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JUNE 1947
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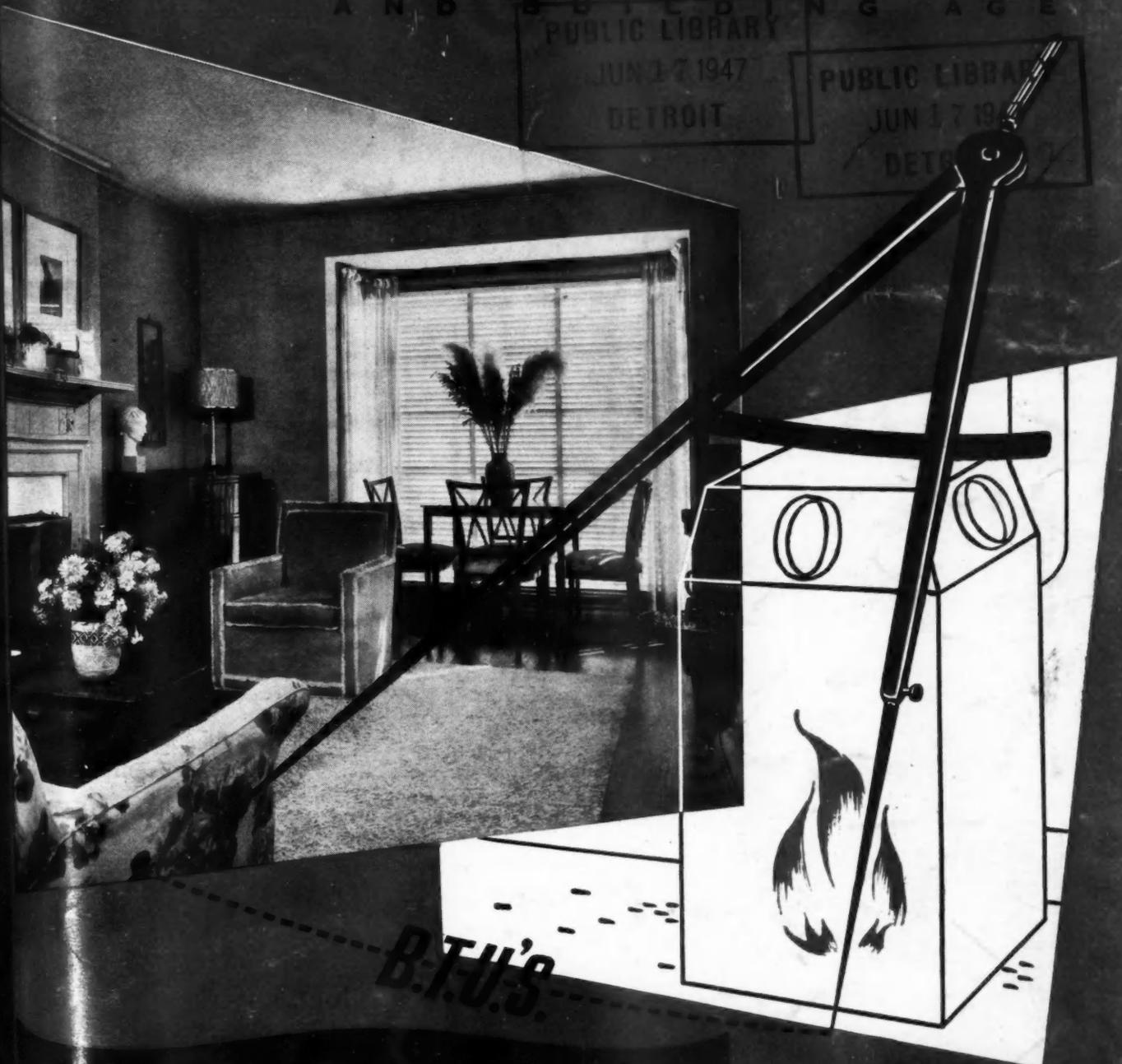
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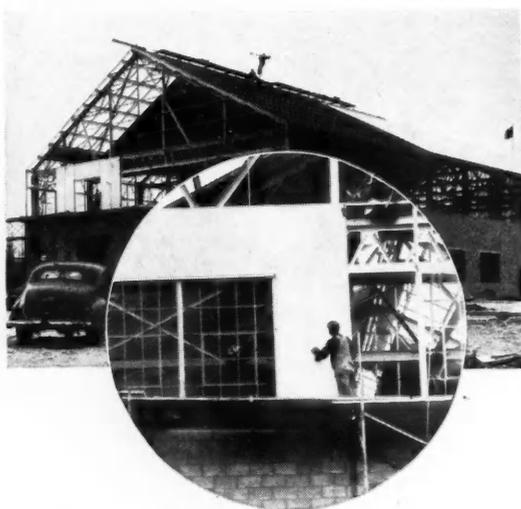
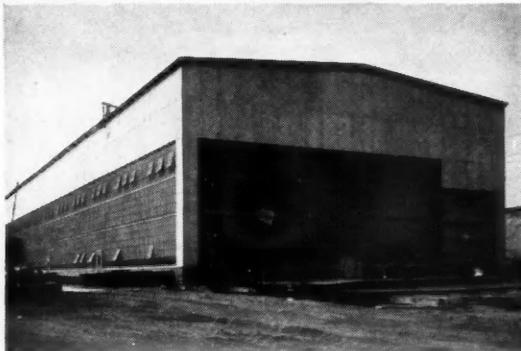
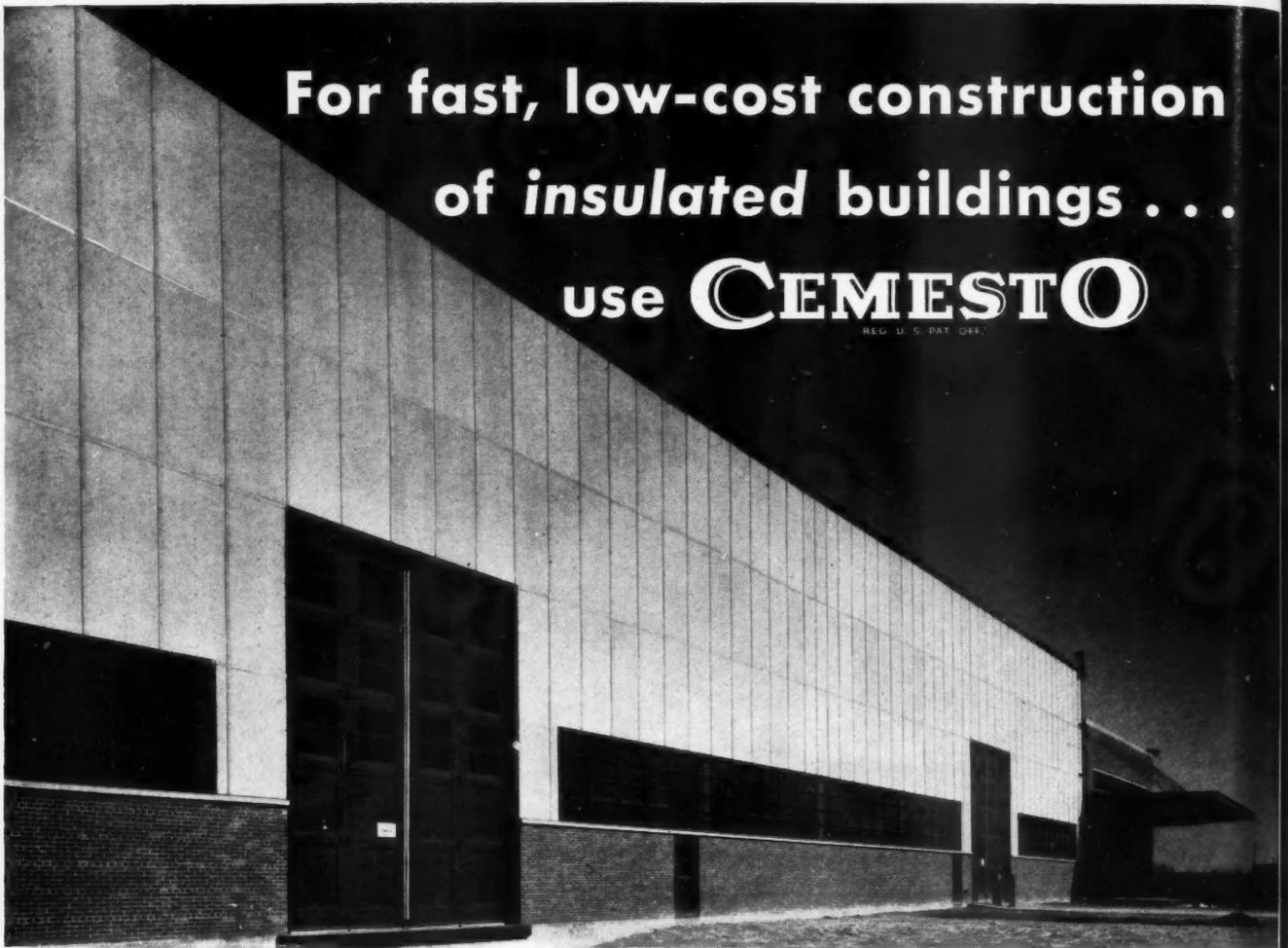
B.T.U.'S

Engineered House Construction
In This Issue—Gravity Warm Air Heat

For fast, low-cost construction
of insulated buildings . . .

use **CEMESTO**

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SHOWN HERE are only a few of the many commercial and industrial buildings built better and faster with Celotex Cemesto Board.

Cemesto is perfect for speedy, low-cost construction of insulated buildings. It offers thermal insulation, weather resistance inside and out, structural strength and siding... all at *one low cost*. In addition, Cemesto core is Ferox-treated to resist dry rot, fungus growth and termites.

Cemesto comes in standard size sheets in 1 1/8", 1-9/16" and 2" thicknesses; can be easily cut to fit job conditions; can be attached by nailing to wood, by bolts or clips to steel.

Thus Cemesto is an ideal material for use in exterior walls, roof decks or interior partitions. It does not require painting, so maintenance costs are low.

Write the Architectural Sales Service Department for complete details illustrating several methods for applying Cemesto for roof decks, exterior walls or interior partitions.

If you wish to furnish the architects' or engineers' plans to us, we will be glad to prepare shop erection drawings showing Cemesto panels required, together with estimate on cost of material pre-cut to fit.

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

Published monthly by Simmons-Boardman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price, United States, Possessions and Canada: 1 year \$3.00; 3 years \$5.00. Foreign countries: 1 year, \$10.00; 3 years, \$20.00. Single copies, 35 cents. Entered as second-class matter Oct. 11, 1930, at the Post Office at Chicago, Illinois, under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Illinois.

Co-operating with
President Truman's appeal
for lower prices... we announce

REDUCED LIST PRICES

for *Fenestra* Residential Steel Casement Windows

DETROIT, MICH. - APRIL 25, 1947.

PRESIDENT HARRY S. TRUMAN,
THE WHITE HOUSE,
WASHINGTON, D. C.

TO SUPPORT YOU IN YOUR EFFORTS TO REDUCE THE COST OF HOUSING TO THE AMERICAN PUBLIC, WE ARE TODAY TAKING THE FOLLOWING ACTION:

ALTHOUGH OUR LIST PRICES ADVANCED ONLY 30% OVER PREWAR, AND ALTHOUGH WE FACE INCREASED COSTS, WE ARE ANNOUNCING AT ONCE A REDUCTION OF 5% IN LIST PRICES ON OUR FENESTRA RESIDENCE CASEMENT WINDOWS. ALSO WE ARE ELIMINATING ESCALATOR CLAUSES FROM ALL NEW QUOTATIONS OR ORDERS COVERING MATERIALS.

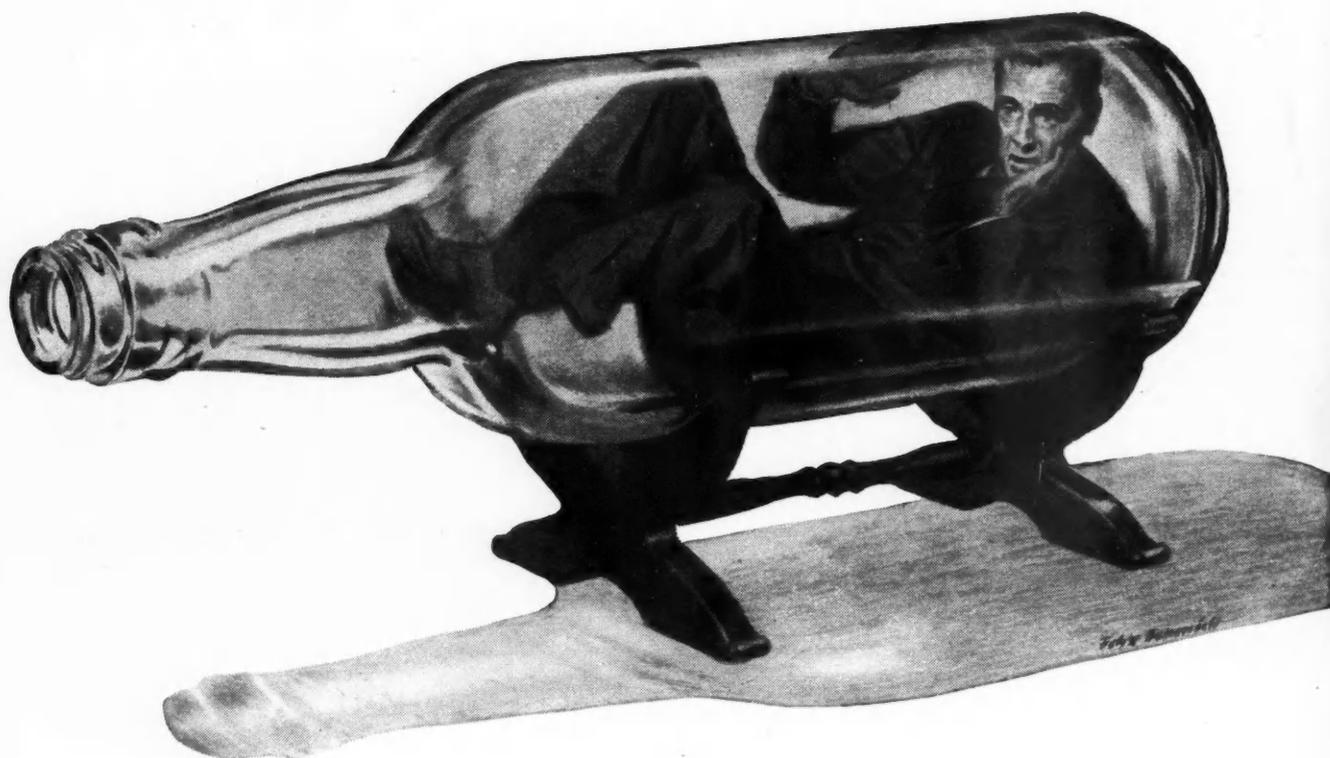
OUR PLANTS WHICH FOR YEARS HAVE BEEN THE COUNTRY'S LARGEST MAKERS OF STEEL WINDOWS ARE AT PEAK PRODUCTION IN EFFORT TO CATCH UP WITH THE LARGEST BACKLOG OF ORDERS IN OUR HISTORY. SHORTAGE OF STEEL IS ONLY IMPORTANT FACTOR PREVENTING STILL HIGHER PRODUCTION.

HFW/MD
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CHG DSP CO.

H. F. WARDWELL, PRESIDENT
DETROIT STEEL PRODUCTS CO.

INCREASING YOUR OPPORTUNITY TO
PROVIDE UP-TO-DATE WINDOWS FOR UP-TO-DATE HOUSES





Don't you hate to see a home owner "bottled up"?

• There's no fuel that can match Bituminous Coal for providing a home with uniform, dependable, low-cost heat. Every architect and builder knows that!

And in the future, the advantages of coal heat will become even more pronounced—especially when stoker developments and improved local services make coal an "automatic" fuel as well.

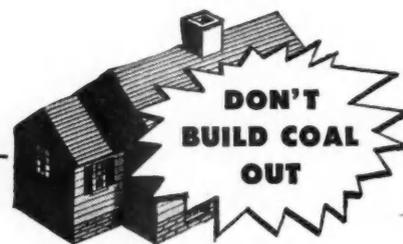
So when a client of yours *insists* on some other fuel for his new home, make sure he can turn to coal later on. Don't let his house plans "bottle him up" with his initial fuel choice forever.

Simply be sure that the house plan provides: (1) A chimney with sufficient flue capacity to burn coal efficiently; (2) Sufficient space adjacent to the heating unit for eventual coal storage and stoker installation.

Such sensible precautions involve but trifling cost—and they may add greatly to the future value of a house.

Coal supplies uniform, *steady* warmth throughout every portion of each room. For there's always a fire in the furnace—no "pop on and pop off" periods that permit accumulated heat to rise to the ceilings and leave floor areas dangerously cold. That, plus its low cost, is why more than 4 out of every 7 homes in the United States now heat with coal!

BETTER AND BETTER THINGS ARE COMING FROM COAL!



As you undoubtedly know, the modern research facilities of the Bituminous Coal industry are hard at work not only to make coal a still better fuel, but also to devise new, low-cost *automatic* equipment that will make coal-heating even cleaner, more comfortable, more convenient and more economical. This makes it all the more important that every new home built today be planned to permit the eventual burning of coal—no matter what fuel may initially be selected.

BITUMINOUS COAL

BITUMINOUS COAL INSTITUTE
Washington, D. C.

Affiliate of NATIONAL COAL ASSOCIATION

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DOUBLE DUTY
INSULITE GIVES

Double

FOR THE MONEY!

Remember this!

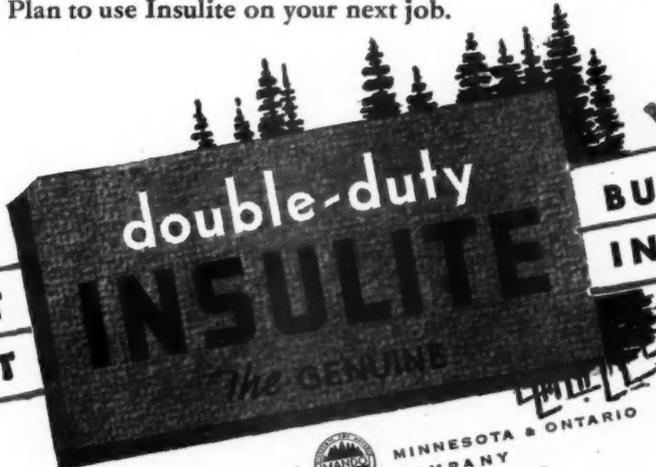
INSULITE SHEATHING is a double-duty building material performing two important functions—

(1st) *It Sheathes*

(2nd) *It Insulates*

When you show the job to clients, you can say: "I'm giving you double for your money in these outside walls—two things for the price of one—sheathing PLUS insulation." They'll like that. Furthermore, it goes up fast, saves time, cuts costs and there is no waste. You can build better competitive homes. That's an advantage for *you*. Plan to use Insulite on your next job.

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COMPANY



You seek to use the best!

FOR UPWARDS of thirty years Upson Panels have given new and *added* beauty to unsafe and unsightly cracked plastered ceilings.

Additional hundreds of thousands of ugly cracked ceilings are in existence today—badly in need of the CRACKPROOF permanence which re-covering with Upson Panels can bring to them.

Unfortunately, so vast a market may encourage producers of less accepted products to urge their sale for walls and ceilings.

Keep in mind, however, that with Upson Panels the homeowner can be assured of a *proven* material for walls and ceilings. They are easily and quickly applied, easy to clean . . . and forever CRACKPROOF. They open an almost unlimited market for the aggressive contractor.

Although not yet in full supply, the testimony of *thousands* of satisfied Upson Panel users proves that it will pay the homeowner to wait a while longer and get this OUTSTANDING, time-tested material.

THE UPSON COMPANY, LOCKPORT, N. Y.

Upson Quality Products Are Easily Identified
By The Famous Blue-Center



Upson owners tell their friends:

"About 5 years ago we built a new home and used Upson Panels. None of them have been refinished and are in as good condition as when applied. There is no warping or pulling loose from walls or ceilings. We are perfectly satisfied and pleased with this product."

C. H. M.
March 20, 1945

"The Upson ceilings in our home have been admired by many people since they were installed nearly 9 years ago. They look as pretty today and are in the same condition as the day they were placed by the workman."

Dr. & Mrs. J. J. L.
December 10, 1945

Due to excessive demand, Upson Panels are not yet in full supply. But use them when you can. Remember, products of proven worth are hardest to get. It will pay you to wait for quality Upson Panels.



PACEMAKER

IN CRACKPROOF PANELS

AMERICAN BUILDER

AND BUILDING AGE

F O U N D E D — 1 8 7 9

JUNE

VOLUME 69

1947

NO. 6

C O N T E N T S

AMERICAN BUILDER and BUILDING AGE

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Editorial Office, 105 West Adams Street, Chicago 3.

AMERICAN BUILDER HAS THE LARGEST CIRCULATION OF ANY TRADE JOURNAL IN ANY FIELD

"Certainly
**FORD TRUCKS
 LAST LONGER!**"

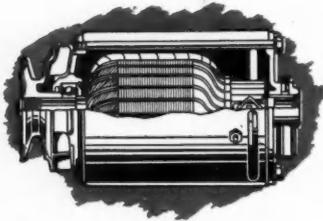
"That's why we operate 207 of them!"—says C. R. Littlepage, Supt. of Transportation, Houston Oil Field Material Co., Houston, Texas.



Two 1939 Ford Trucks owned by HOMCO that prove the point: (Above) Driver Joe Zachary and Pickup, mileage 207,316; (Below) Driver H. O. Carpenter and Pickup, mileage 228,398. Supt. Littlepage adds: "Our Ford Trucks deliver trouble-free miles at minimum cost!"



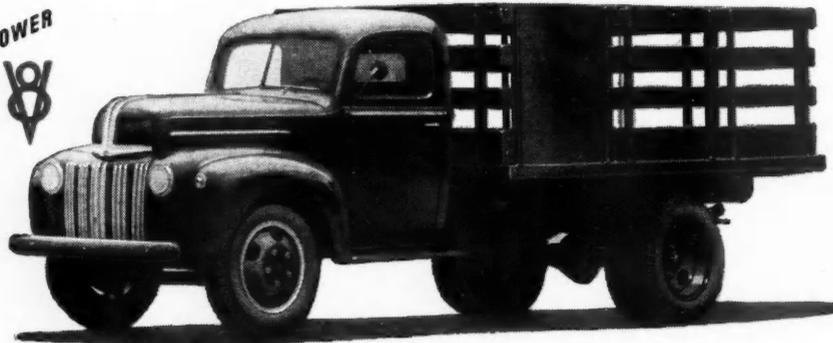
**One BIG Reason—
 FORD ELECTRICAL UNITS STAND UP!**



The fame of Ford Trucks for swift, sure starting and all-weather reliability rests solidly on Ford design and Ford quality . . . in particular, the Ford Electrical System. More than 12 million Ford-designed starter motors and generators have been built in Ford shops. Repeated tests for electrical efficiency consistently prove these fine, Ford-built units to be outstanding. Long, trouble-free generator service is assured by such long-life features as pre-lubricated, sealed ball bearings on armature shafts, and by bushings wick-lubricated from a reservoir with an overflow drain, which prevents surplus oil from reaching commutator. Ford starter motors are pre-lubricated, requiring no oiling whatever. Ford wiring and generous battery and generator capacity adhere strictly to the highest standards of the industry. The simplicity and high efficiency of the Ford starting system circuit, too, have much to do with Ford's faithful starting performance.

Ford

THE **6**
 YOUR PICK OF POWER
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Available in 134" and 158" wheelbases, and in 1½- and 2-ton nominal ratings, the popular Ford heavy duty chassis is shown with standard Ford 12-foot Platform Stake body, 158" wheelbase.

 Only Ford Brings You All These Long-Life Features: Your choice of engines, V-8 or SIX—each with new Flightlight oil-saving 4-ring pistons and precision bearings • true truck frames in all models, with siderails *doubled* in heavy duty units • rear axle shafts free of weight-load, ¾-

floating in half-ton units, full-floating in all others • big, easy-action brakes with non-warping, score-resistant cast drum surfaces—in all, *more than fifty* such endurance engineering features! And more than 100 body-chassis combinations to choose from. See your Ford Dealer now!

MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE!

Net More on Every Building

WITH A

Mall Saw

REG. U.S. PAT. OFF.

The faster you build... the less the cost... the greater your profit when you use a MallSaw. The Model 70 is unusually light in weight... has a 2 1/4" cutting capacity on straight cuts... 2" on 45 degree bevel cuts... automatic safety guard... can be equipped for dadoing, grooving and cutting asbestos, tile, concrete and light gauge metals. Available—complete with combination blade, wrench, lubricant and metal carrying case—for 110-volt AC-DC or 220-volt AC-DC. Other models with 2", 2 1/4" and 4 1/2" capacities.



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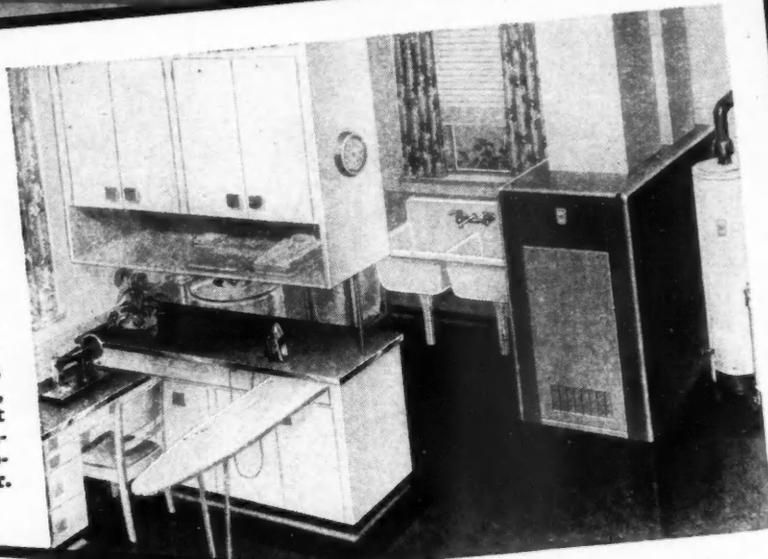
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AKE!

Helpful Design Ideas
from **AMERICAN-Standard**

UTILITY ROOM—Center of interest in this attractive first-floor Utility Room is the **SARATOGA** Winter Air Conditioner, a low priced, oil fired unit especially designed for small homes. Compact jacket encloses both blower-filter unit and heating element. Also provides space for concealed Arco-flame or any other standard oil burner. The laundry tray shown under the window is the **ALDEN**, made of durable, easily cleaned enameled cast iron. Also shown is the popular **BUDGET** Gas Fired Automatic Storage Water Heater.



MODERN KITCHEN—What a picture the trim, efficient **ROYAL HOSTESS** Sink makes under this window. Designed for maximum cleanliness and convenience, this 6-foot double compartment, double drainboard sink is made in one piece . . . of rigid cast iron with a heavy coating of acid-resisting enamel. Fittings are finished in non-tarnishing Chromard for easy cleaning and lasting beauty. Roomy cabinet provides abundant storage space beneath.



■ American-Standard Heating Equipment and Plumbing Fixtures have long been the first choice of homeowners. No products are better known for quality, efficiency, long life. No line is more complete. Yet, American-Standard products cost no more than others . . . and can be purchased on a convenient Time Payment Plan for modernization. For details, contact your Heating and Plumbing Contractor. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pa.

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LOOK FOR THIS MARK OF MERIT—It identifies the world's largest line of Heating and Plumbing Products for every use . . . including Boilers, Warm Air Furnaces, Winter Air Conditioners, Water Heaters, for all fuels—Radiators, Convectors, Enclosures—Gas and Oil Burners—Heating Accessories—Bathtubs, Water Closets, Lavatories, Kitchen Sinks, Laundry Trays, Brass Trim—and specialized products for Hospitals, Hotels, Schools, Ships, and Railroads.



PUBLISHER'S PAGE

Prosperity Depends on POLICIES

ECONOMIC RESULTS are not determined by the *principles* that politicians, business men and labor leaders profess, but by their *specific policies*. Everybody but avowed socialists and communists *profess* to favor free private enterprise. But the nation's future prosperity and progress will be determined by the degree to which we really have free private enterprise, which will depend on how many important *policies* favorable or adverse to private enterprise are followed.

Measured by production, construction, commerce, transportation and employment we are having a period of extraordinary prosperity. The up-to-date trend of business as a whole is best indicated by railroad freight loadings, which as yet show no tendency to decline.

But there are influences working which make the experienced student of business wary. Prices have advanced more than many consider safe. Recent increases of wages in some large industries, which will be followed in other industries, enhance inflationary tendencies. There is much complaint of excessive costs due to labor inefficiency; and there is no certainty yet of legislation to destroy or even curb labor monopolies. Taxes are taking too much of the earnings of corporations and individuals to allow accumulation of the huge amount of capital needed for improvement and expansion of industrial and railroad plant; and there is no certainty that whatever legislation is passed by Congress to reduce taxes will not be vetoed. Important industries, such as home building, power companies and railroads, are being subjected to and threatened with increasing competition subsidized from the excessive taxes being collected.

Perhaps the most encouraging factor in the situation is that so many public

men and business men show an awareness of unfavorable influences and are guarding against and trying to reduce them. They showed no such awareness and fear of unfavorable influences before the recession in 1920, the crash in 1929 or the recession in 1937.

It has been truly said that if we have a depression soon it will have had the most advance advertising of any depression in history. New Deal economists predicted that, without huge government spending on "public works," depression would come immediately after the war. A decline in the stock market forecasted it months ago. Spokesmen of communism in Russia as well as here have been confidently awaiting a "bust" in America which they believe would drive capitalism from its last citadel.

Reasonable confidence of business men in the future helps cause good business. Widespread excessive and blind confidence causes reckless speculation, which is always followed by depression. Private enterprise in this country cannot risk another severe depression. Therefore, it cannot risk widespread reckless speculation in stocks, commodities, real estate or anything else. The longer a boom lasts and the bigger it becomes the more excessive confidence and reckless speculation it is likely to engender.

Good business men will go courageously forward while sure their confidence in the future is justified. But under such conditions as exist at present, they will oppose unwarranted government spending and all socialistic policies, keep their confidence under strict control and make certain they are avoiding speculative excesses of every kind.

Samuel O. Drumm,



Bondex is sold
in Australia

In any language



Bondex
is sold in India

the way to

STOP WALL DAMPNESS

is with

BONDEX

the *Patented* cement paint



Bondex
is sold in
Northern Canada



◀ FOR EXTERIORS

Bondex is used in 90 foreign countries because it resists the attacks of frost, rain, sun and wind. The reason is the patented Bondex formula which bonds with the wall surface itself and seals up the pores through which moisture penetrates. Ideal for stucco, concrete block, brick or masonry.



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Bondex converts basements unused due to unhealthy wall dampness into dry playrooms — thus providing extra room for the entire family. This inexpensive treatment also permits the use of attractive decorating ideas, as Bondex comes in 12 modern colors. For concrete, stone or block.

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Chicago 9 • New York 6 • Los Angeles 21 • Montreal 1

*Bondex is a patented formula so unique that
it outsells all other cement paints combined*

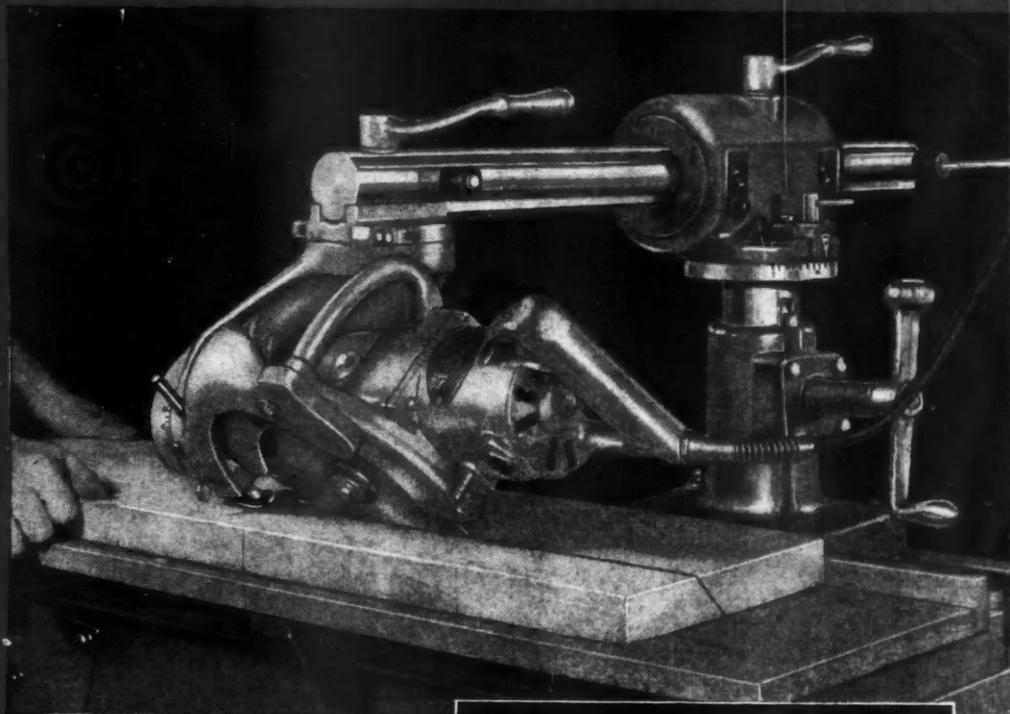
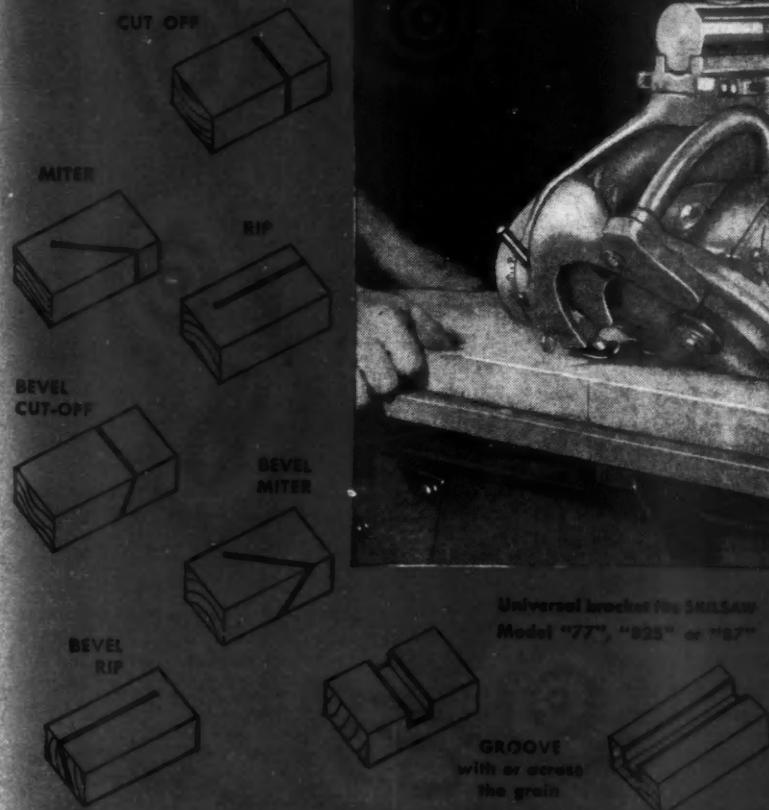
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CEMENT PAINT

NEW LOW PRICE!

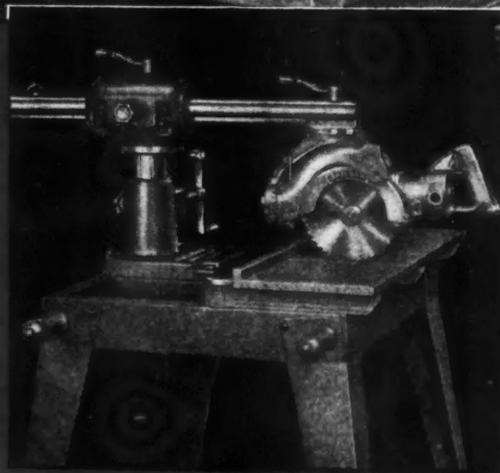
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quickly converts Portable SKILSAW
into an Efficient RADIAL SAW

MAKES ALL THESE CUTS



Universal bracket fits SKILSAW Model "77", "925" or "97"



• Greater acceptance, increased production and economies in manufacturing make possible a substantial reduction on SKILSAW Radial Arm. The new low price is in line with SKILSAW's policy of always bringing you the lowest prices on top-quality SKILTOOLS . . . the tools that always save you time, effort and money on every job!

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

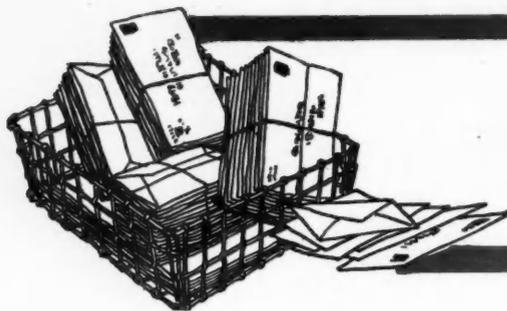
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SKILTOOLS



MADE BY SKILSAW, INC.



Our Readers Say:

Building prices

To the Editor: The table printed on page 23 of your April issue, and reprinted from *The Bildor*, showed some very surprising comparisons of present house costs with the prices of other products and services. I hope this item got proper circulation among labor leaders and others who ought to know what is going on in the matter of prices. Out here in the farm country where we are being told that building prices are too high I expect to make good use of the table. I notice now that some of the old OPA fans are asking what has happened to the price decreases that were supposed to come when OPA went out. Our prices here are coming down. We are buying for less. Can you get something together to show that prices are decreasing all over the country, and then tell the OPA people that it took them a year and a half trying to get production started under their ceilings with no luck; but with OPA out, production started overnight, and it will not take a year and a half to get materials on jobs at reasonable prices.—GEORGE FORKASH, Des Moines, Ia.

Truman on prices

To the Editor: What is Mr. Truman trying to do, drive the country into a buyers' strike and a recession or depression? After he told labor to go out and get 25 per cent more wages that they could get without prices going up, I thought he just wanted bigger income taxes to help pay off the debt. Now, he says prices are too high, and tells people not to buy until prices get lower. If everybody does what he says, there will be layoffs, and less earnings, and that means less taxes on incomes. So, maybe I was wrong when I thought he wanted more tax money. Maybe he wants less of everything so he can campaign to save the country in '48.—L. KNOURIK, Baltimore, Md.

Stolarz in Helvetia

To the Editor: I'll bet you're really wondering who wrote you this letter—but it's from a fellow representing DeWalt saws on a European trip that will take him through several countries here.

Housing is no longer to be considered an American problem exclusively—we are international whether we like it or not. These people are looking to us for assistance not only materially but they need the "know how" that is right now an exclusive American heritage. Opportunities exist all over the world and,

as I see it, our boys in America may look to the future with confidence because they can apply their learning and experience to the problems of the nations whose age is much greater than ours and who are trying to imitate what we are doing.

Our technical papers are well read here—anything new that comes out catches their fancy. However, pictures and letters are just the start and not the final stages of work in this international market. I find *American Builder* here.—JOHN STOLARZ, London, England.

About special permits

To the Editor: Now, you can get a special permit to build a house with a floor area of 2,000 square feet, providing certain conditions are met. Creedon should knock the whole crazy regulation out, and let local people make up their minds about what to build.—HENRY HANDE, Chicago, Ill.

Agrees with us

To the Editor: I appreciate the opportunity to add my endorsement to your editorial "Industry Housing Program." I just trust that it will have such circulation that it will arouse more and more people to action.—J. L. BASWELL, Exec. Vice-Pres., Birmingham Assn. of Home Builders.

Advice to Congress

(A letter to Congressmen Geo. G. Sadowski from Geo. W. Miller of Detroit, Mich.)

Now that we have won a victory and have halted the trend to national destruction in America, it seems timely to consider the dangers and do everything possible to formulate sound policies based upon true American principles. The real purpose of the Republican party, as I see it, is not to attempt to outdo the New Dealers in proposing crazy schemes for socialization but, instead, to return absolutely and completely to the tested and proven principles of Americanism which have given us the finest civilization yet produced.

This is not conservatism—this is common sense. You don't throw away the Bible because it is old. You don't outlaw honesty because it has been used. There is no virtue in newness itself, only if it is in accordance with sound principles, truth and honesty.

I am dreadfully afraid that the Republican leaders will compromise on principle and will chart a half-way

course in order to appeal to votes. If they do, they will lose votes. The majority of the people have become fully fed up on compromises and with impractical schemes of the ignorant and vicious who have misled this country. Every true American loves his country devotedly and stands willing to make whatever sacrifice is necessary to regain the ground lost during the past fifteen years.—GEORGE W. MILLER, President, Miller Homes, Inc., Detroit, Mich.

Brazil builder speaks

To the Editor: I would state that in my capacity of one of the most recent subscribers to the *American Builder*, it is my pleasant duty to advise you I received the first number you mailed me, namely the issue of January last.

After having looked it through, I will say that the impression I have derived is that I was right in my selection of the *American Builder* for the reason that this magazine is just what I expected it to be—of great usefulness to all people who, like myself, like to enjoy themselves in building houses.

I am a technical sergeant in the Brazilian Air Force, always keeping in touch, however, with civilian life, in connection with building affairs. Therefore, it may interest you to know that I have designed and built a number of one and two story houses. One of the objects of this letter is to ask you for permission to make use of some of the suggestions taken from the *American Builder*, which I would incorporate in the drawing of my future construction plans. I could also send you photographs of homes which have already been built, and which might be of interest to American builders. Being able to speak and write English to some extent, I could write you in that language should you prefer it.

Please accept my thanks, and you can rest assured that the *American Builder* has acquired one more friend in Brazil.—BENEDICTO ALVIS SILVA, Rio de Janeiro.

Bouquet

To the Editor: At the same time that I am renewing my subscription for *American Builder* for another five years, I feel that it would be fitting to let you know that I am very well pleased with your paper, and that I get a great deal of valuable information in its columns. I don't see how any builder can get along without it.—JOHN T. SVAREN, Hardin, Mont.



The PLANNING BOARD

For Present Strength and Future Expansion Needs

The Allied Electric Supply Company in Pittsburgh, Pa., needed a new building in a hurry—needed a big floor area to meet present business requirements and also had to plan for future upward expansion of the structure.

Truscon Open Truss Steel Joists and Truscon

The underslung design of the bearing permits maximum head-room under the supporting girders. The open web allows the passage of pipes and conduits in any direction. In practical use, Truscon "O-T" Open Truss Steel Joists are very simple to install, being completely shop fabricated and reaching the job ready for placing. Each joist is marked to correspond with the erection diagram, thus greatly simplifying and speeding construction work.



Allied Electric Supply Company, Pittsburgh, Pa., M. V. Shancey, Architect, Branna Construction Co., Contractor.

Truscon Open Truss Steel Joist

Truscon Open Truss Nailer Joist

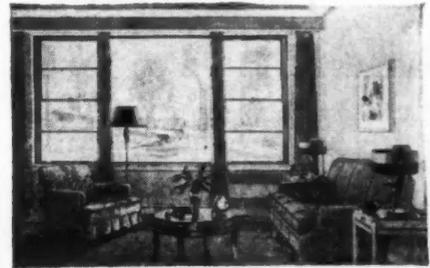
Open Truss Nailer Joists were designed into the building to assure the rigid, fire-resistant, economical and light weight construction required. The Open Truss Steel Joists were used for the first floor, and the Nailer Joists were used for roof construction. The front bay of the Allied Electric Supply Company structure is designed for a future second floor, and the Truscon Steel Joists used assure this expansion without alterations.

Advantages of the Truscon "O-T" types of steel joists are many. Fundamentally, the Truscon "O-T" Open Truss Steel Joist is a Warren truss having top and bottom chords of wide tee-shaped members and a plain round continuous web member. The bottom chord is continuous from end to end of joists and bent up at the ends to form the bearings. Steel joists are fabricated by means of electric machine welding under pressure, making positive connections at all joints.

First All Resistance Welded Steel Joist

The Truscon "O-T" Open Truss Steel Joist was the first all resistance welded steel joist on the market. These joists were used in building the Grant Building, Pittsburgh, Pa., world's tallest building with Open Truss Steel Joist Floor Construction.

The Truscon Planning Board says, "Normal delivery on many of our Steel Building Products is now possible. In fact, on all material for which raw material is readily available, a normal rate of production and delivery is currently in effect." However, since production and delivery schedules change from week to week, we suggest you contact the nearest Truscon sales office for the latest information.



For Smart Styling

There are scores of smart room designs possible with the Truscon Series 138 Double-Hung Steel Window. The wide range of window openings in single, twin, triple and panoramic combinations inspires unusual window treatments, resulting in rooms and entire structures of appealing architectural beauty.

Several improvements are now embodied in the Series 138 Window, making it better, heavier, stronger than ever before. Write for free illustrated catalog showing complete range of types and sizes.

What's Your Door Problem?

There's a range of Truscon Steel Doors to meet every type or size needed in any type of structure, from 2' 7 3/8" industrial swing type for residences, garages, manufacturing buildings, etc., to great mechanically operated doors for airplane hangars with openings of hundreds of feet in width. The types include swing and slide industrial doors, two-section vertical lift doors, two-section turnover doors, accordion doors, crane and canopy doors, pier doors and hangar doors. Write for details.



New Literature

A complete reprint of the 72-page insert in SWEET'S, covering all types and sizes of Truscon Steel Windows, with their installation details, is available on request.



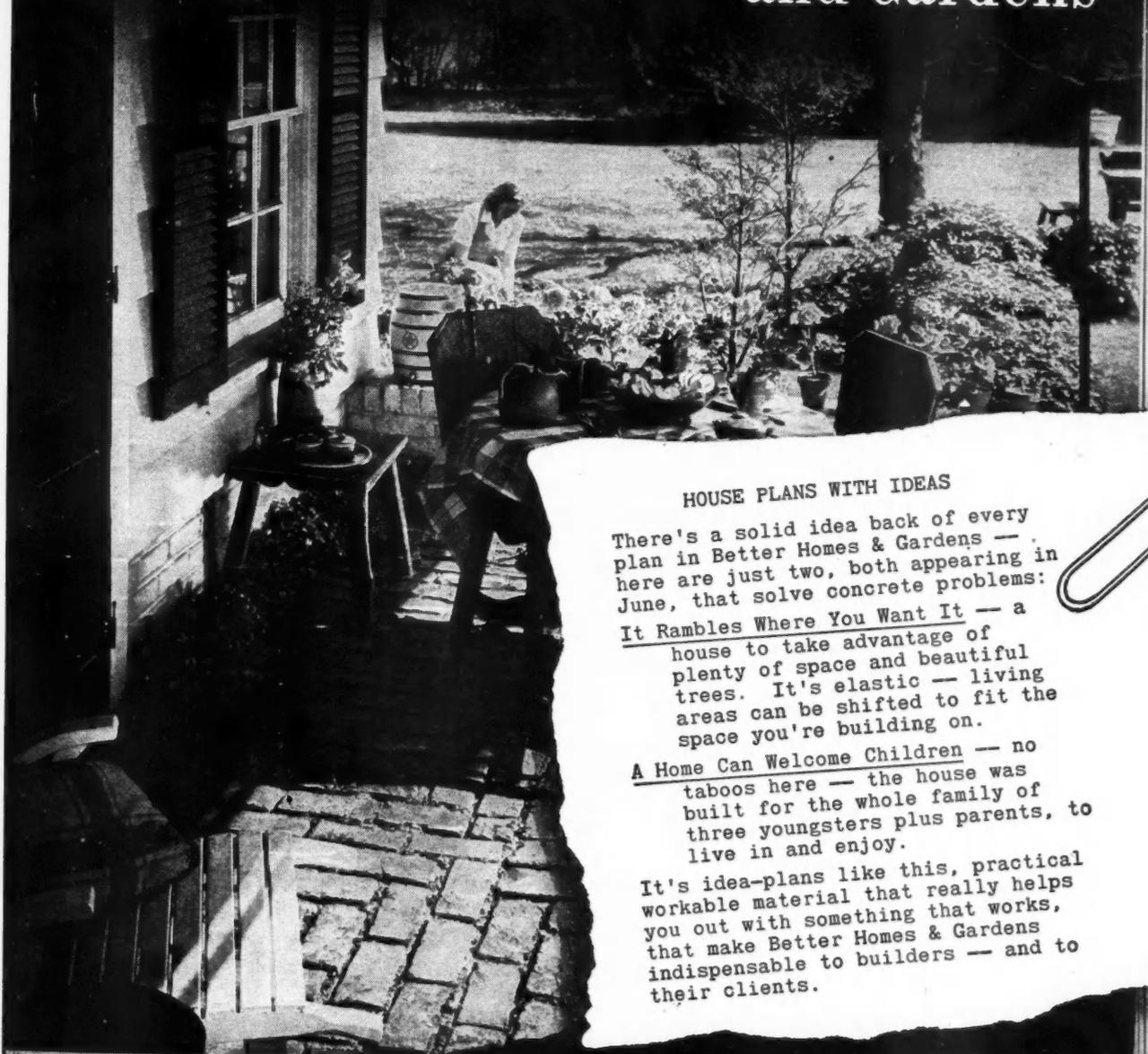
TRUSCON
STEEL COMPANY
 YOUNGSTOWN 1, OHIO
 Subsidiary of Republic Steel Corporation

THERE'S NO PLACE LIKE HOME

Better Homes

and Gardens

READ BY MORE THAN 3,000,000 FAMILIES
JUNE 1947 • 25¢



HOUSE PLANS WITH IDEAS

There's a solid idea back of every plan in Better Homes & Gardens — here are just two, both appearing in June, that solve concrete problems:

It Rambles Where You Want It — a house to take advantage of plenty of space and beautiful trees. It's elastic — living areas can be shifted to fit the space you're building on.

A Home Can Welcome Children — no taboos here — the house was built for the whole family of three youngsters plus parents, to live in and enjoy.

It's idea-plans like this, practical workable material that really helps you out with something that works, that make Better Homes & Gardens indispensable to builders — and to their clients.

America's First Service Magazine

Circulation Over 3,000,000

Look behind the surface for the S.Q.C. in *Paraflex*



PARAFLEX is a non-metallic sheathed cable. That's elementary. But to get the real facts about PARAFLEX let's break it down into its components:

		NON-METALLIC SHEATHED CABLE	PARAFLEX
	1	OUTER BRAID	Plus Paronite developed moisture resisting, flame retarding saturant.
	2	RIP CORD	Plus its careful selection for size to properly fill interstices between conductors... and for adequate strength to shear the outer sheath.
	3	PAPER WRAPPER	Plus careful selection of the quality of the paper, which is scientifically treated to resist moisture... wrapped at a carefully controlled tension.
	4	CONDUCTOR BRAID	Plus the correct tension at all times, insuring adherence between insulation and braid.
	5	RUBBER INSULATION	Plus continuous laboratory tests of the compound.
	6	COPPER CONDUCTORS	Plus constant analysis of the quality of the copper... constant check on gauge.

and

IT LAYS FLAT... WON'T SQUIRM OR TWIST... IT'S CLEAN TO HANDLE... IT'S PLAINLY MARKED... IT'S PARAFLEX!

DISTRIBUTED THROUGH WHOLESALE

PARANITE WIRE AND CABLE

Division of ESSEX WIRE CORPORATION
FORT WAYNE 6, INDIANA



WAREHOUSES AND SALES OFFICES: Atlanta, Ga.; Chicago, Ill.; Cleveland, Ohio; Dallas, Texas; Detroit, Mich.; Kansas City, Mo.; Los Angeles, Calif.; Newark, N. J.; Philadelphia, Pa.; St. Louis, Mo.; San Francisco, Calif.

ELECTRICAL WIRES AND CABLES "BETTER THAN CODE REQUIRES"

**CAN YOU
AFFORD TO
PLAY
OSTRICH?**



Let's face the facts. The houses you build today can haunt you in the future—or they can stand as monuments to your foresight and good judgment.

One way to be sure of a future reputation as good as you enjoy today is to *wire your houses for Electric Ranges!* Surveys among American women can help you look ahead—because survey after survey shows that women want, and intend to have, Electric Ranges in their homes today and tomorrow.

To do the job right requires only: 3-wire service from point of cut-in to the distribution panel; a minimum of two No. 6 wires and one No. 8 wire; a 60-amp. switch with overload protection and a 3-wire circuit from the distribution panel to the range outlet in the kitchen. Make this your minimum wiring specification.

Electric Range Section NATIONAL ELECTRICAL MANUFACTURERS ASS'N., 155 E. 44th St., New York 17, N. Y.
A-B STOVES • ADMIRAL • CROSLEY • ESTATE HEATROLA • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE QUALITY • UNIVERSAL • WESTINGHOUSE



TO KEEP THEM MODERN...

wire your houses

FOR ELECTRIC RANGES

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TRENDS

BUILDING MATERIAL — EQUIPMENT — APPLIANCES

THE slow down in starts of permanent dwelling units is not alarming as yet, but is disappointing in so far as it had been hoped that the number of starts would exceed last year's total. First quarter starts of permanent dwellings totaled 136,700, a decrease of 2 per cent as compared with last year. Completions of permanent dwelling units in the first quarter totaled 176,200, an increase of 187 per cent. April 1947 starts are estimated at 63,000 dwelling units, as compared with 66,100 last year. An increasing percentage of permits is being issued for rental units. The January percentage of rental units was only 9 per cent, February's percentage was 17.2 per cent, and in March the percentage jumped to 21.5 per cent.

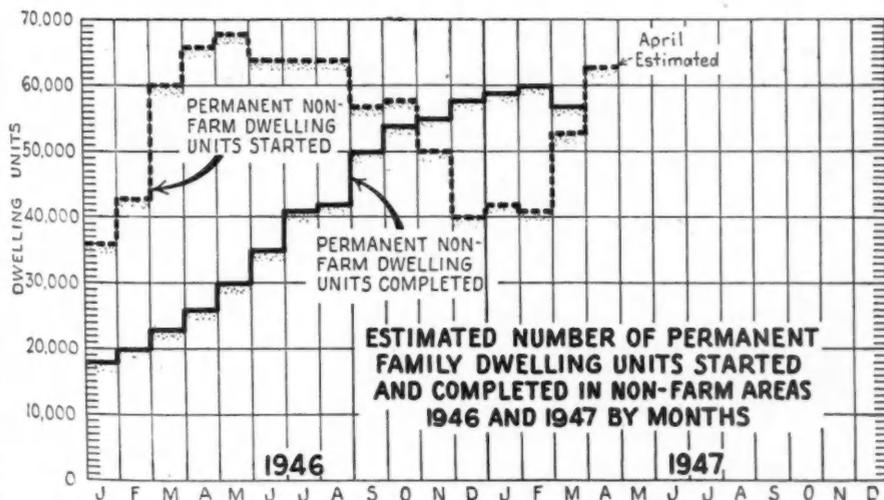
Even though some materials are already in relatively easy supply and still others soon may be, construction cannot proceed efficiently until the supply of all needed materials is in balance. Factors exerting an influence on the tight supply outlook are (1) The large number of houses started in 1946 which remain to be completed in 1947, and which particularly affect completion items such as plumbing and heating equipment, (2) the generally high level of other construction activity together with the long deferred demand for modernization, repair, and replacement and, (3) uneven distribution, aggravated by transportation difficulties, as well as the geographical shift in demand.

According to the Housing Expediter four raw materials for the production of essential housing items

are still critically short. These are steel, pig iron, phenolic molding compounds and resins for electrical wiring devices, and shop grade lumber for millwork. Brick and structural clay products are now in relatively easy supply in most areas. This is also true of lumber in general, although a shortage of specific types of lumber is expected to persist, and the supply of millwork and hardwood flooring will probably be far short of demand throughout most of 1947.

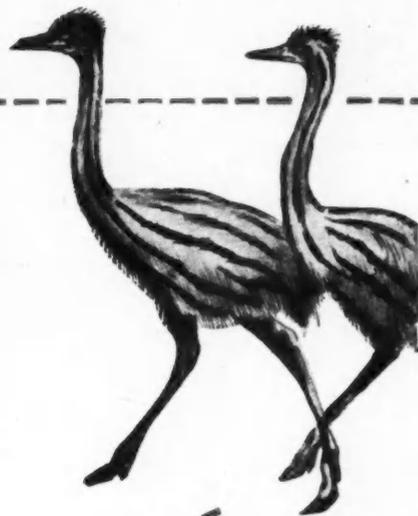
According to the Bureau of Labor Statistics, the wholesale building-materials price index for the week ended March 15 stood at an all-time record high of 175.3 (1926 equals 100). This was 25 per cent higher than on November 9, when prices were decontrolled. For the week ended March 15, there was virtually no change in the price level—the first time this has occurred since V-J Day. This is the first indication of a leveling off, but is too early to draw any firm conclusions.

From all indications construction-labor requirements at their peak in 1947 should substantially exceed the 1946 peak, when 1,800,000 workers were employed on new on-site construction. In the building-materials industries employment reported by the BLS rose during January to a level almost 25 per cent above the same month in 1946. Many of the industries were working longer hours, and work stoppages have been at a minimum. These factors have been of considerable importance in increasing the output of building materials.



Source: Bureau of Labor Statistics, Construction Division

FACE the facts!—



WOMEN WANT

ELECTRIC WATER HEATERS!*

Electric Water Heaters are in demand because they are: (1) **SAFE** (fumeless, flameless); (2) **CLEAN** (smokeless, sootless); (3) **ADAPTABLE** (short hot water lines; no flue or vent); (4) **TROUBLE-FREE** (as electric light); (5) **ECONOMICAL** (plenty of hot water all the time at low cost).

That's why it really is "good business" to install a modern Electric Water Heater in every house you build!

*1944 NEMA survey revealed 3 times as many women preferring Electric Water Heaters as owned them at that time!

Electric Water Heater Section
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
155 E. 44th Street, New York 17, N. Y.

- B & F • CLARK • ELECTROMATIC • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JUD WHITEHEAD • KELVINATOR • MONARCH • NORGE • PEMCO • REX • RHEEM • SEIDELHUBER • SELECTRIC • SMITHWAY • THERMO-GRAY • THERMO-WATT • UNIVERSAL • WESTINGHOUSE

A HOUSE WIRED FOR AN ELECTRIC RANGE IS...

ALREADY WIRED FOR AN

Electric
WATER HEATER!

A NEW, STILL BETTER GENERATION OF

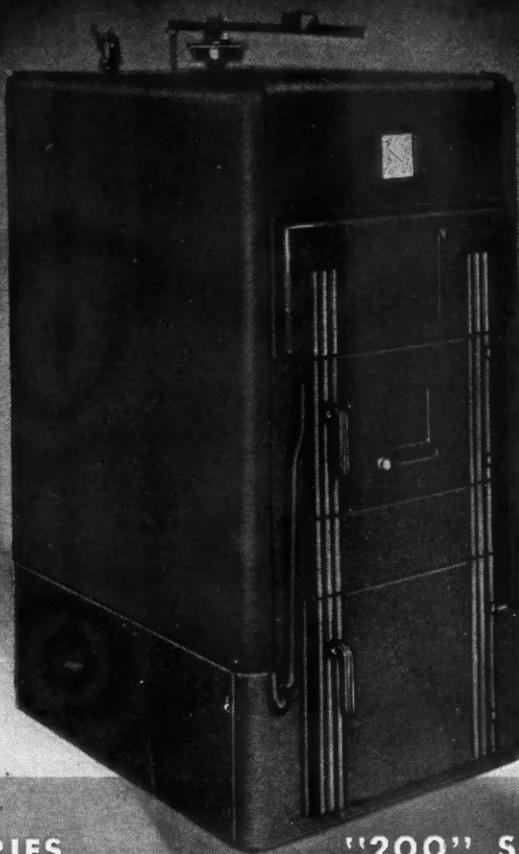
The Complete Line of **NATIONAL**
HEAT EXTRACTORS

for coal, oil or gas firing



"100" SERIES

Smart and compact for small home installation in kitchen, basement or utility room.



"200" SERIES

Big boiler performance for homes of medium size and some commercial installations.



APPROVED RATINGS

MORE HEAT FROM EVERY FUEL DOLLAR!

That is the aim of National's design and research engineers—and their success is reflected in this new line of famous HEAT EXTRACTORS. A new, still better generation of a distinguished family—the result of more than seven years of engineering design and research.

ON OF A DISTINGUISHED FAMILY . . .

✓ **"HEAT EXTRACTOR"** is the modern term for heating boilers made by National which take full advantage of the "Heat Extractor Principle"—extended heating surface and multiple flue passes.

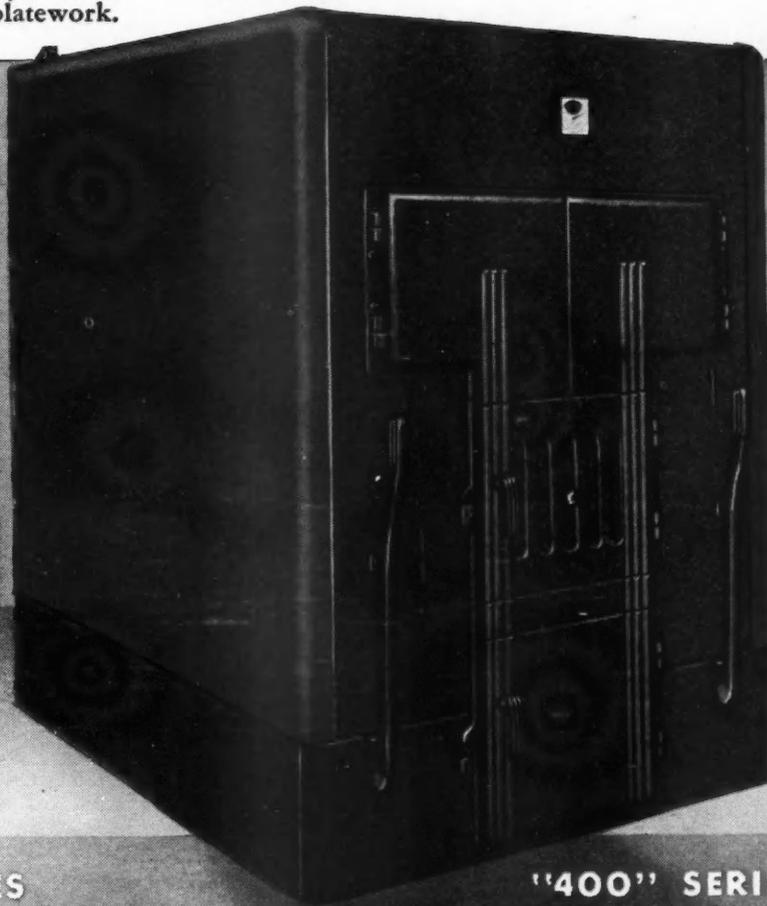
✓ **SMART APPEARANCE** marks the complete new 100, 200, 300 and 400 Series National HEAT EXTRACTORS. Jackets are in colorful flame-red (crinkle finish) contrasting with the jet black crinkle cast into base and platework.

✓ **ECONOMICAL** cost of operation is a feature of National HEAT EXTRACTORS. National engineers have designed each Series for fuel economy regardless of the type of firing or fuel recommended.

✓ **CONVERTIBILITY** from hand firing to fully automatic firing is a feature of the HEAT EXTRACTOR line. Conversion may be easily accomplished after installation.

**"300" SERIES**

For larger homes, small apartments and various commercial installations where more heat is needed.

**"400" SERIES**

The "400" and "300" are designed for very large installations where plenty of heat is required to serve many purposes. Characteristic HEAT EXTRACTOR construction.

YOU'LL WANT ALL THE FACTS!

Contact your nearest National Radiator Company Heating Sales Branch, or write directly to The National Radiator Company, 221 Central Avenue, Johnstown, Pennsylvania for full NRC product information—without obligation.



