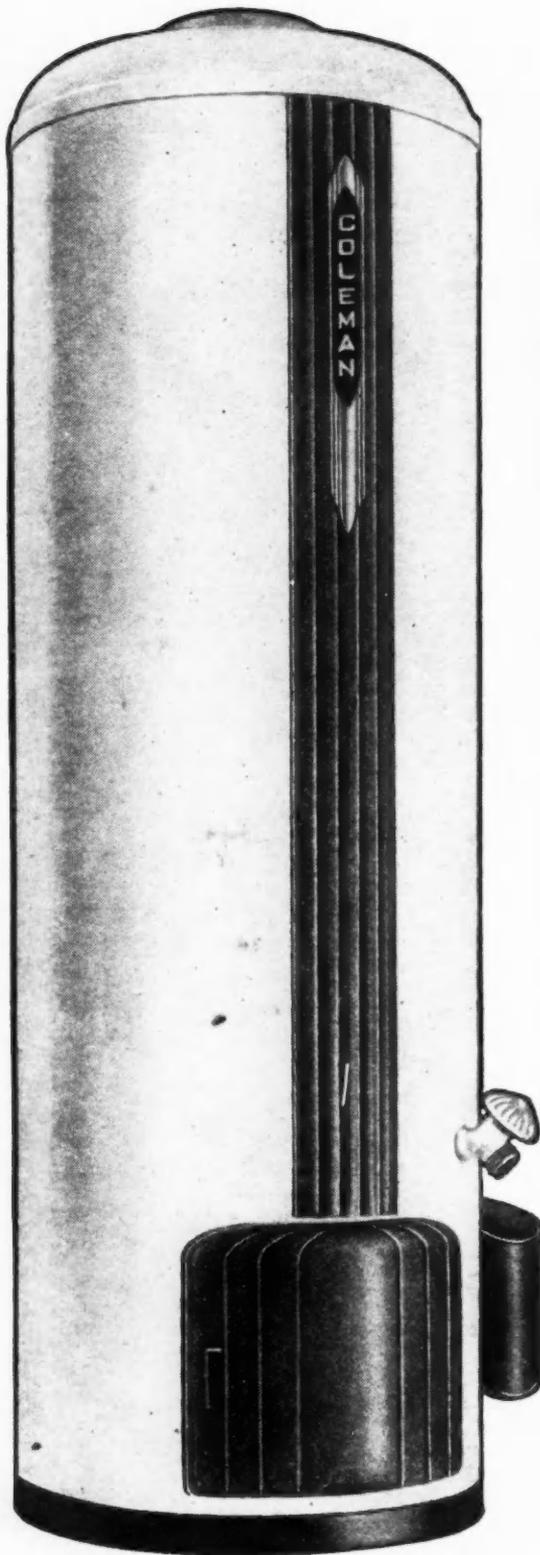
Any Home With Running Water

Is A Prospect For A

Coleman

OIL Water Heater

It's Fully Automatic! The Kind Thousands Want And Now Can Have!



Here's a "gold mine" for dealers in communities where gas is not available for water heating. In such communities, there are hundreds of folks who want automatic hot water with low cost operation. Now you can meet their needs—for Coleman, whose name is known and trusted by millions, has created a fast-acting, dependable, fully automatic water heater that uses low cost fuel oil. Needs no gas or electricity; use it anywhere. It's a big advantage over old, slow, dirty, solid-fuel water heating. If a family has running water, they're prospects for you. Coleman dependability—low cost—automatic ease will sell them—and so will these 12 Coleman features:

1. Engineered insulation—rock-wool and dead air space.
2. Rugged construction—heavy-duty galvanized tank.
3. White baked plastic enamel finish with maroon trim.
4. Large-area heat vent—lots of radiation for efficient operation.
5. Coleman's special low-draft burner—operates on only .03 draft! Uses less fuel.
6. Automatic controls—maintain constant water temperature. Adjustable to any degree from 120° to 155° F.
7. Burner asbestos-sealed to prevent loss of heat.
8. Low-flame pilot—won't go out under worst drafts—burns low—no waste of fuel.
9. Removable burner—jack-mounted; hand-operated screw releases burner for easy cleaning.
10. Lighter door makes lighting pilot easy.
11. Automatic fuel control—accurately meters flow of oil so that fuel is released only as needed—no wait.
12. Exclusive Coleman draft meter—accurately controls draft regardless of weather. Prevents excessive drafts and thus eliminates heat waste.

HOW TO QUALIFY FOR COLEMAN FRANCHISE:

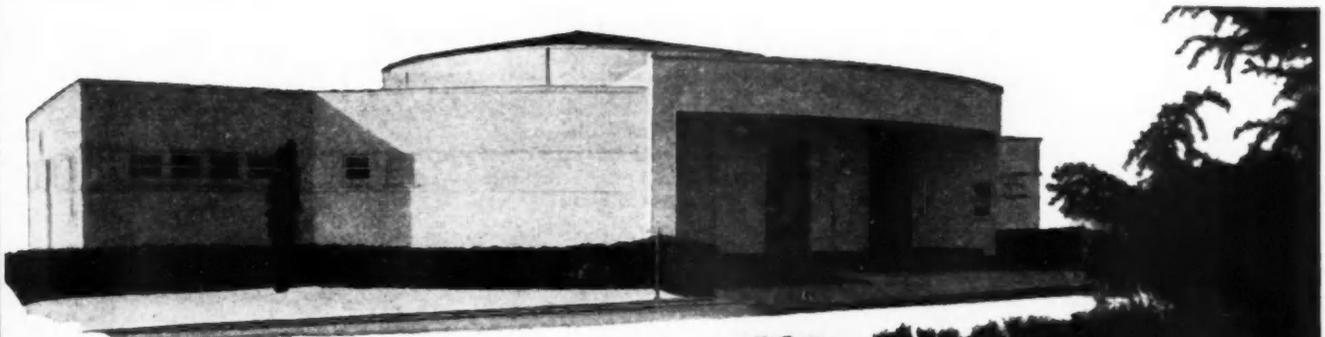
Write us for the name of your Coleman distributor, who awards all Coleman franchises in his territory. He will explain franchise requirements and terms, and show you how Coleman promotion and selling helps can make you the leading oil water heater dealer in your community. Write today to The Coleman Company, Inc., Dept. AB-852, Wichita 1, Kansas.

The Coleman Company, Inc.—Home Office, Wichita 1, Kansas
Branches—Philadelphia 8, Terminal Commerce Bldg. • Los Angeles 54 • Toronto, Canada

AUTOMATIC OIL

Coleman

WATER HEATER



University of Washington Penthouse Theater, Seattle—a striking, attractive, all-plywood structure. Outside walls are of 3/8" Exterior type plywood over 3/8" plywood sheathing.

Exterior Type Douglas Fir Plywood

Provides Large, Rugged Panels for this Modern Theater Building

Exterior type Douglas fir plywood is made with completely waterproof synthetic resin binder especially for permanent exposure to weather, water or abnormal moisture conditions.

Exterior type plywood has been used for years in buildings of all kinds—in box cars, reefer cars, trooper sleepers—in war craft, work and pleasure boats.

Modern streamlined effects come natural with large, rigid panels of durable Exterior type Douglas fir plywood. As a matter of fact, this sturdy material has proved itself superior for exterior siding on almost every style of home, farm building, business and industrial building.

The big panels cover wall areas with a minimum of handling, sawing, fitting and nailing. They hold nails or screws right at the edge without splitting, bend to simple curves without breaking. They lend strength and durability to any structure.

Write the Douglas Fir Plywood Association for any technical data you desire. Such material is sent free to any point in the United States.



Be sure to specify only EXTERIOR TYPE for outdoor use. It is easily identified by the "grade trade-mark" EXT-DFFPA on the edge of every panel.

DOUGLAS FIR PLYWOOD ASSOCIATION Tacoma 2, Washington

FOR PRICES AND DELIVERY INFORMATION

SEE YOUR NEAREST LUMBER DEALER

Everyone has a pet feature in this bathroom...

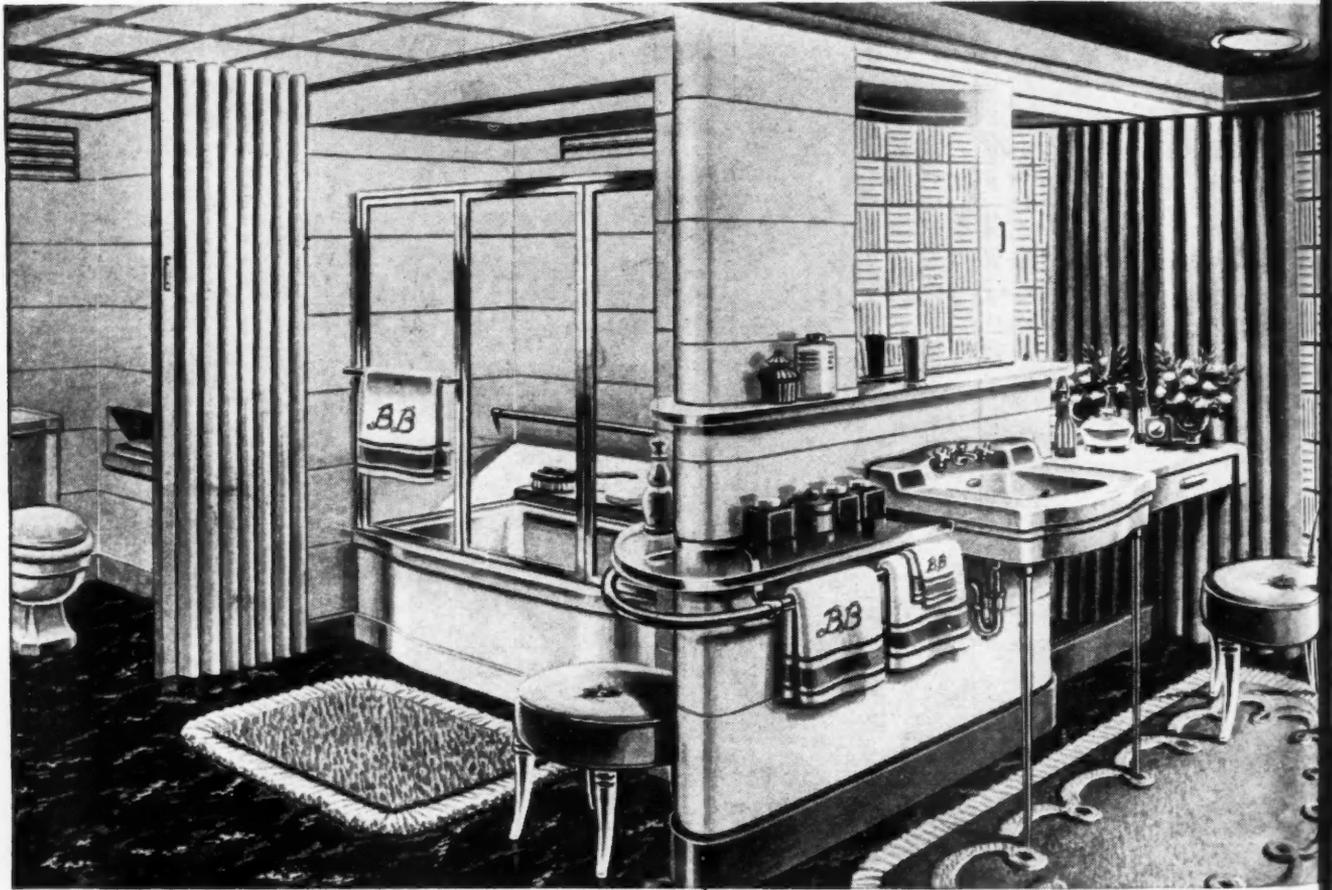


"2-ROOMS-IN-ONE . . . Now that's a really practical idea, especially for the early morning 'rush hour'. And the smart looking safety-bottom bathtub! All I can say is . . . somebody at Briggs must have had my harum-scarum kids in mind all the time!"

"THAT ULTRA-MODERN LOOK . . . Just the thing I've been looking for to transform our old down-at-the-heels bathroom. Maybe we can't manage the glass brick wall . . . but the indirect lighting—tile partitions—and most of all, the gorgeous Briggs Beautyware would give me a bathroom I'd be proud to show the world!"



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



DESIGNED BY BRIGGS DESIGN RESEARCH DEPARTMENT



"THOSE HEAVENLY COLORS . . . Particularly in the plumbing fixtures! Who would think that anything so functional could be so pretty. And they tell me that despite their 'rich look' . . . any one of Briggs decorative designs and colors is reasonable enough for the most modest budget!"

but they all agree on **BRIGGS** Beautyware

IT WON'T BE LONG NOW . . . until Briggs Beautyware is back on the market in quantities to suit every need and taste. The first of the completely postwar fixtures are off the production line and on the way to your local plumbing contractor. And when you see Briggs Beautyware you will agree they're the smoothest bathroom fixtures since plumbing became a profession!

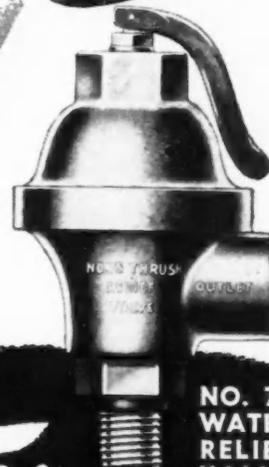
BRIGGS MANUFACTURING COMPANY • 3007C MILLER AVENUE • DETROIT 11, MICHIGAN

This advertisement, in full color, appears during 1946, in:
Better Homes & Gardens, March; Saturday Evening Post, April 20; American Home, May

THRUSH



Made in 16 sizes for hot water or steam.



NO. 75 WATER RELIEF VALVE

Water Heater

THRUSH Indirect Water Heater is compact, easy to install, with removable heads for convenient cleaning. Straight copper tubes stay clean longer. Ingenious circulation arrangement assures rapid, efficient heat transfer. A better Indirect Water Heater that operates at less cost than other automatic sources of hot water supply. Include a No. 75 Thrush Water Relief Valve for safe pressure relief. For better home heating, install forced circulating Thrush Flow Control Systems. See your wholesaler today or write Dept. G-4.

H. A. THRUSH & COMPANY

PERU, INDIANA

Summer, Winter Hot Water Heat



A customer asking for a single item of door hardware is a potential buyer of a Corbin "Door-in-One" Package. Display a panel of Packaged Door hardware and sell the hardware for a whole door instead of one item.

"Door-in-One" matched sets are conveniently packed as one unit and include . . . handle, knob, lock, knocker, letterbox slot, hinges . . . all manufactured to Corbin standards and assuring you and your customer the latest in style, durability, correctness, and security.

Matched Corbin door sets are manufactured in a variety of designs to suit the tastes

of the home owners in *your* community. Join the other successful hardware outlets who are stocking the Corbin line of "Door-in-One" packaged hardware to meet the demand for matched sets of door hardware. Available for both front and back door application.



P. & F. Corbin

Division American Hardware Corporation

New Britain, Conn.

Good Buildings Deserve Good Hardware

AMERICAN BUILDER

L D I T O R I A L

Cooperation with Government

WHEN Wilson Wyatt went to Washington to become Housing Expediter he was presented with the elements of a program worked out in advance of his arrival. Wyatt then called industry representatives for consultation, but not one single suggestion made by them was included in the Veterans' Emergency Housing Program submitted to President Truman on February 7. The program was based on data and conclusions supplied by government agencies and bureaus whose real objectives are not housing for veterans and others, but regimentation and socialization of the housing industry through allocations, continuation of price and profit controls and expansion of public housing activities. It was built essentially on three false claims.

The first of these is that there is a great national housing emergency which can be relieved only by more legislation and tighter government control of the housing industry. The second is that OPA price formulas for building materials are holding building costs in line. The third is that shortages of building materials can be overcome only by subsidies to manufacturers to encourage more production.

Examination of the facts concerning an alleged national housing emergency shows that there are acute local housing shortages in many communities, and a nationwide shortage of new, desirable housing without a nationwide shortage of total housing. The nationwide shortage of new, desirable housing results from a decline of home building during the depression which cancelled the surplus of 1929, and the government restrictions placed on building during the war, which, had there been no war, would have presented a satisfactory situation by now. The acute local shortages have been caused by increased incomes, large shifts of population to war industry centers and accelerated family formations. There is nothing in the record of actual facts showing that there is a nationwide acute shortage demanding the hysterical and demoralizing action proposed by Wyatt.

Examination of the facts concerning the effects of OPA price formulas on building costs shows quite the reverse of what OPA contends. The formulas have forced lumber prices above what they would be with realistic ceilings or no ceilings at all; have halted production of many critical items; and have created black markets and inflated prices in others.

The truth about subsidies for manufacturers was brought forcibly to Wyatt's attention by the House when it acted on the Patman bill.

It is to be presumed from the manner in which Wyatt at the NAHB Convention again asked for cooperation from the industry to get home building started that he knew his program would not work. There was no cooperation the first time because Wyatt refused it and took the advice of social planners and OPA die-hards. The industry is ready and willing to cooperate, as it was from the start, but it will be able to cooperate only if Wyatt or any other government housing administrator realizes that industry has the only practical answer, and then acts accordingly.

The Fritz B. Burns 75



FRITZ B. BURNS

Master Planner, Master Builder

At age of eight distributed circulars for Minneapolis real estate concern on Saturday mornings. After serving in World War I and attending university, became sales manager. At age of 21 opened branch office in Los Angeles. Developed pattern for selling lots, sold 36 subdivisions in as many months, became president of company. Has built several thousand houses in Los Angeles area selling for \$3690 to \$4690 including two-car garage and lot, many at down payments of \$190, monthly payments of \$35. Former president and president emeritus of NAHB.



THE POSTWAR HOUSE built by Fritz Burns in collaboration with J. Paul Campbell, his associate for many years, was built as a personal contribution of both men to aid industry and the public in determining which of the postwar innovations in housing are practical and within reach, and which, as of today, are in the realm of pure fantasy. Designed by Walter Wurdeman and Welton Becket, the architecture is contemporary, and utilizes methods and materials of today. It is a house built through research, conducted by Joseph H. Schulte, director of the Fritz B. Burns Research Division. Schulte visited manufacturers all over the country seeking new and improved materials. Dozens of engineers gave their best talents to working out new techniques. During the

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75,000 Postwar Research House



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struction Schulte coordinated the efforts of architects, engineers and manufacturers in working out many problems presented by the use of innovations in building procedure. With new products available for the control of heat and cold, as well as for treating air within the house, the architects were able to enclose space, and still take complete advantage of outdoor beauty. With dual glass walls to insulate from the changing climate outside, the patio was made not only a place for warm weather living, but generally a part of all the major rooms of the house. The architectural style is expressed by horizontal lines created by broad overhangs, and a harmonious use of exterior plywood and native stone for clothing the ex-

JOSEPH H. SCHULTE,
director, Fritz B. Burns
Research Division,
who visited manufactur-
ers all over the
country to find and
select the latest in
practical building mat-
erials and equip-
ment, and who then
coordinated all fac-
tors to produce The
Burns Postwar House.





VIEW from barbeque looking into living-dining room. Broad overhang of roof protects inside of house from sun's rays.

terior walls where glass was not desired.

The $\frac{3}{4}$ " plywood panels are 4' x 8'. They are joined together with splines and fastened to horizontal strips mortised into the studs, by screws which do not penetrate to the outside face of the plywood. Hence, there are no nail holes or screw holes on the face of the plywood. The plywood wall is treated with a new type of varnish specially developed by Sherwin-Williams to bring out natural color, and maintain it for a long period. Stone used in the construction of the fireplace, chimney and garage is laid in

unique and pleasing pattern, combining strip flagstone and wall stone.

A new type of roofing manufactured by the Drycemble Co. consists of panels 1' x 8', comparable to large shingles, and formed by molding sheets of bright Alcoa aluminum around pieces of Celotex insulation board. The panels have thick butts that provide deep shadow lines. Stack and kitchen vents on the roof are a new suction type terminating at points below the highest roof peak. Side-walls and ceilings of the house are insulated with Balsam Wool inserted between studs and ceiling joists.

Two types of Libbey-Owens-Ford Thermopane are used. One is the regular type with a dead air space between two identical panes to provide insulating qualities. The other, similarly made, and installed in the master bed room, is heat-absorbing to retard passage of radiant heat waves from the sun.

The house is a broad U-shape, giving easy access and visibility to the patio and gardens from every room. The landscaping pattern consists of three elements: the garden entry and auto court, including trees, shrubs and ground cover planting to relate

LOOKING at front corner with carport in foreground. Opening on far side of carport leads to courtyard with clothes-drying facilities.



VIEW fr

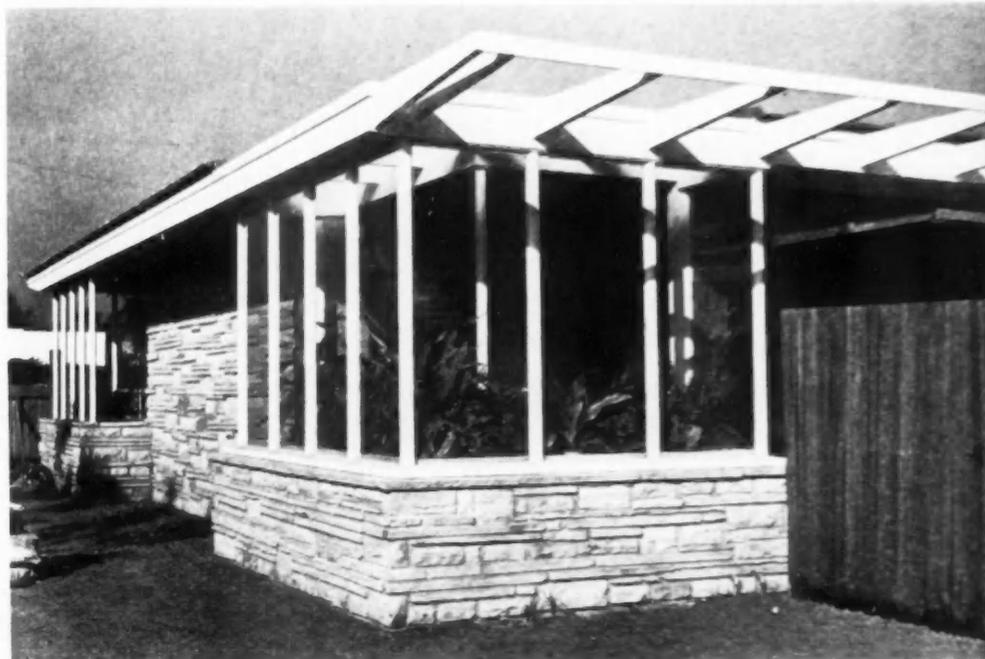
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VIEW from other front corner with boys' room at left, living-dining room at center and kitchen at right. Note window treatment of front.

Horizontal lines achieved by artistic use of flagstone and wall stone, exterior redwood plywood panels and pronounced shadow lines of metal roof. Broad roof overhang acts as awning.



GREENHOUSE at rear corner; pergola, and Berry doors at right. Workshop behind.

the house to its site; the service yard and working garden; and the main living garden off the patio.

In the main garden, about 60 feet square, there are sun and shade, grass and paving, water and stone, color and greenery. At different levels there are planting beds and a small sunken garden. The patio garden is enclosed by a unique checkerboard fence within which there is a border of mixed colorful plants retained by a white concrete curb that repeats the color of the white eave-line of the house. Colorful, modern lighting gives the patio garden use and beauty at night as well as during the day.

The central grass area is partially bounded by a low rough hedge and a seat-high stone wall. A shallow water stone basin, with sand bottom, set against the wall provides coolness and protection through the use of a small jet,

and acts as a catch basin for surface drainage from part of the garden. The sprinkler system, operated by a time clock control, utilizes a new type of sprinkler head in which the sprayers are recessed into the ground when not in use. They pop up when the water is turned on.

Access from the house to the barbeque section is through a solid glass door. The section is paved with colored cement, and there is a pergola overhead. The barbeque is completely equipped with charcoal broiler, grill

and oven. The hearth is flagstone. A small Servel refrigerator, complete set of dishes, work top with cupboards below, and running hot and cold water in the sink make the barbeque an independent and complete kitchen. It has intercommunication with the kitchen and other rooms.

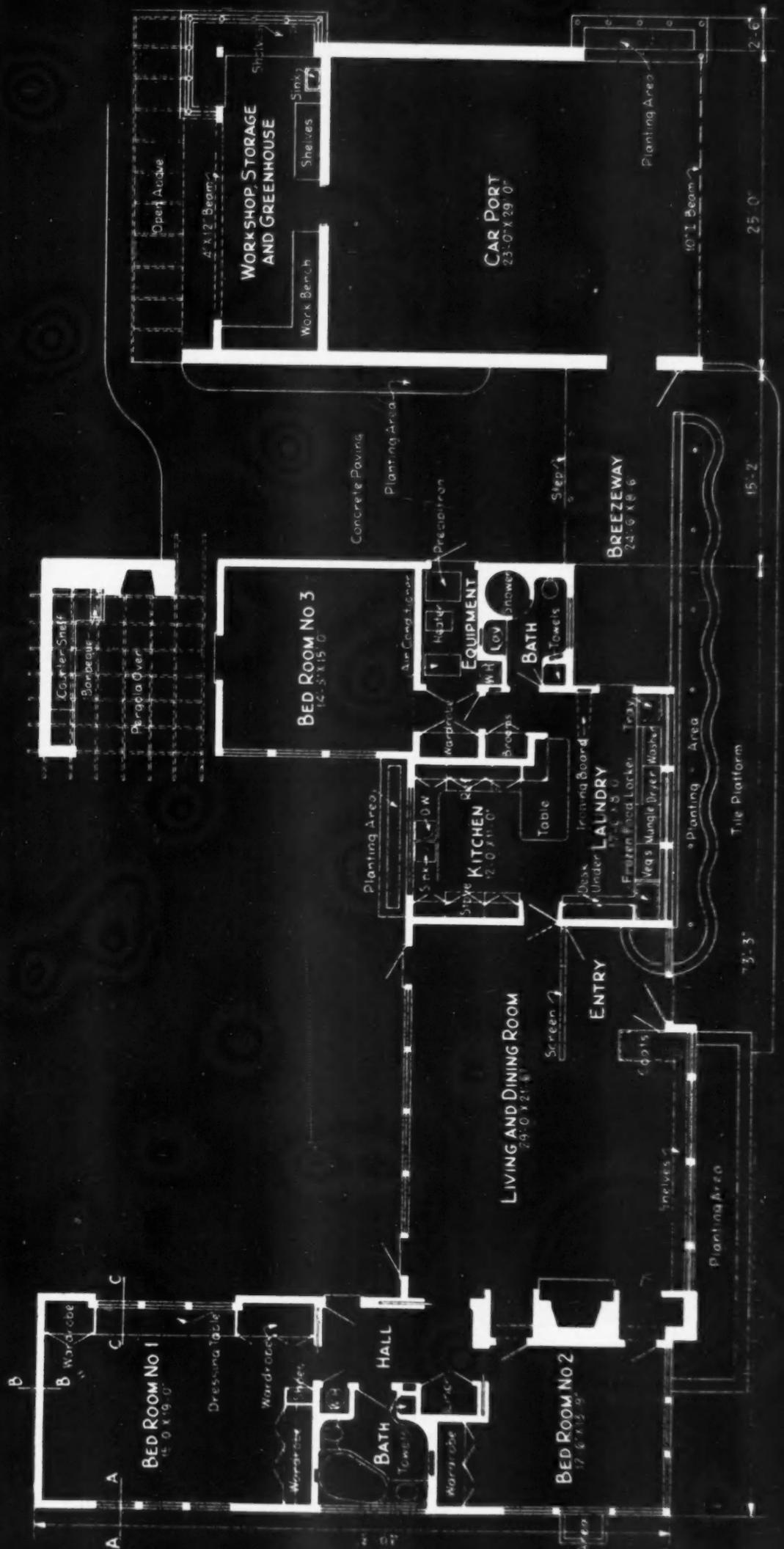
The carport, built for two cars, or perhaps, later, one car and a helicopter, is massive, has a work bench, and is without a door on front. Immediately behind it is a large room consisting of a work shop, storage space and

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FLOOR PLAN



WITH HEARTH and background of flagstone and wall stone, barbeque is an attractive and completely equipped outdoor kitchen. Note refrigerator at left, and work top, cabinets, shelves and broiler. Barbeque has hot and cold running water and radio connections.

house Precipitron collects dust and foreign particles from the air by electronics. Since particles of pollen are also removed from the air it is intended to conduct experiments on hay fever and asthma sufferers.

All ceilings are acoustically treated, some with acoustical plaster, and some with Acousti-Celotex perforated tile. Sound-proof, warp-proof doors manufactured by the Mengel Company, some containing fiber-glass and some perforated wood cores, sound-insulate the rooms from each other.

One of the most striking features is a new type of flush lighting, which utilizes the principle of the sealed-beam headlights on automobiles. The new Westinghouse slim-line fluorescent indirect lighting is used in the living room. Neon light tubes in the bookcases can be regulated to low, medium or bright by turning a dial. Continuous strips of fluorescent and neon tube lighting are employed in kitchen cabinets and linen closets. Germ-killing sterile lamps are provided in the kitchen and bathrooms. In the greenhouse, and in floodlights outside the house, a new type of bulb contains spectrum colors in the glass which give an effect at night closely resembling technicolor. A new type

of switch, working on relays, permits the use of bell wire to the switches, and eliminates conduit. A continuous electric outlet strip by Wiremould, installed in the baseboards, permits plugging in of electrical appliances at any point in the room. The usual lighting switch has been replaced by a plastic push plate containing a tiny bulb which glows at night.

Every room has radio reception. Standard reception, F.M., phonograph, or Muzak (music over telephone wires) can be dialed. All four types of program can be received at the same time in various rooms, since each loud speaker has its own control unit. An RCA projection type tele-

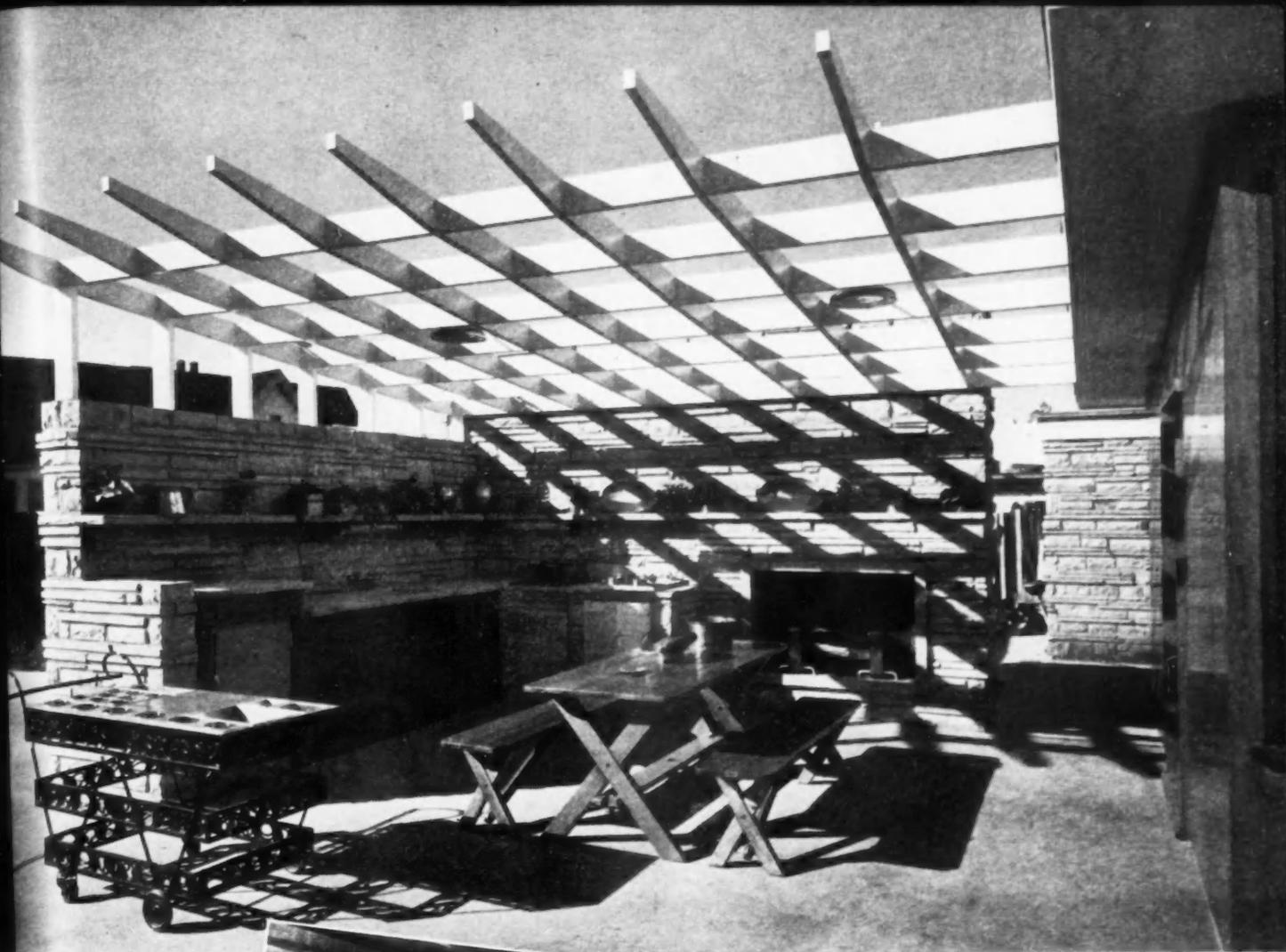
vision receiver is built in at the right side of the fireplace. A Webster automatic record changer is connected to the radio installation by relays, and can be operated through the remote control system. A home recorder by Radiotone permits the recording of voices or radio programs. An intercommunication system is provided between the master bedroom, kitchen, barbeque, front door, service door and hobby shop.

Bedroom walls are covered with Koroseal, a rubberized plastic material similar to wall paper with designs impregnated into it. All ordinary discolorations can be removed with a damp sponge. Storage walls with sec-

Among the foremost considerations in designing The Postwar House were adequate provisions for outdoor living. Barbeque is a complete and independent outdoor kitchen. Ample space and facilities are provided for gardening and hobbies. Sun and shade are available all day in patio and garden. Colored lights make patio part of house at night

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PERGOLA above outdoor kitchen breaks sun's rays, and walls provide shade. Both sun and shade are available throughout the day in all parts of the patio. Floor is colored cement. View is looking from entrance to master bedroom.

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View of hobby shop and greenhouse showing cutting table and tool storage. Hobby shop is completely equipped with work bench and tools.

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VIEW from fireplace in living room to glass wall facing patio and patio garden. Sealed beam lighting fixture is at upper right.



MASTER bedroom with mirror-top dressing table flanked by storage closets.

Interior architecture and furnishings achieved the easy informality of modern living in a setting of contemporary modern design. Good use was made of outdoor light.

tional drawers and compartments especially designed to accommodate all types of wearing apparel, as well as space for luggage, are provided instead of closets. There is an eleven-foot wide mirrored dressing table in the master bedroom. In addition to the intercommunication system there is a telephone and a master switch by which the entire house, inside and outside, can be lighted. The boys' room is designed for two boys about eight and eleven.

Wood and plastic were used to form a packaged bathroom, which later may be stamped out in metal. It is enameled and polished to a high luster. The tub is pear-shape, permitting the wide

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GENERAL purpose room seen from kitchen hallway. Glass door rear leads to barbeque.

opening through which cooking odors are drawn by a noiseless fan placed in the attic. A removable, washable filter collects the grease. Sink top and drain are moulded from Formica, which also forms the continuous shelf providing work space around most of the kitchen. The sink has a garbage disposal unit which electrically disposes

of waste, including bones. A Kaiser hydraulic dishwasher operates by hot water pressure. Among the numerous time- and labor-saving features of the kitchen is a swinging shelf for the electrical mixer. Rotating circular shelves are used for pots and pans. A new table-high, console-type refrigerator was built by Servel, Inc. Instead

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end to be used for the shower, which is partitioned off with a revolving turret-type door of Plexiglas. A hamper is built under the lavatory. A full length infra-red gas heater gives instantaneous heat. It heats the body rather than the air. A new type circular type of mirror lights from the rear with a direct fluorescent lamp, and magnifies the face. An electrical toothbrush with individual heads for each member of the family is attached to a spring cord. An electrical shaver is attached to a similar cord. In the ceiling are a sun lamp and a hair-drying lamp. A special compartment for drying ladies' hosiery is provided, there is storage space for towels, and the medicine cabinet is large enough to hold a half-gallon bottle of rubbing alcohol. The toilet bowl, by Sloan Valve Co., is silent-flush tankless, and can be flushed by leaning back. A radio and magazine rack are provided.

The kitchen is a complete work room or nerve center. Cabinets have unique plastic roller type doors which slide up and down. The range, specially designed by Western Stove Co., has four burners arranged across the rear, with work space in front. Under the cabinet directly over the stove is an



EMPHASIS is on comfort and livability in a homey corner of the specious living room.



LAUNDRY UNITS at left, vegetable storage at center and deep freeze at right along front kitchen wall. Package receiver in wall left.

Kitchen, bathroom and utility room all carefully engineered and fitted with the latest equipment and modern conveniences

of shelves, drawers pull out to permit access to food. A housewife's desk and kitchen library is equipped with controls to operate all sound and light, and the sprinkler system. Along one wall are a frozen food cabinet by Weber Showcase and Fixture Co., a vegetable container, and an all-electric laundry by Westinghouse. It consists of a Laundromat which washes, rinses and damp-dries clothes; an automatic

clothes dryer; and an electric ironer or mangle. Additional items are a package receiver which automatically locks; ironing board; shoe shining compartment; Free electric sewing machine installed on a swinging door. The broom closet accommodates all cleaning materials and equipment.

The entry is separated from the living-dining room by a structural translucent glass partition in front of the doorway, and a wardrobe at the left. A semi-circular miniature inside garden is at the right of the door. The massive fireplace utilizes the same stone treatment as in the chimney. An ornamental wood and plastic grill reaches from floor to ceiling over the fireplace wall. Walls over television and radio sections of the wall consist of flagstone backgrounds with fluorescent lights playing over flowers. Along the north wall sectional chairs give the appearance of a long davenport. Continuous concealed light runs along this wall at shoulder height. A U-shape table partially divides the dining space from the rest of the room.

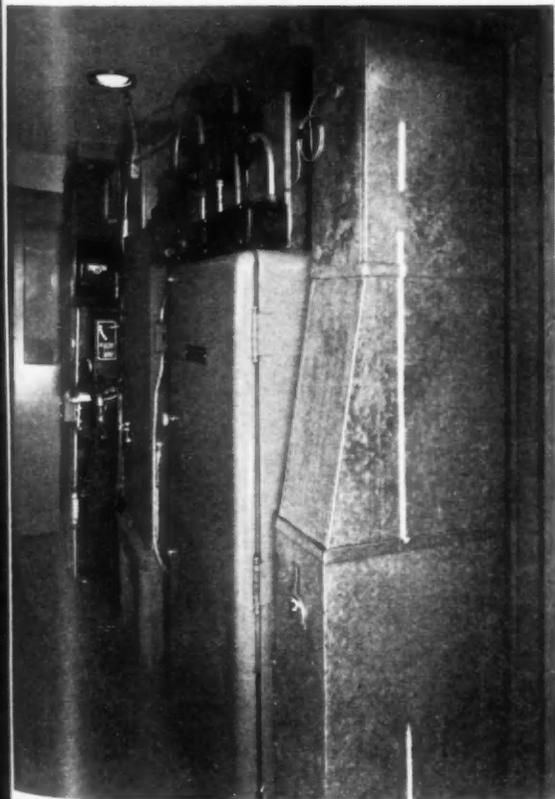


HOUSEWIFE'S desk at left of door is communication and nerve center of entire house.

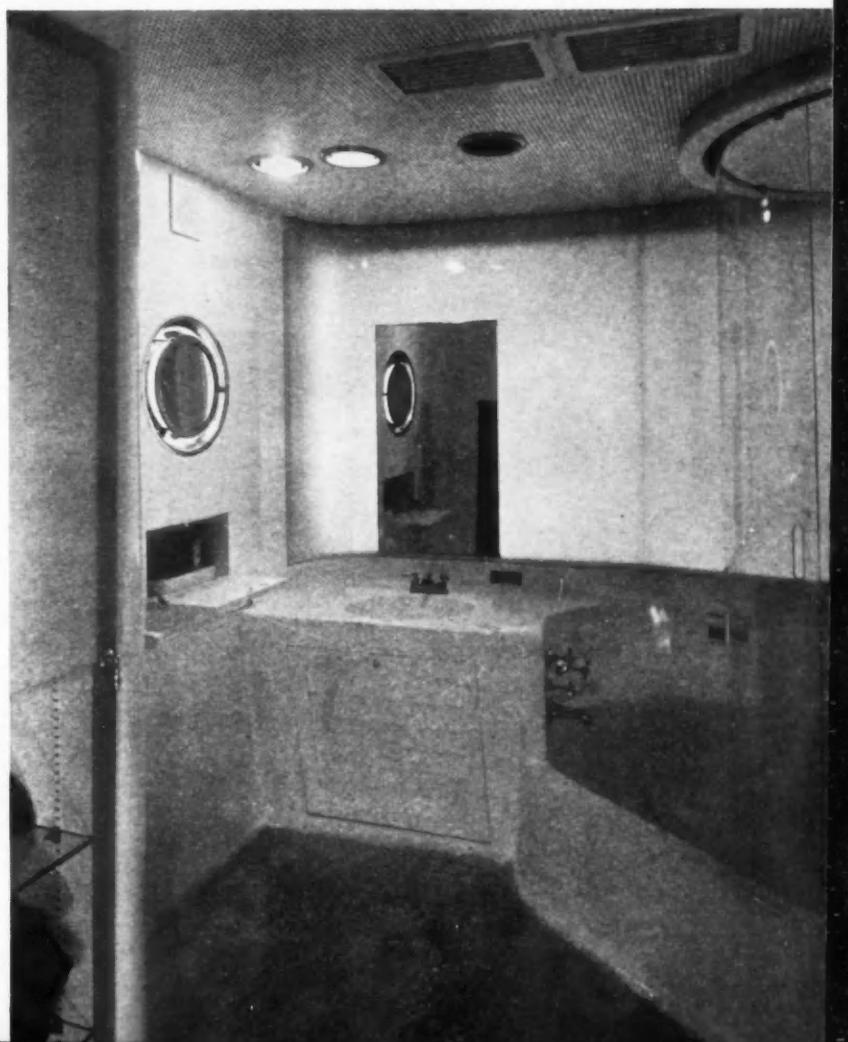


... wall left. **KITCHEN** has plastic roller type cabinet doors, swivel mounted food mixer, drawer type refrigerator under cabinets and sealed beam light.

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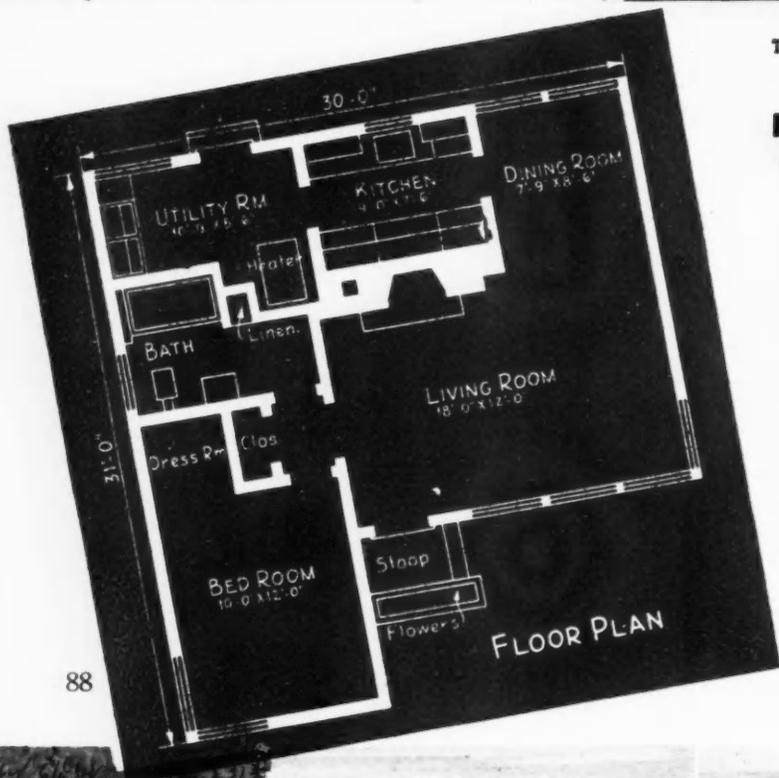
ABOVE: Precipitron and heat control units in utility room.
Right: Bathroom with turret-type shower, magnifying mirror, and hair dryer and sun lamp recessed in ceiling.



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TWO-STORY brick and siding house with attached garage.



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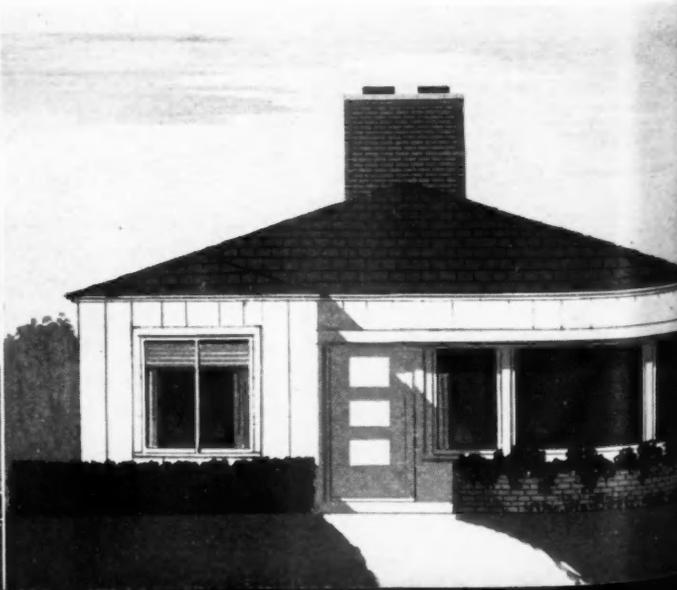
Three Modern Houses design

Not only easy to live in, as shown on the plans, but easy to look at, in their well proportioned simplicity

THE three houses designed by Jones & Duncan, architects of Highland Park, Ill., represent examples of the variety and excellence of design that can be obtained through the use of broad, simple and modern lines in their application to standard traditional types.

The house at the top of the page has painted brick walls for the first floor, with wide cedar siding stained a light brown for all the walls

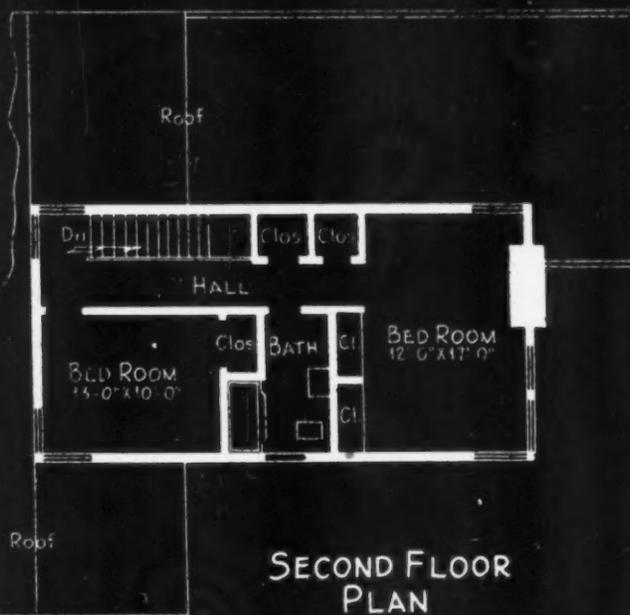
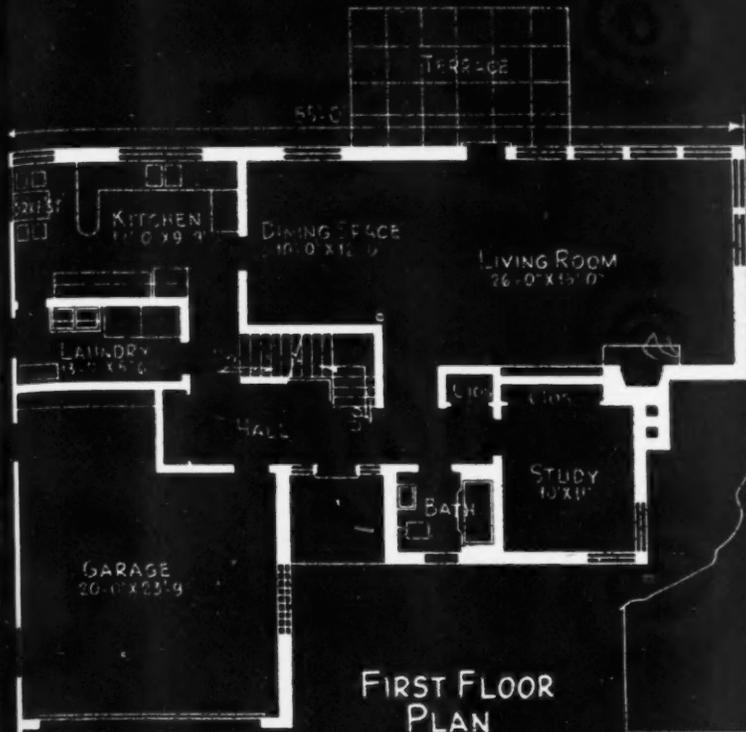
THE PLAN at left, with windows shown at both ends, is an ideal arrangement for the narrow lot.



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THE NEEDS
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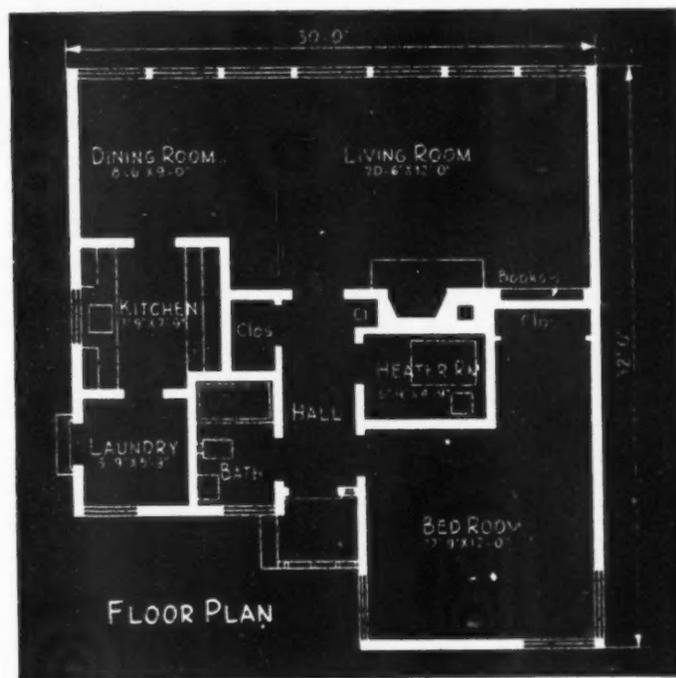
COMPACT arrangement of rooms for comfortable living.

Designed for Tomorrow

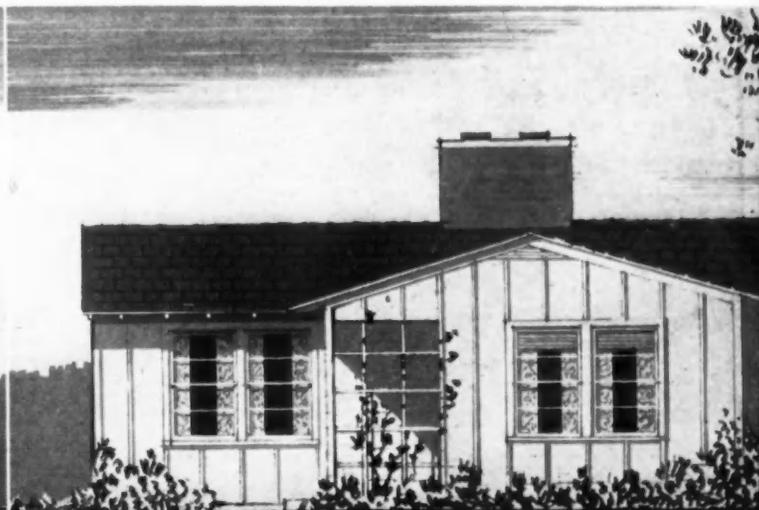
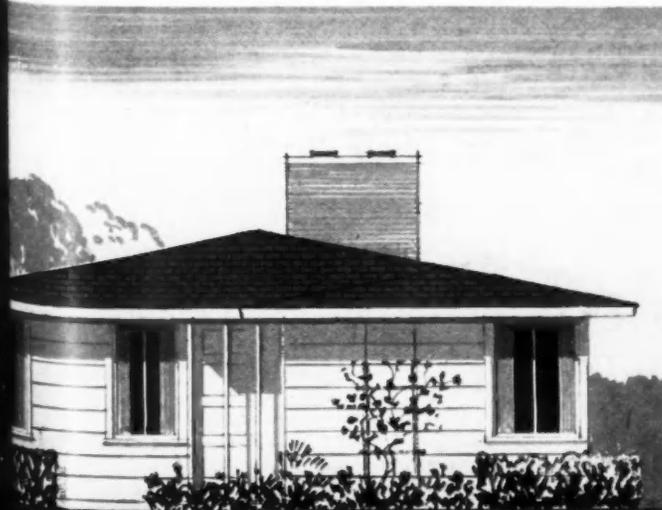
above. Glass blocks on one of the walls of the garage add a note of interest.

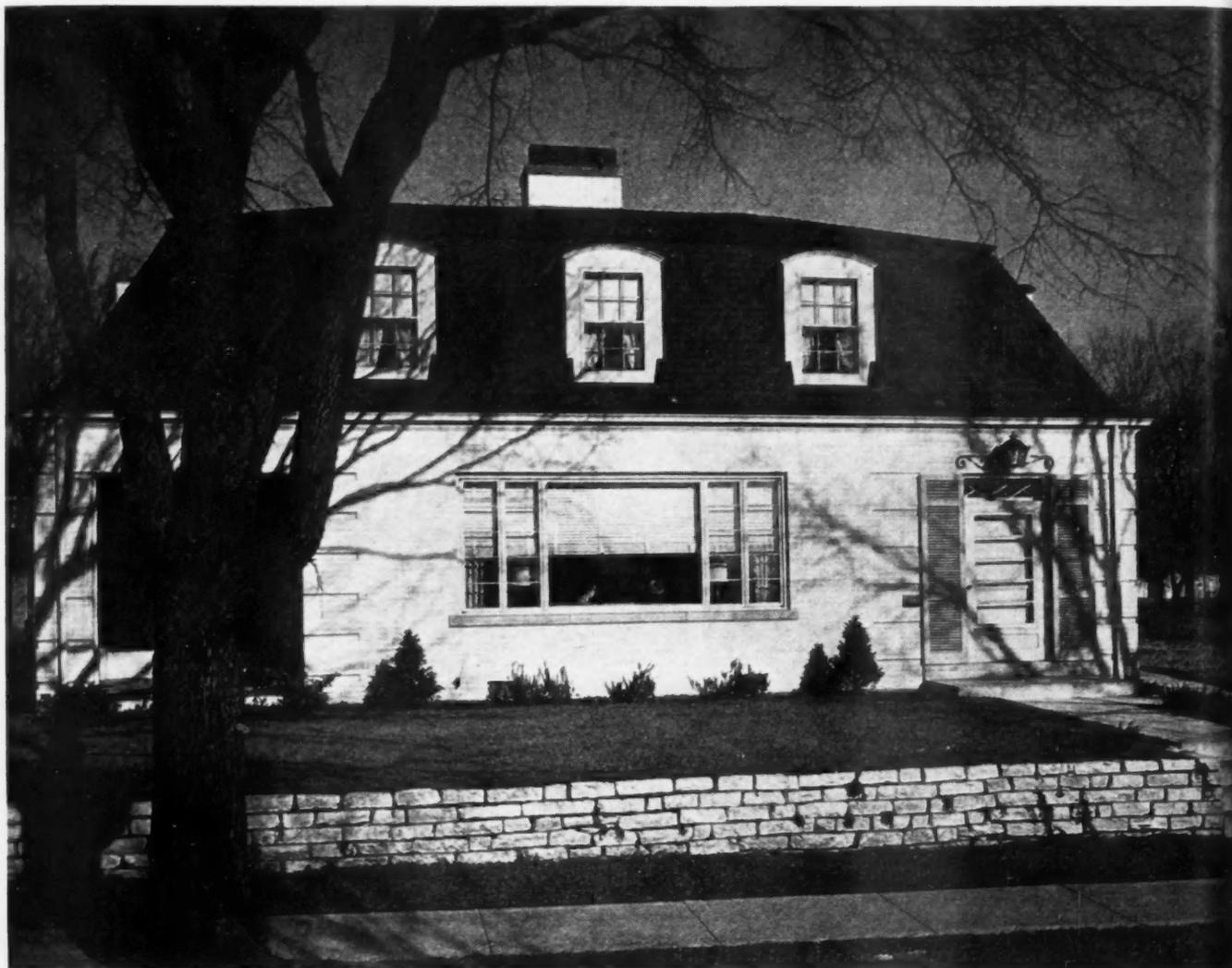
The plan has many outstanding features, circulation is good, laundry has been taken out of the basement, stairs are within easy access of all parts of the house. The living room is of generous size, off-center location of fireplace permitting an intimate grouping of furniture. Two bedrooms, bath and ample deck space complete the second floor.

Below are shown several designs adapted for use with the floor plans above; they contain the equivalent of four rooms, each design having a single bedroom.



THE NEEDS of a small family are well cared for in the plan shown at right, with its choice of elevations below.





BROAD, horizontal lines are further emphasized by the low, sweeping roof and a large picture window.

A Modern Adaptation of a French Farm House

This house, designed by Philip Maher, Chicago architect, has the freedom of contemporary planning, and still retains the classic balance that is reminiscent of best of old world atmosphere



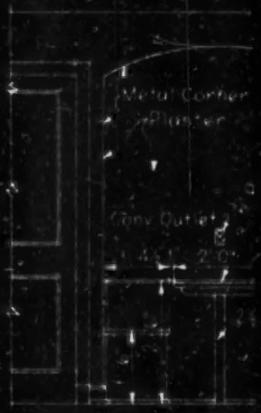
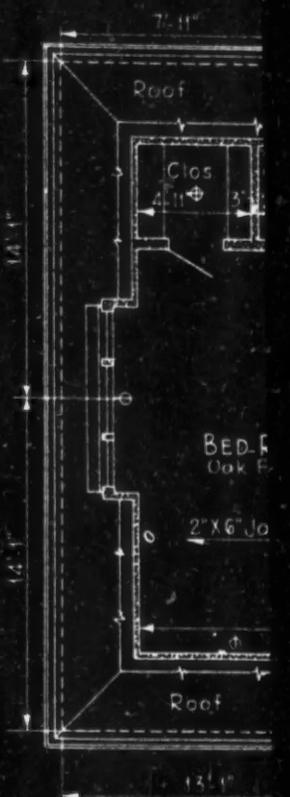
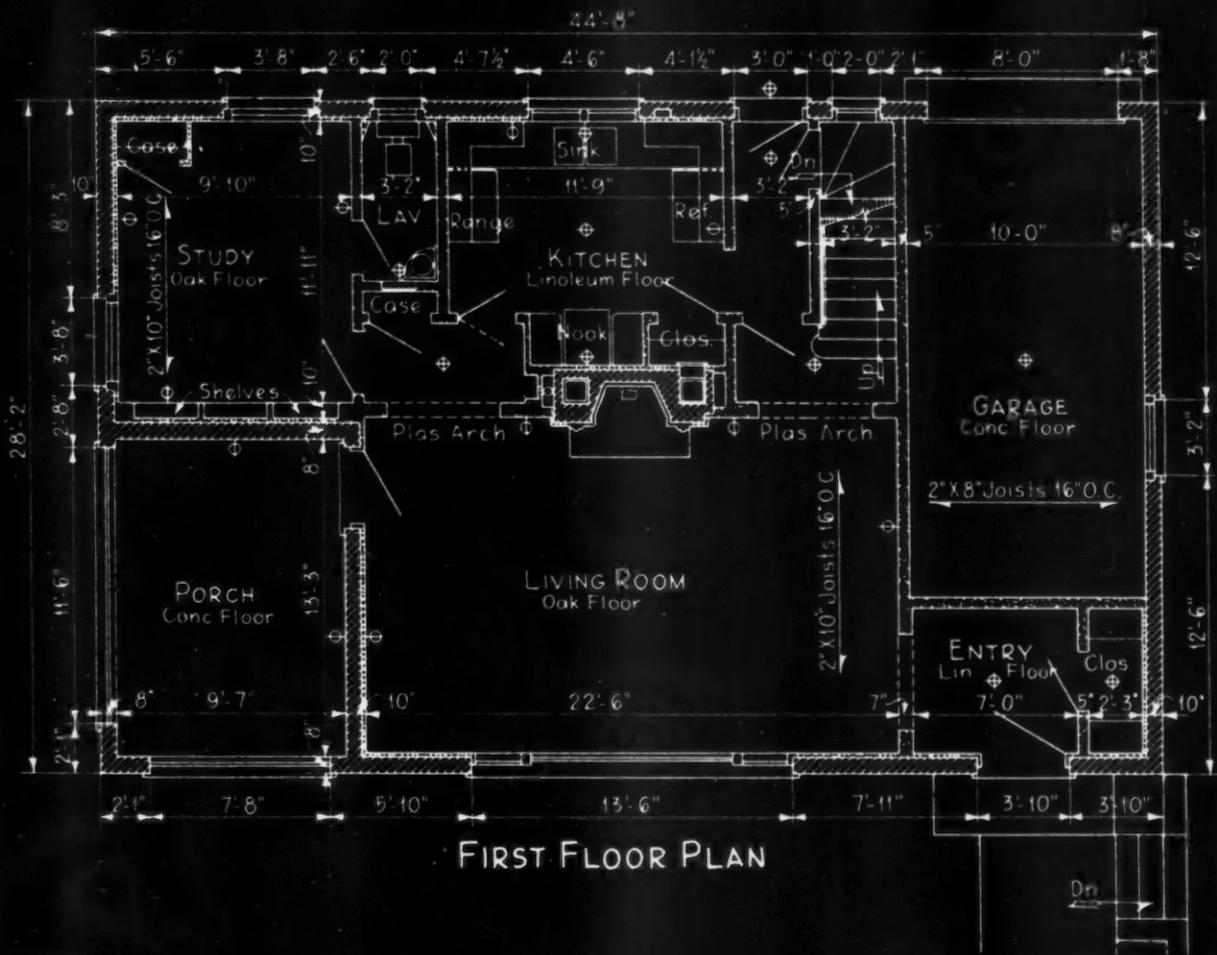
A GRACEFUL fireplace mantel adds character to the living room.

THE characteristics of the French farm house with variations to adapt the style to modern materials and conditions were used by Philip B. Maher, Chicago architect, in designing this comfortable house for A. J. Janata, Urbana, Ill. The builder was Frank J. Schwartz, also of Urbana.

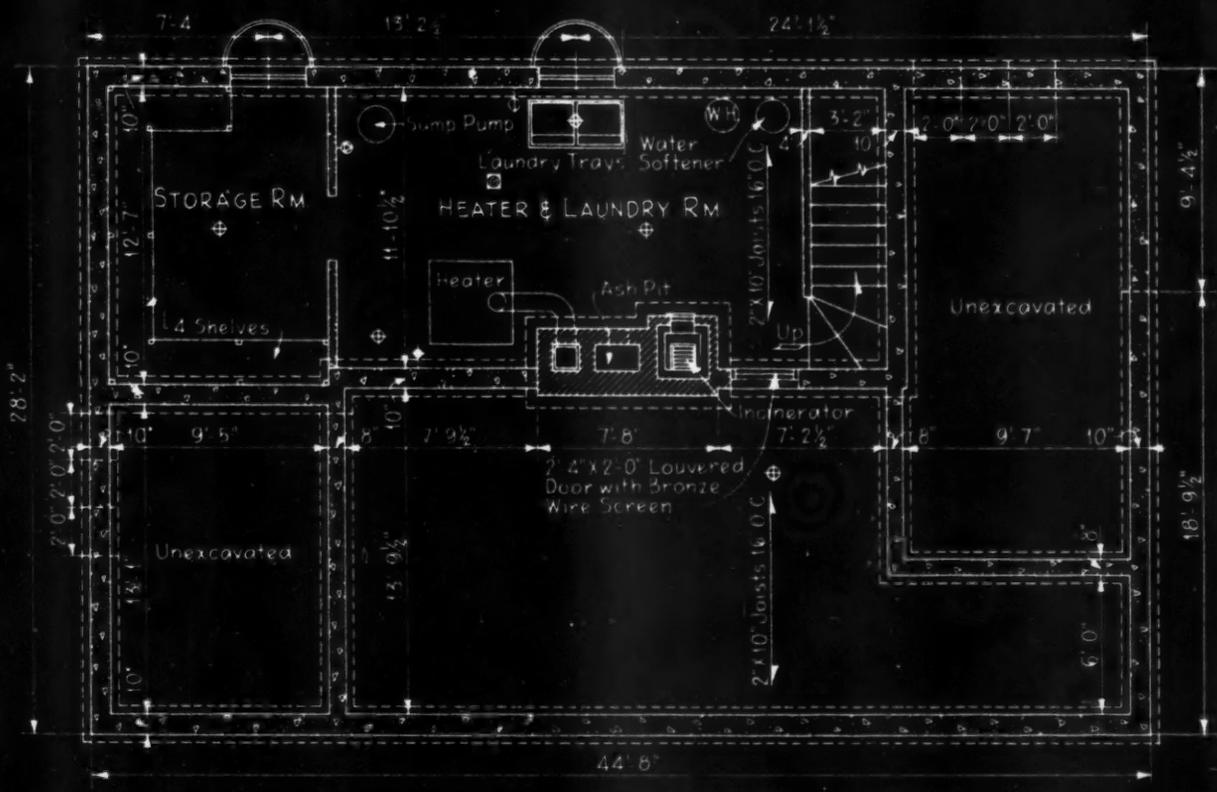
Perfect symmetry was obtained in the front elevation by clever handling and treatment of the window and door units. Blinds flanking the entrance door balance the porch opening at the opposite side, and the large living room window centered under the middle dormer acts as a focal point of symmetry. The window, in addition to this function and that of providing ample daylight for the interior, also emphasizes the horizontal lines of the front elevation, which are heightened further by quoins on both sides of the entrance and porch.

The exterior walls are common brick painted white. The roof is covered with asphalt shingles in a deep maroon, providing a pleasing contrast to the walls.

The chief characteristic of the plan is compactness which is achieved without sacrifice of easy circulation from room to room. The unusual location of the front stairway permits it to be included in the large dormer at the rear of the house, and allows ample space for two large bedrooms on the second floor.



DINING NOOK II



BASEMENT PLAN

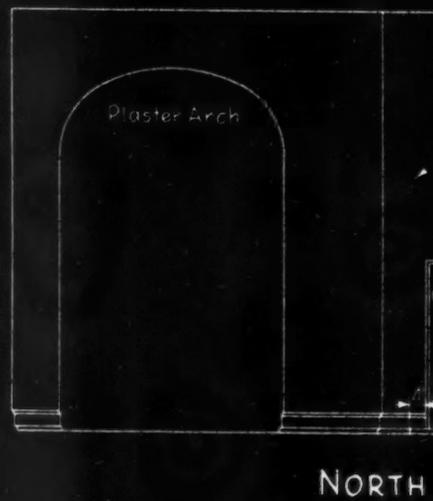
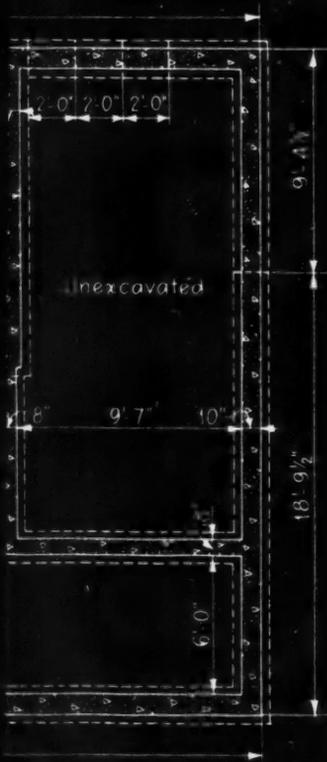
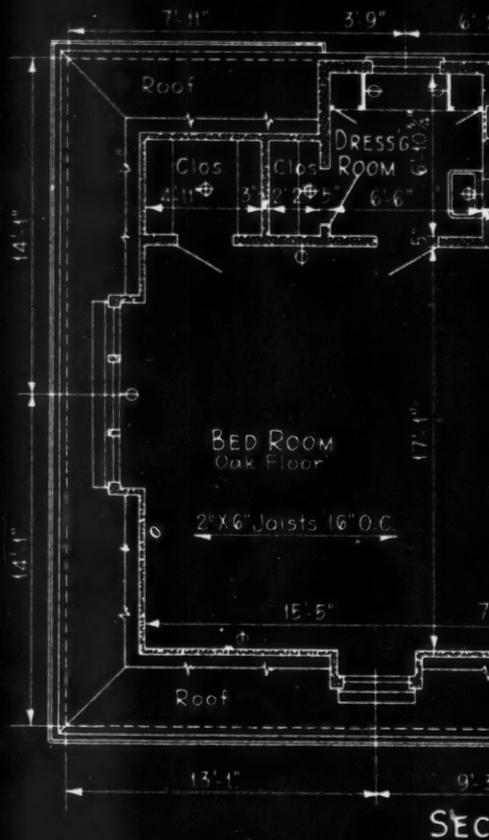
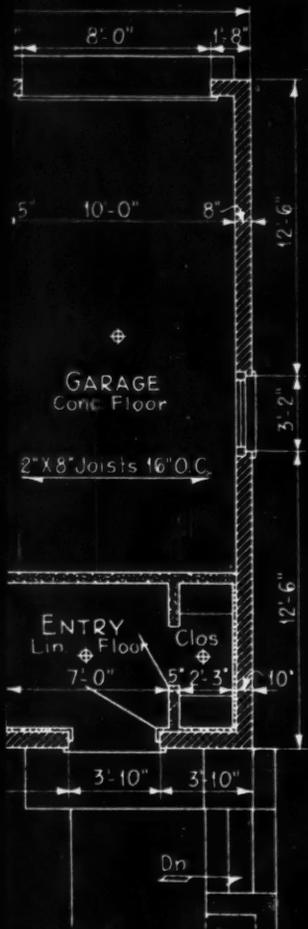
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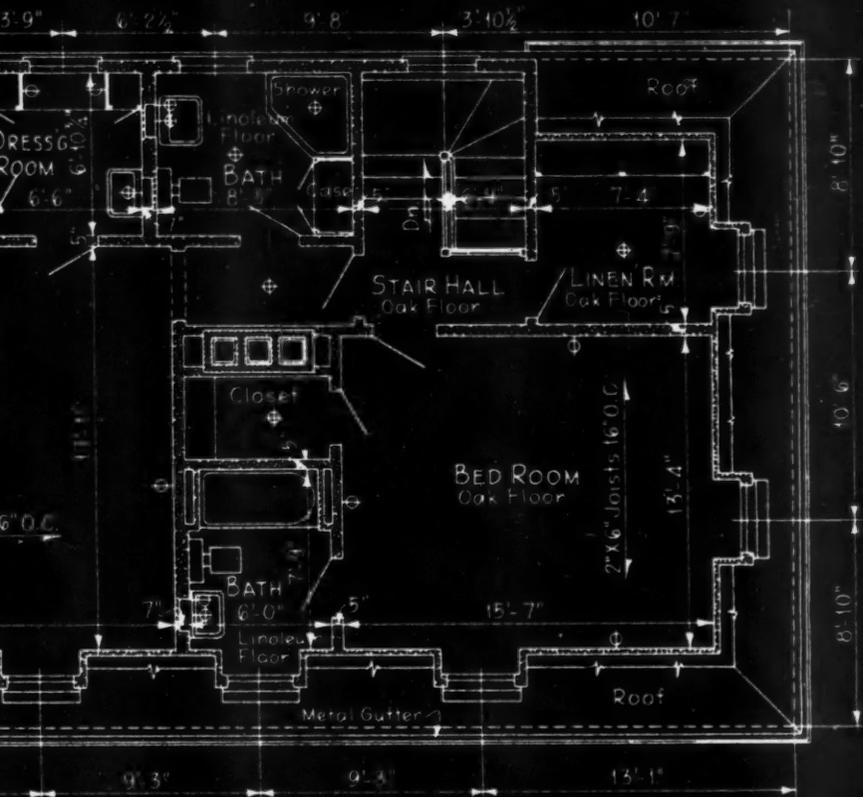
house with materials... her, Chi-house for Frank J.

elevation window and r balance the large dormer window, in ample horizontal furnished porch. white in a deep hills.

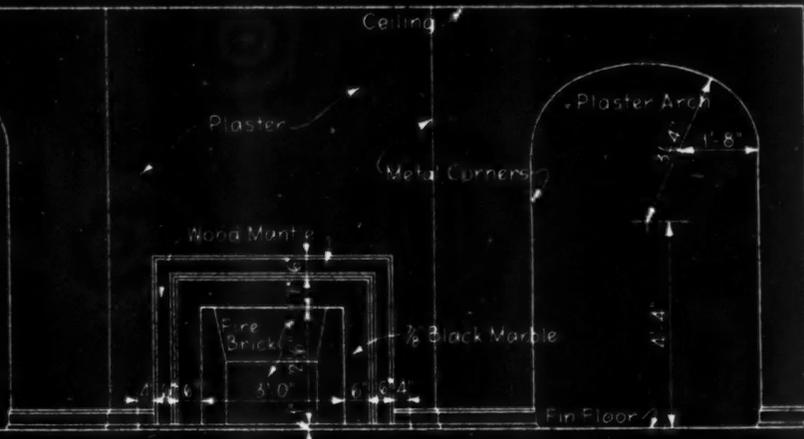
compactness circulation the front dormer space for







SECOND FLOOR PLAN



NORTH ELEVATION OF LIVING ROOM

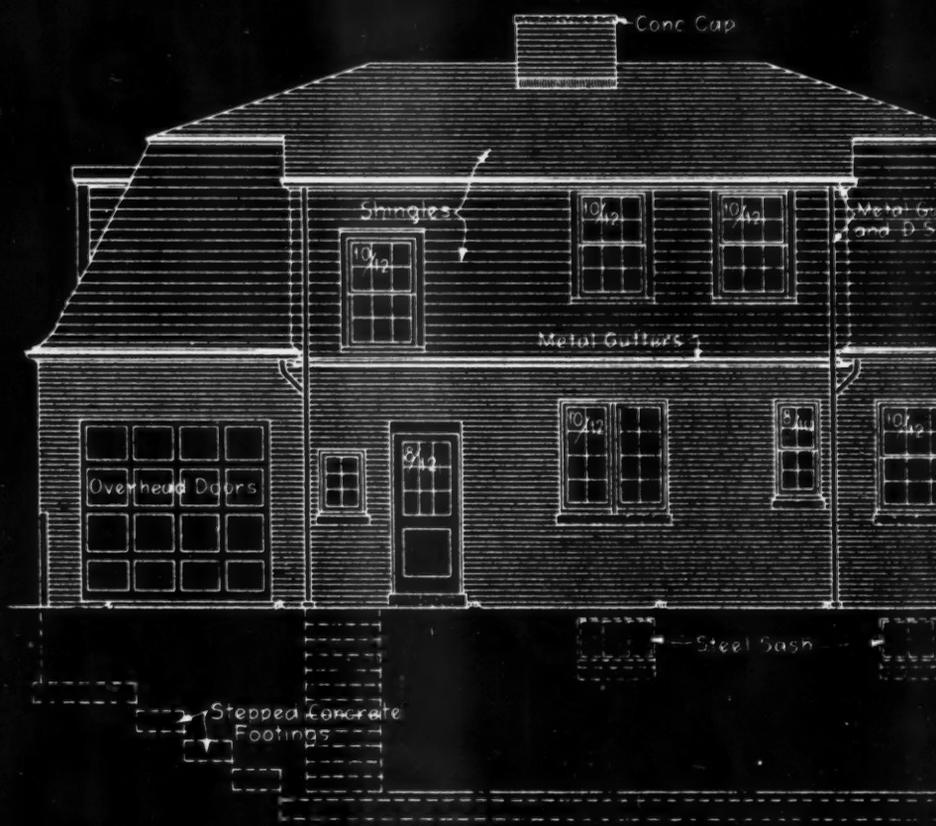


KITCHEN

DESIGN NO AB 103
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
PHILIP B. MAHER ARCHITECT
 167 E Erie St. Chicago, Illinois.
 Simmons Boardman Pub Corp 105 W. Adam St. Chicago, Ill.



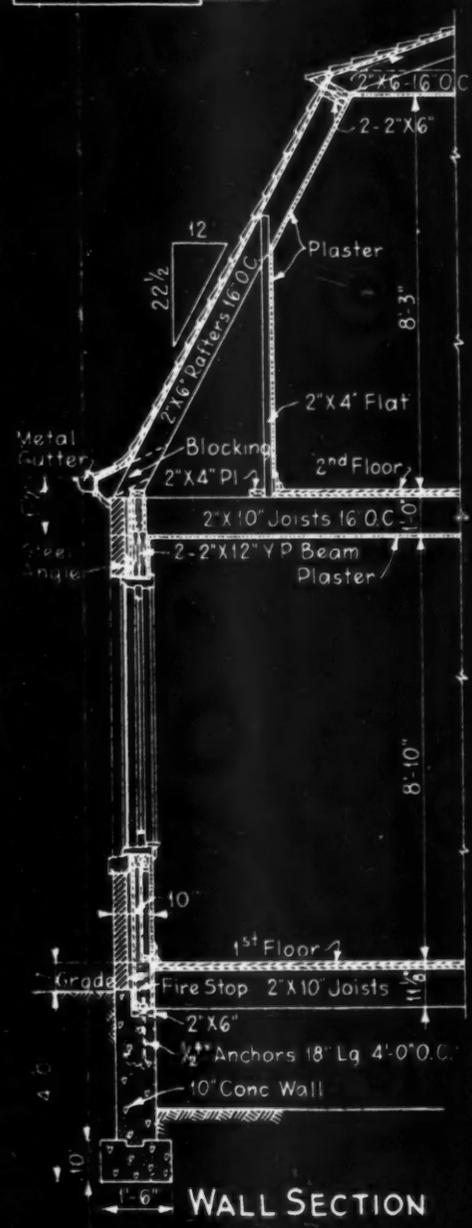
FRONT ELEVATION



REAR ELEVATION

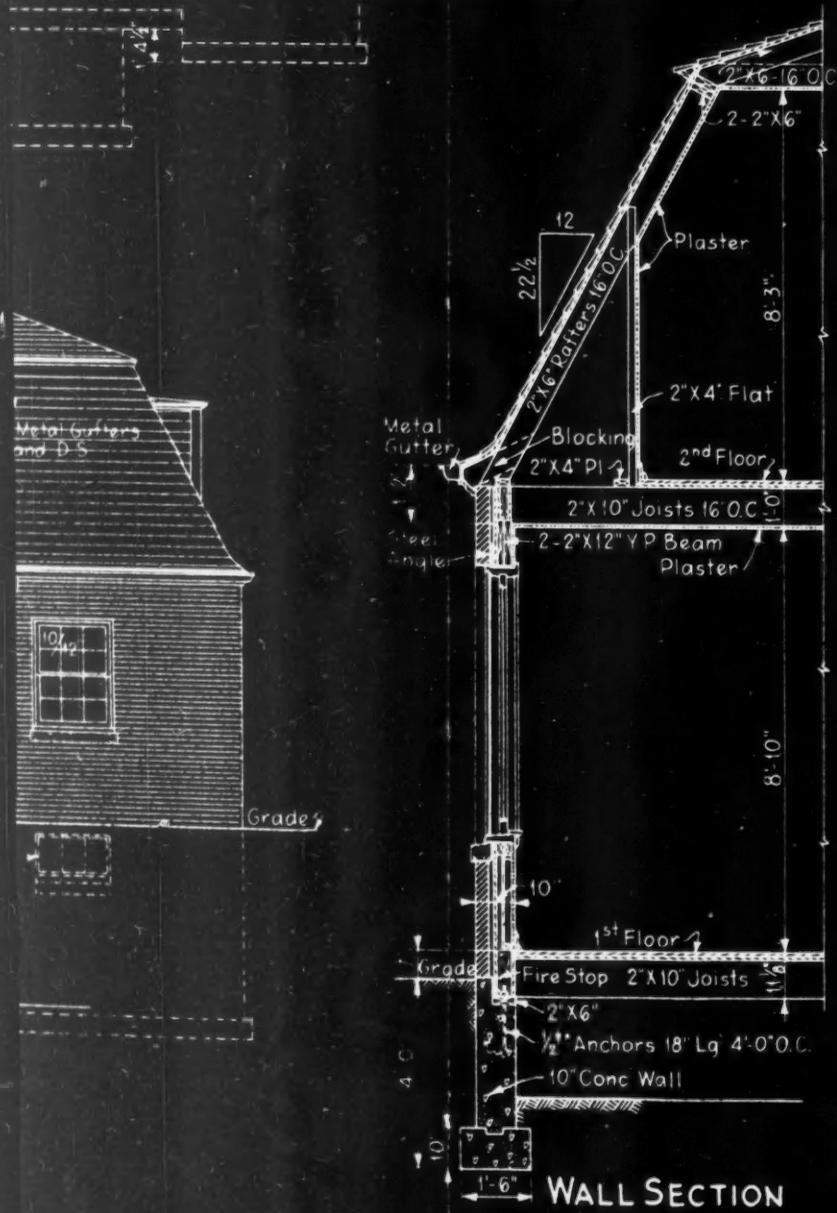
DESIGN NO. AB 103
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
PHILIP B. MAHER ARCHITECT
 167 E. Erie St. Chicago, Illinois.
 Simmons Boardman Pub Corp. 105 W. Adam St. Chicago, Ill.

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LEFT SIDE ELEVATION



WALL SECTION



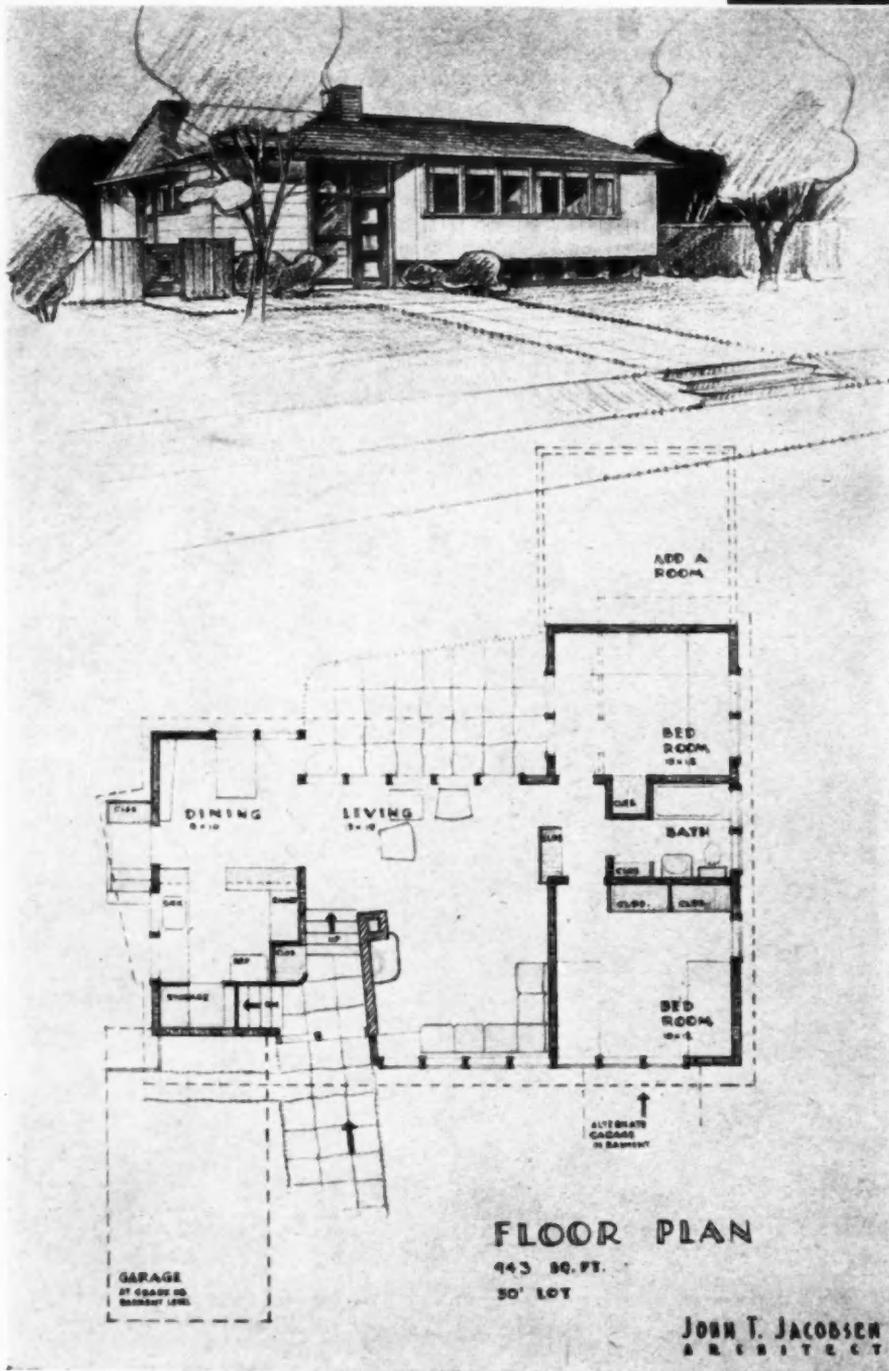
RIGHT SIDE ELEVATION

The Small House Plans Bureau, it was stated, is to be permanently located at the Master Builders' Home Exhibit at 1930 Sixth Ave., Seattle. There the good small home designs contributed by the co-operating architects are on display with competent personnel in attendance to explain them and to advise with prospective home seekers.

The public is invited and urged to come in, examine these home designs and get started on the road to home ownership.

Blueprinted working plans (6 sets), typewritten specifications and complete building material lists for each of the home designs in the Bureau collection will be sold at the low price

JOHN T. JACOBSEN, architect, whose design for a small house, shown below, was awarded First Prize in the Bureau Competition.

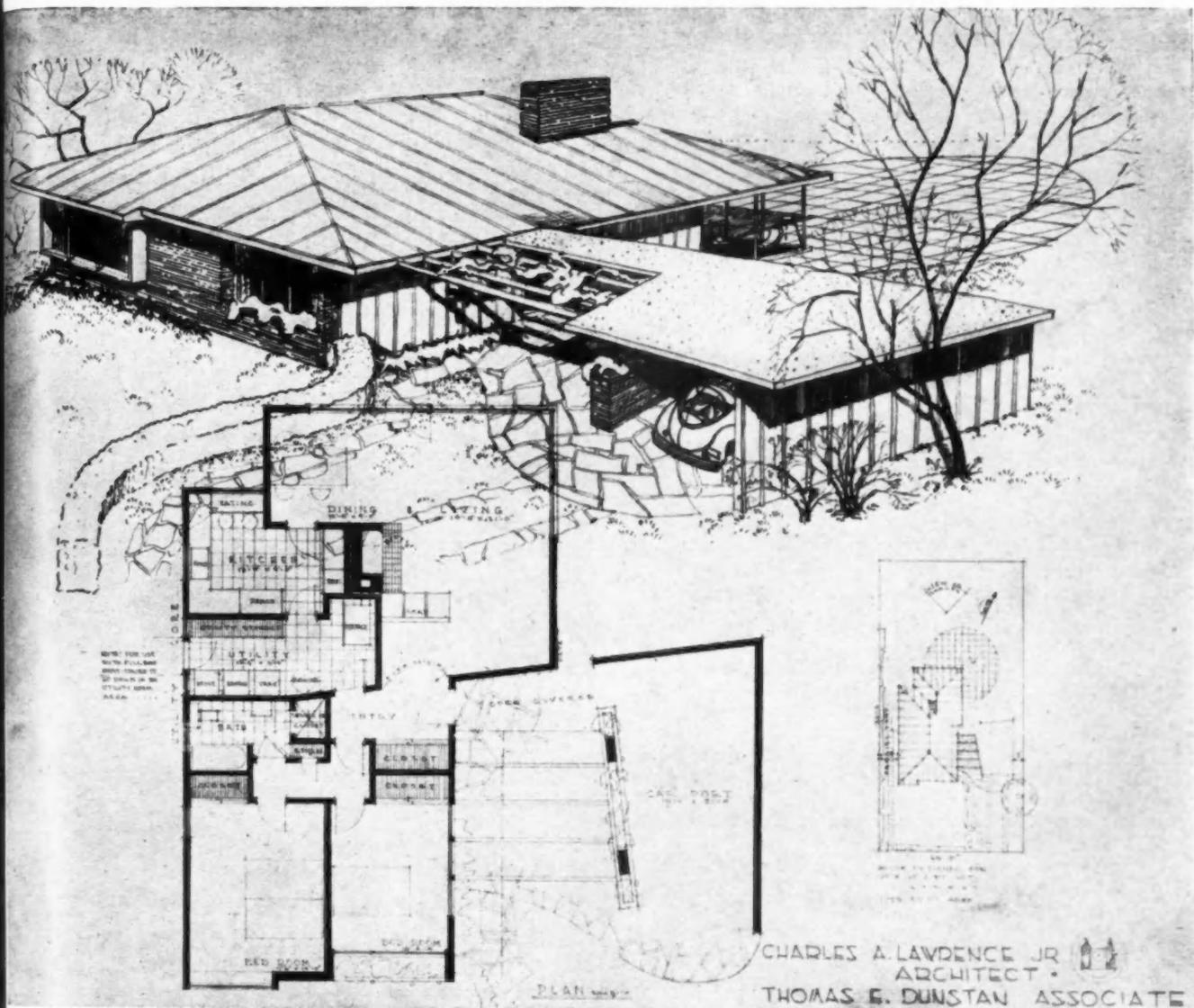


of \$50. This fee does not include supervision by the architect nor plan changes, if any are desired. The individual architect members of the Washington Chapter, however, as well as the contractor and builder members of the Master Builders Assn., are glad to consult with any prospective home builder who has in mind a project outside the scope of this small home service.

The start-off of the Bureau collection of homes (for which low-cost plans are available) is a group of nineteen designs by leading Seattle architects, submitted for this express purpose in a competition sponsored by the Seattle Trust & Savings Bank, which put up \$1000 in prize money—\$500 to go as the First Prize, \$300 Second Prize and \$200 Third Prize. These prize-winners are illustrated on these pages, along with several other interesting and typical designs from the competition.

Additional home plans are to be brought into the Bureau collection as this movement gathers headway, and branch offices will be set up in other parts of the state the better to serve the local G.I.'s and other prospective

TYPICAL big-value small home of the Pacific Northwest; five rooms with plenty of outlook and good circulation. Entrance door is at grade level; inside steps lead up to rooms



THIS western design offers comfortable living and plenty of modern view-windows. It was awarded Third Prize in the Bureau Competition.

small house builders. Architects from these other cities are expected to contribute designs and take an active share in this Bureau work.

Active in the formation of this new program to make good architectural plans available at low cost to small home builders have been George Wellington Stoddard, prominent Seattle architect and now president of the Washington State Chapter of the A.I.A., and F. R. McAbee, immediate past-president of the Seattle Master Builders. They were chairmen of the committees having this Bureau project in charge.

These professional men want to see many small homes built quickly in the state of Washington to relieve the present housing shortage and to give the returning G.I.'s and other home seekers the much needed good small houses. They believe that these small homes can be and should be expertly designed and well built, so as to be a credit to their neighborhood and a sound and lasting investment for their



C. A. LAWRENCE, architect, and T. E. DUNSTON, designer, created small home above.



REBUILT HOME of Mr. and Mrs. William R. Boston in which there remains no trace of the clapboard-and-tarpaper cottage. Sun porch in foreground and utility room at rear are additions to original floor area. At upper right is old summer cottage before work started.

Old Cottage Becomes Veteran's Castle

Builder helps veteran and wife obtain a home through skillful rebuilding job

WHEN Mr. and Mrs. William R. Boston tell their friends that their compact little home is actually 32 years old, no one believes them. And there is little wonder.

Situated in a wooded ravine along Lake Erie in Rocky River, a suburb of Cleveland, the Boston home looks as though it was built yesterday. Only a few months ago it was a weather-beaten summer cottage, neglected and uninhabitable.

The transformation is a dream come true for a young war veteran and his wife and one of the neatest rebuilding jobs ever tackled, tailor-made to suit its new owners.