The NATIONAL RADIATOR Company

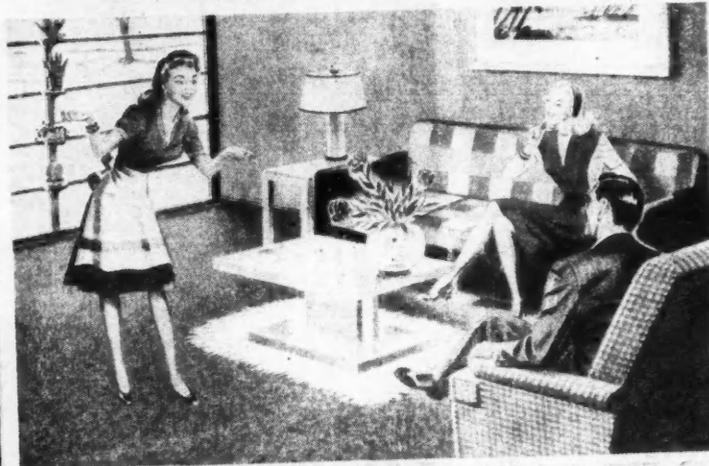
JOHNSTOWN, PENNSYLVANIA



Now Advertised to Millions!

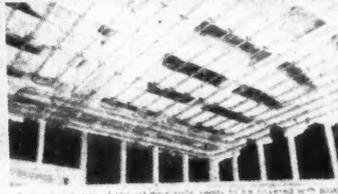
Not just heat...but mellow sun-like warmth

Hydro-Flo Radiant Panel Heating



Plus more hot water than you can use...all year 'round

For the complete story...
 the complete story...
 the complete story...
 the complete story...



Exterior pipe coils installed in floor, just before covering the floor with...

Ceiling installation of radiant pipe coils, ready to be covered with plaster...

JUST picture your new home with a mellow sun-like warmth...
 no radiator or grille to hamper room arrangement.
 Imagine, too, every room bathed in mellow, sun-like warmth...
 anyone you've ever experienced before. So, that's more of the mellow sun-like
 warmth always wanted! And you'll be delighted with the mellow sun-like
 feeling of the air.
 That's modern Radiant Panel Heating...
 a B & G Hydro-Flo Heating System.
 In this completely new heating system, warm water is circulated through
 coils in the floor or ceiling. The air in the room is warmed by the
 floor or ceiling, and a constant flow of warmth is felt in the room.
 Not only is it actually easier on money to have the mellow sun-like
 Hydro-Flo heat-radiant heating is noted for fuel economy. Warm
 draperies stay bright and clean much longer...
 no radiator or grille to hamper room arrangement.

B & G HYDRO-FLO RADIANT HEATING EQUIPMENT
 ON ANY HOT WATER BOILER
 B & G FLO CONTROL VALVE
 B & G BOILER

Hydro-Flo HEAT
 FORCED HOT WATER HEATING FOR RADIATOR, CONVECTOR,
 RADIANT BASEBOARD AND RADIANT PANEL SYSTEMS
BELL & GOSSETT CO.
 MORTON GROVE, ILLINOIS

SEND THE COUPON FOR THIS
 BELL & GOSSETT CO. MORTON GROVE, ILLINOIS
 Name _____
 Address _____
 City _____

The sure way to add extra sales value to your homes is to follow the trend to B & G Hydro-Flo Heat! Hundreds of thousands of these forced hot water systems are in operation today, giving home comfort never known before.

The many advantages of B & G Hydro-Flo Heating are now being presented in a comprehensive advertising program to millions of the best home building prospects. Month after month, leading home service magazines are scheduled to broadcast the story of B & G Hydro-Flo Heating Systems.

This drive to open new markets is of genuine significance to the home building industry. It's bound to intensify the present widespread interest in forced hot water heat... sure to strengthen the sales appeal of homes equipped with this modern comfort-economy heating system.

If you haven't full information, write today. A complete assortment of descriptive literature is available.

Radiant Panel Heating

explained in **NEW FREE BOOKLET**

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Hydro-Flo HEAT

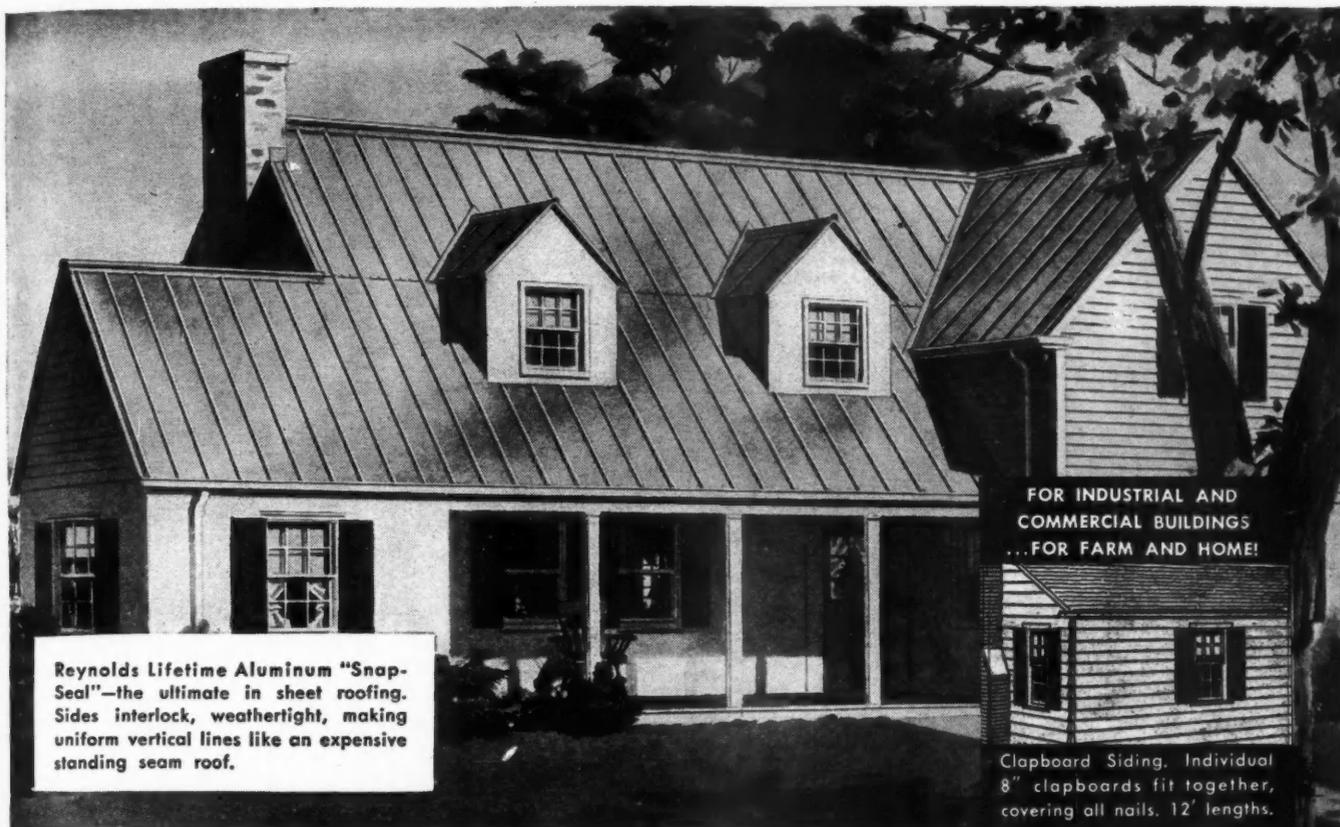
BELL & GOSSETT CO. MORTON GROVE, ILLINOIS



Typical B & G advertisements now appearing in Better Homes and Gardens, American Home, House and Garden, House Beautiful and Small Homes Guide.

Hydro-Flo HEAT

BELL & GOSSETT COMPANY
 Dept. AA11, Morton Grove, Illinois *REG. U. S. PAT. OFF.



Reynolds Lifetime Aluminum "Snap-Seal"—the ultimate in sheet roofing. Sides interlock, weathertight, making uniform vertical lines like an expensive standing seam roof.

FOR INDUSTRIAL AND COMMERCIAL BUILDINGS ... FOR FARM AND HOME!

Clapboard Siding. Individual 8" clapboards fit together, covering all nails. 12' lengths.

FAST DELIVERY, FAST APPLICATION ...FAST SELLING!

Immediate delivery and fast, easy application are the first advantages of Reynolds Lifetime Aluminum Clapboard and Shingles to the builder. But customer satisfaction is the plus that helps to clinch a contract or sell a unit already built.

And that satisfaction is greater with aluminum—whether for a house, barn, store or factory. Because aluminum is fire-proof, rust-proof, rot and termite-proof. Because it needs no painting, lasts indefinitely. Because its radiant heat reflection means winter fuel savings, summer coolness. Unlike other metals and wood, it throws off the sun-load—is proving that now in hot southern states.

Reynolds adds to these natural advantages of aluminum in two ways.

First, by the greatest *variety* of aluminum building products. Second, by *extra thickness* in popular 5-V Crimp, Corrugated and Weatherboard—53% thicker than the old 28-gauge galvanized, sturdier yet lighter.

These advantages are being sold by powerful national advertising. And your customers know they don't have to wait—you can be supplied now. See Sweets or write for literature . . . offices in principal cities . . . Reynolds Metals Company, Building Products Division, Louisville 1, Ky.



Shingles. Interlocking, weathertight, covering all nails. Two sizes: 8x14½ and 5½x18½.



Corrugated. Extra-thick (.024"). 6, 8, 10, 12-ft.; 26" wide; 1¼-in. and 2½-in. corrugations.

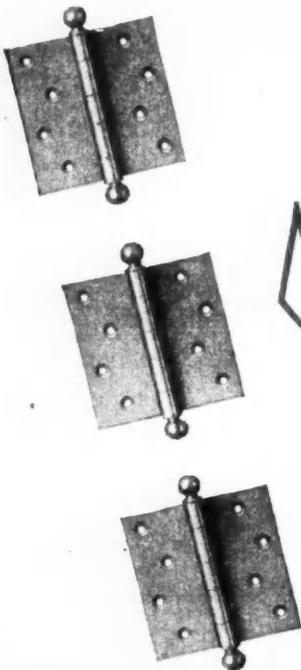
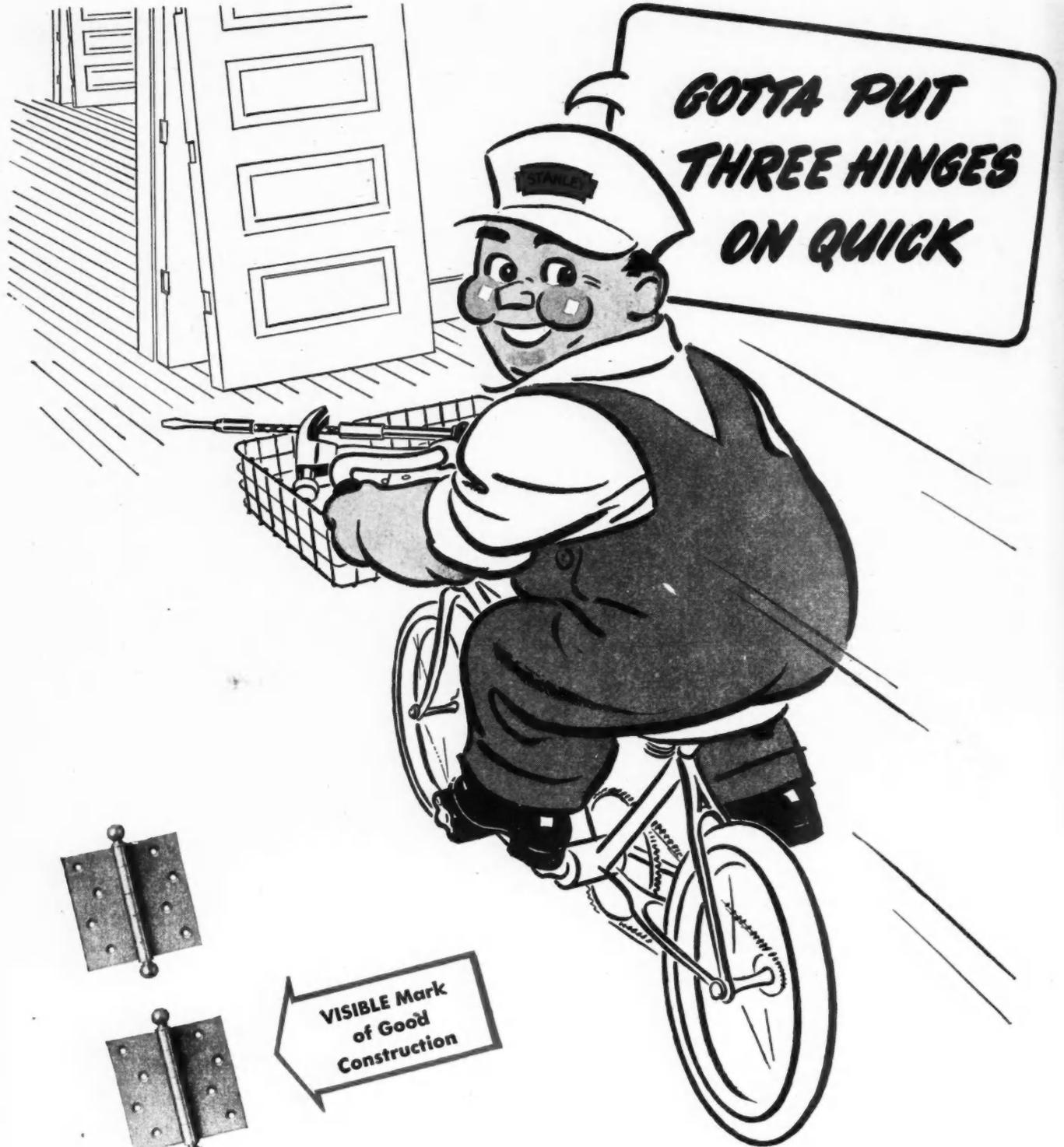


Weatherboard Siding. Crimped like 4-in. clapboard. 8, 10, 12-ft. lengths; 24" coverage.



5-V Crimp. Extra-thick sheets (.024"). 6, 8, 10, 12-ft. lengths; 24-in. coverage.

REYNOLDS *Lifetime* ALUMINUM BUILDING PRODUCTS



VISIBLE Mark
of Good
Construction

THE STANLEY WORKS
NEW BRITAIN, CONN.

STANLEY

HARDWARE • HAND TOOLS • ELECTRIC TOOLS

REMEMBER THREE HINGES TO A DOOR



Include True Indoor Comfort in
your "blueprint for better living"
...with the Mueller Climatrol System

— and meet one of the main "mental specifications" of today's clients

Indoor comfort is one of the most important single factors in the owner's appreciation of a home. When you specify Mueller Climatrol, you're providing comfort that measures up to his high expectations — and assuring his lasting satisfaction.

True Indoor Comfort depends on the condition of the air in the home. Climatrol meets today's higher comfort standards because it is basically designed to condition and handle air, and it is easily

adapted to future air-conditioning developments.

There is a size and type Climatrol that's right for every home, each specifically designed for efficient and economical operation with one of the three popular fuels — gas, oil, or coal. Your recommendation of Climatrol is backed by Mueller's 90-year performance record as a specialist in supplying indoor comfort equipment for the home.

Give your clients Climatrol — for the lasting satisfaction of True Indoor Comfort.

L. J. Mueller Furnace Co.

2016 W. Oklahoma Ave.

Milwaukee 7, Wisconsin



MUELLER
Climatrol

Reg. U. S. Pat. Off.



*unaccustomed as I am
to public speaking...*

We could climb on a soap box ... tell you all about the Carey expansion program ... how we've added production capacity, how we've doubled our research laboratories ... how we are turning out more Carey building materials than ever before in our 74-year history.

BUT THAT wouldn't help much now. Nothing really would, would it, unless there were some way to get you now *all* the building materials you need *today*? Since that's impossible (and

heaven knows you've heard enough of the whyfores that we can skip them here!) we're going to save most of our breath.

WE SAY "most of our breath" because we do want to use some to express this thought: We have confidence in the building industry ... confidence that building contractors, and dealers, and manufacturers will insure their future

by building soundly now. The best possible planning ... the best possible materials ... the best possible construction ... that is today's firm foundation for the entire industry's future.

IF WE lay that foundation ... none of us, in days to come, will have to climb on a soap box to explain away avoidable shortcomings. Today, for tomorrow, remember—

the *Carey* line

In Canada: The Philip Carey Co., Ltd.
1557 MacKay St., Montreal 1, P. Q.

Asbestos Shingles and Sidings
Asphalt Roll Brick Siding
Roof Coatings and Cements

Asphalt Shingles and Roofings
Rock Wool Insulation
Asbestos Coverall Wallboard

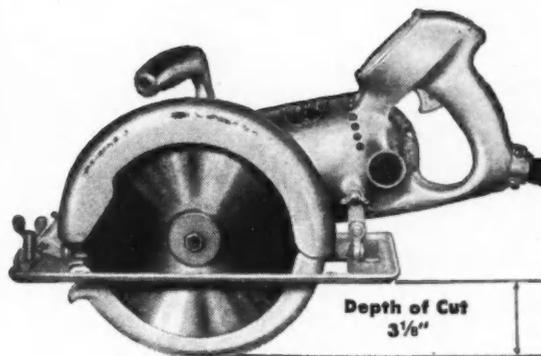
Waterproofing Materials

Miami-Carey Bathroom Cabinets and Accessories

THE PHILIP CAREY MANUFACTURING CO., CINCINNATI 15, OHIO



Makes Extra- Deep Cuts FASTER!



*This Husky 9-inch "Quick Saw" * is Powered for Heavy-Duty Sawing*

There's nothing like a Black & Decker 9" Quick-Saw for ripping hours off heavy construction sawing jobs! This powerful saw cuts to a maximum depth of $3\frac{1}{8}$ "—*ten times faster than hand sawing*. And it's built to take the rough spots without slowing up or overheating.

With a Quick-Saw, you can rip, crosscut, angle, groove, dado—on studs, roof trusses, rafters, joists, stair stringers, all kinds of heavy structural lumber—even save time by stacking boards for sawing. What's more, the same saw can be equipped with blades and abrasive discs for cutting compoboard, slate, tile, marble, asbestos, galvanized sheet, other thin or non-ferrous metals. Yet, with all its power and ruggedness, the Quick-Saw is perfectly balanced for easy handling.

Ask your nearby Black & Decker Distributor for full details on timesaving Quick-Saws. And write today for your free copies of our illustrated, informative "Electric Saw Handbook" and complete catalog. Address: The Black & Decker Mfg. Co., 666 Pennsylvania Ave., Towson 4, Maryland.

LEADING DISTRIBUTORS  EVERYWHERE SELL

Black & Decker

PORTABLE-ELECTRIC TOOLS

*Protect Your Hardwood Flooring Installations
with*

BRADLEY *Pre-Finished*

**9 POINT
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.



A Superior **HARDWOOD FLOOR...**

A Substantial **SAVING IN COST**

Bradley Straight-line expedites laying. Strips slide rapidly into place... no crook to be forced in drawing up... no nailed-in tension.

Bradley Pre-finished floors are ready for use when laid, eliminating time and cost required for sanding and finishing on the job.

**Specify Bradley Pre-finished, because it gives your customer better satisfaction,
and you a better profit.**

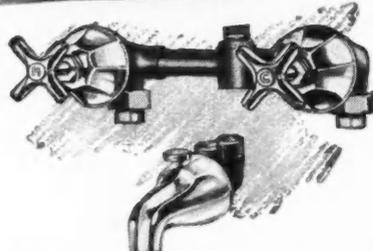
PRODUCED IN OAK, BEECH, PECAN

BRADLEY LUMBER COMPANY of Arkansas

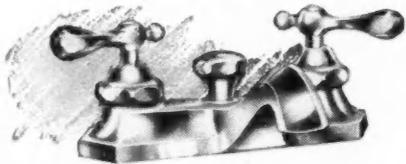
W A R R E N , A R K A N S A S

Due to continuing production problems, it will be some time before your dealer can supply Bradley Pre-finished without delay.

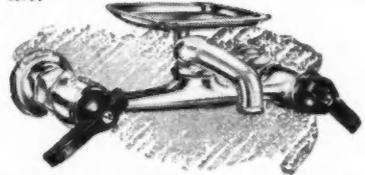
A FEW OF THE
MANY POPULAR
Salter Fixtures
AVAILABLE FOR
YOUR PLUMBING
REQUIREMENTS



S-436—Automatic 2-Valve Bath and Shower Fixture with convenient lift lock type diverter for full instant pressure in tub or shower. Complete with head, arm and trip lever waste.



370—One-piece Masterpiece Lavatory Fixture with indexed lever handles and long life "EZE" close valve action. For lavatories with 4" center openings. A distinctive, compact chrome lavatory fixture.



598—A popular Deluxe Masterpiece Swing Spout sink fixture with attractive handles and removable chrome metal soap tray. Constructed with exclusive Salter "EZE" close valve design.

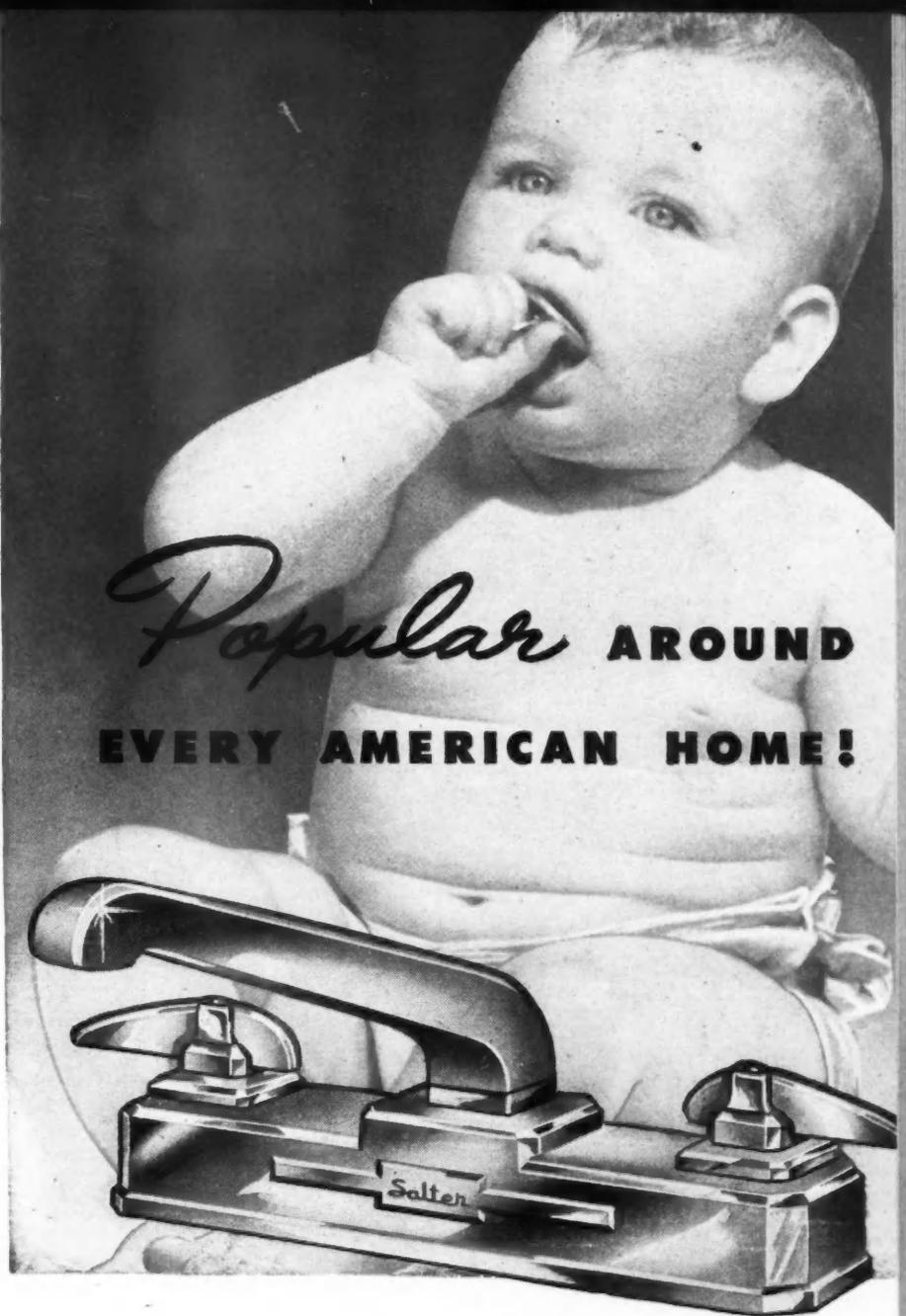


140-D—Single sink faucet with adjustable flange bibb and 4 arm indexed handle. Salter "EZE" close valve construction.



116-C—Sink faucet with solid female flange bibb and all metal lever handle. Salter "EZE" close valve construction.

The Salter-Glauber line, in addition to regular trim, includes plumbing items such as tubular goods, rough brass valves, laboratory fittings, and waterworks valves. For detailed information please contact your local jobber or Salter sales representative.



Popular **AROUND**
EVERY AMERICAN HOME!

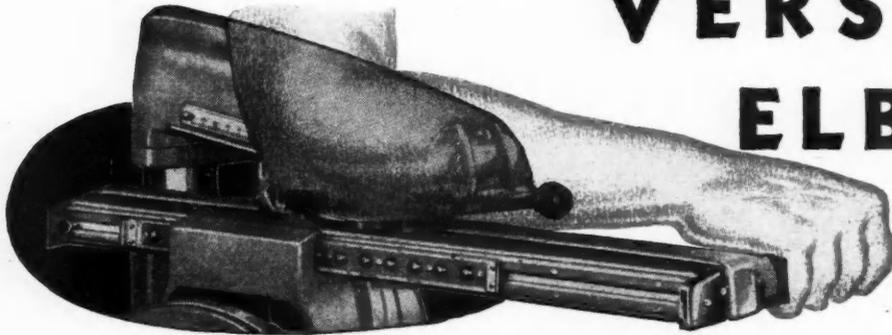
For kitchen, bathroom or laundry, Salter Masterpiece Fixtures possess the desirable features of style, beauty and "EZE" close operation which make them most popular for modern plumbing installation. Plumbers and the building trade in general are now capitalizing on this acceptance since the production of Salter's seven plants are supplying a steadily increasing volume of the fixtures so badly needed for today's construction.

In addition to current staple Salter fixtures, during 1947 many new and improved items and features will be introduced to add even greater prestige and acceptance. The sparkling chrome swing spout sink fixture illustrated above is but a modest sample of the better things to come. Decide now to specify Salter Masterpiece Fixtures, your customers will appreciate their extra quality.

H.B. Salter MFG. CO.
MASTERPIECES IN BRASS
20 Ninth Street, Marysville, Ohio
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★ Exclusive

VERSATILE ELBOW



**MULTIPLEX
MODEL 40-A**
*The saw with the
Exclusive Versatile Elbow*
AS FLEXIBLE AS A HUMAN ARM

The MULTIPLEX Radial Arm Saw will outperform all others. The exclusive "Versatile Elbow" or center pivot track arm moves forward and backward along the rigid overarm on precision machined ball bearing slides. This track arm also rotates 360° to cut either left hand or the conventional right hand miter, up to 90° with the saw in the approximate center of the table. The swivel mounted motor is rotatable horizontally to any angle for bevel sawing, compound mitering, dadoing, cross cutting, etc. These two adjustments, quickly made by using the clear vision, accurately calibrated scales, permit an infinite number of saw positions, which make the MULTIPLEX a truly versatile yet extremely accurate machine. This greater versatility and adaptability results in speeding up of output and lowering of operation costs.

Optional for Models 30A and 40A -- A Radial Arm Drill Press, quickly attached, offers exceptional flexibility in drilling, routing, tenoning, planing, carving, etc.

*Write for full information
and name of nearest dealer.*

MULTIPLEX

Radial-Arm Saws

RED STAR PRODUCTS • INC.

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CROSS CUT • MITER • COMPOUND MITER • RIP • BEVEL RIP • DADO • PLOW • RABBIT • SHAPE • TENON • DRILL • ROUTE

Specify the screening that needs no paint

Get these 8 Advantages

- Permanent — can't rust
- No upkeep—never needs painting
- Cannot "bleed," stain exterior
- Easier installation — handles like cloth, cuts with scissors
- Safer installation — no jagged edges or sharp splinters
- Greater impact strength
- One-fifth the weight of metal
- Tinted — to blend with any color scheme



Firestone

Velon*

TINTED SCREENING

A major maintenance chore every spring is painting metal screens. It's laborious, time-consuming and, unless done with extreme skill and care, the paint will fill up and block parts of the mesh. The result is unattractive, cuts out light and air.

Velon screens require no upkeep, never need painting. Their color is solid through and through. Yet they cost no more than good metal screens.

And *Velon* gives you these other advantages! Can't corrode or rust . . . cannot "bleed" and stain building . . . easier installation: handles like cloth, cuts with scissors . . . safer installation: no jagged edges or sharp splinters . . . greater impact strength . . . one-fifth the weight of metal.

Specify *Velon* . . . now available in standard widths and gauges. For full-color booklet on *Velon* and free samples write Firestone, Akron.

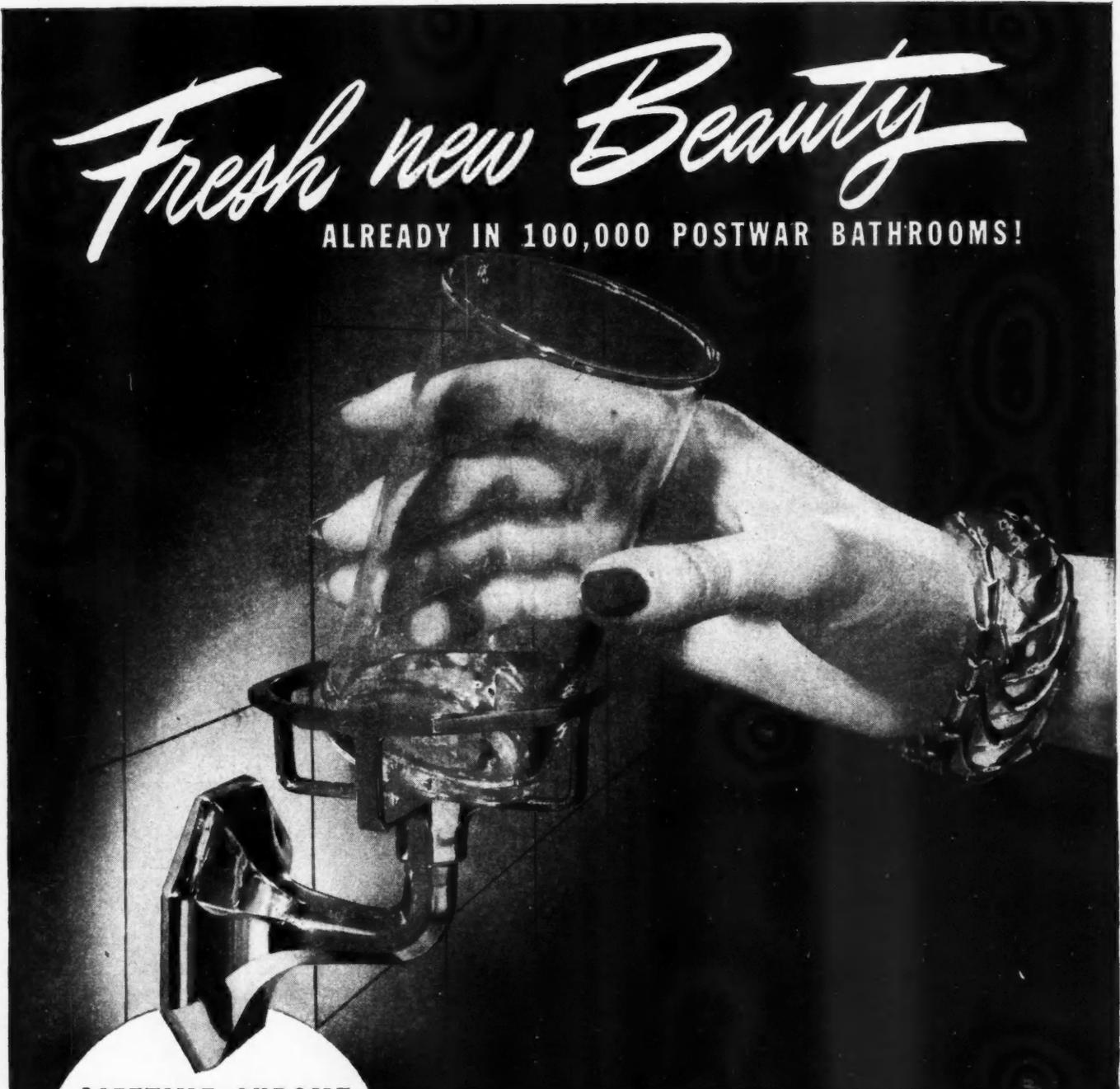
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Another big dealer help—Gerity display boards, modern packaging of the complete Gerity lines, and powerful national advertising! Order today! Write for catalog and prices. Gerity-Michigan Die Casting Co., Sales office, Adrian, Mich. Plants at Detroit and Adrian.

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Building Small Homes!

STRAN-STEEL ARCH-RIB HOMES



This Stran-Steel Home, "The Brighton," was recently built in Florida from one of the many smart, modern designs available through Quonset dealers.

Profitably Sold for Between \$4,000 and \$6,000 . . . Eligible Structurally for F.H.A. Mortgage Insurance . . . Stran-Steel Homes Meet Every Requirement of Your Greatest Market!

You can build Stran-Steel Homes quickly, easily—and *now*. Your Quonset dealer furnishes you with Stran-Steel arch-rib framing and exterior steel sheathing. You're free to use your own labor and collateral materials and to introduce any design variations you like.

You can sell Stran-Steel Homes like hot cakes—and *profitably*. They're really attractive, really low in cost. And they're modern, easy-to-maintain, livable, sturdy and safe.

Important construction advantages are gained by the use of *nailable* Stran-Steel framing. Erection time, close-in time and financing time are all shorter. Labor costs are lower, profits higher!

This revolutionary new housing development opens up a tremendous home market—a great

new money-making opportunity for you. See your local Quonset dealer today, or write for his name and additional information.



MORE AIDS TO BUILDERS

Effectiveness and economy in the use of land are demonstrated in typical site plans for communities of 25, 100 and 1,000 homes, developed by Seward H. Mott, noted land planning engineer. These plans are available to builders.

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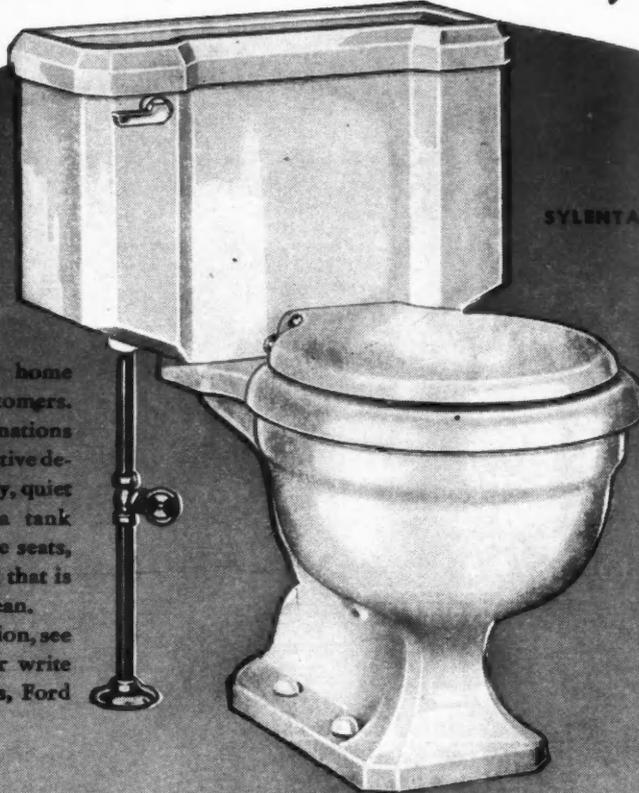


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attractive in design, quiet in operation

Architects, Builders and Plumbing Contractors prefer to specify and sell closet combinations that offer extra value to the home buyer and prospective customers. Eljer's fine line of combinations offers these features: attractive designs, engineered efficiency, quiet operation, integral china tank overflows, ground-in valve seats, glass-like Vitreous China that is easy to clean and keep clean.

For additional information, see your Eljer Distributor or write Eljer Co., General Offices, Ford City, Penna.



SYLENTA - B-5120

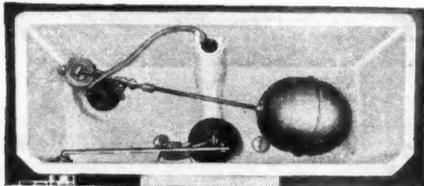


WAGO - B-5160



DUPLEX - B-5140

FOR LONG LIFE AND CAREFREE SERVICE



The integral china overflow and ground-in valve seat eliminate metal parts which are vulnerable to the corrosive action of water. Mechanically, the whole arrangement of these tanks is simplicity itself. Note the illustration at the left.

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NEW

1948 Plan

Pre-Convention Association order wa ton C "In

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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

1948 Convention and Exposition Plans Being Formulated

Preliminary arrangements for the 1948 Convention and Exposition of the National Association of Home Builders are well under way, according to Chairman W. Hamilton Crawford, Baton Rouge, La.

"In the past two weeks definite plans



W. HAMILTON CRAWFORD

have been shaped in anticipation of an outstanding event next February," Mr. Crawford said. "Paul Van Auken, our convention and exposition director, has again secured the Stevens Hotel, Chicago, for the Convention and Exposition headquarters. Dates selected are February 23 through 26, with the Exposition opening for inspection on Sunday, February 22.

"A revised floor plan is being laid out with the view to giving exhibitors a maximum of display space. Also we are negotiating for additional space in a nearby hotel to meet the expected demand."

According to present indications, display space will be at a premium despite the fact arrangements are being made for additional exhibit area.

President Carr on Town Meeting of the Air Broadcast

One of the largest listening audiences ever tuned in on a Town Meeting of the Air radio broadcast early last month heard NAHB President Edward R. Carr effectively answer the question: "How can we build more houses?" The program, originating in Baltimore, was broadcast over a 227-station network of the American Broadcasting Co.

Appearing on the program with Mr. Carr were John Taylor, president of American Houses, Inc.; Senator Glen H. Taylor, (Dem., Idaho); and Boris Shiskin, chairman A. F. of L. housing committee.

Home Builders Urge Labor to Adopt Baruch "Doctrine" of Full Work Week

Representatives of NAHB's Labor Committee, meeting in the Stevens Hotel, Chicago, Apr. 28-29, called on labor in the building trades to adopt the Bernard Baruch "Doctrine" of full productivity and a full work week as the primary step in stabilizing house construction costs and assuring an adequate volume of new homes.

Rodney M. Lockwood of Detroit, NAHB 1st vice president and chairman of the Labor Committee, announced that the adoption of the Baruch proposal by American Federation of Labor leaders was urged by the home builders representing the national organization's affiliated local associations throughout the country. "There is nothing seriously wrong with the construction picture today which cannot be cured by a full week's work at a fair wage in the mines, forests, in factories producing building materials and on the building site," Mr. Lockwood stated.

"It is our hope that labor, recognizing the current high costs of construction, will return to the prewar level of daily output by plumbers, bricklayers, carpenters, plasterers and other building trades. During the years since the start of the war, the reduced volume of home construction and an inadequate supply of building materials resulted in labor in the building trades putting in place in some instances as little as half the materials as in the prewar period. This condition must be corrected if we are to produce housing within the price range of the great majority of veterans and other purchasers. Bricklayers, for example, who are laying only half the number of brick laid in prewar days should double this figure. Lathers and plasterers and other trades producing a similar low percentage of work must realize that labor in building trades is not only pricing housing out of the market, but is rapidly pricing construction workers out of jobs.

"It is urged that AF of L leaders both on the national level and in every community sit down with representatives of the employers groups in an effort to correct the current conditions which are detrimental to management, labor and the home buying public."

Home builders from as far north as Maine and as far west as Denver, who attended the session, described the drastically reduced production by workers in most building trades; discussed new wage demands for which workers are striking or prepared to strike; discussed ways and means of persuading labor to revise present policies which can only result in pricing

housing out of the market and construction workers out of jobs; and urged the adoption of Bernard Baruch's "Doctrine."

In view of the generalizations regarding "featherbedding" and "make-work" practices of the past, the NAHB Labor Committee agreed that these conditions could be grouped under the general heading "Cost Inflationary Practices" and that after they



RODNEY M. LOCKWOOD

are listed and documented they should be classified under the following headings:

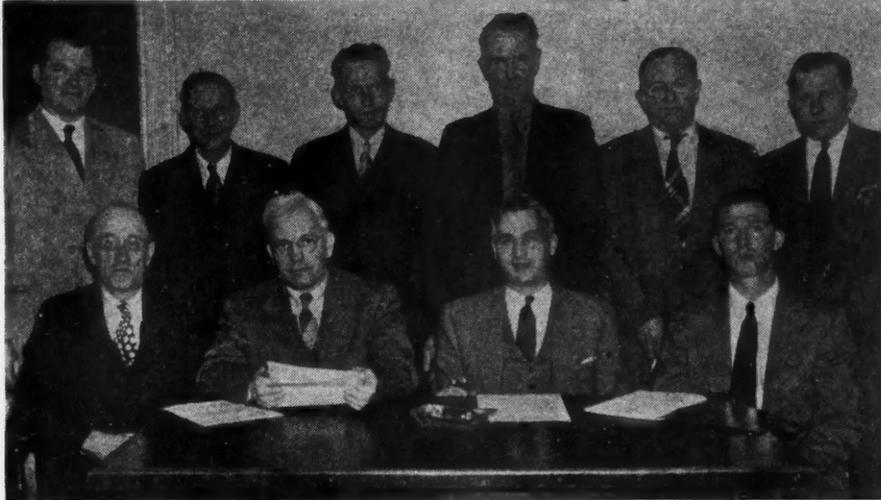
1. Restrictions on worker output.
2. Make-work practices.
3. Restrictions on methods and materials.
 - a. By direct action of unions
 - b. By political action of unions
4. Jurisdictional restrictive practices.
5. Inflationary practices with respect to working hours and overtime pay.
6. Restrictions on competition supported by unions.
7. Restrictions on supply of labor.

Commenting on the situation Executive Vice President Frank W. Cortwright said:

"The cost of building materials—45 per cent of the cost of a new home—has risen tremendously, largely because the wages of labor producing and distributing them have risen. On-site labor—30 per cent of the production cost—has regularly demanded more and more pay and given less and less in putting materials in place. The degree to which workers settle down to a full day's work at a fair wage will largely determine the price that must be paid for new homes."

Plan Now to Attend or Exhibit at the NAHB Convention February 22-26, 1948

Lansing Home Builders Build "Ideal Home"

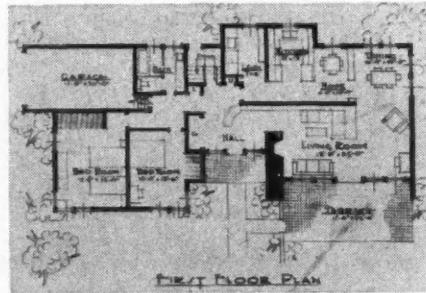
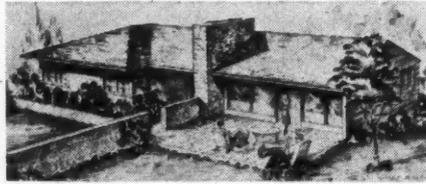


OFFICERS and directors of the Lansing Home Builders Assn.: Standing (l. to r.) Howard C. Walsh, exec. secy.; Jacob K. Spink, Claud L. Hinman, Nathan Haskill, Glen Waltersdorf, and Daniel W. Smith, directors. Seated (l. to r.) are John A. Mutz, treas.; Keith Hicks, Pres.; Charles A. Bowser, vice pres.; and Herbert A. Kierstead, secy.

More than 60,000 persons are estimated to have attended the Home Builders Exposition sponsored by the Lansing (Mich.) Home Builders Association, held May 31 through June 8, according to Howard C. Walsh, executive secretary. High spot of the show was the "Ideal Home" built by the association members and given away on the last day. A free coupon on the house was given away with each 50c admission ticket to the exposition.

Shown at the right, the Ideal Home was designed by Architect Clark R. Ackley of Lansing. Although having only one story it is planned to meet every requirement of modern, comfortable living. The interesting layout provides a reception hall, large living room with fireplace, dining room, dining nook, kitchen, two bedrooms, departmentalized bath, and laundry room. A full basement (not shown) accommodates the heating plant, has two large storage rooms and a "root" cellar, and also boasts of a 24 x 25 ft. recreation room with fireplace and storage closet.

The low-pitched roof, wide expanse of glass area in the living room and corner windows in the bedrooms, coupled with the massive chimney and brick wall extending



into the yard accentuate the low, rambling exterior appearance.

The exposition responded to the wide demand from present and prospective home owners for a comprehensive display of the newest and best in building products, services and methods.

Chicago Newspaper Awards "Pink Ribbon" to Public Housers

In a biting editorial entitled "Housing Culprit," the independent Chicago Daily News recently lashed out at the nation's professional public housers, following their national convention in Chicago." It read: "For drooling hypocrisy and shameless distortion of facts, a pink ribbon should go to the National Public Housing Conference (headquarters Washington, D. C.) for its pronouncement on housing, adopted at its convention here last week.

"This congregation of government housers, their feet firmly planted in the public trough, winked at the stars and resolved as follows:

"The National Public Housing Conference hails the vigorous leadership which organized labor has displayed in the fight to provide every American family with a decent home at a cost or rent that family can afford . . ."

"After this bouquet of kisses to their political allies, the subsidy experts turned to the industry side of the picture:

"The home building industry has been notorious for the extent to which it has continued its cumbersome, antiquated and monopolistic methods. Improvements in this important industry have long been overdue in order to achieve lower capital costs. Conventional builders must adopt improved techniques and methods such as the use of factory-made parts of structures and assembly-line fabrication."

"Nobody even remotely connected with building could have penned this fatuous misrepresentation by accident. What we have here is the insinuation that the selfish, blundering, antiquated system of private building ought to give way to noble, selfless bureaucracy, of inspired talents and inexhaustible financing by the taxpayer.

"Then would we have prefabricated housing parts, factory-glazed windows, assembly-line economies? We would still find the vigorous leadership of organized labor fighting tooth and claw for the right to drive every last nail on the site, with one helper to hold it and another to kick the glass out of the pre-glazed windows. Also with a vigorous steward standing by to see that nobody hammered or even kicked very fast.

The industry needs to be modernized, (Continued to page 37)

Dallas Home Builders Stage "Ed Carr Day" for NAHB President

Typical of the way Texans do things, nearly 500 home builders and representatives of allied industries attended meetings and social functions arranged by the Home Builders Association of Dallas recently on "Eddie Carr Day," in honor of NAHB president's visit to their city.

Shown in the picture at the right, taken at the luncheon meeting, are: Standing (l. to r.) national directors Carl M. Brown, Ballard Burgher, E. P. Lamberth of Dallas, and W. P. "Bill" Atkinson, Oklahoma City. Seated (l. to r.) are George Bevel, president, HBA of Fort Worth; Robt. S. Shelburne, Dallas president; President Carr; and W. W. Caruth, Jr., Dallas, national director.



John M. Dickerman Named Head of NAHB Legislative Department

The appointment of John M. Dickerman of Washington, D. C., to take charge of NAHB's Legislative Department has been announced by Frank W. Cortright, executive vice president.

"Mr. Dickerman's contacts and experience eminently qualify him for his new duties with the National Association of Home



JOHN M. DICKERMAN

Builders," Mr. Cortright said. "He is a registered lobbyist under the Federal Regulation of Lobbying Act and has served for the past four years as Washington representative in charge of the legislative office of the Air Line Pilots Association, the national organization representing all air transport pilots of the country, and has been general legal advisor to that Association."

Mr. Dickerman succeeds Lawrence Hanson, who recently resigned from NAHB to accept the position of executive director of the Home Builders Association of Metropolitan Washington.

A graduate of the University of Illinois, Mr. Dickerman holds a Bachelor of Arts and a Bachelor of Laws degree. He took post-graduate work at the McKinley Law School, Canton, Ohio, and is a member of the Chicago Bar Association, the Ohio Bar Association and has been admitted to practice before the Supreme Court bars of the United States, Illinois and Ohio. Previous to his work with the Air Line Pilots Association he was attorney for the U. S. Alien Property Custodian's Office, Division of Business Operations.

Chicago Home Builders Point To Completions

According to the May 9 bulletin of the Chicago Metropolitan Home Builders Association, 60,000 homes and 9,000 apartment units have been completed in the Chicago area since 1940, despite war, scarcities, governmental and bureaucratic interference and labor difficulties. Now under construction are 12,000 homes and 2,750 apartments.

(Continued from page 36)

beyond all doubt. But it won't come from pious perversions by professional spenders. It will come only when the long-suffering public is sufficiently aroused to demand and get the co-operation of labor with industry toward new methods and economies."

Cortright's Column

By Frank Cortright



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

More than a year ago someone said that the home building industry was in the spotlight . . . and on the spot.

From where I sit here in Washington, it now looks to me as though we are now on the pan . . . and the heat is on.

We of the industry know that our potential capacity is far in excess of one million homes per year if government moved out of the picture and if we were permitted to build for the market needs as they exist in each locality.

With all the heartbreaking problems of today, our production of 50 to 60 thousand houses per month is not a bad record . . . but government planners and others are crying failure because we are not building in the "millions" as promised by the late Housing Expediter Wilson Wyatt.

We all know that construction costs are too high and we know the reasons why they are high, but our story is not being given to the veterans and the public as it should be. We also know that construction costs are not coming down unless there is a complete about-face by every segment of the industry . . . particularly labor.

Now, just a word as to the cost of new houses. It should be remembered that the cost of building a house is made up of three main things. Thirty per cent of the dollar goes to building labor on the site. Forty-five per cent goes to pay for the lumber, plaster, brick, heating, plumbing and all the materials of which homes are constructed (and the major part of that also goes to labor). Nearly thirteen per cent goes to pay for the land and utilities, and only twelve per cent to the builder for overhead and profit.

Fortunately, the cost of housing has gone up less than the cost of many other things. According to the Bureau of Labor Statistics figures for March, 1947, the cost of food has advanced 89 per cent since 1939 . . . clothing has advanced 84 per cent . . . weekly wages in manufacturing industries have advanced 108 per cent, but building costs have gone up only 79 per cent.

However, we can no longer duck the fact that because the public believes costs are coming down, our market is thinning out and labor in the building trades is getting its first taste of unemployment. It is to be hoped that a heavy dose of this medicine will not be necessary to cure labor in the building trades of the false idea that wages can continue to go up and productivity can continue to go down, without the patient dying.

Beyond that, manufacturers of building materials, through improved efficiency, increased volume, and prewar competition must bring down the cost of their merchandise. Now that the pipelines are beginning to fill, distributors of building materials certainly can, and undoubtedly will, work on a smaller margin of profit.

It should not take a surplus of labor and materials to convince subcontractors who are adding totally unreasonable profits to their costs to abandon this unfortunate practice.

Our attention has been called to some building jobs where the quality is poor and the prices are too high. These give the entire industry a black eye and do much to destroy our market and discourage purchasers.

So in addition to the fumbling and bungling of government in its almost tragic misdirection of the housing industry, every segment of the industry itself can and should do a much better job.

There is no sound reason for buyers' strikes and a recession at this time. We have a totally unprecedented demand for new homes backed by a totally unprecedented purchasing power.

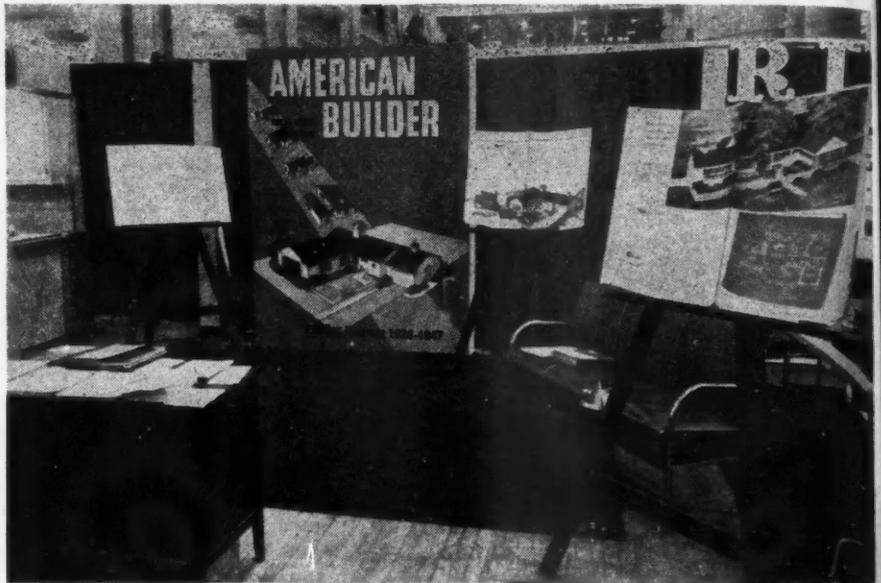
Let's face these responsibilities, put our respective houses in order where necessary, and work together as a team to produce the kind of homes our veterans deserve at a price consistent with the purchasing power of today's dollar.

Metropolitan New York Home Show Proves to Be Big Drawing Card

When the Metropolitan Home Show, sponsored by the Home Builders Council of New York, New Jersey and Connecticut in conjunction with Campbell-Fairbanks, closed its eight-day run in Grand Central Palace, New York City, on April 26, all previous attendance records had been shattered.

Leading the parade of more than one hundred models of houses on display was the full-scale ranch type house, selected by the builders themselves, and built on the floor of the Show. Designed by Rudolph A. Matern & Associates, of Jamaica, the floor model was completely furnished.

Because of the widespread interest in the Matern-designed house, the illustration of it which appeared in *American Builder*, March 1947, was enlarged and became the center of interest in the *American Builder* booth at the Show, shown at right.



Boston Modern Homes Show Host to Carr

"The biggest and most complete exhibition appealing to builders, home owners, and prospective home owners ever held in New England" was the frank appraisal of many of the tens of thousands who attended the Modern Homes Show held in Mechanics Building, Boston, during the second week in April, under the sponsorship of the Home Builders Association of Greater Boston, according to Charles R. Brunelle, executive secretary.

On the fourth day of the week-long show the Boston builders were hosts to a regional meeting of all New England NAHB affiliates. During the one-day conference NAHB President Edward R. Carr, American Legion National Commander Paul Griffith, State Board of Housing Chairman Lewis Weinstein and Albert S. Bigelow, chairman of the State Emergency Housing Commission, spoke at the meeting presided over by Boston builders President Angus M. MacNeil.

In the evening a banquet was held at Boston's Copley Plaza Hotel in honor of Mr. Carr.



SHOWN at the Modern Homes Show are (l. to r.) Angus M. MacNeill; John Coleman, vice chairman, Boston Housing Commission; Charles E. Dockser, vice pres., HBA of GB; Mr. Carr, and "Miss Janitrol Triple Service."

NOTICE TO PRESIDENTS AND EXECUTIVE OFFICERS OF NAHB AFFILIATED LOCAL ASSOCIATIONS:

The Monthly Review—news of the National Association of Home Builders and affiliated associations—appearing each month in *American Builder*, and read by its more than 80,000 subscriber-readers, is devoted to the interests and welfare of NAHB and its affiliated local organizations. Copies of your association publication, editorial material, photographs, stories and news items of your association activities and those of your members should be sent to Eastern Editor, *American Builder*, 30 Church Street, New York 7, N. Y.



New Orleans Builders "Roll Out the Barrel"

Proof that Mardi Gras time, celebrated once a year, is not enough for the members of the New Orleans Chapter of the National Association of Home Builders can be seen in the above picture, taken at its Quarterly Good Fellow Get-together Stag, conducted in this instance at Mamma Lou's restaurant

where good fellowship and friendship prevailed.

Using vast quantities of shrimp, crab, crawfish and beer as "bait," Chapter President C. Earl Colomb takes these regular occasions to build his membership. Guests are non-member builders, building supply

dealers, subcontractors, mortgage lenders and others allied to the building industry.

The technique, as reported by Executive Vice President A. R. "Doc" Lundquist, consists of luring the guests to famed Mamma Lou's restaurant, situated on the shores of Lake Pontchartrain. Free food and no speeches apparently does the rest—the meeting pictured here "netted" 15 new members.

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THAT COUNTS!

A thorough, scientific beauty treatment gives Bruce Finished Floors 8 advantages over ordinary floors finished on-the job. Here they are, every one of them important: 1. Every strip is sanded to perfect smoothness on precision sanders. 2. Finishing starts immediately after sanding—no raised grain, moisture content is right. 3. Highest quality silex filler is thoroughly worked in. 4. The finish penetrates, seals the pores, beautifies the grain. 5. Infra-red heat welds finish into tough, even film. 6. High-speed brushes burnish finish, provide a hard, smooth surface. 7. A special extra-durable wax is applied evenly, polished to perfection. 8. The floor is ready for use when laid. For uniformly beautiful floors, and a substantial saving of time on the job, specify Bruce Finished Floors... it's the *finish* that counts!

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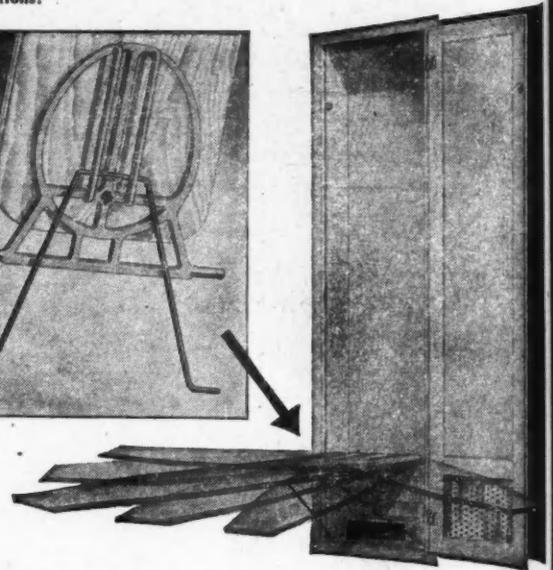
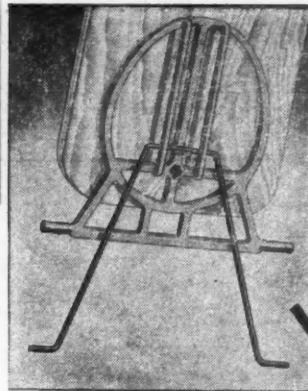
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In this utility room there's only one possible place for a modern cabinet-type ironing board — next to the door. The conventional cabinet board would be impractical; could block the entrance, could be used from only one side.

The Eubank Swivel-Type cabinet board is ideal. Swings easily toward window to get best light, allows door to be opened even when ironing is being done. Just one practical installation of this modern Swivel-Type cabinet board.

The secret's in the swivel! Eubank patented cast aluminum support gives this improved cabinet board the important advantage of flexibility. Holds board firmly upright in cabinet, keeps it steady when in use. Eliminates sagging. Built to last, too. Not one has ever failed under normal use conditions!



Even The Smallest Home Can Have The Convenience of a

Eubank

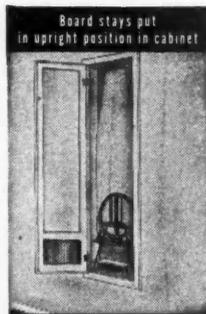
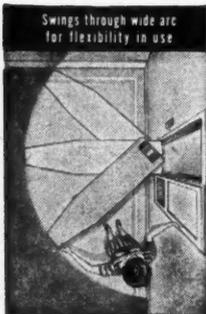
SWIVEL-TYPE CABINET IRONING BOARD

Planning small homes — the kind today's market demands? Planning to modernize older, larger homes? Planning apartments, bungalow courts, duplexes? Then this Eubank Swivel-Type Cabinet Ironing Board will answer one of your biggest problems—the problem of getting modern conveniences into smaller, more compact space. The Eubank board—because of its patented cast-aluminum swivel

support—can be installed and used where the conventional cabinet board would be utterly impractical. The installation illustrated above is just one of scores of examples. In your current construction—in your future planning—make full use of Eubank's many advantages. See your lumber dealer!

CHECK THESE FEATURES!

- *Swings through wide arc; ideal where space is limited — in hall, kitchen, small utility room.
- *Attractive cabinet requires a rough opening only 14" x 57 1/4" x 3 3/4"; recesses in wall.
- *For old or new homes, apartments, courts. Easily installed before or after plastering.
- *No projecting parts to tear fabric; firesafe iron storage with aluminum door ventilator.
- *Patented cast aluminum support; strong, sturdy. Not one has ever failed in normal use.
- *Available NOW for immediate delivery. Contact your nearest distributor.



Built by
L. H. EUBANK & SON
Inglewood, California

National Sales Agents
HARBOR PLYWOOD CORPORATION
Hoquiam, Washington

DISTRIBUTORS: Arizona - Arizona Sash & Door Co., Phoenix; Southwestern Sash & Door Co., Phoenix & Tucson; Arkansas - Dyke Bros., Fort Smith, Little Rock & Texarkana; California - L. H. Eubank & Son, Inglewood; Connecticut - Wm. H. Short Lumber Co., West Hartford; District of Columbia - Harbor Sales Co., Inc., Washington; Florida - Harbor Plywood Corp., Jacksonville, Miami & Tampa; Georgia - Harbor Plywood Corp., Atlanta; Idaho - W. P. Fuller & Co., Boise; Morrison-Merrill & Co., Pocatello; Illinois - Harbor Plywood Corp., Chicago; Indiana - E. W. Camp Plywood Co., Inc., Indianapolis; Iowa - Tip Top Distributing Co., Cedar Rapids, Des Moines, Ottumwa & Storm Lake; Kansas - Walling Sash & Door Co., Wichita; Kentucky - E. W. Camp Plywood Co., Inc., Louisville; Louisiana - Davidson Sash & Door Co., Alexandria & Lake Charles; New Orleans Sash & Door Co., New Orleans; Maryland - Harbor Sales Co., Inc., Baltimore; Massachusetts - Kimball Lumber Co., Watertown; Michigan - E. E. Anderson Lumber Co., Detroit; Anderson-Dietrich Lumber Co., Lansing; Mississippi - Woods Builders Supply Co., Jackson; Missouri - Dyke Bros., Joplin & Kansas City; Montana - W. P. Fuller & Co., Missoula; Nebraska - Omaha Hardwood Lumber Co., Omaha; Nevada - Morrison-Merrill & Co., Reno.; New Jersey - Jersey Millwork Corp., Jersey City; J. R. Quigley Co., Gloucester City; New Mexico - Southwestern Sash & Door Co., Albuquerque; The Mexico Co., Albuquerque; New York - Alpert Woodworking Corp., Brooklyn; Davis Plywood Corp., Rochester; Ohio - E. W. Camp Plywood Co., Inc., Cincinnati; Davis Plywood Corp., Cleveland, Columbus & Toledo; Oregon - W. P. Fuller & Co., Portland; Pennsylvania - J. R. Quigley Co., Cressona, Harrisburg, Lancaster & Philadelphia; Wholesale Distributing Co., Pittsburgh; Tennessee - Cole Manufacturing Co., Memphis; Texas - Davidson Sash & Door Co., Austin; Houston Sash & Door Co., Houston; Southmst Sash & Door Co., Harlingen; Texas Sash & Door Co., Fort Worth; Geo. C. Vaughan & Son, San Antonio; Utah - Morrison-Merrill & Co., Salt Lake City; Washington - Harbord Mercantile, Aberdeen; W. P. Fuller & Co., Spokane; Lundgren Dealers Supply, Tacoma.



Third of a Series: The Neuday Bathroom

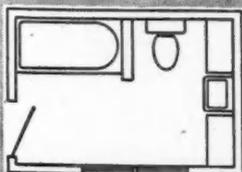
New Bathroom Groups for those homes you are building

Fresh styling and new beauty to suit today's taste—new efficiency and compactness—the same high quality that has always characterized Crane Plumbing—that's the Crane line for 1947—designed to add sales appeal and better value to the homes you build.

The Neuday Bathroom Group shown above is only one of the many Crane Groups now in actual production. The range is sufficient to meet every taste as well as every building budget, and all have the new *Dial-ese* faucets that open and close at a finger's touch, reducing wear and consequent dripping.

In the kitchen, too, Crane offers a wide range of equipment. The newly developed line of heating assures builders of getting boilers and furnaces for coal or coke, oil or gas, plus everything necessary for any type of home heating.