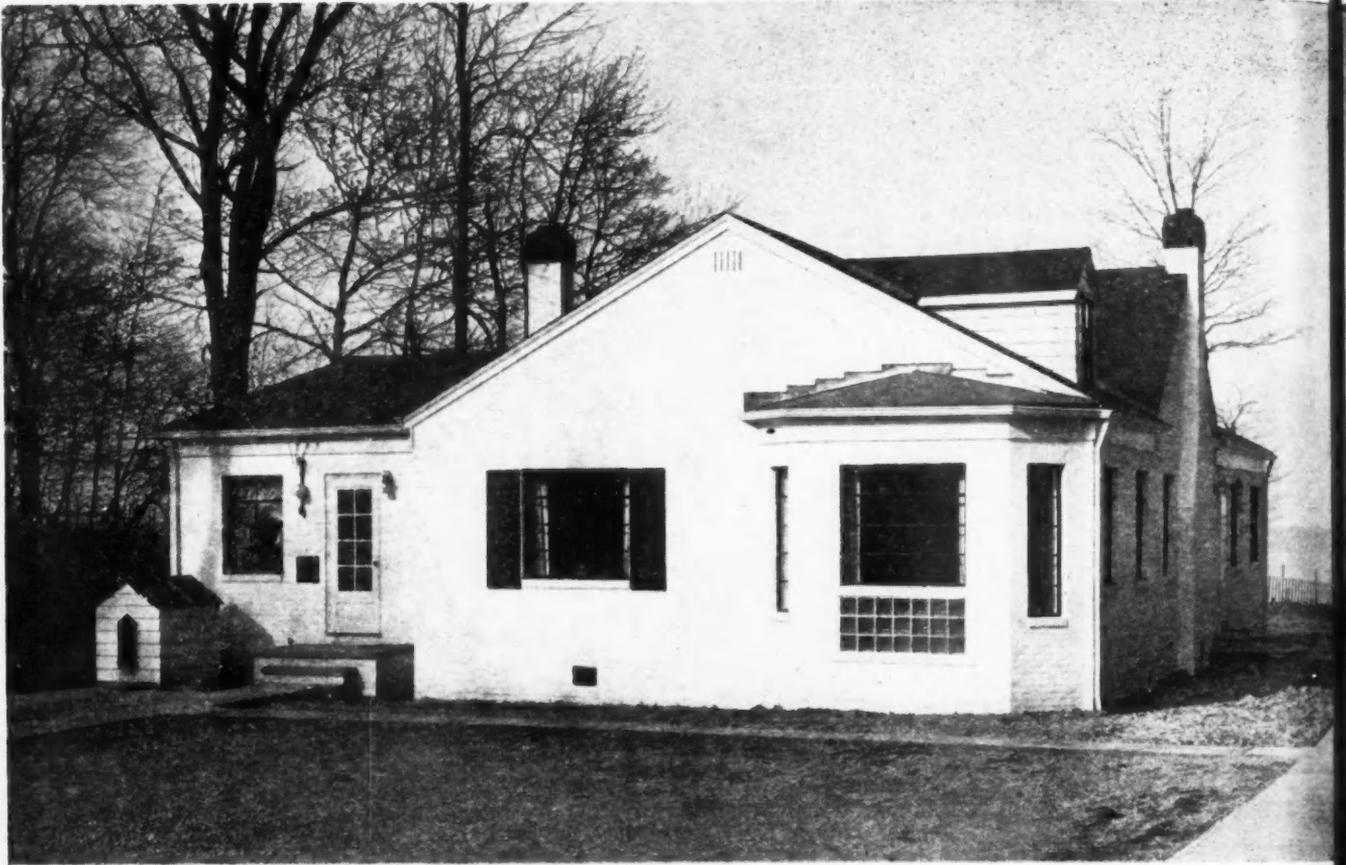
Less than a year ago, while her husband was in the Army overseas, Mrs. Boston began looking for property on which to build their postwar home. The search led to John P. Cavano, who operates the Cavano Construction Company in Cleveland.



GLASS BLOCK borrows light from dining room to brighten hall; the long passageway gets daylight through this panel.

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TWO bedrooms and the utility room face south. Glass block in master bedroom bay gives floor-level lighting.



BATHROOM in Boston home is semi-departmentalized. Opposite the stall shower at right is wash basin and built-in dressing table. Across from toilet alcove, enclosed with glass block, is bathtub.

Mr. Cavano had the answer. He had just purchased for development a 3½-acre parcel of lake frontage on which three old cottages stood. Built before World War I and unused for years, the cottages were nevertheless basically sound.

The contractor and Mrs. Boston worked out a floor plan that would perfectly suit the soldier and his wife. Only a week before Sgt. Boston was discharged, the rebuilding was begun. Where the clapboard cottage with tarpaper roof had stood there is now a gleaming, white-painted brick home of seven rooms on one floor.

In performing an operation on the old cottage, Mr. Cavano made surprisingly few changes in its original outlines. Only an enclosed activities room (or sun porch), overlooking the lake, and a rear utilities room were added to the cottage area. Much of the old lumber was salvaged.

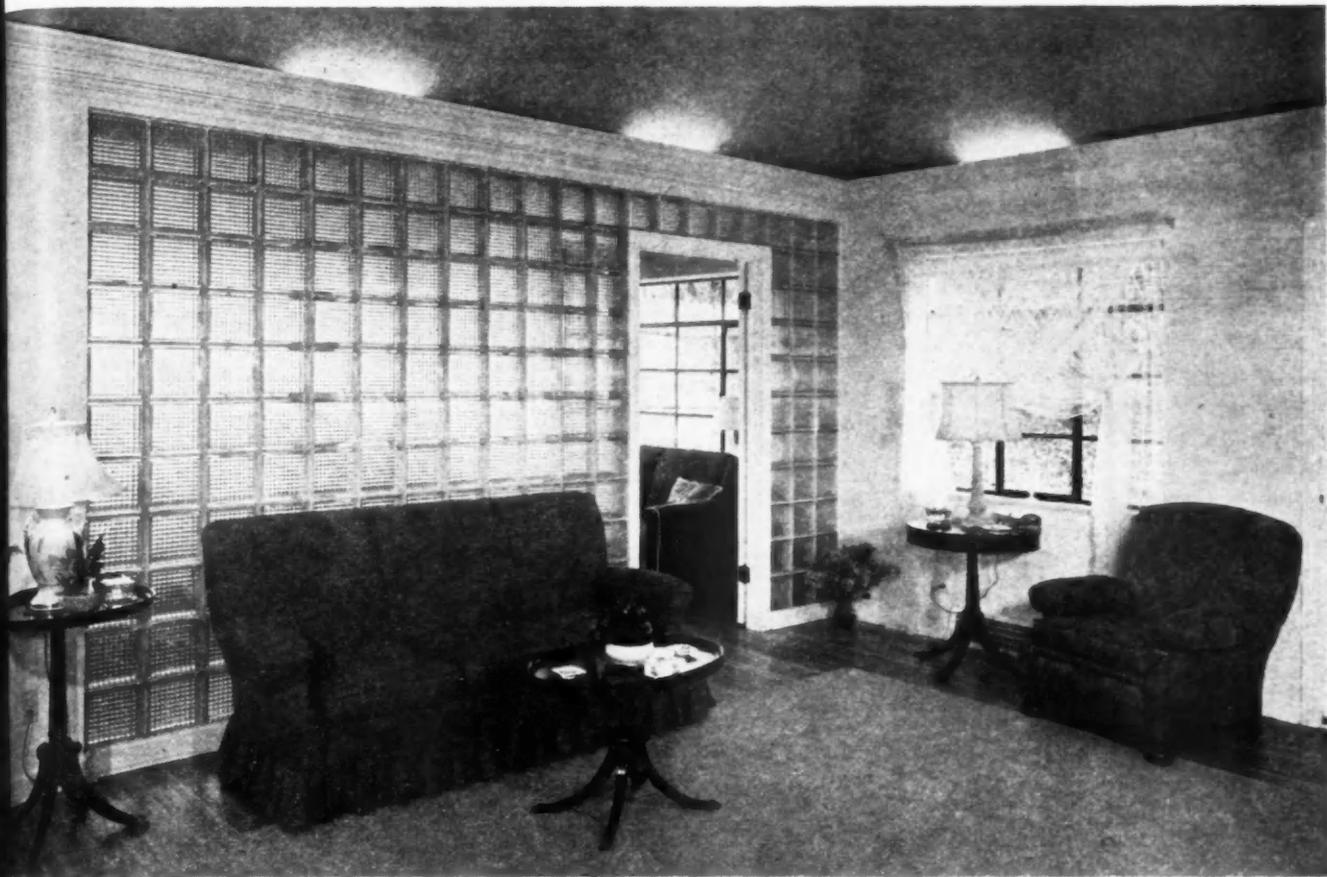
On the exterior a brick veneer and asphalt shingle roof were installed. In every room large casement windows were substituted for the few small-pane sash the cottage had before.

One of the most striking features of the interior is the lighting arrangement. Fluorescent fixtures, concealed by a cornice in the living room, give a soft daylight effect at night. By day, every room is flooded with daylight.

To achieve adequate daylighting, the builder has made skillful use of glass block. Separating the living room and the activities room is an 8x11-foot glass block panel which makes up the entire wall. Inset at one end are French doors.

Besides filtering daylight through from the sun porch, which has window areas facing north, east and west, the living room panel has another function. It insulates the living room from the chilling effect of large window areas, and will help keep the heating bills down.

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AN 8 x 11-foot panel of glass block forms insulating partition between living room and window-lined activities room.

Door treatment in the living room is completely modern. Entrances to Mr. Boston's den, opposite the activities porch, to the dining room and to the hall have space-saving sliding doors.

In the dining room, which has bay windows on the west elevation, Mr. Cavano made another clever use of glass block to spread daylight. Like the living room panel, this installation forms a complete wall, 10x8 feet, and separates the dining room from a hall which connects activities and sleeping quarters. Thus the interior passageway is brightened with daylight borrowed from the dining room.

The bathroom, containing a stall shower and built-in dressing table, is partially departmentalized. It features a separate toilet alcove which is enclosed by the shower partition, the wall and a glass block panel which is translucent.

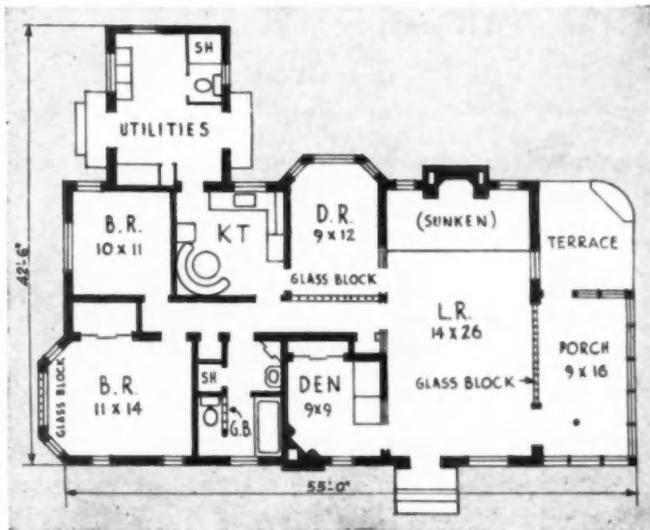
Convenient to the bathroom are the home's two bedrooms. The master chamber, a luxurious 14 x 11 foot room, has a large built-in wardrobe closet with sliding doors. Two casements facing the east and a bay on the south elevation provide daylight and cross ventilation. In the lower part of the bay is a small panel of glass block which gives floor-level lighting to banish dark corners in the room. The second bedroom, measuring 10 x 12 feet, has exposures to the south and west.

The U-shape kitchen, which Mrs. Boston planned herself, is modernly functional. Everything is within ready reach, cupboard space is plentiful. Adjoining is the utility room which also serves as the laundry. It contains the gas-fired air-conditioning unit which heats and ventilates the house. In one corner are a toilet and a shower in which the Bostons can clean up after a dip in the lake from their private beach.

Mr. Cavano has completed work on the other two cottages he purchased with the lake-front plot. Each

rebuilding job has cost around \$10,000. That's about \$3,000 less than completely new construction, according to the contractor. The results are three modern homes that were rough summer cottages.

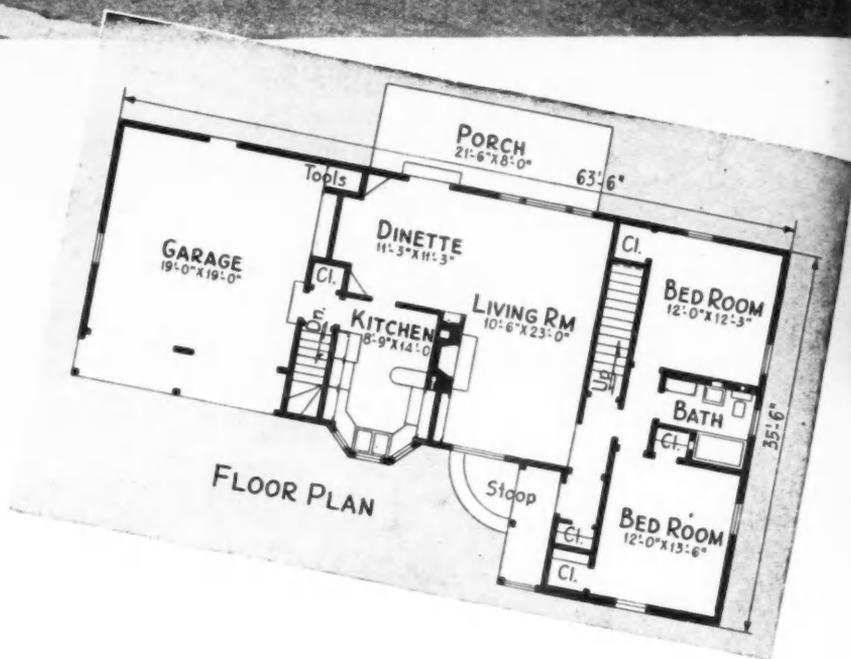
With all the hue and cry now being raised to provide "homes for veterans" there is a moral in this story about ex-Sgt. and Mrs. Boston working with resourceful builder Cavano to transform the "Old Cottage" into their "Veteran's Castle." It is that there are thousands and thousands of opportunities to be found to convert unused or presently uninhabitable structures into attractive, comfortable permanent homes with the use of a minimum amount of scarce materials and at minimum cost.



FLOOR plan is compact and functionally arranged, with a large open living area. Space-saving sliding doors permit easy transformation of this open plan into several closed units for privacy.



Charm, Comfort and Spaciousness Combined in One



THE HOUSE shown here conveys a feeling of warmth and friendship that seems to reach out toward one. Designed by E. L. Baker of Lima, Ohio, for the owner, Harold S. Leedy, it is geared to its site while blending into a neighborhood characterized by distinctively designed homes. The unusually well done exterior attractively combines red brick, white siding, oak timber work and oak vertical siding. It is completed by the irregular butt, tile red asbestos cement roof.

The floor plan encompasses all that is needed for gracious living—a large, well-lighted living room opening onto a comfortable-sized porch. The dinette in the "L" is readily accessible to the kitchen on the front, made bright by the three windows in the bay. Two bedrooms, well isolated for privacy and quiet, and the two-car garage at the opposite end complete this comfortable layout.

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SHOWN at the right are the dinette and partial living room details. Buff painted walls with ivory painted ceilings are set off by the wormy chestnut paneled mantel.





CARL ASBAHR (left) and EDWIN SANDBERG at the company office.



WORK STARTED on 500 G.I. Homes

Portland (Ore.) builders launch big project; houses to sell at \$5700



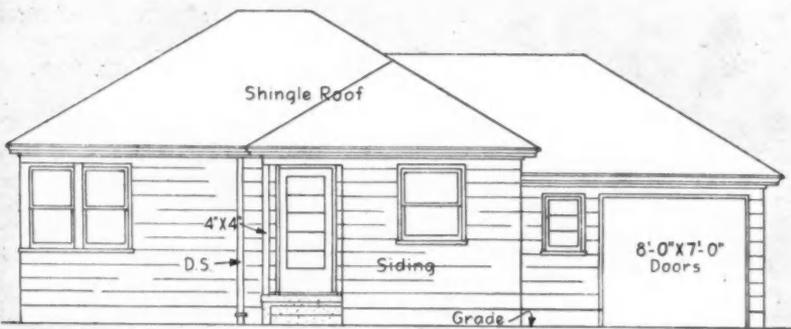
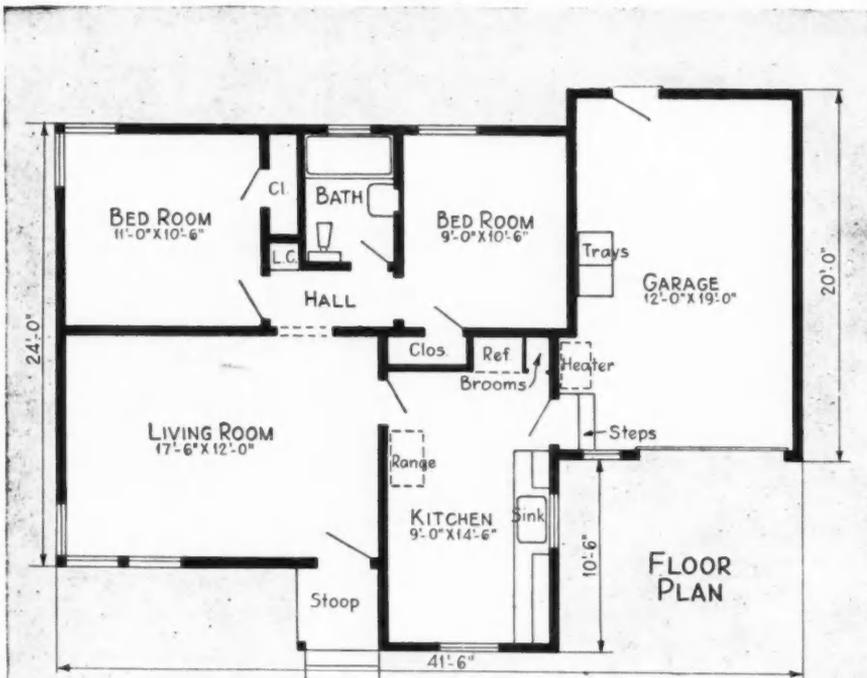
CONSTRUCTION gets under way on first group of G.I. homes.

IGNORE the obstacles and push ahead with home building for G.I.'s" is the working slogan of three of the leading operative home builders in the Portland, Ore., area—Edwin Sandberg, last year's president of the Portland Home Builders' Assn., and two of the well known Asbahr brothers, Carl and Ted. They have formed the Sandberg-Asbahr Company and late in January started on a 500-house project on the eastern city limits of the city, occupying about 70 acres of level fertile soil from Stark Street to Hawthorne and from S. E. 84th to 96th.

Subdivision lots are 50 x 105 feet. HH priorities have been secured and a ceiling price of \$5900 has been



BUILDING PROGRESS is rapid on Sandberg-Asbahr project due to many labor- and time-saving methods.



FRONT ELEVATION

THESE four rooms with attached garage offer veterans efficiency at low cost.

placed on the homes. However, the actual sales price is expected to be about \$200 less, this figure to include gas-burning furnace, 30-gallon hot water heater and complete bathroom equipment, but not kitchen range nor refrigerator.

These are two-bedroom houses with attached garage and utility room, but without basement. Dining space is provided in the kitchen; living rooms are of good size.

The construction is "double" with cedar siding over wood sheathing, rough floors with oak finish flooring in living room and bedrooms, and linoleum in kitchen, dinette and bath. All windows are equipped with Venetian blinds. All interiors are finished with lath and plaster.

Three basic floor plans are used for these houses, the designing being done by the architectural department of the Sandberg-Asbahr Co. Six different exteriors are used—a gable roof treatment and a hip roof design for each of the plans.

Commenting on this housing project, Ed Sandberg said that he and his partners believe that they can "show up" both the prefabs and the public housers in this present G.I. housing emergency by jumping right in with a sizable program of small homes built in the regular operative-builder way, with power saws for cutting to length in the framing shop right on the job, a plumbing assembly shop, and houses built in groups so that the workmen are organized into efficient teams to handle the work, one gang for foundations, another for rough framing, another for interior finish, etc.

When inspected by *American Builder*, about twenty houses were under way and well advanced. Others are to be started at once.

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TED ASBAHR on the job.

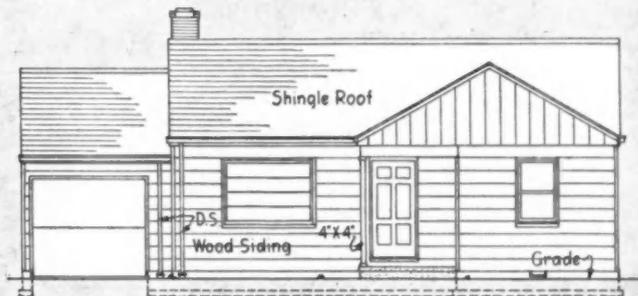
Precutting on the job with power tools helps the Sandberg-Asbahr Company compete with "pre-labbers" in giving veterans what they want in homes at today's ceiling prices



LARGE living room, two bedrooms and bath, kitchen with ample dining space, make this a practical home. Utility room is given space in the garage and offers a laundry convenient to the kitchen and outside door.



FLOOR PLAN



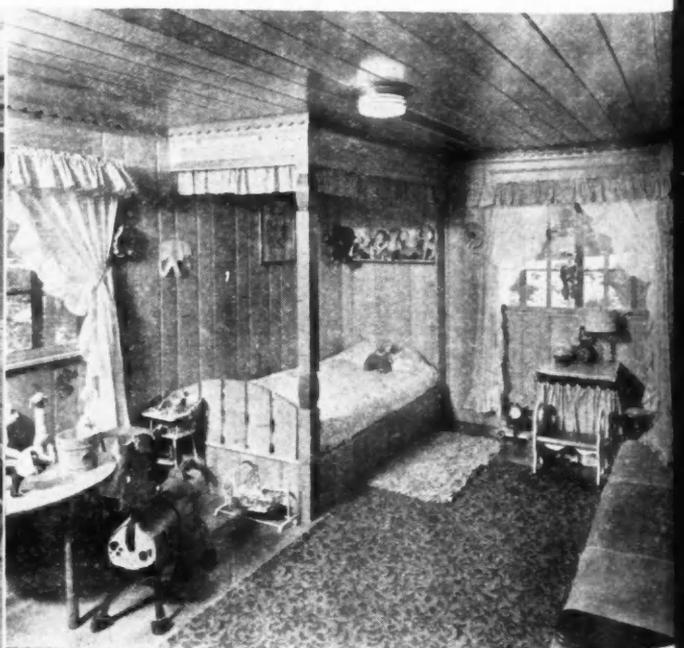
FRONT ELEVATION



FRONT and side views of rustic home in Rocky River, Oh



House for a Woodland Setting



DINING ROOM, with rough beamed ceiling, has hand-made furniture. Nursery is finished in maple, with maple furniture.

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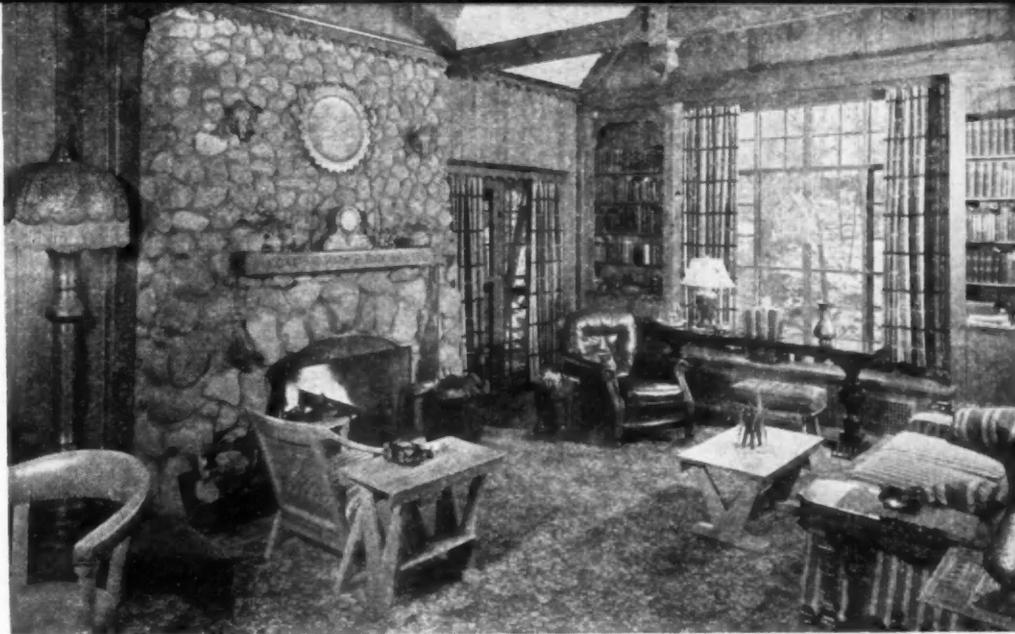
Fred Volk, Ohio builder, has created a home of comfort and charm in harmony with its surroundings

SEVERAL years ago, when Fred Volk bought an attractive two-acre plot in Olmsted Falls, Ohio, not far from Cleveland, he was determined to build on it the home he wanted, and one which would fit the terrain as though it were naturally part of it. How well he has succeeded, with the aid of Mrs. Volk, an artist in her own right, and Arthur Baer, architect, is apparent here.

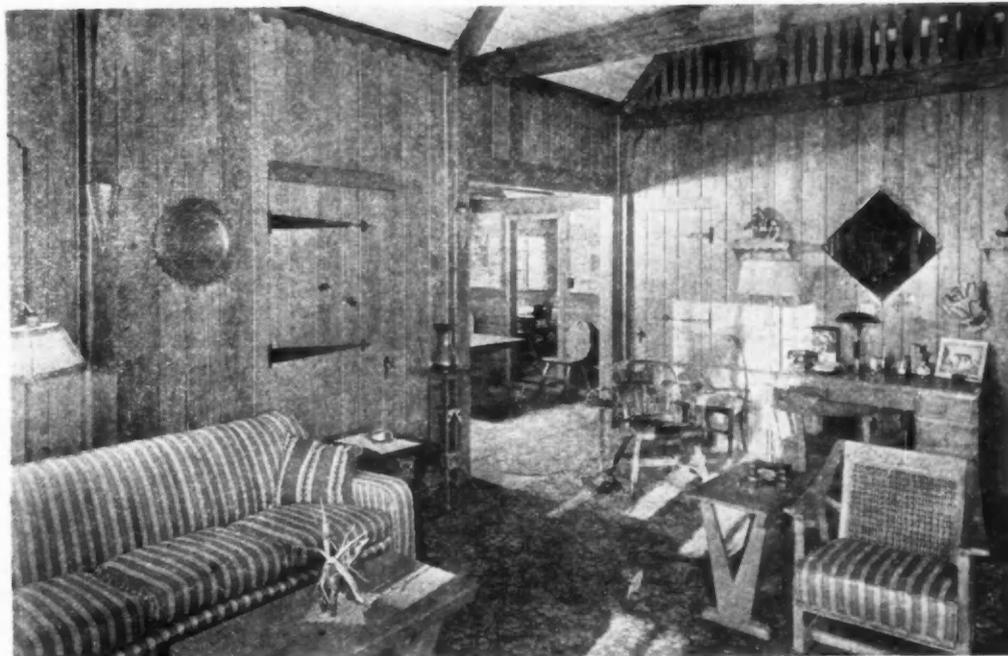
The land itself is a wooded hollow, thickly carpeted with moss and bounded on one side by a stream running through a deep ravine. In this dell, Volk, who has built many houses for others in the Cleveland area, has created a home for himself that, for sheer natural blending with its locale and for arresting beauty and practical livability, would be difficult to improve upon.

"We weren't restricted as to room sizes because of lot limitations," Volk said, "and each of our five finished rooms downstairs and two future rooms upstairs is larger than those in the average city home. But as the plans will testify and the completed building will bear out, every square foot in the house is used and lived in. Interior and exterior finishes were chosen to combine natural beauty with utility, plus the rugged practicality so necessary for a home in which small children may play in freedom. We have no enameled

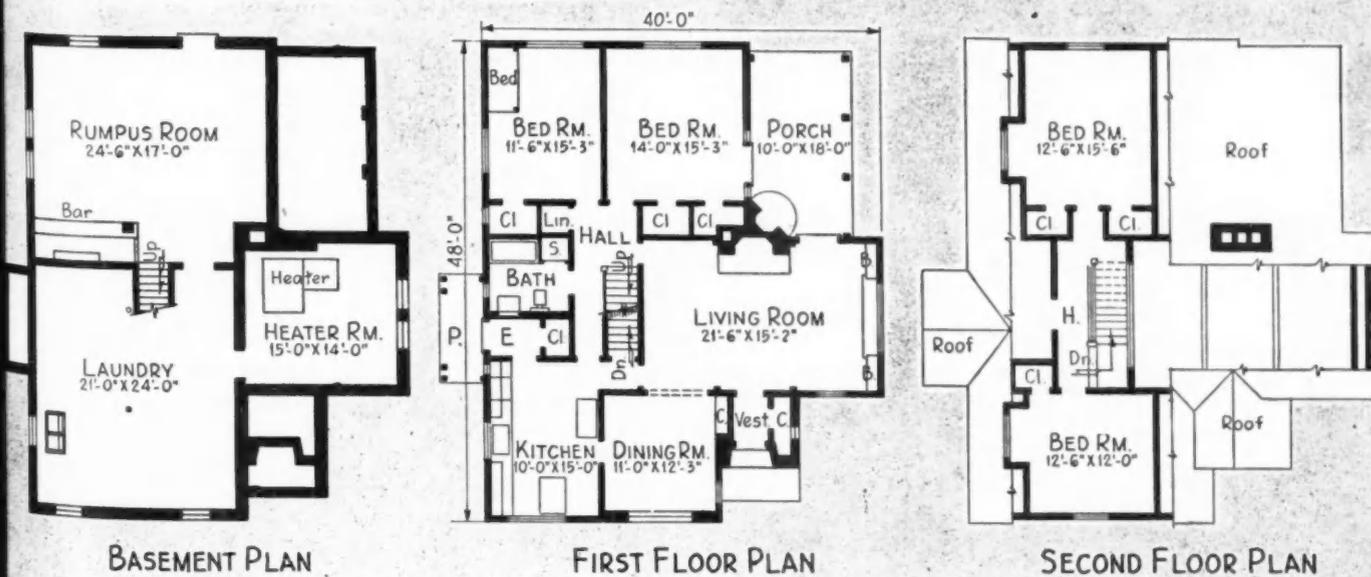
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WOOD-PANELED walls in living room frame large picture window.



OPPOSITE WALL of living room looking toward dining room and kitchen.

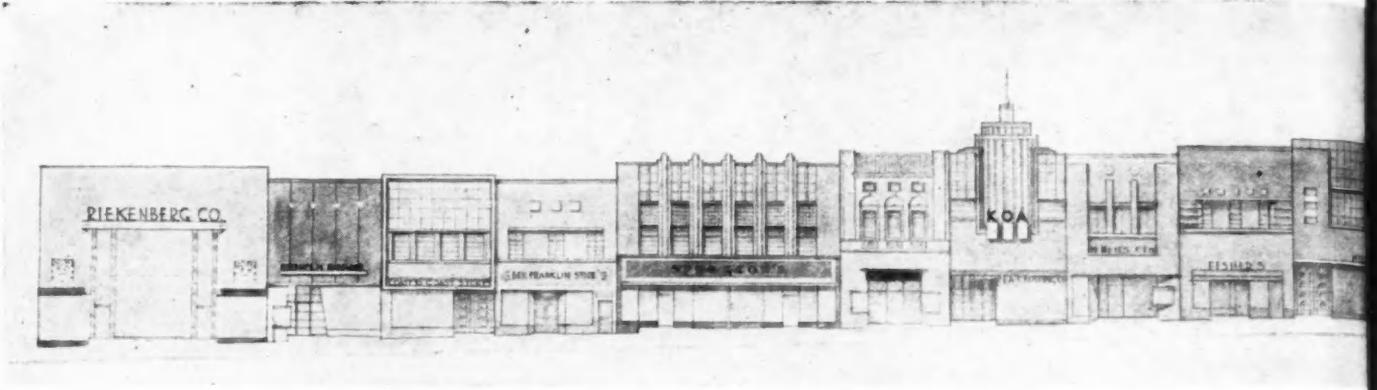


BASEMENT PLAN

FIRST FLOOR PLAN

SECOND FLOOR PLAN

BEHIND a rustic exterior is this modern plan of five rooms on the first floor, and two bedrooms on the second floor.



PROPOSED MODERNIZATION of west side of Story street between 7th Street and 8th Street.



WEST SIDE of Story Street between 7th Street and 8th Street.



EAST SIDE of Story Street between 8th Street and 9th Street.

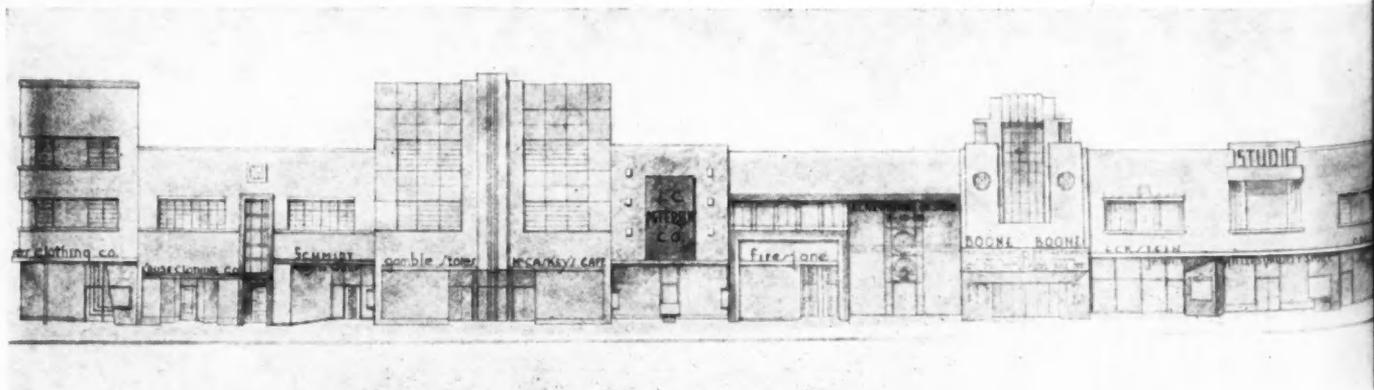
Boone, Iowa, Plans New

Chamber of Commerce of "America's Typical Midwest City" assumes community leadership in face-lifting project

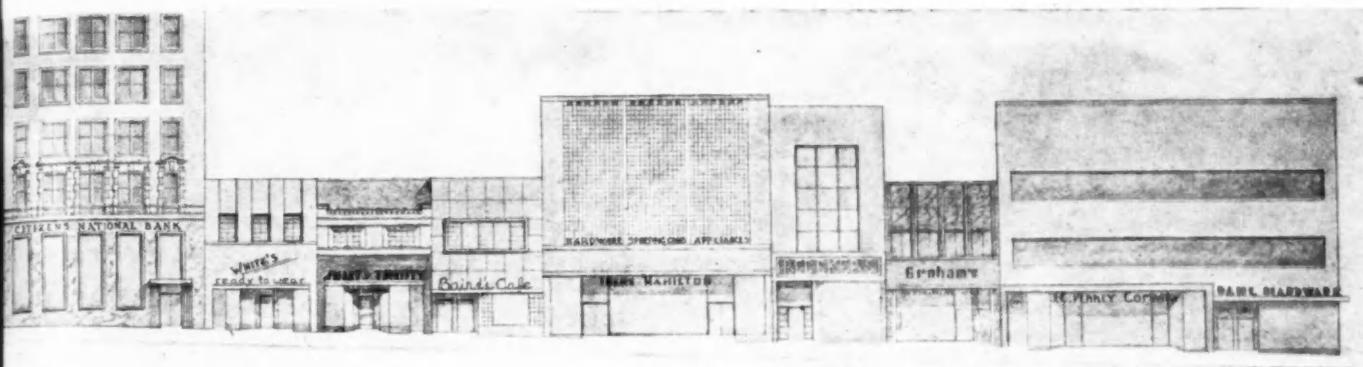
KEEP America's Main Streets in Step with Tomorrow's Homes," the editorial theme of the *American Builder*, November, 1945, issue, has taken definite form in the thriving county seat city of Boone, Iowa. Under the sponsorship of the Boone Chamber of Commerce, and in cooperation with The Boone News-Republican, civic organizations and leading citizens, extensive plans have been made and preliminary work initiated to modernize "Main" street on a community or group rather than an individual basis.

Pictorially shown on these pages is Story street—Boone's main street—which, it is contemplated, will have its "face lifted." Five months of research and study by Architect Reuben S. Lantz resulted in the proposed plan for modernizing both sides of the two principal business blocks in the city—Story Street between 7th and 9th Streets. The oldest buildings reveal architectural design prevailing in the 1870's and 1880's, and it is probable that a number of them were built from sixty to seventy-five years ago when this important Hawkeye center of nearly 15,000 population was a crossroads village. The others date from that time on to the period of the first World War.

"The Boone Chamber of Commerce sponsors this



PROPOSED MODERNIZATION of east side of Story Street between 8th Street and 9th Street.



PROPOSED MODERNIZATION of east side of Story Street between 7th and 8th Street.

ans New Main Street

modernization project enthusiastically and seeks to enlist the friendly and joint cooperation of building owners, store operators and the community in general to get behind this movement," said Bertram P. Holst, chamber past president, in discussing the remodeling program started during his tenure. "From the selfish standpoint it behooves the owners of the properties which are obsolete and old style to modernize their buildings and keep them up to date in order to maintain Boone's business district in its present location. Every city that has grown materially has experienced the moving of the business district to some other center, where the property owners of the original business district have failed to keep up with the times in modernizing their buildings. In such cities new buildings have been put up in other locations and the center of business has moved away from the old area to some new area. This leaves the old business district a back number with patronage declining, rents declining, and the investment value of the owners definitely moving downward," he concluded.

Chamber of Commerce president for 1946, L. F. Pierce, under whose guidance the program will be forwarded, explained further. He said, "The transformation of the facades from street to roof can be made under three plans. One plan is to use a large part of the existing materials as a base. Under this plan

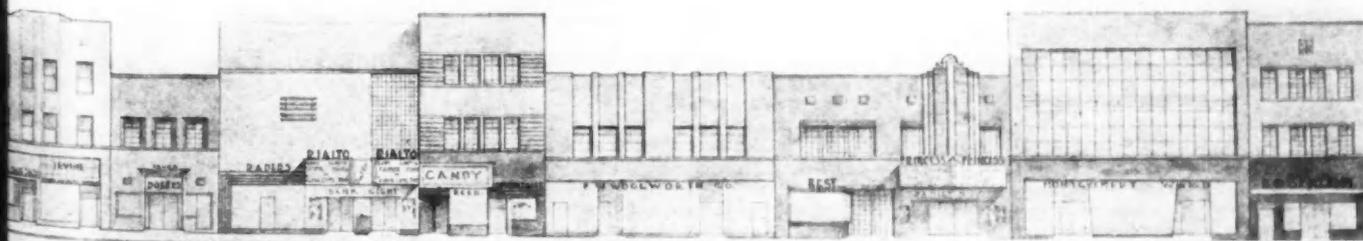
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EAST SIDE of Story Street between 7th Street and 8th Street.



WEST SIDE of Story Street between 8th Street and 9th Street.



PROPOSED MODERNIZATION of west side of Story Street between 8th Street and 9th Street.

Veterans' Housing Program Order 1

Building Again Regimented

General Restrictions on Construction and Repairs:

THE Veterans' Emergency Housing Program, set forth February 7, 1946, by the Housing Expediter in his report to the President, calls for the construction of an unprecedented number of moderate and low-cost housing accommodations to meet the needs of returning veterans. The Housing Expediter has therefore issued the following order:

Section 4700. 1—Veterans' Housing Program Order 1. (a) What this order does. In order to carry out the Veterans' Emergency Housing Program, this order forbids the beginning of construction and repair work on buildings and certain other structures without specific authorization under paragraph (h) of the order, with the exception of certain small jobs and other work covered by paragraphs (d), (e) and (f). The restrictions of the order apply whether or not the materials needed are on hand or are available without priorities assistance.

(b) Structures and work covered by this order. (1) Kinds of structures. The restrictions of this order apply to certain kinds of work on structures. As used in the order, "structure" means any building, arena, stadium, grandstand, pier, moving picture set or billboard, whether of a permanent or temporary nature (however, the erection of stands or other structures which have been used before and are being erected only for a temporary purpose and are to be taken down after the temporary purpose is served is not covered by the order). The term "structure" does not include roads, streets, sidewalks, railroad or street or interurban or plant railway tracks or operating facilities (other than buildings), fences, silos, trailers (except when demounted and installed on a foundation), bridges, tunnels, subways, pipe lines, utility facilities (except buildings) providing for electric, gas, sewerage, water, central steam heating or telephone or telegraph communication services including power or utility lines and sewers, surface or underground mines, wells, dams, canals or drainage or irrigation ditches. The term "structure" also does not include anything that is not attached to the land or to a structure as defined above, or any kind of equipment installed outside of and not attached to a building or other structure.

(2) Kinds of work. The restrictions of this order apply to constructing, repairing, making additions or alterations (including alterations incidental to installing any kind of equipment), improving or converting structures, or installing or relocating fixtures or mechanical equipment in structures. These terms include any kind of work on a structure which involves the putting up or putting together of processed materials, products, fixtures or mechanical equipment,

if the processed materials, products, fixtures or mechanical equipment are attached to the land, or are attached to a structure and used as a functional part of the structure, or are attached so firmly to the land or structure that removal would injure the material, product, fixture or mechanical equipment or the structure. The laying of asphalt or other tile or linoleum cemented or otherwise attached to the structure is covered by the order. However, repainting, repapering, and sanding floors, and greasing, overhauling, repairing or installing repair or replacement parts in existing mechanical equipment in all types of structures, where no change in the structure is made, are not covered by the order.

(3) Fixtures and mechanical equipment. The term "fixture" means any article attached to a building or structure and used as a part of the building or structure. The term "mechanical equipment" means any equipment which is used to operate a building or other structure. The following items are included within the phrase "fixtures and mechanical equipment" if they are attached to the building or structure in any of the ways indicated later in this paragraph: plumbing, heating, ventilating and lighting equipment, panelling, bookcases, bars, soda fountains, show cases, booths, wood or metal partitions, counters, and the like. These articles are considered to be attached to a building or structure if they are attached by nails or screws to the building, if they are connected to the plumbing or other piping system of the building, if they are connected to the lighting system of the building (except by connection to an existing outlet), or if a base or foundation is built for the item, or if the item is cemented to the building or structure. The phrase "fixtures and mechanical equipment" does not include the following: machine tools, blast furnaces, conveyors, elevators, process piping, control or testing equipment used for industrial or utility purposes or in a laboratory, power generating or transmitting equipment, such as boilers, generators, transformers, and the like (however, where the purpose of boilers, transformers and similar equipment is primarily to provide electricity or steam for lighting or heating the building in which they are installed, they would be mechanical equipment), medical equipment in a hospital, washing machines, or dryers in a commercial laundry, compressors or cooling equipment in a cold storage warehouse or frozen food locker plant, gasoline pumps and hydraulic lifts in a garage or service station, and stoves, refrigerators (other than refrigerators constructed as an integral part of a building), food-warming equipment and dish-washing equipment in a restaurant.

(c) Prohibited construction. (1) No person shall begin to construct, to repair, to

make additions or alterations to, to improve, to convert from one purpose to another, or to install or to relocate fixtures or mechanical equipment in, any structure, public or private, in the forty-eight states and District of Columbia, Puerto Rico or the Virgin Islands, except to the extent permitted under paragraphs (d), (e) and (f), or when and to the extent specifically authorized under paragraph (h). No person shall carry on or participate in any construction, repair work, addition, improvement, conversion, alteration, installation or relocation of fixtures or mechanical equipment prohibited by this order. The prohibitions of this paragraph apply to a person who does his own construction work, to a person who gets a contractor to do the work, to contractors, sub-contractors, architects and engineers working on a job which is being carried on in violation of this order or getting others to work on it or to supply materials for it.

(2) This order forbids the beginning of certain kinds of work. To "begin" work on a structure means to incorporate into a structure on the site materials which are to be an integral part of the structure in question. Demolition, excavation and similar site preparation do not constitute beginning construction. The order does not apply to work which was begun before March 26, 1946, and which was being carried on on that date and which is carried on normally after that date. However, this rule only applies to the particular building or other structure begun before March 26, 1946. It does not apply to any other building or structure which had not itself been begun by that date even though the two are closely related.

(d) Exemption for small jobs. (1) This order does not restrict a construction, repair, alteration or installation job, the cost of which does not exceed the allowance given below for the particular kind of structure involved:

(i) \$400 for a house or other structure (such as a garage) on residential property designed for occupancy by five families or less. This allowance also applies to farmhouses and other housing accommodations on farms, except bunkhouses and other accommodations for transitory farm laborers.

(ii) \$1,000 for a hotel, resort, apartment house, or other residential building designed for occupancy by more than five families.

(iii) \$1,000 for a building used primarily for one or more commercial or service establishments such as offices, banks, stores, laundries, garages, restaurants, night clubs, theaters, repair shops, warehouses, frozen food locker plants and radio stations.

(iv) \$1,000 for a farm, excluding farm houses which are covered by paragraph (d) (1) (i) above. A farm means a place used primarily for raising crops, livestock, dairy products or poultry for the market.

(v) \$1,000 for a church, hospital, school, college or a publicly owned building used for public purposes, or for an orphanage or other building used exclusively for charitable purposes.

(vi) \$15,000 for a factory, plant or other industrial structure which is used for the manufacturing, processing, or assembling of any goods or materials, for a logging and lumber camp, for a pier (other than a pier designed for amusement, entertainment or other commercial purposes), for a structure used for or in connection with a railroad or street railway or a commercial airport, for a bus terminal, for a truck terminal operated by a common or contract carrier by truck, or for a research laboratory or pilot plant or for a motion picture set. This allowance is applicable to structures used for oil, gas or petroleum producing, refining, or distributing (except service stations and garages which are covered by paragraphs (d) (1) (iii) above). It is also applicable to utility structures (public or private) providing for electric, gas, sewerage, water, central steam heating, or telephone or telegraph communication services.

(vii) \$200 for a structure covered by this order which does not fall within one of the classes listed above.

(2) For the purpose of determining whether a particular job is exempted from this order by paragraph (d), the "cost" of a job means the cost of the entire construction job as estimated at the time of beginning construction. This includes cost of paid labor engaged in the construction work, regardless of who pays for it, the cost or value of new fixtures, mechanical equipment and materials incorporated in the structure, whether or not obtained without paying for them, and the amount paid for contractors' fees. It does not include the cost or value of previously used fixtures, mechanical equipment and materials, the value of unpaid labor, or the cost or value of machinery and equipment (other than mechanical equipment) or the cost of labor engaged in assembling and installing the machinery and equipment.

(3) For the purpose of this exemption, a related series of operations which are performed at or about the same time or as part of a single plan or program constitute a single job. No job which would ordinarily be done as a single piece of work may be sub-divided for the purpose of coming within this exemption. When a building or part of a building is converted from one purpose to another, all work incidental to and done in connection with the conversion must be counted as one job. So also if a building is being renovated, improved or modernized over an extended period, all work done in connection with the modernization (other than work done before March 26, 1946) must be considered as part of one job, even though separate contracts are let for the different parts of the work. The definition of a job given in this paragraph may not be used in determining whether construction has started prior to the issuance of the order under paragraph (c) (2).

(4) If a structure is used for more than one purpose and might therefore fall within more than one of the classes indicated, the use to which the greatest part of the structure will be put (computed on the basis of the floor area where applicable) determines the allowance. If a structure is being converted from one purpose to another, the allowance applicable to the structure after the conversion is the maximum allowance for the conversion. The allowances given for jobs on a structure apply to all subordinate or related structures situated near and used in connection with the structure.

(e) Exemption for repair and maintenance work in industrial utility and trans-

portation buildings and structures. The prohibitions of this order do not apply to maintenance and repair work in structures covered by paragraph (d) (1) (vi) of this order. For the purpose of the exemption given by this paragraph, "maintenance" means the minimum upkeep necessary to keep a structure in sound working condition and "repair" means the restoration of a structure to sound working condition when the structure has been rendered unsafe or unfit for service by wear and tear, damage, failure of parts, or the like. However, neither maintenance nor repair includes the improvement of any structure by replacing material which is still usable with material of a better kind, quality or design. No maintenance or repair work which is capitalized by the person doing the maintenance or repair work may be performed under this exemption. Alterations to a building or other structure covered by paragraph (d) (1) (vi), including alterations incidental to installation of equipment, are not exempted by this paragraph, even though they are not capitalized, and may only be done when and to the extent permitted under paragraph (d) or when specifically authorized.

(f) Other exemptions. (1) Disasters. (i) The prohibitions of this order do not apply to the minimum work necessary to prevent more damage to a building or structure (or its contents) which has been damaged by flood, fire, tornado, or similar disaster. This does not include the restoration of the structure to its former condition.

(ii) The prohibitions of this order do not apply to the repair, rebuilding or reconstruction of any house (including a farmhouse) or any farm building which was destroyed or damaged by fire, flood, tornado or similar disaster, if the total cost of the repairs, rebuilding or reconstruction does not exceed \$6,000 and if the reconstruction is started within sixty days of the occurrence of the disaster.

(2) Military construction. The prohibitions of this order do not apply to work by or for the account of the U. S. Army or Navy.

(3) Veterans' Administration. The prohibitions of this order do not apply to work on construction projects of the Veterans' Administration, including projects being built by the Corps of Engineers for the Veterans' Administration, or to the remodeling of a building or any part of a building which has been leased to the Veterans' Administration or to Public Buildings Administration for occupancy or use by the Veterans' Administration.

(g) Prohibited deliveries. No person shall accept an order for, sell, deliver or cause to be delivered materials which he knows or has reason to believe will be used in work prohibited by this order.

(h) Authorizations. Persons who wish to begin work which is prohibited by this order may apply for authorization. If the application covers housing accommodations under Priorities Regulation 33 (including farm dwellings), it should be made on Form CPA 4386. Applications for non-farm housing accommodations should be filed with the local office of the Federal Housing Administration. Applications covering housing accommodations on a farm should be filed with the appropriate County Agricultural Conservation Committee. The assignment of ratings for or approval of housing accommodations under Priorities Regulation 33, whether before or after the issuance of this order, constitutes an authorization under this order to do the work for which priority assistance or approval was

given under that regulation. If the application covers work on a farm (other than farm dwellings), the application should be made on Form CPA 4423 and should be filed with the appropriate County Agricultural Conservation Committee. If work on any other kind of structure is involved, the application should be filed on Form CPA 4423 with the appropriate Construction Field Office of the Civilian Production Administration. Applications will be reviewed to see whether and how much the proposed construction would interfere with the Veterans' Emergency Housing Program. In addition, the essentiality of the proposed work in relation to the Veterans' Emergency Housing Program, to the elimination of a bottleneck to the reconversion of the national economy from a wartime to a peacetime basis, to the public health and safety of the community, or to eliminate an unusual and extreme hardship will be taken into consideration in determining whether the application should be approved. In case of emergency, a request for authorization may be made by telegram to the appropriate Civilian Production Administration Construction Field Office. The telegram should state the nature of the emergency (fire, flood, etc.), the use to which the building will be put, the type of construction, the estimated cost of construction and the reasons why immediate reconstruction is necessary.

(i) Construction under authorizations.

When a person is specifically authorized, either by approval of Form CPA 4423 or Form CPA 4386 or otherwise, to do work restricted by this order, he must observe the restrictions imposed on him by the authorization, and in doing the authorized work, he must not do any work of the kinds covered by the order unless it is specifically covered by the authorization. He may not, in connection with a job which has been specifically authorized, do additional work under the exemption given by paragraph (d). When an application on Form CPA 4423 has been approved a placard will be sent to the applicant stating that the construction has been approved under this order. The applicant must place in the placard the project serial number and must set up the placard in front of the project site in a conspicuous location within five days after construction has been started and he must keep the placard there until completion of the building.

(j) Violations. Any person who wilfully violates any provision of this order or who, in connection with this order, wilfully conceals a material fact or furnishes false information to any department or agency of the United States is guilty of a crime, and upon conviction may be punished by fine or imprisonment. In addition, any such person may be prohibited from making or obtaining further deliveries of, or from processing or using material under priorities control, and may be deprived of priorities assistance.

(k) Communications. All communications concerning this order should be addressed to the Civilian Production Administration, Washington 25, D.C., Ref: VHP-1.

(l) Reports. All persons affected by this regulation shall file such reports as may be requested by the CPA, subject to the approval of the Bureau of the Budget in accordance with the Federal Reports Act of 1942.

Issued this 26th day of March, 1946.

CIVILIAN PRODUCTION
ADMINISTRATION
By J. Joseph Whelan,
Recording Secretary.

HOUSING GOALS

Chicago Measures

Nation's second city marshals the facts on its housing supply, makes a realistic appraisal of its requirements and develops a comprehensive, soundly-conceived fourteen-point program aimed at giving private building unlimited opportunity

MORE THAN two years ago, when the spotlight was focused on war housing in more than a thousand of the nation's cities where workers were immigrating to new and expanding war industries, it required considerable courage and foresight to look beyond the needs of the moment to the day when there would be no war—to the day when housing would be in the spotlight again, this time as the nation's No. 1 domestic problem.

Literally, however, that was the spirit of the City of Chicago's officially constituted planning body, the Chicago Plan Commission, when in 1943 it commenced work inventorying the city's housing supply, estimating the needs of its families in all income groups, matching the supply against those needs, and finally mapping plans for an adequate housing program against a background of general community development.

These experts realized the tremendous pent-up demand for better homes in better environments—a demand greater than ever before known. And they realized that areas of blight, a burden in Chicago as in most metropolitan cities long before the war, had increased during recent years and that municipal revenues had dwindled and would continue to dwindle, unless something was done about it. And more, they realized that mining out housing facts would help in another vitally important way. They recognized that housing would be a major factor in providing a volume of employment and maximum investment opportunities in the peacetime years to come. They also knew that, with these facts, it would aid private enterprise in its job of producing to full capacity to provide adequate housing for all Chicagoans.

Culminating the two years of intensive work last month, the Chicago Plan Commission issued its report, "Housing Goals for Chicago," which analyzes the problem and recommends the steps to be taken to achieve the goals. In the foreword, H. Evert Kincaid, executive director of the Plan Commission, under whose direction the report was prepared, declares: "In a large city, little or nothing is consistently stable. Everything is in a state of flux due to the complexity of ambitions, jobs, fortunes, and whims of hundreds of thousands of human beings who control the city's functions and destinies. In planning for the city's development, these endless variables must be considered and weighed with the realization that the facts determined today may be altered by the news which will appear in tomorrow's newspapers. Consequently, in presenting this housing program for Chicago, it is done with the knowledge that any such program for the city must be subject to change as unforeseen conditions develop."

The material on which the program is based, however, represents a selection of the most basic and pertinent

data available—data which are believed sound and which should enable public officials, home builders, realtors, contractors, architects, and mortgage bankers, as well as every interested Chicagoan, to better understand the involved problems to be considered in adequately housing all Chicago families.

The objectives of the study were:

1. To determine the number of dwelling units needed to accommodate appropriately the present and anticipated future population.
2. To indicate the extent of Chicago's economic ability to provide an adequate supply of homes for its present and future population.
3. To map those areas within the corporate city suitable for permanent residential use, and to recommend those sites upon which construction of new dwelling units should be undertaken.
4. To present a practical plan for the redevelopment of Chicago's twenty-two miles of blighted and near-blighted areas to their highest and best use, as well as for the rehabilitation of other areas within the city.
5. To suggest suitable types of housing appropriate to the various neighborhoods where dwelling units are needed to house the anticipated increase in population, in conformance with the Comprehensive City Plan.
6. To implement the physical planning program with suggestions for such legal and financial measures as will assist in providing a sufficient quantity of appropriate dwellings within Chicago.
7. To assemble all pertinent data bearing upon the subject of housing, in order to offer to everyone concerned a



CHARTS, above and opposite, by the Chicago Plan Commission.

urets Need and Says "We Will"



H. EVERT KINCAID, EXECUTIVE DIRECTOR, CHICAGO PLAN COMMISSION

Mr. Kincaid, under whose direction "Housing Goals for Chicago" was prepared, has been with the Chicago Plan Commission since 1941, its executive director since 1943. Long identified with city planning and landscape engineering, he is well known in national building circles.

placed at 1,175,000 dwelling units. To attain this goal which contemplates a "reasonable minimum vacancy factor of 2½ per cent, an estimated 146,000 to 217,000 new dwelling units must be constructed over this longer period. These figures are inclusive of the short-term requirements mentioned above.

"Twenty to twenty-five years is a reasonable length of time in which to rebuild and develop the entire twenty-two square miles of blighted and near-blighted areas within the city, and to remove obsolescent, substandard units from other parts of the city. This phase calls for

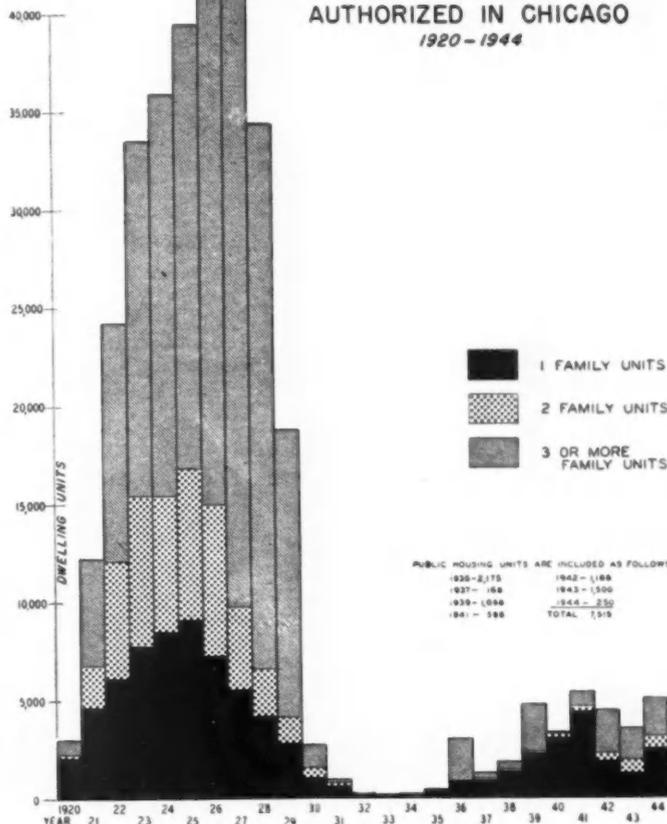
compilation of information which will help in the realization of better housing for all families.

The report contained no recommendations to meet the so-called "emergency housing need" but commented as follows: "Effective steps to provide temporary housing on public land have already been taken by Mayor Kelly and the city's administrative agencies to relieve the critical situation. Such action should prove helpful until an adequate supply of permanent housing can be erected, at which time it will be important that the temporary structures be removed from the public lands."

In explanation of the shortage of adequate housing the report continues: "The present acute housing situation has arisen because the increases in population and number of families have far outstripped any increase in the building of new dwelling units. What little new residential construction took place between January, 1940, and June, 1945 (approximately 23,600 dwelling units), was offset to a large degree by the removal of structures through demolition and destruction by fire and other natural causes." (Editor's note—The allocation of all housing was under rigid control of the National Housing Agency from April 9, 1942 through Oct. 15, 1945.)

On the assumption that each family would desire to occupy an individual unit Chicago will have a "quantitative demand" for approximately 1,100,000 dwelling units by 1947, or about 100,000 more units than now are available, the report estimates. The majority of these are necessary to house "newly-created families and those who have moved to Chicago with the desire of becoming permanent residents." The estimated need that will exist by 1965 is

NEW DWELLING UNITS AUTHORIZED IN CHICAGO 1920-1944



the construction or rehabilitation of an additional 350,000 dwelling units, raising the total over-all requirements for new or rehabilitated units through the years 1965 to 1970 to from 496,000 to 567,000."

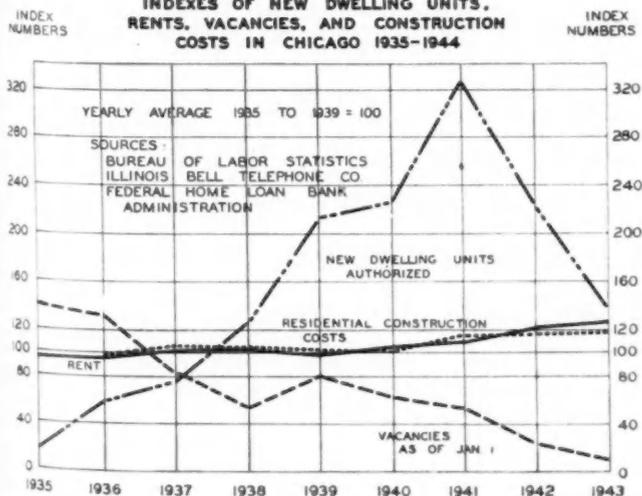
In announcing the fourteen point program designed to accomplish the purpose of "Housing Goals for Chicago," Mr. Kincaid said, "The Plan Commission, in presenting this report, realizes that the conclusions and recommendations do not provide detailed answers for all the intricate problems involved in the housing of a large population. It is believed, however, that the assembly of data and statistical material will be of constructive aid in guiding a program of housing that will be sound in planning, sound in financing, sound in construction, and that it will help to avoid excesses in any long-term program that may develop."

The program makes the following recommendations:

1. That a comprehensive city plan be adopted whereby all land within the city will be developed or redeveloped according to its highest and best use.

(Continued to next page)

INDEXES OF NEW DWELLING UNITS, RENTS, VACANCIES, AND CONSTRUCTION COSTS IN CHICAGO 1935-1944



(Continued from preceding page)

2. (A) That construction of new homes be expedited as much as possible to make available 100,000 new dwelling units to be produced at a price to permit of a moderate range of rents or the equivalent in the case of owner-occupancy, and that the greater part of the new construction during the period immediately ahead go, of necessity, onto now vacant lands, in order to increase the inventory of housing without removing structures from the present inadequate supply. (*Editor's note*—By way of comment on this recommendation the report says, "As of the early part of 1946, family incomes have been averaging, conservatively, 25 per cent above prewar levels. Thousands of families with adequate incomes and pent-up savings are living in undesirable quarters only because they have been unable to find better accommodations. There appears to be a sufficiently large potential demand for new housing in the middle and upper income groups to absorb the entire 100,000 new dwelling units estimated as being needed to fulfill the short-term quantitative demand. This would, of course, make no provision for new dwelling units for those families in the other income brackets, but it would make available the vacated units for such families.")

(B) That plans be prepared and steps be taken for the early redevelopment of the worst of the blighted areas. This includes the assembly of land, the determination of the highest and best uses of the land, the drawing of the plans, arrangements for financing the projects, etc.

(C) That over a twenty to twenty-five year period, a total of approximately 535,000 new or rehabilitated dwelling units be made available in order to meet the need resulting from the anticipated increase in number of families, the redevelopment of the entire twenty-two square miles of blighted and near-blighted areas, and the removal or rehabilitation of obsolescent structures from the other areas within the city, recommended in the Master Plan of Residential Land Use.

(D) That all new housing—as to size, composition, and general rental—be located in accordance with the Comprehensive City Plan.

Recommend Preference for Veterans

3. That war veterans be extended preference in the purchase and rental of all dwelling units—both new and old. (*Editor's note*—On the subject of "Housing for Veterans" the report states, "There is widespread belief that every home-seeking war veteran needs and wants a new home. Actually, the majority of that group neither expect nor can afford newly-constructed houses. They—like most other families—desire a clean and comfortable home in a good location, and at a rental or purchase price which they are able to pay. The least pretentious of new individual single-family homes cannot be built in Chicago under present conditions for much under \$7,500. To those veterans able to purchase or rent these newly-constructed houses, preference should be extended; in fact, similar priority should be given them in the purchase and rental of older houses and apartment units. The practical approach is the construction of new dwelling units for those families with the ability to pay—in the middle and upper income groups. Those veterans whose incomes permit of less expensive housing accommodations—and they represent the majority of the ex-service men—will have their requirements fulfilled as houses and apartment units presently occupied by the higher income families are vacated and become available for the occupancy of somewhat lower income groups. *Every new dwelling unit added to the existing supply, regardless in what price range, serves to reduce the over-all demand, and to hasten the day when there will be adequate freedom of movement in the housing market for families of all effective income groups.*")

(4) That the General Assembly of Illinois enact the necessary enabling legislation, and the City Council adopt revisions to the Municipal Code which will assist in the accomplishment of the objectives of "Housing Goals for Chicago."

(5) (A) That a land-clearance commission be created immediately by action of the City Council in accordance with the existing state-enabling legislation, with authority to acquire, assemble, lease, sell, hold, and dispose of land for development or redevelopment within the City of Chicago.

(B) Also, that the redevelopment commission of the City of Chicago be enlarged and activated to include lay members

representative of business and civic interests for the purpose of administering the provisions of—and encouraging action under—the Illinois Neighborhood Redevelopment Corp. law.

(C) That legislation be enacted by the Congress of the United States to provide legal procedures and financial means necessary to give grants-in-aid to cities in order to facilitate the development and redevelopment of urban areas. Such aid should be extended by the federal government in such a manner as to induce the maximum possible construction and reconstruction by private enterprise. This legislation should contain only such provisions as are necessary to safeguard the expenditures of Federal public funds but not to determine for the local governments how and where such funds are to be spent, except that they be in the interest of the people in accordance with the official city plan. All assistance for the acquisition of properties in blighted areas should be made in the form of outright grants.

(D) That a survey be made to determine the location of all structures in violation of the Municipal Codes pertaining to health, fire, and general welfare, and that the city departments charged with the enforcement of the codes make every effort to follow a policy of enforcement.

(E) That the tax-foreclosure laws of the State of Illinois be further amended to provided for compulsory foreclosure of tax liens on all properties delinquent five years or more.

(F) That immediate steps be taken by the City of Chicago to secure legislation and other legal measures to enable the County of Cook or some public agency thereof to acquire urban tax-delinquent property through foreclosure proceedings and tax sales with authority to retain, lease, sell, exchange, or otherwise dispose of the property thus acquired for development and redevelopment, and that the agency acquiring the property under the aforementioned proceedings be endowed with such powers of eminent domain as will enable it to establish legal condemnation proceedings to secure possession and clear title to any parcel or parcels of land, which by virtue of its or their location in reference to the principal site acquired under the conditions herein stated, would prevent or vitiate a comprehensive and integrated development or redevelopment of the area.

6. (A) That in the redevelopment of blighted areas—because of the important benefits accruing to the city as a whole—all land be developed to its highest and best use.

(B) That appropriate areas of the blighted and near-blighted districts be rebuilt to attract the type of occupancy that can bring back to the central city a well-balanced distribution of families in every economic group.

(C) That in the early redevelopment plans, provision be made to construct a sufficient amount of new low-rent housing through public aids on sites determined to be most suitable for the purpose, wherein the displaced families may find temporary shelter.

(D) That at such time as the housing market eases sufficiently to enable such families to find adequate accommodations elsewhere, these projects revert to low-rent advising.

7. That the municipal, county, and state governments, working closely with business interests, take effective action to attract capital into substantial housing investments in Chicago. These capital sources include insurance companies, educational and fiduciary funds, savings and loan associations, and other financial institutions and trust funds. State and local legislation providing reasonable incentives in order to encourage such investments should be enacted immediately.

8. (A) That every effort be made to reduce the cost of residential construction through the introduction of new methods and materials; the elimination of restrictive practices from all sources and through a program of research which will have as its objective the development of new materials and methods which should result in lower construction costs.

(B) That whatever controls and price limitations are necessary during the emergency be established on new residential construction at a level that will not only permit the building of minimum-cost structures but will also encourage the construction of a variety of types of houses and apartment units in several purchase and rental ranges in keeping with the existing and planned character of the neighborhood in which the new structures will be located.

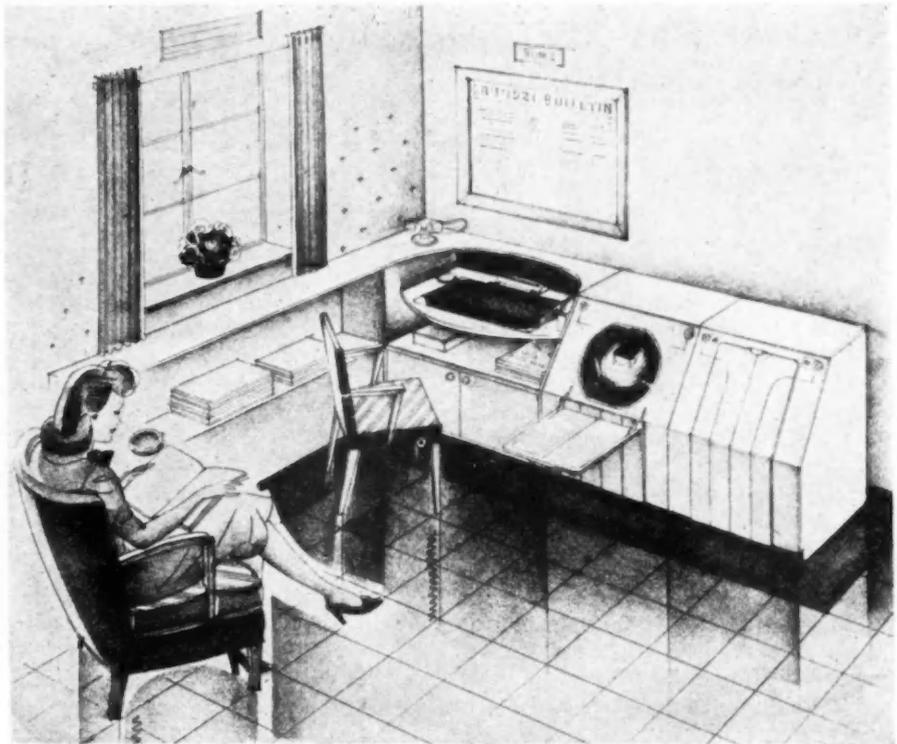
9. (A) That plans for housing development or redevelopment

(Continued to page 174)

Apartment House Planned Laundries at No Extra Cost

Owner provides only space.

Distributor installs and maintains the appliances; provides furnishings and lighting; instruction for tenants on equipment use.



A DESK is available for writing letters and making up shopping lists.

PLANNED laundries for apartment houses, with automatic washers and automatic dryers installed in attractive settings for the tenants' use and at no cost to the owners of the apartment houses, are being designed by Westinghouse Electric Appliance Division.

The laundries will be equipped with Westinghouse automatic washers and automatic clothes dryers with built-in coin meters. Three basic plans have been prepared by Westinghouse. Requirements of various apartment buildings can be served individually by variations. They will range from a small planned laundry of one automatic

washer and one automatic clothes dryer up to installations large enough to serve the new type of major apartment building projects. In the medium and large size installations ironing facilities will be provided.

Under this program the apartment house owner will furnish only the space necessary for the laundry installations. No laundries will have to be incorporated in new buildings if the Westinghouse plan is utilized.

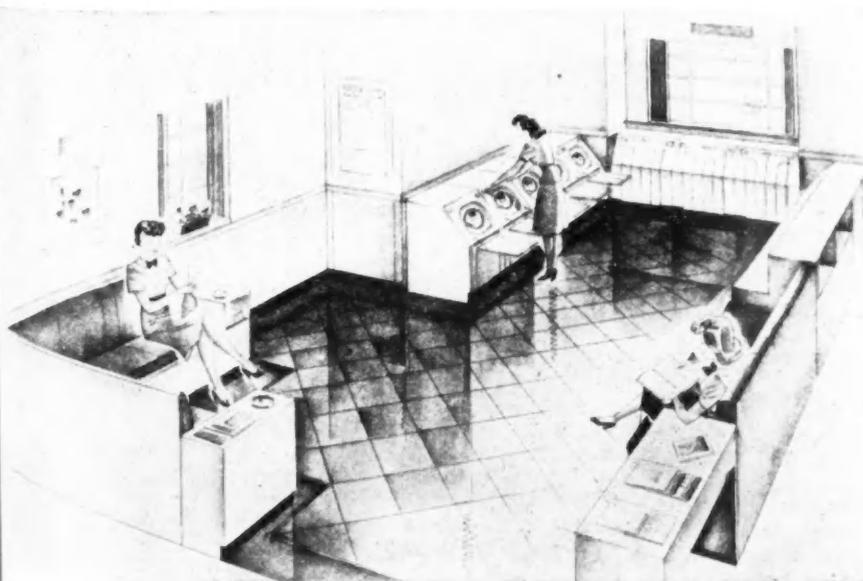
The installation, management and franchising of the apartment house self service laundry will be administered through Automatic Laundry Distributors, Inc., with initial offices

in New York City, Chicago, Philadelphia and Washington, D.C.

In exchange for the space, the operator of the laundry will install the equipment, provide the necessary furnishings and lighting, keep the equipment in good operating condition at all times, and instruct the tenants in the use of the appliances. The management of the building will have no obligation except to keep the rooms clean.

Under the operating plan the laundries will be replaced with new equipment every three years, assuring the owner and tenants a continuously modern laundry. No drying yards or drying space will be necessary, nor will the tenants be required to hang clothes in their apartments to get them dry.

This will give both the apartment house owner and his tenants new advantages. The tenants will have a comfortable, attractive place where they can actually wash clothes under pleasant conditions, and at a lower cost than is possible any other way. The owner of the apartment house will have a new incentive for desirable tenants to occupy his premises.



LAUNDRY room is equipped for relaxation while the machines do the work.

Modern Building Codes

Stimulate Home Construction

WHEREVER men have lived under urban conditions, the need for regulating construction has been felt. It has been traced back as early as 2250 B.C. in a code dealing with conditions in Babylon. Through the ages, in early Rome, in London, then in the American colonies, various laws governing building were in effect. Safety, protection against the hazards of fire and collapse, was the object of these early restrictions, and it was not until a much later date that attention was directed to health. Present-day control of building is designed to protect the morals and general welfare of persons in and about buildings, as well as to assure safety and health.

Like most restrictive legislation, building codes have always been the object of some criticism. In recent years, particularly during the war period, this criticism has been intensified. Since building codes are predicated upon a plentiful supply of all types of materials, and war needs made the supply anything but plentiful for building, many codes came in conflict with building needs under wartime conditions. This situation led to the emergency revision of a great many building codes. At the same time, the situation pointed to the definite shortcomings of many codes and added further evidence as to the need for basic revision of the country's building code structure.

Progress Being Made

As a result, study of deficiencies has increased, and great advances have been made. Although many difficulties remain to be solved, existing building regulations are constantly being improved through study of casualties due to faulty building, tests of structural materials and building equipment, development of quality and performance standards, and finally, the preparation of minimum requirements incorporating best obtainable judgment.

Normally, in more than 100 cities and towns, local officials or committees undertake the preparation of a building code. They either revise a former document or prepare a completely new series of requirements. In either case, they must examine a great mass of basic material which is constantly growing. Experience has shown that the most productive

results come from a comparatively small committee including representatives of the group which designs building, of those responsible for figuring stresses and strains, of those doing the actual building, and of those who finance it.

The tendency in writing a truly modern building code is to establish the various requirements on a functional basis rather than on the descriptive basis followed in the older building codes. More and more the modern code, instead of describing certain materials in current use which are acceptable because they perform particular functions satis-

Information, advice, and assistance in drafting or revising building codes and regulations can be obtained from the following sources:

American Standards Association, 70 E. 45th St., New York 17, N.Y.
Construction and Civic Development Department, Chamber of Commerce of the U.S., 1615 H Street, N.W., Washington 6, D.C.

Building Codes Section, National Bureau of Standards, Department of Commerce, Washington 25, D.C.

Technical Division, Office of the Administrator, National Housing Agency, Washington 25, D.C.

factorily, lays emphasis on standards of performance. All materials meeting those standards are made acceptable for use.

No doubt it will be possible to meet these standards or requirements through the use of materials other than those we have been accustomed to using in the past. However, if the basic functional requirements are properly set forth in a building code in accordance with modern code practice, few changes will be necessary to provide for future new materials. Such changes as are necessary will be in the nature of supplementary provisions that can easily be incorporated in any code when occasion arises.

It is highly desirable in revising building codes to incorporate standard code provisions which have been prepared through accepted industry processes and by qualified agencies in order to encourage as far as prac-

ticable a desirable degree of regional uniformity in building code regulations. Such provisions are available from organizations of building officials, fire underwriters, professional societies, and standardization bodies.

Of special importance and urgency at this time is the need to amend immediately those building codes which do not now permit the use of proved and tested technological developments, including those which have grown out of war construction practices. Authority should be given to appropriate boards or building officials, where they do not now have it, to allow the acceptance of such new construction techniques and products where these meet approved standards and requirements.

Revise Code by Reference

There is every reason for going forward with building code revision now. At best, it is a time consuming procedure. If it is not started at once, privately financed construction activity, particularly home building, will be retarded by antiquated code restrictions in the period ahead.

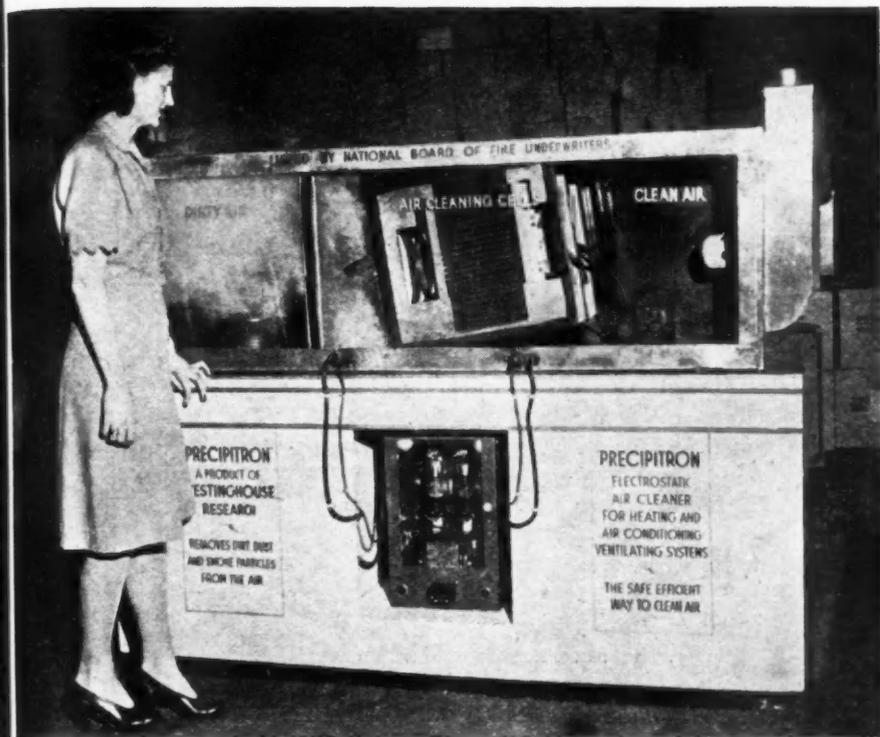
In smaller communities, where the cost of publishing a new code is an obstacle to revision, it should be pointed out that these costs can be materially reduced by the device of referring to the published provisions of standard codes which have been prepared through accepted industry processes and by qualified agencies. Even medium-sized cities may find code publication costs prohibitive. Adopting a code by reference reduces this expense materially and expedites action. Some states have laws specifically permitting cities to adopt a code by reference, while in many states there are various procedures which may be followed to make such adoption legal. Where states do not already have such laws it will be a worth while contribution to the general public and the building industry to advocate and assist in obtaining such legislation.

To get action, however, there is needed a more thoroughgoing public understanding of the important role which the building code plays in the community's life. These codes are more than building regulations. They are essential tools in urban development, which is of interest to every community, large and small.

Electronics

Makes a Dustless House Possible

Wartime tested device which removes up to 90 per cent of all dust and dirt particles from the air will soon be available for household use as the air cleaning component of the warm air heating or air conditioning system in the modern home



DEMONSTRATION model of the Precipitron shows smoky, dirt-laden air being drawn through cabinet by ventilating fan. As it passes through air cleaning cells dirt particles are removed.

TOMORROW'S completely equipped home will have as a part of its standard equipment an electrostatic air cleaner which promises to practically eliminate the daily dusting drudgery for the American housewife, by removing up to 90 per cent of all dirt and dust particles in the air.

Called Precipitron, during the war its manufacture was wholly absorbed for use in Army and Navy installations, and in industrial plants engaged in war work. Used wherever clean air was essential to the quality of the product or process, it served electrically "laundered" air to aid in the manufacture of bombsights, Army binoculars, aircraft parts, and in the production of blood plasma and pharmaceuticals.

Currently it is being effectively used in many industrial plants producing radio, radar, and hundreds of other delicate manufacturing processes where even the most minute particle of dirt will affect final results.

Developed by Westinghouse Research Laboratories, the home model shown here has sufficient air-cleaning capacity for a six or eight-room house, although it is no larger than an ordinary refrigerator. Experimental models have been in use for several years in homes in various parts of the country so that Westinghouse engineers have had ample opportunity to test performance under every conceivable kind

of climatic and operating condition. — Precipitron operates on the simple electric principle that opposite magnetic charges attract. Dirt particles as small as 1/250,000 of an inch—the size of tobacco smoke particles—in the incoming air stream through a "fence" of fine, highly charged wires which impart a positive electrical charge to them. They then pass through a series of parallel steel plates charged with negative electricity which attracts and draws the dirt particles out of the air stream and holds them. Every week or so, by simply turning a lever, the accumu-

lated dirt is flushed out of the Precipitron by water.

Requirements for Precipitron installation are: 1) The air heating system must be designed so the air circulated through the house can pass through the unit; 2) An ordinary electric outlet must be available; and 3) A water connection and drain must be provided so the plates may be cleaned.

The unit is designed primarily to be used where a hot air heating system is available and regular ducts for primary air conditioning have not been installed.



COMPACT and wholly enclosed, the Precipitron home unit is no larger than a refrigerator.



FRONT cover is easily removed to gain access to the electrostatic air cleaning interior.

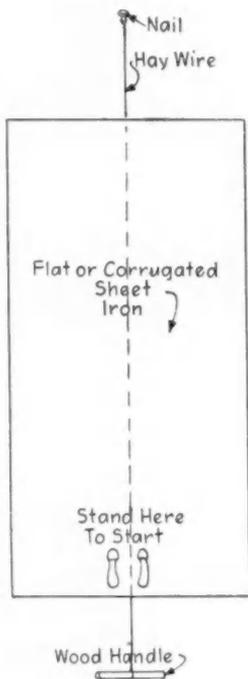


How-To-Do-It Pointers

How to Cut Sheets of Galvanized Iron

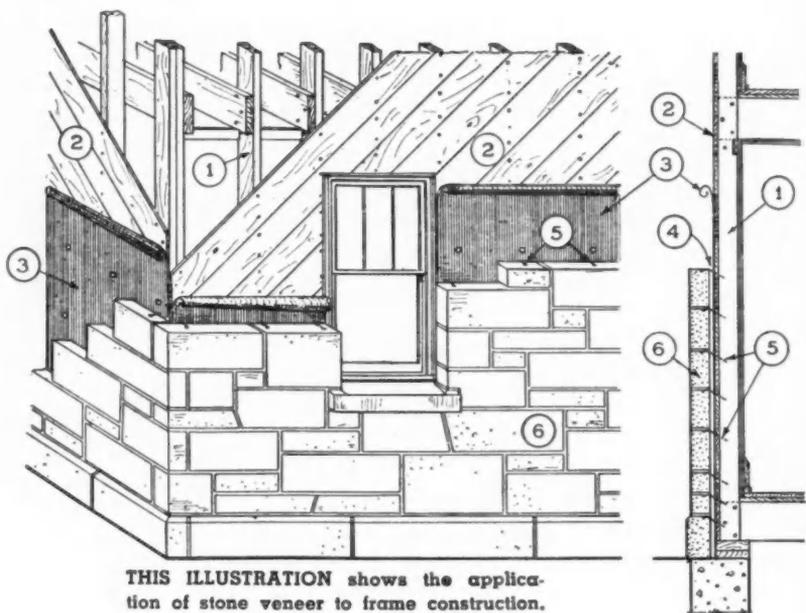
E. R. BASINE, manager of the DeGraff Lumber Company, DeGraff, Ohio, in submitting the following says: "To cut flat or corrugated sheets of galvanized iron or tin is as simple as tearing a piece of paper.

"Nail loop end of hay baler wire down to floor and stretch it taut. Next lay the sheet of

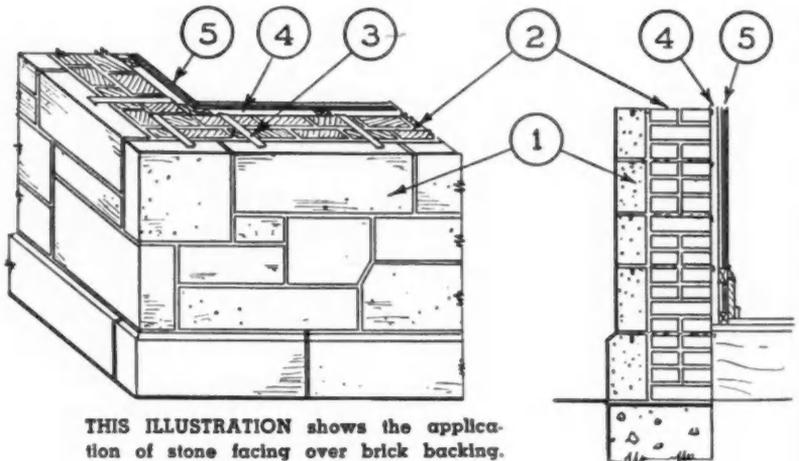


metal at points marked to rip directly over top of wire. Then stand on sheet at loose end of wire with feet close to the wire and at end of sheet. Pull up on handle about three feet high, then step back to repeat the pull until it has cut its way through the metal. With a little care the cut edges can be made as smooth as the factory edges."

How to Apply Limestone Veneer



THIS ILLUSTRATION shows the application of stone veneer to frame construction.



THIS ILLUSTRATION shows the application of stone facing over brick backing.

AS shown in the illustrations above, limestone is now cut in such a manner that it can be laid up as a veneer over a backed-up wall. It now can be used in moderately priced homes as a facing over the sheathing of a frame building, in exactly the same way as brick, stucco, or frame is used. Stone masons or brick layers lay it up in the wall. No setting drawings are necessary. Construction is as rapid as with other materials.

It can be jointed on the job to fit into its place in the building just as readily as a 2 x 4, the studding, sheathing or drop siding—and with the same tools, a common hand saw. A groove is cut across the face of

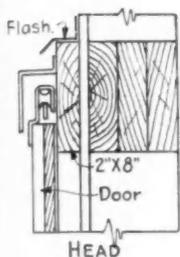
the stone, approximately 1/4 inch deep. Then the stone is tapped at the groove, the stone is broken cleanly to whatever length is wanted and is then ready for setting in the wall without any trimming. Over the 2 x 4 studding, place the sheathing and waterproof paper, leave an air space, then build up the wall of stone the same as though it were brick.

For anchoring, drive a 5 1/2 inch non-rusting spike over the top bed of the stone into the studding. Laying up the wall in this manner the result is most economical, as only the outer 4-inch thickness of the wall is built of stone, the remaining thickness of a cheaper material.

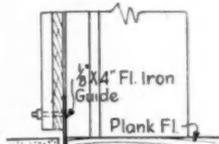
How to Make a Barn Door Weather-Tight

IN submitting the following, W. A. Woodard, Volga, S. Dak., says: "The drawings describe a weather-proof door that may be used on a granary, feed house or other type of building.

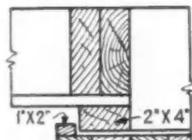
"To do a door job of this kind, case the outside of the door opening with a 2 x 8 head casing, with a 2 x 4 and 2 x 6 on each side of the jamb respectively as shown on drawing. Bolt a piece of 1/8 x 4 inch flat iron to the lower back edge of door for a guide and weatherstrip. Apply track and hangers to head casing and door and you will have a rot- and blizzard-proof door."



HEAD



SILL



JAMB

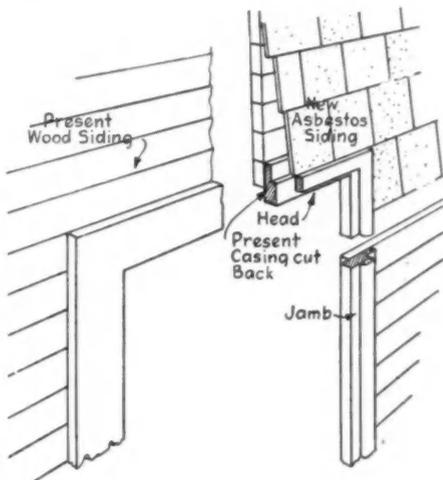


JAMB

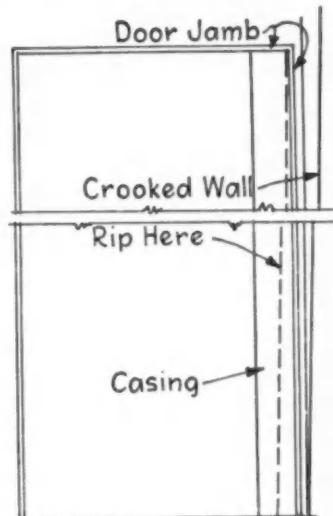
How to Weatherproof Casing for Asbestos Siding

EDWARD R. PHELPS, Bayard, Iowa, says this is the way he puts on new asbestos siding over old wood siding.

"I find that one of the places on a house that is very cold and hard to seal even with the application of new siding is the area around the window and door frames. In order to overcome this I take off the jamb and head casings, run a portion of them through the saw reducing the thickness, re-install the casings and extend the new shingles over this portion of casing. Apply a new finished moulded member over the present casing to provide a finished surface for siding."



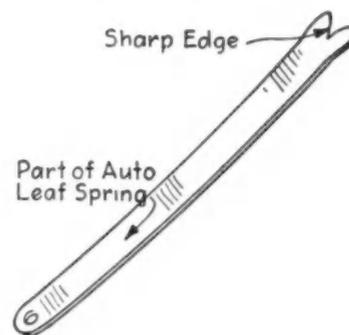
How to Fit Casing to Wall out of Plumb



CECIL J. WALTERS, Newton, Kans. suggests this method of fitting a door or window casing adjoining a wall surface that is out of plumb:

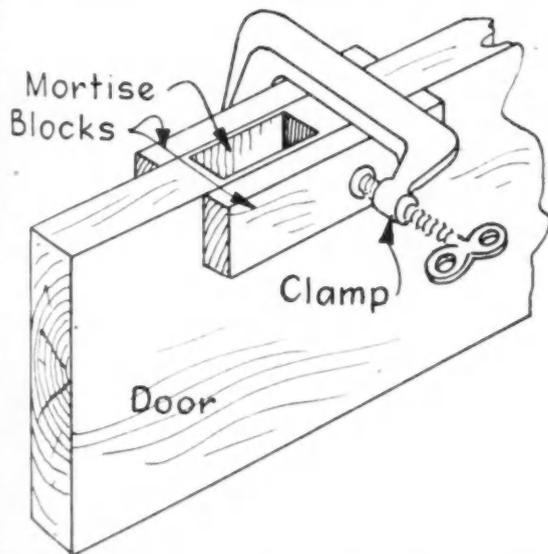
"Measure the width that the casing will be at its narrowest point, either at the top or bottom. Mark this dimension on the casing minus 1/4 inch for margin on the jamb, place against the wall, plumb casing and tack to jamb and then scribe the entire length of casing."

How to Make a Tool for Repairing Siding



JOHN MENKVELD, Grand Rapids, Mich., who submitted this idea says: "A tool can be made from a good sized spring blade of an old automobile that will be ideal in removing broken siding.

Grind the rounded end to a sharp edge of the blade. To use, break the broken siding with hammer. Slip the tool behind the siding and shear off the nail."



How to Mortise a Thin Door

THIS how-to-do-it suggestion submitted by Carl N. Woods, Omak, Wash., shows how to use a clamp and blocks when mortising thin cabinet doors or doors of similar type to keep them from splitting at the sides. This can be done while door is in position or in the process of being hung. He says that this is a big help.

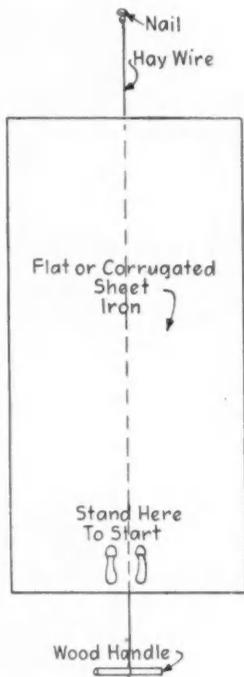


How-To-Do-It Pointers

How to Cut Sheets of Galvanized Iron

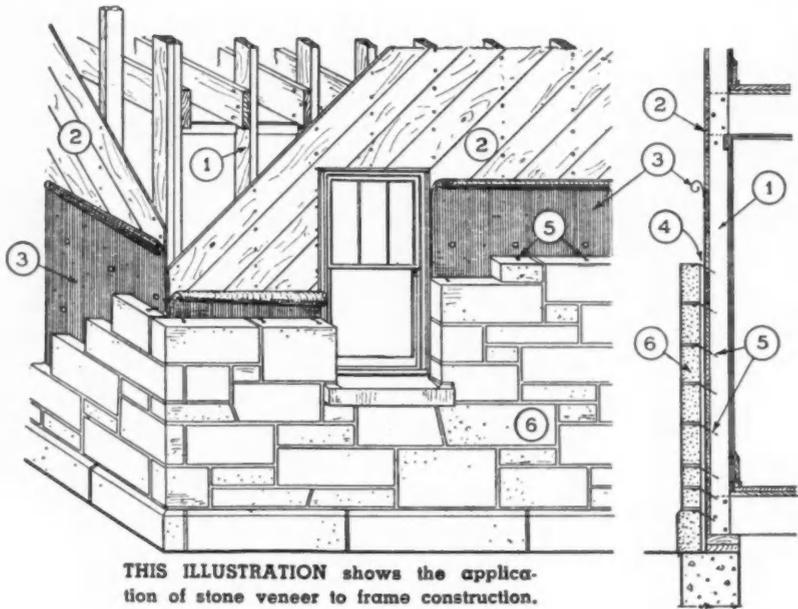
E. R. BASINE, manager of the DeGraff Lumber Company, DeGraff, Ohio, in submitting the following says: "To cut flat or corrugated sheets of galvanized iron or tin is as simple as tearing a piece of paper.