At your Crane Branch you will find illustrations of the complete Crane line of plumbing fixtures installed in actual room settings and photographed in color. They will be glad to discuss your requirements and give you approximate delivery dates on the equipment you need.



Approx. Size: 9½ x 7 ft.

Shown at the left is the floor plan for the bathroom illustrated above. Of course, the compactly styled fixtures of the Crane Neuday Group may be used in smaller bathrooms as suggested by the two diagrams at the right.



Approx. Size: 6½ x 5 ft.



Approx. Size: 7½ x 5½ ft.

CRANE

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

VALVES • FITTINGS • PIPE
PLUMBING AND HEATING

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

June 1947,
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RATION
ith, Little Rock
- Harbor Sales
Fuller & Co.
Iowa - Tip Top
wood Co., Inc.
rbor Sales Co.,
er Co., Lansing
braska - Omaha
Gloucester City
Davis Plywood
Fuller & Co.,
e - Cole Manu-
Texas Sash &
file, Aberdeen;

MEMO—Here's another ad in the Gold Bond series promoting those good paying remodeling jobs. There'll be plenty of these, even when new building swings into high gear.
 National Gypsum Company, Buffalo 2, N. Y.

(As advertised in FULL COLOR in the May 17th issue of the Saturday Evening POST)



You'll build or remodel better with

Gold Bond

For the newest in building and remodeling products, see your local Gold Bond dealer first!

The house that leads a secret double life!

"I wanted to keep our big old house even after the children married. But Fred wanted to sell it. 'It's too big,' he said, 'and taxes are too high.' Then an architect friend told us how we could remodel it into two homes—one to rent and one for us. Now we're both happy, and you'd never suspect it's a double house!"

Sounds like a large order! But not when you enlist the help of two men: your architect and your local Gold Bond building material dealer. Whatever job you have in mind, your architect can help you plan it and your dealer can supply the Gold Bond building products needed.

Just wait till you see what scientific research has

done for building products! For example, take fireproof Gold Bond Gypsum Sheathing. Comes in big 2' x 8' panels that go under any kind of outside finish. Gives you greater structural strength and all-weather protection because there are fewer joints. Adds permanent fire protection to the wood framing. And it costs less than old style sheathing!

For perfect year-round weather conditioning, National Gypsum offers another outstanding product... fireproof Gold Bond Rock Wool Insulation. Keeps summer heat out, furnace heat in and cuts fuel bills as much as 40%. Incidentally, it can be "blown" right into the walls and top ceiling of your present home without muss or fuss.

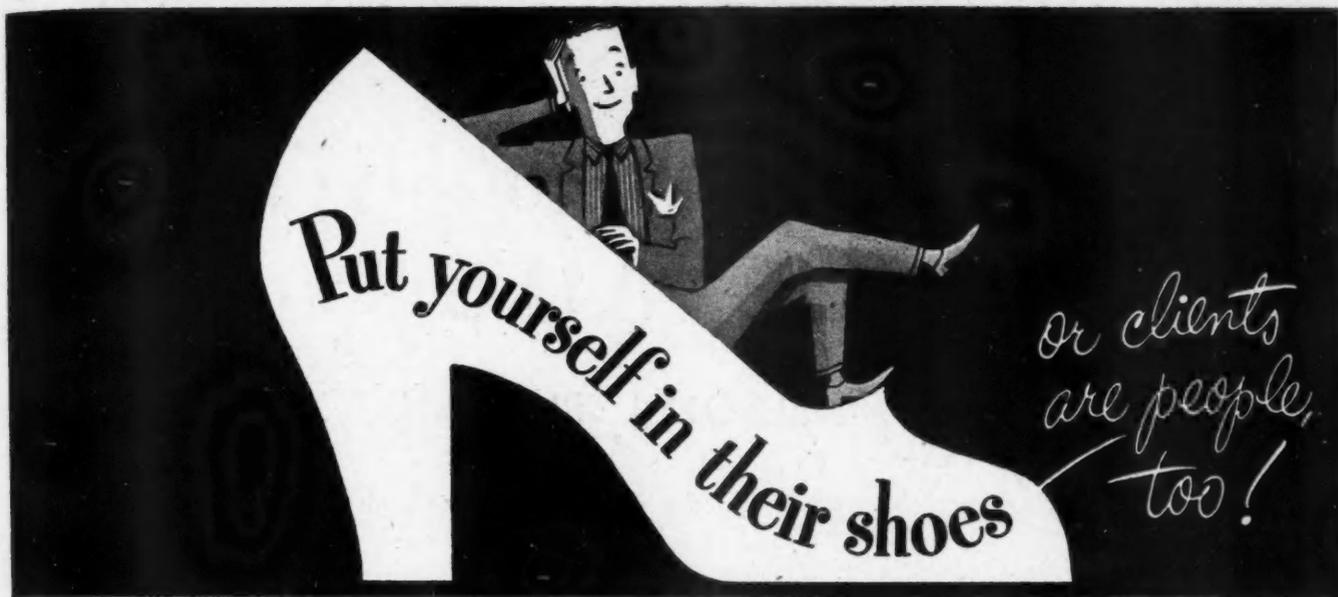
For sturdy interiors of lasting beauty, use fireproof Gold Bond Gypsum Lath and Plaster. And for modern easy-to-live-with decoration, use the new Gold Bond-Sunflex wall paint. Can be applied soon after plastering and it's dry in an hour.

All told, there are over 150 Gold Bond products... each one engineered to do a specific job better. Your local Gold Bond dealer keeps posted on everything that's new in building materials. He can offer you invaluable suggestions on any building or remodeling you may be planning. See him first!

NATIONAL GYPSUM COMPANY
 BUFFALO 2, NEW YORK

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

<p>DEMAND THESE SIX GOLD BOND FEATURES IN YOUR NEW HOUSE</p>	<p>GOLD BOND FIREPROOF GYPSUM SHEATHING</p> <p>Big, weatherproofed panels of Gold Bond Storm Sealed Gypsum Sheathing add structural strength and built-in fire protection. Costless than old-style sheathing.</p>	<p>GOLD BOND FIREPROOF GYPSUM LATH</p> <p>Gold Bond Gypsum Lath is the perfect plaster base. Can't warp, expand or contract. Adds fire protection and structural strength for better wall and ceiling construction.</p>	<p>GOLD BOND FIREPROOF GYPSUM PLASTER</p> <p>Gold Bond Gypsum Plaster is especially processed to bond perfectly with gypsum lath. Builds breakers, rock-like walls and ceilings with greater durability and beauty.</p>	<p>GOLD BOND FIREPROOF FINISH LIME</p> <p>Over the plaster goes a coat of Gold Bond Finish Lime. This is the smooth white finish that you see in a new house before the wallpaper or paint is applied.</p>	<p>GOLD BOND FIREPROOF ROCK WOOL INSULATION</p> <p>Builds a fireproof blanket of insulation around the house for greater year-round comfort, family health, and fuel savings up to 40%. Available for new or old homes.</p>	<p>GOLD BOND SUNFLEX 1-HOUR WALL PAINTS</p> <p>Dries in one hour with no objectional painty after-odor. Easier to apply. This modern decoration is now available at your dealer's in a full range of colorful tones.</p>
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they eat!

But how *well* they eat depends on whether or not you specify a Gas range. For nothing — absolutely nothing — can touch the live Gas flame for lusty, crusty broiled meat flavor. As for baking... only a Gas range has an air-circulated oven. The one sure way to get evenly-browned cakes, rolls and feather-light biscuits!

they work!

But how *hard* the cook-of-the-family works is up to you! See that she has a new Gas range for cooking that not only is faster and more flexible... but is also cooler and cleaner. No long lingering top-burner heat! No clogging from spill-overs!



they play!

But how *often* they play can be increased a hundred-fold by a completely *automatic* Gas range. This 20th century miracle has a clock control that turns the heat on at a specified time and temperature — cooks a delicious oven meal from soup to dessert — and turns itself off. Other automatic features in every Gas range built to "CP" standards include automatic lighting of top burners, oven,

and broiler and an oven thermostat that holds any heat from 250° to 550°.

they pay!

But how *much* they pay for what they get is *your* responsibility. Remember! No other automatic range can compare with a new automatic Gas range in economy of initial purchase — or — in economy of operation.



they come back for more

... recommend your services to more people... when the appliances you specify give them more! This holds true not only in Gas for cooking but in Gas for all the other big jobs in the modern home... refrigeration, water-heating, house heating and air-conditioning. For Gas is the *dependable* fuel no matter what it is used for. And Gas appliances are the most *trouble-free* to own and install of *all* modern automatic equipment.

See your local Gas Company for the latest technical information on modern Gas appliances and installations.



GAS



THE WONDER FLAME THAT COOLS AS WELL AS HEATS

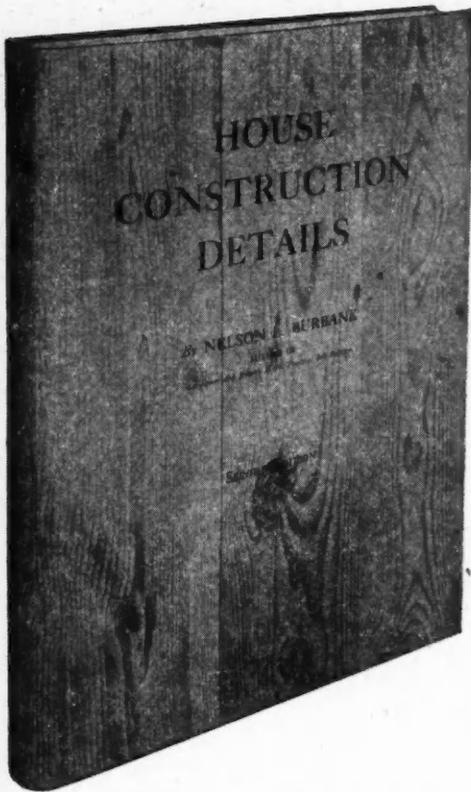
AMERICAN GAS ASSOCIATION

Build for tomorrow with what they want today

New Fourth Printing — Second Edition

HOUSE CONSTRUCTION DETAILS

By NELSON L. BURBANK



314 pages, 1,500 illustrations, index, 8 1/8 x 11, cloth,
\$4.00

Practical builders find this book very helpful when making alterations in a set of stock plans or drawing up a complete set of plans for a house or small building. The details shown in clear line drawings and in photographs conform with standardizations recommended by housing authorities wherever such have been established.

The chapters are in construction sequence and as such serve as a guide in detailing each step in the construction of a dwelling, from foundation to finish. Just enough description is included to explain general principles.

Many of the new materials such as plywood are shown in application. Various systems of pre-fabrication are shown in addition to traditional methods of house carpentry. Chapters on painting, wiring, insulation and sound proofing, and on heating and air conditioning show modern methods. Graphic and factual information from widely scattered sources is brought together and cross-indexed for quick reference.

Look over the table of contents below and see the wide scope of its information. Then send for a copy on our money back guarantee and give it a five days working tryout.

Fill Out This Guaranteed Order Form

American Builder and Building Age
30 Church Street, New York 7, N.Y.

Enclosed find \$4.00 for which send me a copy of the Second Edition of HOUSE CONSTRUCTION DETAILS by Burbank. If I do not find the book satisfactory I will mail it back within five days of receipt and you will refund my \$4.00.

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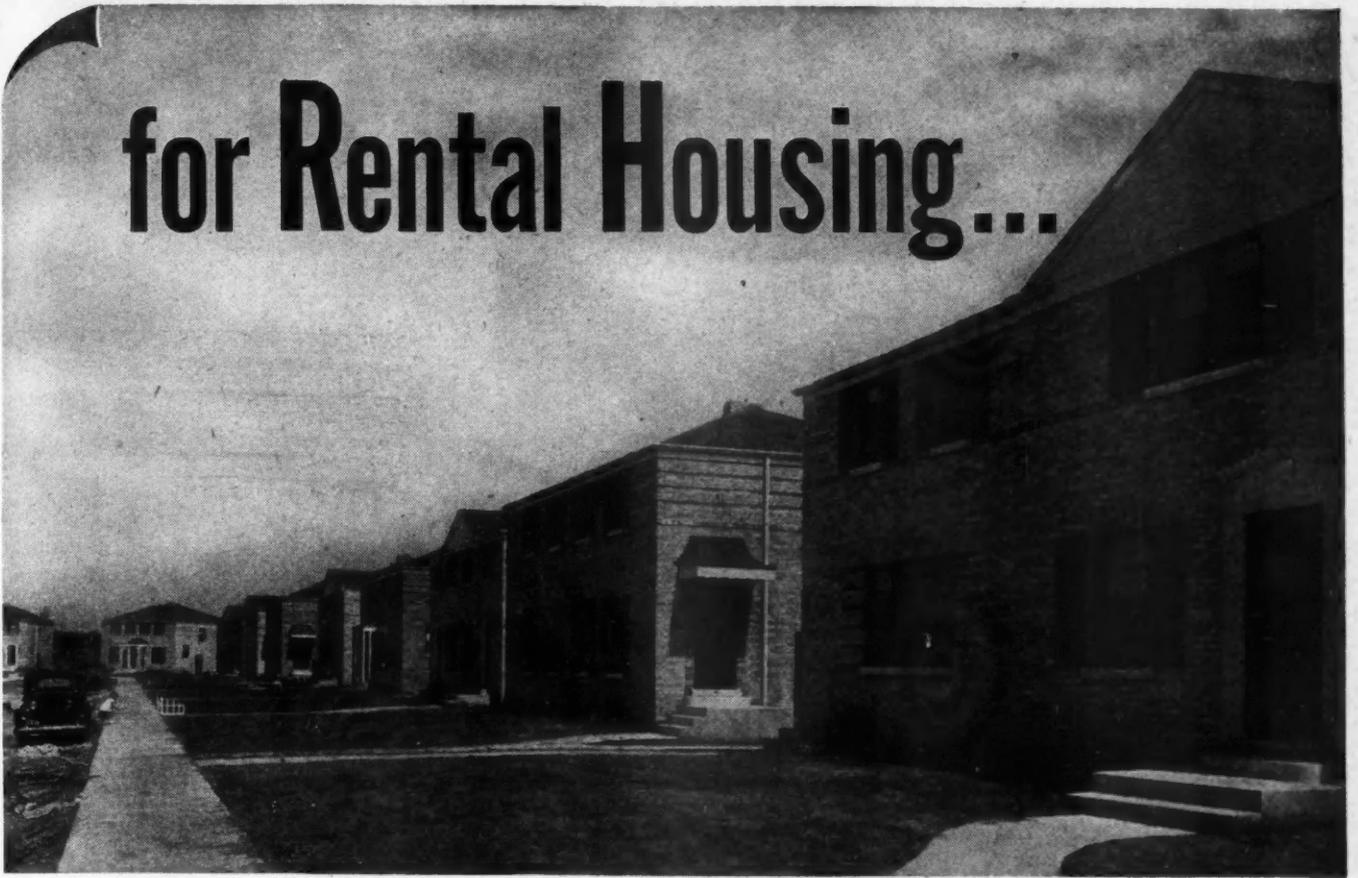
City..... Zone..... State.....

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Contents

Floor Plans; Sets of House Plans—Excavations; Foundations Forms; Foundations—Sills; Girders; Joists; Sub-Flooring—Outside Walls—Inside Walls; Wall Sheathing; Ceiling Joists—Roof Construction; Bay Construction; Roofing—Cornices and Porches—Exterior Wall Construction—Interior Wall Coverings; Interior Trim—Stair Construction—Windows—Doors—Hardware—Closets; Shelves; Built-in Equipment—Finished Flooring—Chimneys and Fireplaces—Scaffolds—Garages—Wiring for Modern Homes—Insulation; Sound Proofing—Gates; Garden Furniture—Camps; Cabins; Cottages—Farm Buildings—Painting and Finishing—Modern Homes—Modern Building Materials—Heating; Air Conditioning—Pre-Fabrication.

for Rental Housing...



“It’s Modular Brick and Tile!”

THIS PICTURE is typical of what’s taking place in rental housing today.

As contractors and builders swing into the production of housing for rent, they’re building more and more of it with modular brick and tile.

One reason, of course, is—brick and tile are available in real quantity.

But there are other reasons! Rental housing represents an investment. Those who invest their money are cost conscious and income conscious.

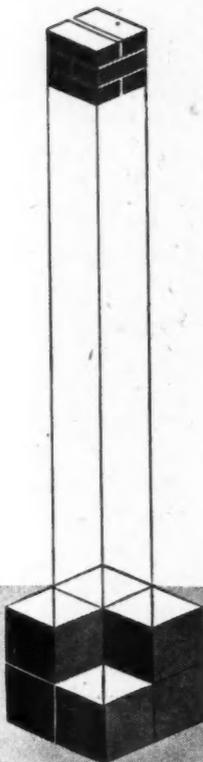
Builders and contractors know that building with modular brick and tile is the best way to protect their clients’ investment—their own reputation.

Brick and tile are reasonably priced; and costs of masonry construction have not increased as much as some other types. Modular brick and tile offer economies through easier planning and estimating—and reduced cutting and fitting on the site.

Brick exteriors, and structural clay tile interiors, cut down on repair and maintenance costs—charges that add to the original investment, eat into income and decrease profits. Elimination of these charges is very important to rental housing.

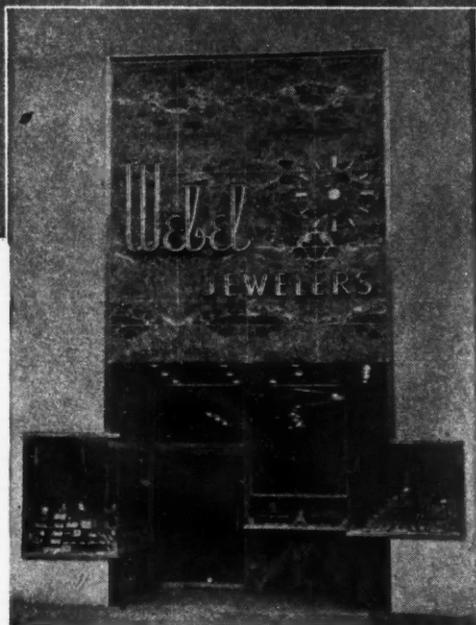
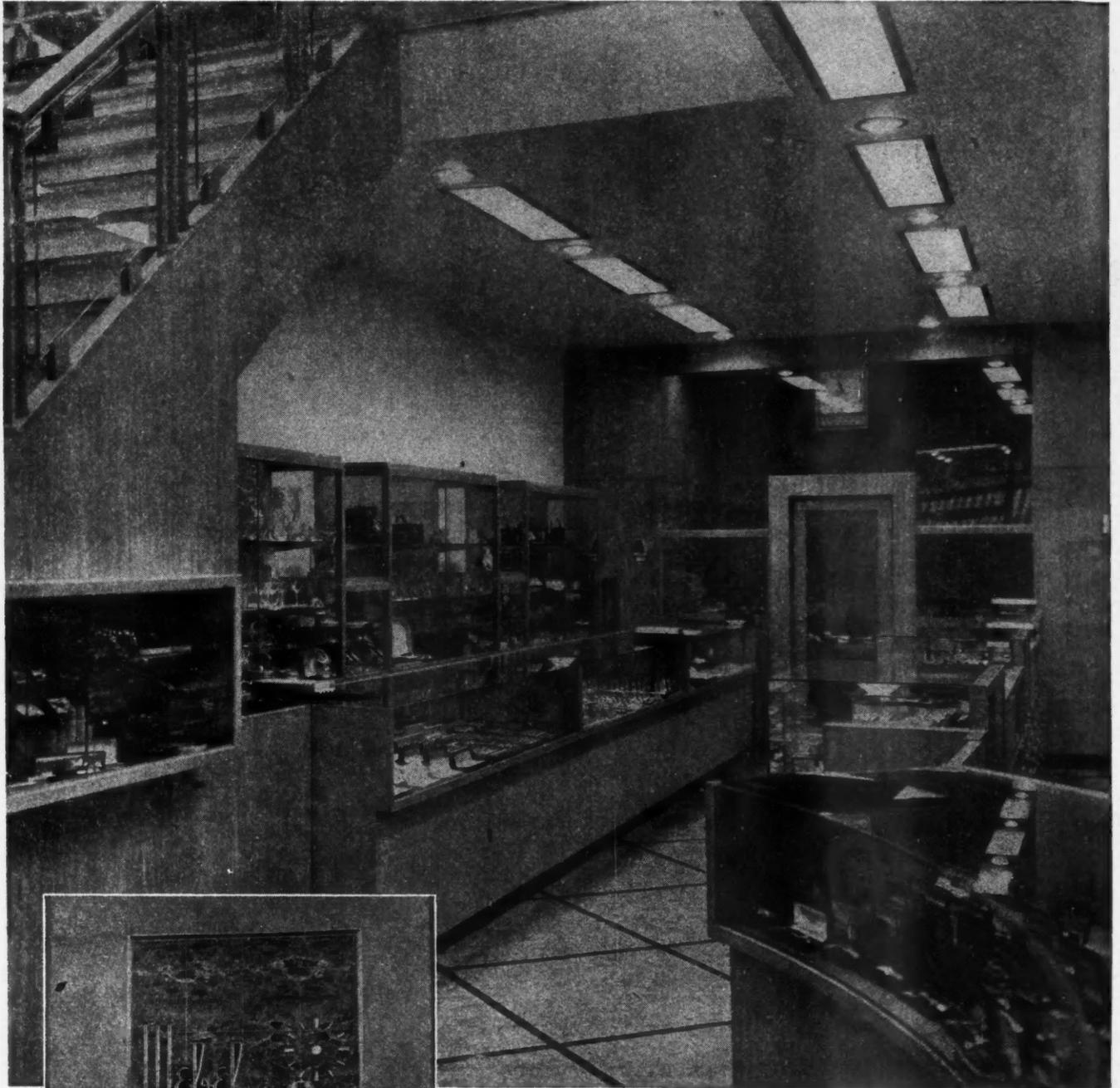
And looking to the future—the good looks, structural strength and great fire-safety give rental housing of brick and tile high *rentability* for years to come.

Let us help you with your building problems. Send for our FREE booklets: “Announcing Modular Sizes of Brick and Tile,” and “Your Home of Burned Clay Masonry.” Our new plans book—“Your New Home in Brick”—showing 30 small brick homes complete with designs is now available for 50 cents. Address Structural Clay Products Institute, Dept. AB-6, 1756 K Street, N.W., Washington 6, D. C.



Now it will be built with modular-designed
BRICK AND TILE

"Profits up...workers' morale and



MODERN INSIDE as well as out, the attractive jewelry store of Mr. Henry Webel at Ridgewood, Long Island, offers customers the year-round comfort of Servel All-Year Gas Air Conditioning.

CUSTOMERS find this attractive shop a welcome refuge from summer heat and winter cold, thanks to the comfortable indoor climate provided through every season by Servel All-Year Gas Air Conditioning.

efficiency higher

... since installing the Servel All-Year Gas Air Conditioner!"

That's what typical commercial users say about this new Servel equipment

Yes, you can specify Servel *All-Year Gas Air Conditioning* for your customers' stores, offices, laboratories and other commercial buildings with complete confidence that this equipment will more than justify its cost.

In fact, typical comments received from commercial and professional users the country over indicate you will be safe in telling your customers that the Servel *All-Year Gas Air Conditioner* can actually *pay for itself* in a very few years! Everywhere users report increased summer profits, greater store traffic, less sick time lost from work, higher employee morale and efficiency—all advantages that pay off in dollars and cents.

A typical experience with Servel *All-Year Gas Air Conditioning* is that of Mr. Henry Webel, of 57-36 Myrtle Avenue, Ridgewood, Long Island. He says:

"I've been more than satisfied with the clean, comfortable indoor climate the Servel Conditioner has provided the year round in my jewelry store. The Servel unit has proved efficient, economical, and simple to operate. Best of all, it has increased my summer busi-

ness—and hence my profits—to the point where the Conditioner will have actually paid for itself in a very few years!"

Hundreds of similarly enthusiastic letters are in our files from commercial as well as residential users from coast to coast.

There's a simple reason for the striking popularity of Servel *All-Year Gas Air Conditioning* in commercial installations. This unique equipment provides *all* the functions of year-round air conditioning. And does it with a *single unit!* In summer, the Servel unit cools and dehumidifies the air. In winter, it heats the air and adds just the right amount of humidity for comfort. Year round, Servel circulates filter-cleaned air, without drafts, and always at a comfortable temperature and humidity.

If you'd like more information on how you can bring the year-round comfort—and the money-making benefits—of Servel *All-Year Gas Air Conditioning* to your commercial and professional customers, get in touch today with your local Gas Company. Or write direct to Servel, Inc., 1706 Morton Avenue, Evansville 20, Indiana.



TRIED . . . PROVED . . . SUCCESSFUL . . . *From Boston to San Diego . . . From Bismarck to Miami . . .* The Servel *All-Year Gas Air Conditioner* is operating in hundreds of installations from coast to coast. Some have been running for more than four years. The equipment is tried, tested . . . and approved by users everywhere.

Servel
All-Year **GAS AIR CONDITIONER**

STAINLESS STEEL



*Don't Peek Over
His Shoulder*

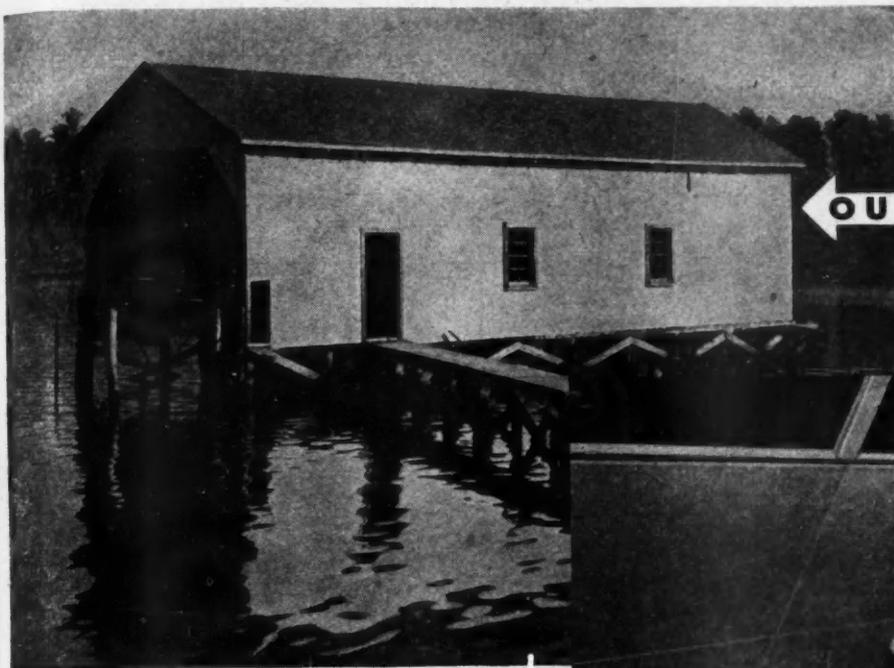
If you'd like to keep up-to-date on the multitude of uses for stainless steel you may have a copy also. For ELECTROMET REVIEW will bring this news to you in quickly readable form. And since the publication covers everything from motor boats to pots and pans, your special interest is bound to be in there, too. So if you wish us to add your name to the 23,000 other industrial executives, designers, and architects who receive ELECTROMET REVIEW free of charge each month, just drop us a note, to Department B-6, Room 308:

ELECTRO METALLURGICAL COMPANY

Unit of Union Carbide and Carbon Corporation
30 East 42nd Street **UCC** New York 17, N. Y.

PRODUCERS OF ALLOYS THAT MAKE STEEL STAINLESS

Beautiful Enduring Strong Tough



← **OUTSIDE**

Used as siding for this boathouse, Apac must—and will—provide complete protection against the elements.



INSIDE →

You'll find Apac ideal for interior construction: attic and basement linings, wainscoting, partitions.

Build better, faster, more economically

with **WMC**

1. **Cut it by scoring and snapping off** We think you'll agree that resistance to fire...as well as to rodents, termites, moisture and severe weather conditions are important considerations on any construction job.
2. **Fasten it with nails or screws** There's one sure way to provide *this* all-round protection—use K&M "Century" Apac asbestos-cement sheets. Apac is a tough, dense structural material that's as durable as rock, grows tougher with age. You'll find it low in cost, easy to work, convenient to handle. Supplied 4' x 8' in thicknesses of $\frac{3}{16}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", Apac gives ample strength with minimum framing. Pleasing light gray color makes an attractive finish that will never need painting.
3. **Goes up 32 sq. ft. at a time**



Reg. U. S. Pat. Off.

Get full information about "Century" Apac from your K&M Dealer, or write direct to us. We'll give your inquiry prompt attention.

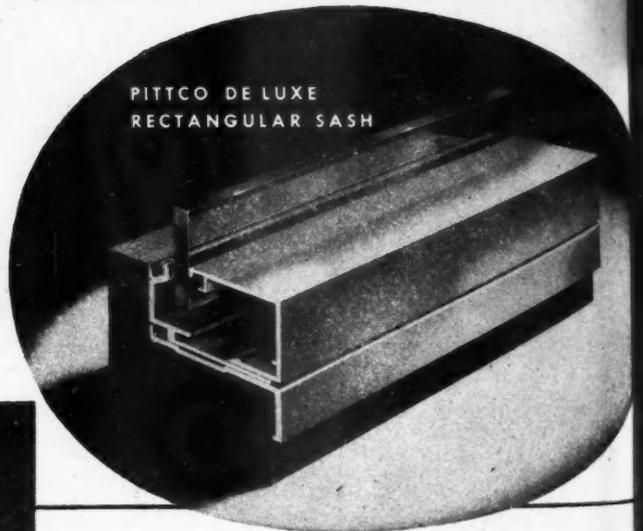
Original manufacturers of asbestos-cement roofing shingles in this country.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



Up-to-date merchants are anxious to modernize their stores with glass because glass adds glamour, beauty and sales appeal. "Pittsburgh" offers a complete line of glass products and store front metal to help them . . . and you. Consistent advertising and unsurpassed quality have made Pittsburgh Glass and Pittco Store Front Metal well known as leaders in modernization work . . . they fit every individual or group modernization need.

There are 2 kinds of Pittco Store Front Metal . . . both attractively styled and richly finished for modern, distinctive store front applications. Pittco De Luxe has a rugged strength, sharp profiles, and a wide variety of members for installations where quality is of prime importance. Pittco Premier features graceful lines and a quick, easy method of installation. It is lighter in weight and more moderately priced than its distinguished companion line.



Modern homemakers like picture windows. They add the charm and beauty of an attractive view to the comfort of indoor living. Twindow, "Pittsburgh's" new window, with built-in insulation, is the perfect picture window. Twindow is prefabricated of two or more panes of glass with a hermetically sealed air space between, and a stainless steel protecting frame. With Twindow, heat losses are reduced, insulating efficiency is increased, downdrafts near windows are minimized, and fogging is eliminated except under extremely severe conditions. It installs as easily as a single pane of glass.

PITTSBURGH PLATE GLASS COMPANY

A show
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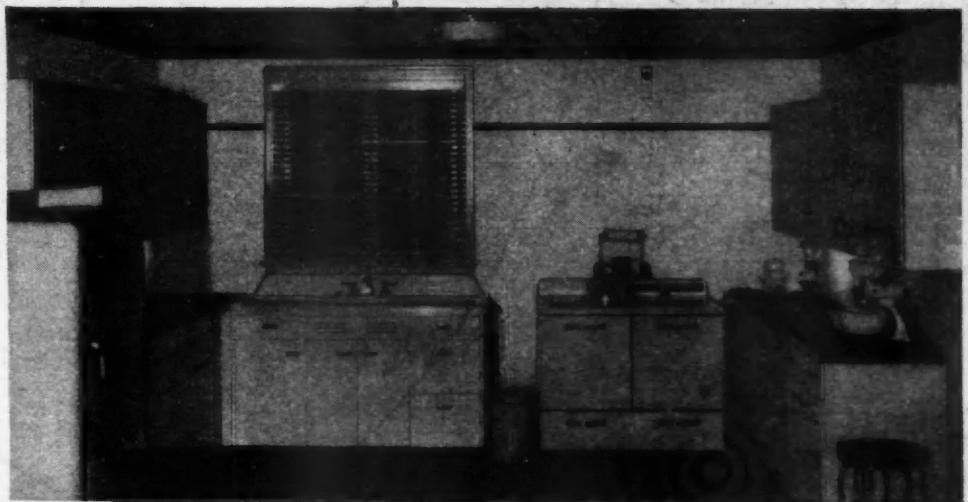
PI

Construction calls for more GLASS here's how "Pittsburgh" can help you!



A shower enclosure of PC Glass Blocks may be the modern answer to the needs of some customers. Translucent but not transparent, it admits plenty of light and is easy to keep bright and clean. A course or two of PC Glass Blocks can help to modernize an entrance, or admit light to a dark stairwell while preserving privacy and excluding dust and noise. Installations like these add sales appeal to every home.

→
Your customers know there's nothing like a mirror to dress up a room effectively and economically. It makes a room seem larger . . . catches and repeats all its color and movement. "Spruce up" mirrors for entrance hall and kitchen are conveniences which make a hit with the ladies. And every modern home needs several full-length door mirrors. Suggestions like these will enhance your reputation for modern ideas . . . and help your business, too.



A bright, cheerful kitchen is the delight of every housewife. Carrara Structural Glass is perfect for its walls or wainscot . . . it's colorful, easy to keep clean, and will not absorb cooking odors. Carrara is also ideal for bathroom walls . . . as splash panels behind stove or lavatory . . . or as a fireplace surround. Available in 10 attractive colors.

We will gladly send you free our special "Builders Kit" which includes illustrated literature showing how you can use glass effectively on all types of jobs in which you are interested.

*** Build it better with
Pittsburgh Glass**



"PITTSBURGH" stands for Quality Glass and Paint

Pittsburgh Plate Glass Company
2173-7 Grant Building, Pittsburgh, Pa.

Please send me without obligation your "Builders Kit" of illustrated literature.

Name.....

Address.....

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

NOW AVAILABLE... in Standard and CUSTOM-BUILT Sizes

IMMEDIATE DELIVERY!

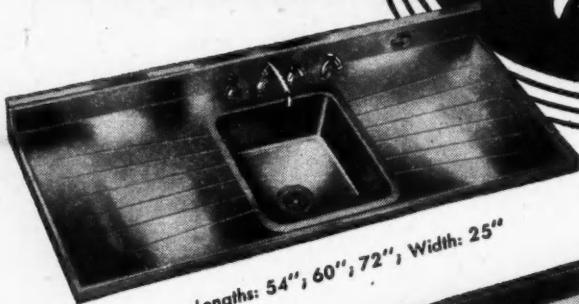
NO QUANTITY TOO LARGE

The famous



Tracy

SINK



Lengths: 54", 60", 72"; Width: 25"



Lengths: 66", 72", 84", 96"; Width: 25"

IN LIFE-TIME STAINLESS STEEL

If these Standard
sizes do not meet
your requirements...

Tracy can deliver custom-built
Sink tops to match your specifications



Drainboard: Left or Right Side-Length: 42"; Width: 25"

For 15 years FIRST choice
For fine homes and institutions

Here's Why!

AGELESS BEAUTY—A Tracy sink grows more beautiful the longer it's used.

MORE SANITARY—No surface finish to crack or wear off—no hiding places for food deposits, dirt, or odors.

EASIER TO CLEAN—A simple wiping leaves it gleaming—forever free of rust, tarnish, or surface disfigurement.

HIGHEST ECONOMY—Impervious to vegetable acids, hot pans, or hard usage. Adds many times its value to the cost of a home.

DECORATES ANY KITCHEN—Rich, shimmering stainless steel blends with any color scheme, modernizes every kitchen.

WRITE FOR FULL COLOR SPECIFICATION SHEET

Tracy Manufacturing Company
3125 Preble Avenue, Pittsburgh 12, Pa.

Please send me _____ copies of your full color specification sheet showing exact dimensions of the various standard models of Tracy Stainless Steel sink tops.

Name _____

Company _____

Street _____

City _____ County _____ State _____

TRACY MANUFACTURING COMPANY
PITTSBURGH 12, PA.

WORLD'S LARGEST MANUFACTURERS OF STAINLESS STEEL KITCHEN SINKS



*"I'm sure of cleaner
more attractive installations
when I specify modern*

PRE-FIT

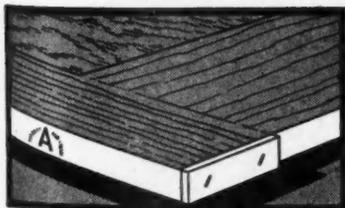
Douglas fir stock doors are pre-fit to exact size. No on-the-job fitting or cutting is necessary. Doors are scuff-stripped for protection in shipping.

PRE-SEALED

Douglas fir stock doors are pre-sealed—a feature which improves dimensional stability, reduces moisture absorption, and eliminates the need for one prime coat.

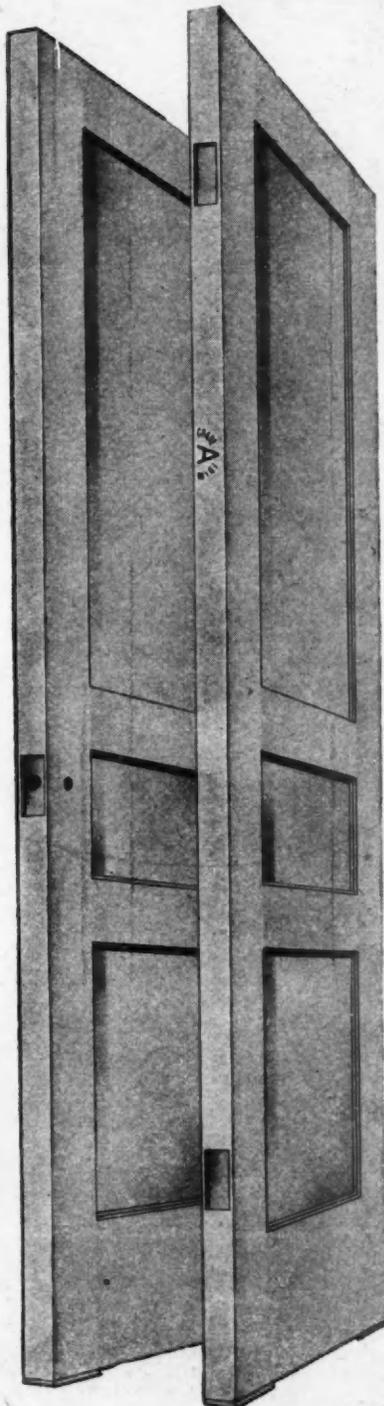
FACTR-FIT

Douglas fir doors may also be ordered completely machined—not only pre-fit, but gained for hinges and mortised for locks as well. All work is done at the factory by modern, high-speed precision tools.



GRADE-MARKED, TOO!

Douglas fir stock doors are plainly grade-marked for ease in identification, ordering and specifying. You know the grade you get—you get the grade you want.



PRECISION-MADE Douglas Fir Doors™

A RCHITECTS AND BUILDERS agree that durable, attractive, precision-made Douglas fir stock doors offer real advantages. Pre-fit and pre-sealed Douglas fir stock doors save time and money on the job. Factri-fit features offer still greater savings—and assure a trim, clean-cut installation every time. Machining is done at the factory—and that means far less danger of on-the-job marring or “butchering” due to unskilled help or improper tools. Savings in time and labor more than offset the slight additional cost of pre-machining.

More Doors Soon!

It is a fact that the supply of Douglas fir doors will continue critical for a number of months. Two factors make this true: the present overwhelming demand—and the shortage of shop

lumber. But production is stepping up. Warehouse and dealer stocks should soon reflect this increased production. We suggest that you keep in touch with your regular source of supply.

**Douglas Fir
DOORS**



FIR DOOR INSTITUTE — Tacoma 2, Washington
The National Association of Fir Door Manufacturers



In construction products **CECO ENGINEERING**

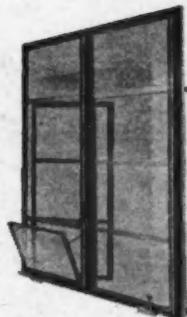
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Why Ceco added something NEW to Metal Windows

How many times have you said to yourself, "Metal windows are all right in the summertime, but what about winter?" Ceco considered that question and got busy. What they did and what they learned became history when Ceco announced All-Aluminum Storm Windows for metal casements. Now, for the first time, you can get a storm window that really allows you to use the controlled ventilation principle built into metal casements. Metal screens have always offered perfect ventilation, so summer presented no problem. Now the winter problem is solved. Here new beauty and utility are combined with ease of installation. Here, truly, is the first trouble-free, beautiful storm window for steel casements.

WHY SPECIFY CECO STORM WINDOWS AND SCREENS?

- 1 Ceco's special-design storm panel covers the entire window opening—the condensation problem is solved, yet ventilation when needed is also provided.
- 2 Rubber weathering seal around the perimeter of the window sash provides the tightest possible seal.
- 3 Ceco storm windows are easy to put in and take out from the inside.
- 4 They are neat and trim—slender frames mean more light gets in.
- 5 Ceco storm windows fit perfectly—which means no on-the-job planing is necessary.
- 6 Maintenance cost is eliminated—no painting or re-painting required.
- 7 Ceco screens cost no more than ordinary screens—factory finish—no on-the-job trimming or fitting.
- 8 Standard screens for every purpose—will not warp, shrink, swell, twist or rot.



Aluminum storm windows in position with optional hopper vent. Roto operator of casement operates casement ventilator for perfect controlled ventilation.



Notice the neat appearance of the screens installed on the metal casement above. Precision engineering means a perfect fit.

CECO EXPANDS AGAIN...

To improve service in the Eastern market, Ceco provides additional manufacturing and warehousing facilities through its newly opened New York District plant and office at Hillside, N. J.

CECO STEEL PRODUCTS CORPORATION

GENERAL OFFICES: 5701 W. 26th Street, Chicago 50, Illinois

Offices, warehouses and fabricating plants in principal cities

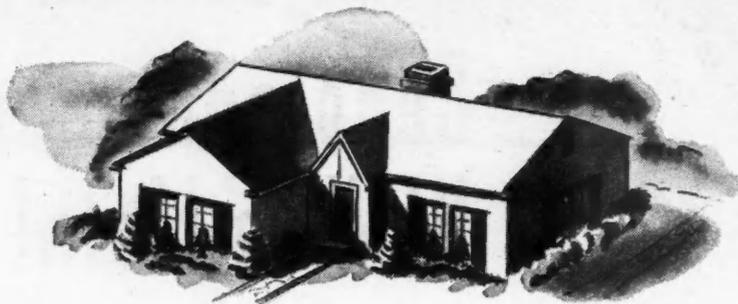
**CECO
STEEL**

makes the big difference

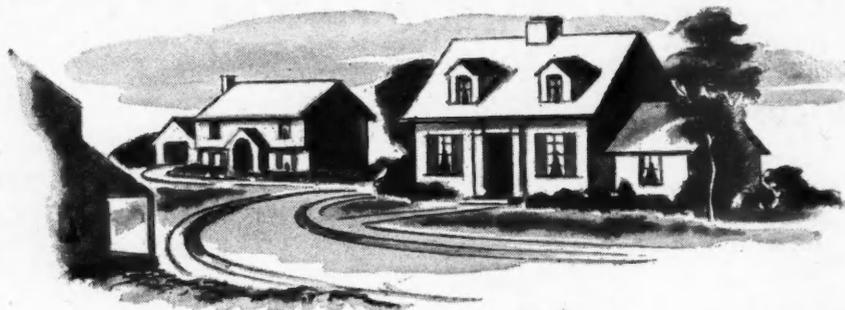
Partial list of other Ceco Products:

COMBINATION ALL-ALUMINUM STORM-PANEL-AND-SCREEN FOR WOOD WINDOWS • MEYER STEELFORMS • REINFORCING STEEL • STEEL JOISTS • ROOF DECK • METAL LATH AND ACCESSORIES HIGHWAY PRODUCTS • CORRUGATED ROOFING

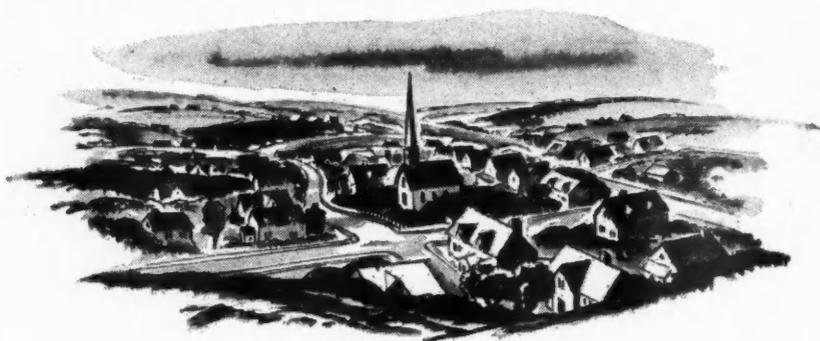
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• Then a Timken Street



• Then a Timken Town



It's happening every day... all over the country. Timken quality pays off!

The Royal Family of Oil Heating



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OIL FURNACES



WATER HEATERS

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Cincinnati
Dallas, Tex.
Detroit, Mich.



When a Couple of Inches Mean a Lot...

YOU need doors and plywood. Our ability to meet your needs largely hangs on a couple of inches in the width of the doors and plywood you specify.

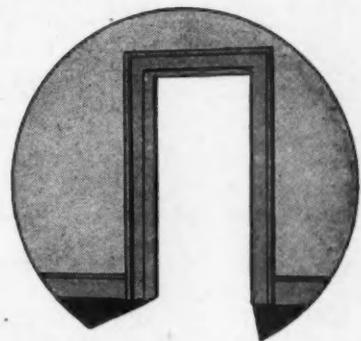
The production of stock sizes means multiplied production—more doors and plywood for more customers. On the other hand, odd-size doors and plywood mean manpower wasted—production slowed—orders unfilled.

So plan for stock sizes only and we'll plan to meet your needs.

Roddiscraft WAREHOUSES:

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| Chicago 8, Ill., 1440 W. Cermak Rd. | Louisville 10, Ky., 1201-5 S. 15th St. | Milwaukee 8, Wis., 4801 W. State St. |
| Cincinnati 2, Ohio, 457 E. Sixth St. | Long Island City, N. Y., Review & Greenpoint Ave. | New York City, N. Y., 920 E. 149th St. |
| Dallas 10, Texas, 2800 Medill St. | Los Angeles 11, Cal., 2860 E. 54th St. | San Antonio, Tex., 727 N. Cherry St. |
| Detroit, Mich., 11885 E. Jefferson Ave. | | |

DEALERS IN ALL PRINCIPAL CITIES



Plan for Roddiscraft doors and plywood in stock sizes—

Roddiscraft

Roddis Lumber & Veneer Co.

MARSHFIELD, WISCONSIN

Roddiscraft warehouses, located at strategic points throughout the country, have been set up to save you time and serve you better—by making stock size doors and plywood available when and where you want them. Roddiscraft warehouse service is based on production and stocking of doors and plywood in stock sizes. Only by limiting ourselves to stock sizes can we give you the additional value of "on hand" service at convenient locations.

Why is Duraplastic Cement being specified more and more

By

*Architects, engineers, contractors, dealers,
ready-mix operators and concrete products makers*

For

*Paving, sidewalks, foundations, floors and walls—
plaster, stucco, pump-crete, gunite and slip-form work—
concrete block, pipe, drain-tile and other products*

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*Here are 5
Quick Answers:*

1. Complies with ASTM and Federal Specifications. Provides the proper amount of entrained air needed for satisfactory field performance.

2. No extra cost. Sells at the same price as regular cement. Calls for no additional materials.

3. Better concrete. Makes concrete more workable, more plastic and more uniform.

4. More durable concrete. Fortifies the concrete against freezing and thawing weather. Renders paving concrete highly resistant to scaling action of de-icing salts.

5. Makes better concrete block. Reduces breakage, improves appearance, lowers water absorption and generally increases strength.

Send for further information. Write Universal Atlas Cement Company, (United States Steel Corporation Subsidiary), Chrysler Building, New York 17, N. Y.

OFFICES:

Albany, Birmingham, Boston, Chicago, Cleveland, Dayton, Des Moines, Duluth, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Waco.

AD-9-51

ATLAS DURAPLASTIC

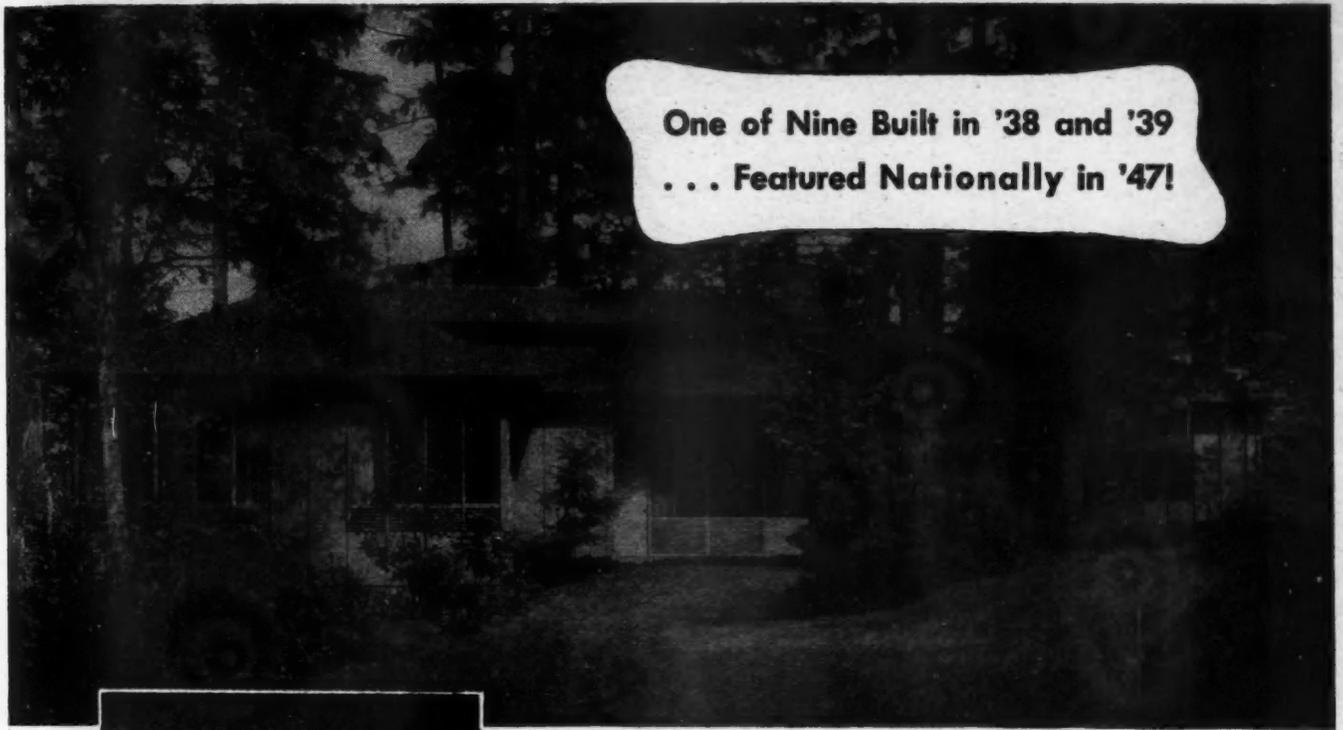
AIR-ENTRAINING PORTLAND CEMENT

MAKES BETTER CONCRETE AT NO EXTRA COST

TRADE MARK REG.
U. S. PAT. OFF.



"THE THEATRE GUILD ON THE AIR"—Sponsored by U. S. Steel—Sunday Evenings—ABC Network



One of Nine Built in '38 and '39
 . . . Featured Nationally in '47!



With Exterior-type Douglas fir plywood siding, this home exemplifies one of the unusual methods of plywood application. Battens covered the joints, dividing the outside walls in modular vertical sections. Interior-type plywood was used on the attractive dinette wall shown above.

"These Houses of Plywood have had no repair or maintenance,"
 . . . says *Builder Burt Smith,*

"THE PLYWOOD IS MORE THAN 'JUST SATISFACTORY'"

THIS attractive modern Portland, Oregon, home was featured *this year* by two national publications and termed by one "A House of Great Merit" . . . yet it was built not this year or last, but in 1939! One of a group of nine which utilized Douglas fir plywood for exterior walls and interior detail, it features an advanced design which keeps it a "display home," even after six years. The builder, Burt Smith of Oswego, Oregon, says: "The houses were built in 1938 and 1939 and the plywood is more than 'just satisfactory'. There is a definite labor saving in application. The insulation value is good. These houses have had no repair or maintenance, while other houses built by me the same year have had major repairs to exterior finishes."

**PLYWOOD'S MANY ADVANTAGES
 KEEP DEMANDS GREATER THAN
 PRESENT SUPPLIES**

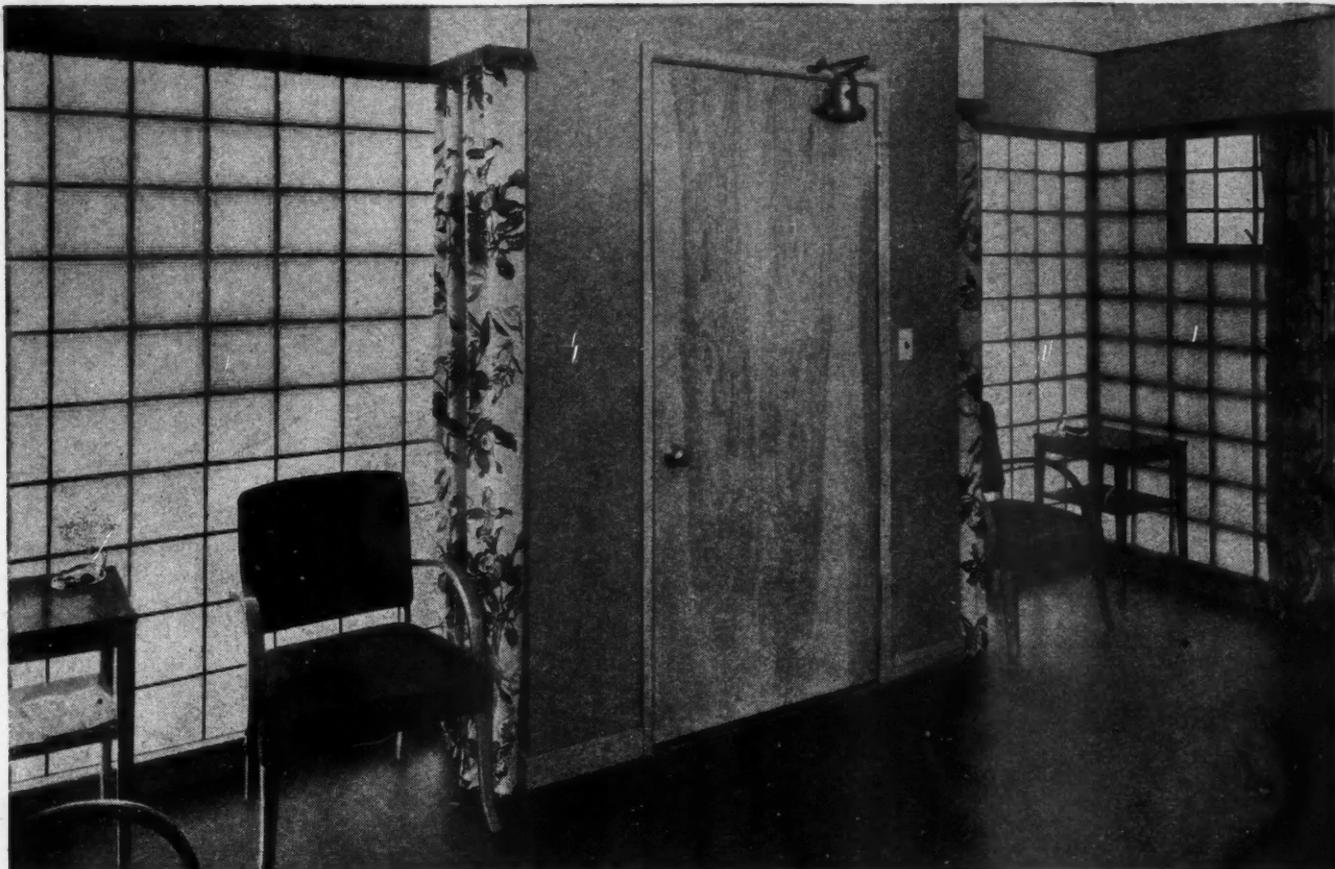
Douglas fir plywood production is greater now than in prewar years. Today's demand, however, is unprecedented — and raw material availability is the controlling factor in obtaining higher output. This uneven demand-supply ratio naturally means that plywood may not always be readily obtainable at any given time and place. Keep in touch with your regular source of supply as to price and delivery information. For technical data, write the Douglas Fir Plywood Association, Tacoma 2, Washington.

**Douglas Fir
 PLYWOOD**

LARGE, LIGHT, STRONG

*Real
 Wood
 Panels*





Insulux Glass Block add cheerfulness and privacy to this California dentist's office. An ideal selection for this

purpose—Insulux requires no painting, is easy to keep clean, resists moisture and will not rot, rust, or corrode.

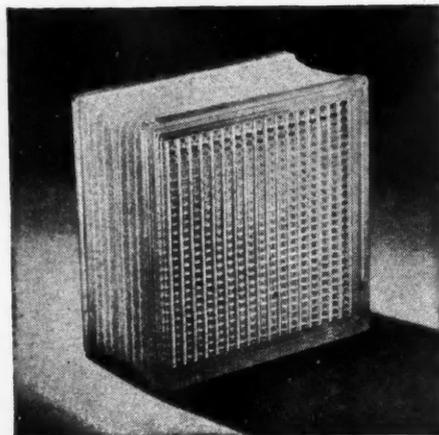
Light touch for commercial buildings

IN this attractive reception room, as in thousands of other commercial applications, Insulux Glass Block was the logical answer to a difficult daylighting problem.

Insulux was selected because it is a building material capable of doing things other materials cannot do in the transmission of daylight to interior areas. When you have problems in light transmission and diffusion, insulation, privacy, sanitation, or per-

manence—you will find it profitable to investigate Insulux.

Send for the Owens-Illinois booklet "Ideas For Commercial Applications." It has been prepared specifically for builders and contains many suggestions for use of Insulux—as well as description of jobs and specific information on the best uses of glass block. A letter, or the coupon attached, will bring it to you promptly.



Insulux is available in three sizes and a variety of patterns designed for the functional handling of daylight. Investigate!

OWENS-ILLINOIS
INSULUX
GLASS BLOCK

Send for This Free Book

OWENS-ILLINOIS GLASS COMPANY
Insulux Products Div., Dept. D-55
Toledo 1, Ohio

Gentlemen:

Please send me your free booklet entitled "Ideas For Commercial Applications."

Firm Name _____

Street Address _____

City _____ State _____

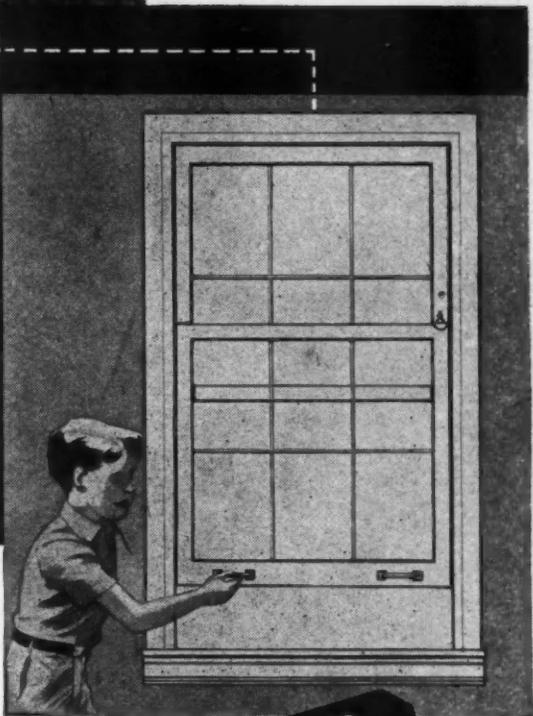
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When in New York, visit the Curtis Woodwork display at Architects' Samples Corporation, 101 Park Avenue.



It "FLOATS"

YET IS ALWAYS

WEATHER SEALED

new self-fitting SILENTITE

Design a window so easy to operate that it actually seems to "float" . . . yet which is constantly sealed against air infiltration . . . far more weathertight than ever before.

That is the problem which Curtis engineers solved in the new self-fitting Silentite. Famous Silentite spring suspension creates a window that even a child can easily open. Yet the full length double-Z type bronze weather-strips in the jambs press sliding bars against the edges of the sash, providing a constantly tight fit. This new type weather-stripping, plus improved weather-stripping at head, sill and meeting rail, makes the new self-fitting Silentite fully 20% more weathertight even than the original Silentite window introduced by Curtis in 1932.

Silentite windows are made of wood—because Curtis has found wood to be the most completely satisfactory of all window materials. Yet Silentite windows have the streamlined appearance that fits today's idea of window beauty. Let us tell you all about the new self-fitting Silentite and its new achievements in window design.



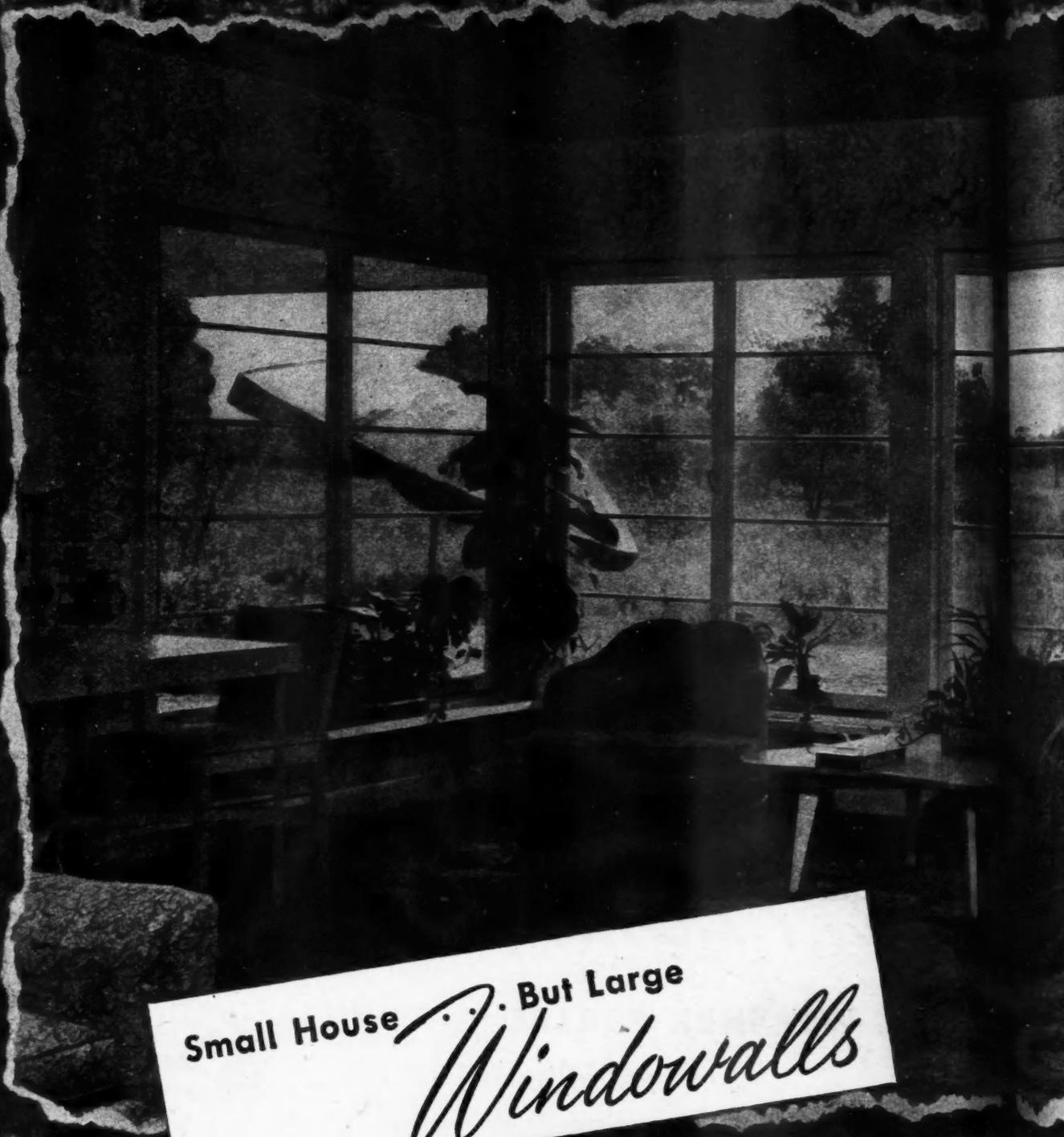
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AB-6S Curtis Building, Clinton, Iowa
Gentlemen: Please send booklets on the new Curtis Woodwork and the new Silentite Window.