"Nail loop end of hay baler wire down to floor and stretch it taut. Next lay the sheet of

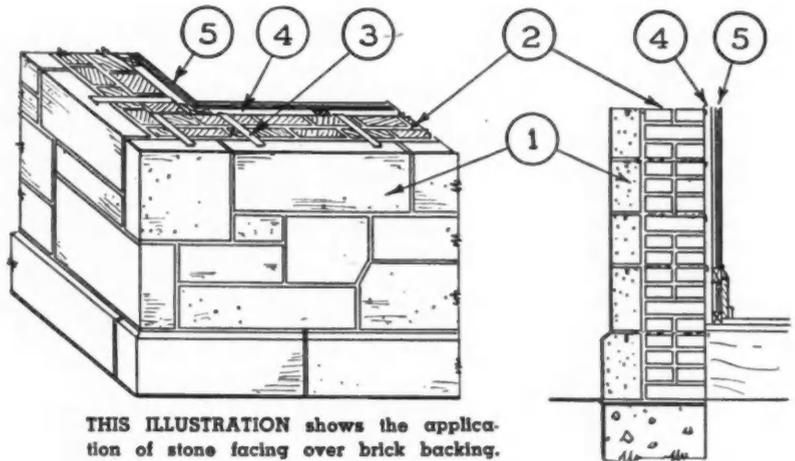


metal at points marked to rip directly over top of wire. Then stand on sheet at loose end of wire with feet close to the wire and at end of sheet. Pull up on handle about three feet high, then step back to repeat the pull until it has cut its way through the metal. With a little care the cut edges can be made as smooth as the factory edges."

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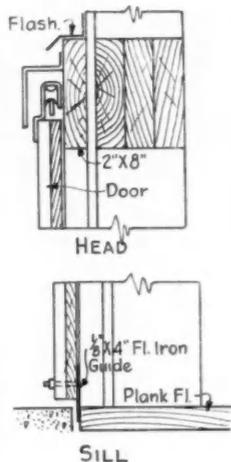
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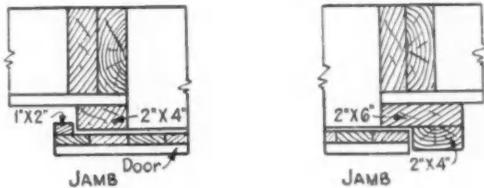
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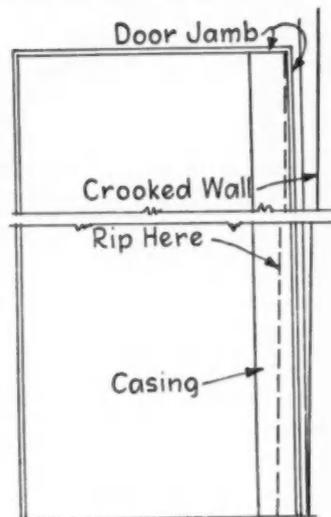


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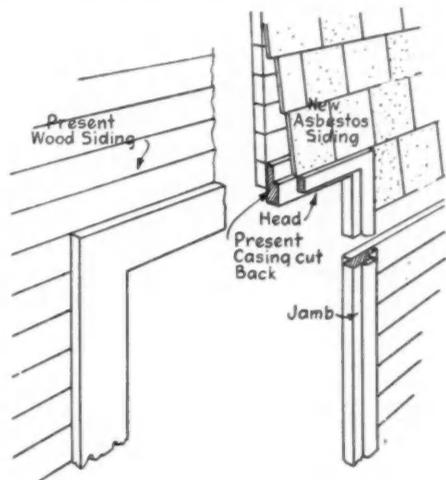
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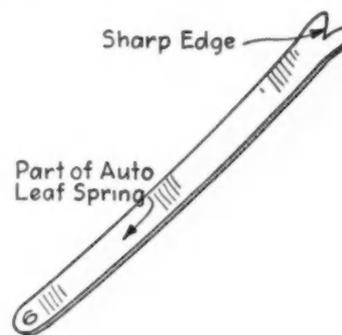
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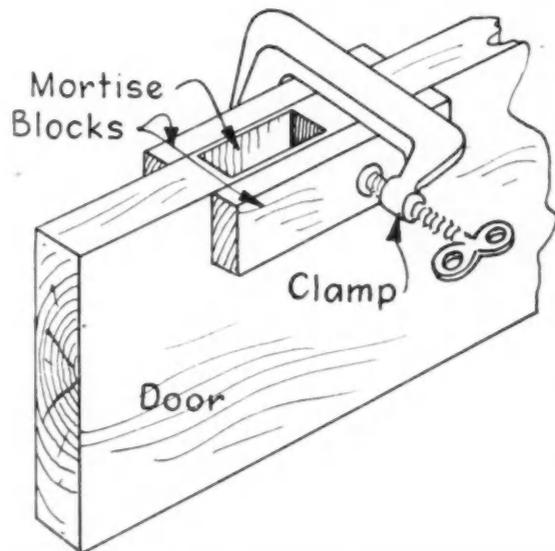


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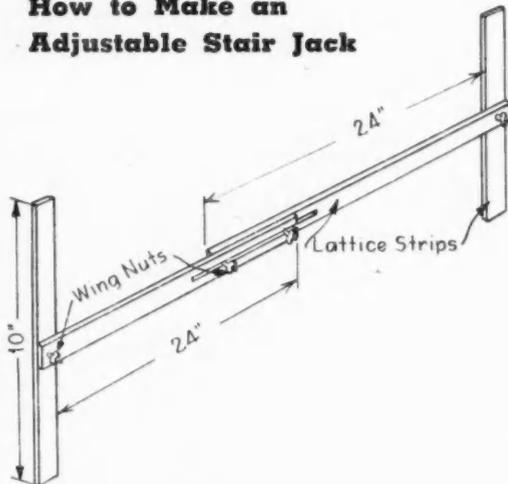
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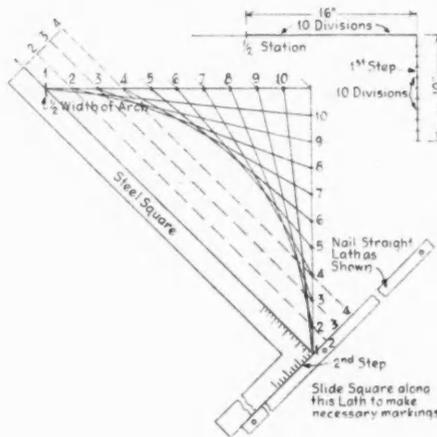
How to Make an Adjustable Stair Jack



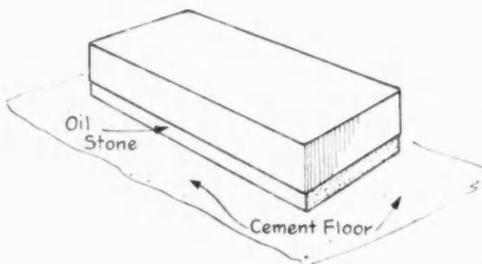
LAUREN DE WEESE, Moberly, Mo., in presenting this idea has the following to say: "This is a jack to cut in treads and risers in a stair. The ends are adjustable to the skirts and the center slot allows adjustment for length. I usually make it out of lattice with four wing bolts, two on the center and one on each end. The end of each piece of lattice shall be slotted about 6 or 8 inches long for wing nuts."

How to Lay Out an Elliptical Arch

L. H. DUNSON, La-Rue, Ohio, in offering this idea makes this comment: "This is a simple way to lay out one-half of an elliptical arch. It is proportioned by the steel square."



How to Level Up an Oil Stone



ED SCHUMACHER, Mankato, Minn., in submitting this idea makes the following comment: "Here is another kink that is used a great deal when the oil stone gets hollow or uneven. Get down on your knees on a cement walk or floor, place the uneven side of the wet stone down on it, and scrub the stone back and forth or in a circular motion and in a very short time you will have a true stone again."

\$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.

AMERICAN BUILDER

Closets— Their Importance and Function

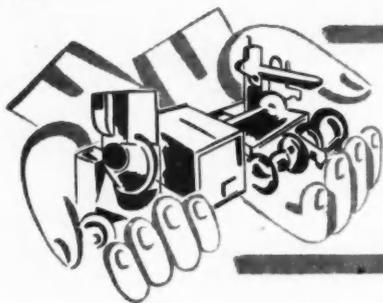
OF primary importance to the success of a house plan are the size, location and design of the closets. They will add a great deal to the livability of a house if they are readily accessible, of ample size and designed to suit the purpose for which they are intended.

Closets designated for guests' or family's coats should be placed near the front entry, off the entrance hall. If plan can be arranged to include a closet near the rear door its inclusion would be appreciated when there are children with extra clothes, rubbers, snow suits, etc.

Deep, dark closets or inaccessible overhead storage shelves are inconvenient and wasteful of space. Sloping ceilings may render useless a closet which looks adequate on plan. Location of closets should not spoil room arrangement by chopping off corners or destroying open wall space with closet doors. Closets for adjoining rooms should be grouped in storage units. Check plans for storage space. Items frequently overlooked are: card tables, vacuum cleaners, sports equipment, tools and luggage. Lockers in the garage provide an excellent place for storage of miscellaneous articles.

For the low-cost house the bedroom closets will probably be of the minimum size and design noted on opposite detail sheet with the added feature of a shoe rack as detailed. In a large bedroom two small closets will be more practical than one large one. Wardrobe closets and tray cabinets are becoming more popular in the functional type house designed for present-day living. Wardrobe closets with sliding doors and cabinets with removable trays mean greater convenience and more economical use of available space.

A tray cabinet combined with one or more hanging closets makes an ideal arrangement. Bedroom closets may be fitted with shoe racks as detailed or one of many available types may be attached to the inside of the closet door. When removable trays are used it is then advisable to raise the floor about two inches as detailed. The doors should be specified two inches less in height than other doors in the room so all openings will be in line. Full-length mirrors can be attached to closet doors, applied either at the mill or on the job by means of mouldings.

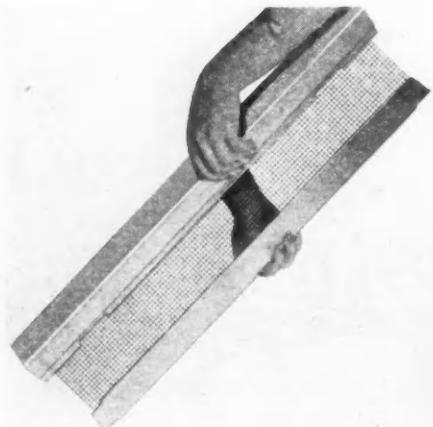


NEW PRODUCTS

Offered by Manufacturers

ROLL TYPE, METAL SCREEN AB4604

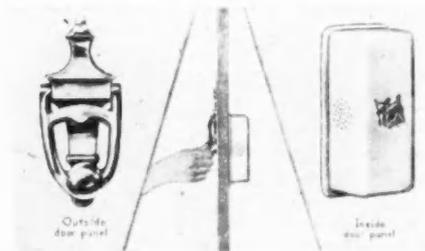
A new all-metal window screen is now available from Baer American Window Co. It differs from other roll type screens because (1) it fits on the outside of the window, permitting the window to be opened without



manipulation of the screen; (2) it fits the lower section of the window, allowing installation or removal from the inside by raising the lower window section; (3) it fits into the exclusive Venti/Screen Uni-Fit Hangar, which makes the installation a simple operation. Efficiency is assured by sealing in grease the spring that activates the roller.

MUSICAL DOOR KNOCKER AB4601

Combining the architectural beauty of a solid brass door knocker with the tonal beauty of door chimes, the new AuthOtone "Suburban" chime is an extremely simple, mechanically operated unit that mounts right on the



front door, with no added expense for wiring, push buttons, transformers, or batteries. One dulcet tone is sounded when the knocker is raised and a second tone when released. Chime box mounts on inside of door.

NEW INSULATING WOOL AB4603

The Armstrong Cork Co. has added insulating wool to its line of building materials. The wool is designed especially for wall and ceiling installation,

providing a highly efficient, lightweight insulating material. Spun of fine glass fibres, the wool is available in roll and batt blankets of various sizes, and in a nodulated wool form specifically designed for pouring installation. Roll blankets and batts are manufactured in width to fit accurately between joists and studs 16 in. or 24 in. on centers.

DOUBLE HUNG WINDOW AB4606

A new double hung window with no weights, no chains, no pulleys, is now manufactured by the Mauro Safety Window Co., Inc. This new patented window with its exclusive feature assures easy and faultless operation under all weather conditions.



The weights, chains and pulleys have been replaced with a new patented device which provides smooth, noiseless and non-rattling up and down movement.

The window can be safely cleaned, painted and glazed without removing screens or storm windows by anyone standing inside the room. It can be regulated to any angle desired for ventilation without creating a direct draft.

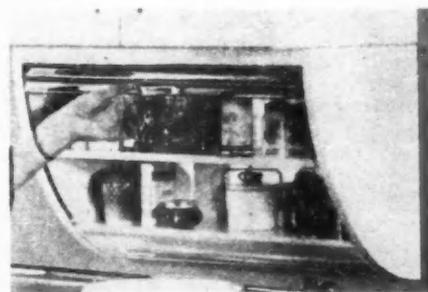
TILTING CONCRETE MIXER AB4602

A new 3-S tilting concrete mixer has just been introduced by the Muller Machinery Co. The machine is furnished with either pneumatically tired wheels with Timken bearings, or steel wheels, and is equipped with Briggs-Stratton engine, all-steel drum bowl and a telescoping towing bail.

It has a mixing capacity of 3 cu. ft. of mixed concrete.

SMALL STORAGE CABINET AB4615

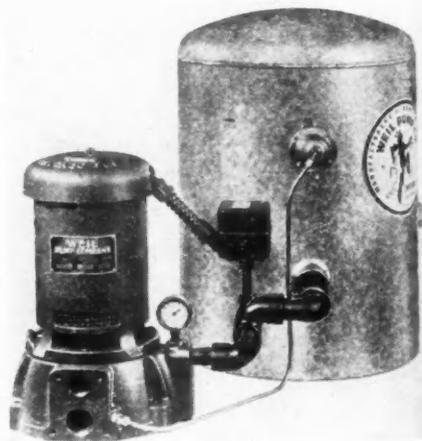
Youngstown Kitchen's new "Rolling Door" cabinet is designed to fit under a regular wall cabinet and provide extra storage space for small items, without interfering with the normal use of the counter below.



The new cabinet has two shelves which provide adequate storage space for salt and pepper, spices, which the housewife needs close at hand. Made of white enameled steel, the cabinet has a door of burnished steel strips which slide up and back out of sight, like a roll-top desk. The door stays open or closed without catches.

DOMESTIC WATER SYSTEMS AB4607

The Weil double acting jet pump recommends itself to all rural householders. To the suction lift of the centrifugal impeller is added the push of the jet. This double action boosts the pump discharge pressure, and produces exceptional capacity with a relatively small motor.



A desirable feature is its adaptability to all types of wells. The same pump and motor unit is used for large-bore deep wells, small-bore deep wells, shallow wells, and (without the jet feature) for shallow well, large volume, suction pumping.

(Continued to page 124)

SIMPLIFY

DOORWAY PROBLEMS!

SPECIFY Ro-Way

OVERHEAD TYPE DOORS!



The Modern Door for this Modern Age

It's a cinch to solve most of your door problems with Ro-Way Overhead Type Doors. When you specify RO-WAY, you know you're getting what no other doors can offer—all of these 5 extra-value features:

- 1 **FRICTION-REDUCING TRACK**—Makes rollers ride away from the track side wall . . . provides extra clearance.
- 2 **"DOUBLE-THICK-TREAD" TRACK ROLLERS**—Each rolling smoothly and easily on 7 ball bearings.
- 3 **"TAILOR-MADE" POWER SPRINGS**—Individually "Power-Metered" for the weight of each particular door.
- 4 **"CROW'S FOOT" OUTER BEARING SUPPORT**—Holds sheave wheel in permanent alignment . . . no twist or sag to cause friction or binding.
- 5 **RUSTPROOF HARDWARE**—All Ro-Way Door hardware is rustproofed by Parkerizing and painting after fabrication.

With so much extra value—at no extra cost—it isn't surprising that architects, builders and owners voluntarily write us that Ro-Way Doors are in a class by themselves. Select Ro-Way on *your* next job—and see if you don't agree:

Dependable Ro-Way sales and installation service is available all over America

Write for complete new catalog of Ro-Way Overhead Type Doors. See our Catalog in Sweet's.

ROWE MANUFACTURING CO.

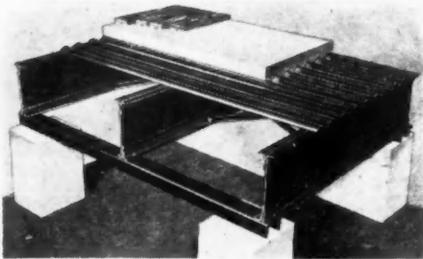
704 Holton Street • Galesburg, Ill., U.S.A.

There's a Ro-Way for every Door way!

(Continued from page 122)

AVAILABLE STEEL FRAMING AB4608

This metal framing, developed by the Great Lakes Steel Corp., Stran-Steel Div., is fabricated with a groove into which regular nails are driven and with holes into which screws are turned, enabling assembly by carpentry methods.



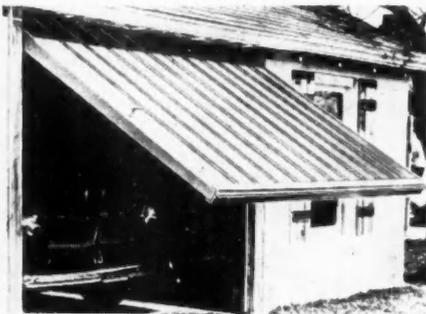
Joists are screwed to channel plates. Clip-on bridging supports the joists. Steel sheathing, over which concrete is poured, is nailed to the joists and hardwood flooring then is laid on the concrete.

REROOFER SHINGLE AB4609

The Philip Carey Mfg. Co. has announced a new reroofer shingle. It is Dubl-Lok, a wind-proof asphalt shingle for economical and speedy reroofing. Only two nails are used per shingle, but there is a four nail hold-down, as the nails in the overlapping shingles pass through the upper portion of the shingles below. Laying marks and nailing marks give roofers automatic spacing for quick nailing. The shingles come in five color blends, are 16 by 18 inches.

OVERHEAD-TYPE GARAGE DOOR AB4605

A heavy gauge aluminum overhead-type garage door is now being manufactured by Wilson Foundry & Machine Co. The door is manufactured in one piece to fit all standard 8 x 7 ft. door frames, and installation can be completed in a matter of minutes.



Heavy U-shaped bracing struts are provided for maximum structural strength, and the aluminum finish is corrosion- and rust-proof. With perfect balance, lifting mechanisms, only light pressure of the fingers is needed to operate this new door.

NEW WATERPROOFING COMPOUND AB4614

The Reardon Co. has announced a new product, Bondex hydraulic waterproofing, designed for stopping serious leaks which occur in basement

walls during rains. It contains recently released ingredients not before used in a product of this type.

Unlike Bondex waterproof cement paint, which was never intended to do more than bond with the surface and close up tiny surface cracks, the new material is definitely recommended for treating major cracks and breaks.

The material comes in 5-lb. packages, also in 25- and 100-lb. drums.

SEMI-PASTE REMOVER AB4611

New counter display for Savogran Strypeeze semi-paste remover is now available. Printed in four colors, the display measures 11¼ x 14¼ inches. Any size container up to a quart of Strypeeze can be used with this display. A unique feature is the separate



lifelike hand and scraper in brilliant red arranged to give the effect of removing the finish from the background of the display.

SASH CORD GLIDER SADDLE AB4613

The saddle is made of close textured hardwood impregnated with a special solution to make it moisture proof, and permit the cord to slide easily. The slight friction set up in sliding also permits the use of lighter sash weights by about 40 per cent. The saddles are available for standard pulley tappings, and are installed simply by driving them into position and locking firmly in place with a sash pin or screw in groove on each side.

BASE-RAY HEAT PANEL AB4612

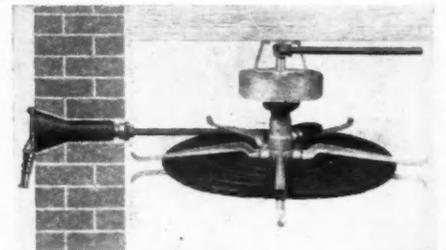
Burnham Boiler Corp. presents this new heating unit, designed for both new construction and modernization.



Replacing the conventional wooden baseboard, the new heat panel delivers radiant heat rays into the room at ankle height. In appearance it is a hollow cast iron unit 7 in. high and 1¾ in. wide, connected with the usual heating boiler. The panels are installed on the outside walls in place of the regular baseboard and painted to match the woodwork of the room.

AUTOMATIC HOSE REEL AB4610

This reel is for use in homes, garages, factories, etc. Adaptable to any type sprinkler, the reel shuts water off automatically. It is for use with heavy duty or standard 5/8 in. hose, and will hold up to 75 ft. of hose. There is an interchangeable fork for use with 100 foot hose. The holder is made of cast aluminum, thereby eliminating rust.



This can be a permanent installation, either horizontal or vertical, and the hose is always ready for instant use. The unit is practical and convenient for many uses, including fire protection in the home, washing the basement, sprinkling the lawn and garden, washing the car, etc. The unit automatically shuts the water off, retrieves and rewinds the hose.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

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

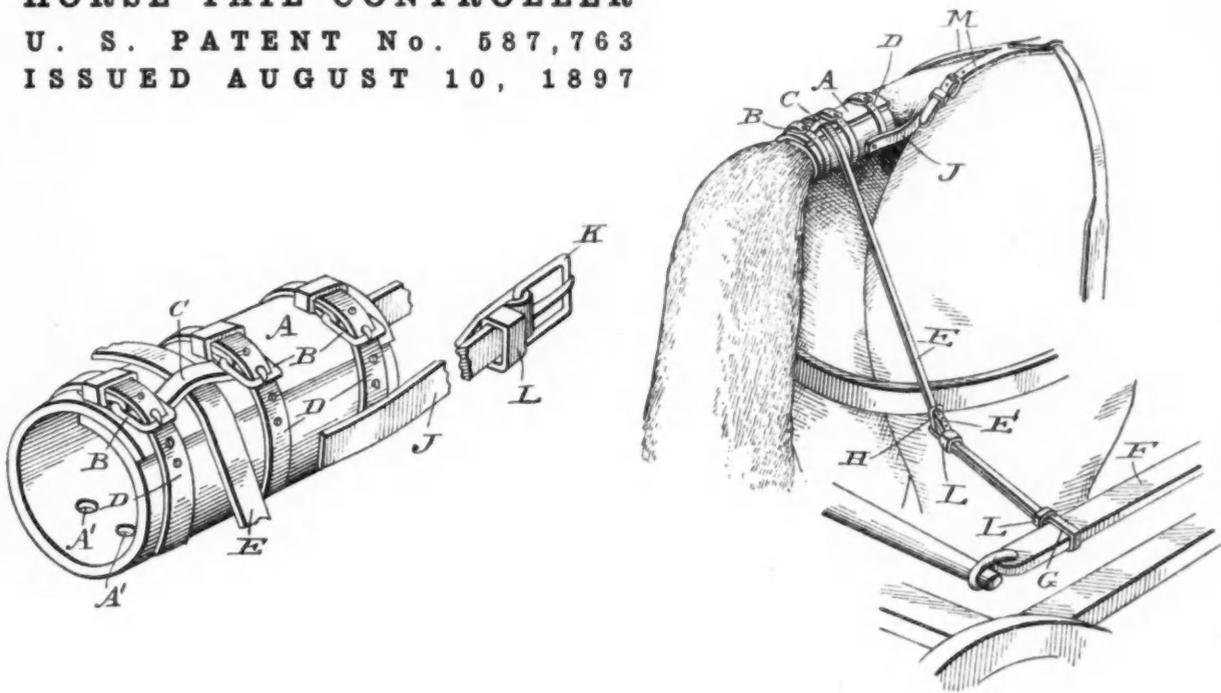
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HORSE TAIL CONTROLLER
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 ISSUED AUGUST 10, 1897



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**When Any Kind
 of Hardware Will Do**

Just to stretch a point, take a look at this patent disclosure on Tubular hardware. It illustrates that Tubular hardware is not all alike, so you will find that it pays to give a little thought to the locks and latches used on the homes you build.

There is a dollar and cents reason too. The dealer in your community handling Dexter-Tubular Locks and Latches will demonstrate that solid brass hardware can actually cost less.

How? Because the *savings in installation* more than make up the difference. Dexter-Tubulars *SAVE* because they install easier and *faster*. Dexter-Tubulars *SATISFY* because they are backed with a written Lifetime guarantee.

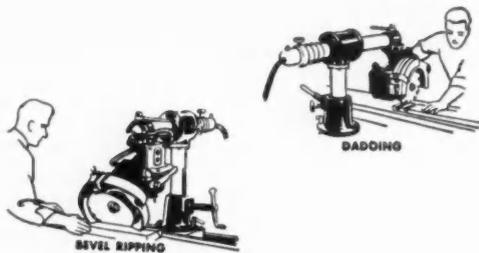
You have the three-way advantage of doing it faster, easier, better when you use DEXTER-TUBULARS for your building. At your local dealer — complete information and demonstration.



Catalog No. Type "M"
 Spring Night Latch. Choice
 of finishes: Polished brass or
 dull brass. 5-Disc Tumbler
 Cylinder Lock. No extra
 charge to key alike in pairs
 for front, grade, and rear
 doors.



NATIONAL BRASS COMPANY, Mfrs.
Grand Rapids, Michigan
 MAKERS OF BUILDERS, CABINET, SCREEN DOOR
 AND SHELF HARDWARE



COMETS
feature
ALL-ANGLE
PRECISION
Cuts



All the Comets make all the cuts—with extreme precision. The Junior, Clipper, Senior, Senior 8 and Timber Cutter are recognized for their adaptability in cutting operations. Ask Comet owners. Order from your dealer or write direct.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
 2029-33 Santa Fe Avenue, Los Angeles 21, California



Catalogs and HOW-TO-DO-IT INFORMATION

221—BALANCED HEATING—with winter air conditioning furnaces is the subject of a new folder produced by Perfection Stove Co. The advantages of Superflex Homogen-air heating over other systems are outlined and illustrated, to show how an average temperature of 72 degrees is maintained throughout the entire room.

222—ADEQUATE RESIDENTIAL WIRING—for single-family dwellings is shown in a new booklet from National Adequate Wiring Bureau. A floor plan illustrating correct wiring is the first feature of the book, with each room taken individually further in the copy. In these drawings, necessary outlets are shown as well as extra convenience outlets. It is designed to be of help to architects, engineers, builders, electrical contractors, sellers, buyers and home owners.

223—ARTISTIC BUILDERS' HARDWARE—items are contained in a catalog issued by Erco Mfg. Co. Included in the pages are door handles, door knockers, lever handles, pull plates, name plates, and others. The items illustrated are made of cast brass, bronze, aluminum and nickel silver. All hardware can be supplied in various finishes.

224—LATEST DEVELOPMENTS AND APPLICATIONS—of Bakelite and Vinylite plastics are explained and illustrated in the current issue of Bakelite Review, published by Bakelite Corp. It contains a number of interesting articles pointing out the various uses of the material.

225—CLEANING, DRY SCRUBBING OR POLISHING—can be made easier by the use of a new cleaning pad, Sun Ray Wooler. This is made for use with any disc-type floor machine. It is easy to apply—just place the machine on top of the pad and it will cling to the brush. It can be shaken out, thoroughly cleaned and reversed in position for still longer service.

226—NEW METAL WINDOWS—are offered by Mesker Brothers. The American Home window comes completely assembled in one package, factory-fitted with wood surround and outside trim, ready for installation. It may be used singly or in combination to provide a variety of window arrangements. It is easily washed from the inside and provides space for venetian blinds within the window reveal. The only maintenance is occasional painting.

227—"AN ENGINEER LOOKS AT ILG"—the title of a new book published by the Ilg Electric Ventilating Co., tells the complete story of the book's contents in just five words. This new publication is just that—a word and picture story of what a consulting engineer saw as he made a tour of the plant. Starting out with the manufacture of motors with special characteristics for ventilating equipment duty, the book carries through the entire plant, showing each operation in the manufacture of all the Ilg items.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department,
 American Builder,
 105 W. Adams St., Chicago 3, Ill.

(April, 1946)

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

Numbers.....

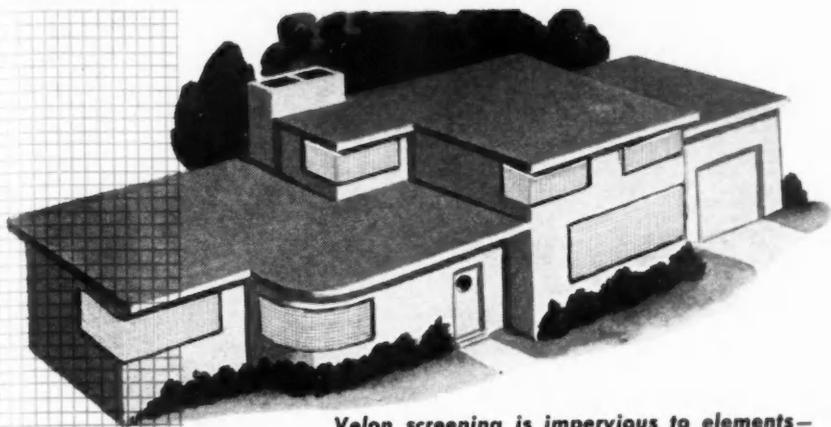
Name.....

Street.....

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

OCCUPATION*.....

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



Velon screening is impervious to elements—sun, rain, sleet and salt spray. It can never corrode or rust—never advertises its presence by ugly “screen bleed” stains down the front of the house.



Velon screening resists up to six times more impact without denting, bulging or breaking, as compared with metal screen-cloth of equal gauge. No wonder—Velon filament has a tensile strength of fifty-thousand pounds per square inch.

Firestone

*Velon**

TINTED SCREENING

**makes every home-owner
a customer for a new set of screens**



Velon screening is tinted to blend with both the exterior and the interior color scheme. Velon screens fit so subtly into the room décor, they virtually disappear through color harmony.



Velon is lighter, more manageable—only one-fifth the weight of metal. It cuts easily with ordinary scissors, leaves no sharp, dangerous ends, is easier to stretch taut in framing.

Listen to the Voice of Firestone Monday Evenings Over NBC

*TRADE MARK





Ralph Stotzel, Architect

*"Easy does it"
when you specify*

EAGLE Ready-To-Use WHITE LEAD PAINT

Here's a paint with a new plus—*greater brushability*. It gives better, more even coverage—leaves practically no brush marks. It's a more satisfactory paint for home owners, easier for painters to use. The velvety smoothness of Eagle RTU is a triumph of Eagle-Picher research.

From the original white lead formula

Master architects and builders recognize that for 2000 years white lead has had no equal for durability, beauty and economy. Eagle-Ready-To-Use White Lead Paint retains the qualities of the original white lead formula, adds new convenience. It is ready to open, stir and apply. This marvelous paint will give stalwart protection to the surfaces of your buildings. It dries to a whiter white, doesn't crack or scale, but "breathes" with the surface. It ages gracefully by even chalking.

Two forms: Primer Sealer and Outside White. One, two, and five gallon pails.

THE EAGLE-PICHER COMPANY

Cincinnati (1), Ohio

Member of the Lead Industries Association



EAGLE PURE WHITE LEAD

A favorite
since 1843



Eagle White Lead Paste
continues available

Knipe Joins Reading

B. A. McCUEN, director of sales for B. Reading Hardware Corp., has announced the appointment of Norman L. Knipe, Jr., as sales manager.



NORMAN L. KNIPE, JR.

Prior to service in the Navy, Knipe operated a lumber and building material supply concern in Lexington, Mass. Previous to that, he held the position of manager, Residential Division, Chrysler Corp., Airtemp Division.

His job will be largely management of the field sales organization.

* * *

Steinbauer Resigns Position

W. M. STEINBAUER, for four years secretary-manager of National Door Manufacturers Association, has resigned, the board of directors announced.

Mr. Steinbauer will join the Wabash Screen Door Co., with headquarters in Chicago. His successor will be announced shortly.

During his management of the association, many notable steps were taken in the industry. He has been identified closely with such projects as window and door standardization, including the new modular standards for Ponderosa Pine windows and sash, continuing research on preservative treating, product development and improvement, and various problems created by the wartime emergency.

* * *

Victor Electric Announces Appointments

PROMOTION of several officials of Victor Electric Products, Inc., has been announced by C. L. Harrison, president.

T. R. Harris, who has been general manager for the past three years, was elected vice president and secretary; L. E. Gaut, who has been general sales manager since 1944, was elected vice president in charge of sales; H. F. Doll, who has been chief engineer for the past ten months, continues in that capacity and now heads all engineering, tool design, drafting, inspection, model and laboratory activities.

I. E. Ross has been appointed assistant chief engineer.

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NATIONAL Loomwire

CANVAS-BACK LOOMWIRE

N. E. C. STD. 600 VOLTS

UNION MADE - I. B. E. W.

"Dilec" Code Wire Kraft Wrapt

CUT AWAY AND WITHDRAW AS NEEDED

"Dilec" Safecote Conductors

Tough Braided Covering

Moisture and Fire Resistant

NATIONAL ELECTRIC PRODUCTS CORPORATION
WIRING SYSTEMS
WIRE & CABLE

National Non-metallic Sheathed Cable

MARKED - ONE BLACK AND ONE YELLOW THREAD

CANVAS-BACK LOOMWIRE
FAST WORKING - CLEAN

National Electric
PRODUCTS CORPORATION
Pittsburgh 22, Pa.



THESE ARE THE FACTS

No. 1—STRONG AND FLEXIBLE. Resilient strength is a key feature of the time-proved interlocking-slat construction of KINNEAR Rolling Doors. These doors resist weather, wear, and fire; withstand extra years of constant day and night use!

No. 2—SMOOTH OPERATION. The spring-counterbalanced, *coiling upward action* of KINNEAR Rolling Doors is quick and easy. Smooth, tug-free operation is the result of individually engineered installations.

No. 3—SPACE-SAVING. The steel slat curtain rolls out of the way, stores compactly above the lintel, never impedes traffic or plant activity. All surrounding floor and wall space is fully usable. Materials stored close to doors do not restrict their operation.

No. 4—ECONOMICAL. Durable construction, smooth operation, and space-saving features of KINNEAR Rolling Doors are mainstays of economy. These doors increase efficiency, save time and manpower, reduce maintenance costs.

No. 5—MOTOR OPERATION. Motor-operated KINNEAR Rolling Doors offer extra time-saving convenience, and promote prompt door closure that saves heating and air-conditioning costs. Push-button control stations can be placed at any number of convenient points, and any number of doors may be operated from a single point. (Motor operators may also be added to your manually operated KINNEAR Rolling Doors.)

Pin your door needs down to these KINNEAR advantages. Write for details!

The Kinnear Manufacturing Company

Factories: 1560-80 Fields Ave., Columbus 16, Ohio

1742 Yosemite Ave., San Francisco 24, Calif.

Offices and Agents in All Principal Cities

KINNEAR

ROLLING DOORS

*Saving ways
in Doorways*

Ruberoid Wins Award

A CERTIFICATE of public service, issued in honor of brand names which have been in use for 50 years or more, has been awarded by the Brand Names Research Foundation to The Ruberoid Co.



The award was made at a testimonial dinner in New York City, and similar awards were made to a number of well known brand names.

The certificate was presented by O. A. Buckingham, chairman of the Brand Names Research Foundation and received in behalf of the Ruberoid organization by Samuel P. Moffitt, executive vice president.

Corbin Promotes Metz

FRANK MILLER, general sales manager for P & F Corbin Division, American Hardware Corp., of New Britain, Conn., has announced the appointment of John A. Metz as Chicago district sales manager.



JOHN METZ

Mr. Metz joined the Corbin organization in 1923. Assigned to the Chicago district office, he first represented the firm in Illinois, Indiana and Kentucky.

About six years ago, he was transferred and served as sales representative in the territory covering parts of Iowa, Missouri and Wyoming, and the entire states of Nebraska and Colorado.

More People Read Better Homes & Gardens In March

Than Ever Before

March circulation ran to 2,697,000—highest in our history.

March advertising linage and revenue ran highest in our history.

It's to be expected—because never before have so many millions of people been so intensely interested in building new homes or remodeling old ones. And Better Homes & Gardens is the magazine they turn to for help: an F. W. Dodge Report survey in 1940 found that 7 out of 10 of all new-home-building families read BH&G (farms excluded).

That high rate of readership is to be expected, too—because BH&G is packed every month with new, usable



ideas for living better in a home, with information about new building products or better use of old products. BH&G is

the "know-how" magazine for people who are in the business of really living in a home—and covers everything from new roofs to rosebushes, from kitchen-dining room ideas to closets where there is no space for closets, from lifting the face of a Victorian nightmare to starting from scratch in a brand-new subdivision, from utility rooms with every work-saving appliance in the dictionary to how to use a pressure cooker.

No wonder BH&G readers are such an open-minded, eager audience for your ideas. Their big interest is home in the first place, or they wouldn't be poring over BH&G every month; and we've made them an informed audience.

Where do you think you could possibly find any other 2,697,000 comfortably fixed families who would be as intelligently interested in what you sell for homes, and whose interest would have as good a chance to be translated into sales?

THERE'S NO ^{market} PLACE
LIKE HOME

—and no place like Better Homes & Gardens to sell everything that goes into homes

CIRCULATION 2,697,000

comfortably fixed families whose big love is their home



Speed up the slow part of remodeling jobs with a STANLEY ELECTRIC HAMMER

Take the drag out of remodeling jobs... cellar modernizations, porch and step jobs, and additions. Punch through the heavy foundation drudgery with a Stanley Electric Hammer and get into the construction that impresses the customers and makes you the most money.

No auxiliary equipment needed... convertors or control boxes. Just plug into house current, A.C. or D.C. Easy to use, tough and dependable as all Stanley Electric Tools. Extra strong duralumin housings and heavy coil spring to take up shock.

The Stanley Electric Hammer drills, chips and channels in concrete, stone or brick, chisels wood; vibrates concrete forms; scales rust; tamps concrete... carries through on the tough jobs. Write for information: Stanley Electric Tools, New Britain, Conn.

STANLEY

Trade Mark

STANLEY ELECTRIC TOOLS

MacArthur & Smith to Represent New Castle

ANNOUNCEMENT has been made by New Castle Products of New Castle, Ind., of the recent appointment of MacArthur & Smith, Inc., Chicago, as representatives in Northern Illinois and Northern Indiana.

They will have exclusive distribution of Modernfold Doors in this territory with M. D. Price in charge as sales manager. Mr. Price has had an extensive background in the field of advertising and sales promotion. MacArthur & Smith, Inc., also represent several other important products in the building field.

* * *

Bruce Personnel Changes

THE appointment of Ben A. Vaughan as sales manager, Flooring Division, has just been announced by E. L. Bruce Co. He first joined the Bruce Co. in 1922 as shipping clerk. He first became connected with Bruce flooring sales in 1928 and served as district sales manager for the New



BEN A. VAUGHAN

England States for several years. In 1942 he was brought back to Memphis to become assistant sales manager of the Flooring Division, which position he held at the time of his promotion.

Another personnel change is the return of Willard B. Ward from the Navy. Mr. Ward will be assistant in the Lumber Procurement Division.

* * *

Evans Products Open Training Program

AN international program to instruct and train distributors and their representatives in the operation and servicing of products of the Heating and Appliance Division of Evans Products Co., Detroit, is being organized by C. C. Van Wagoner, newly appointed service manager.

His program includes the training of dealer's service departments throughout the United States, Canada and Mexico. Westinghouse Electric Supply Co. will handle distribution of the Evans oil-burning home heaters in the United States and Mexico, and Fairbanks Morse Co. will handle distribution in Canada.

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Sherlock "Homes" also says: "Save the surface and the insulation core and you save all." And that's just

what ENCASED NAILING does! It's an exclusive, scientific process in which Inselbric prefabricates the nail holes at the factory—fourteen of them in every panel. Without a single tear or break anywhere. Every panel solid! Unbroken! Perfect! Because

the tailor-made nail holes, filled with pliable mastic, permit the rust-proof nails to pass through smoothly; to become wedged solidly in the sealing composition; and to close the last port of entry. The perfect seal that prevents moisture penetration and insures longer life. That's why Encased Nailing is important. And that's why leading dealers everywhere prefer Inselbric—they know it makes selling easier, and more profitable.

The Nation's Fastest Selling

LOOK FOR THIS NAME

Insulated Brick-Design Siding



MASTIC ASPHALT CORP.
Makers of Inselbric and Inselstone.
SOUTH BEND, IND.

JONES & BROWN, INC.
National Distributors of Inselbric and Inselstone
— PITTSBURGH, PA.

"USE YOUR ATTIC"



MARCO

5 MODELS

Write for Free Literature and Name of Nearest Distributor.

THE MARSCHKE CO.
ST. PAUL 3, MINN.

Don A. Campbell to Advise Wyatt on Lumber Problems



DON CAMPBELL

ONE of the country's leading experts on lumber, and a man respected by all branches of the nation's lumber industry, Donald A. Campbell, Lebanon, Ky., has been appointed to the staff of National Housing Expediter Wilson W. Wyatt as a special consultant on lumber problems arising out of the Wyatt Veterans Emergency Housing Program.

A lumber dealer in his home town since beginning his business career, "Don" Campbell is also Mayor of Lebanon and vice-president of the Marion National Bank there.

In 1936 he was president of the Kentucky Retail Lumber Dealers' Association and, in 1937, was chosen president of the National Retail Lumber Dealers' Association—the youngest man ever to attain that high office.

During the war, from October of 1942 until October of 1945, he served with the War Production Board in charge of production and distribution of lumber. In this responsible position he rendered distinguished service to his country and the industry, being the major factor in keeping the vast lumber industry geared to maximum production to meet the tremendous demands of the war and also preventing the breakdown of the civilian distribution system.

In announcing the appointment of Mr. Campbell, Mr. Wyatt said he would work directly with the lumber industry and act as liaison officer with other government agencies concerned with breaking bottlenecks in lumber production and distribution, one of the primary problems in achieving the goals of the Wyatt Veterans Emergency Housing Program.



BUILDERS! You're Going to Need This Electric Tool

The Wodack "Do-All" is an electric hammer for drilling and chipping concrete and masonry. With hammer member removed it is a powerful ball-bearing electric drill that drills up to 3/8" in steel and 3/4" in wood. Insert an arbor in the chuck and it becomes a portable electric grinder and buffer. Mounted on its grinding stand or drill stand it is a stationary power tool.

Star drills are available in 1/4" to 1 1/8" diameters. Also bush hammers, ragging chisels, cold chisels, and tools for cutting, channeling, roughing, calking and vibrating. Write for Bulletin 630 that gives full information and prices.

WODACK ELECTRIC TOOL CORP.

4627 W. Huron St. Chicago 44, Ill.
Telephone AUSTin 9866

For RAPID-FIRE GLAZING



Red Devil AUTOMATIC DIAMOND POINT DRIVER

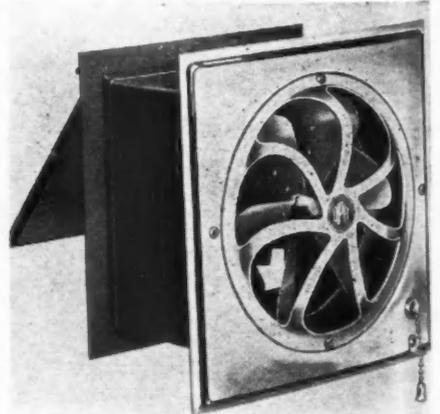
Speed up your glazing of sash and frames and mirrors. Use only one hand. Automatically drives DIAMOND POINTS at machine-gun speed into hardest wood. 100% efficient from any angle. Points can't drop out. Holds a clip of 100 Diamond Points.

Diamond Points are made in 3/8" and in 1/2" lengths. 100 to the stick. Will not corrode. Will not bend.

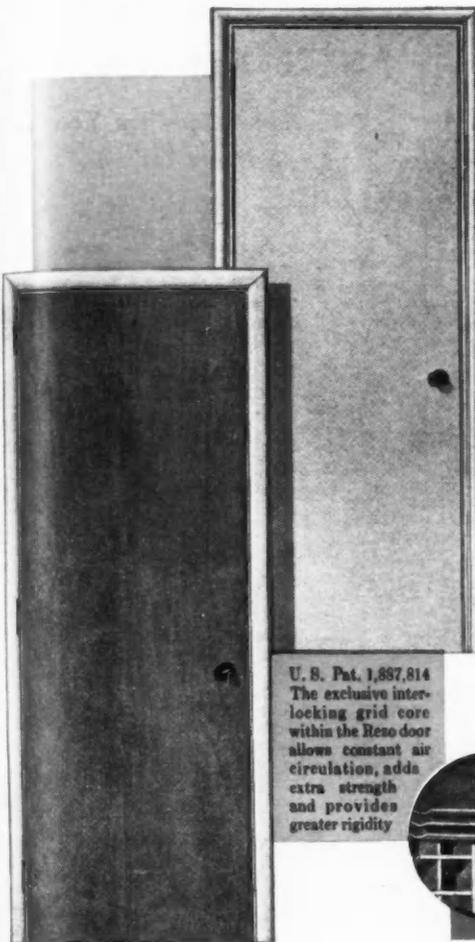
RED DEVIL TOOLS.
Irvington 11, N. J., U. S. A.

GLASS CUTTERS • GLAZING POINTS • GLASS PLIERS
PUTTY KNIVES • WOOD SCRAPPERS • PAINT CONDITIONERS
FLOOR SAMMING MACHINES • ELECTRIC FENCERS

WESTERN KITCHEN VENTILATORS IMMEDIATE DELIVERY



DELUXE MODEL
25,000 now in use
PRE-WAR QUALITY
All exposed parts heavily chromed.
EASY TO INSTALL
Western Appliance, Inc.
5650 Grand River Ave.,
DETROIT 8, MICH.



PAINÉ REZO DOORS

U. S. Pat. 1,857,814
The exclusive interlocking grid core within the Rezo door allows constant air circulation, adds extra strength and provides greater rigidity



• specified by more architects,
• preferred by more contractors,
• installed in more buildings of every type, everywhere—than any other flush door on the market.

Paine Rezo doors are made one thickness only—1 3/4"

Manufactured by the
PAINÉ LUMBER CO., Ltd. Oshkosh Wisconsin
ESTABLISHED 1853



Combine all three...

- ★ PERMANENCE
- ★ ECONOMY
- ★ BEAUTY

The use of TYLAC, the enduring, modern wall covering is not restricted to the home. While it greatly enhances the beauty and utility of a kitchen, bathroom, game room or powder room, etc., its use will also lend a streamlined, modern atmosphere to the store, office, hospital, theatre, night club, restaurant, show room or market.

Miracle Walls are personalized to suit the owner's tastes either in new construction or remodeling. There's a delicate pastel shade and basic pattern available for every purpose to provide colorful interiors of lustrous beauty that make sales.

With TYLAC drab rooms quickly and inexpensively become bright, cheery interiors with a durability that will withstand damage by household acids, fats and oils, fruit juices, hot water or even alcoholic beverages. TYLAC will not chip, crack or craze.

Because of the continued unprecedented demand for TYLAC products immediate shipments cannot be made. Be wise—place your orders now and be high on our early delivery list.



TYLAC COMPANY MONTICELLO, ILLINOIS



AMERICAN FLURESIT

**MASONRY
WATERPROOFING
PRODUCTS**

Nationally Advertised in
The Saturday Evening Post

FOR WATERPROOFING
MASONRY AND DECORATING
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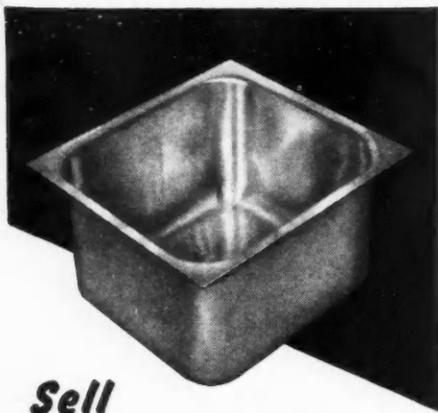
**CONCRETE
CEMENT BLOCK
BRICK and STUCCO
WALLS**

Inside or Outside

Apply with Brush or Trowel

Submit your problems and measurements to our Engineering Department for estimate. Write today for the descriptive booklet on American Fluresit Products and their uses.

The AMERICAN FLURESIT CO., Inc.
635 ROCKDALE AVE., CINCINNATI 29, O.



Sell Stainless Steel Sinkbowls

Legion sinkbowls, made of solid stainless steel or single clad, offer many advantages.

They are seamless drawn . . . No burrs, rough edges, ridges or grooves to cause corrosion or lodging of dirt . . . No leaks, more rigidity and longer life . . . Oblong, square, round or oval shapes . . . Drain holes inserted anywhere in the bottoms . . . Light in weight.

Write for catalog sheet. We will quote prices and delivery dates.



LEGION UTENSILS CO.

40th AVENUE & 21st STREET
Long Island City 1, N. Y.

Drastic Regulations on Many Building Operations Imminent

As *American Builder* goes to press a new restrictive order aimed directly at the building industry is being shaped in Washington. Modeled on the wartime L-41, the new regulation hatched by the Civilian Production Administration and the National Housing Agency will drastically limit the kind and amount of work that can be done, especially by small builders, by denying them materials. In its present form it will also virtually eliminate repairs, modernization and conversion on existing homes.

Under the plea of necessity due to the veterans' "housing emergency" the new order will require specific permission to begin construction or repair jobs of every kind, except for these exemptions: housing, including farm housing, \$200; apartments, commercial and farm buildings, \$1000; public buildings, \$5000; industrial buildings, \$15,000; any others, \$200. Thus it appears that a permit for a remodeling job costing more than \$200, for instance, would be granted only where the application indicated that a new housing unit to be held for veterans' occupancy would result. But, where L-41 was limited almost entirely to remodeling restrictions of this sort, the new proposed order applies the same yardstick to repairs. It would further appear that even a re-roofing job, unless made necessary by fire, hurricane or other casualty, would be disapproved unless a veteran will live under it.

Another order now in process requires plywood manufacturers to produce 50 per cent in softwood grades. Of this production, 5 per cent goes to the makers of fir doors; the remaining 45 per cent is divided, 60 per cent to prefabricated house manufacturers and 40 per cent to conventional builders.

Further orders in prospect indicate that both NHAdministrator Wyatt and CPAdministrator Small have been sold "a bill of goods" by proponents of prefabrication, and are going to use their almost unlimited powers to grant most favorable advantages to creators of that type of construction. This is most significant because of the fact that both of these officials, and others in control, have been presented with complete cost breakdown figures to prove that conventional builders cannot only compete with the "prefabbers," but can even better their performance.

The Long Island, N. Y., Home Builders Institute, for a recent example, took an actual prefabricated house on display in a Manhattan department store, retailing for \$3,045 plus \$225 delivery and erection costs. This was merely a "shell" — minus plumbing, heating, electrical and many other requirements — and was so advertised. The Builders Institute committee, however, showed that they could erect the same unit for \$1,823.21. In this case, the cost of the prefabricated job was 79 per cent higher than if provided by conventional building.

"A SIX ROOM HOUSE, \$2800

**Complete, Ready for You
to Move In"**

by GEORGE W. PEARCE

The author, a mechanical engineer, reviews the history of housing and shows how building costs have risen in the last 150 years until few families can buy a house adequate for their needs.

He then describes how, by the use of various money-saving building methods, a large, modern, 6-room, thoroughly insulated, fire-resistant, 2-bath bungalow with garage can be had most anywhere in the United States for \$2800.00 despite the present shortages and prices.

Included with the book are 10 folded drawings, 18" long x 12" wide. These drawings by Mr. Pearce show all the details of construction for this house—the wiring, the plumbing, the automatic oil heating system and the fluorescent lighting. The book is devoted to showing how similar savings can be made on any house of any style, size or floor plan.

A very readable and interesting book. Every prospective home owner should have a copy. 138 6" x 9" pages, 26 illustrations, leatherette bound. 10 large drawings.

Send \$2.00 to TECHNICAL PRESS, Box 6U, Swampscott, Mass., and your copy will be rushed to you postpaid. Distributed solely by Technical Press—Not sold in book stores.

PALLETS

For
CEMENT BLOCK MACHINES

Cast aluminum, strong, accurate, economical. 8x8x16", 2-cell size for Appley Little Giant, George, Graveley Better Built and other popular machines, 65c each. Other shapes and sizes 38c to 97c. For quick service mail or express sample of your pallet. Prompt quotations and delivery. We make precision castings of every description to buyer's specifications.

FLA. DIE CASTING FOUNDRY
P.O. Box 1589, Orlando, Fla.

SALESMEN —

Regional Representatives

Unusual sales opportunity for aggressive men selling Jobbers and Retail Hardware Stores. Experience valuable in hardware but not absolutely required, if acquainted with Jobbers, Retail Hardware outlets and Lumber Yard trade. Old established hardware manufacturer expanding operations in material coverage needs good men in various sections of the country. Unusual opportunity for permanent connection. Salary and bonus plan provides above average earning capacity for men doing good work.

Box 446
American Builder, 105 W. Adams Street, Chicago, Ill.

Installation costs less with ARMSTRONG'S INSULATING WOOL



YOU SAVE both time and money when you install Armstrong's Insulating Wool.

That's because this efficient Fiberglas* insulation is unusually easy to handle and apply. It is light in weight—less than 3 oz. per bd. ft. And it's so resilient, so precisely cut to size, that it holds itself in place between the studs while it is being nailed or stapled, leaving both hands free to work.

Because the protective breather and vapor barrier papers encase the rolls and batts on all sides, Armstrong's Insulating Wool in blanket form can be subjected to abnormally rough treatment without tearing or damaging the insulation. Even

the packages are designed for quick, convenient handling.

The springy glass fibers of Armstrong's Insulating Wool give this product high insulation value plus low heat capacity. It will not burn, settle, decay.

AVAILABLE NOW

All five types of Armstrong's Insulating Wool—roll blankets, batt blankets, small batts, pouring wool, and blowing wool—can be shipped immediately. You can cash in on this new profit opportunity right away.

For complete data and samples, write to Armstrong Cork Co., Building Materials Div., 1604 Lime Street, Lancaster, Pa.



Other Easy-to-Sell Armstrong Materials



TEMLOK** . . . the efficient, easy handling, Armstrong fiberboard insulation, available in sheathing, lath, and de luxe interior finish panels, planks, and boards.



MONOWALL** . . . Armstrong's decorative interior finish wallboard in brilliant plain colors and tile-designs for kitchens, bathrooms, and all walls where easy cleaning is of greatest importance.

* TRADE-MARK REG. U. S. PAT. OFF. OWENS-CORNING FIBERGLAS CORP.

** REG. U. S. PAT. OFF.

ARMSTRONG'S BUILDING MATERIALS

TEMLOK • INSULATING WOOL • MONOWALL

HOW AMERICAN *Services Sanders* IN MEMPHIS AREA



THIS Memphis scene is duplicated by American Distributors throughout the country, day in and day out. Whether you are near Boston, Chicago, Dallas, Los Angeles or one of the other thirty-two major centers you can have the same dependable American floor machine service.

It stands to reason that the more you use a floor sander—or any machinery for that matter—the more important it is that it should be serviced by expert hands. Time means money to the floor surfacing contractor and American helps keep the sanding drums rolling by its system of local service and supply centers. Write the Toledo factory for location of nearest American Distributor today.

The American Floor Surfacing Machine Company
511 So. St. Clair St. Toledo 3, Ohio



FROM THE PAGES OF AMERICAN BUILDER 50 YEARS AGO

★ The bound volumes of American Builder contain such a wealth of interesting items covering all phases of the industry that we wish to pass them on to you.

★ **50 YEARS AGO** — The hardwood bathtub has recently been placed on the market. With the exception of the copper lining the whole of the tub is made of hardwood. The tub has round corners, molded legs and raised panels, and is fitted with all-nickel plated waste and overflow, double compression or bath bibb and pipes to floor. The tub is made in cherry, ash, oak and maple. Other styles of hardwood tubs are manufactured, having round or square bottoms and corners, turned, molded or carved legs, paneled and plain casings, natural wood finishes, or handsomely painted and decorated, and with and without fittings.

★ * * *

★ Wilcox Manufacturing Co., Aurora, Ill., are putting on the market a door hanger for inside sliding doors. The hanger is made entirely of steel, while the wheels are of vulcanized fibre to render them noiseless and are fitted with bicycle bearings. The track has more strength than is ever required to sustain a house door.

★ **40 YEARS AGO** — April, 1906—You may have noticed that on the front cover of this issue we have added a new line to our masthead, "The World's Greatest Building Paper." Do you think we are claiming too much? Do you know of any building paper which approaches the *American Carpenter and Builder* in the amount and quality of its reading matter, in the number and quality of its illustrations, in the number of trade subjects covered, or in the practical manner in which these subjects are covered?

★ We have been watching the trade papers pretty carefully and have yet to find one which approaches our magazine on these points. In fact, we consider we are so far in advance as to be in a class by ourselves. We are made bold in this respect by the many kind words of praise from our readers themselves. We are determined to always merit this good opinion of our subscribers, and if in your opinion we at any time fall below the mark we trust you will not fail to let us hear from you.

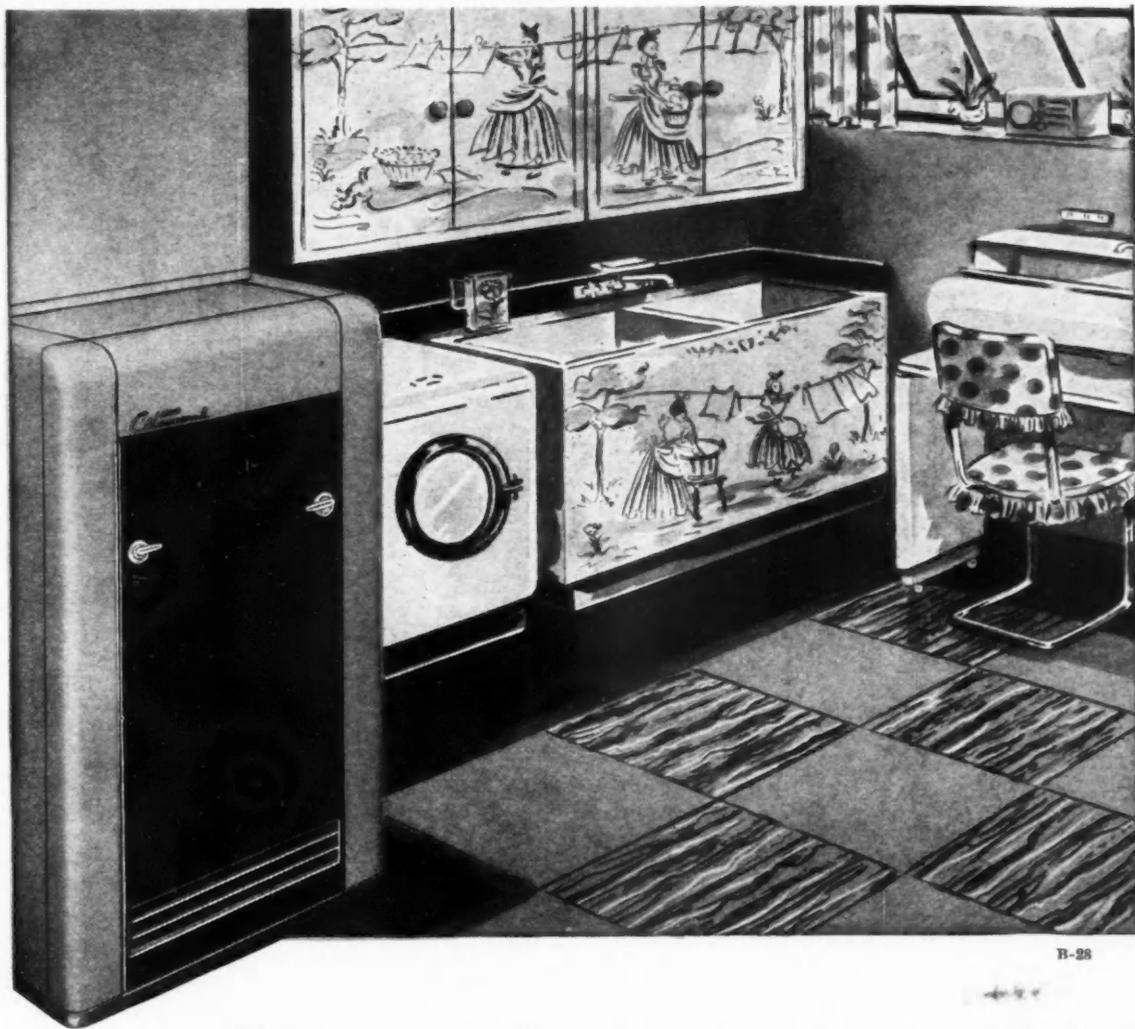
★ **25 YEARS AGO** — The Time to Build Is Now! The inactivity compelled by the long period of the war and its subsequent ills is being succeeded by wholesome enterprise. The "future" that we have talked of these many months is, in part, now present. Building has begun!

★ January, with two exceptions and both due to abnormal conditions, was the best January in ten years. February was 32 per cent better than January.

★ Only a few weeks ago New York City passed a tax exemption ordinance applying to dwellings and in one single week the Metropolitan Life Insurance Company loaned \$2,000,000 for "walk-up" apartments.

★ Slightly earlier, the Corn Exchange National Bank of Chicago started a campaign for "Own Your Home" accounts. It produced more than 3,000 inquiries and 300 accounts the first day.

★ As this goes to press, we learn that federal aid is under serious consideration. *Does this seem like a time to wait?*



B-28

Give your clients Indoor Comfort "De Luxe"

... with **MUELLER** *Climatrol*

REG. U. S. PAT. OFF.

Climatrol is a system for conditioning and handling air . . . which enables you to deliver "Climate Control"

Climatrol is your assurance of providing home owners with True Indoor Comfort . . . and winning their lasting good will. You not only enable them to enjoy today's higher standards of indoor comfort, but you also put them in a position to take advantage of future developments which can be added to the original Climatrol installation.

Indoor comfort depends upon the condition of the air in the home. When you install a system that is

basically designed to treat and handle air — as a permanent "built-in" feature of the home—you are creating a sound long-range investment for your client.

And when it's a *Climatrol* system, you also know that you can depend on the performance record of a company that has specialized in home comfort for 89 years. Each Climatrol unit is specially designed for efficiency with a specific fuel — gas, oil, or coal, whichever is preferred. There is a Climatrol unit to suit every home, in the complete Climatrol line. Consult your nearest Climatrol "comfort merchant."

Write for bulletins.

L. J. MUELLER FURNACE CO.

2016 WEST OKLAHOMA AVENUE, MILWAUKEE 7, WISCONSIN

UNI-FORM Foundation Panels Mean 3 EXTRA Profits



1 Time and labor saving features of the UNI-FORM System mean more profits on every foundation job. Simple to assemble with the UNI-FORM Tie which assures accurate forming and positive spreading, these lighter, easy to handle Panels are ready to use . . . are faster to erect, easier to strip and require alignment on one side only.



2 Low unit cost and long life of UNI-FORM Panels make them the cheapest, most practical prefabricated foundation form you can use. From 75-100 re-uses of the Panels are possible before plywood replacement is necessary. The welded all-steel frames are virtually indestructible. UNI-FORM Panels will pay for themselves many times over in material and equipment savings.



3 With the UNI-FORM System, you can *handle more jobs per man, more buildings per season* . . . can set up these tight fitting forms and pour smoother concrete surfaces with whatever labor is available. Greater savings and extra profits from the economical use of manpower result.

Complete details, specifications, prints and cost analysis of the UNI-FORM Foundation System are ready for you now. Write for more information about this new construction unit. Ask us to show you how UNI-FORM Foundation Panels can save you money and return profits on every foundation you pour.



Universal FORM CLAMP CO.

Founded 1912

Concrete Form Specialists for 34 Years

1246 N. KOSTNER—CHICAGO 51
CLEVELAND DENVER HOUSTON

Concrete Forms, Form Ties, Form
Systems, Reinforcing Supports

BETTER SERVICE WHEREVER

YOU BUILD

Distributors In All Principal Cities

Lumbermen Plead For Removal of OPA Controls

REPRESENTING the National Lumber Manufacturers' Association, in an appearance before the Banking Committee of the House of Representatives in Washington last month, Richard A. Cogan, Jr., declared that under present price control policies "the (Wyatt) housing program is doomed to failure."

In his statement to the committee Cogan said that the lumber manufacturers were asking the Congress for complete elimination of Office of Price Administration controls over their industry because "The dilatory, unrealistic, inconsistent, and almost confiscatory methods of the Office of Price Administration in the pricing of lumber are the major cause of the large and tragic decline in the production."

The lumbermen were the latest in a parade of witnesses before the House committee asking that any congressional act continuing OPA for another year specifically exempt their industry.

Manville Withdraws Lines

At about the same time the Johns-Manville Corporation announced that it was temporarily withdrawing from its building materials line certain items on which manufacturing costs cannot be recovered under the present national price schedules allowed by the OPA.

Items being withdrawn include certain types of asbestos cement shingles, asbestos wall board, de luxe flexboard, certain types of sheathing and some asphalt flooring products.

The temporary discontinuance in manufacture of these lines, the announcement said, was done "reluctantly," because the company is well aware of the urgent need for those building materials.

Retail Dealers Protest

Meanwhile, at their annual meeting in Spokane the Western Retail Lumbermen's Association unanimously adopted the following resolution: "We believe that if the present policies are continued, it will make it impossible for the Office of Price Administration, or any other agency, to prevent a black market which will increase the cost of new homes to a point defeating the purposes of price control."

* * *

Wall of Gabriel Steel Dies

THE Gabriel Steel Co., Detroit, Mich., has announced the death of Frank E. Wall, sales manager, on Feb. 19.

Mr. Wall was a well known figure in the building manufacturing industry, having been connected with the J. A. Utley Co., Detroit Steel Products, and Smith, Hinchman & Grylls, Inc., before going with Gabriel Steel Co. as sales manager, which position he had held for 26 years.

Pre-Sealed! Pre-Fit!



**Douglas Fir Doors
Are Precision-Made to
Save You Time
And Labor**

PRE-SEALED

Douglas fir doors are available pre-sealed to save on-the-job finishing time. Eliminates the need for one prime coat, reduces moisture, improves dimensional stability.

PRE-FIT

Douglas fir doors are available pre-fit to exact net book sizes to save on-the-job sawing and fitting and to reduce the danger of marring or "butchering" due to dull or improper tools.

FACTRI-FIT

Douglas fir doors are also available FACTRI-FIT — not only pre-sealed and pre-fit, but completely machined as well: gained for hinges and bored or mortised for locks. The slight additional cost is more than offset by savings on the job.

Durable, attractive Douglas fir doors—made from sturdy, vertical-grain, old-growth heartwood—are now available pre-sealed and pre-fit. This means a real on-the-job saving; reduces time and labor costs. Make full use of Douglas fir door advantages. Write the Fir Door Institute for catalog showing complete line of interior doors, Tru-Fit entrance doors, and new specialty items. See your lumber dealer for prices and delivery information.

**Douglas Fir
DOORS**
FIR DOOR INSTITUTE
Tacoma 2, Wash.



THE NATIONAL ASSOCIATION
OF FIR DOOR MANUFACTURERS

GOOD HARDWARE

MAKES YOUR CLIENT'S
NEW HOUSE . . . *A HOME*

Hardware is the last detail to go on the new house—but it's the first that your clients and their friends see when the building is completed.



The knocker on the door . . . the latch to unlock it . . . the hinges that swing it open to welcome the new owner . . . and then, throughout the rooms,—*good hardware* can make that house *a home*.

You will be doing your clients a double favor if you call hardware to their attention *early* during the planning. It will save them money in the end, avoid dissatisfaction over this important detail of utility and beauty, and will give them true confidence in your recommendations.

These simple recommendations assure client satisfaction.

1. Recommend allowing at least 2% of the contract price for hardware.
2. Urge selection within a week after the contract is awarded.
3. Insist on "3 hinges to a door."
4. Make selection from the McKinney catalog of authentic designs.



Won't Pack or Settle

Insl-Cotton's live, springy fibers possess unusual resiliency—they won't pack or settle. Once installed, Insl-Cotton stays fluffy and efficient throughout the lifetime of the building it insulates. Time or vibration will not pack it down—it actually *gains* in efficiency. Lightweight, easy to install, safe to handle, flame-proof, moisture and vermin resistant, Insl-Cotton offers decided benefits to both the architect, contractor, builder and dealer.

"Mounted cotton insulation has never been known to settle after installation."—Office of Distribution, War Foods Administration.

**Certified*—No other insulation except flame-proof cotton insulation made under Federal supervision can make this claim. The government tests and certifies all Insl-Cotton insulation. This protects you. INSL-COTTON EXCEEDS TECHNICAL REQUIREMENTS for approved insulation in FHA, FPHA and HHI-528 specifications. Density pound per cu. ft. 0.875, Mean Temp. Fahr. 72°, Conductivity or (K) value 0.24.

A NATIONAL AUDIENCE FOR A BEST SELLER INSL-COTTON — Now Advertised from Coast to Coast

A consumer audience throughout the United States is now being told the story of Insl-Cotton insulation—it is being sold on the advantages of comfort and fuel conservation Insl-Cotton brings to their homes. This national advertising is making the name INSL-COTTON uppermost in the nation's mind as the ORIGINAL flame-proof, fire-retarding cotton insulation—it is creating new sales and profit for you.

DEALERS . . . DISTRIBUTORS—Some Territories still open for competitively priced Insl-Cotton. Write today for details.

INSL-COTTON DIVISION TAYLOR BEDDING MFG. CO.

The Originators of Flame-Proof Fire-Retarding Cotton Insulation TAYLOR, TEXAS

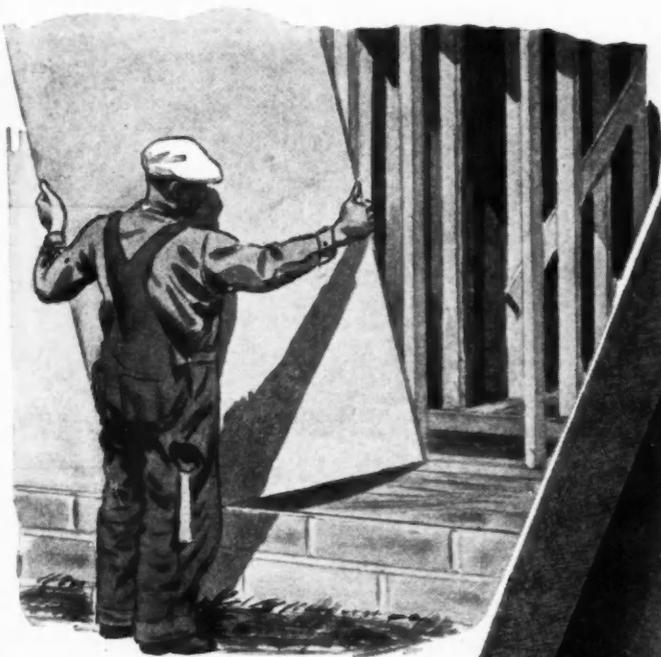
INSL-COTTON DIVISION
Taylor Bedding Mfg. Co., Taylor, Texas.
Gentlemen:
Please send specifications and full information on INSL-COTTON.

NAME _____

ADDRESS _____

CITY AND STATE _____

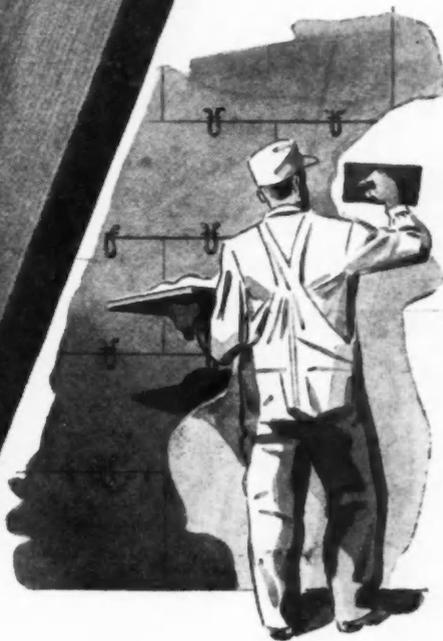
Am interested in: Distributorship Architect Contractor.



INSULATION

OUTSIDE

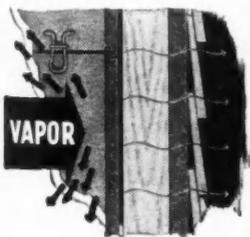
On outer-walls, Insulite Bildrite Sheathing, asphalt treated throughout the board, builds a wind-proofed, weather-tight wall of high insulation efficiency, superior bracing strength.



INSULATION

INSIDE

On inner-walls, Insulite Lok-Joint Lath builds a second wall of insulation, a strong, rigid plastering surface.



VAPOR CONTROL

Insulite Lok-Joint Lath, with asphalt barrier against the studs, retards vapor travel. And Insulite sheathing, being permeable to vapor, permits what little vapor that escapes the barrier to pass toward the outside.

INSULITE

Insulates as you build



INSULITE
Minneapolis 2
Minnesota

The original wood fiber structural Insulating Board... made exclusively from wood

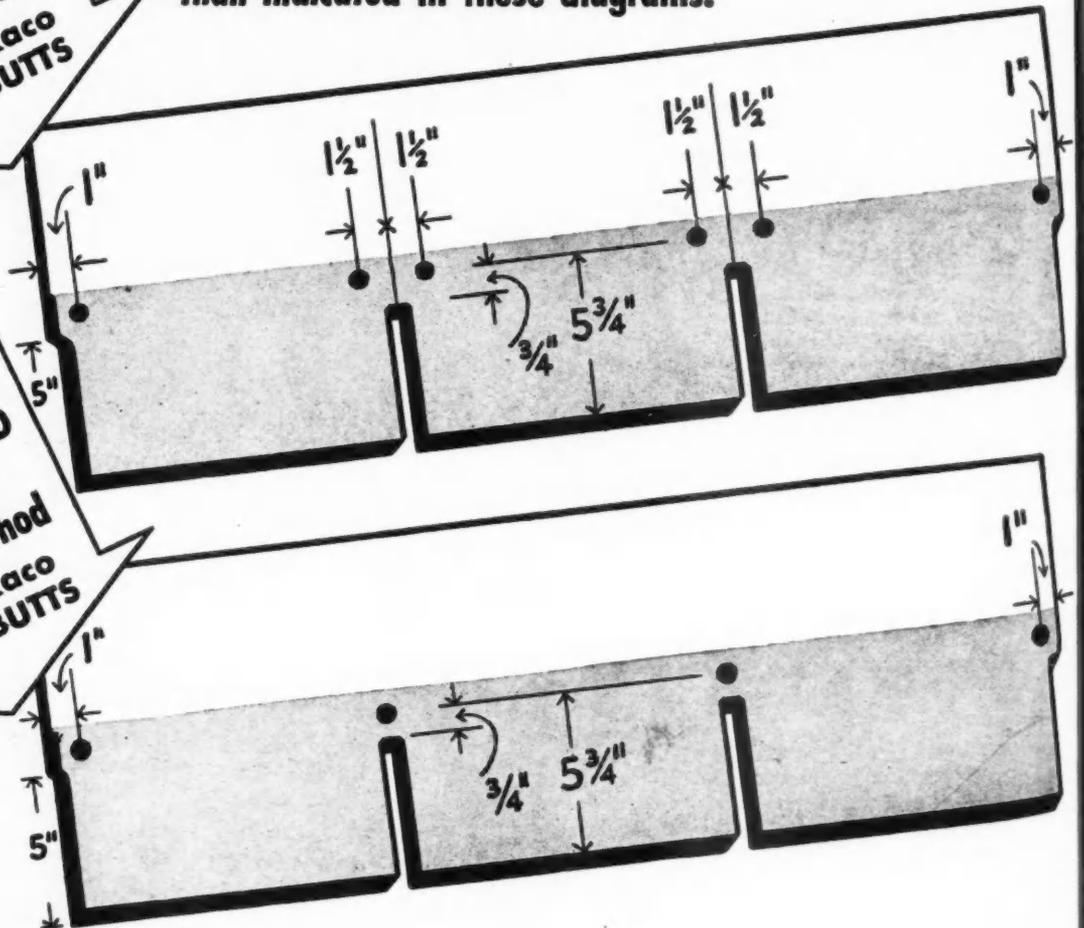
IMPORTANT!

for the best service from Asphalt Shingles...

For
HIGH-WIND
AREAS
6-Nail Method
with Texaco
THICK BUTTS

NAIL IT DOWN-RIGHT! Accurate nailing assures greater wind resistance. Use the 6- or 4-nail method, depending on wind conditions, and place nails *no higher than indicated in these diagrams.*

For
NORMAL-WIND
AREAS
4-Nail Method
with Texaco
THICK BUTTS

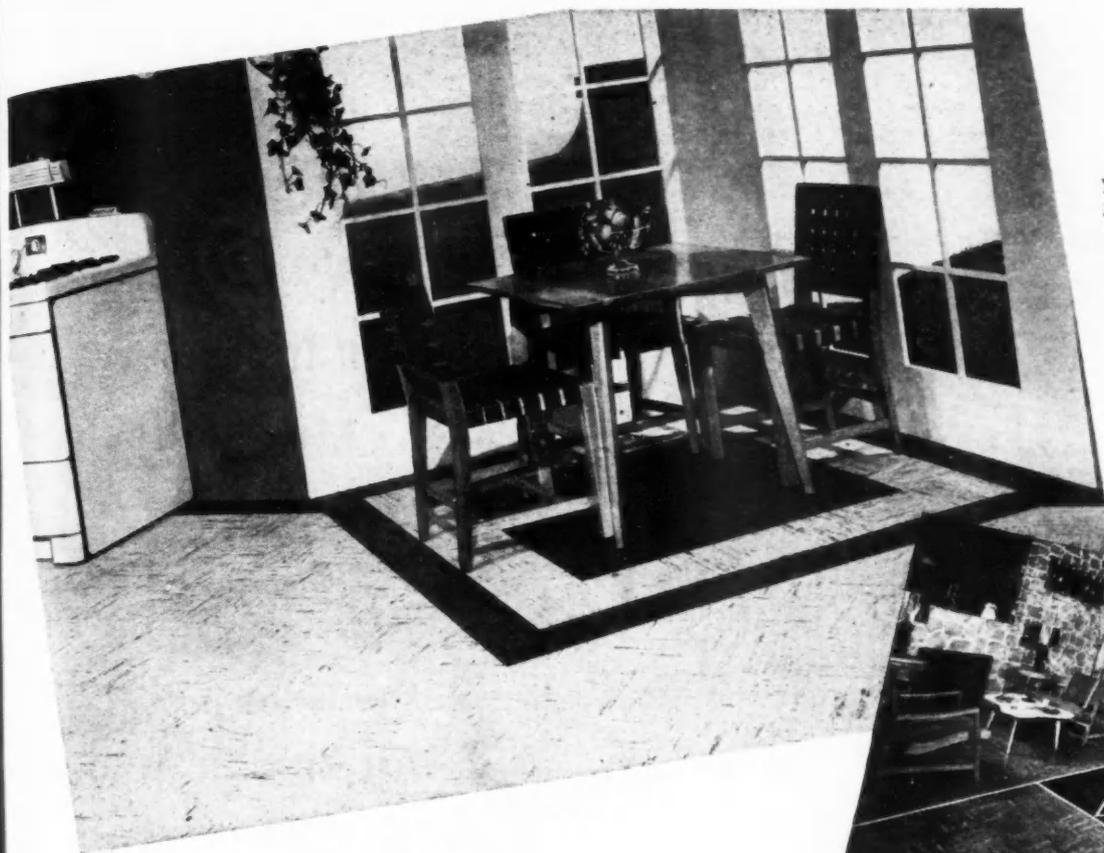


WARNING! Do not nail any higher than shown. Nailing in these positions increases resistance to lifting and tearing. It also keeps the nails in the *thick butt* portion.

THE TEXAS COMPANY

...manufacturers of Texaco Asphalt Shingles and Roofing





You should see these photographs in full color in *House Beautiful* full page ads—part of Kennedy's powerful consumer advertising in national magazines.



Variety!...

is the spice of KENTILE Floors!

Whether you build 6 houses or 60, no kitchen or dinette floors need to be alike with Kentile. That's because we've styled Kentile with a knowing eye to the needs of builders, the desires of decorators, and the tastes of women. Kentile squares are flexible to handle, easy

to lay. You know that! They come in a wide range of brisk, smart colors in solid and marbelized effects. Which means you can work out borders, patterns and color combinations with ease and versatility—and without extra time or labor costs.

FOR KITCHENS, DINETTES, BASEMENT PLAYROOMS

Kentile takes abuse—scuffing heels, scraping chairs, spilled foods and liquids, dropped lighted cigarettes—without showing any sign. Kentile tends to cushion sounds and is comfortable underfoot. Soap and water mopping keeps it clean. Kentile colors go straight through—which means a fresh, young floor for years.

If you'd put utmost value into your houses—if you'd give Mrs. America the modern, smart labor-saving living she wants, look to Kentile asphalt tile flooring. Our big handsome color booklet tells the whole story. Ask your flooring contractor to send you a copy or write us to mail one—without obligation.

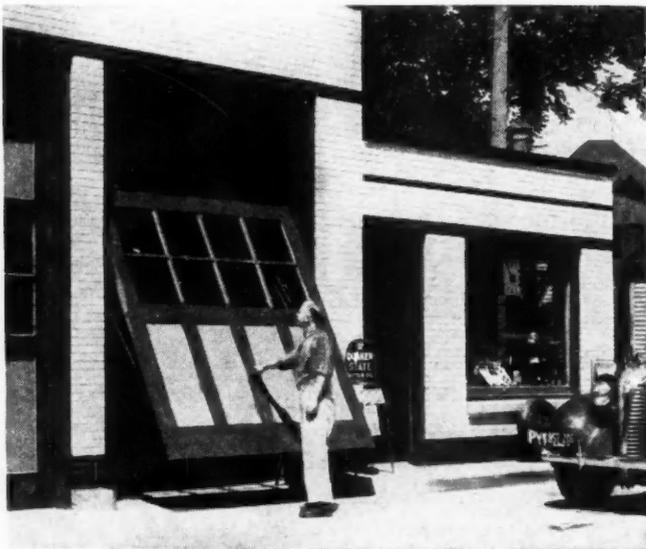


DAVID E. KENNEDY, INC.
61 Second Avenue, Brooklyn, N. Y.

OVER-THE-TOP[®]
(TRADE MARK REG. U.S. PAT. OFF.)
DOOR EQUIPMENT
TAKES 'EM IN STRIDE

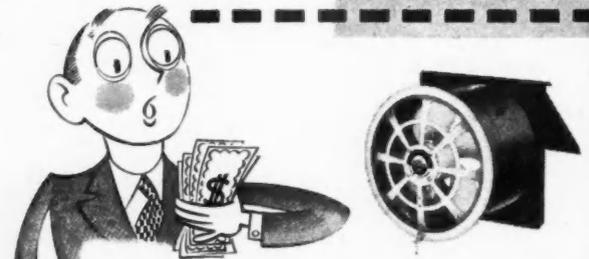


● Architects and builders have been quick to use "Over-the-Top" Door Equipment because of its versatility. It can be installed on standard or mill-made doors, weighing up to 720 lbs. and having openings from 6' 6" high and 7' wide up to 12' high and 18' wide. "Over-the-Top" Door Equipment requires only from 2 1/4" to 6" headroom, depending on size of door. It is simply made, easy to install, and costs less than most overhead door devices. Write for new brochure containing complete details.



FRANTZ
Guaranteed BUILDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS



Profit from fresh air?

Sure—it's a breeze! Offering health, comfort and efficiency, fresh air is profitably salable all year 'round,  and remember, ventilation is going mass market.* 

There are Victron Ventilating Fans for every one of the 3 big markets—for the builder  for the owner  and a new model for window installation. 

Don't miss your share—profit from fresh air  with these Victron products, better living for the user  cash for the dealer  and a "must" for the architect. Write today for full details!

*ask your architect

MANUFACTURER OF VICTRON BEEHIVE AND PEDESTAL FANS—VICTRON VENTILATING FANS—VICTRON FANS—VICTRON AIR CIRCULATORS—VICTRON EXHAUST PORTABLE BLOWERS—VICTRON E. H. F. MOTORS.
VICTOR PRODUCTS  **ELECTRIC INCORPORATED**
 2950 Robertson Ave. Cincinnati 9, Ohio

Easy to handle... Easy to install



ALWINTITE ALUMINUM WINDOWS

save valuable time

Here are features every builder appreciates—especially with today's high labor costs.

ALWINTITE Aluminum Windows are light weight and extremely easy to handle. They are supplied completely assembled, ready to erect. There's no hardware to apply, no pulleys, weights or cords to install. Just set the window in place, anchor it with nails, or wood screws and the job is finished.

And that's not all—ALWINTITE Aluminum Windows require no painting—either at the time of installation or ever after. Think what a saving this will mean to you as well as the new home owner.

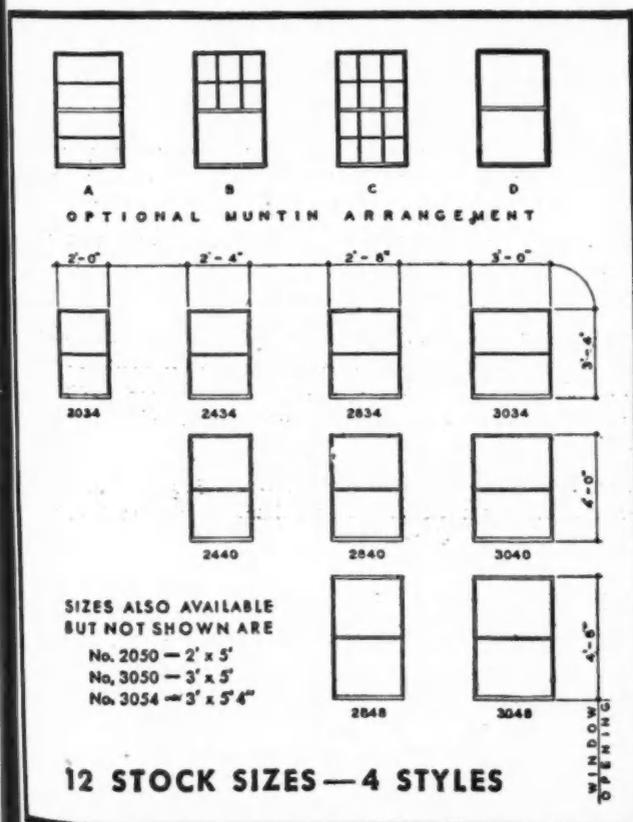
ALWINTITE Aluminum Windows are priced low enough to permit their use in even moderate and low cost homes. You can use them, too, for apartments and other residential buildings.

As production is accelerated ALWINTITE Aluminum Windows will be warehoused and distributed nationally by leading building supply firms. For complete information and for name of your nearest distributor, write to Dept. AB-4.

THE ALUMINUM WINDOW CORPORATION

A subsidiary of General Bronze Corporation

34-20 Tenth Street Long Island City 1, N.Y.



Almost...
AS quick
AS A
WINK



to Install



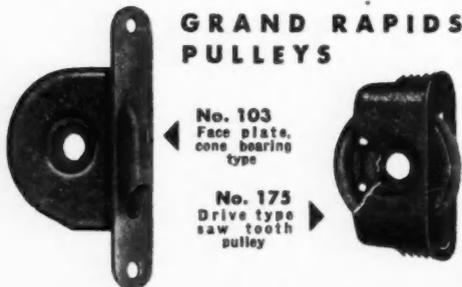
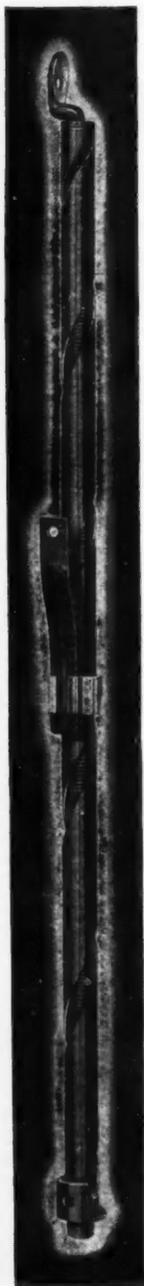
Just three screws, quickly and easily placed will install a Grand Rapids Invisible Sash Balance. This simplicity and ease of installation is but one of the more commendable features that will prove a great factor in the great building program that lies ahead. And a factor in profits, also.

No tapes or cables or exposed tubes. Actually, six simple steps to install. No odd sizes. Amazingly durable, smooth, quiet and dependable in operation.

The saving and extra satisfaction realized on Grand Rapids Invisible installations has already been fully substantiated by the experience of scores of leading contractors.

Send for Sash Balance Catalog

This catalog contains complete information on sash balance sizes, directions for installing, etc.—all fully illustrated.



GRAND RAPIDS PULLEYS

No. 103 Face plate, cone bearing type

No. 173 Drive type saw tooth pulley

NOS. 103, 173, 109 AND 110 COVER 95% OF ALL PULLEY REQUIREMENTS

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS • MICHIGAN

"It's got the EDGE

in strength!"



Look for protection with MULTI-STRAND EDGE

For your next wire screening job—select MULTI-STRAND. It's got the edge in strength—in quality—and it stays put. Multi-Strand has a patented re-enforced edge that makes it easy to install.

This exclusive edge gives your customers strength where needed most—in the edge. It helps protect your reputation for good workmanship—assures a better all-around job.

Multi-Strand wire screening is available from your dealer in 3 brands—OPAL, zinc coated; LIBERTY BRONZE; and ALDURA ALUMINUM, made from Alcoa Alclad Wire . . . a type for every purpose and purse. Look for the printed edge, your guarantee of quality.

FREE FOLDER—Reasons Why "It's Got The Edge." A special folder of interest to contractors and builders is yours free. Send for your copy today. Write:

NEW YORK WIRE CLOTH COMPANY
500 Fifth Avenue New York 18, N. Y.

OPAL • LIBERTY BRONZE • ALDURA
WIRE SCREENING

A Winning Hand



For good looking strong weather resistant masonry

Build good-looking, strong, weather-resistant masonry with this "winning hand"—proper architectural design; good masonry units; excellent workmanship and *above all*, BrikseT Masonry Cement. This cement is highly recommended for making a wall weather-tight and resistant to water passage. It's the mortar cement that makes a perfect bond in every joint . . . a beautiful masonry wall.

BrikseT has a high water-retaining capacity to resist the masonry units absorbing efforts and to prevent rapid stiffening of mortar when placed on a unit. More, it resists contraction and expansion caused by moisture and temperature changes. BrikseT has a minimum

shrinkage during the entire hardening process which prevents separation cracks between mortar and units. Its strength surpasses Government specifications. Here's a masonry cement with a minimum of water soluble salts or alkalis that may cause efflorescence.

Masonry contractors like BrikseT because it is highly plastic, spreads easily, hardens uniformly and penetrates into every pore, striking off cleanly and without weeping. Ready to use when delivered on the job. Use BrikseT for the finest, strongest, weather-resisting masonry.