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Address.....

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

I am Architect, Contractor, Prospective Home Builder, Student
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Small House . . . But Large
Windowalls

The one big difference between small homes of 1940 and the small homes of 1947 is in the area devoted to windows. Homes like this two-bedroom job have become the rule, rather than the exception. Here Andersen WINDOWALLS help achieve the feeling of
Andersen Corporation

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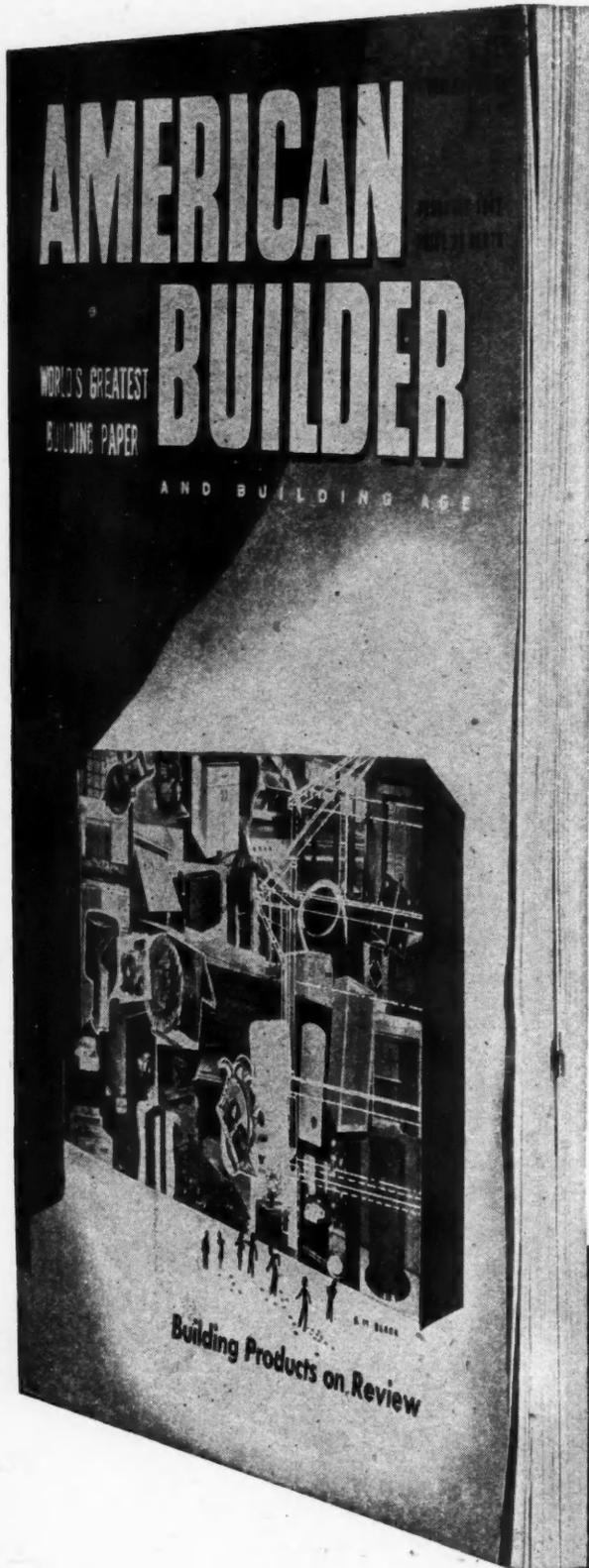
1940 and
windows.
the rule,
feeling of
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... in the living room — and, as usual, they serve both as
windows and as walls.

Andersen Complete Wood Gliding Window Units combined
in a corner installation. Home designed by St. Paul Chapter,
American Institute of Architects.

WYPORT • MINNESOTA

The Shadow of Buying Influence



American Builder's More than 80 Thousand Circulation Casts its Shadow of Influence Over the Entire Building Field through Every Channel of Distribution.

From Manufacturer to Jobber to Dealer to Builder—The entire chain of distribution is covered by American Builder circulation—Manufacturers' products never leave our shadow.

A twelve time advertiser in American Builder gets the benefit of a million readers a year. These readers are your customers and they are influenced by the factual messages they read in the American Builder. The building industry has soared to an estimated peak of ten billion dollars for 1947. American Builder circulation has kept pace with this phenomenal rise and as a result is in the best position to serve its advertisers.

If you as a manufacturer are an advertiser in the American Builder, be sure that your sales message appears in every issue. If you are not yet an advertiser, plan on starting your sales campaign NOW! Use American Builder's 80,000 circulation to create ready acceptance of your product.

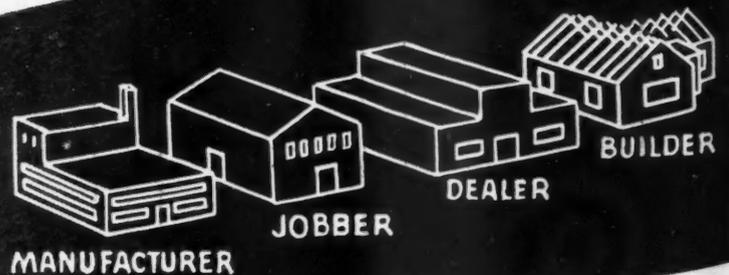
AMERICAN BUILDER

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Chicago 3, Illinois

30 Church Street—New York 7, New York



"Gimme that!"

demands

Mr. H. Fitzherbert

whose idea of a dream house calls for trouble-proof double-hung windows and modern window hardware.



And 134,445,000 magazine readers share his opinion. Grand Rapids Invisible Sash Balance advertising reaches the middle and upper-crust home-building market . . . the kind of people who retain architects and engage responsible builders . . . the kind of people who want the very best.

**He wants the*



The practical **SPIRAL** sash balance. Tested in the laboratory and in thousands of homes, Grand Rapids Invisible assures smooth-working windows that never chatter. No tapes, no cables, no exposed parts — protected against corrosion. Save many hours of costly installation time . . . just drive three screws, that's all! Fits the narrowest casings. Simple adjustment without removing sash. Versatile, too — only a few standard sizes needed for 95% of your jobs — same size balance fits either upper or lower sash.

Get complete installation data

Write today for complete, fully-illustrated specifications and installation data . . . see how Grand Rapids Invisible simplifies and improves every double-hung window job!

GRAND RAPIDS HARDWARE COMPANY

Grand Rapids, Michigan

Quality Leaders in Sash Hardware for 50 Years

Grand Rapids Sash Pulleys



No. 103 face plate, cone bearing type and Nos. 175, 109, 110 sawtooth drive type sash pulleys cover 95% of all sash pulley requirements.



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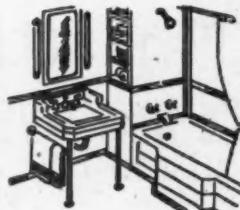
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CONSUMER SALES

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Complete Materials, Plans, and Sales Program for General Plywood's New FIVE STAR Homes!

**All This — And More — Comes In
The FIVE STAR HOME "Package!"**

Framing... Sub-Flooring... Roof Sheathing... Siding... Interior Walls... Assembled Doors and Windows... Kitchen Cabinet and Sink Units... Medicine Cabinet... Hardware! Even has a disappearing stairway to attic storage space! All factory built units and pre-cut members necessary to erect a complete house, except for foundation, wiring, plumbing, heating equipment and minor accessories.

Here's the conventional home you can *build now... complete fast... sell at a reasonable price... and take the if out of your profits!* General Plywood's 5-Star Homes make all this possible because *each home comes as a package!* You face *no* delay from shortages of structural materials... can quickly build a fine quality, real value home! Only top grade, kiln dried materials are used. House can be completed in less than two weeks! Rapid completion means rapid turnover of investment. 5-Star Homes sell at attractively low prices but allow substantial profits.

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General Plywood Corporation
Box AB-6, Louisville 12, Kentucky
Please send me full details of General Plywood's Five Star Homes.

Name.....

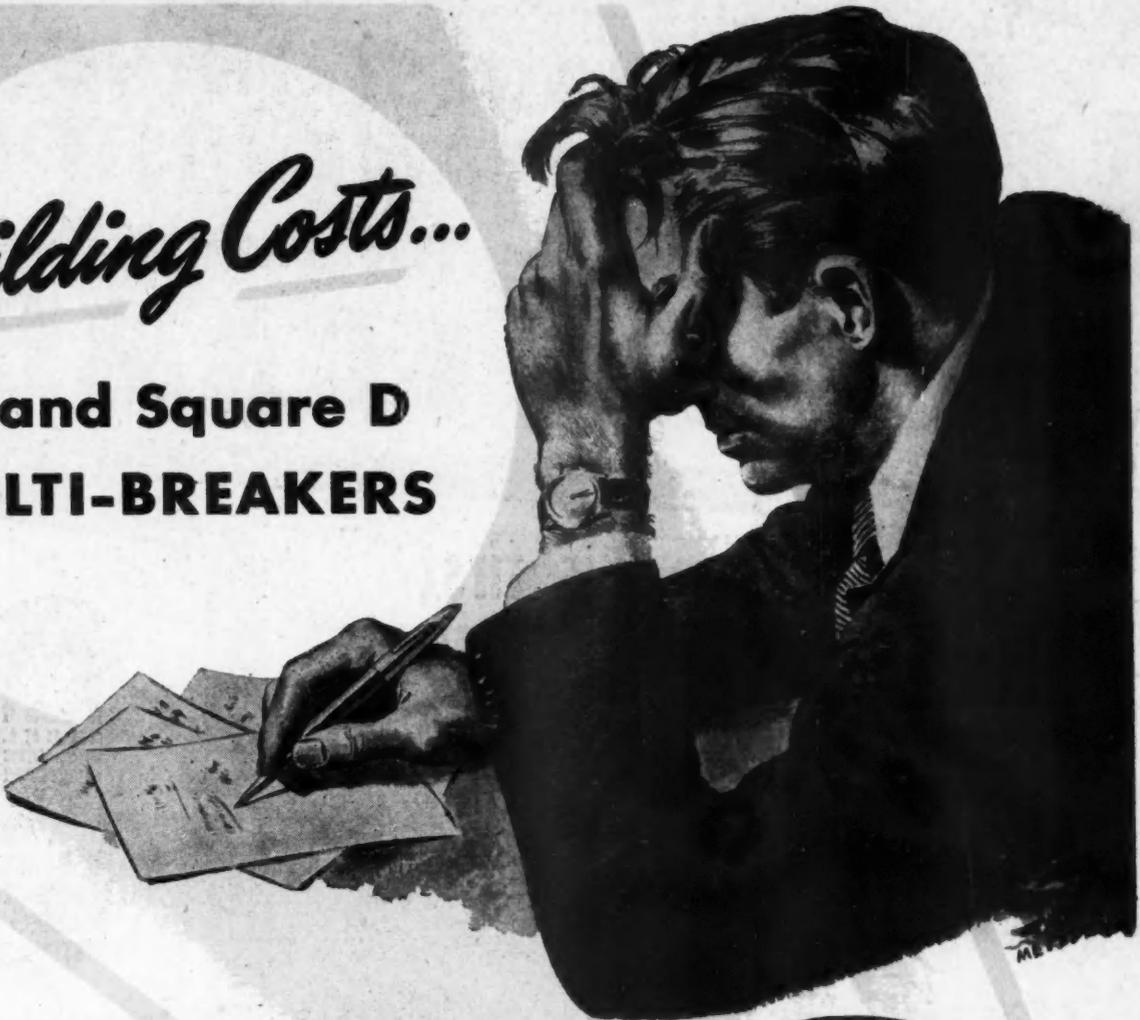
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City..... State.....

Please check: () Architect () Builder
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Building Costs...

...and Square D MULTI-BREAKERS



MULTI-BREAKERS deliver so much more convenience and protection, that many people think they must be expensive. That's not true. Properly planned, a home electrical system costs no more with Multi-breakers than with ordinary fusible equipment. Frequently less.

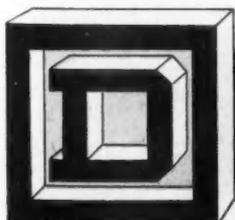
Multi-breakers afford complete electrical circuit protection and convenience. They eliminate fuses entirely. Provision can be made for additional future circuits, easily and economically.

Multi-breakers meet all of the 1947 National Electrical Code requirements for non-tamperable circuit protection.

For facts and figures, talk to your electrical contractor or your Square D Field Engineer.



The MULTI-BREAKER eliminates fuses completely. When a short circuit or dangerous overload occurs, the circuit is cut off automatically. A simple movement of the lever restores current after the cause of the overload has been removed. There are no delays — nothing to replace.



SQUARE D COMPANY

DETROIT • MILWAUKEE • LOS ANGELES

The BIGGEST THING in DOOR FRAME HISTORY ... and Growing Every Day! **AETNA FRAMES**



**Our first
Announcement
was in
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1946!**

It took courage, but our experience of almost half a century told us that a one-piece, all-welded Steel Door Frame for SMALL HOME CONSTRUCTION that could be easily and quickly installed, would be a *better frame*... and prove to be the sensation of the industry.

Today, the builders know that we were right. And today, too, we are equipped to make deliveries anywhere in the United States. The Building Supply and Lumber Dealers who already are enjoying their share of this profitable business will substantiate what we say. Write us for information regarding the situation in your territory.

ACT NOW...write or wire today

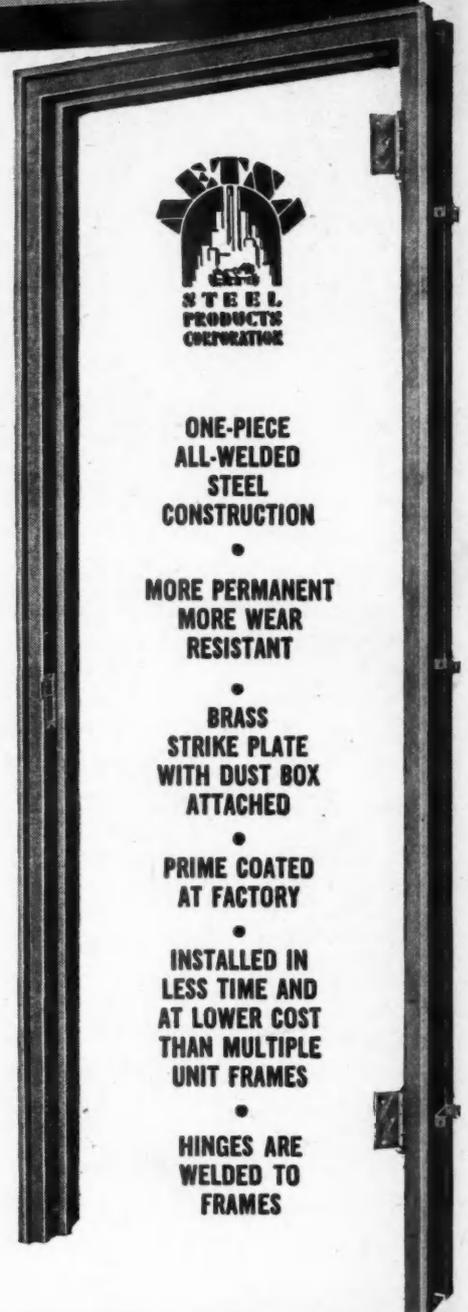


Send for REVISED UP-TO-DATE folder.

AETNA STEEL PRODUCTS CORPORATION

Manufacturers of Quality Hollow Metal Doors and Frames for fifty years.

Executive Offices: 61 Broadway, New York 6, N. Y.



**ONE-PIECE
ALL-WELDED
STEEL
CONSTRUCTION**

**MORE PERMANENT
MORE WEAR
RESISTANT**

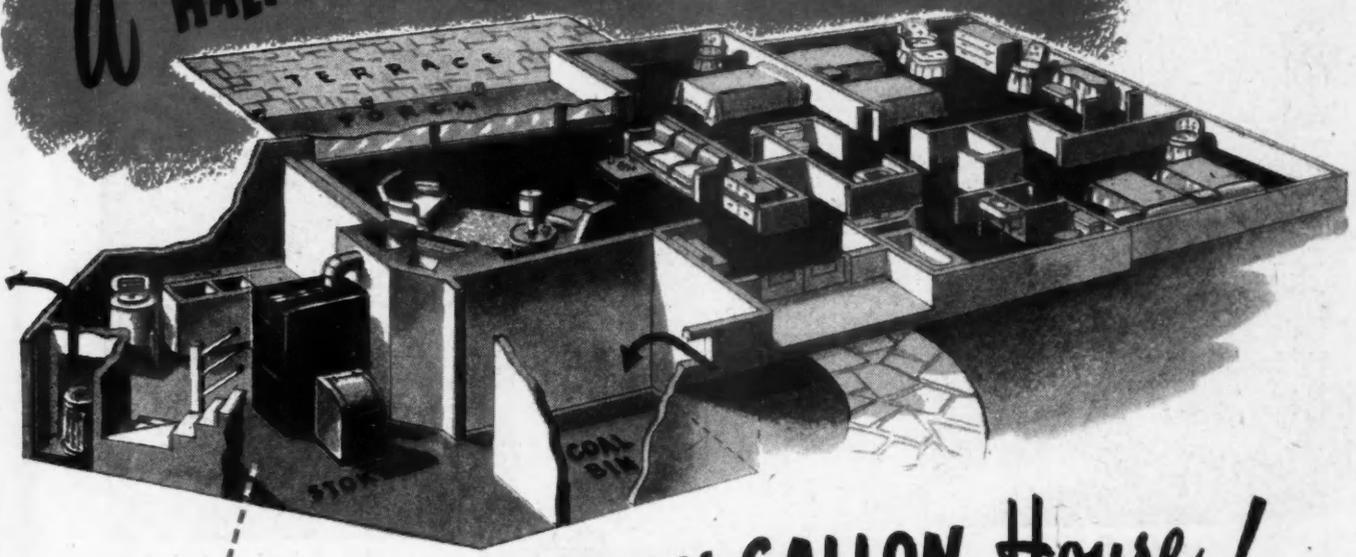
**BRASS
STRIKE PLATE
WITH DUST BOX
ATTACHED**

**PRIME COATED
AT FACTORY**

**INSTALLED IN
LESS TIME AND
AT LOWER COST
THAN MULTIPLE
UNIT FRAMES**

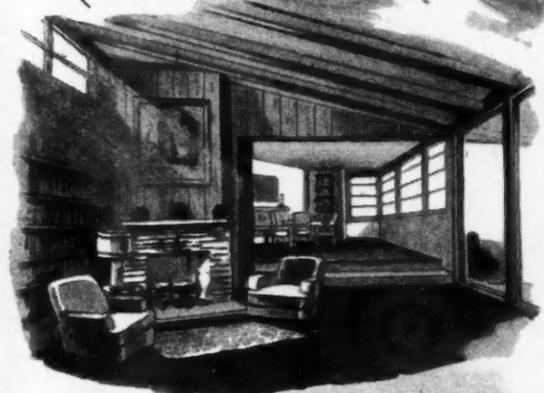
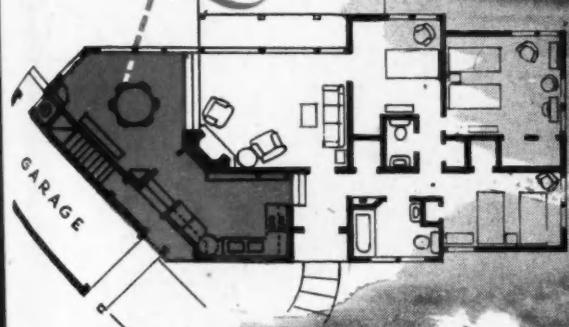
**HINGES ARE
WELDED TO
FRAMES**

A HALF PINT Basement -



in a TEN GALLON House!

Please note that the isometric area in the floor plan above and the calls for excavation, yet only about one-third of the floor area.



Note the window walls at the right, and the monitor windows opposite. The dining area has been raised above the living room floor level, giving an unusually attractive effect.

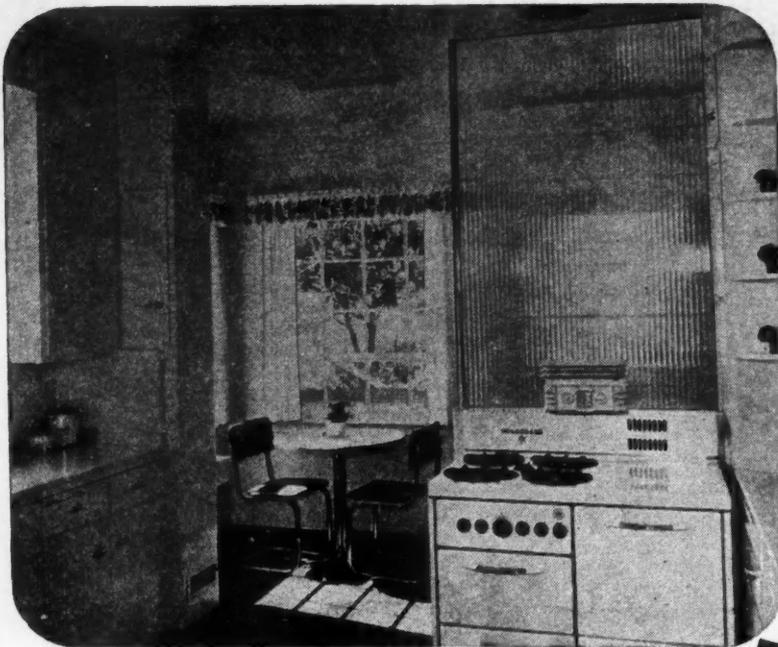
*Fuel Satisfaction is the superior, all-purpose Bituminous Coal mined along the Norfolk and Western — the fuel that gives even heat — clean heat — economical heat.



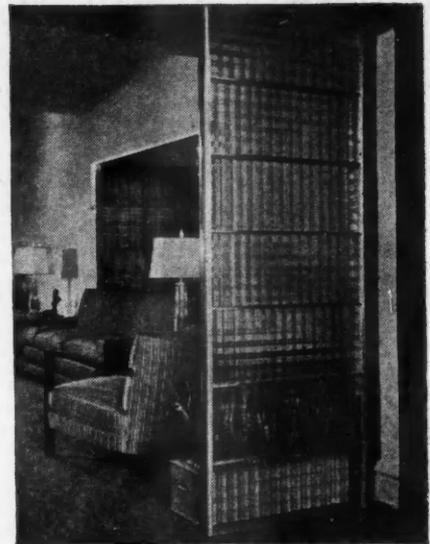
This compact little basement cuts excavation two-thirds, yet provides ample space for heating unit, coal storage, ash disposal and laundry facilities — all that a basement needs!

The house throughout is smart and sensible — and no feature of it is more sensible than the design for coal heating! The coal storage space and flues adequate for efficient burning of Bituminous Coal are low-cost insurance of this home's value. And the coal for your heating plant is Fuel Satisfaction.*

Norfolk and Western
RAILWAY
 CARRIER OF FUEL SATISFACTION



Screen of Flutex lets light pass from dinette to kitchen. Architect: C. W. W. Mayhew.



Panel double-glassed with Louvre divides living room from entrance. Decorators: Joseph Arroneo, Inc.

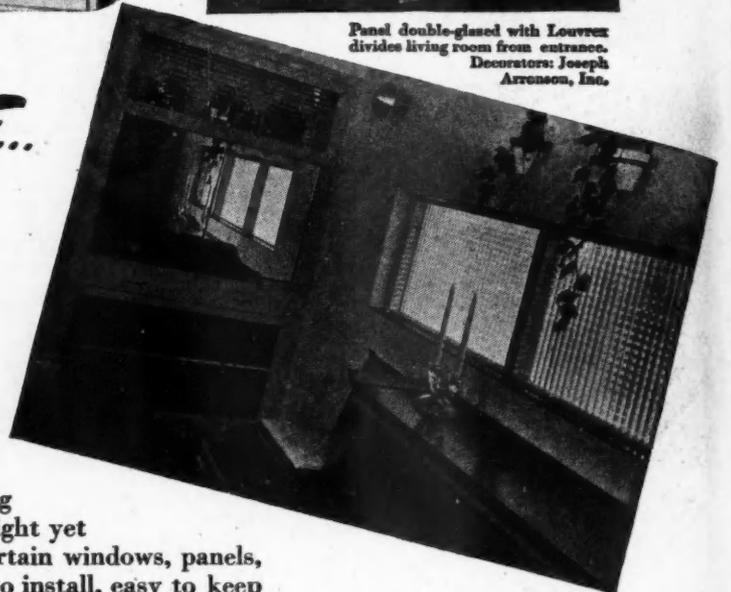
Enduring Beauty...

BUILT WITH PATTERNED GLASS

For the "individuality" that people want in their homes . . . use Blue Ridge *Patterned Glass*.

Fire-polished or *Satinol-finished*, it combines beauty with utility, adds never-fading sparkle to every room. Because it transmits light yet obscures undesirable views, it is ideal for certain windows, panels, screens, partitions or entire walls. It is easy to install, easy to keep new-looking, practical even on modest budgets.

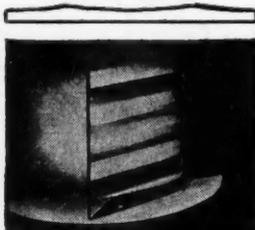
Your L-O-F Glass Distributor can show you a wide range of patterns in Blue Ridge Glass to meet the design needs of modern or traditional homes. Send 10c for our booklet "Bright Ideas with Decorative Glass". Blue Ridge Sales Division, Libbey-Owens-Ford Glass Company, 167 Nicholas Building, Toledo 3, Ohio.



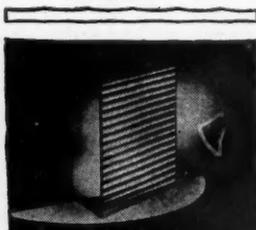
Double windows admit light, bar an undesirable view. Architect: William Green.

FIVE POPULAR BLUE RIDGE PATTERNS

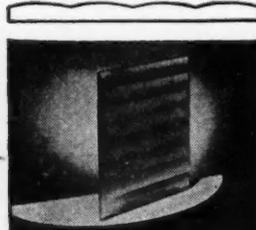
LOUVREX



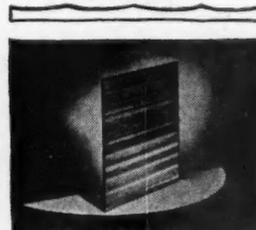
LINEX



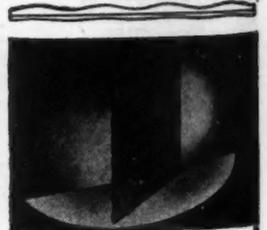
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BLUE RIDGE *Patterned* GLASS

FOR SOFT, DIFFUSED LIGHT • SMART DECORATION • COMPLETE PRIVACY



GOOD WORKMANSHIP is EASY with BRIXMENT!

Study the pictures below and you'll see the contrast between the *usual* head joint and a *full* head joint. . . . It is hard to get full head joints, of uniform width, unless the mortar is so soft and workable that it will ooze up out of the head joint. Brixment mortar is so rich and plastic that the bricklayer can use *more* than enough mortar to fill the head joint, and still "place" the brick easily and accurately.

Brixment mortar has greater plasticity, higher water-retaining capacity and bonding quality, greater resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market. Louisville Cement Company, *Incorporated*, Louisville, Ky.

No. 3 OF A SERIES—

THE RIGHT WAY AND THE WRONG WAY—IN HEAD JOINTS



Plenty of mortar should be thrown on the end of the brick to be placed.



The brick should then be pushed into place.



So that the mortar oozes out at the top of the head joint.

All head joints in both face brick and back-up work should be completely filled with mortar. One good method for doing this is to throw plenty of mortar on the end of the brick to be placed. (This should be done in such a way that the mortar is scraped off the trowel by the bottom edge of the end of the brick.) Then push the brick into place so that the mortar oozes out at the top of the head joint.



When a dab of mortar is spotted on one corner of the brick,



the mortar does not fill the head joint.



Only part of the head joint is filled with mortar.

If the head joints are not completely filled with mortar, in both face brick and back-up work, water may penetrate to the inside of the wall through openings in the joints.

A dab of mortar spotted on one corner of the brick is not nearly enough to fill the head joint.

New Store Front ideas

based on common sense,
research and
imagination

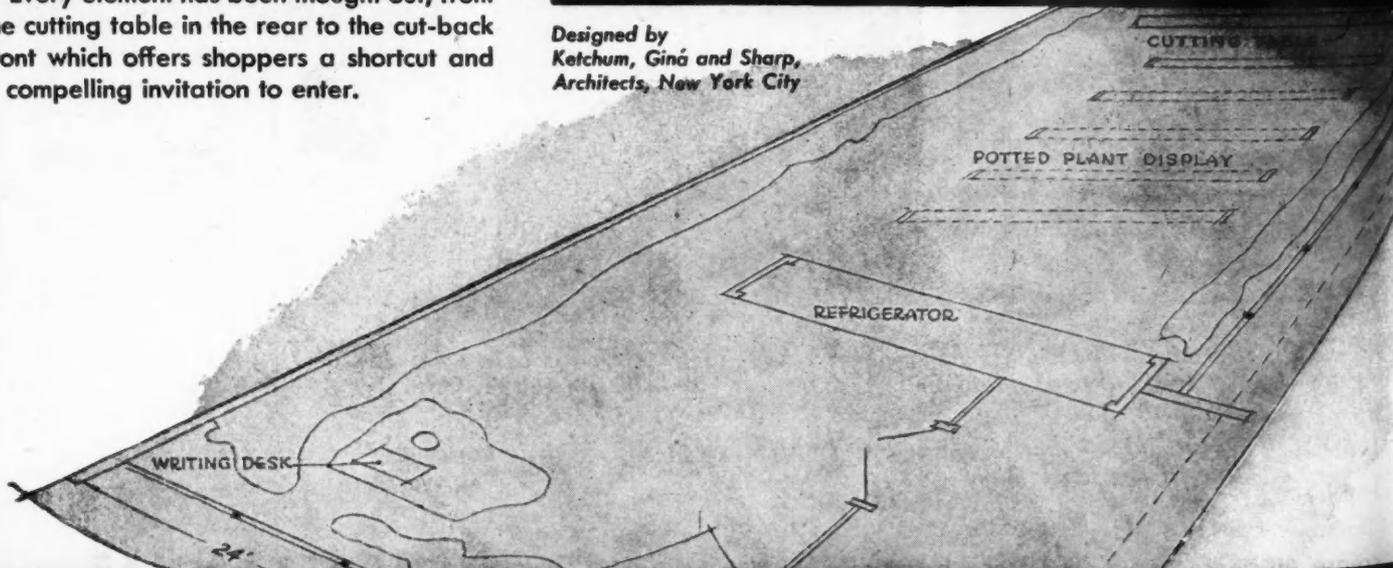
Today's new and realistic trend in store design is based on common sense, research, and imagination.

Outstanding architects, builders, and merchants agree that a store front has three functions—it must attract and stop customers, it must show them merchandise, and then it must pull them inside to buy.

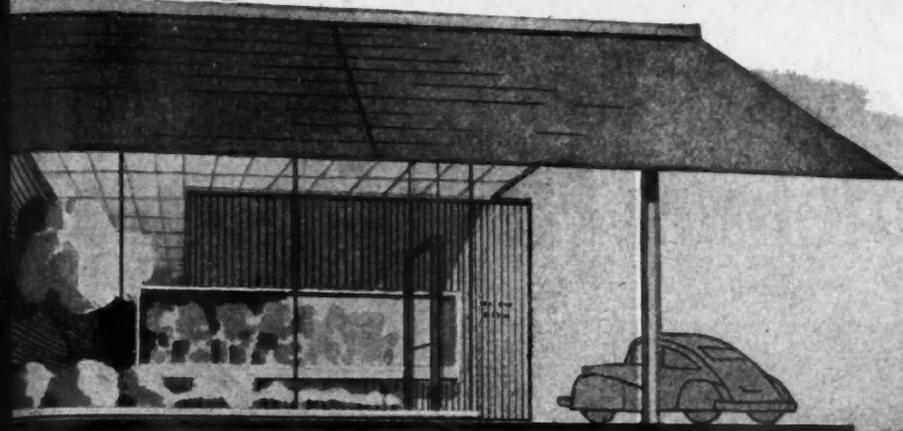
These requirements are successfully fulfilled by the flower shop pictured here. As the plan below shows, the front has been designed to meet the merchandising demands of the store itself.

Every element has been thought out, from the cutting table in the rear to the cut-back front which offers shoppers a shortcut and a compelling invitation to enter.

Designed by
Ketchum, Ginó and Sharp,
Architects, New York City



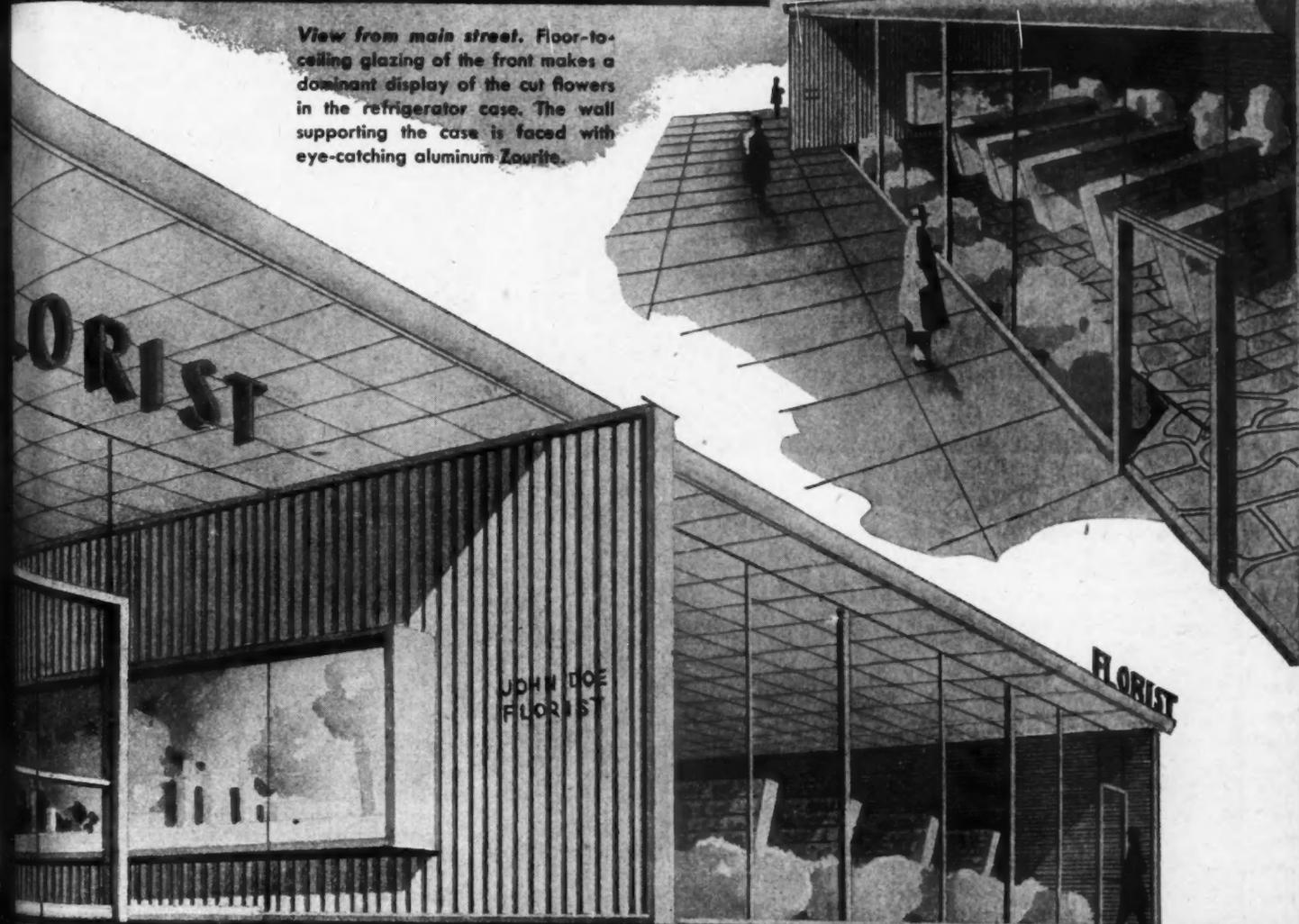
FLORIST



View from side street. A colorful bed of plants and flowers lines the show window. Behind it is a mass display of potted plants on wooden stands. Cobble-stones add to the informal "garden" atmosphere.

FLORIST

View from main street. Floor-to-ceiling glazing of the front makes a dominant display of the cut flowers in the refrigerator case. The wall supporting the case is faced with eye-catching aluminum Zaurite.



FLORIST

JOHN DOE
FLORIST

FLORIST

New Store Front Ideas Become Practical and Profitable with the Modern K-47 Line

You can build store fronts of outstanding appearance with the new K-47 Line of store front metals, because it has been styled and engineered to meet today's greater architectural demands.

It offers builders these outstanding advantages:

NEW custom styling in stock shapes. The K-47 Line combines immediate availability and economy with modern styling which formerly could be obtained only in made-to-order, expensive metals.

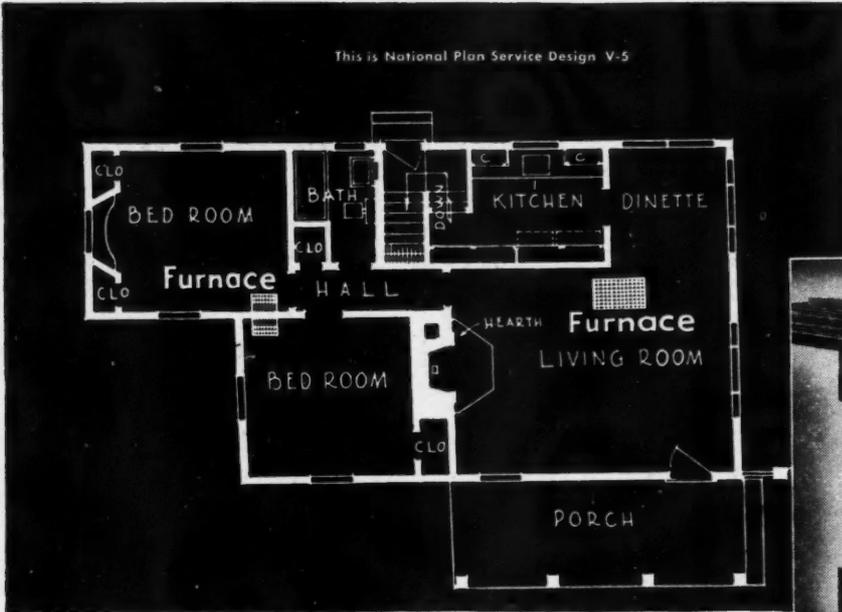
NEW interchangeable members with multiple uses. Standardized assemblies have been engineered to increase efficiency in installing store fronts of distinction.

NEW features in construction. Important structural improvements enable you to erect store fronts which incorporate flush-glazing, full-vision entrances, floor-to-ceiling lights of glass and many other elements of modern design.

Write for the new booklet which describes and pictures the striking K-47 Line. You will also be sent Kawneer new 24-page book of modern store front designs. The Kawneer Company, 743 North Front St., Niles, Michigan

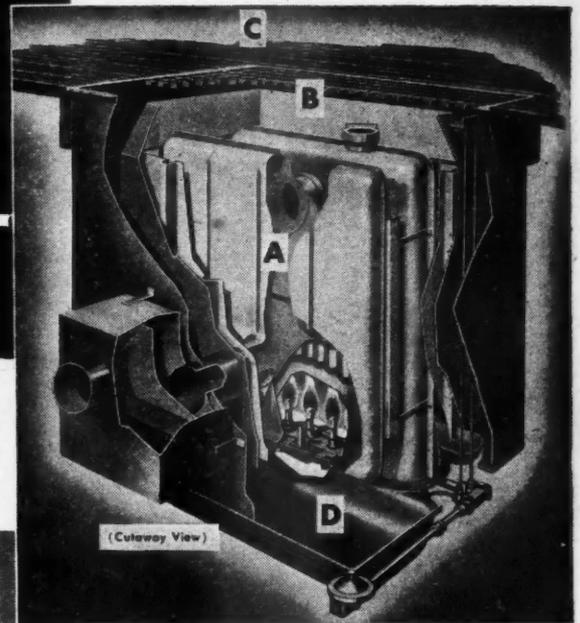
Kawneer
SALES-BUILDING
STORE-FRONTS

Why it pays low-cost-home builders to revise plans To Include Coleman Floor Furnaces



This plan offers savings that often improve value! This design, by National Plan Service (Design V-5), shows how this leader in small home design has secured maximum value and convenience in a genuinely moderate-priced home. Note how two Coleman Floor Furnaces can be used for "area" heating in this type of construction—to eliminate basement cost, and still require no first-floor space for heating equipment.

Needs no basement. Easily installed. Coleman Floor Furnace can be adapted to designs either with or without basements. This saves space in all cases, and often saves construction cost too. Coleman engineering has made it possible to give amazing "all-over-the-house" comfort, at exceptionally low fuel cost—along with the clean automatic heating today's housewives demand. And Coleman's reputation for quality and nationwide acceptance are powerful selling helps.



Cutaway model shows the advantages of Coleman's automatic, "all-over-the-house", warm-floor heat that really sells homes. Note how floor-level air is drawn through cool-air-chamber (A); how air is thoroughly heated in warm-in chamber (B); how 78% open register (C) lets warm air into house FAST. Note: Patented streamlined bottom (D) speeds up warm air flow 35% over old-fashioned designs.



See how it sits in the floor—not ON it and not in the basement. No basement is needed, so you can often save this cost—and much costly duct work. An experienced man can install in only 4 to 6 hours. Models from 25,000 to 70,000 BTU input; use one furnace, or combinations of two or three. In city, town or country, there is a Coleman Floor Furnace to fit your needs—models for oil, gas and LP-Gas.

The Coleman Co., Inc., Dept. AB-658, Wichita 1, Kas.; Philadelphia 8, Pa. (Terminal Commerce Bldg.) Los Angeles 54, Calif.

Special cooperation for contractors! Send coupon for full facts and latest contractors specification book.

AUTOMATIC HEATING



The Coleman Co., Inc., Builder's Contract Dept. AB-658, Wichita 1, Kansas
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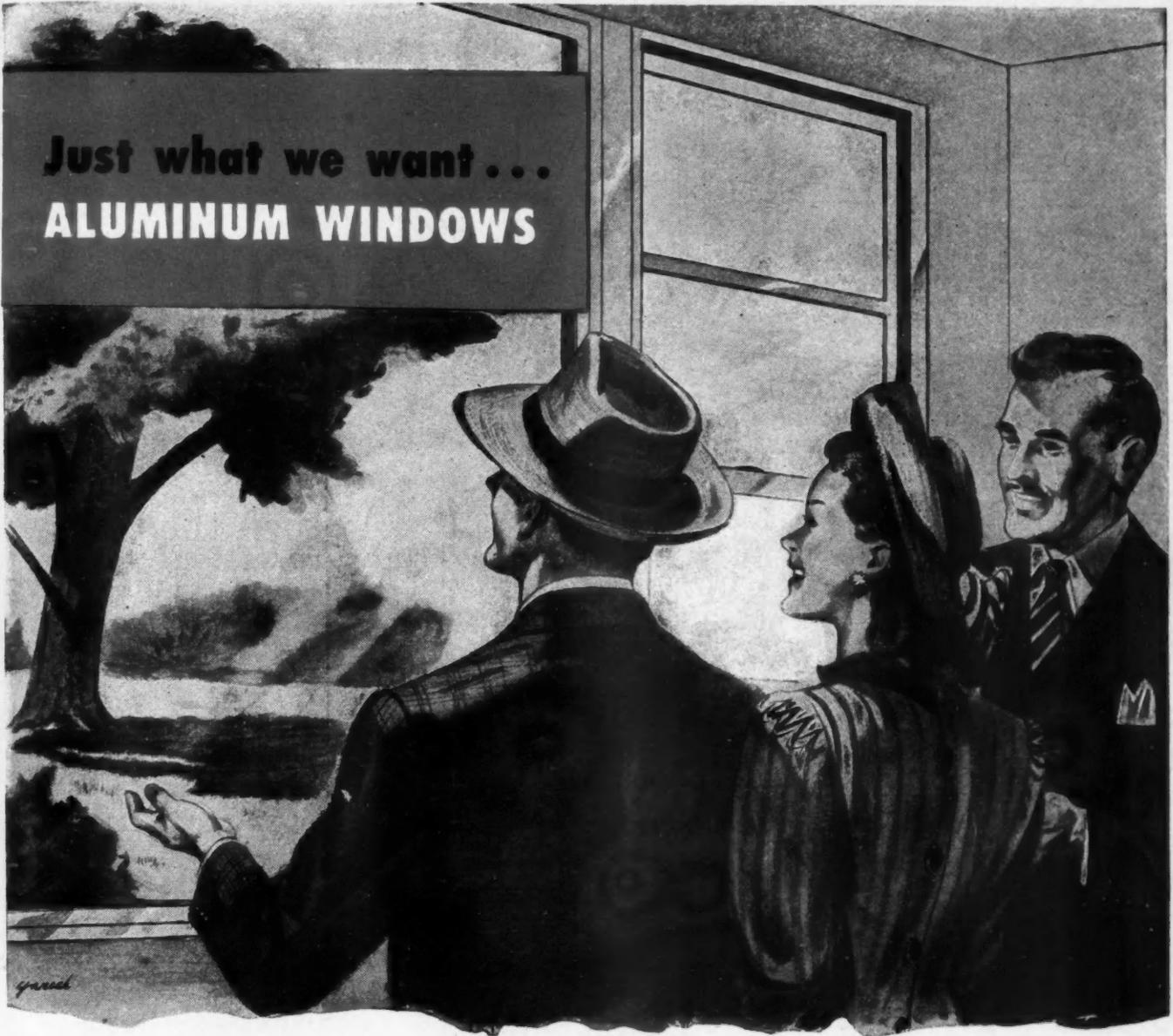


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Home buyers know that windows of Alcoa Aluminum are a sign of quality construction. That is why over a million will go into America's new homes in 1947. Quickly installed, long-lasting, trouble-free, they bring quick sales for builders, lasting satisfaction for buyers.

Light in weight, delivered to the job complete, windows of Alcoa Aluminum are installed quickly. Because aluminum

windows can't rust, rot or warp, they require no protective painting, always work smoothly and easily.

Leading window manufacturers build quality windows of Alcoa Aluminum in a wide variety of standard types and sizes. For the names of these manufacturers write to:

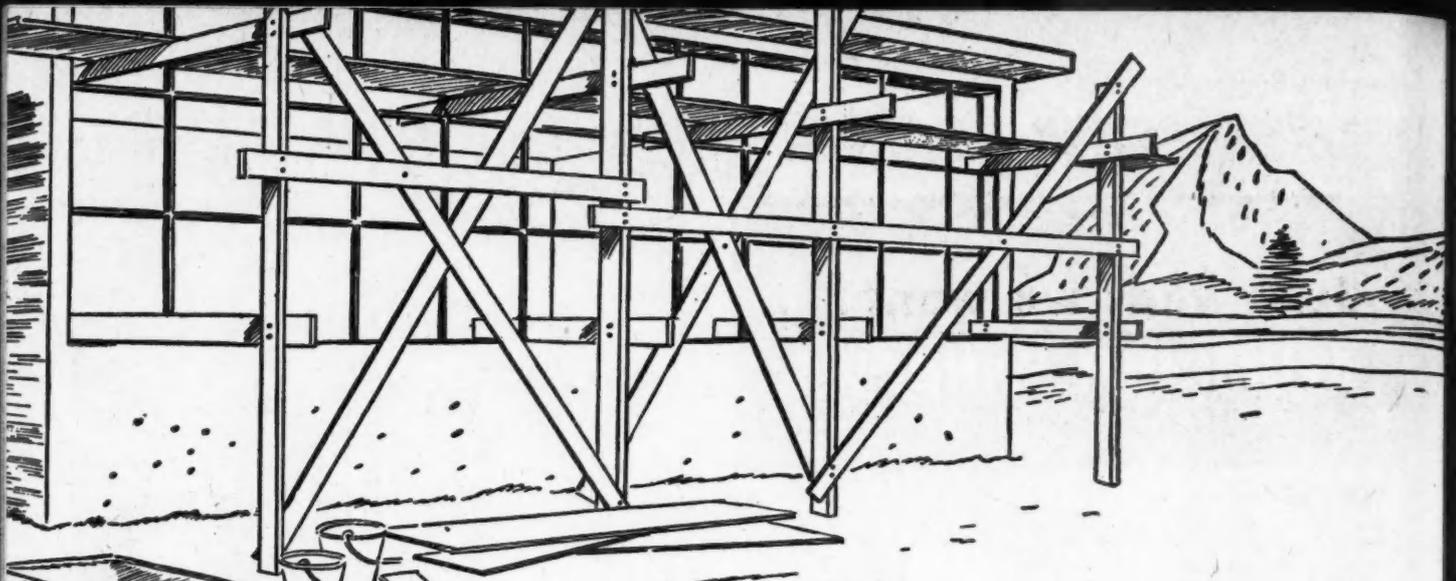
ALUMINUM COMPANY OF AMERICA,
1914 Gulf Building, Pittsburgh 19, Penna.

MORE people want MORE aluminum for MORE uses than ever

ALCOA FIRST IN **ALUMINUM**



IN EVERY COMMERCIAL FORM



What about
the plumbing?

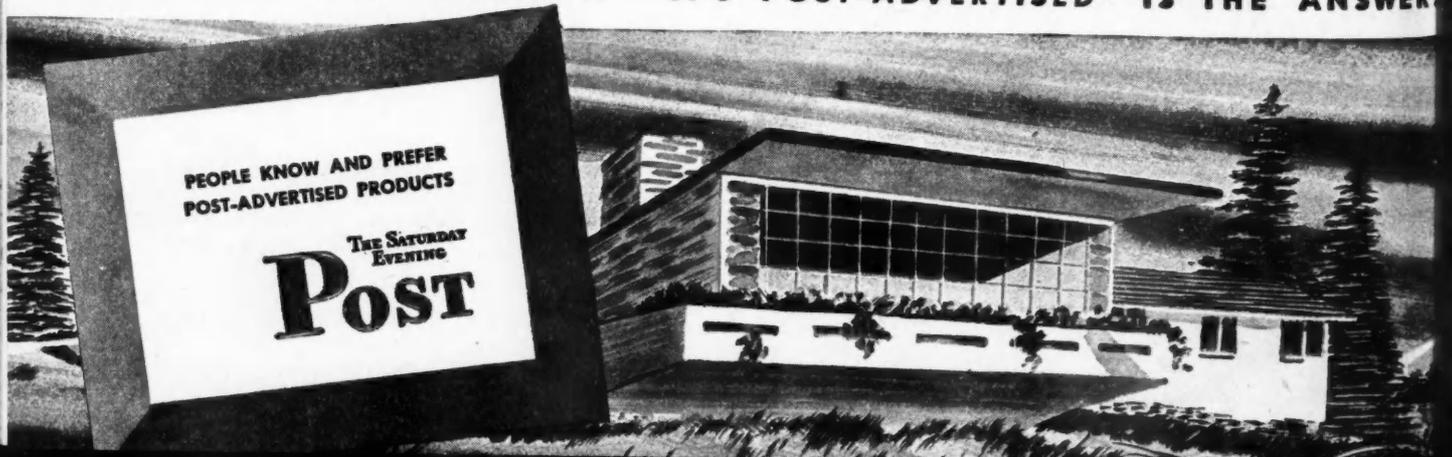


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News, Views
and Comments

On and Off the Record

FITCH TO NELSON—Recently, Morgan L. Fitch, NAREB president, wrote in part to Herb Nelson, "I got a bit of a shock when I picked up Drew Pearson's column, saw his inference that we are running a ten million dollar lobby. Have you been holding out on me? Then, it struck me funny. Imagine me, a small time South Chicago realtor, head of a ten million dollar operation! King for a day. Anyway, I still believe in freedom of the press—and I hope that somehow we can be successful in raising our little fund of \$59,000 in defense of the rights of man, the rights of property ownership, and the future of our nation. Then we'll only have \$9,941,000 to go."

DREW PEARSON—He and the political theorists whose interests he promotes get so much in the habit of thinking in terms of millions and billions of the taxpayers' money spent at the whims of untouchable bureaucrats that it is only natural for him to pick 10 millions out of the air as a figure spent by NAREB.

\$10,000,000—The combined annual operating budgets of every national association in and affiliated with the home building industry does not remotely approximate ten million dollars. If that amount were available, industry research and public relations staffs would have blasted the bureaucratic public housing lobby out of Washington months ago.

NEW EMERGENCY—Evidence is unmistakable that top of the price cycle has been reached. Prices have been going down. Knowing this, government beats the drums for lower prices. Reason could be that with elections coming in '48, government hopes prices will skid to point where unemployment provides new opportunity to blame big business, declare another emergency. If this isn't true, government should be moving to curtail extent of price recession.

APPRENTICES—U.S. Department of Labor says there were 95,038 building trades apprentices employed as of April 1, a record high.

CREEDON—He said recently that the time has come for home builders and the building trades to consider the implications of a drying up of starts, and to take steps to get more houses started. Similarly, producers and distributors of building materials should review their operations, and labor its productivity, so that through their joint efforts, building ma-

terials costs may be reduced. There should be no argument with the Housing Expediter for that one.

MARTIN C. HUGGETT—In his Bulletin of the Chicago Metropolitan Home Builders Association he says, "A fair wage for labor that does a fair day's work; a fair profit on materials; a fair net for subcontract work, and a fair mark-up for builders. A plunge into profiteering by any constituent of the building process will not further a long range view of housing needs, and the methods that must be employed to satisfy those needs, but on the other hand may boomerang against the profiteers themselves." There should be no argument with that statement, either.

RESTRICTIONS DIE HARD—FHA now will process applications on form OHE-14-56 to permit construction of dwelling units up to 2,000 square feet, for owner occupancy, veteran or non-veteran (individual cases only—no operative builder developments) and provided the applicant requires four or more bedrooms; or applicant requires space in his residence for business or professional use; or where applicant purchased lot subject to building restrictions in excess of 1500 square feet, and made purchase when no government regulations were in effect preventing construction.

SOMETHING GAINED—A n y w a y, that is 500 square feet gained on one foolish regulation that contributes to the shortage of good homes for all veterans.

WORLD HOUSING—M a y b e t h i s should be headed world public housing. Anyway, United Nations social division estimates 100,000,000 new houses needed throughout the world, urges world minimum housing standards be set, and housing programs established aimed at world-wide "cheap building" policies. What a nice, big, fat bureau could result from this.

CRIME RELATIVITY—Anent building restrictions imposed by the British Government, London Times recently got the following letter: "Sir—One day last year I saw in your paper that the maximum punishment for building without license is seven years' loss of liberty, but for attempted rape it is only two years.—Yours faithfully, J. W. A. Earle, 54, Mosley Street, Manchester, 2."

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Installed cost of
INTEGRALOCK*
is surprisingly low

Ideal for residential
entrance doors

● The Sargent Integrallock is a completely new type of lock. Its unit construction provides rugged strength and assures economical installation. It has the graceful beauty found only in mortise-type locks. Yet the installed cost of an Integrallock is surprisingly low.

● The Integrallock is a factory assembly, precision-made of pressure-formed metals. It is compact and foolproof because it contains 30% fewer moving parts. It has a new and exclusive safety feature which prevents the knob from being forced. In all, the Integrallock is a vastly superior lock which, despite today's generally high prices, sells at a lower price than pre-war unit locks. Further savings result from the fact that a skilled mechanic can install several Integrallocks in the same time required for one old-type mortise lock.

● In security, in appearance, in installation economies, Sargent Integrallock is the ideal lock for residential entrance doors. For complete specifications ask your Sargent distributor or write to Sargent & Company, East St., New Haven, Conn.

Quick Delivery from
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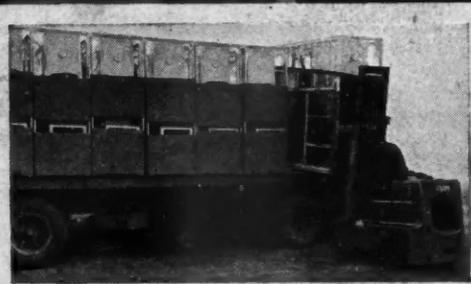
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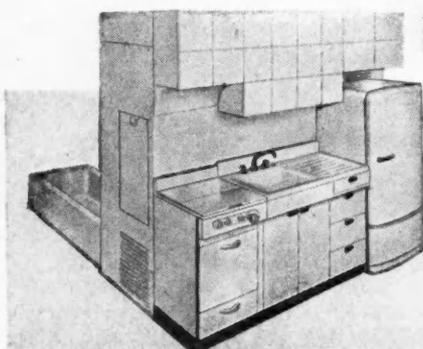
Now Being Made on the **INGERSOLL UTILITY UNIT!**

Complete Kitchen, Bath and Heating Plant in One Package, Going Out on Regular Schedule

Architects and Builders everywhere who are including space and time-saving Ingersoll Utility Units in their housing projects can now be sure that their needs will be filled promptly and on time. With streamlined, production-line efficiency, turning out Units on clockwork

schedule, this single-engineered assembly can be counted on to cut building time by weeks.

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Please send literature on the Ingersoll Utility Unit.

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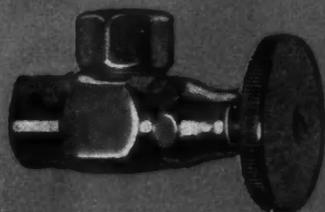
Commodore, Again and Again!



Individual Lavatory Faucets. Hot and Cold Water perfectly matched units.



Straight Stops. Hidden, inside valves the eye seldom sees assure long life, trouble-free service.

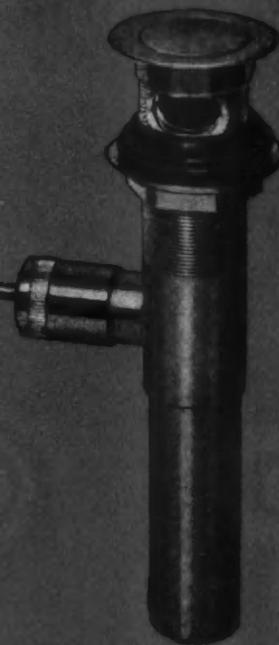


Angle Stops in all standard sizes. Solid brass stems are precision machined and entire assembly is hard chrome plated.

The ever-increasing acceptance of Commodore plumbing trim has created the insistent market demand for a more complete line of Commodore fixtures and fittings. Streamlined beauty in thoroughly practical design continues to be the distinction of Commodore's latest releases. Like all Commodore products, the new lavatory center sets, pop-up waste, individual lavatory faucets, straight stops, and angle stops are made of virgin brass, and are permanently silver brazed. Each unit receives a jewelry polished triple-plate chrome finish. Now, perfectly co-ordinated Commodore trim can be selected for kitchen, laundry and bath.



Commodore lavatory trim. Center Set faucet complies with all plumbing codes. Pop-up waste-lift rod is adjustable. Angle stops on water supply pipes.



Pop-up Waste. Removable plug stopper for easy cleaning; exclusive Commodore feature.



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Plumbing Division Sales Office: 707 South Raymond Ave., Pasadena 2, California, U.S.A.

Now going into small kitchens with big ideas . . .



Kelvinator's "SPACE-SAVER"

Holds 50% more . . . takes no extra floor space!

Here's the amazing new family-size refrigerator! Owners and property managers say enthusiastically it's the perfect solution to the problem of adequate refrigeration in the small kitchen. Takes no more floor space than previous smaller models . . . yet it offers 50% more storage—full 6 cu. ft. as compared to the former 4 cu. ft. model!

And just look at these up-to-the-minute features—5

full-width shelves with *more space between shelves* . . . extra room for tall bottles and bulky foods . . . a big High Speed Freezer for frozen foods . . . a "Space-Saver" stars Kelvinator quality throughout—from its snowy-white Permalux finish to the Polar-sphere—the matchless cold maker with the unsurpassed trouble-free record.

If your problem is new installations or replacement of inadequate units—*anywhere*—get the facts on the new "Space-Saver." For full information, write Nash-Kelvinator, Detroit 32, today.

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[EDITORIAL

American Builder Policy

AMERICAN BUILDER was the first paper in the building industry to voice disapproval of public housing, and the control of private building operations by federal bureaucracies. It is the only paper that has maintained a firm, consistent position. The reason has been stated often, but it bears mention again. Briefly, it is that public housing, continued rent controls and control of home building by federal legislation and federal bureaucrats bring immediate waste, inefficiency, higher taxes, poorer houses, and a general lowering of the living standard. The ultimate and inevitable result is state socialism, and the end of free private enterprise. History is replete with evidence to support these conclusions. There is nothing theoretical about them.

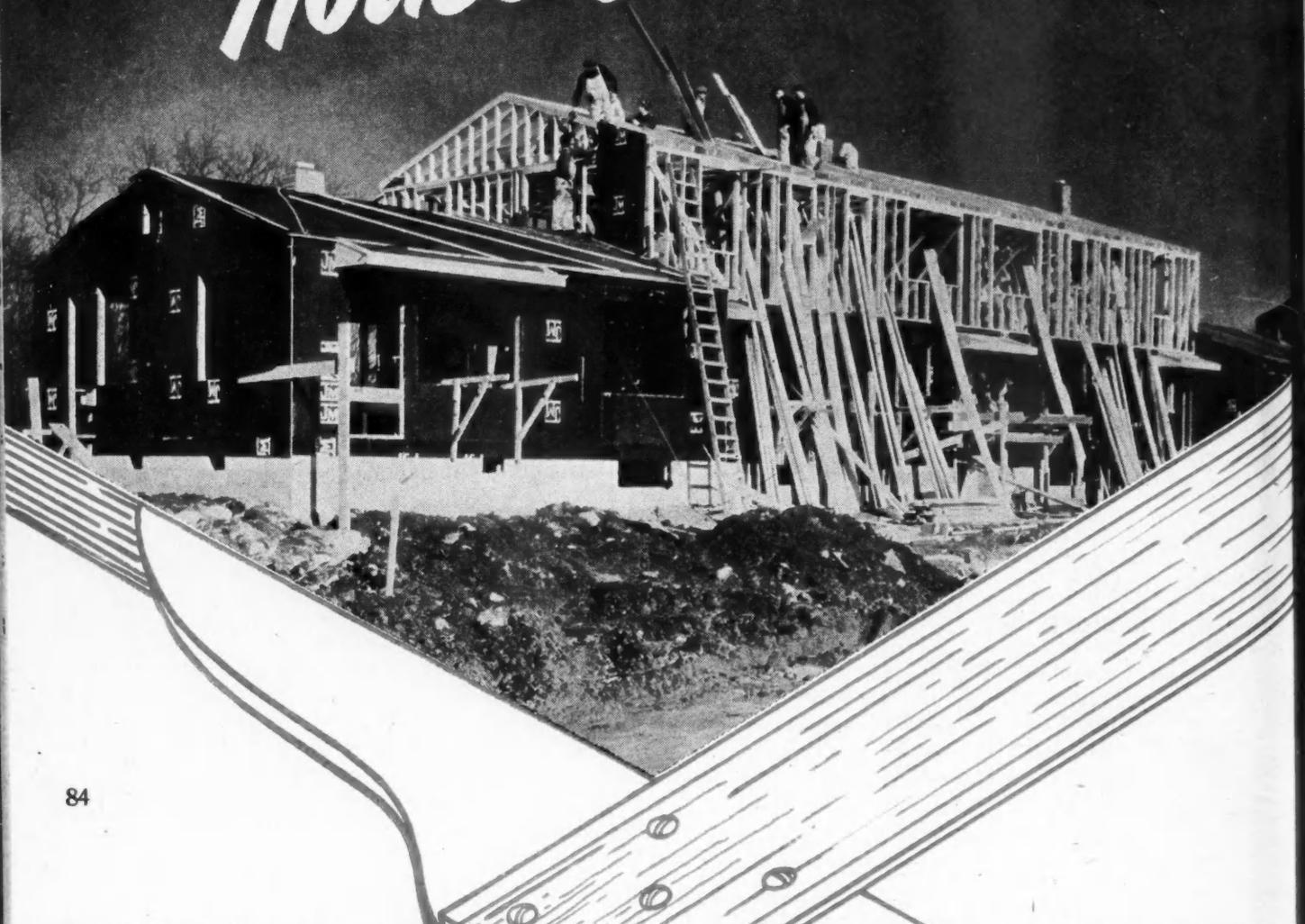
Maintaining an unqualified stand against the reactionary forces of state socialism in and out of government has not always been easy. It is not easy now. There are charges of political bias to meet, and criticisms of a business paper concerning itself with matters affecting legislation and government. *American Builder* would prefer to concern itself solely with the business of building more and better homes, not only for veterans, but for all who want homes. But, since under government regulations of the postwar years up to date, it has not been possible to build as many and as good houses as should be built, *American Builder* is not a free agent in the choice of its editorial policy. If the present policy is abandoned, and those who agree with it give up the battle, there will be no private building industry for either critics or endorsers of the policy. Instead, all will become government wards in a wasteful, desultory socialist state.