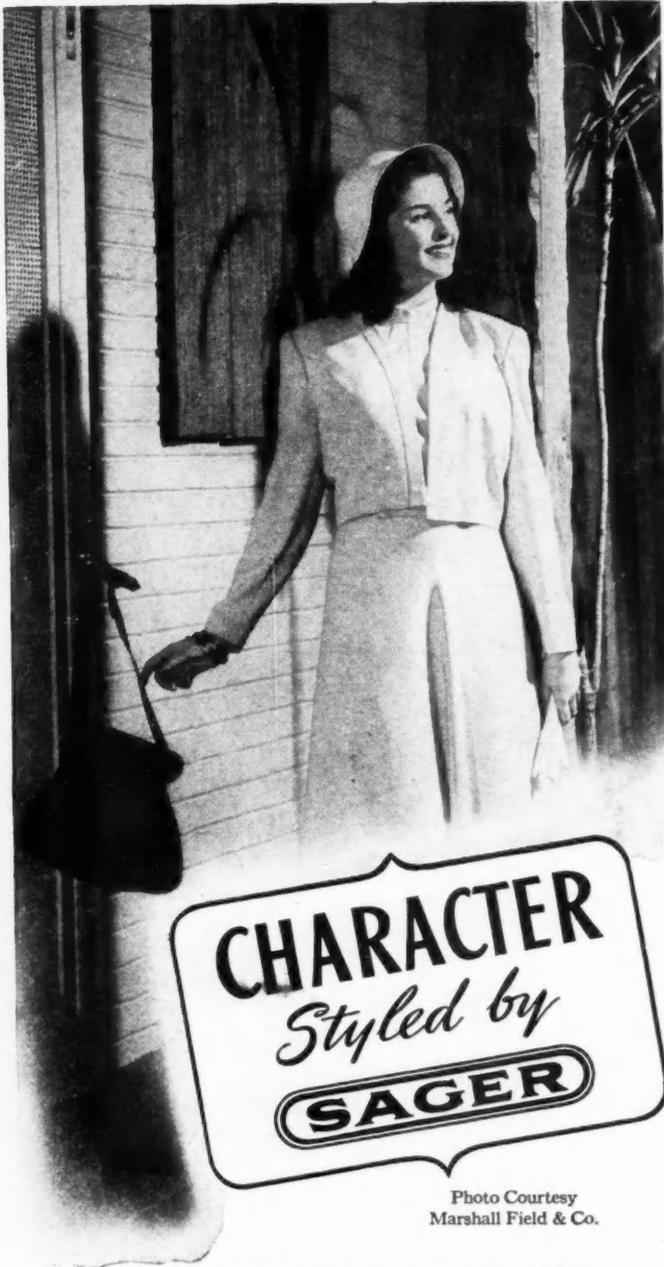
MEDUSA

PORTLAND CEMENT COMPANY

1002 Midland Building, Dept. C • Cleveland 15, Ohio



Use Medusa SPECIAL CEMENTS for special work



CHARACTER
Styled by
SAGER

Photo Courtesy
 Marshall Field & Co.

Distinctive styling in any building begins with *correct* planning . . . naturally includes *correct* hardware. Builders hardware styled by SAGER embodies the complete cycle of traditional period design. Each SAGER product, in a full and complete line, is authentic, a characterful reproduction of the original . . . combined with durability, convenience and ease of installation. Builders hardware styled by SAGER insures both character and lasting satisfaction.

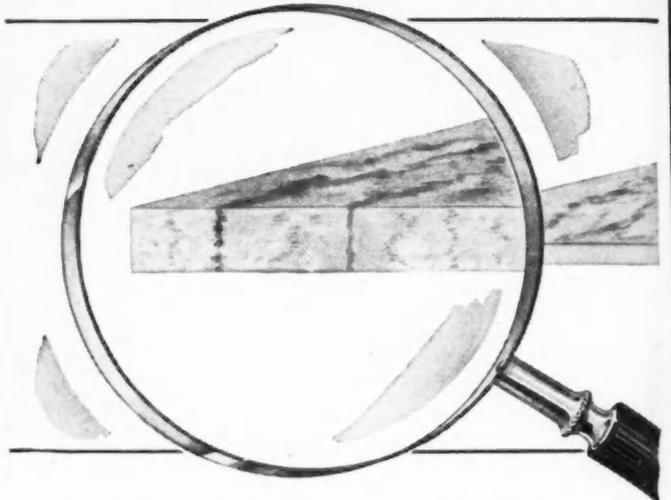
BETTER STYLE IN BUILDERS HARDWARE by

SAGER

NORTH CHICAGO, ILLINOIS

WRIGHTFLOR

Colors are Built in

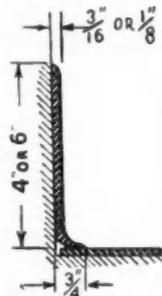


That's Wright! This tile keeps its color to the end because the colors are not merely on the surface . . . they go clear through. It is possible to produce this extraordinary tile in the lighter, lovelier shades that lend themselves so well to modern decorating, in addition to the richer, darker shades for floors where practicality is of prime importance.

Wrightflor is compounded from synthetic rubber and other virgin materials . . . moulded and vulcanized under high temperature and hydraulic pressure . . . resulting in these outstanding advantages:

1. Smooth, high density surface resists heaviest traffic abuse . . . won't crack, chip, break or dent.
2. Resiliency of Wrightflor makes it easy and quiet to walk on.
3. Impervious to alkalis, ink stains, grease and oil.
4. The numerous attractive mottled colors can be laid in any number of imaginative patterns.
5. Lays smooth over wood or concrete—old or new.
6. Requires no special care . . . only damp mopping, buffing and occasional waxing.

Where traffic is heavy, where beauty and low maintenance are necessities, Wright Rubber Tile is right. Include Wrightflor in your plans. Color samples with prices and specifications can be obtained by writing to Wright Rubber Products Division, Taylor Manufacturing Company, 3050 W. Meinecke Ave., Milwaukee 10, Wisconsin.



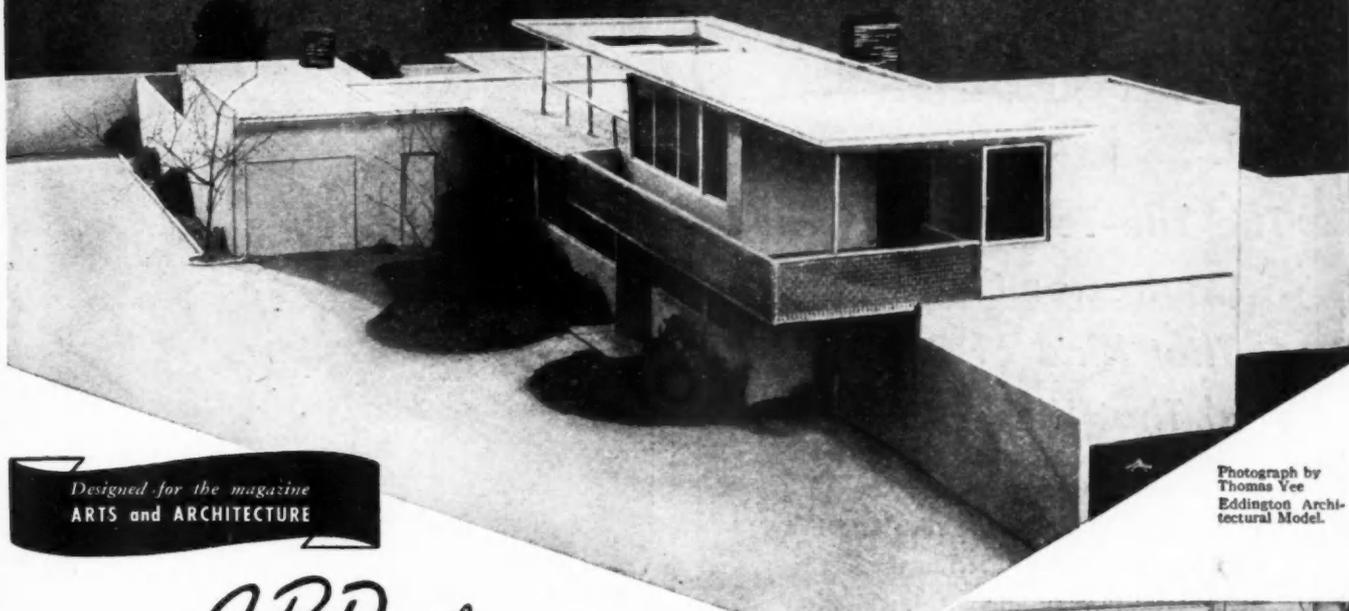
U.S. Patent No. 2,300,084
 Canadian Pat. No. 417,081

WRIGHT-ON-TOP COMPRESSION BASE

Finish your flooring job—rubber tile, linoleum, asphalt, terrazo or wood—with Wright-On-Top Compression Base. Providing a tension when installed, this patented rubber base overlaps floor edge . . . stays snug despite floor shrinkage . . . seals against dirt and water . . . eliminates border scribing. Specify Wright-On-Top Compression Base for every flooring job.

WRIGHT RUBBER TILE
Flooring of Distinction

CASE STUDY HOUSE No. 1



Designed for the magazine
ARTS and ARCHITECTURE

Photograph by
Thomas Yee
Eddington Archi-
tectural Model.

DESIGNER *J. R. Davidson* SPECIFIES *Modine* CONVECTOR RADIATION

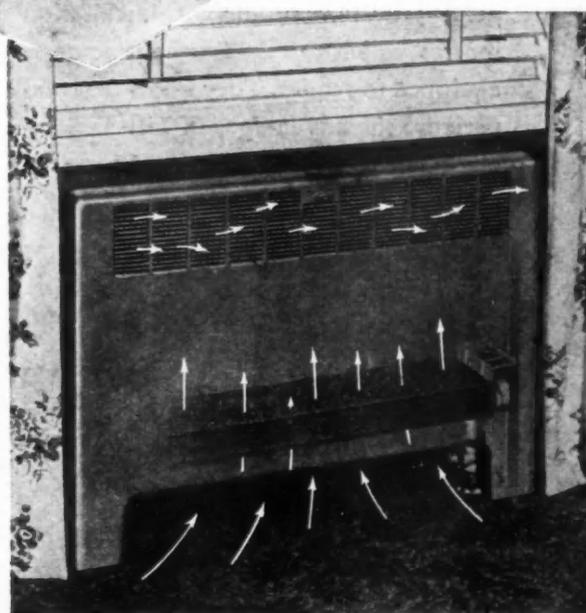
• Techniques and materials—the best of the new and the best of the old—to be integrated into thirteen houses to be built in the Los Angeles area. That's the Case Study House program being conducted by Arts and Architecture magazine.

For Case Study House No. 1—designer and sponsor have selected Modine Convector Radiation. And the choice is significant.

It demonstrates the adaptability of Modine Convectors to modern houses such as this one, where fenestration and built-in furniture drastically reduce wall space normally available for radiator location.

Besides being easily built into furniture, because of the inherent space-saving compactness of Modine design—Modine Convectors provide even-temperature heating... quicker response to automatic control... all the recognized superiorities of hot water and steam heating systems.

MODINE MANUFACTURING COMPANY, 1701 RACINE ST., RACINE, WISCONSIN



Cooler, heavier air near floor is drawn in through the lower opening... is heated, rises, and is circulated into room through the grille.



SEND TODAY
for Convector
Bulletins



Filed in Sweet's



Look in your phone book for
Modine representative's name
— "Where to Buy It" section.

Modine Convectors



"I want my Floors
INSTALLED FAST
and **INSTALLED**
TO LAST—"

**The Tile-Tex Asphalt Tile
Contractor Gives You
That Kind of Service
And That Kind of Product**

Builders everywhere recognize the extra values they get in flooring with Tile-Tex Asphalt Tile. They appreciate the intelligent, prompt, and expert installation service which a Tile-Tex contractor is equipped to render. They know from experience the advantages of Tile-Tex Asphalt Tile over similar types of flooring.

Here is an asphalt tile flooring that's made right, installed right, and performs right. Tile-Tex Asphalt Tile contractors are located in nearly all principal cities and towns throughout the country. Ask for the name of the one in your city—and for a copy of the new Tile-Tex booklet "Floors That Endure."

THE TILE-TEX COMPANY, INC.
Asphalt Tile Mfr.



Subsidiary of The Flintkote Company
Chicago Heights, Illinois
220 E. 42nd Street • New York City

**Tile-Tex
Asphalt Tile**

**FIRST in
FLOORING**



**Cut yourself an extra profit
on remodeling jobs** →



**Rounding over cabinet doors
with a Stanley-Carter R5A Router**

You can't slight fussy trim jobs like this. But you can't make any money doing them all by hand. There's only one answer that's right for you and right for your customers . . . a tool that does a milling job on the job, the Stanley-Carter R5A Router. Just set the pilot tip of the

rounding over bit on the edge of a cabinet door and switch on the powerful, 18,000 r.p.m. motor... the job's done in less time than it would take you to gauge and mark it. A time-saver, too, for rabbeting doors and cutting around panels or glass, leaving the much desired round corner.

Write us for complete information. Stanley Electric Tools, Stanley-Carter Sales Dept., 133 Elm Street, New Britain, Conn.



CARTER STANLEY TOOLS

Why ex-corporal Jones wants more doors

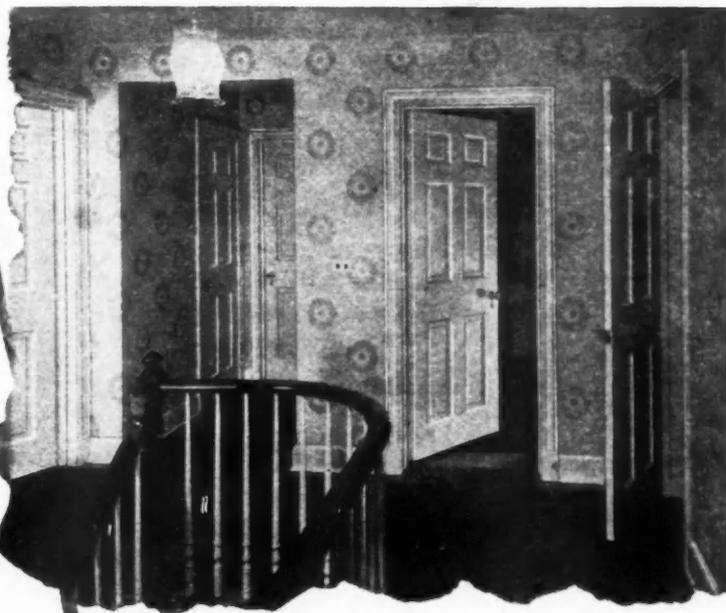


EX-corporal Jones spent many a long month in an open barracks with dozens of other men. His wife "doubled up" with the in-laws for the duration. No wonder they both want more interior doors in their new home—more ways to guard privacy and comfort!

But that's only one reason why you'll want to specify more interior doors for the homes you plan. For interior doors, rightly placed, add to the convenience of living. They save space. They help save fuel. And stock doors of Ponderosa Pine add a note of beauty to any interior.

Want more ideas on using doors and windows to increase livability? "Today's Idea House"—new 32-page Ponderosa Pine booklet is full of them! The coupon will bring you your copy—without cost or obligation.

These stock design doors of Ponderosa Pine are beautifully executed with careful attention to craftsmanship and fine detail. Only one of the many designs available

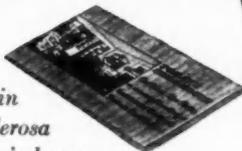


The Best is Yours with...

Ponderosa Pine

WOODWORK

"Today's Idea House" contains 32 pages of photographs and diagrams illustrating new ideas in the use of stock design Ponderosa Pine doors, frames, and windows. Mail the coupon for your free copy.



Ponderosa Pine Woodwork
Dept. OAB-4, 111 West Washington St.
Chicago 2, Illinois

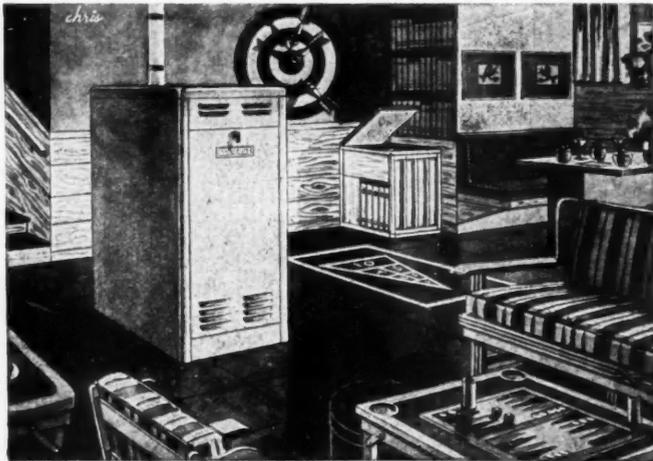
Please send me a free copy of "Today's Idea House."

Name

Address

City Zone State

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for Economical Quick Heat

A heating unit must be dependable...provide lasting comfort...operate with economy and efficiency. The patented construction of KOVEN WATERFILM BOILERS incorporates all the newest scientific improvements... assuring quick, abundant heat, even room temperature and a plentiful supply of domestic hot water at all times. These fastest steaming boilers on the market are made for automatic firing with oil, stoker or gas.

Illustrated above is the De Luxe model in a finished basement. This smartly jacketed boiler, not only adds to the attractiveness of the room, but provides healthful comfort.

WATERFILM BOILERS are available in a variety of models suitable for large or small homes, apartment houses and industrial plants. Write today to KOVEN for more detailed information.

WATERFILM BOILERS, Inc.

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PLANTS: JERSEY CITY, N. J. • DOVER, N. J.



EVEN ROOM TEMPERATURE THROUGHOUT THE HOUSE



NOW AVAILABLE

the original inside screens that roll up and down like a window shade

ROLSCREENS in a house are a "trademark" of good planning. They are a year 'round advertisement for the builder who puts them in. They help to keep a house up-to-date and protect its salability over the years. A big part of your business is selling CONVENIENCE. ROLSCREENS help you to do it easier and better than any other window appurtenance.

CONVENIENCE OF ROLSCREENS SELLS ON SIGHT

Once in place . . . always in place. That's Rolcreens! No putting up! No taking down! No storing! No painting! No seasonal repairs! Installed and operated on the inside. For all types of windows — both old and new construction.

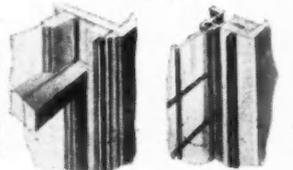
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This is your assurance that your customers will be satisfied and enthusiastic about ROLSCREENS over the years.

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A number of choice ROLSCREEN territories are open. Write for details if interested.

EASY TO INSTALL on all types old and new windows



Double-Hung Application

Casement Application

No special mill work, no special fitting or cutting. Installation made to either of the above windows quickly and easily, due to new type guide channels.

GOOD DELIVERIES — ROLSCREEN orders are being filled and shipped with reasonable promptness. On your next job, include ROLSCREENS. Write for interesting FREE literature and measuring directions. Address: 546 Main St.

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 ROLSCREEN COMPANY • PELLA, IOWA
 Made by Makers of Famous Pella Venetian Blinds and Casement Windows

CONDENSATION PROBLEMS SOLVED in these *Balsam-Wool* data sheets



These three Balsam-Wool Data Sheets—dealing with problems on condensation—show the type of special information which these sheets make available to you. The entire series of thirty-two sheets covers a wide variety of insulation application problems—provides authoritative information you'll want for your file. Send today for the complete series of Balsam-Wool Data Sheets—yours without obligation. Just mail the coupon!

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CALCULATION OF INSULATION TO AVOID CONDENSATION

Balsam-Wool APPLICATION DATA SHEET SEC. A No. 6
METHODS OF PREVENTING EXCESSIVE CONDENSATION

Balsam-Wool APPLICATION DATA SHEET SEC. A No. 5
PRINCIPLES OF CONDENSATION

Balsam-Wool

SEALED INSULATION

BALSAM-WOOL • Products of Weyerhaeuser • NU-WOOD

WOOD CONVERSION COMPANY

Dept. 119-4, First National Bank Building
St. Paul 1, Minnesota

Please send me set of Application Data Sheets.

NAME.....

ADDRESS.....

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

The Name **HOPE'S** Guarantees
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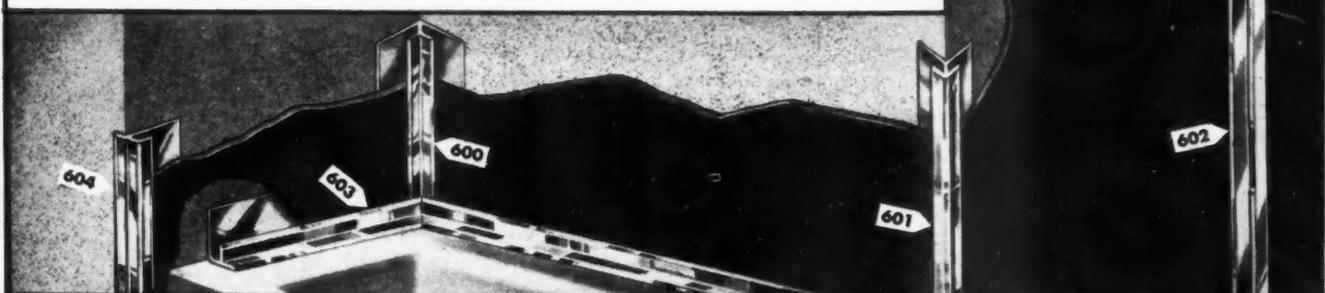
Green Park Estates, Kew Gardens, Long Island, New York

Pride as well as profit accrues to the builder who installs steel casement windows. Always less expensive in the long run, HOPE'S Steel WINDOWS are now no higher in first cost than good-quality, weather-stripped wood windows and their greater value and convenience make them more attractive to home buyers.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

WALLBOARD TRIM....
 to brighten up your sales picture



- **MIRACHROM**—specify AE
HI-LUSTRE
- **MIRASTEEL**—specify SE
STAINLESS
(604 NOT AVAILABLE IN MIRASTEEL)

The sharp outline of shining S&W trim gives wallboard installations that desirable tailored appearance. The beautiful interior effects created by the use of S&W are natural sales-clinchers. Step up your sales with S&W! Order by section numbers shown. The above shapes have 5/32" openings. Wallboard shapes for heavier materials will be available soon.

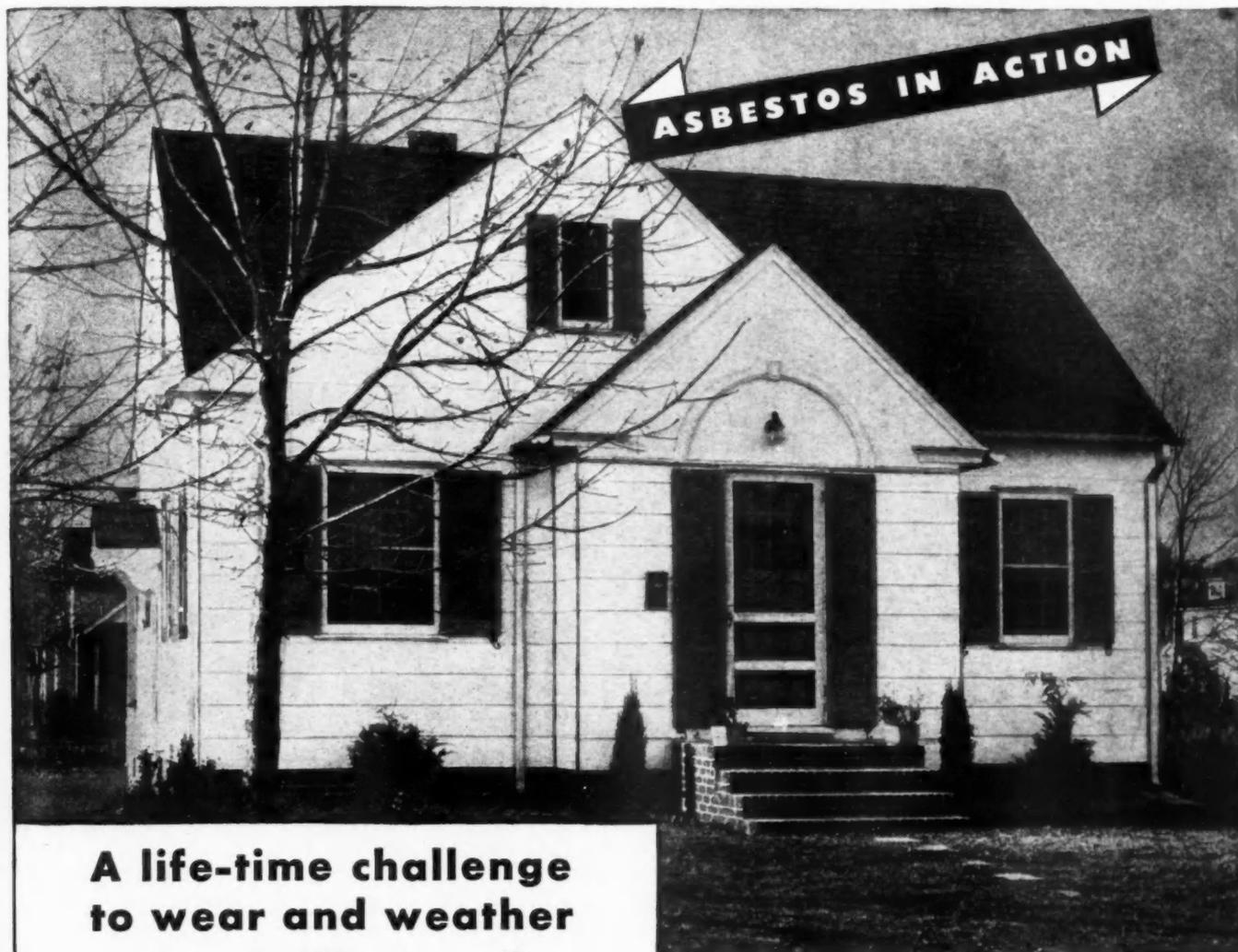
NOTE: WALLBOARD SHAPES ALSO AVAILABLE IN RED, BLACK, BEIGE AND WHITE MIRAPLAS (PLASTIC) TRIM.



S & W MOULDING COMPANY

The Mira-Trim Line Miralite, Mirachrom, Miravel, Miraplas and Mirasteel

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**A life-time challenge
to wear and weather
K&M "Century"
ASBESTOS-CEMENT SIDING**

• The builder benefits in several ways when he uses K&M "Century" Siding Shingles. They are economical for use on houses in all price classes and harmonize with most types of architecture. They go up fast and are easy to handle.

The buyer, too, benefits. He gets an attractive house that will retain its good looks for years, for these durable siding shingles are proof against weather, extreme temperatures, fire, rot, rodents, termites. Being made of asbestos-cement no protective

paint is ever needed . . . and future maintenance is practically nil.

K&M "Century" Siding Shingles come in 24" widths, ready for immediate use. Supplied with a grained, weathered finish, in two permanent colors—shell white and graytone . . . and in two butt line styles—straight, or wavy.

Ask your local K&M dealer for full particulars regarding "Century" Siding and other K&M Asbestos-Cement products—K&M "Century" Roofing Shingles, K&M "Century" APAC sheet material.

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

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Shake Hands WITH THIS
UNSEEN GUARDIAN



SISALKRAFT
BUILDING PAPER

GUARDIAN of the walls of a house . . . protector against moisture, dust, dirt and driving winds . . . *good building paper* is as important to house construction as air brakes to a speeding locomotive.

Just because this "guardian" can't be seen doesn't mean it is not one of the most important materials in home construction. Remember this when the bill of materials specifies "building paper." It's too important a job to entrust to any but the *best building paper* . . . Sisalkraft* . . . especially when the cost is so little more.

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*Sisalkraft Building Paper . . . applied over sheathing on a \$7,000 house, costs only a few dollars more than ordinary building paper . . . only 16¢ a year more for the estimated life of a house.

MORE PER YEAR FOR THE LIFE OF THE HOME

For people who want to

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VACATION CABINS

Built with LOG CABIN SIDING



This booklet is packed with pictures of log cabins and plans for building them . . . all featuring Western Pine log cabin siding. Let your customers who want to "get away from it all" read it. **YOU CAN HAVE A COPY FREE.** Order now . . . specify Booklet No. 46.



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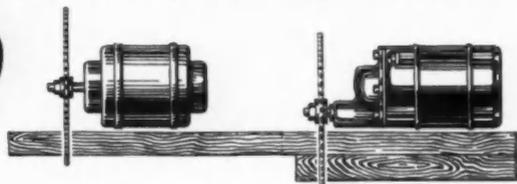
*THESE ARE THE WESTERN PINES

NO OTHER Construction Saw has all these production FEATURES:



1. GEARED MOTOR — GREATER CUTTING CAPACITY

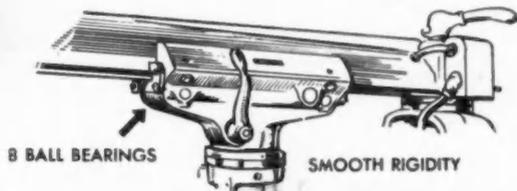
As shown at right, the Walker-Turner Geared Motor gets the saw spindle closer to the work than is possible with conventional motors, and allows deeper cuts with resultant greater cutting capacity.



WITH CONVENTIONAL MOTOR WITH W-T GEARED MOTOR

2. RAM GLIDES 21½" ON 8 PRE-LOADED BALL BEARINGS

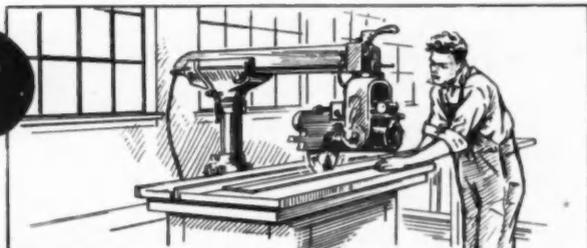
The ram is patterned after the proven construction of the best heavy duty machine tools. 8 perfectly aligned ball bearings keep the head assembly in accurate line with the work—yet allow 21½" of smooth, effortless travel.



8 BALL BEARINGS SMOOTH RIGIDITY

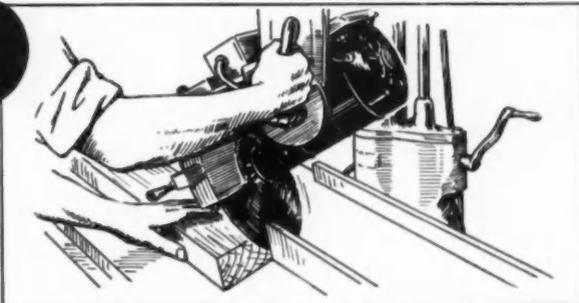
3. CLEAR VIEW OF WORK AT ALL TIMES

Since the head and ram are in the same relative position at any point of ram travel (compare!), there is never any interference to clear vision.



4. EASILY CONTROLLED AT ANY ANGLE

The operator merely *guides* the saw. Ball bearing construction and perfect balance make the Walker-Turner Radial Saw extremely easy to operate. Head tilts at any angle for any type of cut. Saw blade can be instantly replaced by dadoes, routers, or shaping cutters. Low delivered prices. **GET COMPLETE INFORMATION**

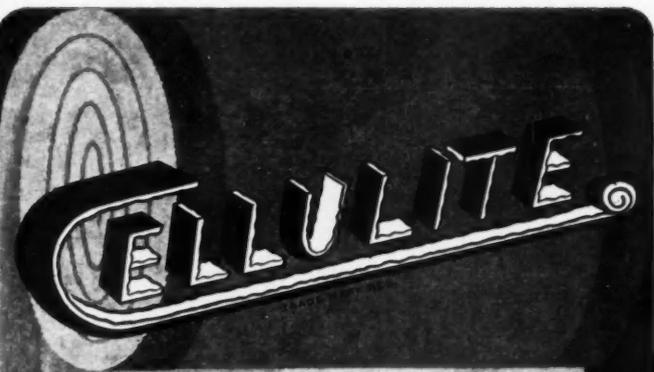


WALKER-TURNER COMPANY, INC., PLAINFIELD, N. J.



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 Flameproof Featherlight Insulation

Cellulite won't burn — even under a blowtorch

You can forget about fire starting in the insulation of your home or factory when you use Cellulite — it won't burn under a blowtorch! And Cellulite reduces the structural load factor 40% to 90% because it's featherlight! These are but two of the features which make Cellulite "America's Finest Insulation" — a fact proven by U. S. Government tests which prove Cellulite 4% to 36% more efficient than ten other commercial insulating materials! Cellulite is made of COTTON and cotton's tiny tubular fibers and dead air spaces create the best barrier against both heat and cold!

FEATURES

- Cellulite is mildew and moisture proof!
- Cellulite is odorless and vermin-proof!
- Cellulite is light in weight with 20% to 25% less bulk.
- Cellulite stays fluffy and efficient—won't pack down.
- Cellulite cuts fuel bills as much as 30%.
- Cellulite is not abrasive, harmless to skin, eyes.

SEND FOR
BOOKLET



THE GILMAN BROTHERS CO.

GILMAN • CONNECTICUT

Put Sawing on a Production Basis



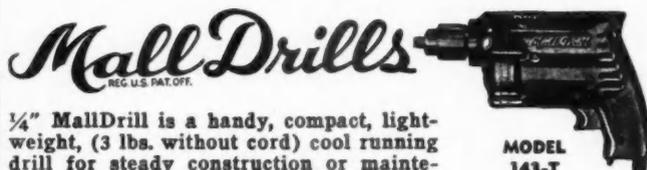
MODEL 128

WITH A

Mall Saw
REG. U.S. PAT. OFF.

To gain the economy and speed of mass production on construction jobs, use a MallSaw. One cut assures a clean square board end . . . reduces fitting time to a minimum . . . takes back-breaking pull and push out of sawing. Multiple cutting of like members speeds framing and form construction . . . eliminates waste labor . . . saves lumber . . . keeps building crews supplied.

A MallSaw can be used for cross-cutting, ripping and bevel cutting to 45 degrees. Also operates an abrasive wheel for cutting non-ferrous metals, cutting and scoring stone, tile, and concrete. Model 80 has 8" blade and 2½" cutting capacity. Model 128 has 12" blade and 4½" cutting capacity. Both operate on 110-volt AC-DC or 220-volt AC-DC.



Mall Drills
REG. U.S. PAT. OFF.

MODEL 143-T

¼" MallDrill is a handy, compact, light-weight, (3 lbs. without cord) cool running drill for steady construction or maintenance work . . . an ideal tool for drilling in close quarters, cramped positions or unusual jobs. It drills metal, plastics and wood with equal efficiency—has special steel alloy gears and extra long brushes—and is easily serviced without dismantling. Available in two speeds for 110-volt AC-DC or 220-volt AC-DC. ½" MallDrill—for heavy duty drilling—has ½" capacity in steel—1" capacity in wood. It is available for 110-volt AC-DC or 220-volt AC-DC.

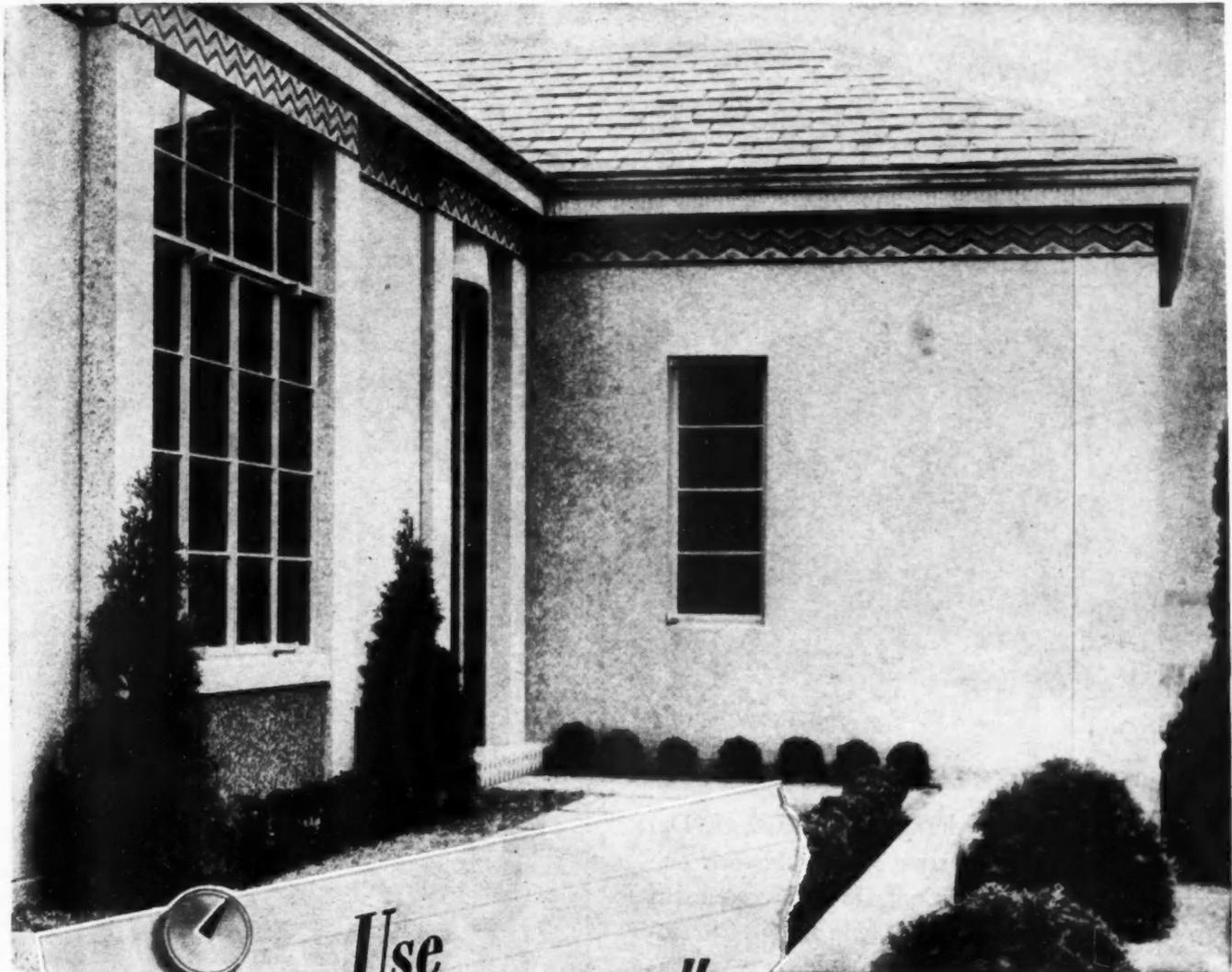
Ask your dealer for MallSaws, MallDrills, MallPlanes, and Mall Concrete Vibrators or write for literature and prices.

MALL TOOL COMPANY

7737 South Chicago Ave., Chicago 19, Ill.

★ 25 Years of "Better Tools For Better Work."

Mall PORTABLE POWER TOOLS
REG. U.S. PAT. OFF.



Use
"PENNVERNON"
 not just "window glass"

● **PENNVERNON'S** freedom from distortion and brilliant surface finish are sure to please your customers. Pennvernon Window Glass is a quality sheet glass, perfectly suited to add that "touch of quality" to every home.

Use Pennvernon . . . the window glass that has made a name for itself!

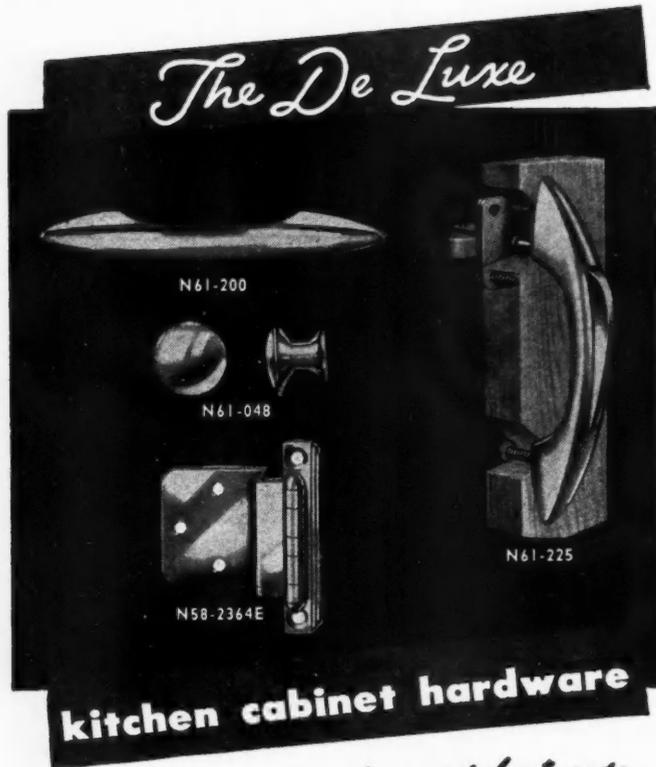
PENNVERNON

Window Glass



"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY



-- in matched sets

THE last word in Cabinet Hardware Design. The DeLuxe style shown above is one of four modern Cabinet Hardware styles in matched sets, now available in Bright Chromium Plated lasting finish.

Each of the four styles, The DeLuxe, Aristocrat, Master and Utility, is in a design and price range to satisfy every taste. Because of high "eye appeal" design and top quality construction and finish, these National Lock matched Cabinet Hardware sets sell on sight. All are "profit-packed" for quick sale.

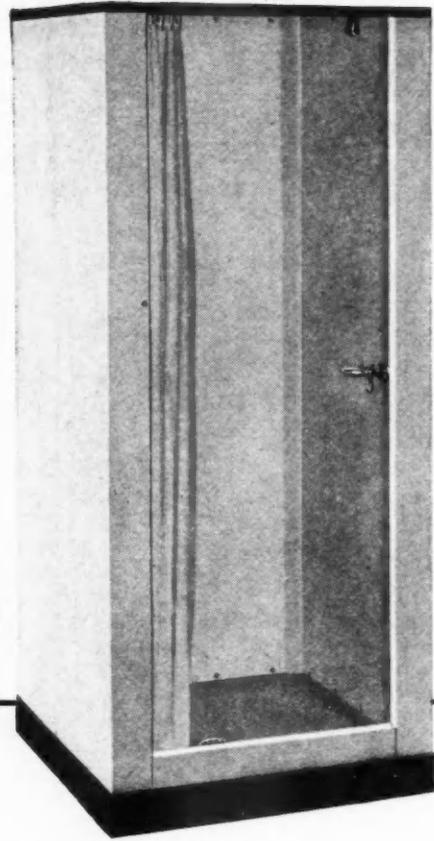
Four modern display boards of your choice are available for your display windows and counters. Take advantage now of this profitable hardware selection. Write for attractive descriptive catalog.



No. 130



NATIONAL LOCK COMPANY
Builders Hardware Division
 Rockford, Illinois



NEW Skipper SHOWER

... An Aristocrat in the Low Priced Field

Although the Skipper definitely is a low-cost shower designed for small homes with a limited budget, the material used in its construction is of the best quality. Walls are Bonderized Galvanized Steel with baked-on synthetic enamel finish, the same as used in higher priced Fiat showers. The essential qualities of long life construction developed by Fiat over many years of shower cabinet building are incorporated in the Skipper.

One feature of this shower of particular interest to plumbers and builders is the ease and speed of erection on the job. The walls are partly assembled at the factory. Side walls and stiles are made in one piece—tension locking joints for the rear corners are formed as an integral part of the back wall panel—this prefabrication gives the erector a shower body complete in three pieces with only two corner tension locking joints to slip into place.

Simple and easy to erect on the job!

SPECIFICATIONS — SIZE 32 x 32 x 76

WALLS—BONDERIZED, GALVANIZED STEEL. Finished inside and out with white baked-on synthetic enamel.

RECEPTOR—Semi-flat standard type Stonetex; slip-proof, leakproof, non-absorbent. Brass

drain for 2" waste connection cast integral with receptor.

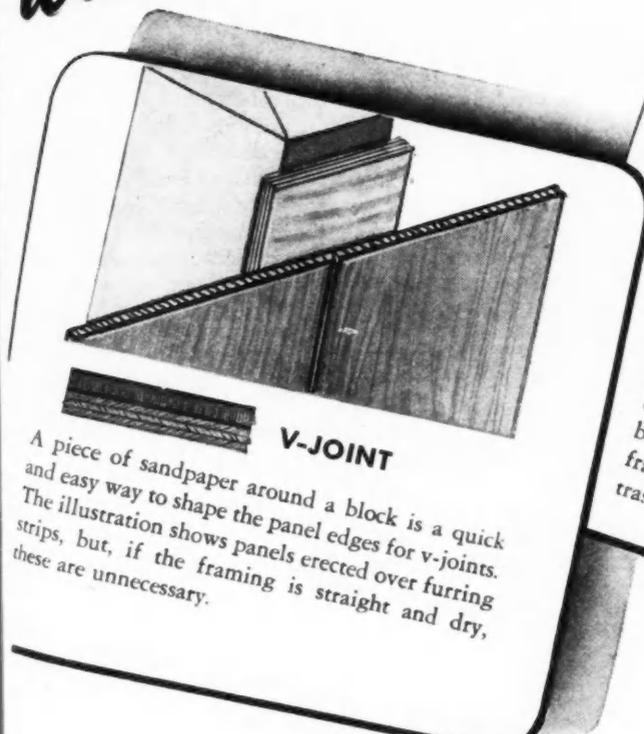
VALVES—Combination hot and cold compression valves with shower head and arm.

ACCESSORIES—Curtain rod and curtain.

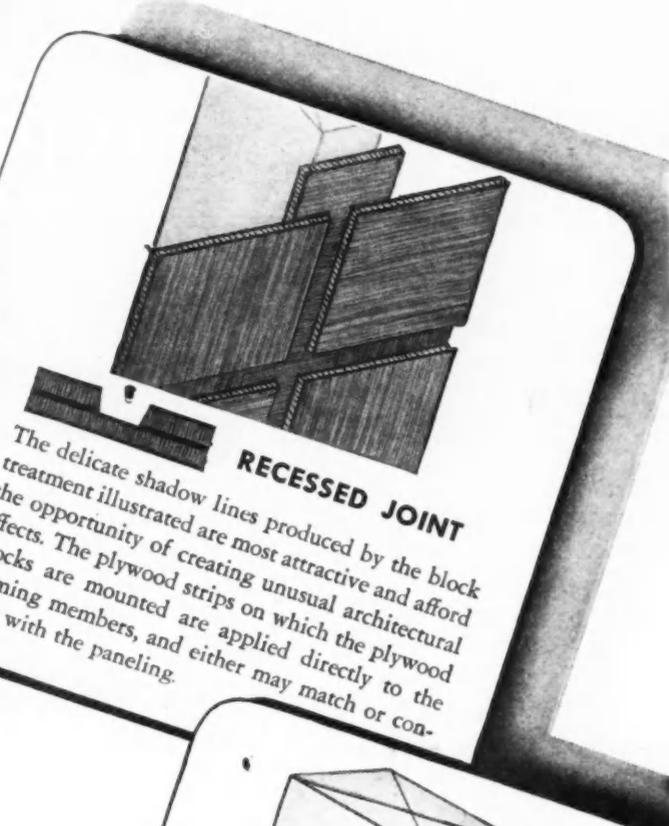
FIAT METAL MANUFACTURING COMPANY

1205 Roscoe St., Chicago 13, Ill.
 21-45 Borden Ave., Long Island City 1, N. Y.
 32 S. San Gabriel Blvd., Pasadena 8, Calif.