Builders and the *American Builder* have nothing to lose by pushing the fight to a conclusion. They have everything to gain for themselves and for posterity. From a patriotic standpoint, failure to push the fight amounts to selling all veterans short, and desecrating the sacrifices of those who were maimed and killed in a war to preserve individual freedom.

There is no turning back, and no intention to do so, particularly in view of recent events. A few weeks ago a special House sub-committee, with the aid of the Treasury Department and the Federal Bureau of Investigation, uncovered evidence that is reported to show Communist domination of the operations of the Federal Public Housing Authority, collusion in awarding contracts, fraud, waste, incompetence, payroll padding and numerous other breaches of public trust. There is evidence that Senator Taft is not nearly so enthusiastic about the Taft-Ellender-Wagner bill as he was when he introduced it. The House shows unmistakable signs of resisting the socialization of home building and home ownership.

The United States has come through crises of this kind before. It will come through this one if it is helped. *American Builder* respects those with honest differences of opinion. For all others, there is no alternative to treating them as public enemies, and fighting them accordingly.

Engineered House Construction



84

THIS is the first of an extensive series of articles to appear in *American Builder* on the proper selection and installation of the various equipment and service items that are now standard components in modern houses. A completed house today is no longer a shell, as it was in previous years—within the memory of men still active in home building. Building a 1947 house involves installation of many scientifically designed and finely engineered pieces of equipment about which most builders have but elementary knowledge.

The editors of *American Builder* know that home builders cannot possibly become experts, for example, on all the various types of heating systems now being satisfactorily built into houses. Neither can builders become expert plumbers or electricians. But because the equipment and service items just mentioned, as well as others, now constitute such an important segment of satisfactory and profitable new home construction, successful builders should understand the basic principles concerning proper selection and installation of such items to assure themselves and their clients of the ultimate in modern home equipment, economical, trouble-free operation and permanence.

Since subcontracts are becoming an increasingly im-

portant and expensive factor in new house construction, builders who understand some of the basic factors in selecting and installing modern house equipment will be better able to assure themselves and the ultimate home owner a greater measure of economy and satisfaction from these important components.

The series is being started on the subject of heating and this first article is confined to a discussion of gravity warm air systems. This was chosen as the first because home builders are still installing gravity warm air systems in more than 50 per cent of new houses.

Articles to follow in future issues will deal with forced warm air, hot water, steam, various types of radiant heat, and others. Although the house which has been chosen for engineering in the series does not lend itself particularly well to installation of a gravity warm air heating system, the following article should be especially enlightening because of the special problems encountered and overcome. Another article on engineered house construction will appear in the July issue. This series is a new department in *American Builder*, offered to the nation's builders in conformance with the policy of this publication to present sound, constructive, educational features for its readers.

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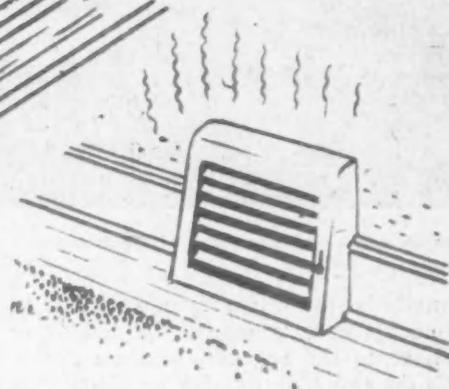
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Gravity Warm Air Heating

Fifty per cent of present heating installations are gravity warm air systems. This first article deals with methods for figuring size of plant required, correct installation procedure and other factors. Future articles will discuss other types of heating systems in a similar manner.

By J. L. Shank
Consulting Engineer



IT IS essential that the quality and type of construction of any building be given due consideration when determining the size of the heating system to be installed. A poorly constructed building requires a larger heating system than one of good construction. This, then, makes it necessary to figure the heat loss for each individual building.

A small, undersized heating system will be hard to control and expensive to operate. Builders, therefore, should make certain that heating plants selected for their structures are correctly sized. There are many types of heating systems, and all have their special merits and faults. Many of the faults, however, can be overcome by good design, proper installation and proper control. Good workmanship is essential. This means not only obtaining the best mechanics, but also incorporating the heating system adequately and properly with the balance of the structure as the building progresses.

Heating systems may cost little or quite a sum of money and they may be economical or expensive to operate. Therefore, the heating system must be given due consideration.

Heating, as it is known today, is a science and should be considered so. The day has passed for the "Rule of Thumb" method of figuring and designing a system.

Have confidence in the heating contractor and give him the opportunity to make a good installation. He will welcome faith in his ability and judgment and, in all probability, will go out of his way to make an excellent installation.

The average person buying or building today thinks only of the type of fuel which will be burned—coal, oil or gas. It is essential, then, that the builder select the most suitable type of heating system for the building, which will be fired with the fuel selected by the owner. This brings up the subject of what type of heating can be installed to stay within the budget.

Basically, heating systems fall in uniform price brackets. Variations within these price brackets can usually be attributed to improper design and installation procedure or to a difference in the control system. It is, therefore, essential that a complete set of heating plans and specifications be prepared for each building by a competent heating engineer. This will mean uniform bidding and, with good supervision, will assure the owner of a good, efficiently operating heating system.

The building being used to demonstrate the correct designs of these heating systems is a standard two-story

Colonial house and was designed by Walter T. Anicka, architect, Ann Arbor, Mich., presented in the March, 1947 issue of *American Builder*. While this building does not readily adapt itself to all types of heating systems, there will be an illustration of each type, so designed as to heat the building satisfactorily. The systems which are being incorporated and discussed are central heating systems, either warm air, steam, or hot water. The reason for this is that it is the general consensus that in order to make the building a desirable and worthwhile place to live, the heating should be handled from a central source.

All the systems incorporated in the residence will be designed for 70 degrees Fahrenheit inside, with an outside temperature of 10 degrees Fahrenheit below zero, in all rooms with exception of the bath, which is designed for an inside temperature of 80 degrees Fahrenheit.

Since the indoor and outdoor temperature condition is known, the next step is to determine the heat loss of the building. This heat loss was determined in the following manner:

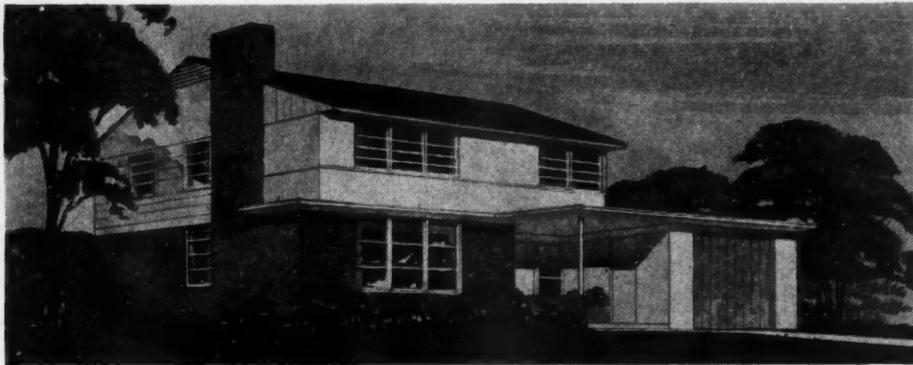
The first floor wall construction was based on brick veneer, 25/32 insulating board sheathing, studs and gypsum lath and plaster. This means the heat loss per square foot of area will be .20 B.T.U. per degree difference.

The second floor wall construction was based on wood siding, 25/32 insulating board sheathing, studs and gypsum lath and plaster. This means the heat loss per square foot of area will be .19 B.T.U. per degree difference. For overall calculating purposes .20 B.T.U. was used.

The glass area was then determined and a factor of 1.13 B.T.U. per square foot of area per degree difference was used to determine the heat loss through single glass.

No weatherstripping was figured and a factor of .72 B.T.U. per lineal foot of crack was used for air leakage, this factor being a fair average, between average and poorly fitted double-hung wood sash windows. A factor of 1.42 B.T.U. per lineal foot of crack was used on all doors. A factor of .10 B.T.U. was used in all floors in the unexcavated portion of the building and a factor of .10 B.T.U. was used on all ceiling with an unheated space above, the ceiling construction being gypsum lath and plaster with 2½ in. of mineral wool between the joists.

These calculations are all set up in the warm air calculation sheet. Then following through from this calculation sheet, it was possible to determine the size of wall stack and register for each room. By totaling the B.T.U. heat loss from each, the size of the warm air furnace was selected. The furnace and warm air registers were then



All articles in this series on Engineered Construction will be based on this Anicka house. By using the same basic plan for discussions on the various heating systems, readers can make comparisons on installation costs and other factors involved.

FOR plans and elevations of this house see American Builder, March '47, pages 82-86.

located and the warm air connections made. After these connections were made, the length of run from the furnace to the registers was measured. This, together with the probable number of elbows, was used to determine the size of the warm air leaders.

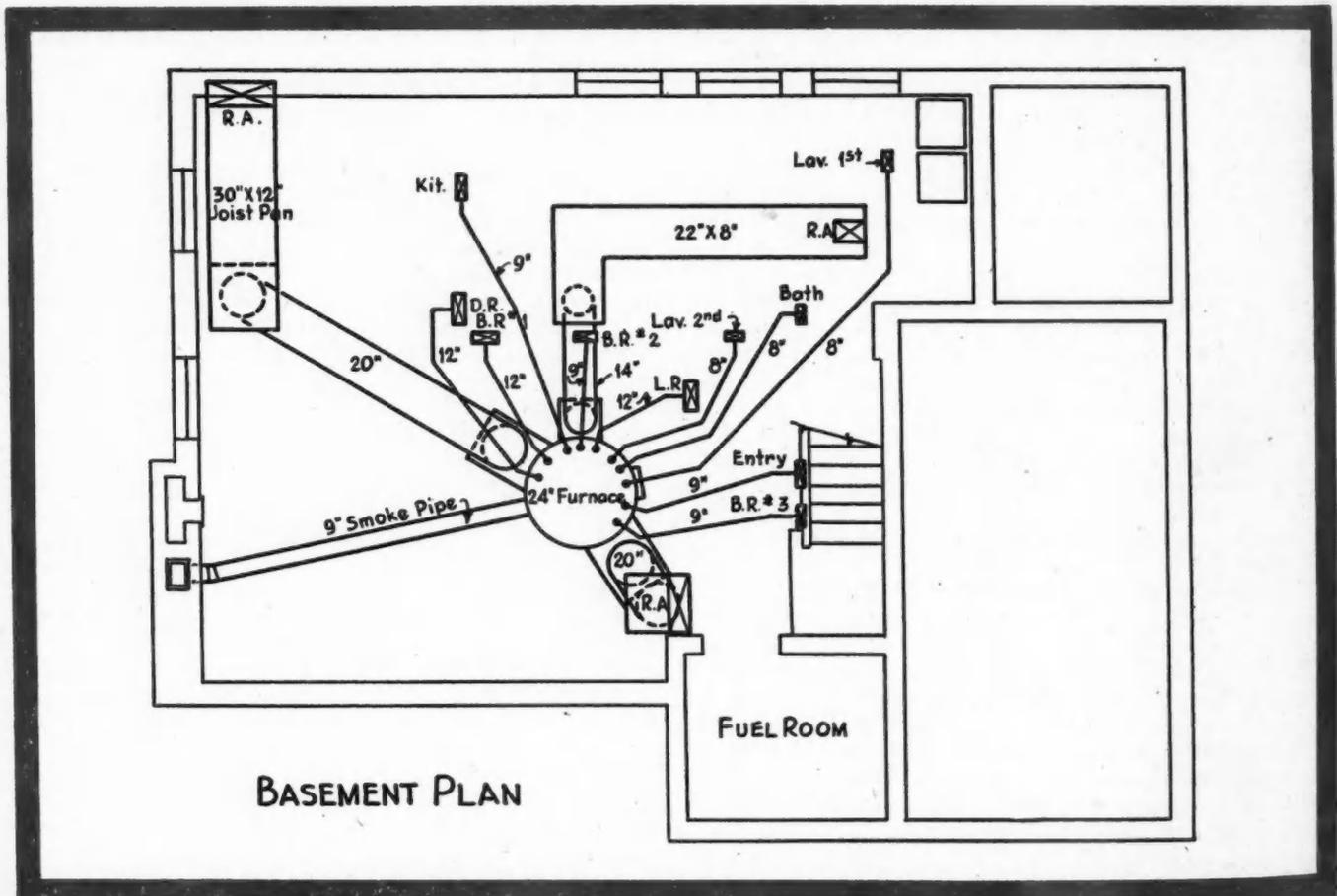
Next, the cold air grilles were located and the sizes were determined as indicated in the return air data sheet. Then by totaling the probable return air in B.T.U. it was possible to size the return air grille. The return air piping was then run and sized. For the return air connection from the dining room, the connections should be made as indicated in Figure 5 of the details of return air connections. For the entry, connections should be made as indicated in Figure 1. Then for the rear hall, it is suggested that connections as indicated in Figure 3 be used.

The initial system which is incorporated in this building, while it is not the most practical, is the cheapest type of central heating system, namely, the gravity warm air

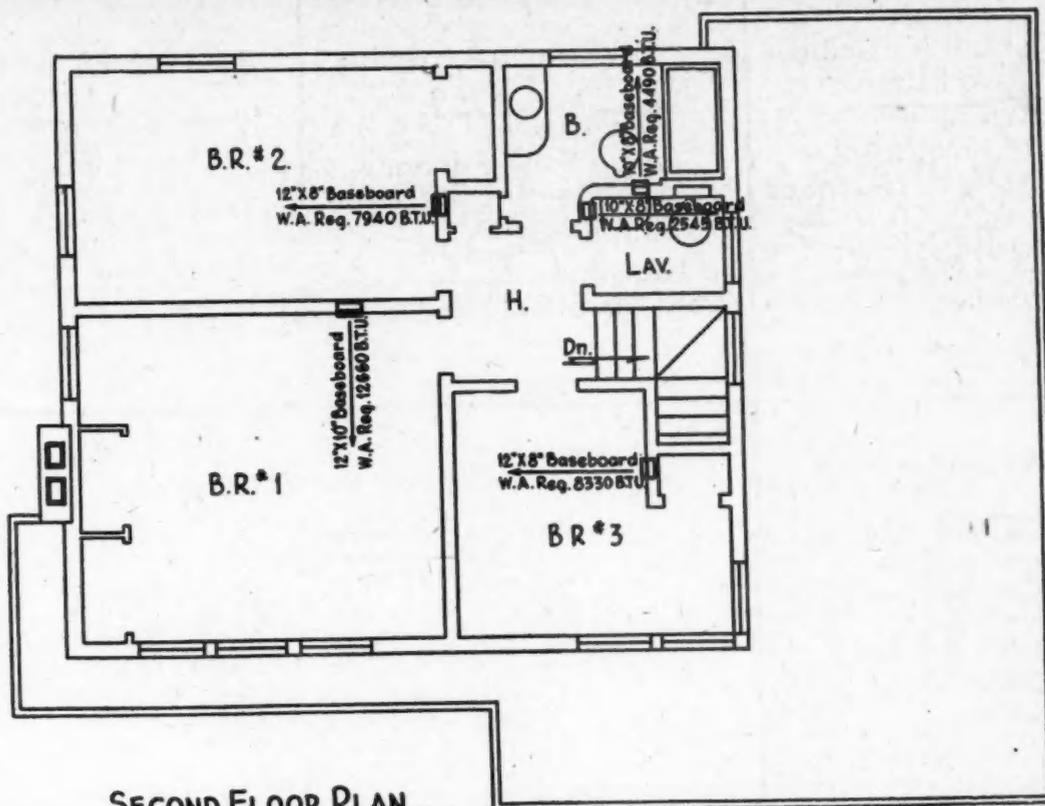
system. The system as shown will do a very nice job of heating the building by hand-firing with coal as a fuel.

The chief drawback to the gravity warm air heating system in this building is the location of the chimney. According to all standards of good practice, the best location for a gravity warm air furnace is near the center of the house. It will be noted on the plan that this procedure is followed. However, in doing so, it is necessary to install an unusually long smoke pipe. This will undoubtedly be a continual source of annoyance, especially if high volatile soft coal is used as fuel. Not too much difficulty will be experienced using coke or hard coal.

It is essential that a chimney of the proper size be built. The size and height should conform with the recommendations of the manufacturer of the furnace, and should extend at least two feet above the ridge of the roof or surrounding obstructions. The chimney should be constructed without bends or offsets and lined with

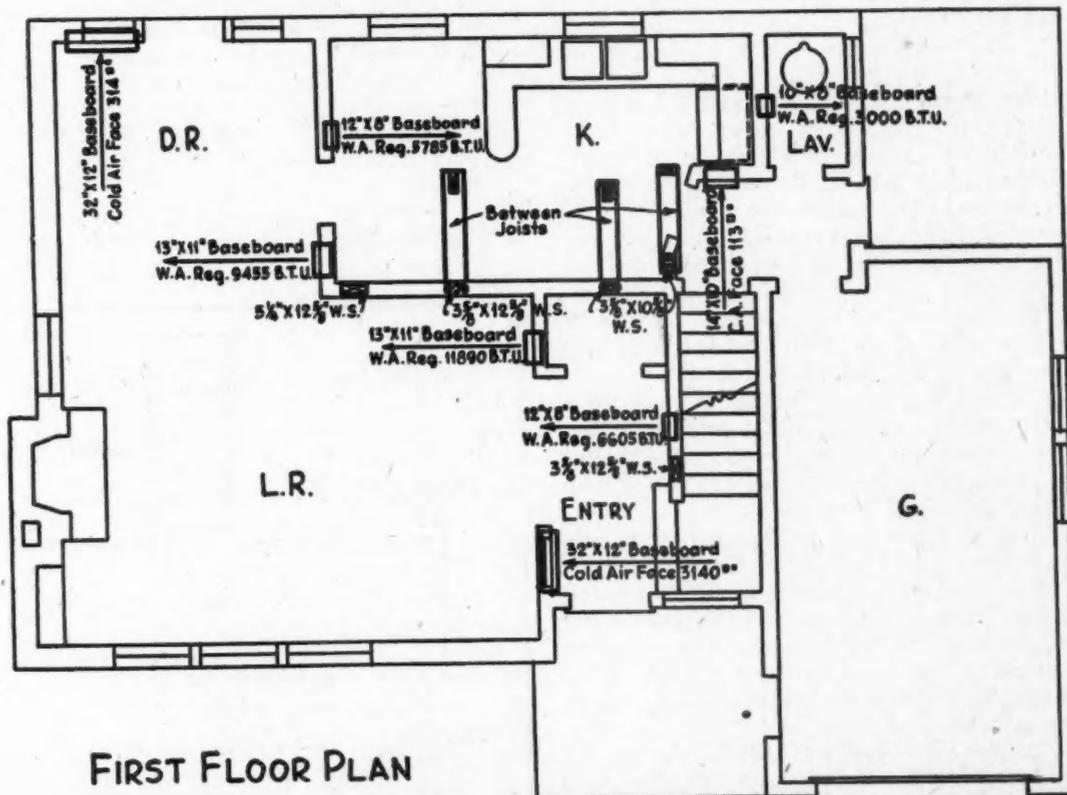


DETAIL showing location of furnace, chimney, arrangement of ducts and smoke pipe in basement.



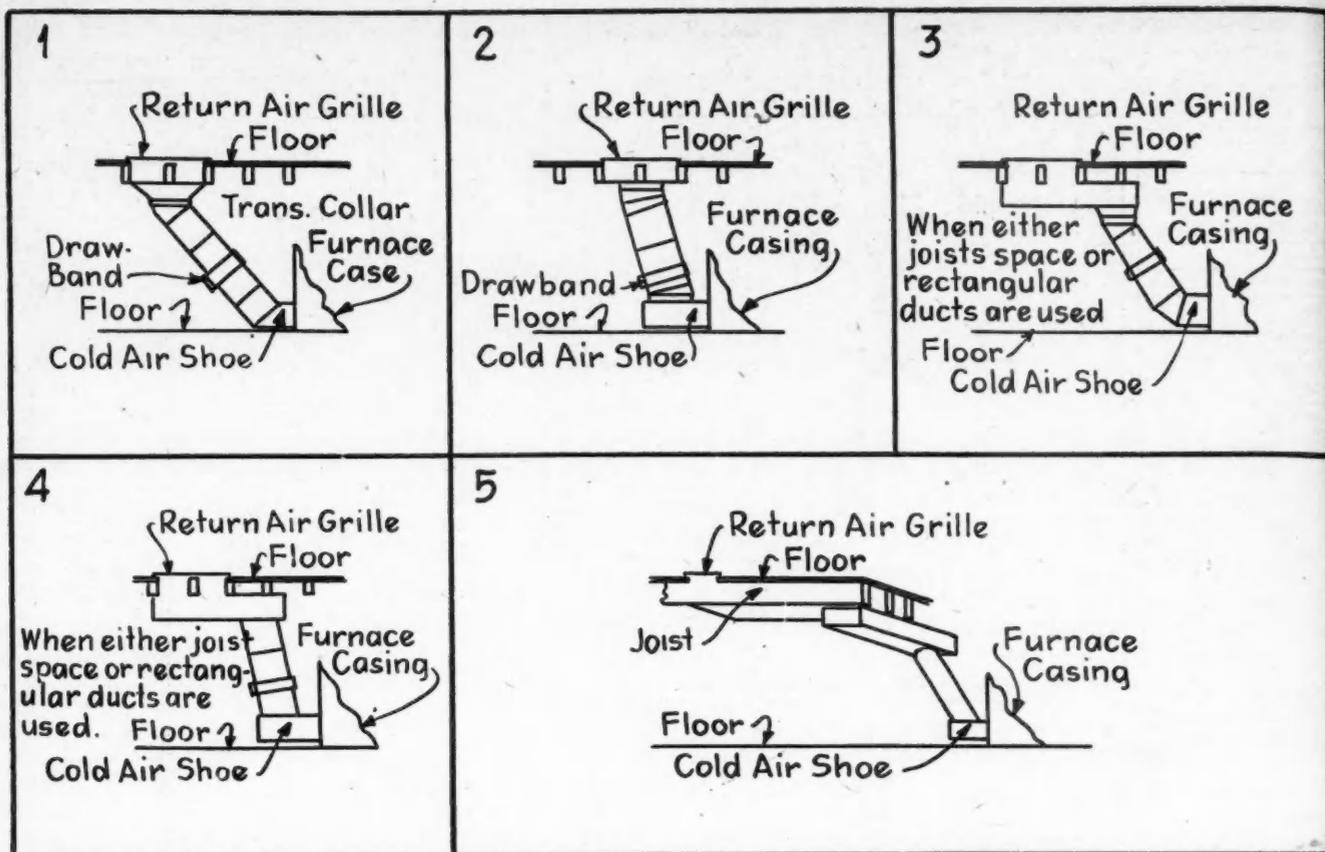
SECOND FLOOR PLAN

PLAN of second floor showing various rooms with location and size of warm air registers.



FIRST FLOOR PLAN

FIRST floor plan revealing location and size of all warm air registers and cold air returns.



DETAILS showing various types of return air ducts discussed in the accompanying pages.

fireclay or tile with all joints sealed tight. The chimney should be fitted with an airtight cleanout frame and door and the furnace smoke pipe should end flush with the inner surface. It is an excellent idea to use a flue thimble for the smoke pipe connection. Also, no other connections other than the furnace smoke pipe should be made into the flue.

The furnace may be either cast iron or steel. Both types of furnaces have their good points. Whichever is installed, it should be of a commercial line, so that when repairs are required, they may be obtained quite readily.

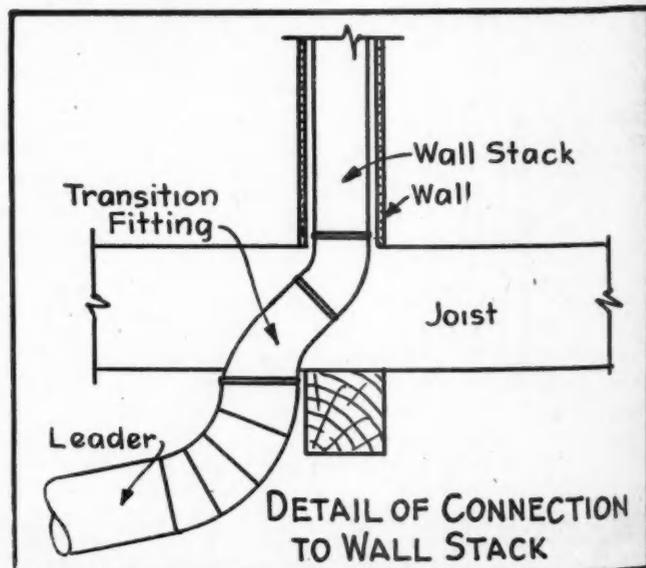
The average furnace deteriorates more rapidly when it is not in operation than when it is being fired. The reason for this is due to the acid in the fuel which is burned, whether it be coal, oil or gas. With this thought in mind, it is a known fact that cast iron is the least susceptible to the attacks of acid. This would then lead one to believe that the furnace should be of cast iron for long life.

On the other hand, the cast iron furnace is made up in sections with the joints cemented. The continuous expansion and contraction caused by heating and cooling results in these joints becoming loose, which necessitates tearing down and rebuilding every few years.

In direct contrast with the cast iron furnace is the steel furnace, which is very susceptible to acid but usually is constructed with one joint, that being a gasket or ground joint type of fitting. This would then not require servicing every few years, but at the end of each heating season it should be cleaned and treated to prevent erosion. It is, therefore, up to the builder and the owner to decide which type of furnace is to be installed.

The leaders, or the pipes leading from the warm air furnace, should be taken from the casing hood, or bonnet, so that the tops of all the leaders are on the same level. The size of each leader pipe depends upon the length, the temperature of the warm air entering the room at the

register, and the actual heat required to be carried through it. From the furnace connection, each leader pipe should be given a uniform upward grade of 1 inch per lineal foot of run. The number of fittings used in these leaders should be kept to a minimum or it will be necessary to increase the diameter of the leader. The leader pipes should be of bright tin construction and left uninsulated, unless corrugated type asbestos paper is used. A lock type damper should be installed in each leader pipe with the exception of one to assist in balancing the distribution of the warm air. The undampened leader should connect to a room which will be heated at all times. The leaders should be connected to the first floor register boxes extension, through a boot, both having areas equal to the



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WARM AIR DATA SHEET																					
FIRST FLOOR										SECOND FLOOR											
ROOMS	Entry		Living Room		Dining Room		Kitchen		Lavatory		Bed Rm. 1		Bed Rm. 2		Bed Rm. 3		Bath		Lavatory		
	Factors	Exposure	B.T.U.	Exposure	B.T.U.	Exposure	B.T.U.	Exposure	B.T.U.	Exposure	B.T.U.	Exposure	B.T.U.	Exposure	B.T.U.	Exposure	B.T.U.	Exposure	B.T.U.	Exposure	B.T.U.
Infiltration	Windows .72 Doors 1.42	20	2270	48	2770	30	1730	24	1960	13	750	68	3920	34	1980	51	2940	17	1100	17	980
Total Exposed Wall		104		272		160		128		64		218		188		120		106		30	
Glass	1.13	36	3250	64	5790	39	3520	24	2160	7	1175	48	4340	24	2160	36	3250	12	1220	12	1080
Net Wall	.2	68	1085	208	3330	121	1935	104	1665	57	910	170	2720	164	2520	84	1340	93	1765	16	290
Floor	.1									16	45										
Ceiling	.1									15	120	210	1680	150	1200	100	800	45	405	24	195
Total B.T.U.			6605		11890		9455		5785		3000		12660		7940		6330		4490		2545
Leader			8"		12"		12"		9"		8"		12"		8"		9"		8"		8"
Wall Stack												6 1/4" x 12"	3 3/4" x 12 3/4"	3 3/4" x 12 3/4"	3 3/4" x 10 3/4"	3 3/4" x 10 3/4"					
W. A. Register			12" x 8"		13" x 11"		13" x 11"		12" x 8"		10" x 8"		12" x 10"		12" x 8"		12" x 8"		10" x 8"		10" x 8"

TABLE revealing how heat loss and B.T.U.'s were calculated for this heating installation.

leader area supplying them. Similar installation practice should be followed for connecting the leaders to the second floor wall stacks.

The use of double wall stacks and fittings should be followed in all instances, as by their use fire hazard is held to a minimum. Their use will also conform with ordinances, rules and regulations in many cities and communities regarding fire. The offsets in the second floor stacks should be constructed of the same material as the stack itself and given an upgrade pitch of one inch per lineal foot of run.

All wall stacks and boots should be installed during the progress of the building construction. This work should be co-ordinated with the carpentry work and under the direct supervision of the builder. By following this procedure, when it is found necessary to cut load bearing members of the structure, it will be possible to install headers and boxing to compensate for the cutting, thereby assuring strong construction.

The system is designed for the use of the baseboard warm air registers and baseboard cold air grilles so that the maximum floor space may be utilized for living. In keeping with these warm air outlets and cold air inlets, it is essential that stack heads be connected to the registers and grilles with a sealed joint. This will prevent discoloration and dirt streaks around the outer edge of the registers and grilles.

The horizontal return air ducts should pitch downward toward the furnace at least one-half inch per lineal foot. These ducts should have a free air area at least equal to the return air grille supplying it. In many instances, it is possible to box the joists to accommodate the return air. Where this is done, it is still essential to maintain a uniform downward pitch to the furnace. Where return air ducts run in opposite direction of the joists, it will be necessary to support them from the joist maintaining the same uniform downward pitch. Where rectangular return air ducts are connected to round pipes the transfer connection should be made by the use of a transition fitting. The round pipes are then connected to the warm air furnace by the means of a cold air shoe, installed below the grate line of the furnace.

It is necessary that the joists in both the warm air piping and the cold air return ducts be made tight. In keeping with these tight joints, it is necessary properly to support the piping securely with wire, or preferably band hangers, at regular intervals to prevent sagging.

The gravity warm air furnace usually comes equipped with a manual damper control set. It is, however, possible

RETURN AIR DATA SHEET			
ROOMS	LOCATION	LOCATION	LOCATION
Entry	6605		
Living Room		11890	
Dining Room		9455	
Kitchen			5785
Lavatory			3000
Bed Room No. 1	12660		
Bed Room No. 2	7940		
Bed Room No. 3	6330		
Bath	4490		
Lavatory	2545		
Total B.T.U.	42570	21345	8785
Type R.A. Conn.	1	5	5
Rect. Duct Size		30" x 12"	22" x 8"
Round Duct	20"	20"	14"
C. A. Grille	32" x 12"	32" x 12"	14" x 10"

WITH the B.T.U. figures from the table at top of page, this table shows calculations for size of return ducts.

to obtain a room thermostat, warm air limit control and damper motor at a nominal cost. Through the installation of this control, it will mean fairly accurate temperature control and require taking care of the fire only two or three times daily.

An automatic coal stoker can be readily adapted to a warm air furnace, if so desired, thereby affording a good semi-automatic temperature control. The installation of a gas burner or oil burner in a gravity warm air furnace is not considered good practice, as there are very few gravity warm air furnaces, if any at all, designed for burning either of these fuels. A conversion installation is not satisfactory from an economic standpoint. However, many gas burners and oil burners have been installed in gravity warm air furnaces and the owners are quite satisfied, which can only be attributed to the fact that they are not familiar with heat transfer and combustion.

The information used in figuring and designing this gravity warm air heating system was obtained from the Standard Code issued by the National Warm Air Heating and Air Conditioning Association, and the Guide, published by the American Society of Heating and Ventilating Engineers.

Engineered Design Helps Builders Achieve Results

Radiant Valley Development Corp. has proved that engineering principles applied to home construction result in quality, speed, safety and cost saving construction.



VIEW of Radiant Valley veterans' housing development in Landover, Md.

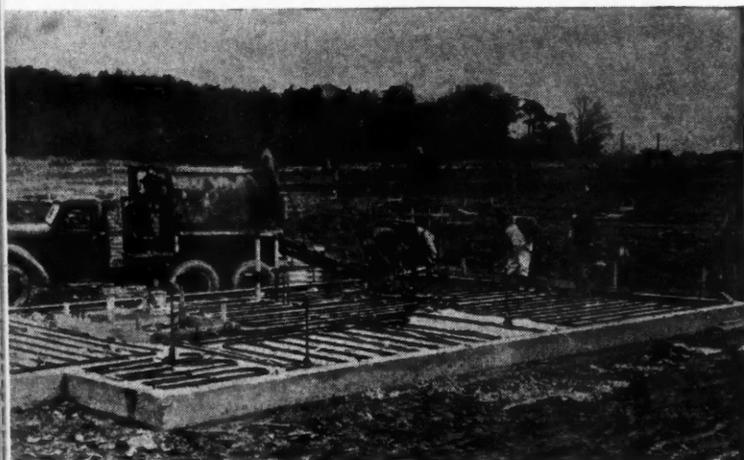


BUILDER Kinsky (center) inspects job with American Builder editors.

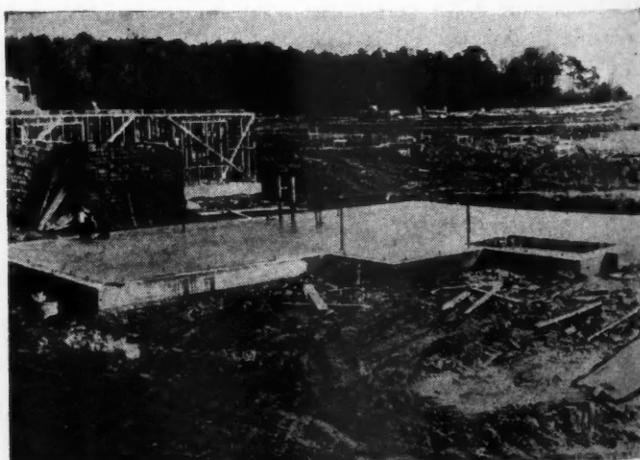
EXPERIENCED BUILDERS know that the backbone of any house is in its intelligent *planning* and practical *engineering*. They also know it is equally important that the structure be sound, the architectural lines be pleasing, and the interior be attractive as well as livable.

Add to these "building facts of life" a well situated, rolling 91-acre tract of ground and you have the basic ingredients that are today spelling success to the efforts of four men—the Radiant Valley Development Corporation—in providing a community of 320 homes for veterans in Landover, Md., a rapidly growing residential suburban area only 7 miles from the nation's capital. The four men are Herman Gluckman, president of the corporation, Harold B. Katzel, vice president, Joseph Kinsky, treasurer, and Charles W. Humphreys, secretary and supervisor of the building operation.

Other factors, however, are playing an important part in the success of the Radiant Valley building program. Primarily, the principle of "engineered" design has been effectively utilized throughout the structure and in the placement of the equipment. By using an established



CONCRETE slab is poured over wrought iron radiant heating coils.



PLUMBING and heating system vent pipes project from finished slab.



Md., showing all stages of field work, from site development to framing, trimming and landscaping, being performed simultaneously.

standard of measure—"so that not even a single brick needs cutting"—masonry fits window spaces and door openings and co-ordinates with precut and site-fabricated frame wall and roof sections. This, combined with efficiency in the use of materials, the natural economies in large-scale construction methods, and application of line production techniques to on-the-spot building, has been translated into important savings of erection time and labor costs.

Designed by Washington Engineer William Heckmer, the Radiant Valley houses, shown on these pages, consist of two basic floor plans, known as Type "A," having a floor area of 968 square feet, and Type "B," 1072 square feet. Construction is of brick veneer over wood frame. As indicated, it is fully "engineered" with cutting and assembly mills on the job site in which entire wall, roof and partition sections are mass-produced.

Unusual in the construction of this price class housing is the horizontal bridging midway between sill and plate in all wood stud partitions; diagonal bracing let into the framing at corners; and the use of 2 x 8 ceiling joists over the living room to carry only the plastered

ceiling and the load of the attic storage items. Access to the attic is provided by a concealed disappearing stairway.

A vapor-sealed insulating wallboard is used as the exterior sheathing which, with an air space, provides wall insulation. Mineral wool is used over the ceiling joists for attic insulation.

Interior walls are plastered, 1/2-inch thick on gypsum lath with 3/4-inch on such ceilings as are lathed with metal lath. Solid and perforated gypsum lath has been used interchangeably, use being made of whatever is obtainable, with metal corner lath throughout. Cold water paints of various tints are used for wall decoration.

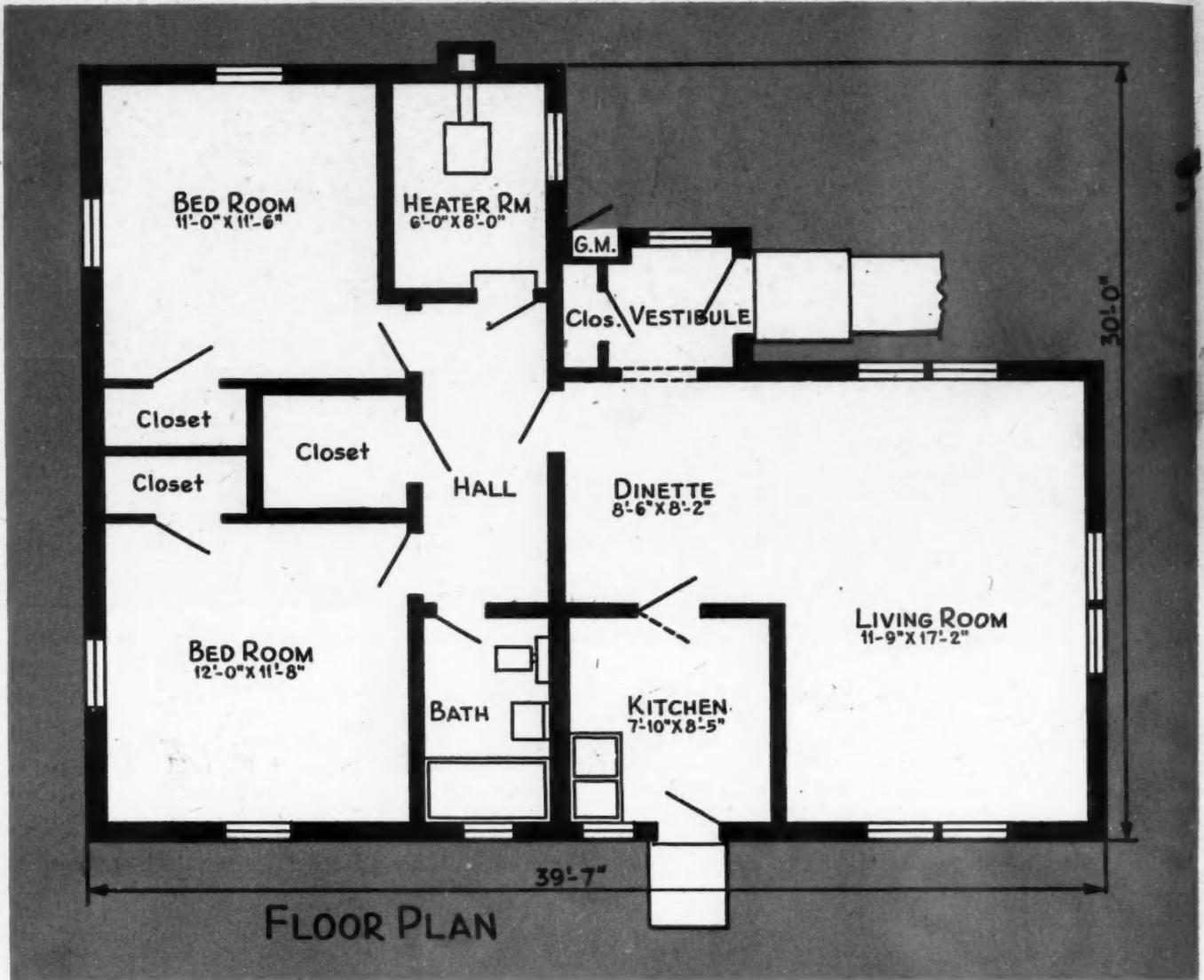
All houses in the project are basementless and heating is of the radiant type, which fact, coupled with the topography of the development site, gave "Radiant Valley" its unique name. Prefabricated 1 1/4-inch wrought iron pipe assemblies come to the job, from the heating engineer's shop, ready to be given a final hydrostatic test of 200 lbs. per square inch and concreted into the 4 1/2-inch floor slab, which has a fibre



PLUMBING and heating assemblies are shop fabricated and tested.



WALL and roof sections are site fabricated, ready for assembly.



TYPICAL plan of Radiant Valley Type "A" two bedroom house. Note unusual amount of closet storage space and well-spaced windows.

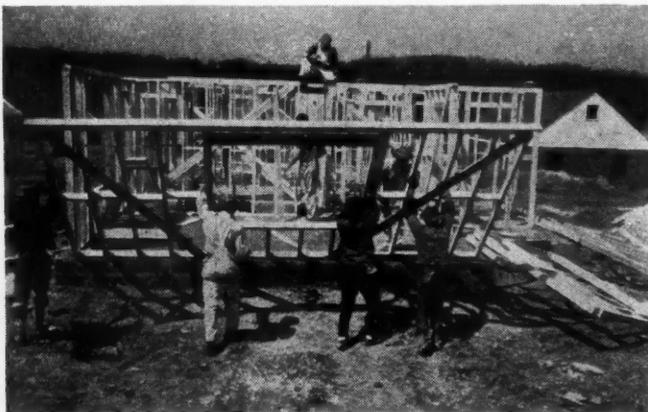
board cushion for expansion around all edges. The slab is laid on a double waterproof membrane which is placed over a 6-inch rolled layer of washed gravel laid on the rolled subgrade.

Except in the heater room, finished floors throughout the Radiant Valley houses are of asphalt tile applied over the troweled concrete floor.

Hot water, supplied from a gas-fired boiler, is circulated through the radiant heating system coils by a small pump. The pump action is controlled by an

ordinary wall thermostat, while an aquastat regulates water temperature. Balance cocks for supply mains to individual rooms have been centrally located in the heater room, and the entire system is vented at specified points to prevent air blocking. Once the cocks have been adjusted according to the desired conditions of comfort in each room, they need not be touched during the entire heating season, unless some abnormal condition develops.

The heater room also houses a 30-gallon automatic



ONLY minutes are required to put exterior wall section in place.

LATHER Alden L. Rogers and National Foundation for Lathing & Plastering's Betty Wright inspect the "Performance Plaque" awarded to Radiant Valley Development Corporation's G. I. homes.



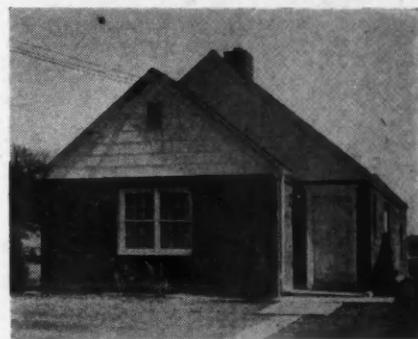


gas-fired hot water storage tank and provides space for automatic laundry equipment.

A point of unusual interest in encouraging the use of better materials and workmanship in housing occurred when the National Foundation for Lathing and Plastering, Inc., awarded the Radiant Valley houses "Performance Plaques" and "Owner's Certificates" in recognition of the high standard of materials and workmanship used in the lathing and plastering. The first Plaque and Certificate were awarded to Alden L. Rogers (lower right, opposite), a lather working on the project, and an Ensign in the Navy during the war. Apparently completely satisfied with the quality of the house, Veteran Alden purchased the house in which the first plaque was installed.

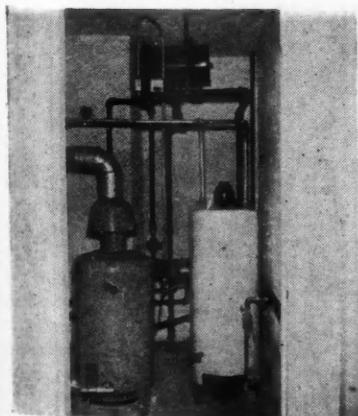
The first group of houses in Radiant Valley, which have already been sold, consisted of 23 Type "A" and 17 Type "B" houses. The former, emphasizing economy of layout, provides a living-dining room, two bedrooms, kitchen, bath, large storage closet and heater room. The Type "B" house has a separate dining room and is more generous throughout in all proportions. Both types have standard equipment consisting of an electric refrigerator, gas range, combination sink and laundry tray, and metal kitchen cabinets. The houses are completely weatherstripped and provided with screens and shades. The 88 units now nearing completion are divided into 28 Type "A" and 60 Type "B" houses, it

PHOTOS showing Radiant Valley's two basic house types—"A" (above) and "B" seen at right.

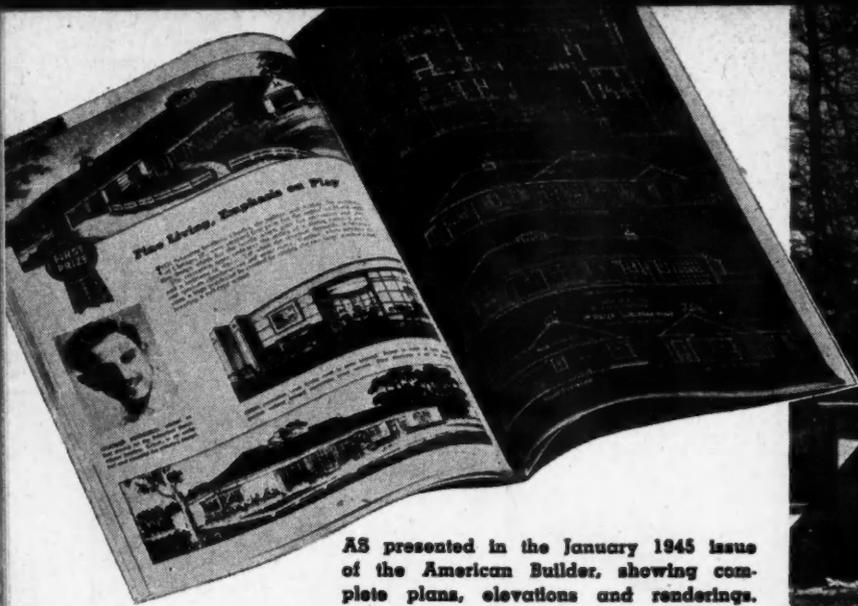


having been found that the market prefers a separate dining room to the combination living-dining accommodations in the former.

When completed, Radiant Valley will be an example of what can be accomplished through the application of accepted modern land planning principles. Full advantage has been taken of the rolling terrain to break any possible monotony resulting from the repetition of the basic house plans. Streets follow a curvilinear pattern, conforming to the natural topography. Each plot, averaging 55 x 100 feet, will be landscaped. In addition, set-back lines have been varied and placement of the house on the lot has been done with an eye to creating appeal and attractiveness.



PHOTOGRAPHS showing (left to right) heater room, living room, and completely equipped kitchen in typical two-bedroom house.



AS presented in the January 1945 issue of the American Builder, showing complete plans, elevations and renderings.



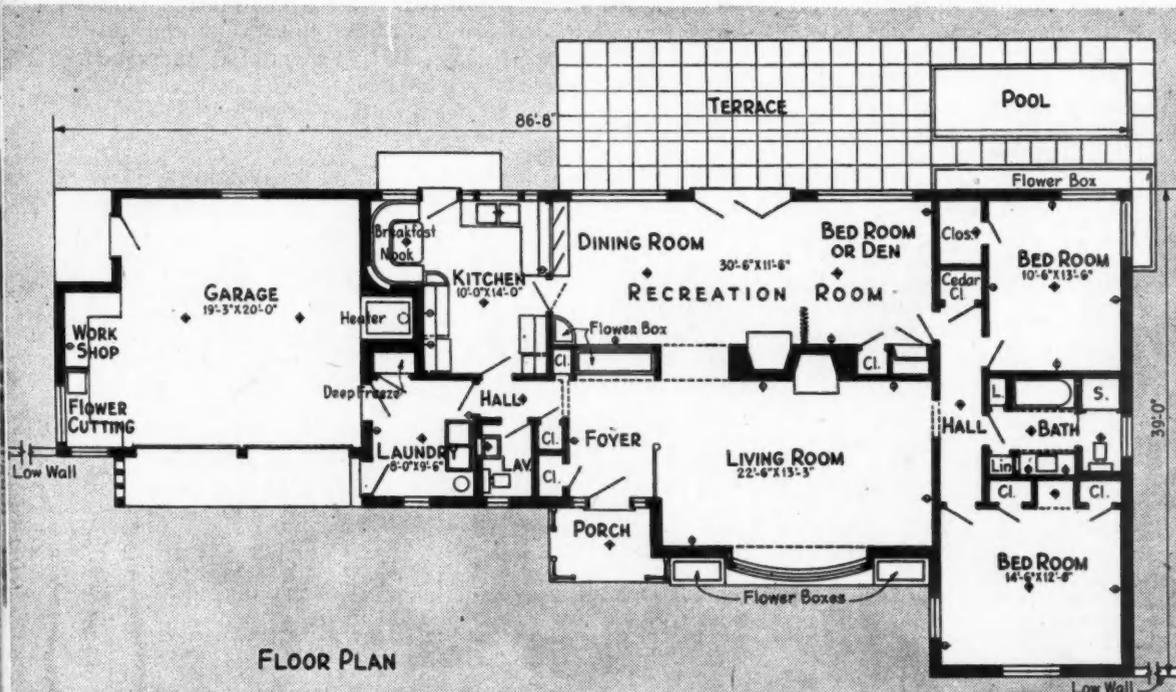
AS built and completed today, the house presents



VIEW in living room showing the attractive fireplace arrangement.

Prize Winner of 1945 as

The "Suburban Home" recently completed in Highland Park, Ill., by Schreiber Bros., architects and builders, introduces a new note of fine living, including many innovations, to the typical ranch type house.



FLOOR PLAN

IN preparing the plan layout, the architects have laid a great deal of stress on comfort and utility requirements. The large room designated for recreation serves a dual purpose in that it can function also as a dining room, guest room or study.

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well balanced and dignified appearance from the road, emphasizing the orderliness of the plan.

Photos by Nowell Ward

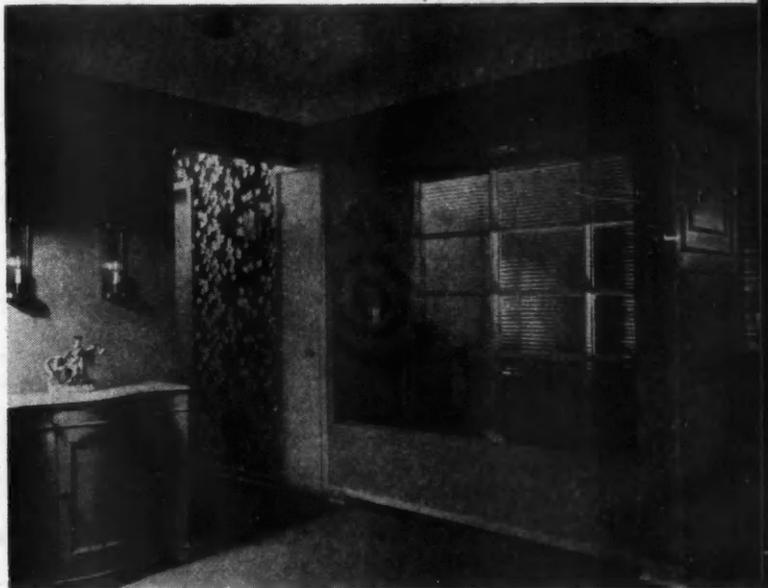
1945 as Built Today . . .

THE ranch type house embodying all the elements of good living on one floor is a refinement and elaboration of the so-called "bungalow" of a former era. It is fast becoming the universal favorite of the home buying public.

The ranch house shown here, which has been designed by Charles and Arthur Schreiber, architects, took first prize in the "Suburban Home" group in the NAHB's 1945 design competition. Because of the interest displayed by the public at that time, the Schreiber Brothers decided to build it in the same manner as originally presented. How well they succeeded can best be determined by an examination of the 1945 and 1947 presentation on these pages.

Pertinent Facts about the "Suburban Home"

1. Prize-winner suburban home division—Competition of National Association of Home Builders.
2. Designed and built by Charles and Arthur Schreiber.
3. Furnished by Mandel Brothers Home Furnishing Service.
4. Located at 1949 S. Sheridan Rd., Highland Park, Ill.
5. Ranch type house—everything on one floor.
6. Radiant heat control from pipes in cement flooring.
7. Electronically controlled garage doors of aluminum.
8. Steel casement windows throughout.
9. Built-in features including flower and plant boxes, hanging breakfast table, suspended from a chromium pole.
10. Complete laundry unit (washer, home dryer and ironer), home freeze installation, automatic garbage disposal, electric dishwasher, giant refrigerator, large stove with all cooking devices.
11. Asphalt tile floors and carpeted floors over concrete.
12. Bleached and carved birch and mahogany woodwork.
13. Two-section bathroom.
14. Leatherette curtain door which slides on concealed ceiling runway, to divide combination dining, recreation and extra room.
15. Two huge wood-burning fireplaces.



ABOVE: An innovation in design is the planting area in foyer. BELOW: View in recreation room with curtain doors dividing space.

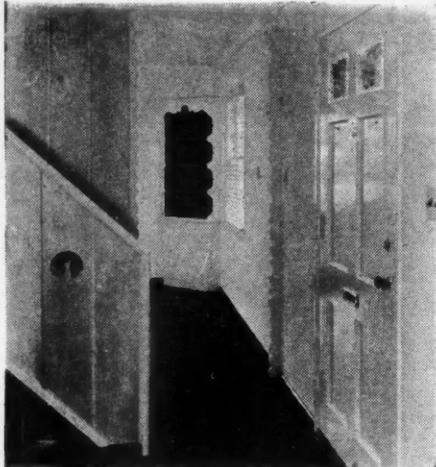


Levitts Deliver \$6,990 House

with completely equipped
kitchen and laundry and
radiant hot water heat



ARCHITECT'S sketch of Levitt's Type 2 house. There are four other elevations.



VIEW from living room into kitchen.

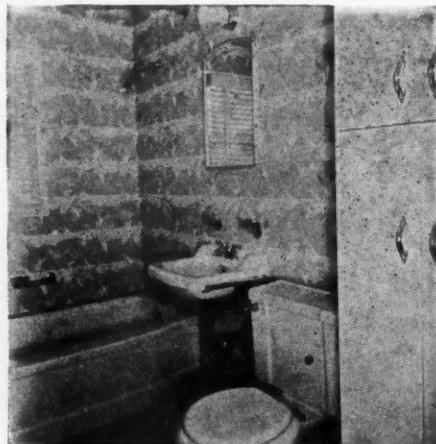


PHOTO shows standard bathroom fixtures.

SHATTERING precedents is nothing particularly new to the famed Long Island, N. Y., developing and building firm of Levitt and Sons, Inc. Even before they had licked the problems connected with their 1946 building program of 1,000 homes for veterans (*American Builder*, Dec. '46), William J. "Bill" Levitt, president of the family firm, was toying with the idea of "a small, completely-equipped house that would appeal to the 1947 mass market," at a time when he believed buyer resistance would be strong.

No one has ever accused Bill Levitt of being short-sighted. An explanation is perhaps found in the fact he has a practical knowledge of the economics of building and knows market behavior.

Thus it was hardly startling to learn that he planned to price a completely-equipped, hot water radiant heated house, which would represent the bulk of the firm's 1947 production, under \$7,000, at a time when material and labor costs were still climbing.

"We realized early last year," he said, "that in spite of the fact that sales of our \$9,990 six-room veterans' house were brisk, the sellers' market in that price range was not healthy. It was stimulated by the shortage, the increased incomes of typical buyers constituting the medium-priced market and unsoundly bolstered by the liberal credit facilities available to the

G. I.'s. It was inevitable that sooner or later sales resistance would develop."

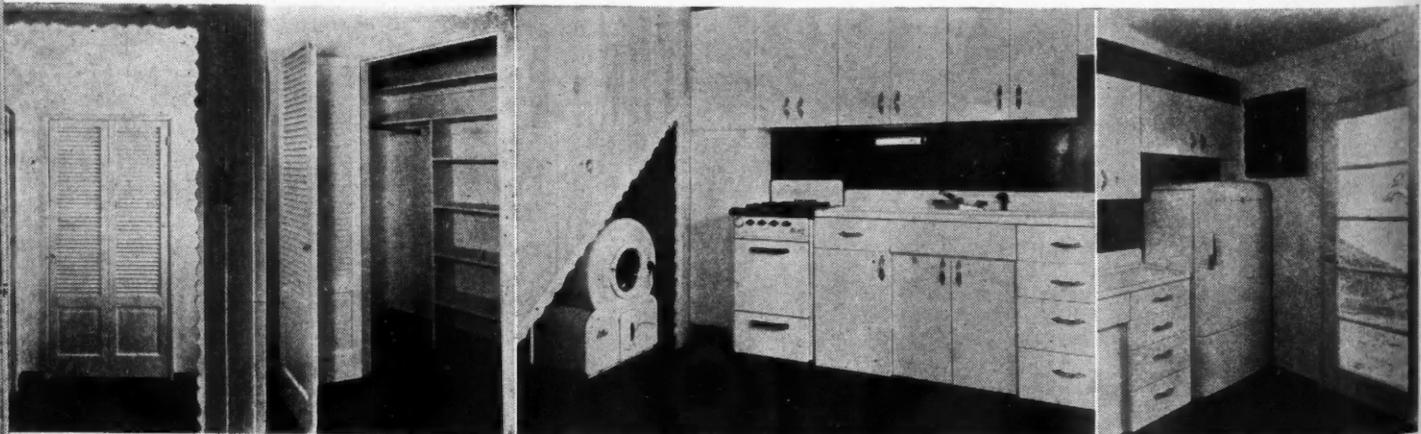
Full utilization of the mass-production and assembly line techniques makes it possible for the Levitt 1947 house to be sold for \$6,990, completely-equipped on an expertly landscaped 60 x 100 lot.

The 30 x 25 ft. ground floor consists of a living room, two bedrooms, large kitchen, roomy closets and bath. A built-in stairway leads to the unfinished space in the attic. Alternate plans enable this to be finished off into either two bedrooms and bath, or bedroom, storage space and bath.

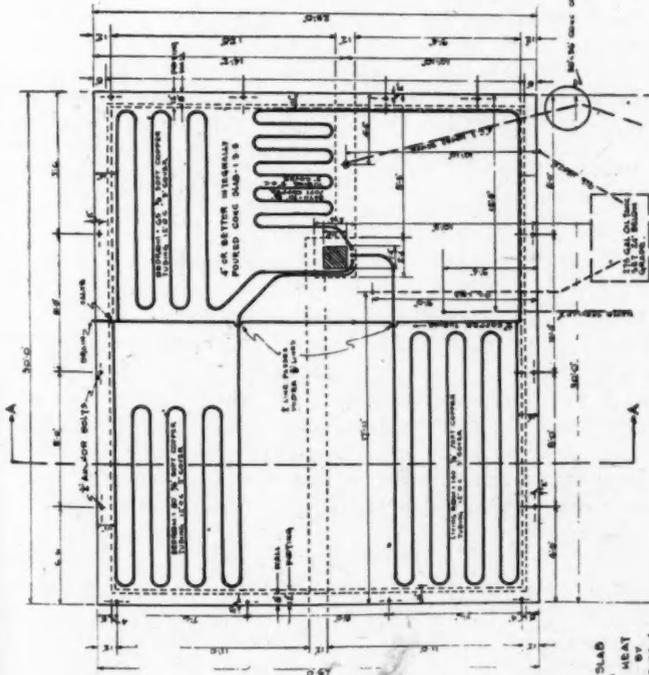
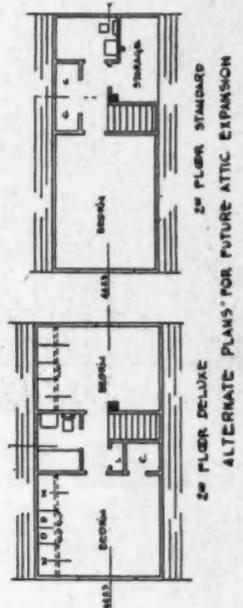
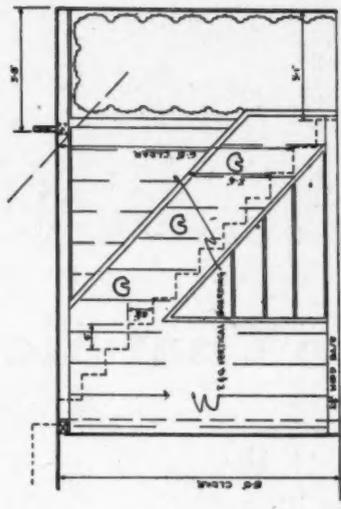
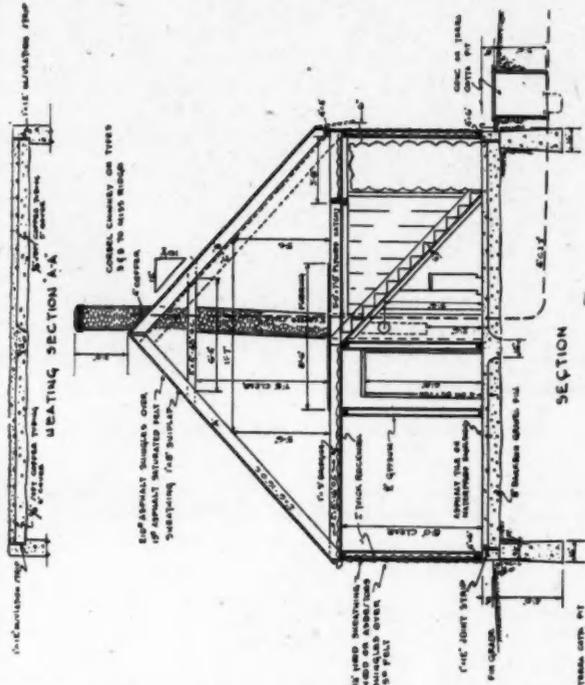
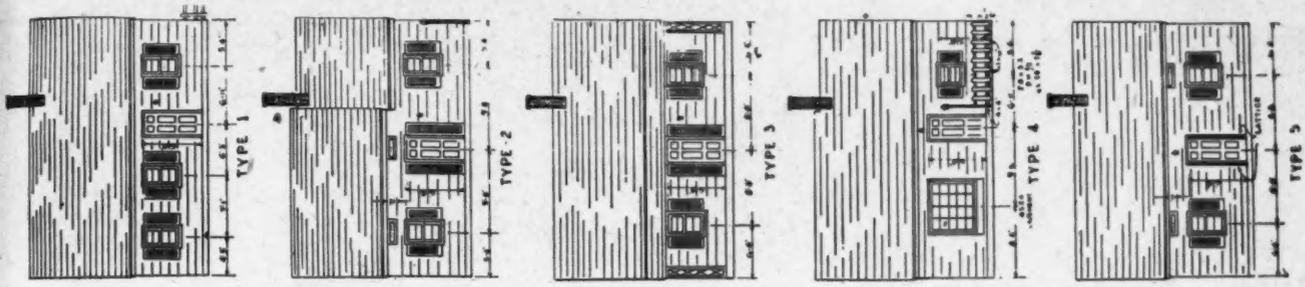
Features of the construction are copper plumbing, complete kitchen cabinets, range, refrigerator, automatic laundry, Venetian blinds, metal weatherstripping, fluorescent work light over the kitchen sink, shower, and numerous built-ins.

To achieve maximum production, speed and economy (their schedule calls for 350 complete houses every twenty working days) the Levitt houses are identical in plan and construction. Variety is obtained through the use of five different elevations, staggered building lines, landscaping, and different combinations of exterior materials and colors.

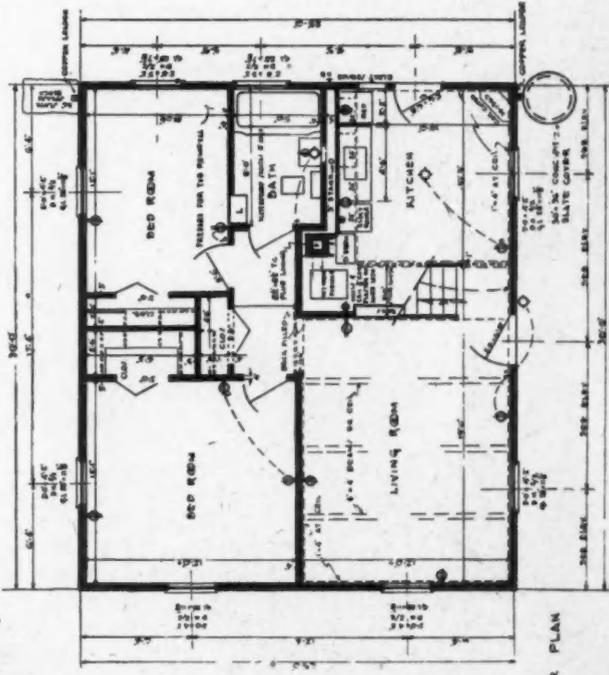
OPPOSITE: Detailed drawings of the Levitt house showing radiant heating layout, floor plan, cross sections and elevations.



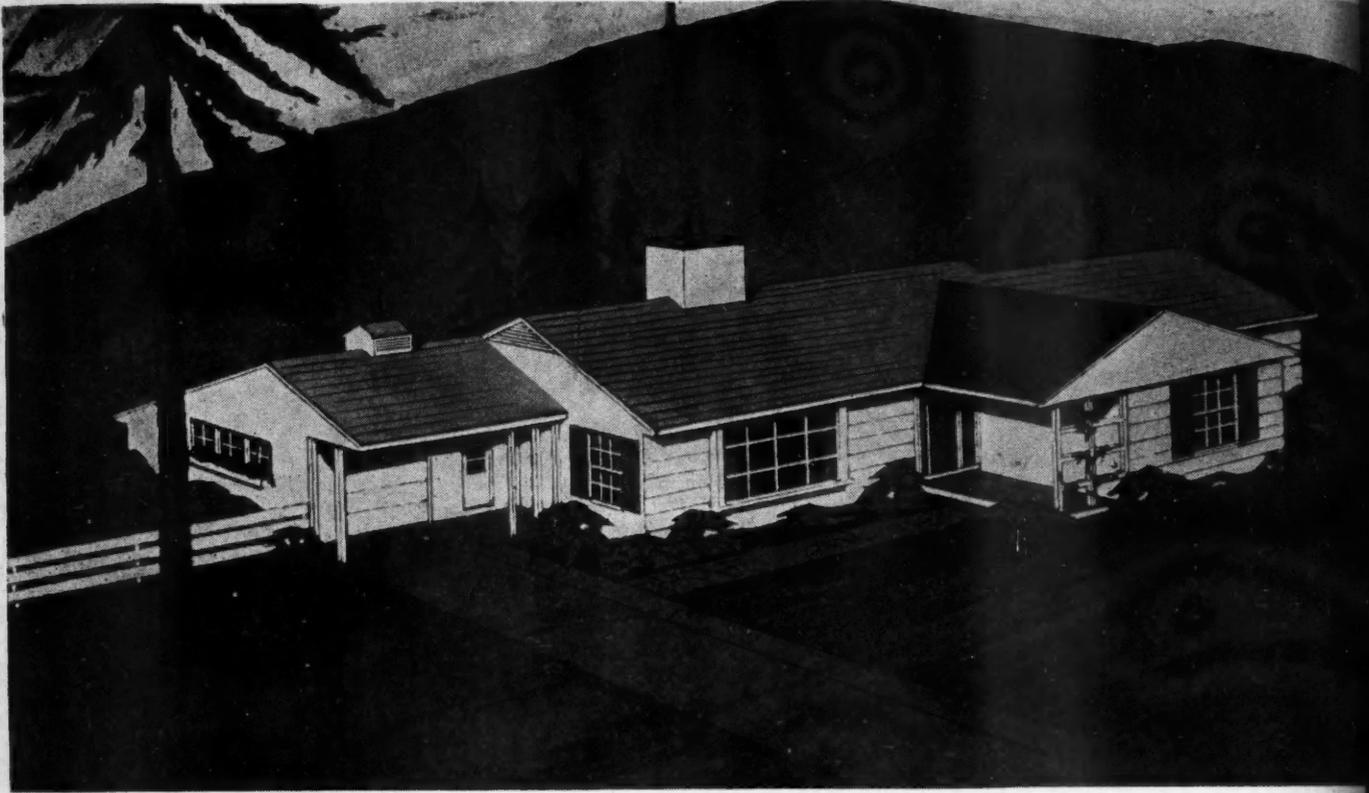
CLOSETS have folding slat doors, built-in storage. CENTER: Kitchen of standard house, and RIGHT: Another view showing entry door.



PLAN OF SLAB
RADIANT HEAT
AS REC
CHASS BRASS &
COPPER CO



FLOOR PLAN



INTELLIGENT planning has produced a house that is economically sound, simple in exterior detailing, and pleasing in its entirety.

Ranch House That Meets Public Demand

ANICKA
BLUEPRINT
HOUSE No. 6

WITH simplicity and livability as the keynote, Walter Anicka, architect, Ann Arbor, Mich., has again produced a house in the medium priced bracket that has a definite appeal to the building public at large.

The first of this group of designs, produced for the *American Builder* by Mr. Anicka, and shown in the January 1947 issue, has met with a tremendous response both from builders and individuals. The fact that the inquiries on the January house were double the number received on all the other four subsequent designs prompted Mr. Anicka to develop another ranch type house along similar lines.

The demand by the public, which contractors are now beginning to recognize, is for a one-story house, with more room to roam around, both inside and out. There has been an exodus, which is gaining in momentum, to areas beyond the confines of compact city lots.

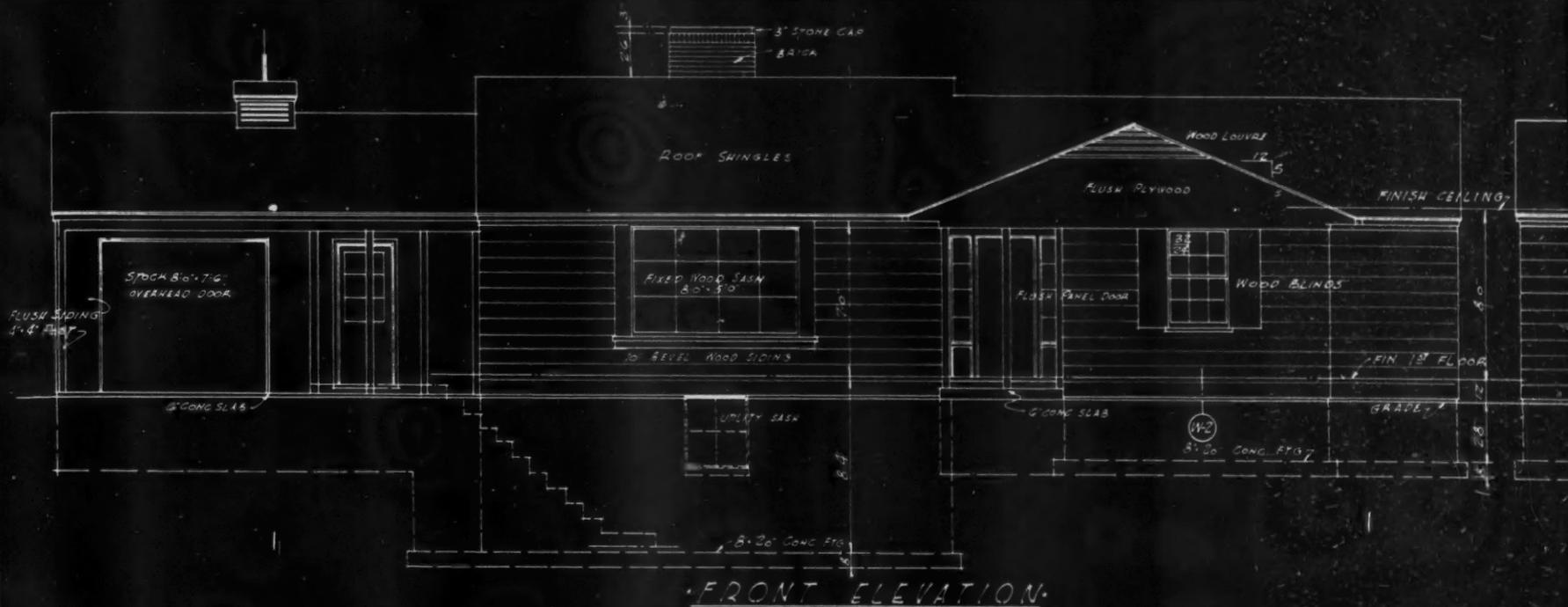
An analysis of the plans shown opposite reveals that the rooms are approximately the same sizes as those in the conventional two-story designs built previously, yet a greater feeling of spaciousness is obtained in this

one-story plan. A closer relationship is also maintained between the respective areas, or zones, nevertheless providing the separation that is an essential element of good planning.

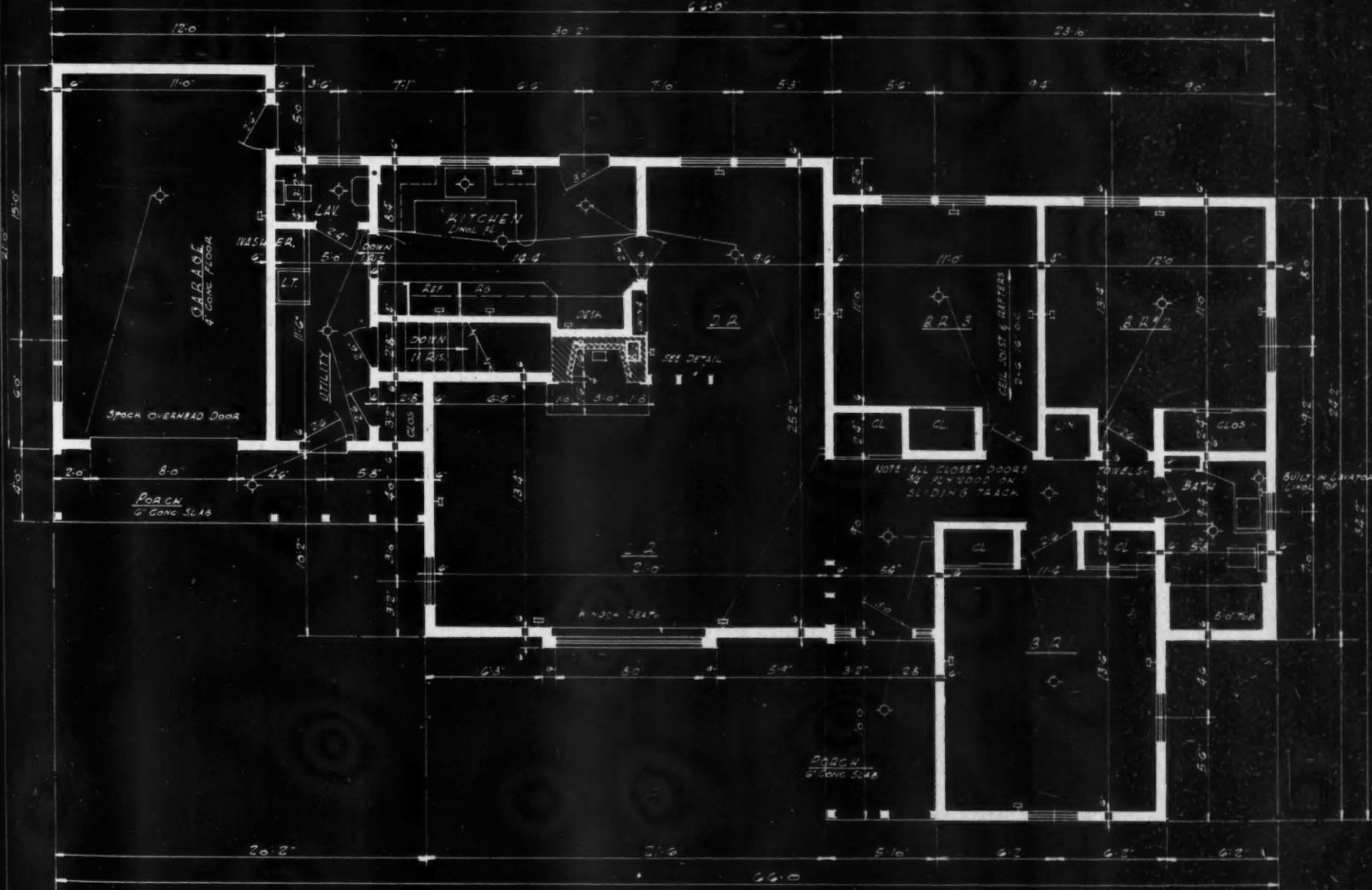
This house is definitely zoned for its three major functions: Service area on the left, which includes the kitchen, utility room with access to the basement and washroom, and the garage; entertaining and living in the center core, which takes in the living and dining room; and the quiet area to the right, constituting the third unit, which embraces the bedrooms and bath, setting that area off completely from the rest of the house.

A partial basement is provided to accommodate the heating plant and a large recreation room. There is, however, ample space in the utility room for a circulating hot water heating system in addition to the laundering equipment so that the basement could be eliminated entirely if desired. An outside flagstone terrace could also be built from the kitchen door.

The total floor areas are as follows: House, 1396 sq. ft.; garage, 292 sq. ft.; porch, 120 sq. ft.; volume, 27,000 cubic ft.

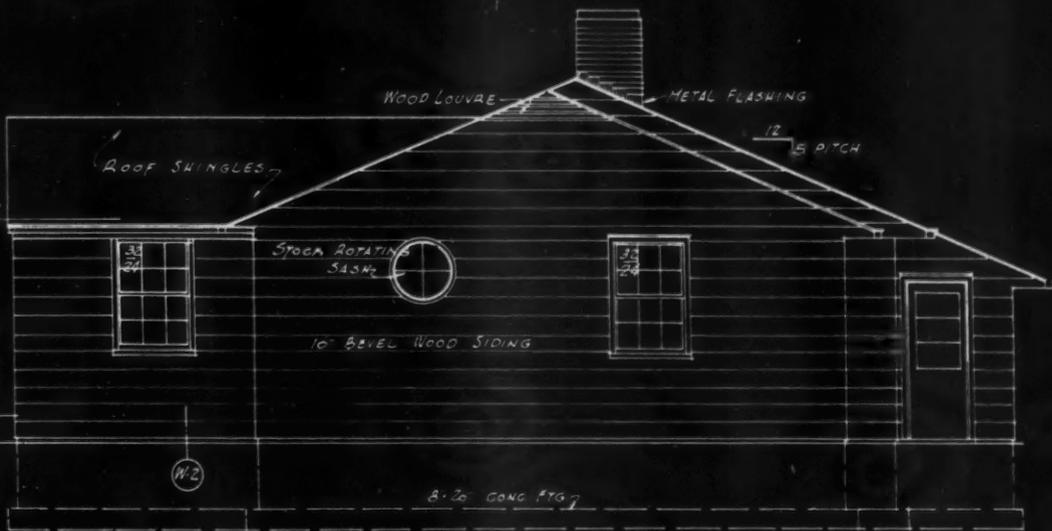


FRONT ELEVATION.



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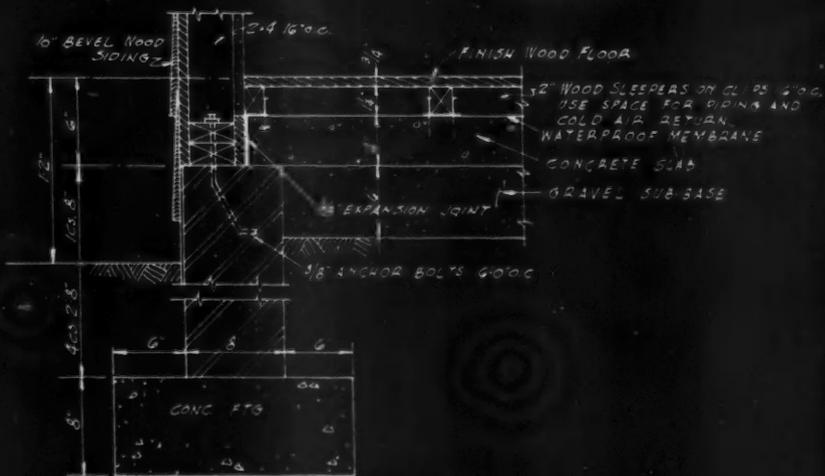


RIGHT SIDE



FIREPLACE DETAIL

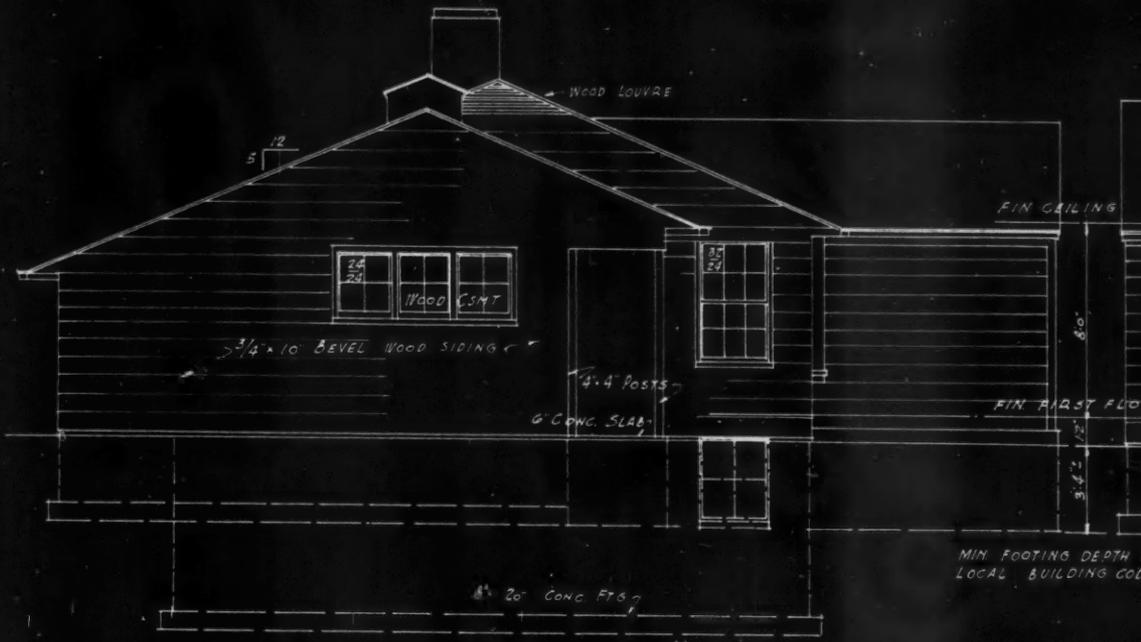
SCALE 1/4" = 1'-0"



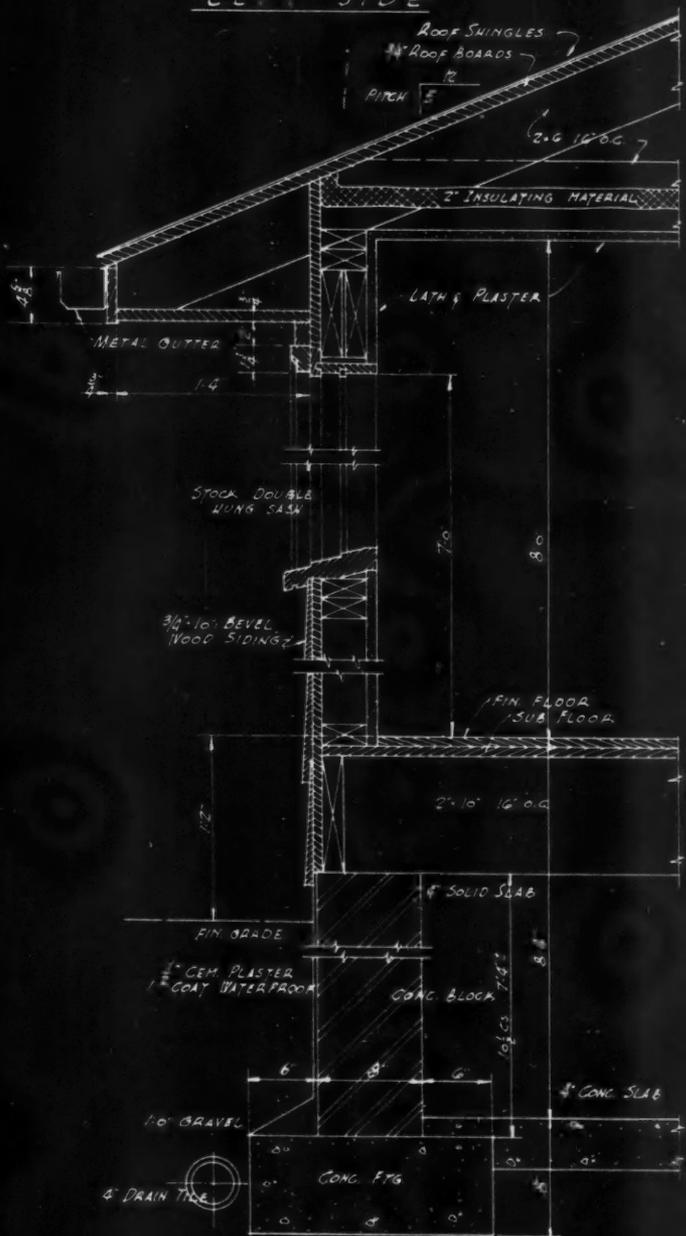
SECTION W-2

SCALE 1/4" = 1'-0"

DESIGN NO AB 119
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
 WALTER T. ANICKA ARCHITECT.
 Ann Arbor Michigan
 Simmons Boardman Pub Corp. 105 W Adams St. Chicago, Ill

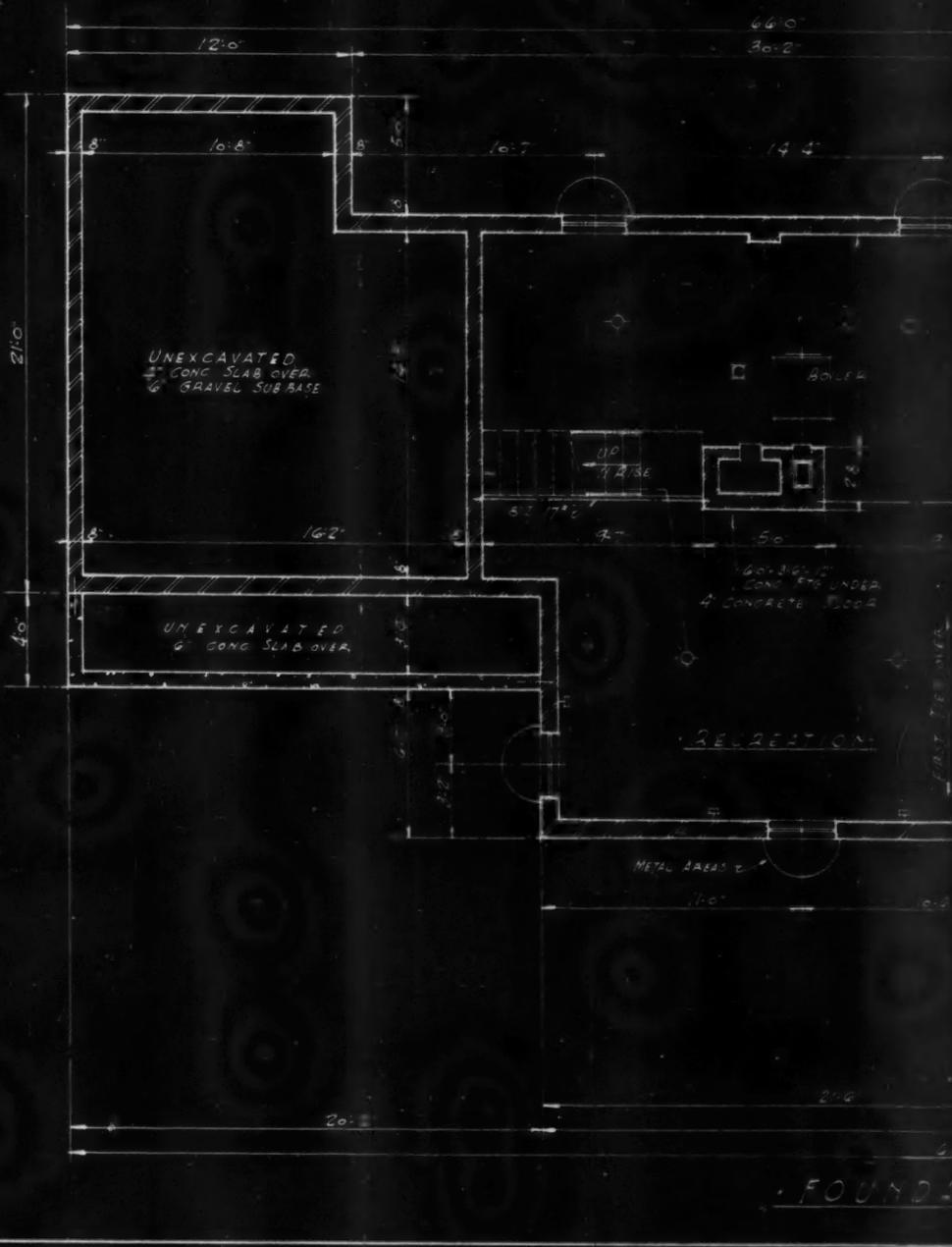
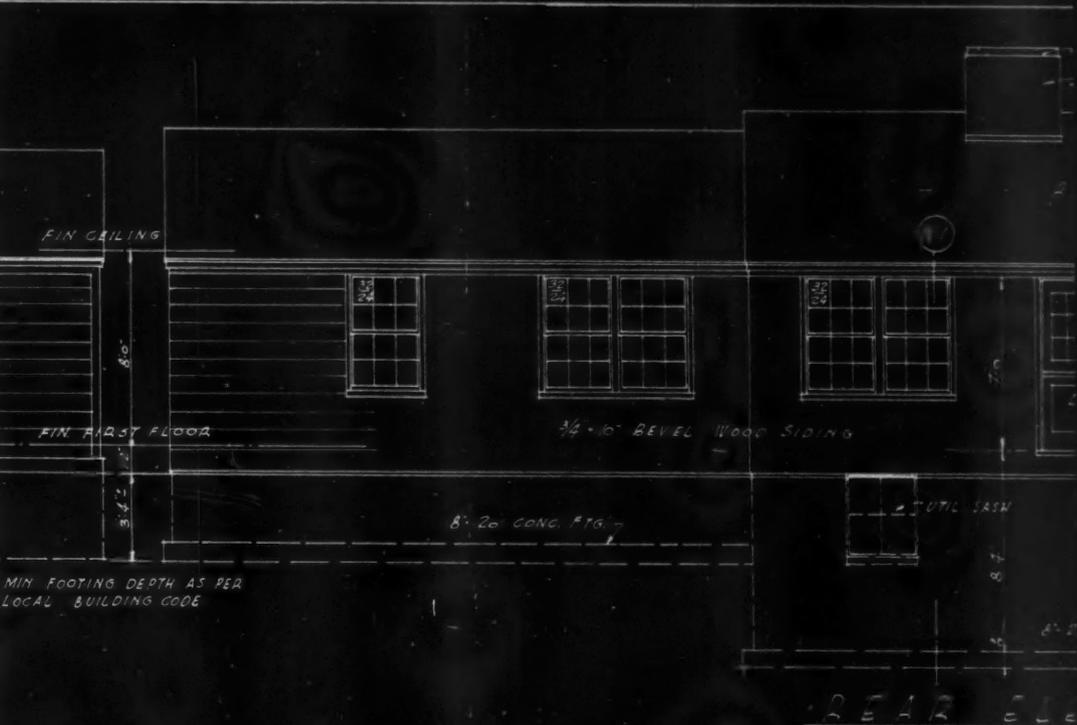


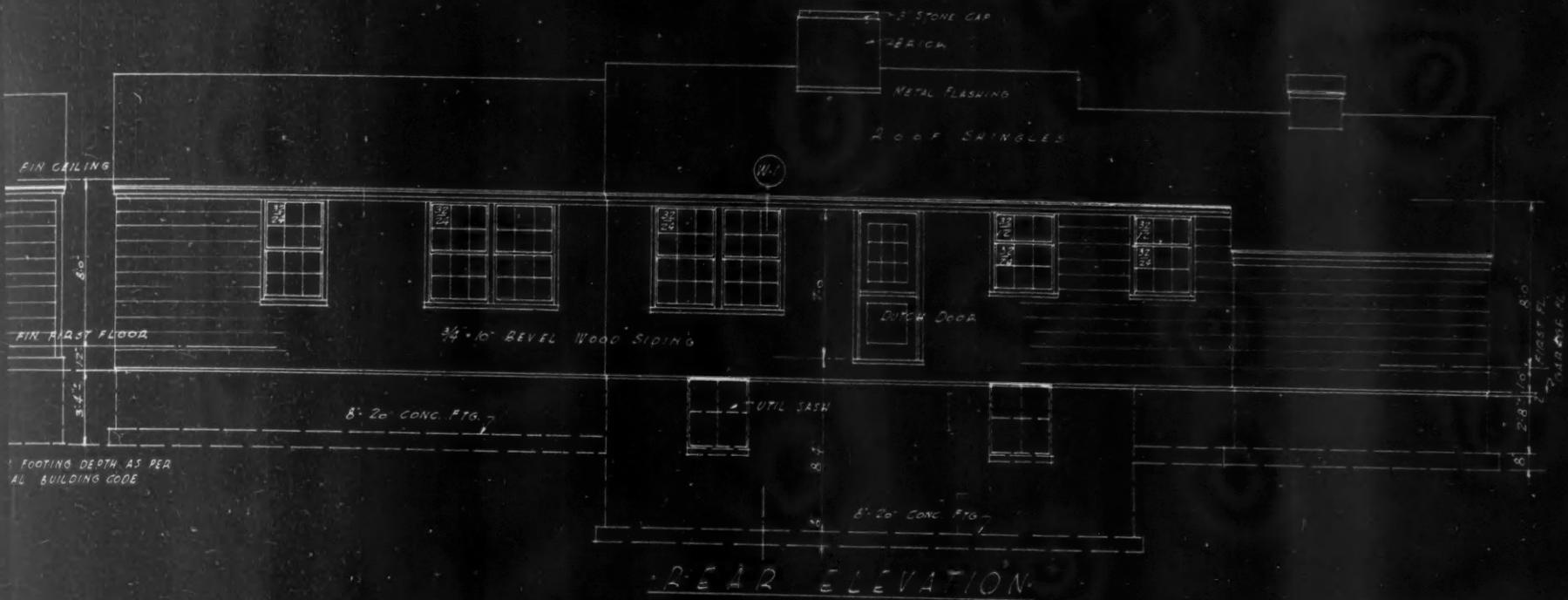
LEFT SIDE



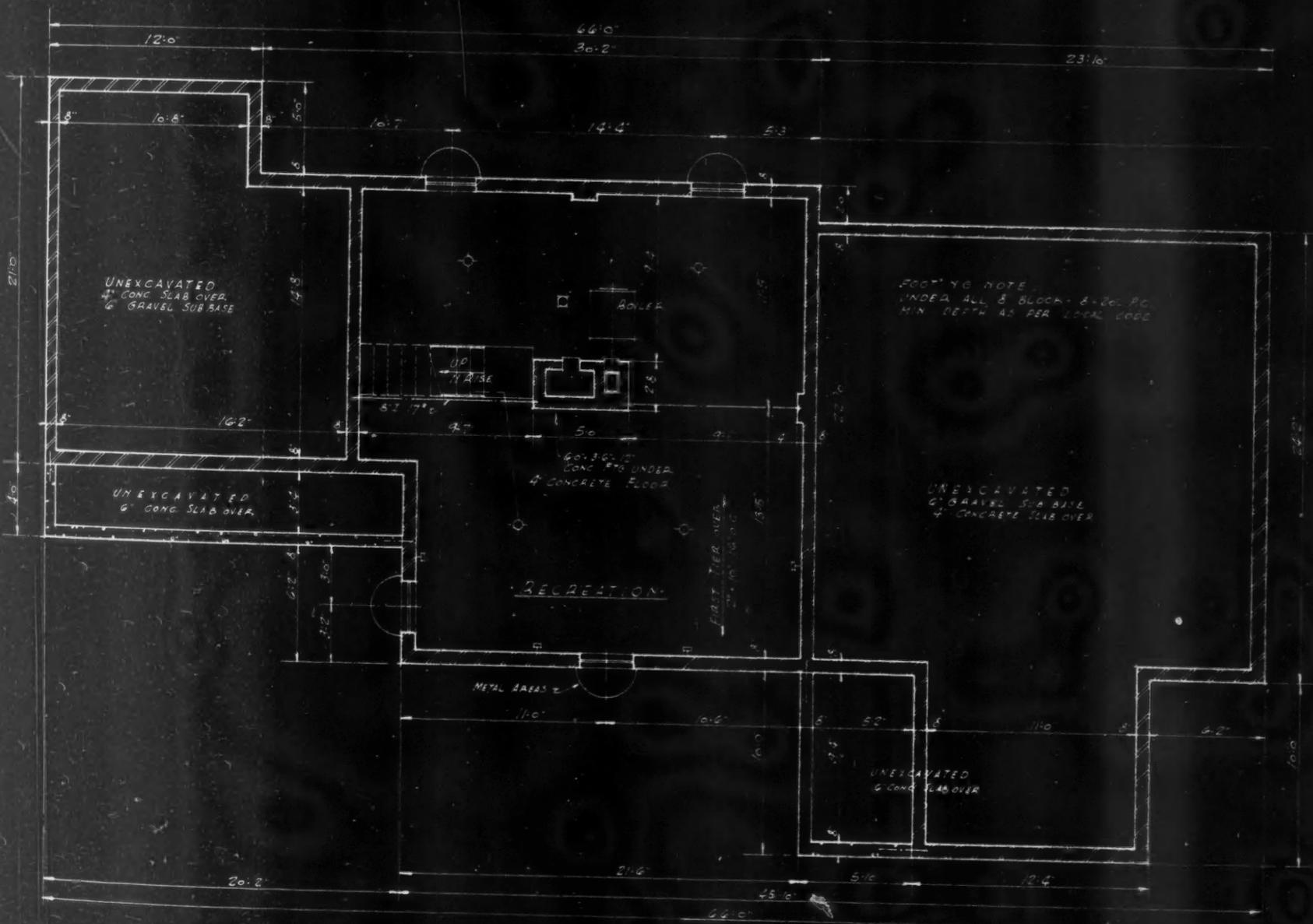
SECTION W-1

3/4" = 1'-0"





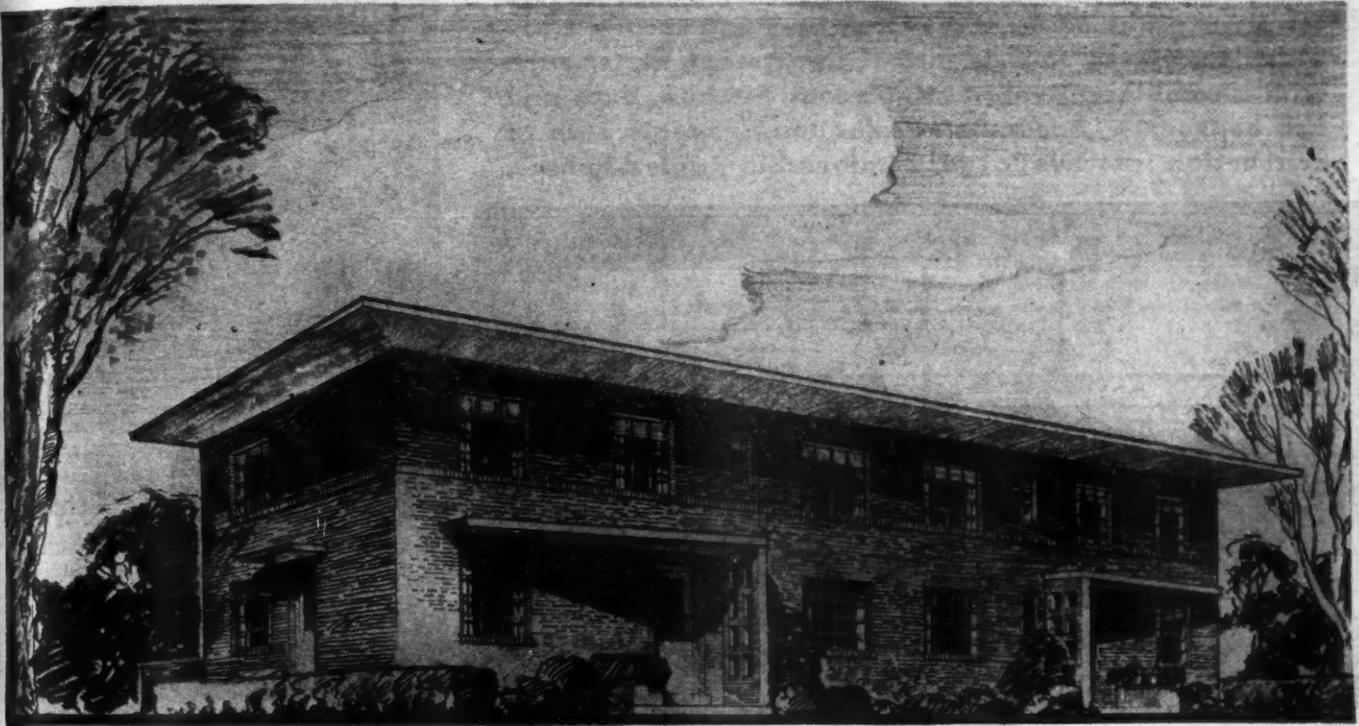
REAR ELEVATION



FOUNDATION PLAN

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ARCHITECT'S SKETCH showing front and side elevations of Army-designed modern two-story apartment building.

Army Engineers Design New Apartments

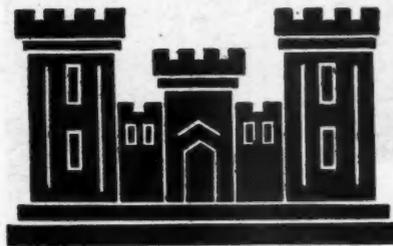
EVIDENCE that the private building industry is not alone in its attempts to find solutions to the housing problem is to be found in the design developed by the Corps of Engineers to meet the requirements of Army families. The new design, which merits careful study because of its practicability, at first sight appears to be the conventional type duplex of Colonial, Spanish or modern architecture.

Closer inspection, however, reveals that each structure actually consists of four apartments, each with combined living-dining room, kitchen, two bedrooms and bath.

Planned to accommodate temporarily Army personnel now housed in trailers, housekeeping rooms and other make-shift types of shelter, the buildings are designed so as to be readily convertible into permanent, commodious homes meeting the needs of large families.

With a minimum of structural alteration and additional expenditure the conversion results in a conventional duplex house with a living room, dining room, kitchen and bedroom or study and bath on the first floor, and three bedrooms, dressing room and two baths on the second floor.

Limited by a ceiling of \$7,500 per unit, and confronted with today's high building costs, the Army Engineers were compelled to design a residence



Readily convertible into comfortable duplex houses buildings are designed to provide temporary four-family apartments

that would accommodate two families in the space ordinarily allocated for one family, according to the War Department. Another problem was the necessity of designing a building that could be readily converted into a larger permanent residence at a later date economically and with a minimum of remodeling.

The factor of economy, too, entered into the planning because, says the Engineering Division, Office of the Chief of Engineers, their study revealed that brick and stucco construction for the exterior walls could be used within the ceiling price, and that such construction could be converted into permanent type structures at a

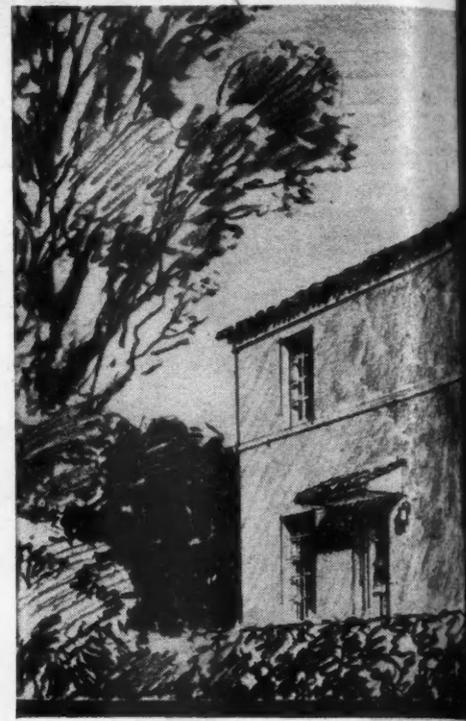
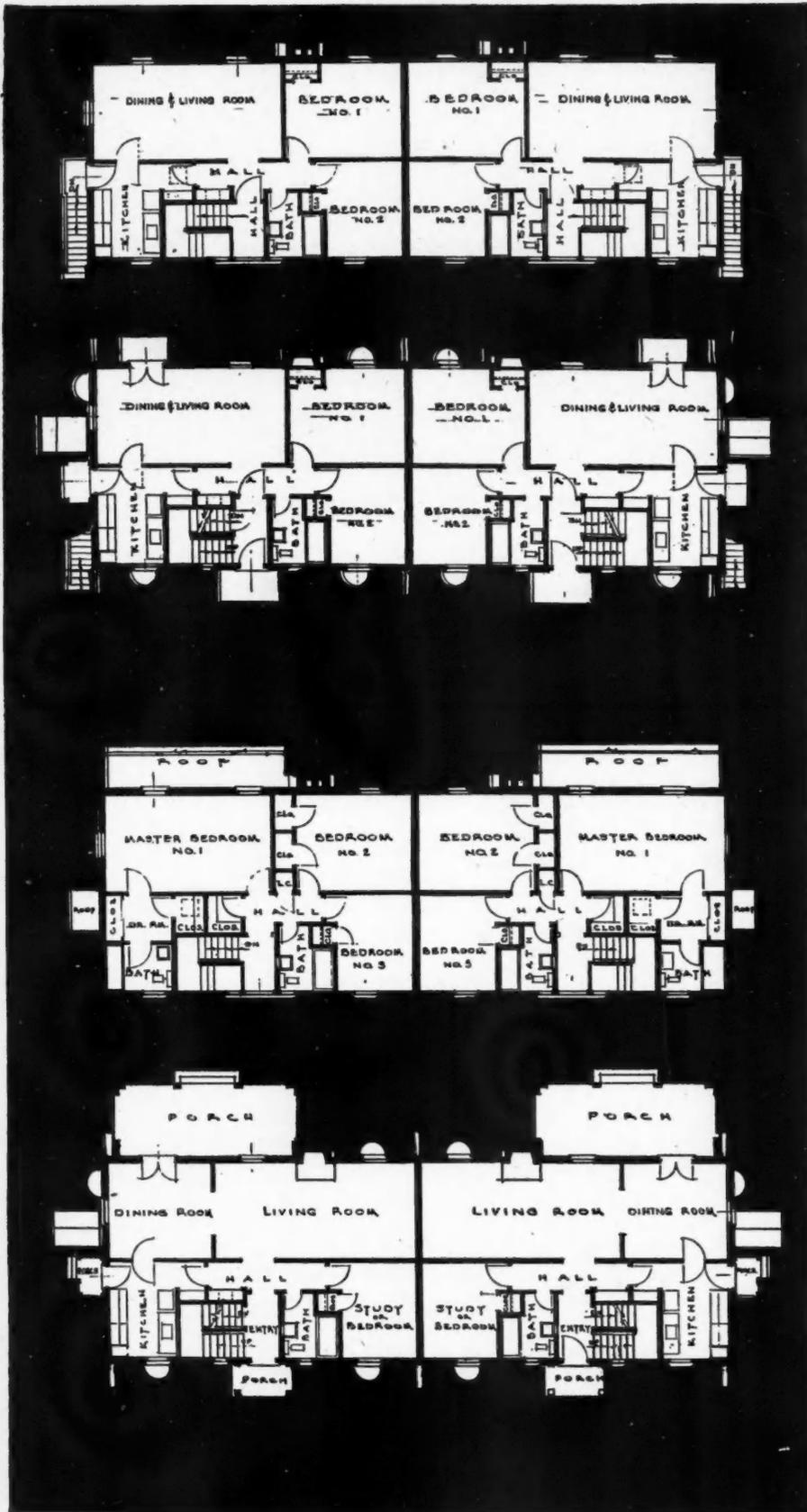
minimum cost. Also that a recent analysis of comparable private building costs show that the Army is getting "from 12 to 18 per cent more space" for its money.

Stating that 2,100 family units are to be built in the United States "from the 1947 fiscal funds," the War Department explained that during the war the Army was expanded to such vast proportions that it was utterly impossible to accommodate the families of military personnel at the various Army posts and camps. The result was a terrific shortage of housing in the vicinity of any of the large army installations. The coming of peace brought drastic reductions in the size of the Army but housing shortages continue to remain acute.

It was also pointed out that the Army had considered prefabricated houses, but because of the need for civilian housing the National Housing Agency was unwilling for the Army "to enter this field."

These factors directed the efforts of the Army Engineers toward a design that would provide not less than two bedrooms, bath, kitchen and living-dining facilities; require minimum expenditure for maintenance consistent with its intended life; permit maximum salvage of roads, walks, utilities, grading and landscaping; and possess maximum re-use or salvage value where feasible.

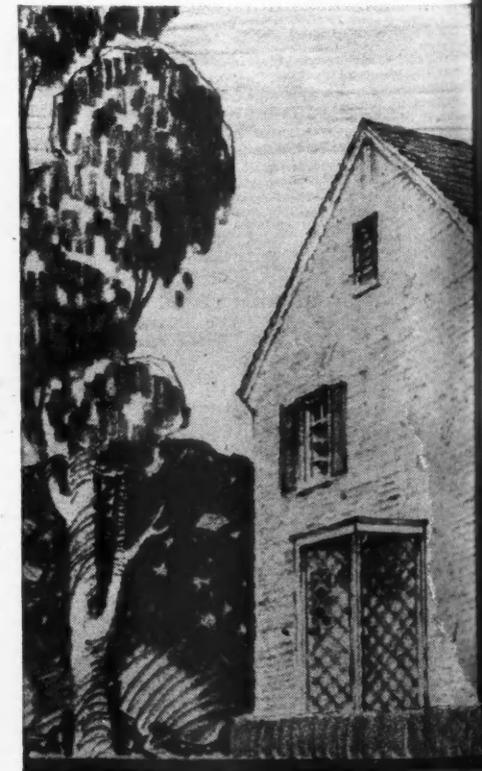
Designed by the United States Army Corps of Engineers the floor plans below show (top) first and second floor plans providing four identical apartment units, each with a combined living-dining room, kitchen, bath and two bedrooms. Second stage (bottom) reveals plan of conversion into two large, comfortable duplex houses.



FEATURING Spanish-styling this version of

The solution determined upon was to build for ultimate permanent usage while providing adequate temporary housing, which resulted in the designs shown on these pages.

Relocation of one temporary partition for conversion is substantially all the structural change required. To keep within the funds allotted per unit a modification of the interior finish



THE ARCHITECTURAL rendering shown above



the Army Engineers-designed apartment building will be erected at army establishments throughout southwestern states and in California.

was found necessary. Wallboard is used for interior wall surfaces and softwood flooring in lieu of subfloors. Interior finish is to be improved by selective maintenance as funds are made available.

Differing floor plans, architectural styles and roof details provide desired variety. In general the two-story duplex type here described was found

by the Army Engineers to be the most economical type of construction. In some south and southwestern areas a one-floor two-family type is contemplated, so arranged as to permit conversion into a one-family unit at minimum cost.

Extensive study established that for general usage construction of the four-family temporary unit convertible into

a duplex provided greater present and ultimate value than the construction of a small unit with later expansion.

Initial construction of the Army designed buildings is expected to begin soon at Bolling Field, Washington, D. C., and also at nearby Andrews Field. Plans are also under way for the erection of several units at Fort Belvoir, Va.



depicts the Colonial design of the two-story, brick and stucco apartment buildings which will provide temporary housing for four families.

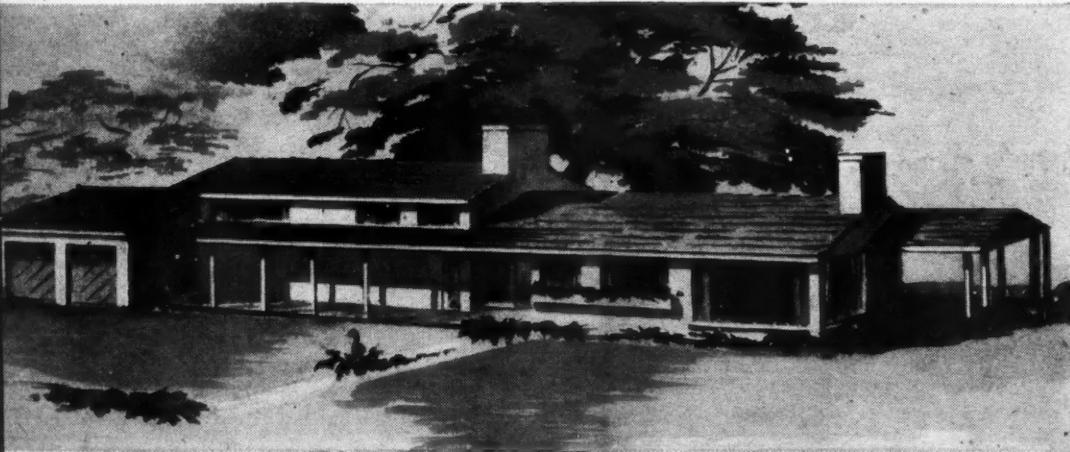
New Thought

In Ranch Type House Design

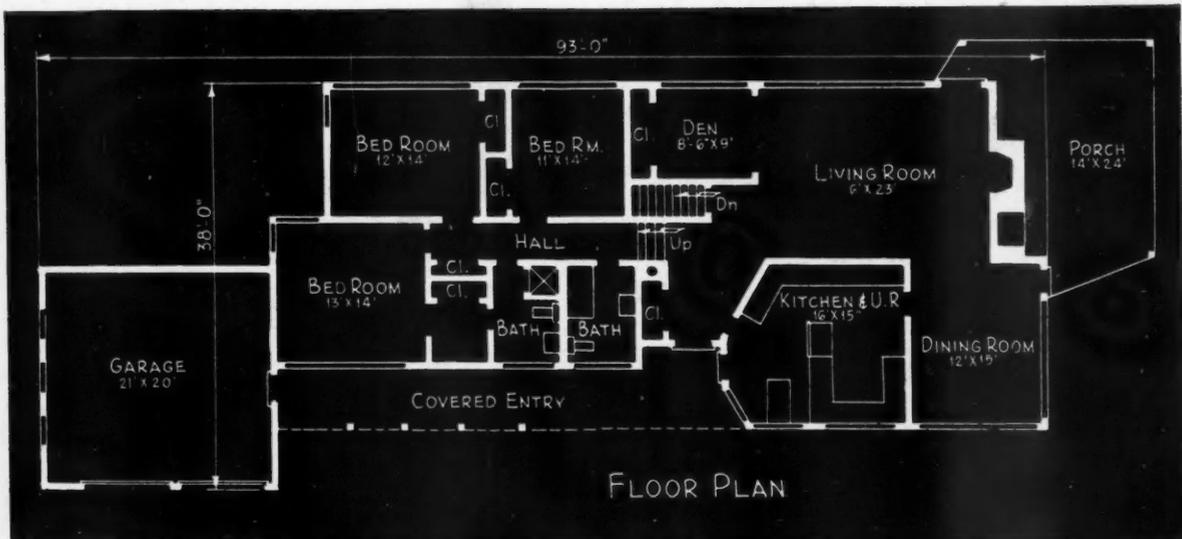
Chicago architect adapts the popular three-level arrangement to the one-story house design



RANCH HOUSE for Mr. and



THE horizontal aspect of the house for Mr. and Mrs. Stanley M. Guthunz, Northfield Township, Ill., is further emphasized by the superimposed section which embraces the quiet area and is placed above the normal roof line of the house.



FLOOR PLAN

PLAN of house above shows bedrooms at higher level than living room. Recreation and boiler room are below bedrooms.



Mrs. Frank Kays, Northfield Township, Ill. Motor and service court are well separated from the outdoor living areas by the house itself.

THE theme of abundant living, both outdoors and in, has been vigorously expressed in the four houses shown on this and the adjoining pages.

Designed by Jules H. Marling, Chicago architect, these houses are to be built in Northfield Township, an area to the northwest of Chicago, when conditions permit.

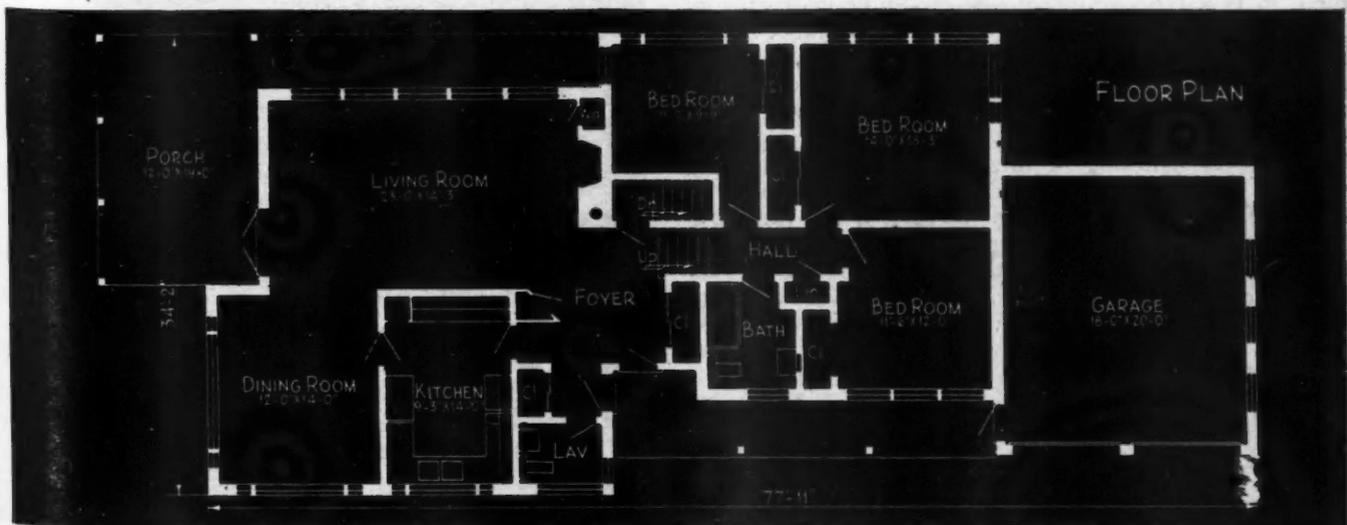
Informal hospitality is reflected in the plan of each house, expressed so well in the truly functional arrangement of the living rooms. The architecture is extremely gracious,

utterly simple and unostentatious—a straightforward expression of plan and structure. Large glass areas and low spreading roof lines further emphasize the rambling effect. The variations required by plan and materials used in each of the houses are significant in terms of the owners' requirements.

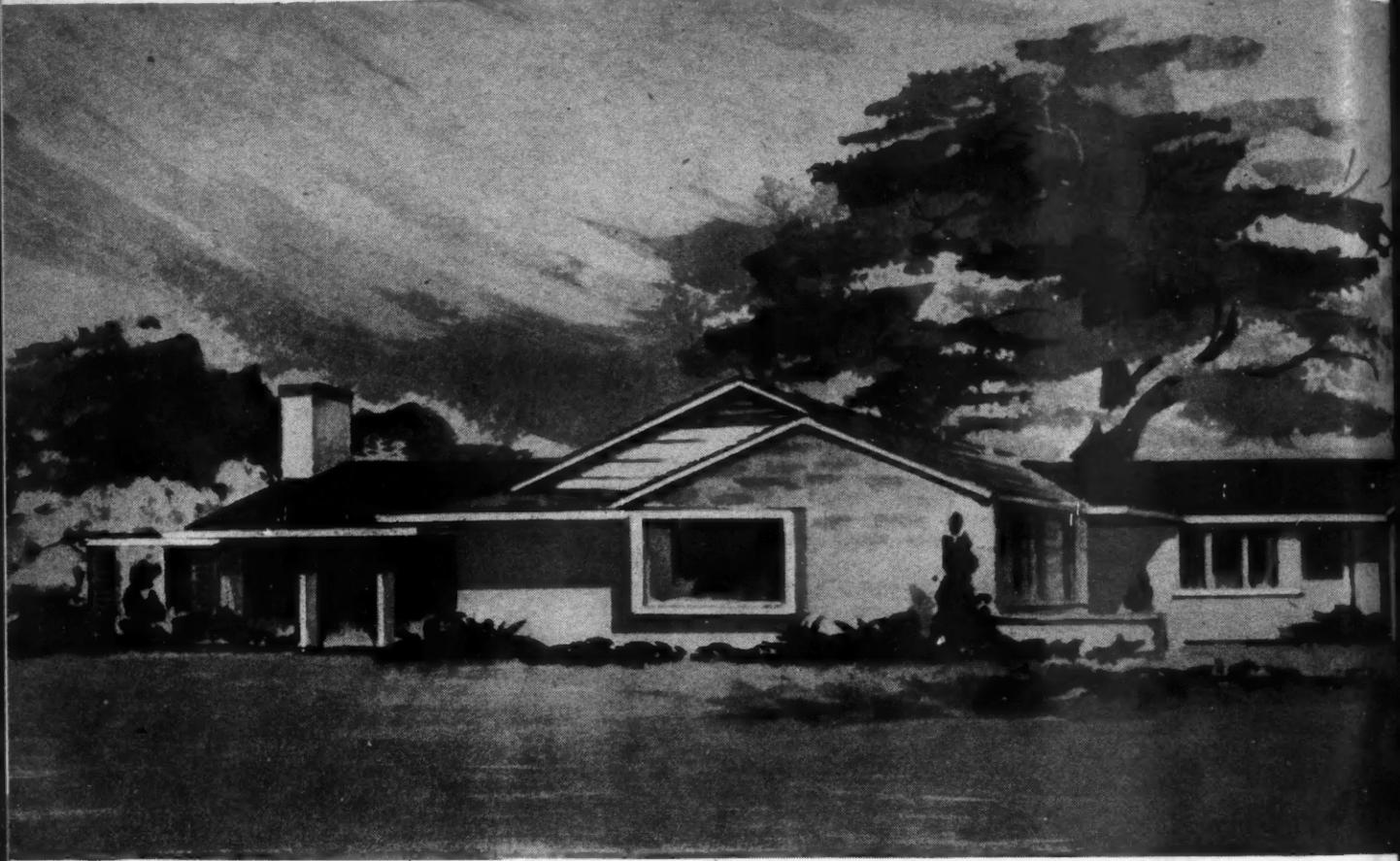
Exterior materials used are to be either random ashlar stone or painted brick. Wood surfaces in connection with large door and window openings are to be painted French grey. Large window areas are fixed

in position, with either narrow in-swinging casements on each side or fixed wood louvres which are placed on the sides or top of fixed sash for ventilation.

Two of the houses are arranged in a T formation with a wing extending from the main portion of the house to accommodate the personal rooms. This allows for an entrance and service court to be placed on one side facing the road, with the opposite side devoted to intimate living with ample space for gardens and a lawn.



SPLENDID circulation is obtained throughout in the house above. Large glass areas and generous sized rooms are features.



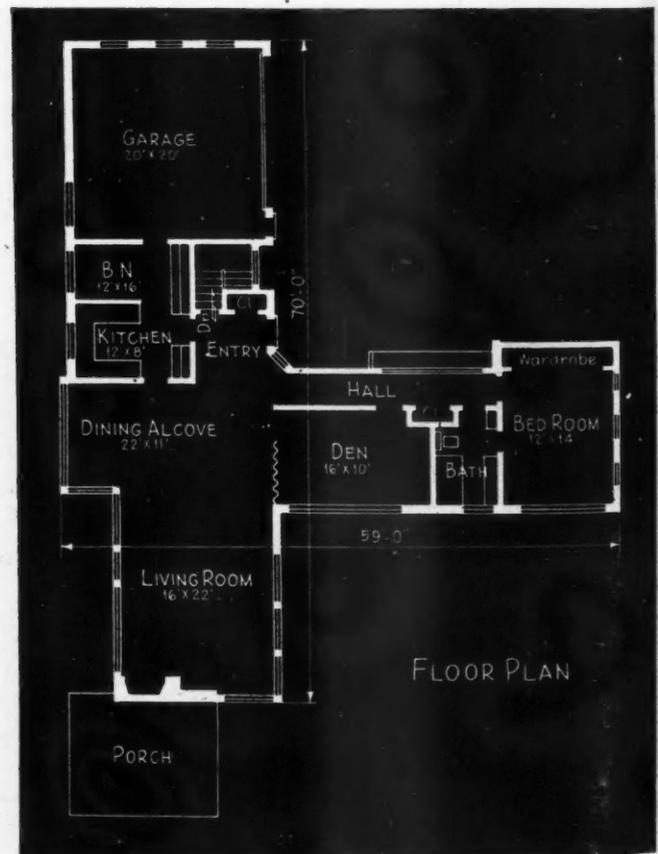
INTEGRATION of all elements such as plan, structure and finished design is manifested in the house for Mr. and Mrs.

The other two houses are more compact in their plan arrangement, yet a separation of the various living units has been accomplished. To a certain extent an exception to this can be noted in the position of the garage, which is placed along the far wall of the bedrooms. This, however, is compensated for by the covered passageway which connects garage to the service portion of the house, thereby linking the two together.

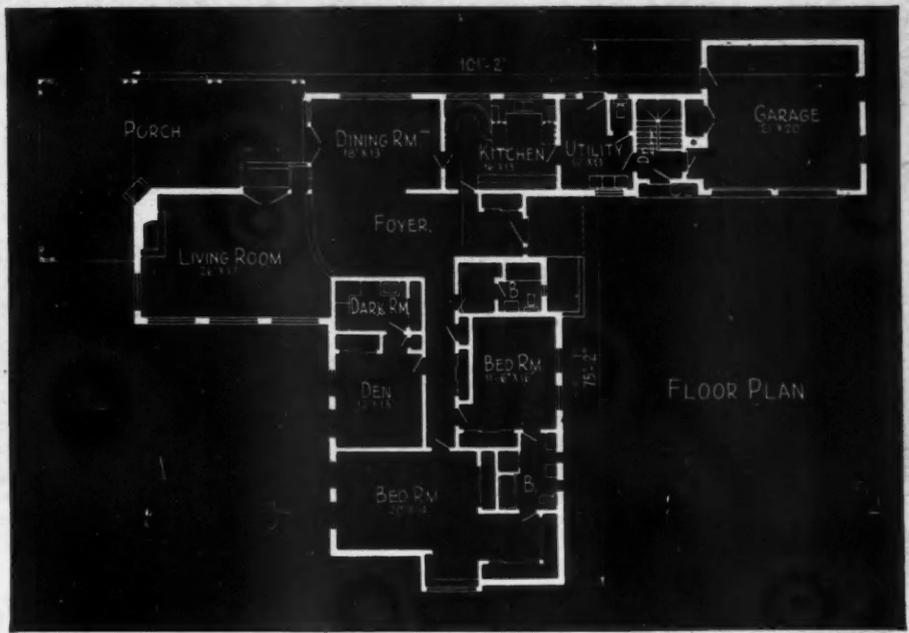
In the houses shown on the first two pages, Mr. Marling has introduced a new thought in the design of this type of dwelling. By creating an intermediate level approximately four feet above the normal living room floor, he eliminates the objections that many people have to this type of house by providing bedrooms in this area, thereby taking them off the ground level.