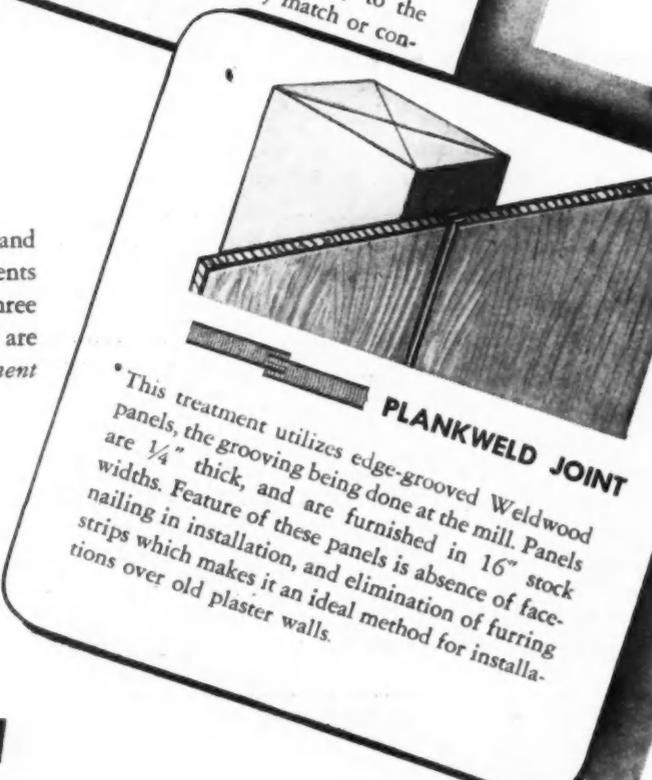
Three practical Joint treatments with Weldwood



A piece of sandpaper around a block is a quick and easy way to shape the panel edges for v-joints. The illustration shows panels erected over furring strips, but, if the framing is straight and dry, these are unnecessary.



The delicate shadow lines produced by the block treatment illustrated are most attractive and afford the opportunity of creating unusual architectural effects. The plywood strips on which the plywood blocks are mounted are applied directly to the framing members, and either may match or contrast with the paneling.



This treatment utilizes edge-grooved Weldwood panels, the grooving being done at the mill. Panels are 1/4" thick, and are furnished in 16" stock widths. Feature of these panels is absence of facing-nailing in installation, and elimination of furring strips which makes it an ideal method for installations over old plaster walls.

In the installation of Weldwood Plywood for interior walls and ceilings, joints offer no problem. While many novel joint treatments have been developed by ingenious builders and architects, the three simple effects shown on this page fulfill most requirements. They are easy and inexpensive to make and assure trouble-free permanent walls and ceilings which home owners want today.

A new Weldwood installation manual just off the press illustrates and discusses in detail these three joint treatments and contains other valuable installation data. Sections of the manual show how Weldwood Plywood may be installed over masonry walls . . . plaster walls . . . how to use it for ceilings . . . how to handle base and ceiling details and dozens of useful hints in remodeling and new construction.

Write for your copy today.

WELDWOOD Plywood

Weldwood Plywood and Mengel Flush Doors are products of
UNITED STATES PLYWOOD CORPORATION **THE MENGEL COMPANY**
 New York 18, N. Y. Incorporated
 Louisville 1, Ky.

Distributing units in 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 in Atlanta, Houston, Jacksonville, Louisville, New Orleans. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.

Waterproof Weldwood for exterior use is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood for interior applications are manufactured with extended urea resins and other approved bonding agents.



**Plastics and Wood
 Welded for Good**

*The Crowning Touch to
a well planned home*



Architects and builders find Lo-"K" flameproofed COTTON INSULATION the ideal combination of efficiency and economy. The low thermal conductivity, or "k" value of cotton, provides, by actual test, 4% to 36% greater insulating effectiveness . . . the fact that it is the lightest and easiest to handle of all commercial insulations can save up to 40% in time and labor costs.

Lo-"K" will not sag or settle to leave exposed walls or ceiling. It will withstand 1800° blow torch heat to safeguard against fire. It resists moisture, rot and vermin, to give long, durable service. It is harmless and non-irritating to handle.

Today, as for 76 years, the Lockport company stands foremost among America's leading cotton processors, particularly in the production of cotton insulation. In new construction or remodeling, recommend Lo-"K" with confidence to your clients and customers.

Lo-"K" is available in light, easy-to-handle blanket type rolls sized to fit all standard construction. Special sizes can be made to order. Write for full details.



LOCKPORT COTTON BATTING COMPANY
Dept. AB-4, Lockport, New York

Gentlemen: Send me the facts about Lo-"K" Cotton Insulation for better building.

ARCHITECT DEALER
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Name _____
Address _____
City _____ Zone _____ State _____

This modern **FLOOR** will
"catch on" quickly with buyers

All your prospective buyers are looking for *new features*. Here's one they'll like . . . a floor that combines colorful beauty with resistance to hard wear, underfoot comfort and rock-bottom economy. Thos. Moulding Moultilite is something new for you to offer. And it has been tested, proved and approved . . . on installations in big buildings running into millions of square feet.

Moultilite can be used for new construction or for modernizing. Wood or cement subfloors in any condition can be made into suitable foundations for Moultilite . . . by the use of special materials and methods developed by Thos. Moulding. Specify this modern, practical floor for homes, offices, stores, restaurants, taverns, etc. For basement play rooms. Moultilite provides the ideal floor because it is not affected by the moisture and alkali always present in cement resting on the ground.

There are Thos. Moulding Floor Contractors in most localities who will give you sound engineering advice and render experienced, responsible floor service. Write for name of nearest Contractor to: THOS. MOULDING FLOOR MFG. CO., 165 W. Wacker Drive, Dept. AB-4, Chicago 1, Ill.

THOS. MOULDING

Moultilite

Flexible - Reinforced
MASTER ASPHALT TILE

Moultilite is in key with modern building trends. Pictured is a Moultilite floor used in conjunction with a radiant heat installation.



step in with color!

After the last nail is driven — step in with color — and transform your unfinished houses into eye-appealing homes! Develop their potential beauty with P&L distinctive colors. Buyers will literally feel the difference between your homes and those of ordinary appearance. Developed through intensive laboratory research, P&L authoritative colors were selected only after actual test-use in over 1,000 residential units. Their true decorative value was determined in the very rooms where people live! P&L colors add nothing to your building costs. They do the job with fewer coats and at minimum labor expense. Just as soon as raw materials are more plentiful, you can really step in with color. Right now, we can send you painting specifications for low-cost, medium-price and high-grade homes. Write for your copies today! No obligation. Pratt & Lambert-Inc., 80 Tonawanda St., Buffalo 7, N.Y.

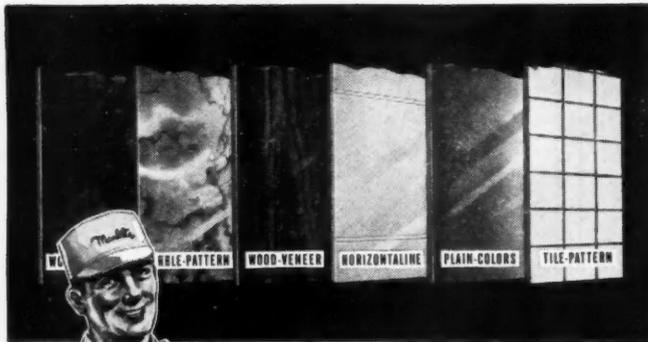


PRATT & LAMBERT-INC.

Paint & Varnish Makers

NEW YORK · BUFFALO · CHICAGO · FORT ERIE, ONT.

IF IT'S
Marlitz
...YOU'RE RIGHT!



• Marlite is the factory-finished wall and ceiling paneling with the pioneer high-heat-bake plastic finish, produced in the world's largest plant of its kind.

Colorful, Modern MARLITE Walls and Ceilings answer such timely interior needs as these:



Remodeling ?

Marlite is ideal. You trade handsome new walls for old. (Timely example: redecorated or converted housing for vets). And for new building, versatile Marlite's applications are unlimited.



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Surprisingly. Economically, too, with regular carpenter tools. Flexible, yet plastic-tough, Marlite handles easily and fits right. Matching or harmonizing mouldings "set it off" beautifully.



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Like iron. Easy to clean as fine porcelain, Marlite's lustrous, lasting beauty is surface-sealed against moisture, oil, dirt, alkalis and most acid fumes.

Used and Approved ?

In thousands upon thousands of homes, hospitals, hotels, theaters, public buildings, stores . . . in every type of room in every type of building from trailers to atom bomb plants!

Although Marlite is ordinarily available from our many warehousing points, today's unprecedented demands may delay deliveries. Nevertheless, we are doing everything possible to restore the regular, prompt Marsh service.

MARSH WALL PRODUCTS, INC.
43 Main Street, Dover, Ohio

SELL RIGHT
... SELL



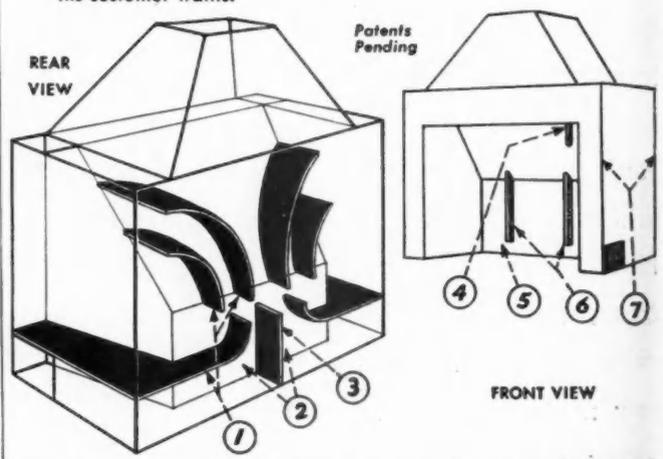
PLASTIC FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS



THERMAFLO
THE *Scientific* FIREPLACE

GET THE VALUABLE, PROFITABLE THERMAFLO FRANCHISE FOR YOUR TERRITORY...

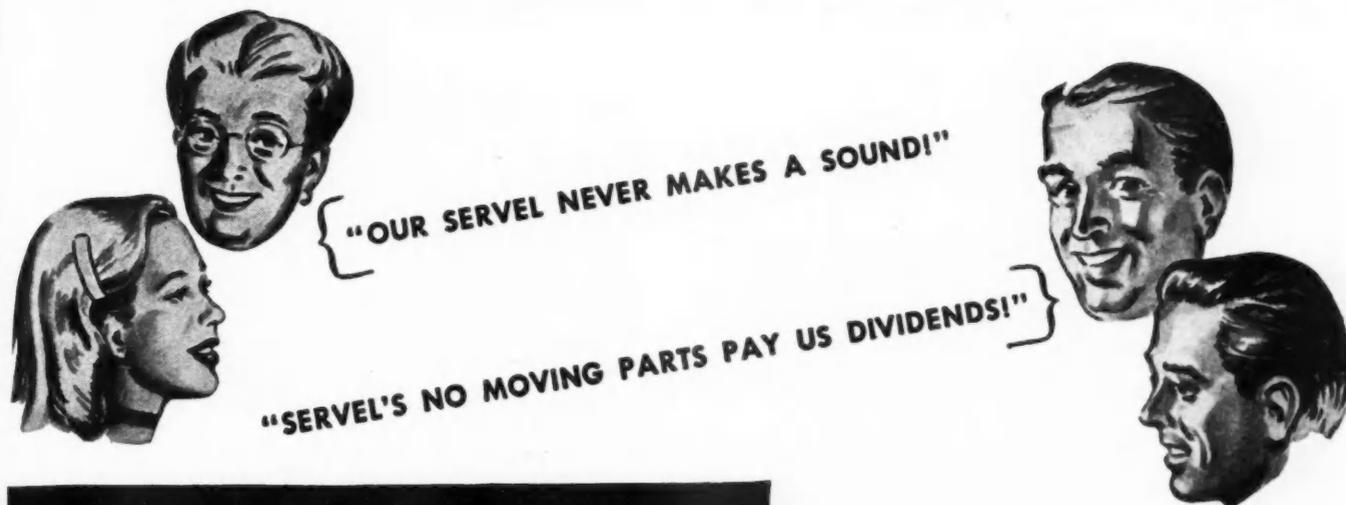
Here's tomorrow's fireplace today . . . scientifically designed, tried and tested . . . found superior to any fireplace unit of its type. Your dealer will buy Thermaflo . . . because it's what his customer wants.



- Now! A Superior Method of Heating Found Only in the Thermaflo Fireplace
- 1 Thermavane Baffles carry all incoming cold air behind the . . .
 - 2 Dead center, hottest part of firebox, obtaining maximum heating of air before circulating it through room.
 - 3 Thermabar Support, 3-inch steel stiffener on inside wall, prevents warping of back plate.
 - 4 Damper control, smooth working, sets at all positions.
 - 5 Firebox constructed of heavy steel plate, 3/16 of an inch thick.
 - 6 Thermabar Supports keep wood off wall, assuring good draft.
 - 7 All bends reinforced for strength.

DISTRIBUTORS: Write for Literature. Address: THERMAFLO, E. Conn. Welding Co., New London, Connecticut

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THAT'S WHY THOUSANDS NOW DEMAND SERVEL GAS REFRIGERATORS

Thousands of families who put up with noisy, troublesome refrigerators during the war have made up their minds. When they get a new refrigerator, they want a Servel. For they've learned from friends and neighbors, the Gas Refrigerator never gets noisy . . . gives dependable, low-cost service year in and year out.

Gas Refrigeration's unmatched performance is the result of Servel's simpler method of operation. There are no moving parts in its freezing system. A tiny gas flame circulates the refrigerant that produces constant, steady cold and sparkling cubes of ice. There's no machinery to cause noise, wear or need costly repairs. And Servel's low operating cost stays low. These unique advantages are good reasons why you can recommend Servel with confidence.

Important: Be sure to provide gas outlets for Servels in your current designs. For installation data and complete information, consult Sweet's Catalog or write to Servel, Inc., Evansville 20, Indiana.

STAYS SILENT
LASTS LONGER

Servel GAS REFRIGERATOR

For a larger share of sales and profits . . .



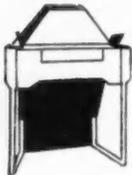
Photo by Maynard L. Parker

These two types of
FIREPLACE UNITS

will help you meet new building requirements

For plenty of circulating warmth—without smoke—some homes require one type of fireplace unit, other homes a different type—depending on construction.

1. BENNETT *Fresh-Aire* FIREPLACE UNIT



Designed especially for tightly constructed, fully insulated, weather-stripped homes. Under these conditions a *Fresh-Aire Unit* gives benefits impossible with a recirculating type. Heats and circulates fresh air from outdoors.

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This recirculating type is recommended particularly for camps, cottages, and southern homes without central heating. Cool air is drawn from the floor of the room through intake grilles into the heating chambers.



Both types permit unlimited freedom to design the mantel. And, both types are guaranteed to provide evenly distributed, circulating warmth—without a trace of smoke.



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REG. U. S. AND CANADA PAT. OFF.

For sheer beauty and full protection—every fireplace should have a *Flexscreen*—the safety fireplace curtain.

Send for Bennett Fireplace Catalog—or see Sweet's

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3 MILLION
MORE PROSPECTS
FOR YOU

COTTON
insulation

FREE

The *Saturday Evening Post* carried this amazing story of Cotton Insulation to its 3½ million readers March 16th. In April, *American Home* and *Small Homes Guide* will carry the same story to 3,000,000 more home owners and prospective builders.

Cotton Insulation is available now, ready for you to sell now. No labor problem—home owners can easily install it themselves. Workmen don't mind handling Cotton Insulation. It doesn't irritate the skin.

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Performer..

That's the Speakman Anystream Shower Head. A turn of the lever gives normal spray for *relaxation*, needle spray for *stimulation*, or flood spray for *no-splash rinse*. The Anystream always delivers a 48-stream pattern because it is *self-cleaning*. In the flood position, it passes off pipe-scale, rust, sediment and other matter which stops up ordinary shower heads.

The Anystream is a modern, high-quality refinement—a detail of importance—which instantly suggests real value in *every* phase of building. Like all Speakman showers and fixtures, the Anystream is distributed nationally through wholesale plumbing supply dealers and plumbing contractors.

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SHOWERS AND FIXTURES

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Structural, Reinforcing or other Blding Steel Shipped from Stock

Write for Stock List—
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different kinds, shapes
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shipment from ten plants.

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Please attach a letter stating your age, occupation, employer's name and address, and name and address of at least one business man as a reference. Men in service, also give home address.

House for a Woodland Setting—

(Continued from page 107)

baseboards or interior trim; no plaster, no wallpaper."

The garage for the Volk home is at street level and has an attractive steeple, with bell for visitors to ring and announce their arrival, but the living space is several feet below, and is reached by a series of log steps. The front entrance is of brick and stone, and actual entry is made through the kitchen, a room finished, like the bathroom, in enameled-steel tile.

The 15 x 25 ft. living room, with studio ceiling, has walls finished in wormy chestnut. From a mezzanine reached by a set of hewn log steps set in the hall behind the living room, a magnificent view of the room may be had. The newel post for these steps is hewn from a single log.

The dining room, with its rough beamed ceiling, has furnishings made by carpenters right on the job, and fits perfectly into the setting. Sheet metal and copper add an unusual and attractive touch of decoration to the dining room walls. The master bedroom is finished with Philippine mahogany, while the smaller bedroom and nursery has maple finish and maple furnishings. All floors are of heavy planks, worked to a smooth finish, while ceilings in all rooms are of V-jointed boards painted, enameled or stained. Clothes closets are without exception finished in cedar, and all are electrically lighted, automatically upon opening of the doors.

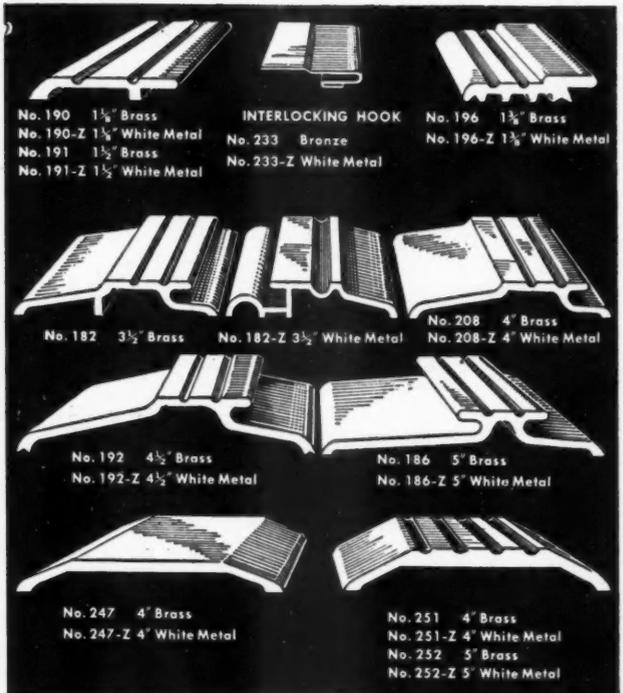
The exterior of his house, Volk declares, requires as little upkeep as the interior, for it is of rough chestnut boards which have retained their natural mellow, golden-brown color. These are brushed with boiled linseed oil every year or two, and the wood-pegged shutters brightened with a coat of paint. The thatched roof, according to Volk, has proved itself practical as well as attractive. Laid over heavy roofing felt, it provides insulation and has eliminated the need for gutters and downspouts. All windows are steel casements.

His is not a house for emulation on city lots, Volk admits, nor one to fit in every rural setting. But he feels that it is an excellent home for the location in which it is built, that it combines the best features of livability.

ALLMETAL WEATHERSTRIP

BRASS AND WHITE METAL THRESHOLDS

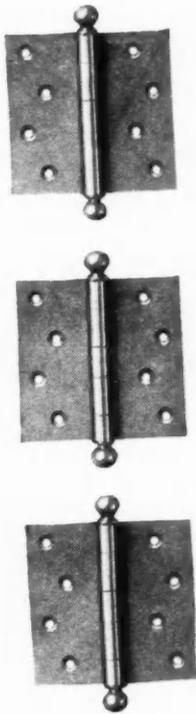
Efficient weather protection and wide selection to meet individual conditions are provided by the extruded metal weatherstrip shapes illustrated herein. Each shape is available in either brass or white metal.



These shapes are cut to size required, drilled and countersunk. Screws are furnished. Interlocking shapes are provided with an appropriate hook for installing on bottom of door. Write for prices and catalogue of complete weatherstrip line.

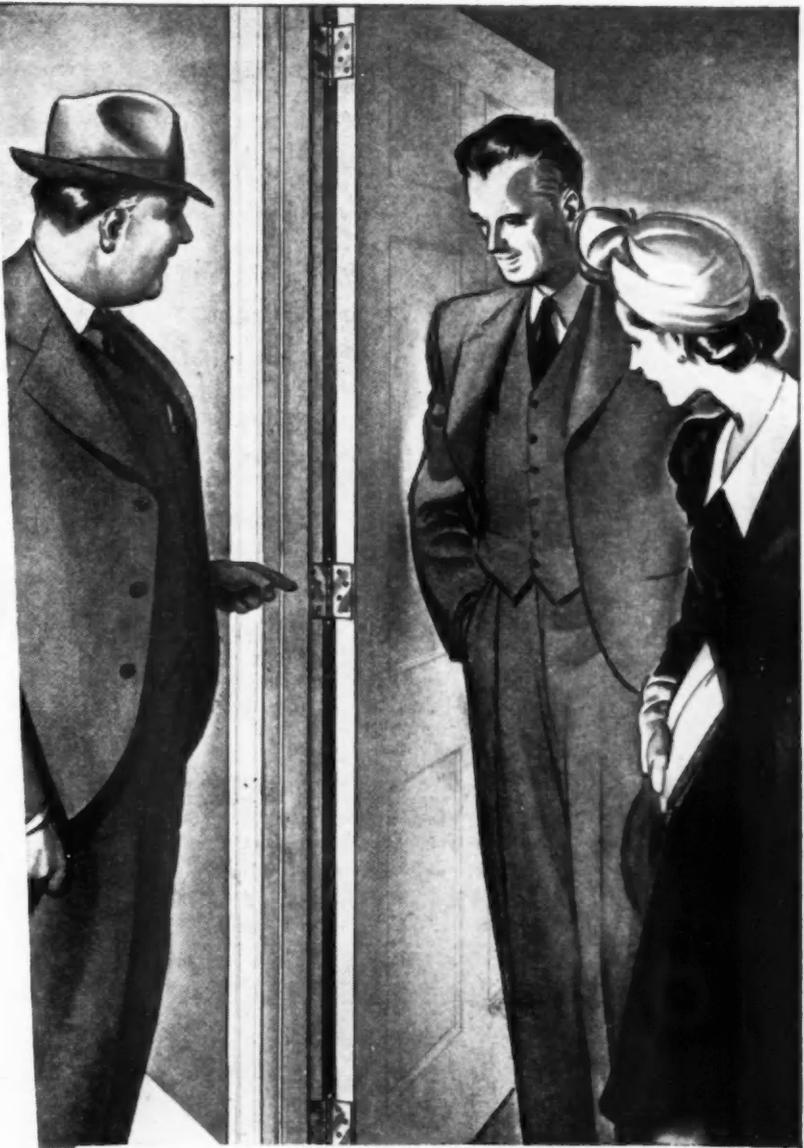
ALLMETAL WEATHERSTRIP CO., 2243 North Knox Ave., Chicago 39, Ill.

Good Construction
 demands
**THREE HINGES
 ON EVERY DOOR**



*Visible Mark of
 Good Construction*

REMEMBER . . .



YOUR PROSPECTIVE BUYER can't see the insulation, brass piping or approved wiring you have built into a house. But there's one visible mark of good construction your prospect can see and appreciate: *triple hinging of doors.*

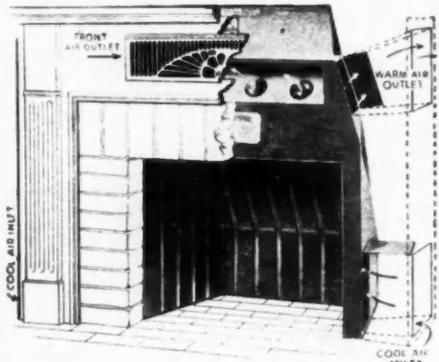
You know that three hinges on a door help prevent warping — keep doors swinging free and true — and assure perfect fit of latch and lock. You also realize it may cost more to repair a single warped door than to put a third hinge on every door in the house.

Remember—"hinge-pennies" spent for a third hinge on a door are pennies that create a visible mark of good construction — pennies that create greater customer satisfaction . . . Triple hinge your doors. It's good business! The Stanley Works, New Britain,



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ARE EASY TO SELL, because:

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SUPERIOR FIREPLACE HEATFORM:

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YES, it's here again—the same fine Copper Armored Sisalkraft you used before the war — now ready for new home building! Ideal for all concealed flashing and foundation damp coursing, easy-to-use as paper—will not kink, break or tear, gives all homes enduring copper protection impermeable to the elements. Write for folder and your free sample!

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A real helper for most kinds of building jobs. Dries excavations, feeds mixers, supplies water. Fast—easily handles 3,000 gallons per hour. Thrifty—pumps up to 15,000 gallons on one gallon of fuel. Strong—made to give years of service.

TAKE IT ANYWHERE

Weights only 88 lbs., iron; 70 lbs., aluminum; complete with reliable Briggs & Stratton 4-cycle engine. Thousands in use. Fully guaranteed. Drop a card today for full details.



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Positive, automatic priming on suction lifts up to 25 feet. Nothing to adjust—start the engine and the water starts. Nothing to make trouble; all auxiliary devices, valves, by-passes, etc., are eliminated by exclusive Marlow diffuser design.

MARLOW PUMPS

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Makers of the World's Largest Line of Construction Pumps

Mistakes Cost Money.
Avoid them with the **UNIVERSAL LEVEL-TRANSIT**

Simple to use—dependable—highly accurate, here is a combination Transit and Level meeting every requirement of the foresighted, up-to-date builder.

Two quick motions convert it from Level to Transit. Patented Ball Bearing Race assures perfect adjustment under severest conditions. Telescope 12" long, 25 power, Horizontal Circle 4½" with Vernier to 5 minutes, Vertical Arc 3". The most practical and dependable builders' instrument on the market!



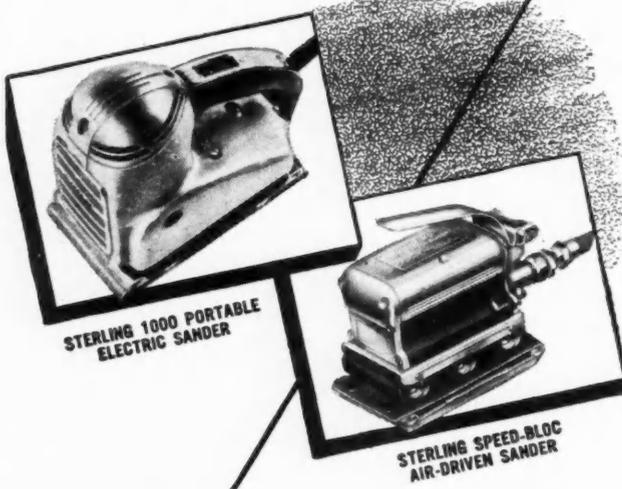
Write today for FULL information and FREE booklet, "How to Lay Out Building Lots"

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Faster SANDING! AND A BETTER FINISH!



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Get set for
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By CHARLES F. DINGMAN

Architectural Engineer

Third Edition, 401 pages, 4 x 6 3/4, 27 illustrations, \$3.00

THIS practical guidebook of estimating trains the estimator to analyze every construction job into its component parts, to apply cost data, adjusted to living conditions, to the several operations necessary, and to calculate a price that will approach the actual cost of doing the work as closely as is humanly possible.

ESTIMATING BUILDING COSTS tells how to make an estimate on a wood, brick, or concrete building construction. Covers every operation from excavating to roofing and waterproofing—with valuable material on such important details as fireproof construction, shingling, steel sash, or cement gun work. Included also are a number of useful data tables, but its primary purpose is to give the step-by-step methods that will train the reader to become a thoroughly competent estimator. Helps you to make sure that no element of the work is overlooked; explains the special factors to watch in dealing with each type of work.

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Boone, Iowa, Plans New Main Street

(Continued from page 109)

modern windows are installed on all floors, the old ornamentation is removed, the old wall is retained and filled in, following which a veneer of new material is put over the base. In other words, the old backing is given a new facing so that the result is a new appearing building.

"A number of materials have been developed, several of them quite new, for facing or veneering building fronts. Some of these are plastic surfaced plywood, duro-plastic stucco, stainless steel, aluminum, porcelain enamel, structural glass, asbestos board, face tile, architectural concrete, cast stone, and thin polished granite slabs.

"A second plan is to remove the existing facade of the building and construct a new one using such materials as face brick, face tile, glass blocks, limestone, granite stone, and monolithic concrete. A third plan is all-steel wall construction."

* * *

Housing Goals—

(Continued from page 114)

ment and all other related aspects of future city planning recognize, where necessary, the principle of providing adequate housing through local, state, or federal aids for families whose economic means are insufficient for securing through private housing markets housing quarters adequate for maintaining minimum standards of health, decency, and comfort.

(B) That not only should new dwelling units be constructed but existing structures, when feasible, should be acquired and rehabilitated for the use of low-income groups.

(C) That low-rent housing projects be devoted to the original purpose for which they were intended, as soon as conditions permit, and that, to assist the administrative bodies operating public housing projects, adequate legislation be adopted which will make it mandatory for the housing author-



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Modern 1/2-bag mixer equipped with Wisconsin air-cooled engine. No radiator to boil in summer or freeze in winter. Performs in any climate with minimum of upkeep and attention. High tension magneto and simple rope starter provide quick starting. Engine fully enclosed, easily accessible. Other features include: big, wide feed chute, "end-to-center" mixing action, fast "tilt and pour" discharge.

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Compact, sturdy trailer mixers with spring-mounted axles and roller-bearing auto wheels. Tow behind truck at fast speed. Automatic skip vibrator. Enclosed gear reduction.

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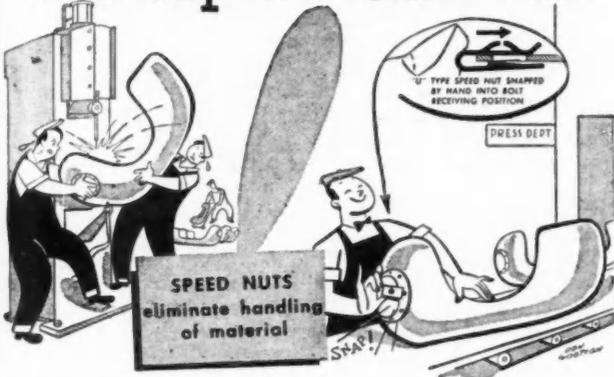
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Why do it the hard way? Just snap on a SPEED NUT!



Time was when the only way to fasten a nut for blind location assembly was to weld, rivet or clinch a cage nut over the bolt hole... and what a job it was!

Now Speed Nuts really simplify the job. Effort is reduced. Welding machines eliminated. Less space needed. Less handling and easier final assembly... plus a better finished product because Speed Nuts prevent vibration loosening.

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Contractors and Builders

a small trickle of water and the final payment is shot.

1. You have a water problem in the basement of that new home.
2. Don't know what to do and everyone is sore.
3. We blame it on the Specs., then the Architect, he's mad.
4. So we have a little meeting to see who'll pay the cost, and in dashes "Old WATERPLUG" and everyone is glad.



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Buildings & Facilities will be sold in separate lots for removal

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(17 mi. east of Memphis)

(Plant is 1 mi. east of the town of Cordova)

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FORMED STEEL
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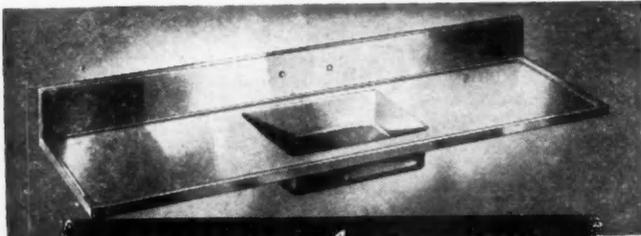
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ity to evict all families with incomes in excess of the established scale.

10. (A) That the zoning ordinance and maps for the City of Chicago be amended and revised in accordance with the Comprehensive City Plan for the purpose of designating reasonable regulations governing the use of land for residential, commercial and industrial establishments in accordance with a pattern of planned population densities by neighborhood and community areas.

(B) That an equitable and fair method of time zoning be developed and employed in order to eliminate within a reasonable time all such uses not in conformity with the city plan.

11. That the Chicago building code be reviewed and amended in the light of constructive suggestions contained in the report submitted by the Chicago Association of Commerce.

12. (A) That labor unions be urged to adopt such policies and practices as will permit the maximum possible volume of residential construction through the acceptance of new materials and methods which will both expedite—and reduce the cost of—new residential construction.

(B) That in order to relieve the acute shortage of skilled building trades workers, labor unions immediately set up a broad program that will attract the maximum necessary number of apprentices, by providing greater opportunities for their training.

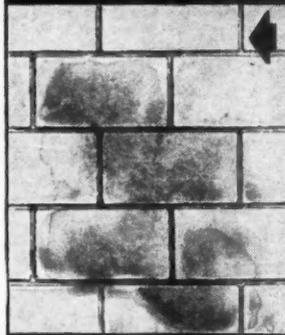
13. (A) That the entire state and municipal tax structure be reviewed and amended to reduce the burden on real estate; that real estate taxes be eased in order to encourage housing construction in Chicago.

(B) That, in redevelopment procedure, land be reassessed according to its new use, once it complies therewith.

14. That all existing smoke-abatement laws be rigidly enforced and amended, if necessary, to eliminate excess emission of smoke and soot.

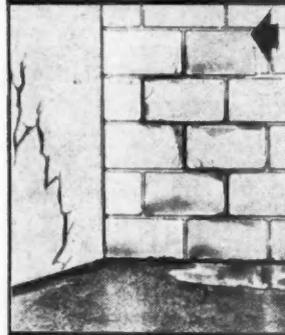
In concluding the report "Housing Goals for Chicago," Mr. Kincaid said, "The problems involved in making homes available for Chicago families are complex but not insurmountable. As in other undertakings the City of Chicago's motto, 'We Will,' prevails."

BASEMENT WALLS—AND HOW TO WATERPROOF 'EM



PROBLEM A: Dampness seeping through porous masonry surfaces like stone, concrete, cement or cinder block.

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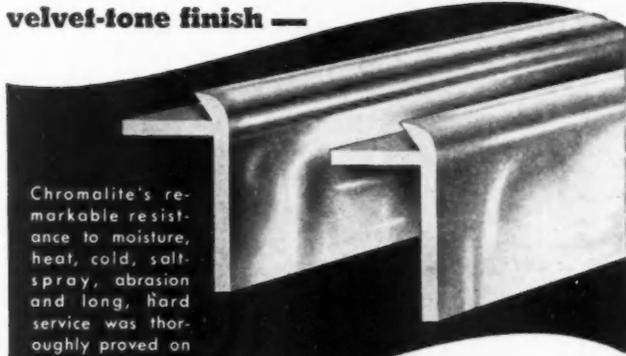
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Lumberjack contests of many descriptions and lots of entertainment set a two-day pace. Distinguished guests headed by Governor Edward J. Thye came by the hundreds from many points in Canada as well as the United States. A lumberjack camp set up on the main street served flapjacks and sausages throughout the festival.



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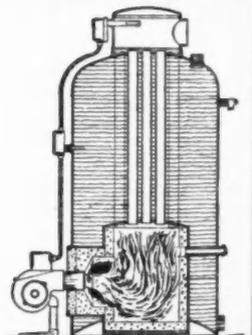
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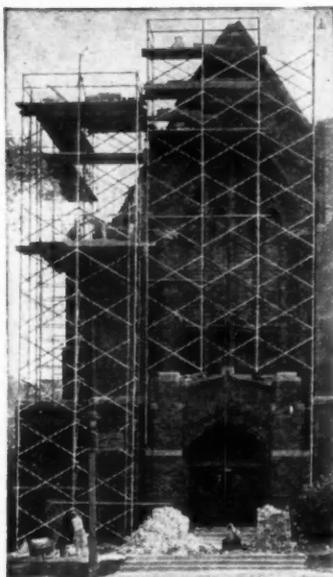
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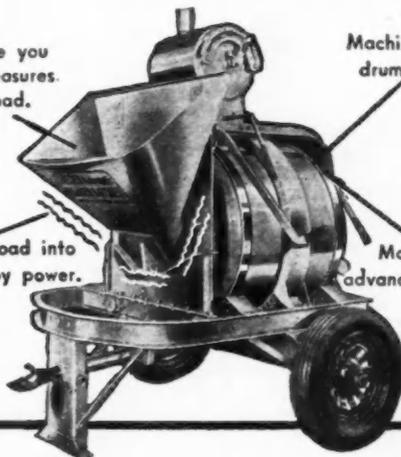
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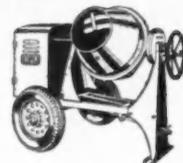
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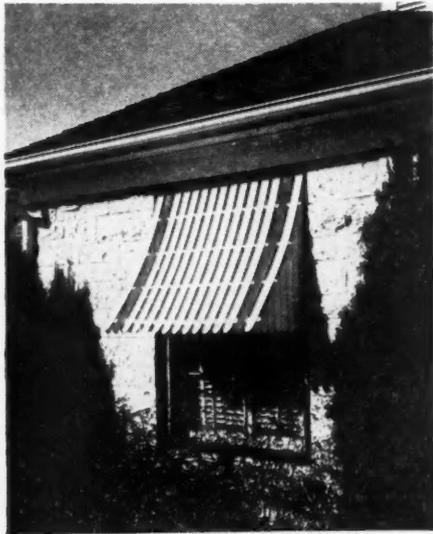
2 GROOVING



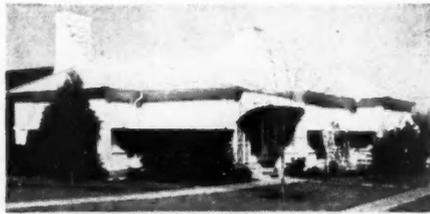
3 BEVELING & RABBETING



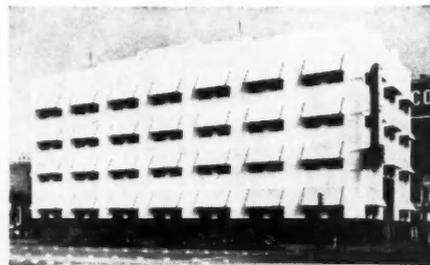
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1946

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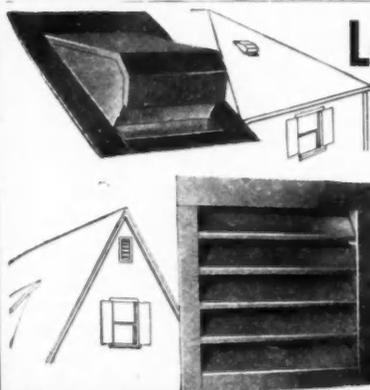
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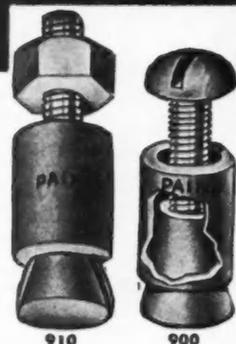
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Beverly Hills, California



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We won't describe them here, but there are six improvements in the Timken Mono-Rotor alone. Thirteen others are found elsewhere in the new Timken Silent Automatic Wall-Flame Oil Burner*.

Each of these improvements adds to Timken economy and dependability. Each is a further reason why Timken Silent Automatic Oil Burners are easier to sell . . . easier to install and service . . . more profitable to handle.

Today more than ever before, *sound engineering* is important to both buyer and seller of oil heating equipment. The 20 years of concentrated oil heating experience back of Timken Products, and the unparalleled record they established during the war years, go far to explain why Timken is "The Accepted Standard" wherever quality oil heating equipment is sold.

**All 19 Timken postwar improvements are described in detail in the February TIMKEN HEAT magazine. A free copy will be sent you on request.*

TIMKEN
Silent Automatic
HEAT

TIMKEN SILENT AUTOMATIC DIVISION
THE TIMKEN-DETROIT AXLE CO., DETROIT 32, MICH.



NOTE: When installed with super-sensitive thermostats for shorter, more frequent operating cycles, the fast warm-up of Timken Wall-Flame Oil Burners is a feature of particular advantage. Write for complete information.

See New Postwar Timken Equipment at O. H. I. Exposition, Philadelphia, April 23-27

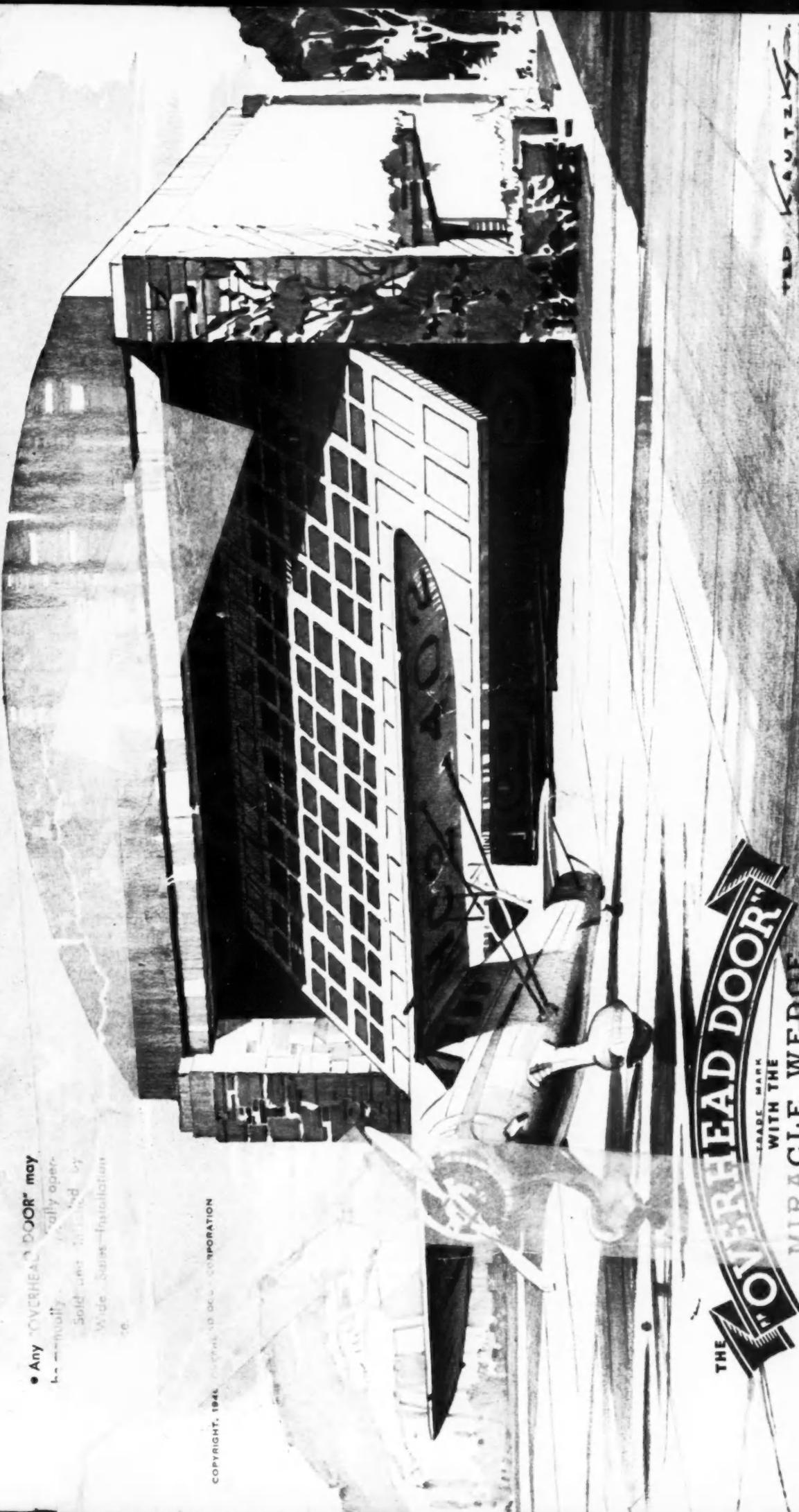
for high ratio of strength to weight and shock absorbing properties. This serviceable wood is likewise used in construction of The "OVERHEAD DOOR" with the Miracle Wedge. Manufactured from superior materials.

for high ratio of strength to weight and shock absorbing properties. This serviceable wood is likewise used in construction of The "OVERHEAD DOOR" with the Miracle Wedge. Manufactured from superior materials throughout, this quality door is expertly engineered to give trouble-free, dependable operation. The "OVERHEAD DOOR" is built as a complete unit to fit any size opening in all structures—residential, commercial and industrial.

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- Any "OVERHEAD DOOR" may be manually or fully operated by remote control.
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- Wide flange steel—Installation

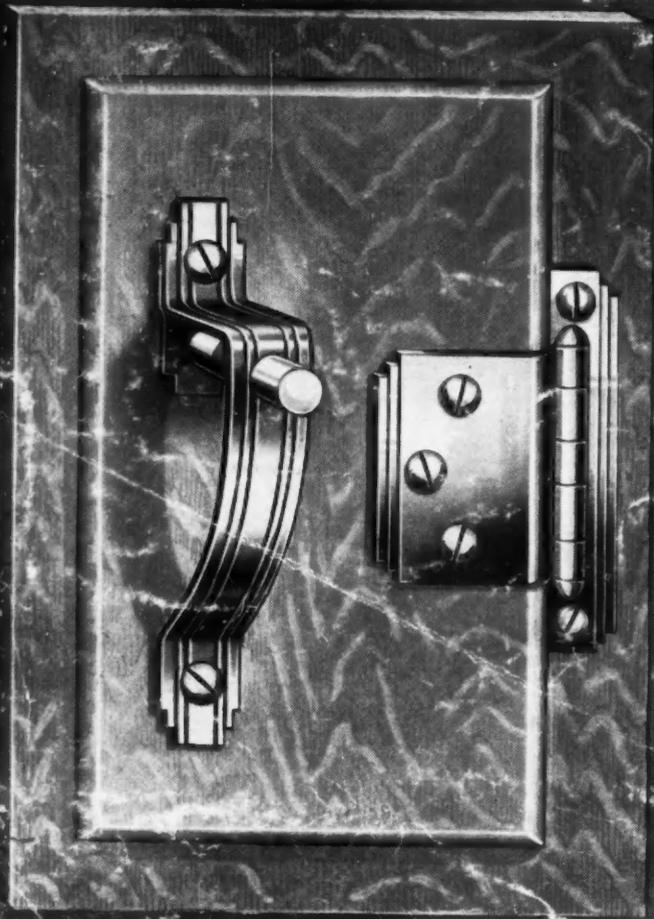
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THE OVERHEAD DOOR™
 TRADE MARK
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TED KAUTZKY



The No. 760R Cabinet Door Set shown above is for use with rabbeted doors or cupboards. The ornamental hinge is made with $\frac{3}{8}$ -inch offset. Set consists of one pair No. 460R offset ornamental hinges and one No. 706 cabinet latch with solid brass handle. Furnished in any finish desired. Packed one dozen sets in a box, complete with screws.

See your National Dealer for other items of National Builders' Hardware now available.

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