Another advantage is that a large recreational area, in addition to providing space for the mechanical equipment, can be arranged under the bedrooms at a level approximately four feet below the normal living room floor. Clever handling of the roof by the architect, in relation to the upper level, insures a continued low sweep of these lines to emphasize further the rambling characteristics of these houses.

Foundations are all concrete. Concrete floor slab laid over entire area is placed on a 6-in. rock cushion. Floors throughout living room and bedrooms are to be carpeted over the slab, the balance to be asphalt tile. All walls and ceilings are to be plastered. The finish in bathrooms and kitchens will be Varlar plastic impregnated wallpaper, the heating is to be hot water gas-fired radiant panels imbedded in the concrete slab, and glass in windows is to be plate and Thermopane double glazing. On the basis of prices that prevail today, it is estimated that these houses will range in cost from \$20,000 to \$35,000.



SEPARATION of units is provided in plan of house at right.

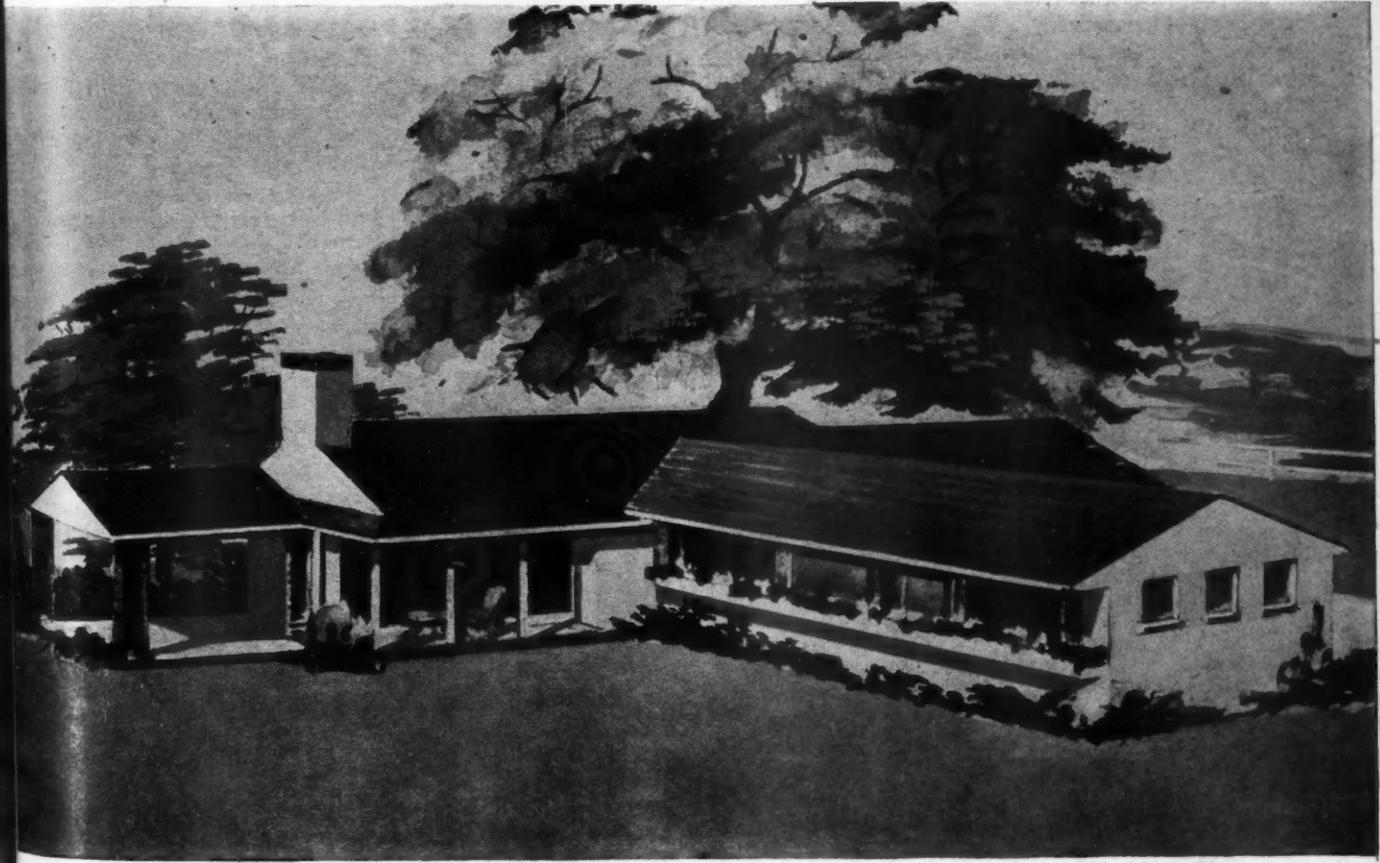


PLAN of house at left. Separation of service, living and quiet areas is provided.

Attractive and open surroundings have been an invitation for Jules Marling to provide a generous use of large glass areas in the designing and planning of these homes

and Mrs.

Roy Whipple, Northbrook, Ill.



THE house for Mr. and Mrs. Ortiz proves that a ranch house can be compact without losing its character.



OHIO

DAYTON

LATEST group of houses in this development in which Ingersoll units will be installed.

Dayton Builder Gives Big

**Installs new equipment and new materials.
Ingersoll utility core used in 10 houses.
Flexicore precast floor slabs given trial.
On-site precutting helps keep down costs.**

IT IS not often that a builder is fortunate enough to purchase a large, undeveloped area that is completely built up all around, and yet is within a two-mile radius of the center of a large city, from which it takes only ten minutes to reach the downtown section.

This was the delightful position in which Joseph B. Haverstick, prominent Dayton, Ohio, builder found himself when he purchased 71½ acres in Chadwick Heights, a choice residential area in this city. Being completely undeveloped, it was necessary for the builder, when he started operations on the 21 houses that were completed in the spring of 1946, to put in all streets, sewer and underground improvements. These houses averaged approximately 930 sq. ft., each with basement and attic, and sold for \$11,500. Due to the difficulty of obtaining framing

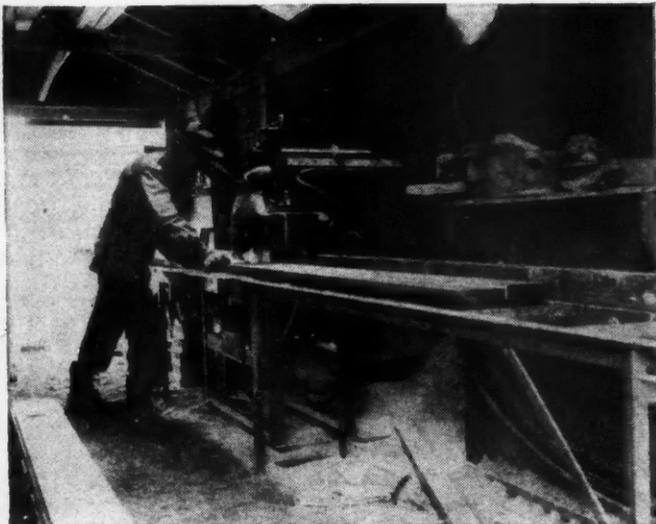
lumber at that time, it became necessary to seek other methods. Flexicore precast concrete slabs were then used for first floor framing, on which finished parquet wood flooring was placed.

Following in general the same design theme that had been established for the first group, Mr. Haverstick in September 1946 started an additional 34 houses, each containing approximately 950 sq. ft. In an effort to hold his prices in line, in the face of rising labor and material costs, the attic was eliminated and the net profit on each house was reduced. At this time the Ingersoll utility core was introduced into ten of the houses.

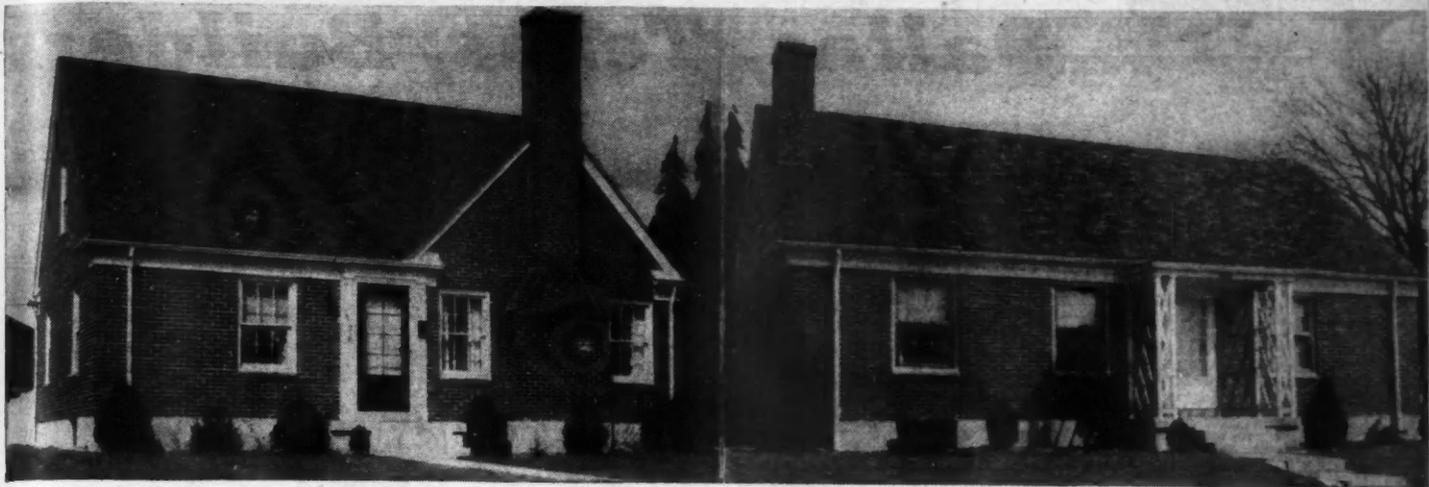
The entire layout of Chadwick Heights, together with the design of all the houses, has been placed in the hands of Ralph W. Carnahan, Dayton architect. Simple, straightforward, traditional designing, with no attempt at bizarre embellishment, and the use of good materials applied by capable mechanics have produced a group of houses that will stand as a credit to this community.

Plans are now being prepared under the direction of Mr. Carnahan for twenty-six two-story, three-bedroom houses to be built this summer, at an approximate cost of \$15,000 each, in the portion of the acreage which is still undeveloped. Mr. Haverstick is assured that he will be able to offer an even better value in these houses than he has in the past, due to a better grade and a more even flow of materials, and by increased use of power equipment, thereby producing increased efficiency and better workmanship.

The company of J. N. Haverstick and Sons was formed 29 years ago, at which time a general building business was carried on. In 1936 the present partnership was formed with the two sons, J. B. Haverstick and R. J. Haverstick. Since that time the building operations have been confined to low and moderately priced dwellings. J. B. Haverstick has been active for many years in the NAHB, serving as chairman of the membership committee of the national organization, and as area vice president for the Ohio-Michigan group.

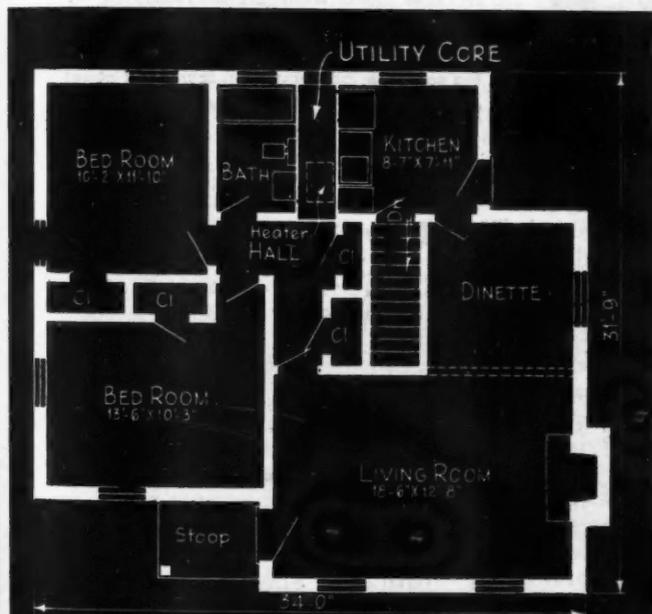


On-site precutting and other methods employing power tools permit economies of operation and a concentration of effort.

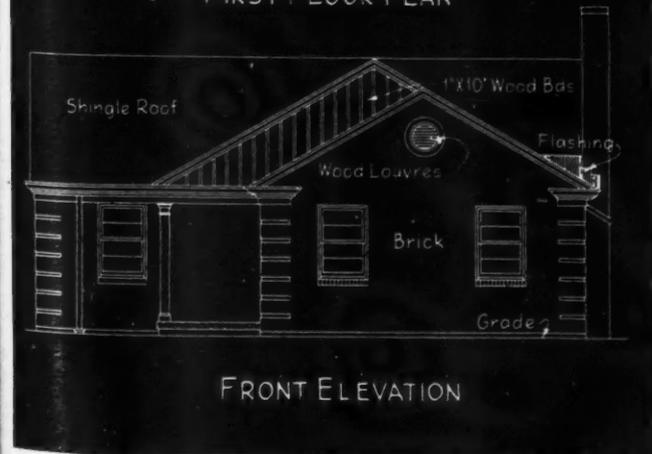


WELL built houses with simple, straightforward designs, represent the type that was completed first.

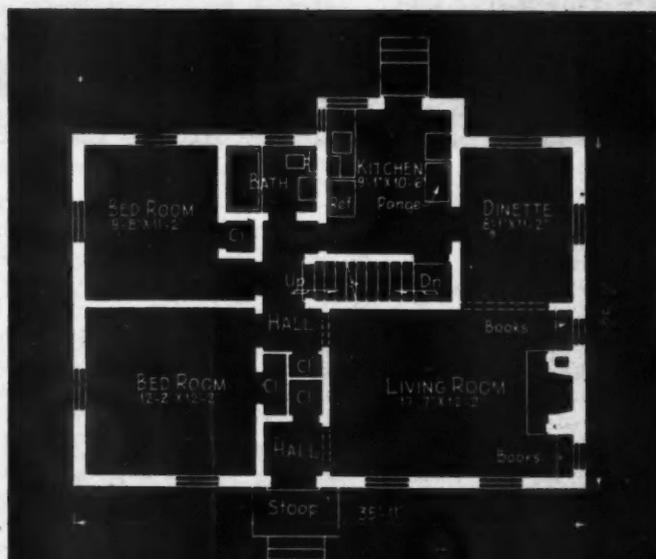
Value in Small, Compact Homes



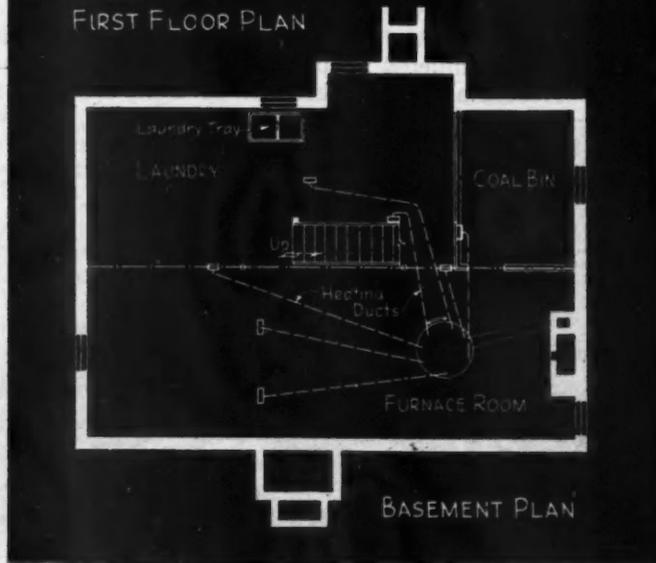
FIRST FLOOR PLAN



FRONT ELEVATION



FIRST FLOOR PLAN



BASEMENT PLAN

PLAN and elevation shown above is one of types that contains the utility core. Three different plan arrangements have been designed for this group. Typical elevation shown in outline above.

PLAN of house shown at top of page. Two basic plans have been used in this group with three slight variations to each plan, such as shifting location of fireplace and entrance door.

Dallas, Texas, Builders



Tremendous population growth aggravates critical need for low-cost two and three-bedroom houses on which builders are concentrating their efforts

IN 1940 there were 113,020 occupied dwellings in Dallas County but by the end of 1946 that number had increased to about 147,000. During the same period population increased about 40 per cent and home builders have been keeping pace.

HOME builders of Dallas, Texas, have been doing a commendable job in efforts to house an increase in population of about 123,000 since 1940. United States census figures for 1940 list the population of greater Dallas at 360,212, while estimates by the Dallas Chamber of Commerce give a total population of 483,720 as of Jan. 1, 1947, an increase of about 35 per cent in six years.

Although pressure has been acute for all types of housing in Dallas, home builders have confined large-scale operations to low-cost two and three-bedroom single family units, and last year completed about 5,000 houses. According to Grover Godfrey, executive secretary of the Dallas Home Builders Association, there will be between 8,000 and 9,000

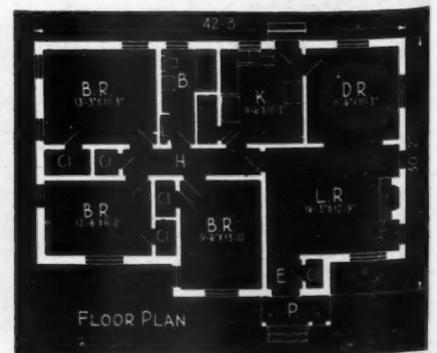
dwelling units completed there in 1947, providing there is a steady flow of building materials and no labor difficulties.

In spite of the limitations on floor area and difficulties in procuring materials during early stages of most developments now under way, Dallas home builders have been able to proceed at a fast pace with, on the whole, good quality construction and adequate livability.

With continued increases in population in prospect and pressure for more housing accommodations persisting, Dallas home builders are gearing their operations to satisfy the city's residents with high quality, permanent housing at the lowest prices consistent with good business operation in today's market.

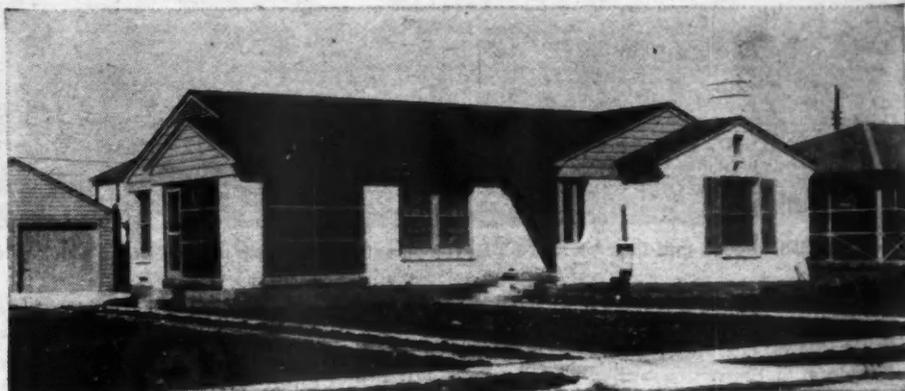
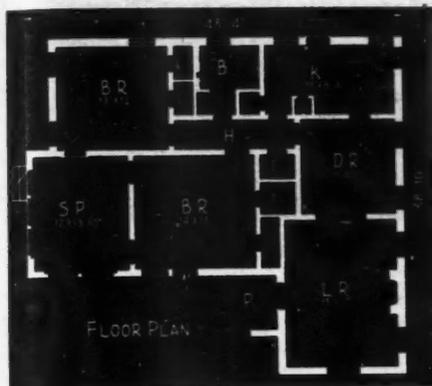
Avery Mays Development

IN the Inwood-Lovers Lane section of Dallas, Avery Mays is constructing a group of two and three-bedroom houses to sell for from \$8,000 to \$13,000. Last year he completed 30. Mr. Mays insists on maintaining individuality and never uses the same plan more than three times. Even when the same basic plan is repeated, the elevation is always changed. His houses include tile bath and shower and tile kitchen counter, oak flooring, floor heaters and a wall heater in the bath. Most of his houses now run about 1,200 to 1,400 square feet of floor area. Brick and stone veneer over gypsum sheathing is standard exterior.



THIS is a typical house and floor plan of the type being built in Dallas by Avery Mays. Lots are 70 x 125 feet on paved streets.

Satisfy Small House Demand



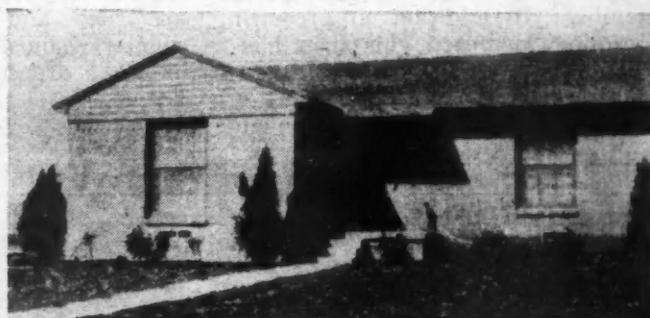
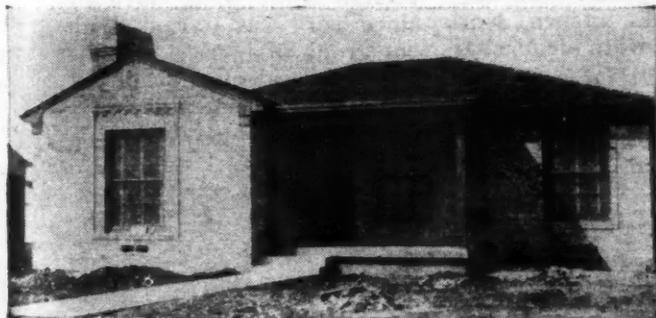
BRICK veneer houses of this type are being offered to Dallas home buyers on 60 x 152-foot lots by Mr. Mixon for about \$12,500.

George Mixon Building Apartments and Houses

ANOTHER Dallas home builder who has been completing houses regularly is George Mixon. His houses contain about 1,280 square feet and sell for from \$12,000 to \$13,500. This includes oak flooring in all rooms except the kitchen and bath; linoleum is used for kitchen floor covering while the bathroom is

tiled both on the floor and sidewalls. The kitchen work counter is also tiled. In some of the houses, Mr. Mixon installs floor furnaces but in others he provides gas outlets in the various rooms. A bathroom gas heater is always included, however. Two closets in each bedroom, telephone alcoves, built-in dressing

tables in bathrooms and venetian blinds are some of the plus features Mr. Mixon provides in his houses. He is completing a 44-unit apartment project adjacent to his single-family dwellings. These units, with about 850 square feet in each apartment, are equipped with year-round air conditioning and will rent for from \$80 to \$90 per month, including a single-car garage.

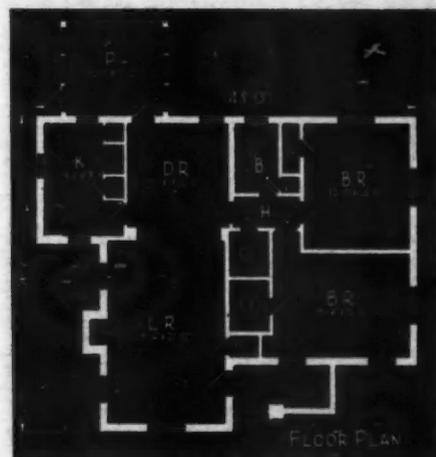


TWO different elevations on the same floor plan as finished by Laughlin, Silver & Frank in Shannon Estates development.

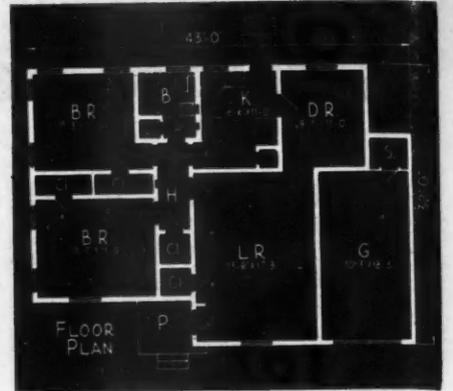
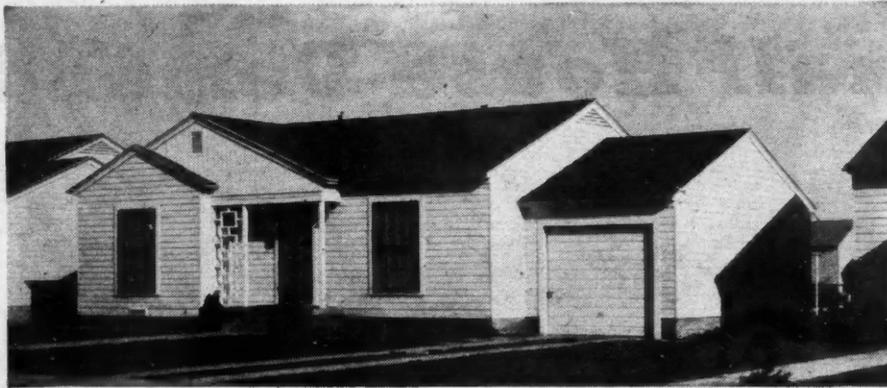
Laughlin, Silver & Frank to Build 100 Houses This Year

IN 1946 Laughlin, Silver & Frank completed about 75 houses and this year they are well on the way to completing about 100 in their Shannon Estates development in Dallas. All their houses are being built under Veterans Administration and FHA commitments. The two- and three-bedroom units are selling for from \$10,000 to \$12,500. Although these builders are using a minimum in basic floor plans, they put enough attractive variety into exteriors to remove any semblance of monotony in the development. Standard features of these houses, like most of those being built in Dallas this year in this price range, include large closet areas, good window treatment,

tile bath and shower, tile kitchen work counter, floor furnaces, wood burning fireplace, bathroom dressing table, ceiling insulation and attic ventilation facilities. Laughlin, Silver & Frank install weatherstripping throughout and also use copper water piping. All floors are pre-finished oak laid over joists set on a regular foundation with no basement. Interior walls are finished with gypsum board, a practice generally followed now throughout the Southwest. Wallpaper is used in some of the houses while others have interior walls painted. Entrance closets, spacious porches and double garages are also standard in the Laughlin, Silver & Frank houses.



One of the several basic floor plans for these houses selling at \$10,000-\$12,500.



TYPICAL house and floor plan of I-L Development Co. The use of four basic plans with three elevations on each gives variety.

I-L Development Precuts in Shop on Site

ALTHOUGH the general trend on prices has been upward consistently for some time, I-L Development Co., Dallas, is providing more house for the money in 1947 than it did in 1946. The firm retained its previous price range of \$7,900 for a two-bedroom house and \$8,750 for the three-bedroom job but was able to provide larger rooms and incorporate more refinements in the 1947 houses because of cost-cutting practices through operation of a woodworking shop on the development site.

All rafters, headers, studs, etc., are precut for each house and delivered to the site ready for assembly. In addition to precutting framing members, this firm has a well-equipped shop where kitchen cabinets or any special millwork are fabricated. Last year, during the

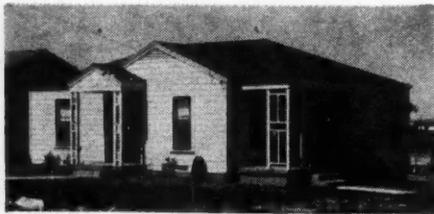
critical shortage of window sash, I-L Development Co. fabricated its own sash in this shop which is equipped with a band saw, radial arm saw, cross cut, table saw and a jointer. A battery of powered hand saws is used on the site to supplement cutting in the shop.

The houses being built this year by I-L Development Co. are of frame construction with about 1,000 square feet of floor area. Exterior walls are covered with drop siding nailed to studs over waterproof paper. Oak flooring is used throughout except in the kitchen which has linoleum on the floor. Bathroom floors and walls are tiled and the kitchen work counter is finished with tile. Interior walls are finished with gypsum board.

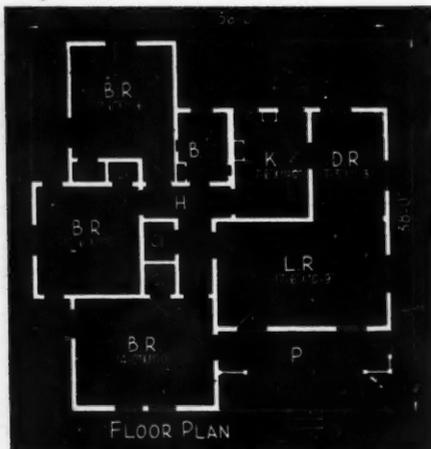
The houses, which are basement-

less, are set on conventional foundations and flooring is laid over wood joists. Termite shields are standard equipment in all the houses which conform to FHA specifications. Doors and windows are weather-stripped and ceilings are insulated. A wall heater is built in each bathroom, with gas piped to other rooms for the use of portable heaters.

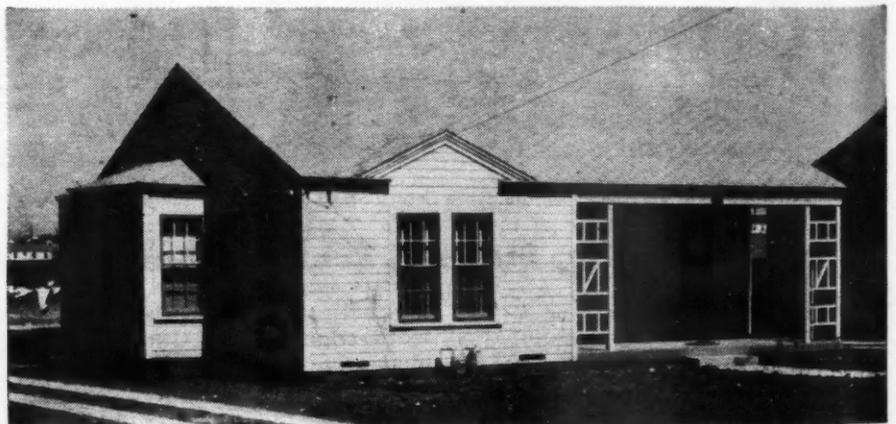
This firm completed 99 houses last year and has plans to build about 124 in 1947. Sam Lett, president of the I-L Development Co., says the firm could have sold the houses it is building this year for more money but held to the price line for veterans as well as others, even though some costs have increased since work was started on the present group of houses. Thomas Gary is vice president and Harold Miller serves as superintendent of I-L Development Co. operations.



THESE houses are set on 50 x 150-foot lots.



ONE of three basic floor plans being used. Elevations are varied to avoid monotony.

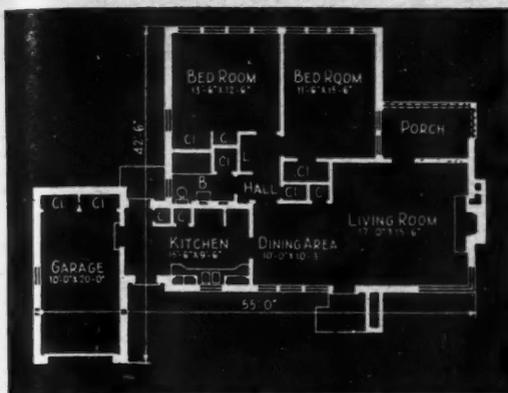


CROWN Construction Co. completed 60 of these houses last year and plans 143 in 1947.

Crown Construction Co. Holds Prices Down

R. S. PELT, of the Crown Construction Co., Dallas, is providing seekers of low cost homes with sizable two-bedroom houses for \$7,750 and three-bedroom residences for \$8,350 including a one-car garage. The firm is able to do this by carefully watching costs and holding them to a minimum. A small shop is used for precutting framing and fabricating

kitchen cabinets. At present, total time lapse between starts and finishes has been cut to about six weeks. The houses are all FHA approved with oak flooring, mineral wool insulation in walls and ceilings, tile floor and base in baths, gypsum board interior walls, wall heater in bathrooms, and a full-length mirror on one door in each bedroom.



ONE of the basic floor plans and a typical house in the largest single home development project in Dallas—Wynnewood Addition.

500 Homes in Wynnewood Addition This Year

THE largest single residential development now under way in Dallas is Wynnewood Addition. Under the direction of Angus G. Wynne, Jr., president of the American Home Realty Co., plans call for the eventual construction of 2,200 houses and 1,000 apartments as well as an extensive shopping area. Total cost of the development will be in excess of \$25,000,000.

Thus far about 150 homes have been completed and present plans call for completion of a total of 500 by the end of 1947. Present price range of the houses is from \$7,800 to \$11,000 on lots 75 feet or wider and

ranging from 120 to 235 feet in depth. Although the first group of houses is in the price range just mentioned, plans call for construction of a number of homes in higher cost brackets up to \$20,000.

Most of the houses now under construction are of brick or stone veneer set on concrete slab foundations. Trusses are being used for roof framing eliminating the need for bearing partitions. All houses in Wynnewood are weatherstripped throughout with adequate ceiling insulation. About one-third are being equipped with wood-burning fireplaces. Central heating plants and

attic fans are being installed in many of the houses. A few have all-electric kitchens while others have gas as the fuel for both refrigeration and kitchen range.

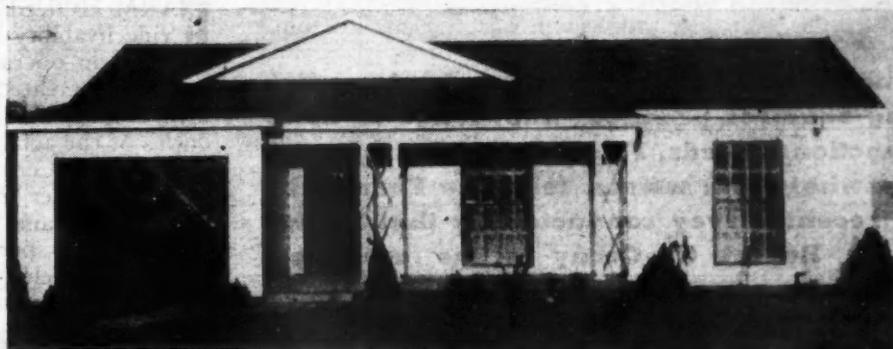
Eighteen basic plans with three to four alternate elevations on each render individuality to houses in the addition. The Roscoe P. DeWitt architectural firm is responsible for design of the houses in Wynnewood. F. C. Thomas, Jr., of the architectural firm, working with the builders, has incorporated many cost-saving factors in the design of these houses. Site precutting and partial preassembly by builders are important factors in holding costs down to a minimum.

Many Other Dallas Builders Are Active

IN addition to the home builders mentioned in this article, there are many other Dallas members of the industry who are doing work along the same lines. The houses and plans shown here are typical of what the home purchasers in the Dallas market can obtain in two- and three-bedroom houses at the present time.

The president of the Dallas Home Builders Association, R. S. Shelburne, is constructing a few two- and three-bedroom houses of good design to help satisfy the demand. Like many of his colleagues in Dallas, he is using brick veneer and stone to add variety and distinctiveness to exterior appearance. Plenty of good window areas, tiled bath and built-in shower, tiled kitchen work counter and weatherstripped windows are standard features in Mr. Shelburne's houses.

Lewis & Lambreth is another Dallas firm concentrating on delivery of a good low-cost two- and three-bedroom house. G. E. Trojack is finishing up twenty-four \$8,500 frame houses and last year completed a smaller number of \$10,000 brick veneers.

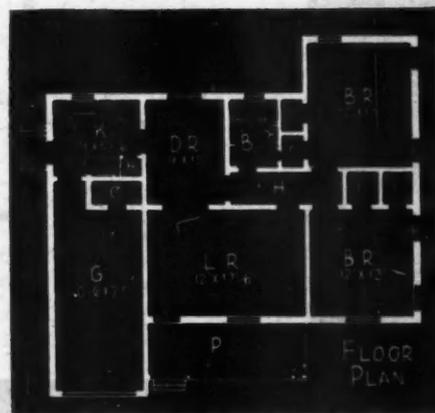


A TYPICAL Dietrich house, selling between \$7,900 and \$8,250, set on a 50 x 150-foot lot.

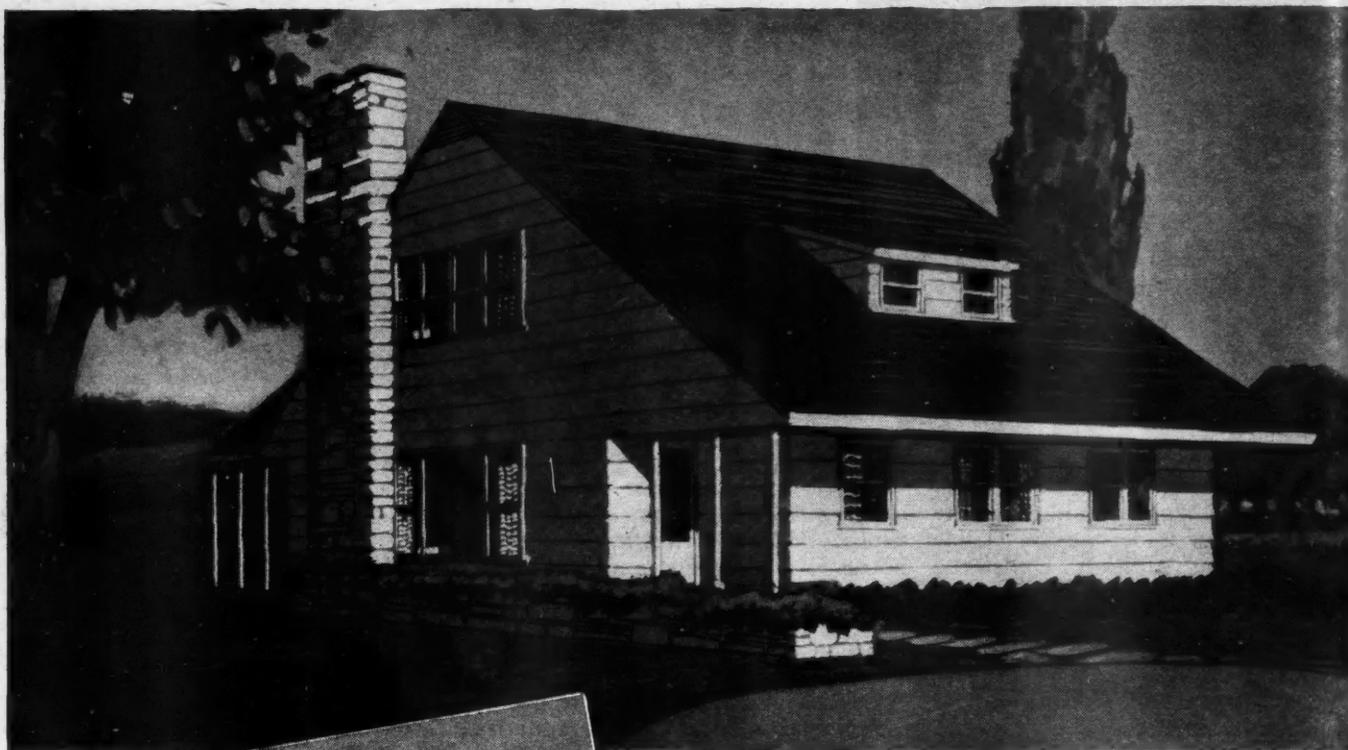
Dietrich Builds Low-Cost Houses

HERMAN DIETRICH is another Dallas home builder who is concentrating on filling the need for houses under \$10,000. Last year he completed 38 two- and three-bedroom residences priced at \$7,900 to \$8,250, and he is continuing to turn them out at about the same rate. These houses are all of frame construction, set on concrete foundations with oak flooring over conventional wood joists. Bathroom floors are tiled and tile is used for kitchen work counters. Floor furnaces are standard equipment in most houses and a built-in bathroom heater is always installed. The houses Mr. Dietrich

is building, which are FHA-approved, are constructed from three basic plans with varied elevations.



ONE of three floor plans for these houses.



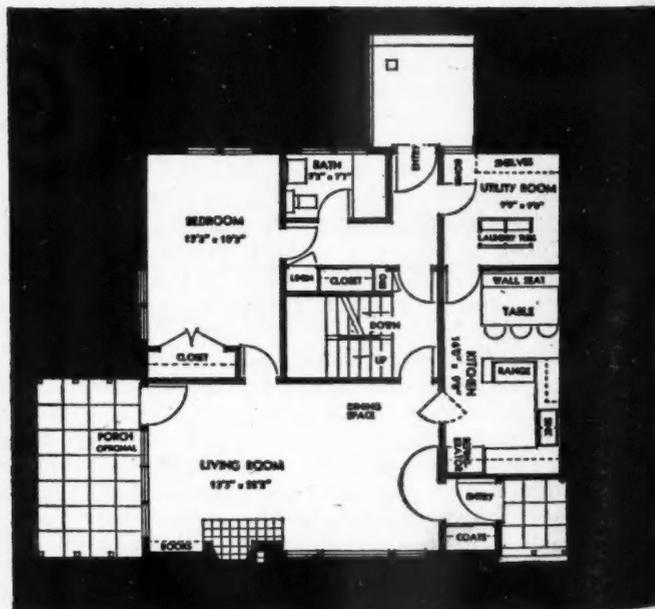
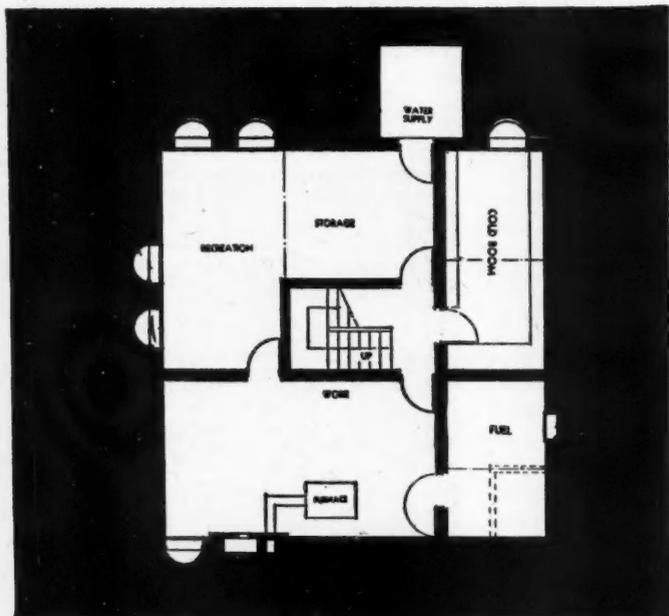
THIS story-and-a-half model farm home is geared to farm living.

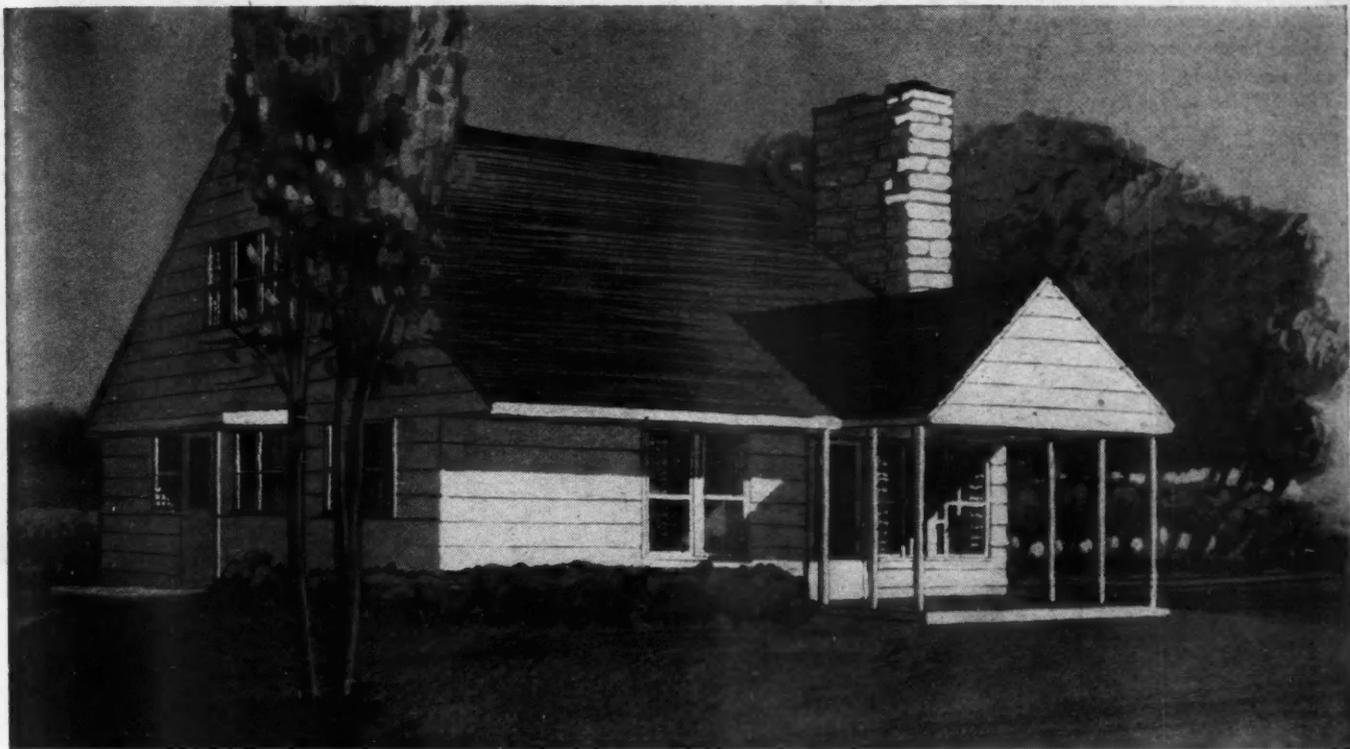
Successful planning of houses for farm living requires practical knowledge of their functional needs. This home design is based on what farm women told The Farmer in a recent survey conducted by that magazine. Robert G. Cerny is the architect.

For a Tiller of the

FARM HOUSES must be designed not only to provide livability but also to fulfill the functional needs of farm operation. The design presented on these pages was created from ideas based on the opinions of farm women who are called on to perform the everyday duties of the active farmer's wife.

Robert G. Cerny, architect, working with the editors of The Farmer magazine, embodied flexibility as well as livability and utility in this story-and-a-half plan. Some of the special features needed in a farm house found here include a utility room on the first floor; the "front" entrance on the side where the driveway comes





HOUSE may be built without rear porch and with second floor unfinished until family needs call for larger living quarters.

Soil, Who Would Live Like a King

in from the main road so that visitors will naturally come to that door instead of the rear door; both front and rear entrances near the kitchen so that a person working in the kitchen can see any vehicles or individuals coming toward the house from the road; a washup room near the rear door; plenty of closet and storage space; large window areas so the housewife can have an unobstructed view outdoors.

The flexibility of this plan is an especially desirable feature. The downstairs bedroom can be used for that purpose or it can be put to other uses such as for an office or a den. Young couples just starting farm life

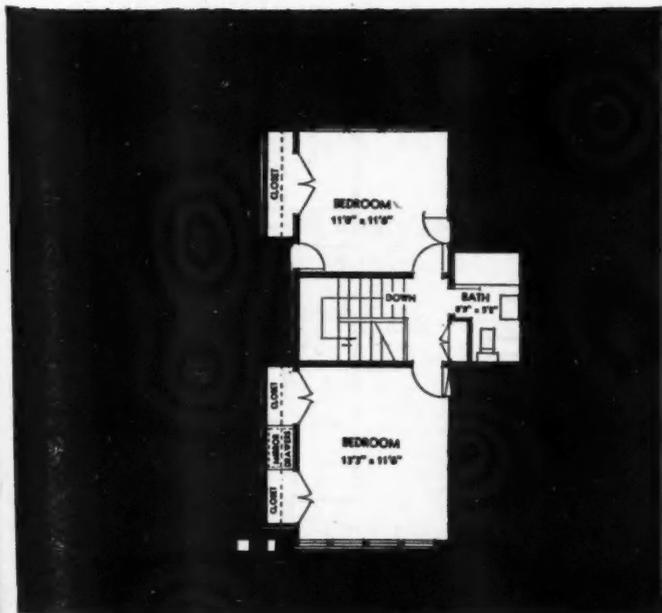
may leave the second floor bedrooms unfinished and make full use of the downstairs bedroom until such time as growth in the family necessitates completion of the second floor bedrooms and bath. For those who desire to install laundry facilities in the basement, the utility room may be used for an office or bedroom.

Although there is no dining room, there is adequate space for eating in the kitchen when only the family is accommodated. For special occasions and parties, the living room provides ample area for serving meals.

The kitchen was designed to save steps and is so located that it need not be a traffic-way into other rooms. The living room is large and airy with the fireplace at the far end so that the large major group of furniture can be arranged without obstructing traffic through the room. To the right of the fireplace are built-in bookcases and to the left, under the windows, are cabinets and desk space.

The second floor may be finished to provide two good bedrooms, ample closet space and bath. In the larger bedroom there are two wardrobe closets, with a chest-and-mirror unit between, so that it is not necessary to use space for a chest of drawers. If the second floor is not finished when the house is built, all heating ducts and plumbing should be run to the second floor and capped. Construction of the rear porch is optional.

A water supply room is a must in the modern farm house and this one is designed large enough to accommodate the pump required as well as a water storage tank. Other portions of the basement may be divided into the various rooms, shown on the plan, which are so useful to farm house occupants.



PLANS of basement, first and second floors reveal how well the house is designed to meet the functional needs of a farm residence in addition to providing livability and flexibility.

RIGHT: Six comfortable apartments are "hidden" behind facade of this home in Montclair, N.J. Below: T. Scoville Snyder, (right) president of Montclair Homes, Inc., and C. Wesley Townsend, secy-treas., also head of Clairtown, Inc.



Old Houses Make Desirable Apartments

PRODUCTION of housing through conversion of older structures into multiple-family dwellings has long been an almost depression-proof and highly profitable business. It remained, however, for a group of business men in Montclair, N. J., headed by a former president of the local real estate board, to bring into sharp focus the advantages gained when an operation of this nature is carried out on a major scale.

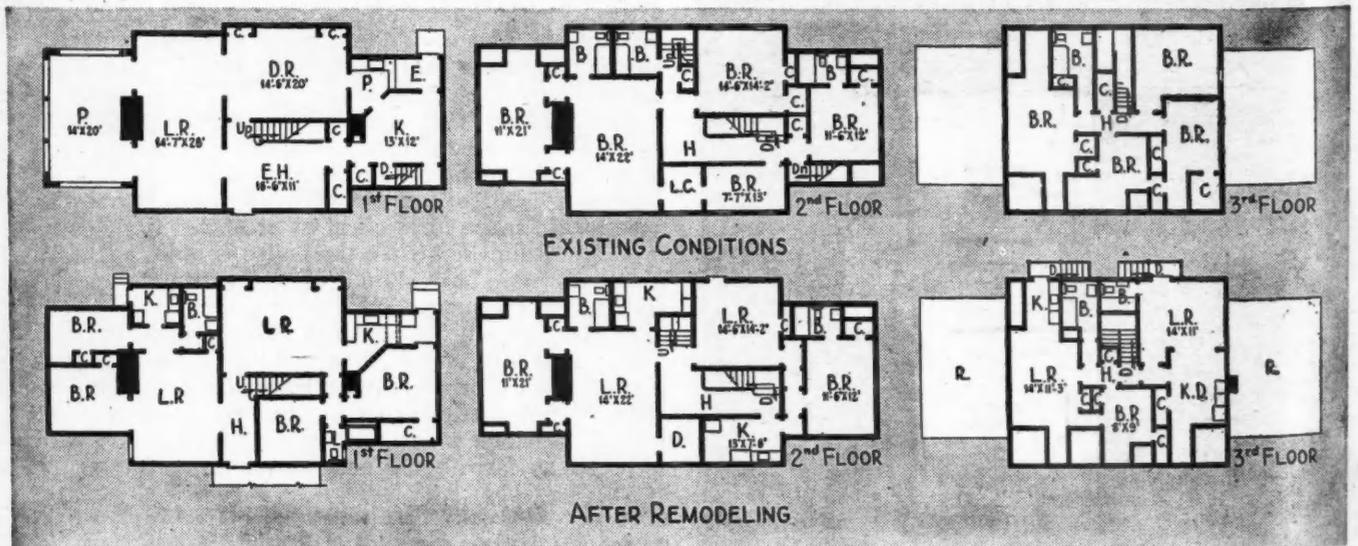
Five years ago, T. Scoville Snyder, realtor, and C. Wesley Townsend, builder, formed Montclair Homes, Inc. Total capital of \$7,000 was invested in an old but structurally sound house. With a \$5,000 FHA Title I insured loan, this single-family dwelling was converted into six apartments for war workers. Today, capital invested in 18 properties, containing 90 apartments, exceeds \$400,000 which produces an annual income of \$75,000.

Montclair long has been known for its great wealth and its lovely homes. Originally, all the 12 to 16-room mansions were suburban homes of New York families.

As might be expected, much of the city's residential area was built long before the depression thirties, when taxes were low and servants were not a problem. With the passage of years, properties were deteriorating, and others were selling for back taxes. While the homes were structurally sound, they were too costly to maintain. Virtually no investment value existed.

"Montclair is not unique in this respect," Mr. Snyder told *American Builder*. "Many other cities also face the problem of maintaining old residential areas in their accustomed splendor. We have demonstrated in Montclair that conversion into apartments offers a sensible solution. It's profitable business for the builder. It's the most economical and fastest way to get badly needed low-rental housing. It's an effective way to restore 'white elephants' to the tax rolls. And, it contributes in a material way to maintaining the standing and appearance of the community."

"Wes Townsend and I launched Montclair Homes,



FLOOR plans showing (above) original layout of house, upper right, and (below) changes made to convert into six apartments.



PHOTOS above show living rooms in (left) first floor and (right) second floor apartments of converted home shown opposite.

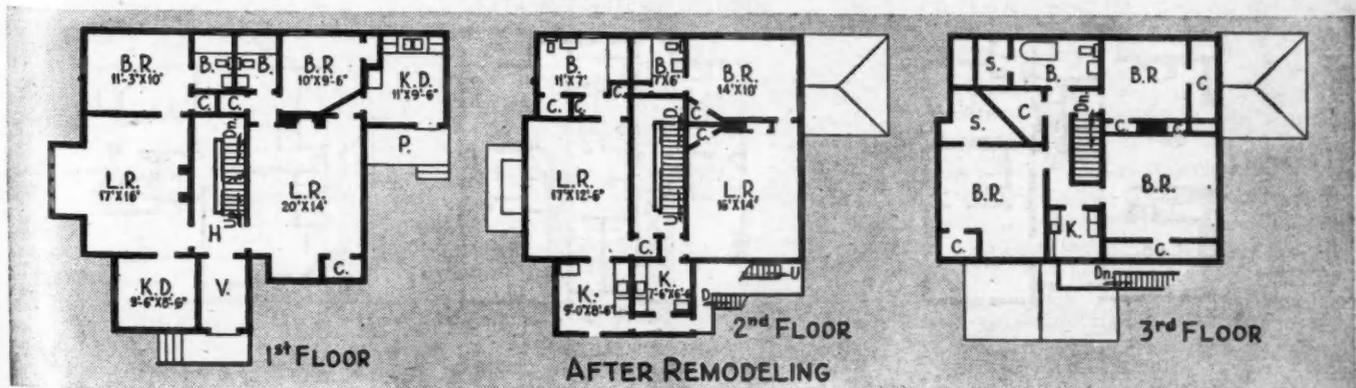
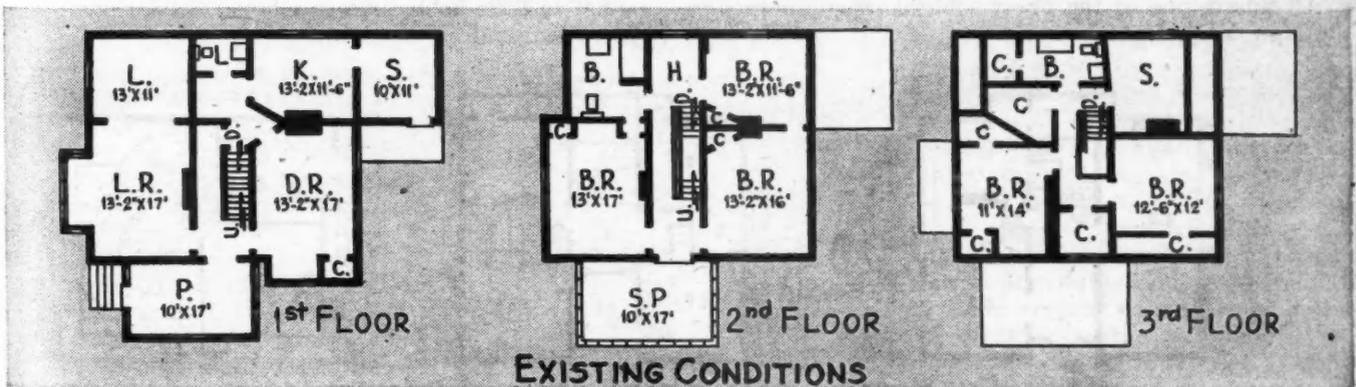
Starting with \$7,000 initial investment, realtor and builder combine to expand program into 18-house, 90-apartment project yielding over \$75,000 annual income

Inc., at a time when the cry for housing for war workers was almost as great as the demand is today for homes for veterans. We took \$7,000 and bought a single-family house in a nice residential section, and with an FHA Title I insured loan, converted the structure into six apartments. To finance expansion, we then went to local business men, told them of our plans, and sold them 5 per cent preferred stock in small amounts.

"As might be expected," Mr. Snyder continued, "we at first faced a great deal of opposition from the town



THIS ten-room house now contains six 2, 3 and 4 room apartments.



TOP: Floor plans showing arrangement of house (above, right) before, and (bottom) after, being remodeled into apartments.



LEFT: An eleven-room residence has been divided into five desirable apartments. RIGHT: Living room in first floor apartment.

zoning commissioners and from property owners. None were willing to see us construct a multiple-family dwelling in a restricted residential neighborhood. Eventually, we succeeded in getting permission to remodel the first house by convincing the zoning commission that our aim was to maintain the appearance of the neighborhood.

"To that end, Wes and I did nothing adversely to affect the exterior of the first house or to the 17 other houses we have since remodeled. We leave the original design alone. In all our jobs, we limit outside work to the erection of fire escapes to comply with the multiple dwelling law, and we build these at the rear, whenever we can, to provide a private rear entrance to each apartment. We enclose open porches to provide additional interior space; paint; and recover weather-beaten, unsightly roofs with fire-resistant asphalt shingles, being careful to pick colors which will harmonize with the house and its neighbors.

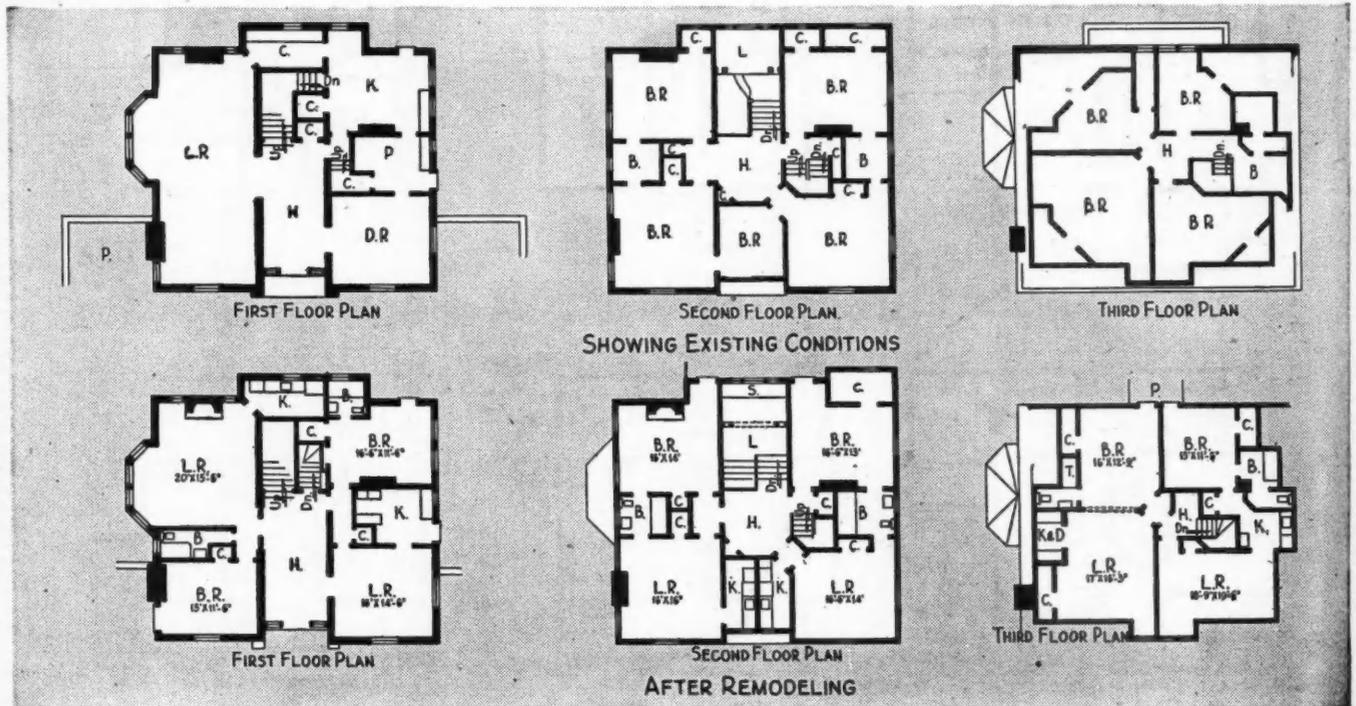
"Rents average between \$60 and \$70 per month. A 4½ room apartment, consisting of a living room with a fireplace, two bedrooms, plus a modern kitchen and bath, rents for as little as \$62 per month, including gas, electricity and water. The apartment home retains its 'look' of a private residence, and is surrounded by an acre of landscaped ground."

All this in one of the finest suburban communities in the New York area!

Despite the low rents the operation is profitable. The income of \$75,000 per year permits payment of 5 per cent on the preferred stock, amortization, taxes, maintenance, and other costs. Snyder and Townsend emphasize, however, that all rental income is absorbed by operating expenses and by payment of amortization and of dividends. Their profit is limited to a steady increase in their equity in the properties.

Townsend, who operates a construction and contracting company, called Clairtown, Inc., takes care of the necessary construction work in remodeling and maintaining the properties owned by Montclair Homes. But this accounts for only 25 per cent of his total business volume. Seventy-five per cent of his work is for people who know and appreciate the quality of his work in remodeling homes acquired by the Montclair Homes Company. Currently, Clairtown, Inc., employs a full-time crew of seven painters, six carpenters, three electricians and two plumbers.

"Our experience convinces us that people prefer to live in an apartment in one of our homes to a conventional apartment. Our tenants are offered all the freedom of apartment house living with few of the restrictions. They have ample space for outdoor recreation and can indulge in their hobbies, as in a home of their own," says Wes Townsend.



DRAWINGS show (top) room arrangement of above house before remodeling, and (bottom) floor plans of the newly created apartment units.

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How Much for Rent?

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Comprehensive study of 60,000 veterans in a large metropolitan community reveals that the average desired to pay \$43.50 per month for rent while the amount they could afford to pay, based on their current weekly earnings, was \$67.50 per month

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

MOST STUDIES of veterans' housing needs have indicated what the veterans desire to pay rather than what they can afford to pay. This has resulted in a misconception as to the price bracket of housing required by veterans. For example, a widely publicized study made in a large metropolitan community showed that 43 per cent of 60,000 veterans included in the survey desired to pay monthly rentals of from \$20 to \$40, that 40 per cent desired to pay from \$40 to \$60, and that 17 per cent would pay more than \$60.

If we consider the rule of thumb, "Monthly shelter costs may equal one week's wages," and apply it to the weekly wages which were reported by the same 60,000 veterans, a quite different picture is presented. Only 7 per cent were earning less than \$40 per week, 26 per cent were earning from \$40 to \$60 per week, 46 per cent were earning from \$60 to \$80 per week, 17 per cent were earning from \$80 to \$100 per week, and 4.5 per cent were earning over \$100 per week. The median rental which the veterans desired to pay was thus \$43.50 per month and the median rental which they could afford to pay was \$67.50, with half of them being able to pay more than \$67.50.

It may be that the veterans' indications of their desire to pay was based to some extent on the rents being paid by their contemporaries living in dwelling units at frozen rentals. A more equitable adjustment or the elimination of rent controls would help to align the situation realistically. Other facts bear upon the situation.

Most veterans on their return to civilian life found that their incomes were larger than they had been before the war. What most of them did not know, however, is that lagging production, increases, and

mounting production and sales costs decreased the purchasing power of the dollar. Unfortunately there has been no general increase in postwar productivity which permits veterans or anyone else to enjoy an abundance of goods which are indicated by today's pay envelopes.

Veterans find that last year's shortages of white shirts, civilian suits and automobiles are over; they may all be had for a price. It was obvious that the veterans' requirements for housing would not be solved as readily as their needs for other commodities. Their housing problem remains the nation's number one problem, and for one reason.

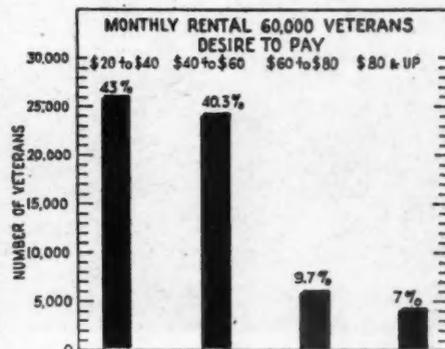
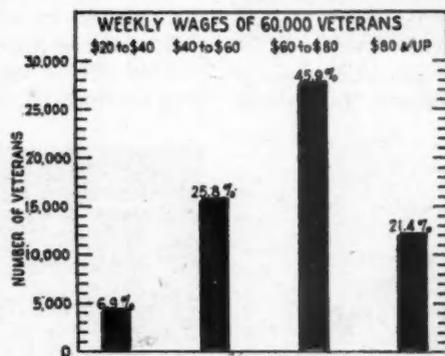
Housing is the most durable of consumers' goods. Veterans paid for their white shirts, and possibly civilian suits, with cash out of their

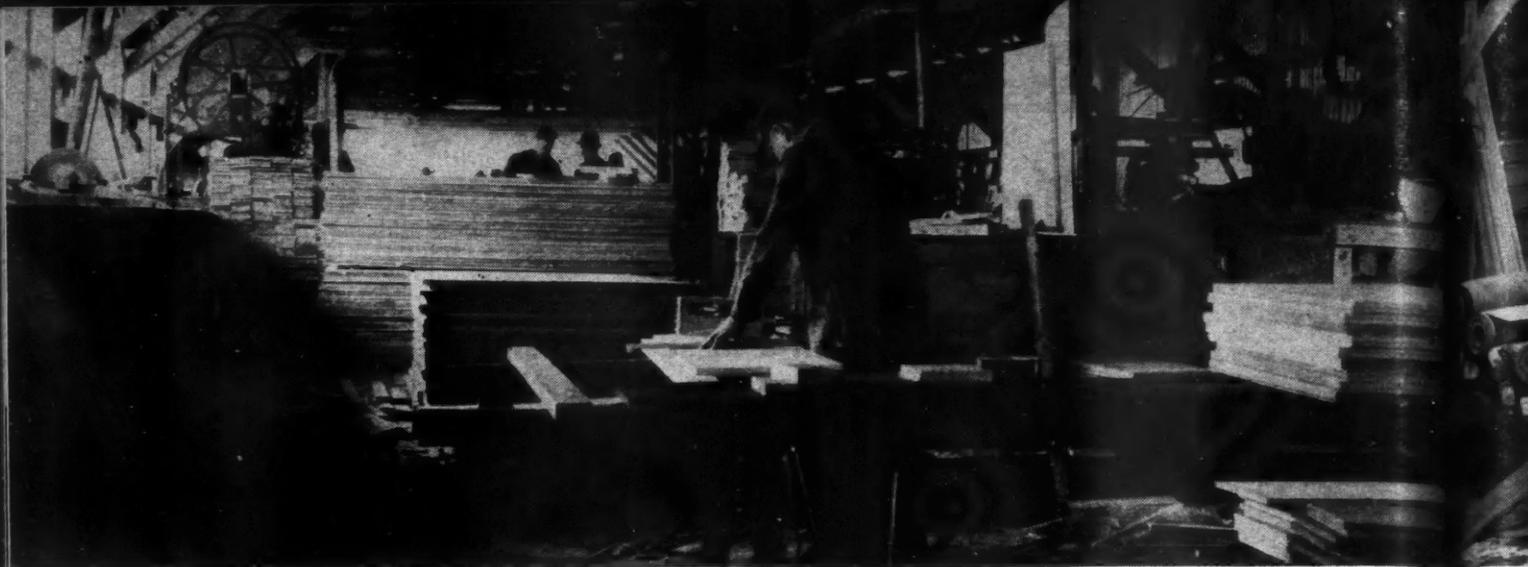
pockets. In many instances they may be paying for automobiles on installments, knowing that their debt will be liquidated in a matter of months. They hesitate to saddle themselves with a mortgage on a house which might have to be sold at a loss in a few years, when their first postwar purchases of shirts, suits and automobiles will be worn out and forgotten.

The hesitancy of buyers and lending institutions to commit themselves for housing at current price levels has resulted in a slowdown of the veterans' program.

No one doubts that the vast majority of those engaged in home building view the housing of veterans as a serious trust. It is to home builders that the nation is looking to hold in check any inclination toward further inflation in the industry. The responsible elements of the industry are refusing to deal with those who are taking advantage of scarcity to gouge the industry and to increase costs. The increasing flow of materials to the construction industry makes elimination of the opportunists inevitable and imminent.

To a certain extent the solution devolves upon the veterans themselves. Veterans of World War II now represent about one-quarter of the nation's workers in all walks of life. G.I. Joe, the builder, now builds houses for G.I. Joe, the tailor, the shirtmaker and the auto maker, and is in turn their customer. They know that the solution to the housing problem will come more quickly and certainly among themselves as responsible segments of their respective industries than by resorting to appeals to bureaucracy; they are mindful, too, of the increased tax load which they are bearing. They also know that a full disclosure of facts can help to formulate an intelligent solution.





VIEW of front end of shop at Kelly-Generes 272-house project. Lumber from adjacent storage yard delivered with Scoopmobiles.

How New Orleans Builders Save Time

IN SPITE of stringent material shortages which stretch building operations over twice the time normally required, New Orleans builders, using time and labor saving techniques in completely equipped job site shops, manufacture millwork, and precut and pre-assemble parts, to produce a high volume of new low-cost houses.

One of the largest operations is that of Kelly-Generes, who are building 272 houses on one tract, and will begin a 300-house project before the end of 1947. The name of the project is Fillmore Gardens. The operation is reminiscent of a heavy construction or engineering project, with a fully equipped two-story temporary office building, a large material storage yard, heavy grading, excavating, backfilling and hauling equipment, and machinery and tool maintenance crews. The value of the construction equipment and machinery on the job is \$250,000. The shop includes a Monarch American sawmill, an Oliver miter cutter, and planers, resaws, sanders, stickers and portable roller conveyors. Skil-saws are used to do all cutting at the houses. All window and door frames, cabinets, screens, blinds, moulding

Use planers, resaws, sanders, stickers, miter saws, joiners, tilt arbors, drill presses, shapers and roller conveyors in temporary shops erected at job sites for precutting and millwork on projects ranging from 35 to 272 houses

and trim are made in the shop. Doors and sash are fitted and hung in the shop, and wall and partition sections are cut and assembled on jigs. Cutter heads trim doors to size. An office inter-communicating system, loud speaker and two-way radio communication with all cars save innumerable hours.

Roof rafters are assembled completely at the shop, and delivered to the job site in two loads. Sills are cut to size and marked for water line, and all floor joists are cut to match and marked. Siding is dipped in paint before applying.

The site is an old cypress swamp requiring costly preparation. Bulldozers first dig bleeder trenches, then



DRAGLINES, bulldozers, ditchers, back-fills and portable generators owned by Kelly-Generes, used for site preparation.



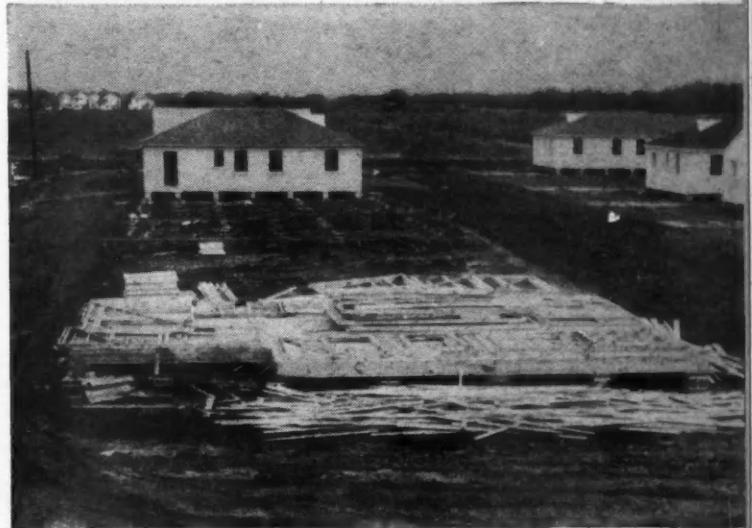
OTHER end of Kelly-Generes temporary job site shop. Wall panels are produced here, and doors and sash fitted in shop-made frames.

and Reduce Costs with Precutting

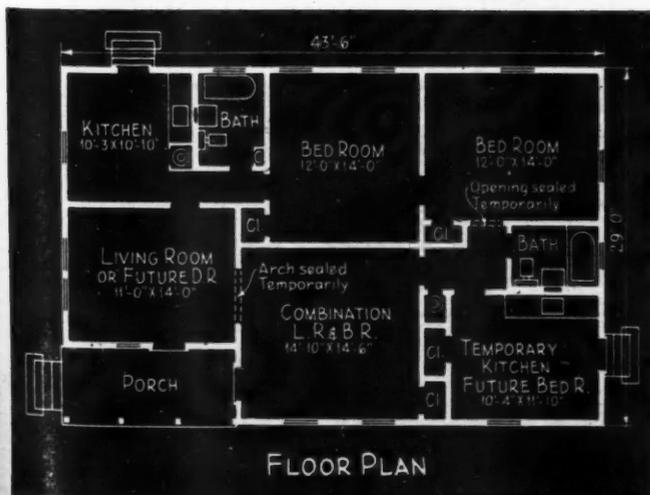
draglines pull cypress stumps. After the land has dried reasonably, the stumps are bulldozed into the trenches, and all streets are completed. Building operations then begin.

Lots are 45 x 141 and 61 x 100, and the houses, located about 25 feet behind the sidewalks, sell for \$10,500 and up, depending on location and lot size. Veterans are buying one-story duplexes, and renting one part. The operation can produce five houses a day.

The houses are built on piles sunk 8 to 15 feet deep, capped with concrete and tied together with 8 by 10 inch reinforced concrete grade beams. Finish floors are oak over rough boards, with linoleum in kitchen and bath. Porches and steps are concrete, poured in steel forms, and reinforced with precut mesh. Porch ceilings are beaded, cut to fit. Roof rafters are 2 x 8, and ceiling joists, 2 x 6. Plumbing trees are completely assembled in the shop, and copper pipe is used throughout. Walls are wrapped in aluminum foil, and roofs are insulated with mineral wool. All utilities are in, and a public telephone booth is installed in each block. Copper screens are provided for windows and doors.



WALL sections delivered from shop, stacked in place on rough floor, first to be raised on top, last to be raised on bottom.



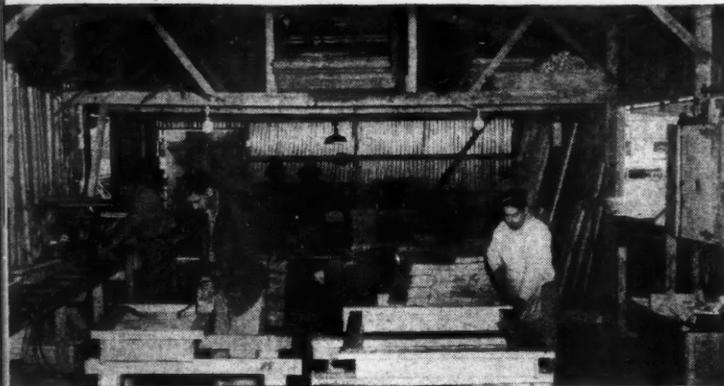
PLAN of Kelly-Generes one-story duplex. Door bucks, plastered over, in place between living room, left, and living room-bedroom, and between bedroom, upper right, and bath. Removing plaster over bucks and sink, lower right, converts to one-family.



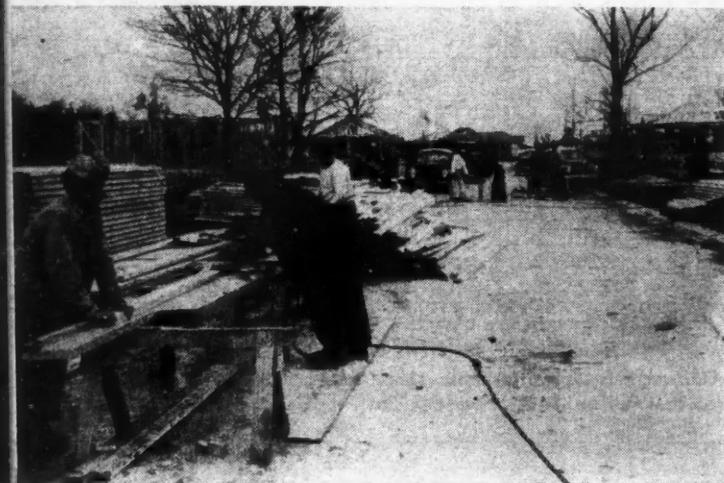
ONE-STORY duplex typical of most of 272 Kelly-Generes houses. Model of completed house, with shutters and window boxes, in yard.



FROM left, A. R. "Doc" Lundquist, New Orleans home builder; John Lauricella; A. L. Sizeler; Frank J. Adolph, general superintendent.



JOB site shop at 35-house Lauricella & Sizeler project.



USING portable power saws to cut framing lumber.



PART of Lauricella & Sizeler 35-house project in New Orleans.

Small, compact, temporary job site shop at Lauricella & Sizeler 35-house project contains Delta saw, Reel star saw, 2-H.P. joiner, 2-H.P. tilt arbor saw, 1-H.P. drill press, 2-H.P. shaper. All millwork and louvres are made in this shop.

Walls are plastered on Steeltex, Rocklath and wire lath. Chrome or brass plumbing fittings are used throughout, and there is a hot water heater in the kitchen, and tile drainboards for the sinks. Doors are all weatherstripped. Heat is provided by 35,000-BTU Rheem floor heaters. Eljer or Briggs plumbing fixtures are used, there is a wall heater in each bathroom, and tile around each tub up to the rail. There are three double base plugs and ceiling lights in each room.

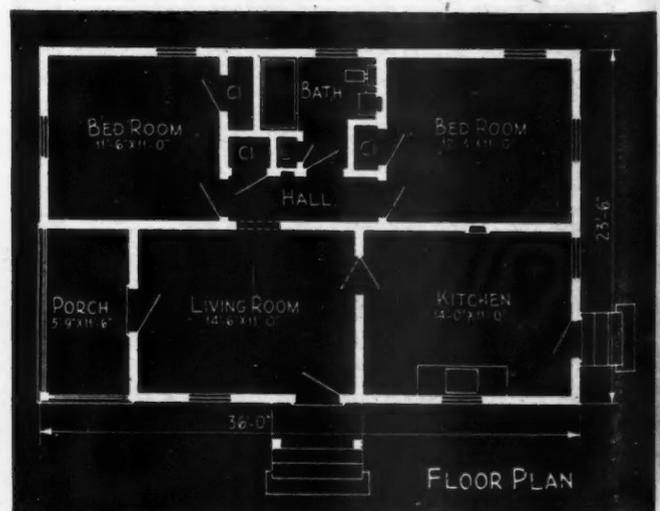
One of the best planned and equipped precutting and assembly shops for a small operation is the one built and operated by Lauricella & Sizeler Co., of which John Lauricella and A. L. Sizeler are the principals. It is located at one end of a 35-house project flanking both sides of a single street. About 20 feet wide and 40 feet long, the shop has a concrete floor, a roofed, outdoor work space for the assembly of frames and bucks, and covered storage for finished lumber.

Equipment consists of a Reel star saw, Delta saw, joiner, planer, tilt arbor, shaper, drill press, and roller conveyors, arranged for production line performance. All millwork, cabinets, louvres, screens, and window and door bucks are made complete in the shop. Wall sections are cut and assembled flat at the house sites, then raised and nailed in place. There is a Skilsaw at each house under construction. Power is provided by a Porter-Cable "Take-About."

Lot sizes are 60 x 95, and the houses, all built from the same set of plans, are 24 x 36. Monotony is avoided by using 12 different elevations. The houses range in price from \$9,200 to \$9,500, depending on the location.

The houses are on concrete footings, and siding is 6-inch to 10-inch cypress and fir. Floors are all oak, and interior walls are Sheetrock. Window frames are cypress and B & Better pine. Septic tanks are installed, and there is a ventilating fan in each kitchen. Porches, windows and doors are screened with copper. Heat is provided by a 50,000-BTU utility floor furnace. The price of the house includes a 12 x 20 foot garage.

L. P. Smith's Homes Park, Inc., project, four miles from downtown New Orleans, includes 64 houses, each



FLOOR plan of Lauricella & Sizeler Co. house.



L. P. SMITH



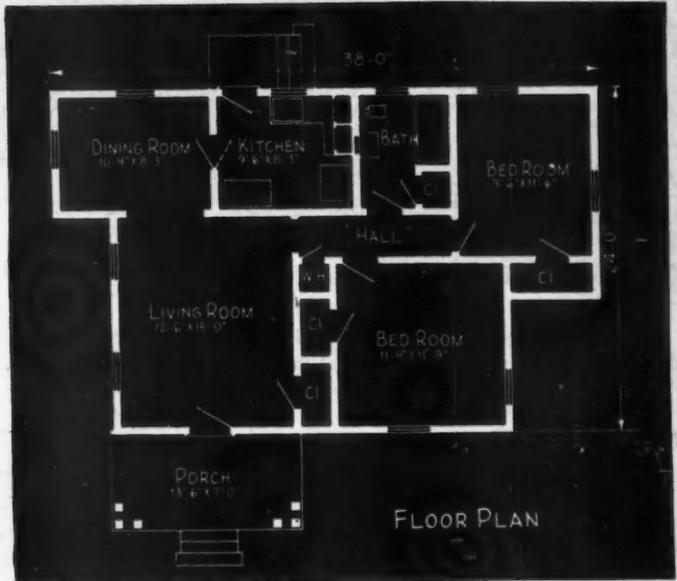
VIEW of L. P. Smith's Homes Park, Inc., project four miles from downtown New Orleans.

The temporary shop at the L. P. Smith Homes Park, Inc., project contains one 3-H.P. and two 3/4-H.P. DeWalt saws. Cut, assemble and nail all bucks in this shop.

located on a lot 60 x 100, and priced at \$9,800. Five floor plans and 20 elevations are used to achieve variation in appearance. Work was begun in December, 1946, and Mr. Smith expects to complete the last house in July of this year. If materials begin to flow easier he says he can beat that schedule by a month.

Like most New Orleans builders, Mr. Smith installs sewer and water, and paves streets before beginning his building operations. The investment in streets, sewer and water was \$65,000. His next move was to construct a temporary shop and equip it with a 3-H.P. and two 3/4-H.P. De Walt saws for precutting all lumber, and assembling and nailing bucks. All other assembling and nailing is done on site.

Floor area is 900 square feet, and the houses are built on concrete piers set 12 inches below grade. Exteriors are cypress boards, asbestos, and stucco on National Steel Fabric base, used in combination on some of the houses. Roofs are asbestos, and inside walls are Sheetrock with taped joints, finished with casein paint. Dierks trim and prefinished oak floors are used throughout. Door and window frames have splined joints, and windows are all weatherstripped. Kitchen cabinets are built on the job. Roofs are insulated with mineral wool. Tile drains and splashes are used. Empire floor heaters, Eljer fixtures and Continental water heaters are standard equipment. Kitchen has linoleum floor covering, and double wall plugs vary from two to five in each room.



FLOOR plan of L. P. Smith Homes Park, Inc., house.



JOB site shop at L. P. Smith Homes Park project.



HOUSES typical of 64 under construction at Homes Park. Note builder's heavy truck delivering pipe to job.

A Garden Home

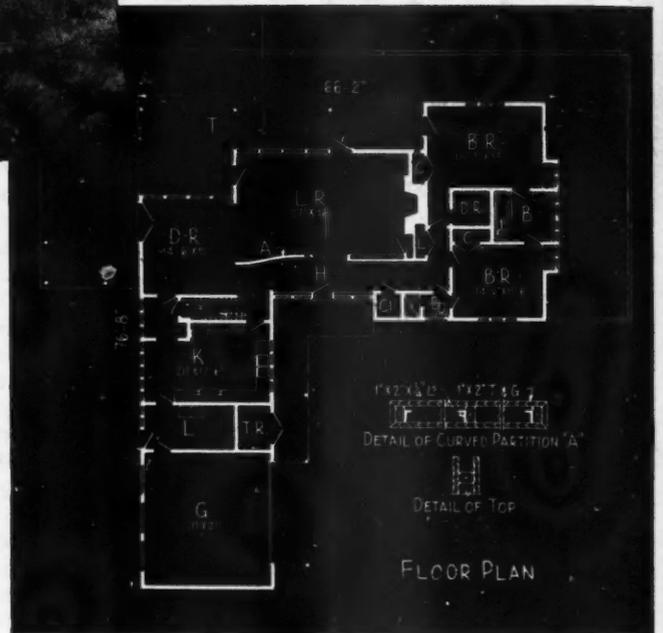
Portland, Ore., house is designed in L-shape with roofed terraces for maximum enjoyment of vines, shrubs, flowers and fresh air

Pietro Belluschi, A. I. A., Architect
John Platt, Jr., Owner

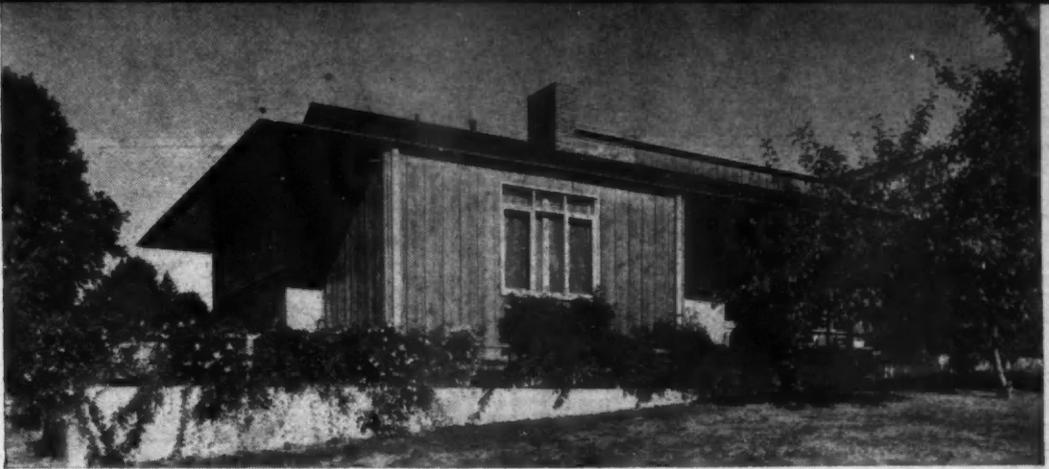


ENTRANCE to the house is at the inner corner of the L, with garage and kitchen wing left; bedrooms are at right.

THE West is teaching America how to build homes that release the family for outdoor enjoyment, rather than to box it in with confining walls. A house plus a garden, both linked closely together, are fast taking hold in every part of the country, since every state has its spring and summer weather to enjoy the garden air. With modern heating, insulation and double glass such houses are snug for winter weather, too. This design from Portland, Ore., will reward close study.



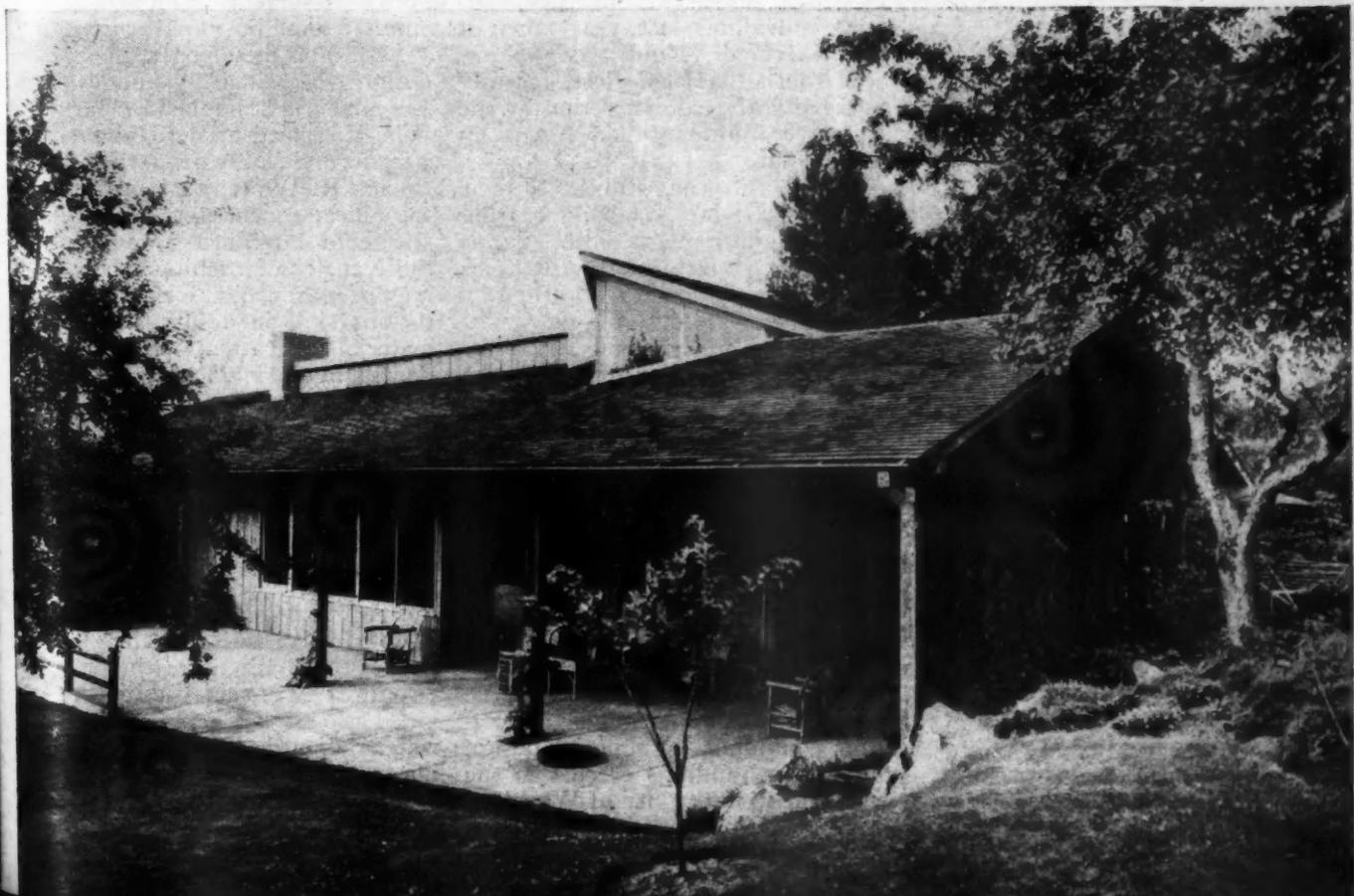
BEDROOM end is flanked by an earth terrace above a concrete garden wall. To right is a glimpse of the covered walk leading back 30 feet to the outdoor living room as pictured at the bottom of this page.



BRICK-PAVED entrance hall at right is separated from the large living room by a curving wall or screen of unique design. Large window areas, an elevated ceiling and Dutch doors are some of the outstanding features of this living room.



COVERED outdoor living room, shown below, expands this house to take full advantage of the garden. Two entrances to the house are available from this outdoor section of the house—double doors at right and door to living room.





PHOTOGRAPH shows pleasing appearance of the exterior of the award winning building designed by Architect Victor B. Spector.



VICTOR B. SPECTOR

Distinctively Designed Small Office Building Receives Architectural Award

A PROJECT which was small and which, under the difficult conditions prevailing last year when it was executed, could easily have been routine and colorless, recently emerged with real distinction by the signal recognition of an Award in Architecture.

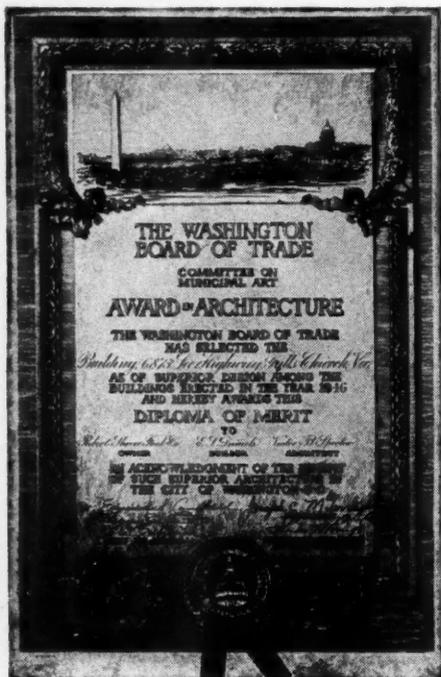
Early last year, Robert Shreve, owner of the fuel company bearing his name in Falls Church, Va., a residential suburb of the nation's capital, commissioned Architect Victor B. Spector to design a new office building for his growing organization. His only requirements were that it be "distinctive, efficient and convenient, and comfortable." No thought of constructing a small office building that would achieve unusual distinction for its outstanding architectural quality, in a city renowned for its architectural splendor, entered his mind, or that of Builder E. L. Daniel, who handled construction.

However, several weeks ago when the Washington Board of Trade awarded a Diploma of Merit to the owner, architect and builder for creating a building "of superior design among the buildings erected in the year of 1946 in the city of Wash-

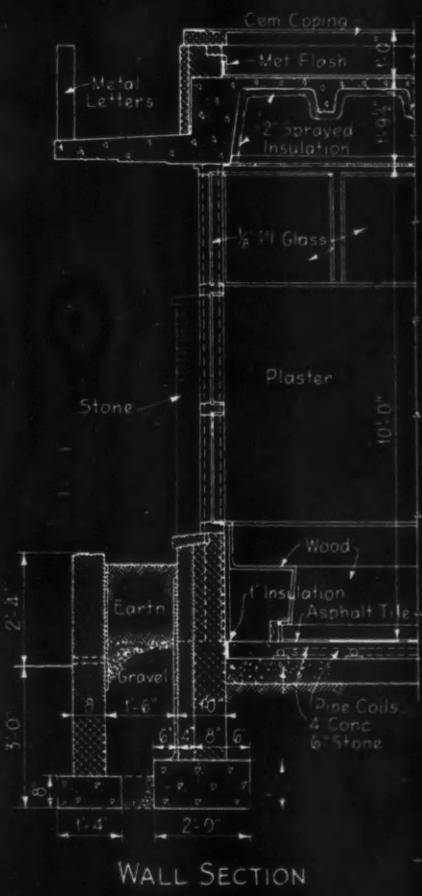
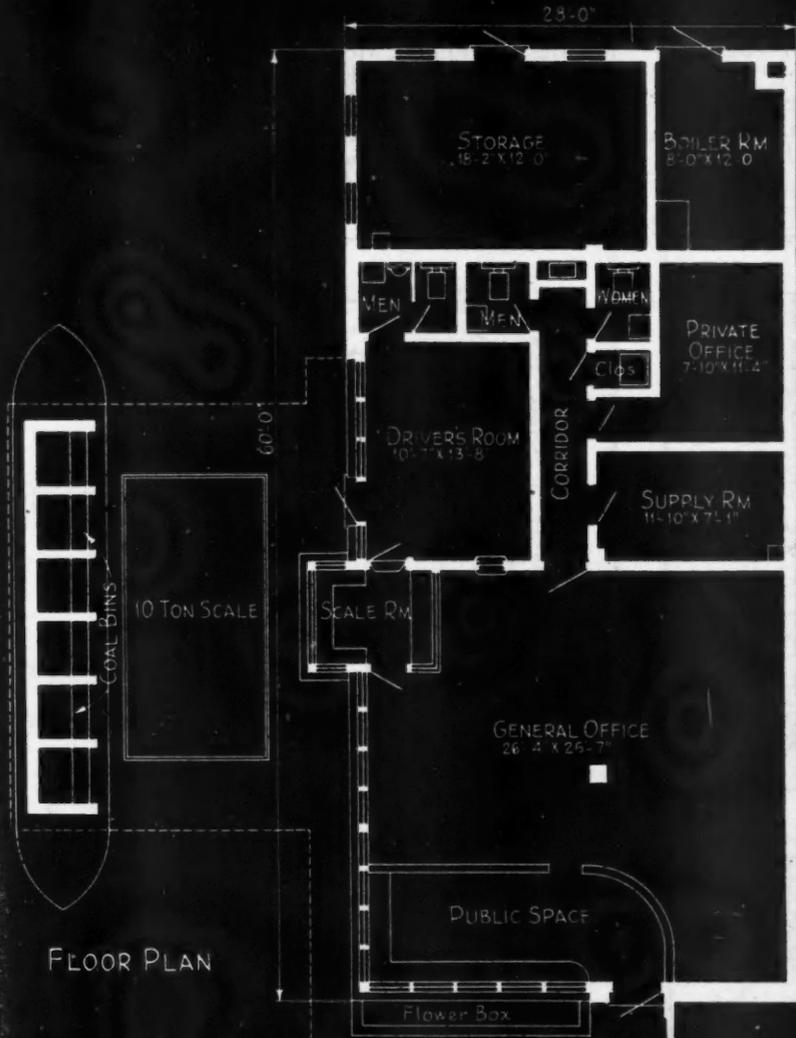
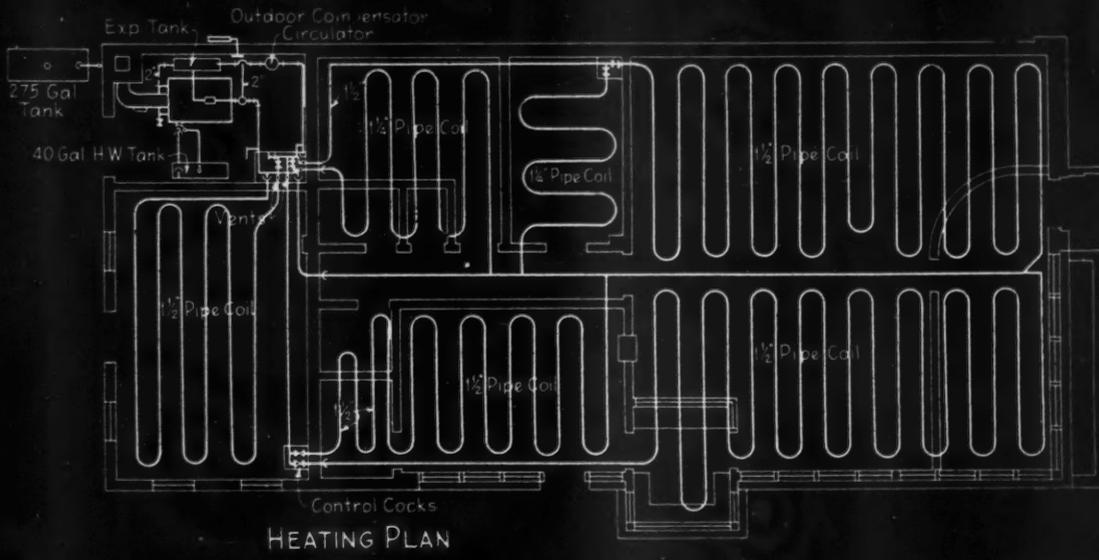
ington, D.C.," it became evident that here was something more than just another small business structure.

Shown on these pages, the Spector design was cited by judges Prof. Edmund S. Campbell, Charlottesville, Va., head of the University of Virginia School of Architecture; Lucius R. White, past president of the Baltimore chapter, American Institute of Architects; and Howard Sullivan, chief architect, Navy Bureau of Yards and Docks, for "meritorious skill in design, selection of materials, and attention to detail producing an original and inviting small office structure."

In developing the Robert Shreve Fuel Co. building, Architect Spector met the owner's requirements for "distinctiveness" by a pleasing design with effective arrangement of brick, glass and stone; "efficiency and convenience" were assured by the practical layout of the building and floor plan with fullest consideration of the character of the business. "Comfort" was achieved by the combined use of large glass areas, hot water radiant heat and air conditioning to combat winter's cold and summer's humid heat.



SHOWN above is a photo of The Washington Board of Trade award certificate.



FLOOR PLAN, wall section detail and radiant heating plan for the small office building shown on opposite page. The efficiency, convenience and comfort of the building, together with the pleasing exterior lines and effective arrangement of brick, glass and stone, won an Award in Architecture for the designer, Victor B. Spector.

Proper Construction Details

Examples of the use of brick and tile in various types of wall construction, taken from Tile Engineering Handbook of Design

THE WORKMEN who constructed the Pyramids of Egypt lived in houses built of clay products taken from structures erected untold ages before. So, at least, write the investigators of the antiquity of building materials. Structural clay masonry units have been used in all manner of structures throughout the known history of the world. Like stone, they are an eternal material, available and adaptable to many uses today.

Brick and tile possess many qualities essential to a successful building material. A well-built wall of either is highly fire resisting, each brick or tile having been created in fire of great intensity. Simply, they are natural clay burned to practical inertia—unchangeable.

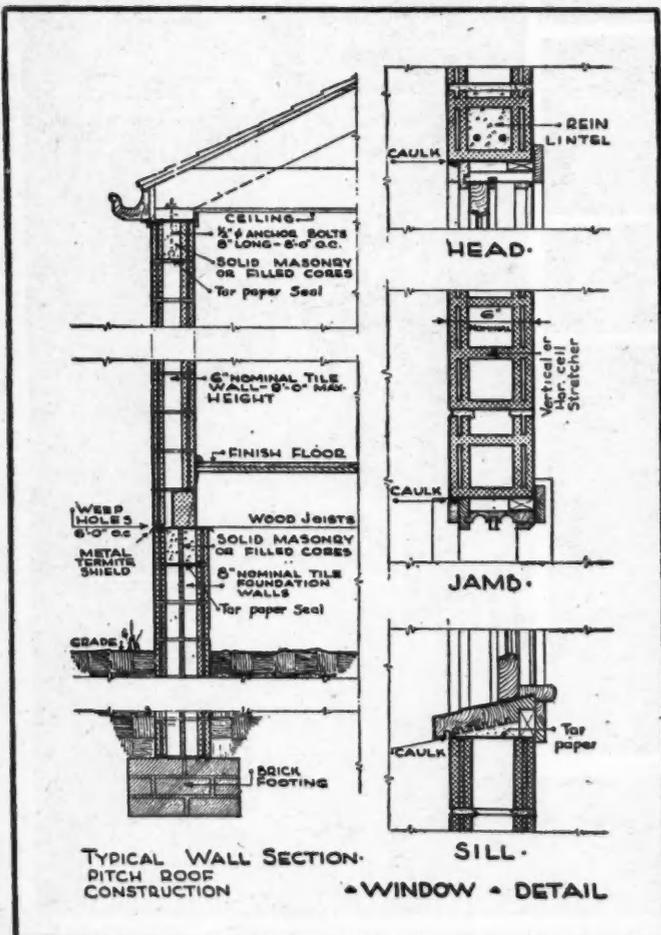
The small sizes of the standard structural clay masonry units make them a flexible building material. They may be used to produce any desired practical thickness of wall and are adaptable to architectural design. These small, flexible units are to the architect and builder what modeling clay is to the sculptor, or

pigments to the painter. They stimulate artistry because with them there is an opportunity to express something more than form.

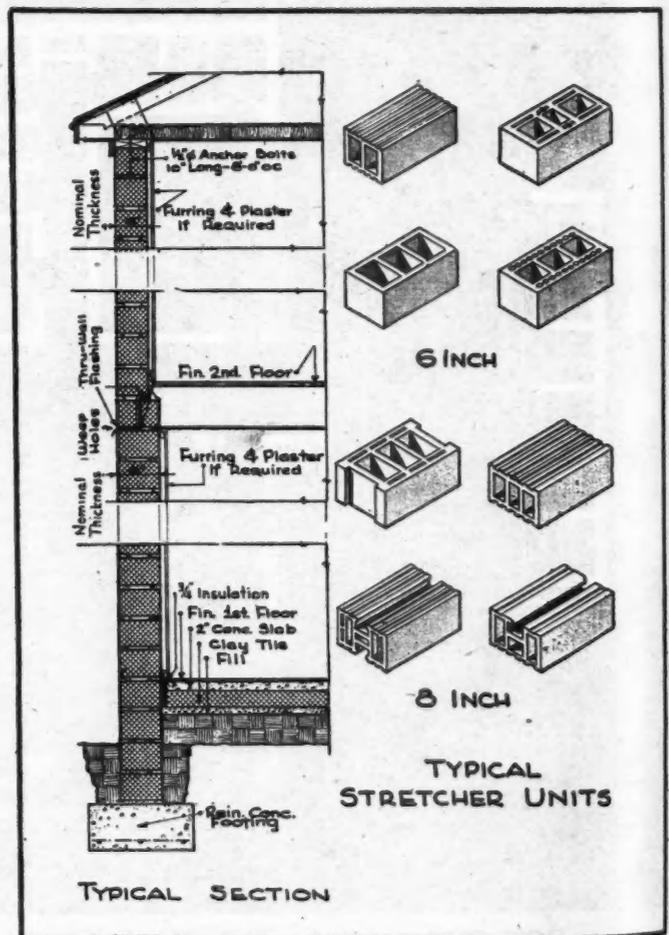
In the progressive march through the centuries of mankind, burned clay masonry exposed to the elements has been preferred for all types of construction.

While the inherent advantages are well known and established, it is interesting to note that the complete utilization of brick and tile prevails at a constantly increasing rate for both exterior and interior surface finishes. Very little or no maintenance is required and the colors and textures are permanent.

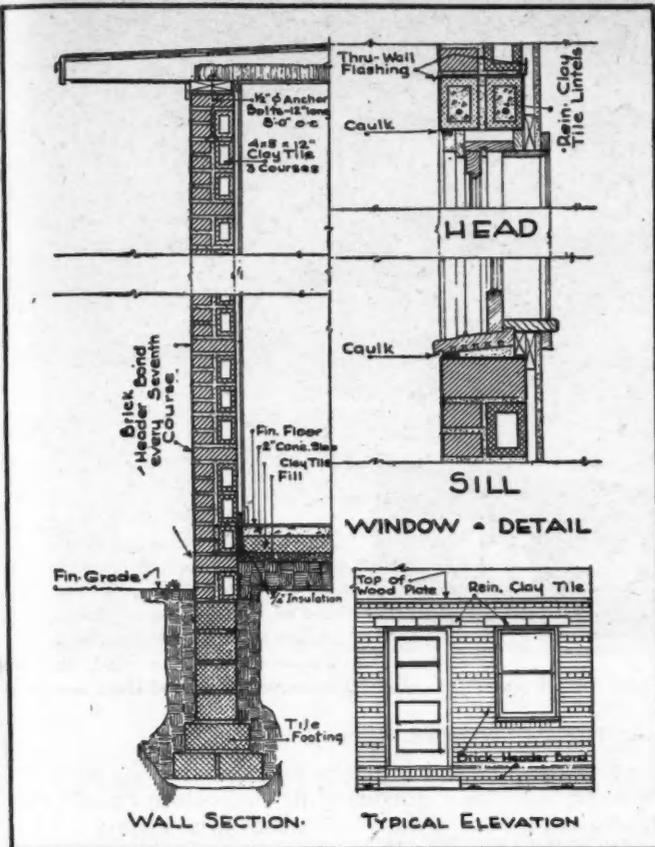
The drawings on these pages, from the Tile Engineering Handbook of Design, just published by the Structural Clay Products Institute, illustrate only a few examples of the use of brick and tile in various types of wall construction. Typical units are available for partitions, fireproofing and floor construction as required for every specific building purpose.



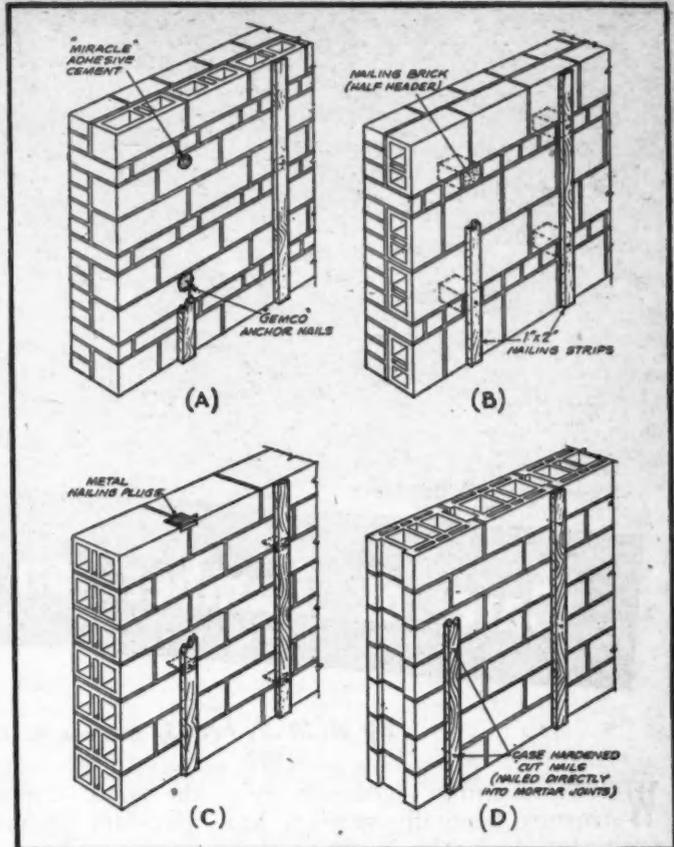
TYPICAL single-story pitched roof construction showing 6-inch exterior wall and interior exposed, structural facing tile.



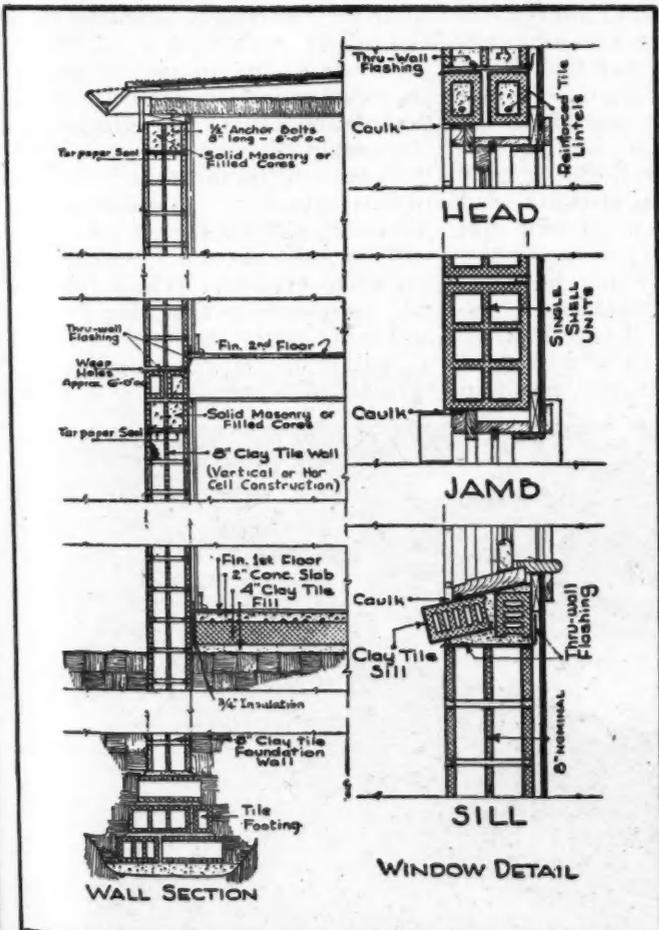
TWO-STORY construction showing use of 6-inch structural tile for walls above 8-inch foundation and first-story walls.



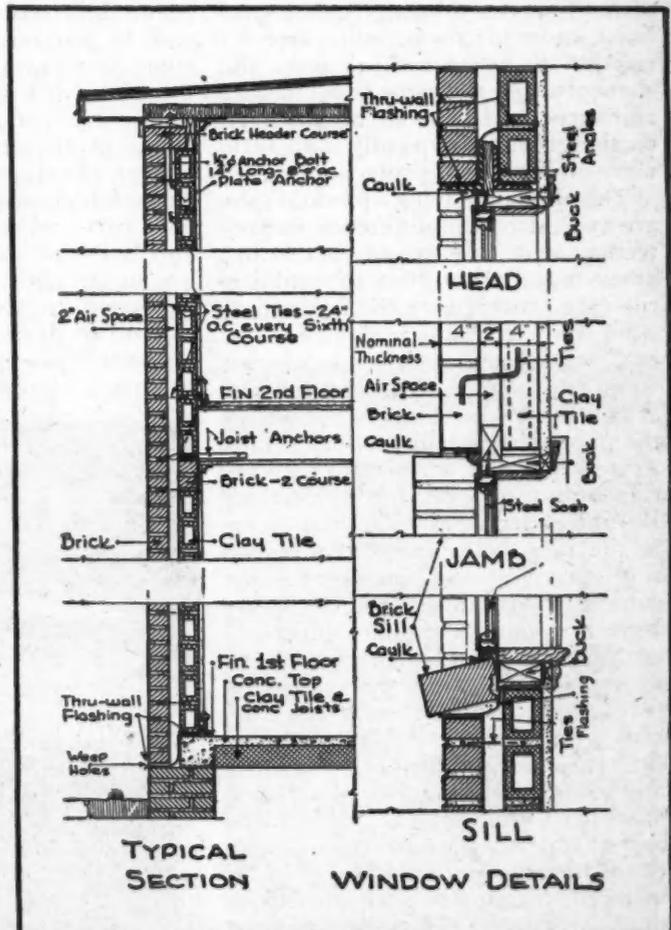
THE ABOVE drawings show typical details for nominal 8-inch brick and tile combination wall construction, including elevation.



WALL details showing various furring methods using Miracle adhesive cement and Gemco anchor nails in wall construction.



WALL and window details for typical two-story construction showing 8-inch furred structural facing tile walls.



THE ABOVE drawings from Tile Engineering Handbook of Design show nominal 10-inch brick and tile cavity wall construction.



Care of Lumber on the Job

MATERIAL awaiting placement in a structure. Right foreground, upper and lower chords for bow-string trusses; left foreground, truss verticals and diagonals. Note protection for tile and lack of protection for wood truss members.

By Alan D. Freas, Engineer, U. S. Forest Products Laboratory, Madison, Wis.

WOOD awaiting placement in a structure generally receives less protection from the elements than do other structural materials. Any number of materials, tile, brick, or sewer pipe, may be well piled, perhaps on a platform, and carefully covered to protect them from the elements. At the same time, lumber and structural timbers are dumped on the ground, frequently with little care, and with no protection.

The accompanying photographs are typical of the difference in protection and care given wood and other materials. Piles of building tile are covered with tarpaulins, while the structural timbers for the roof trusses are stored unprotected from alternate wetting and drying.

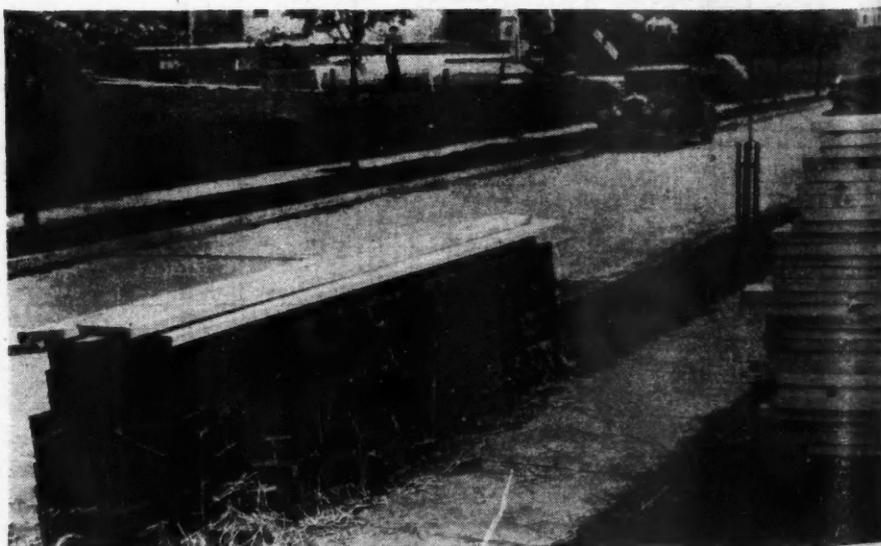
The structural timbers shown in the photographs had been shop fabricated for erection, even to the cutting of the grooves for connectors. But the material was permitted to lie in the rain, collecting water in the ring grooves and in depressions caused by bending of the members. Here are some of the bad effects of such treatment: (1) An increase in moisture content of curved laminated upper chords will tend to cause them to straighten, making the truss more difficult to assemble and reducing any camber which may have been built into it. (2) Collection of water in the ring grooves will cause the wood around the grooves to swell, perhaps to such an extent that the ring will not fit properly into the groove. Perhaps a workman trying to assemble the joint becomes exasperated and chisels out

the core. Or perhaps he has the necessary equipment, and recuts the groove. Then, especially if the truss goes into a heated building, the moisture content of the wood will be reduced, it will shrink, the groove will be too big, and the joint will slip. If there are many such joints the truss will sag. (3) Casein glue joints are seriously weakened by exposure to alternate wetting and drying. Fortunately, they do regain part of their original strength—but only part—when they dry out. But during the period they were wet and low in strength, they may have delaminated to some extent, and no amount of drying will cure that.

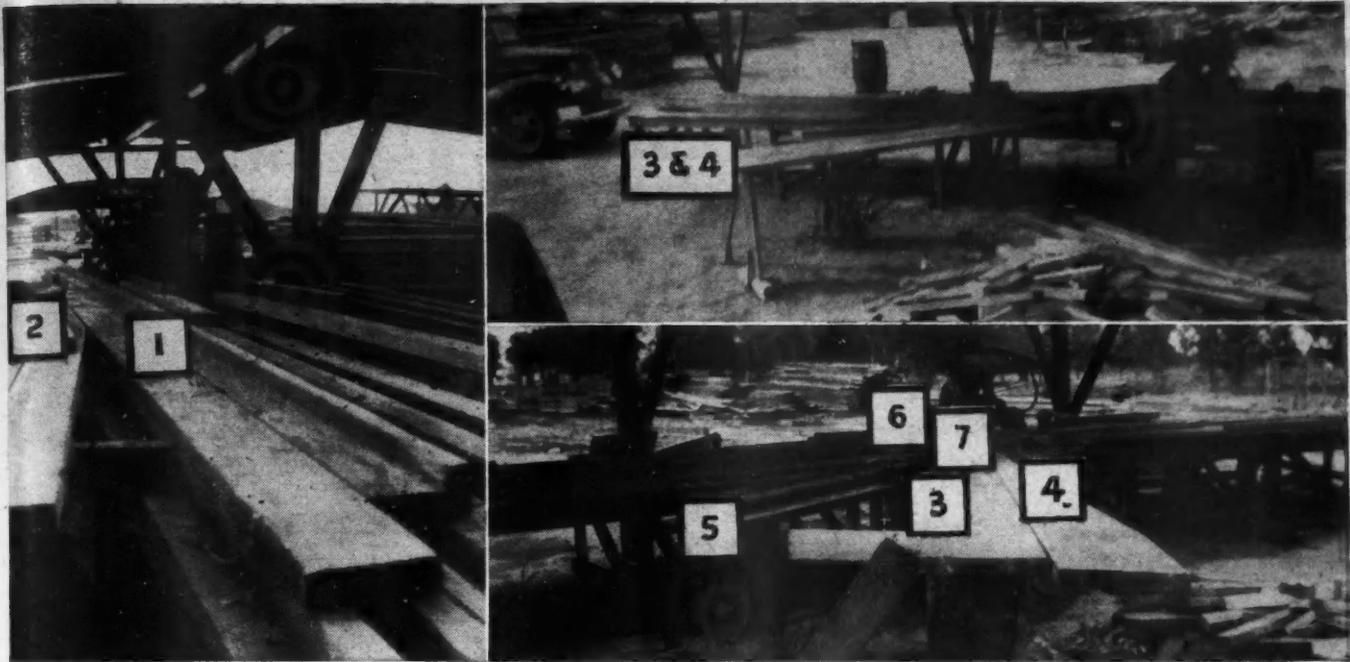
Careless piling can also do a great amount of harm. It will result in

considerable distortion and thus cause difficulties in assembly.

Much trouble could be eliminated by just a little care and protection of wood members stored on the site awaiting placement. Pile the material off the ground on a platform or on timbers, and in such a manner that each piece is adequately supported and cannot be deformed by the weight of others above it. Give it some protection from the rain so as to keep free water off and space the pieces so, if they do get wet, there will be sufficient air circulation to dry them quickly. Where possible, pile the pieces so that ring grooves and other water catchers are not in a position to hold the water for long periods of time.



LUMBER should be given at least as good protection during delivery, piling and storage on the building site as brick and other materials.



VIEWES of rafter cutting table showing operations No. 1, 2, 3 and 4 in which various cuts are made without changing position of saw.

How Phoenix Builder Uses Radial Saw

A NEW method of using some of the power equipment at his disposal has been employed by Raymond R. Neal, a builder of Phoenix, Ariz.

The five photographs shown on this page are of a rafter cutting table that Mr. Neal helped to develop. It is an unnecessary expense, however, unless the builder intends to build a number of houses using the same roof pitch.

This rafter cutting table enables the saw operator to cut all the raft-

ers, hips, valleys, common, jacks, valley jacks, etc., without changing the degree of cut of the saw. This results in tremendous labor saving due to the elimination of all costly set-ups and then tear down operations.

The following is an explanation of the table numbers indicated on the photographs and the function of these tables:

(1) Common rafter ridge and tail plumb cut on all jacks and commons, plumb cut of bird's-mouth (or plate cut out notch).

(2) Hip rafter, valley rafter, ridge cuts, tail plumb cuts on hip and valley rafters, plumb cut of bird's-mouth (or plate cut out notch).

(3) Plate cuts of bird's-mouth (or plate cut out notch) for commons, or jacks. Tail is placed behind saw when saw is pulled out. Plate cut is made by pushing saw back, cutting in reverse.

(4) Plate cuts of bird's-mouth (or plate cut out notch) for hips and valleys. Tail is placed behind saw when saw is pulled out. Plate cut is made by pushing saw back, cutting in reverse.

(5) Jack rafter trough, for cutting top cuts of jack rafters, and each end of hip valley jacks, one end of valley jacks; also, to make any cut to fit any rafter to a hip or valley rafter. Place rafter plate cut down on left side of trough to cut left hand jack. Turn plate cut up on

right side of trough to cut right hand jack.

(6) Stop block that can be adjusted to overhang of roof desired. Used in connection with (4) for hip, valley common and jack tail cutting (notch for plate only).

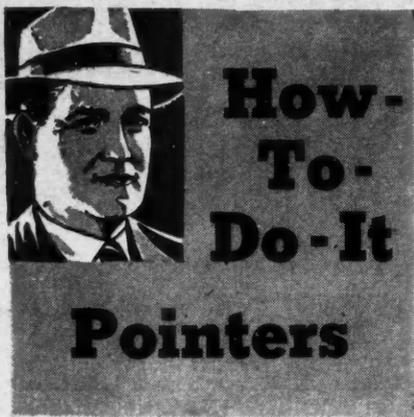
(7) A build-up in front of special fence to cut plumb cut of plate notch or bird's-mouth. This builds up tail to where notch can be cut with a portion of the saw near the center of the blade where the cut will run most nearly square through the rafter.



SHOWING cutting operations No. 4, 6 and 7.



CUTTING operation No. 5 with radial saw.



How-To-Do-It Pointers

How to Save Short Lengths of Lumber



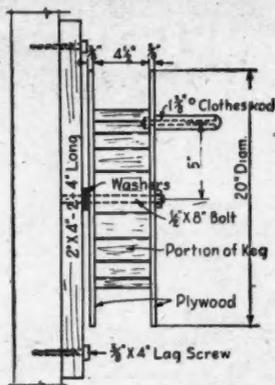
TO make short lengths of dimension lumber that is often wasted, available for use, Kelly-Generes, New Orleans, La., builders rigged up this portable storage shed that moves on skids with the aid of a cable to different points of operations. It is divided up into sections where pieces may be stored according to their lengths. Marker is placed in front indicating their sizes.

How to Keep from Losing Tools on the Job



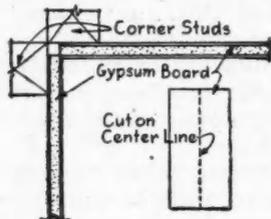
A large metal cabinet has been put to use on site of operations by Kelly-Generes, New Orleans builders, to store mechanics' tools and other valuables during non-working hours. Job foreman locks it at night and opens it again in the morning.

How to Make a Saw-Cable Reel



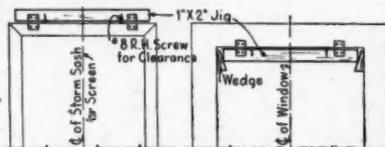
CUT a section of a nail keg $4\frac{1}{2}$ " from the bottom. Then cut two end pieces from $\frac{3}{8}$ " thick plywood and nail together as shown. Bore $\frac{1}{2}$ " hole through and fasten to 2×4 "—28" long, which in turn is bolted to any convenient wall of tool shed. A 3" piece of $1\frac{3}{8}$ " diameter clothes rod bolted 5" off center completes the reel. This will hold 100 feet of 3 wire cable for a portable saw, drill, etc.—JOHN G. CALDWELL, San Mateo, Calif.

How to Form Corners With Gypsum Board



TO form a true corner with gypsum board that does not require taping, cut the board on the back and fold over. Fit into corner, being careful not to break the paper.—W. V. BURNS, Star City, Ark.

How to Make Simple Jig For Hanging Storm Sash And Screens



THE jig described here for hanging storm sash and screens speeds up the job a great deal and is much better than handling each sash individually.—RICHARD H. BARNES, Colwyn, Pa.

AMERICAN BU

Amer

A Blending of Motifs for a Functional House

By R. J. Alexander

TODAY'S HOUSE designs may be divided into two general groups—those that follow the traditional styles of Colonial, English, French and Spanish, or those that follow a trend known in different localities as modern, functional or contemporary.

Each style has its place in American architecture and, in the proper setting, each has its own peculiar appeal to some home owner. However, it would not be fitting to take a truly modern home and place it in a residential development designed along Colonial lines.

Climate and location play an important part in selecting the style for a proposed home. A Spanish or Monterey design would be as out of place in Minnesota as would a ranch house type in a tradition-steeped Connecticut village.

The early Colonial houses and the recent ranch houses are probably the best examples of American residential design.

By adapting the best details of traditional design to the materials available today, blending the whole into a functional house suitable to our present way of living, we may develop a truly American style in residential design.

The details set forth on the opposite page, while they have a definite leaning toward the traditional, nevertheless can be incorporated in a functionally designed house without violating any of the principles of good composition.

The evolution of design over the years is the inevitable result of our way of living. Increased knowledge of materials, together with increased skill in their use, will permit a blending of styles to produce the perfect design.

The stairway and entrance hall denote simplicity and good taste through the honest use of materials. The walls are of birch plywood finished natural. The stairway is of birch with handrail and treads stained dark; balance of woodwork natural.

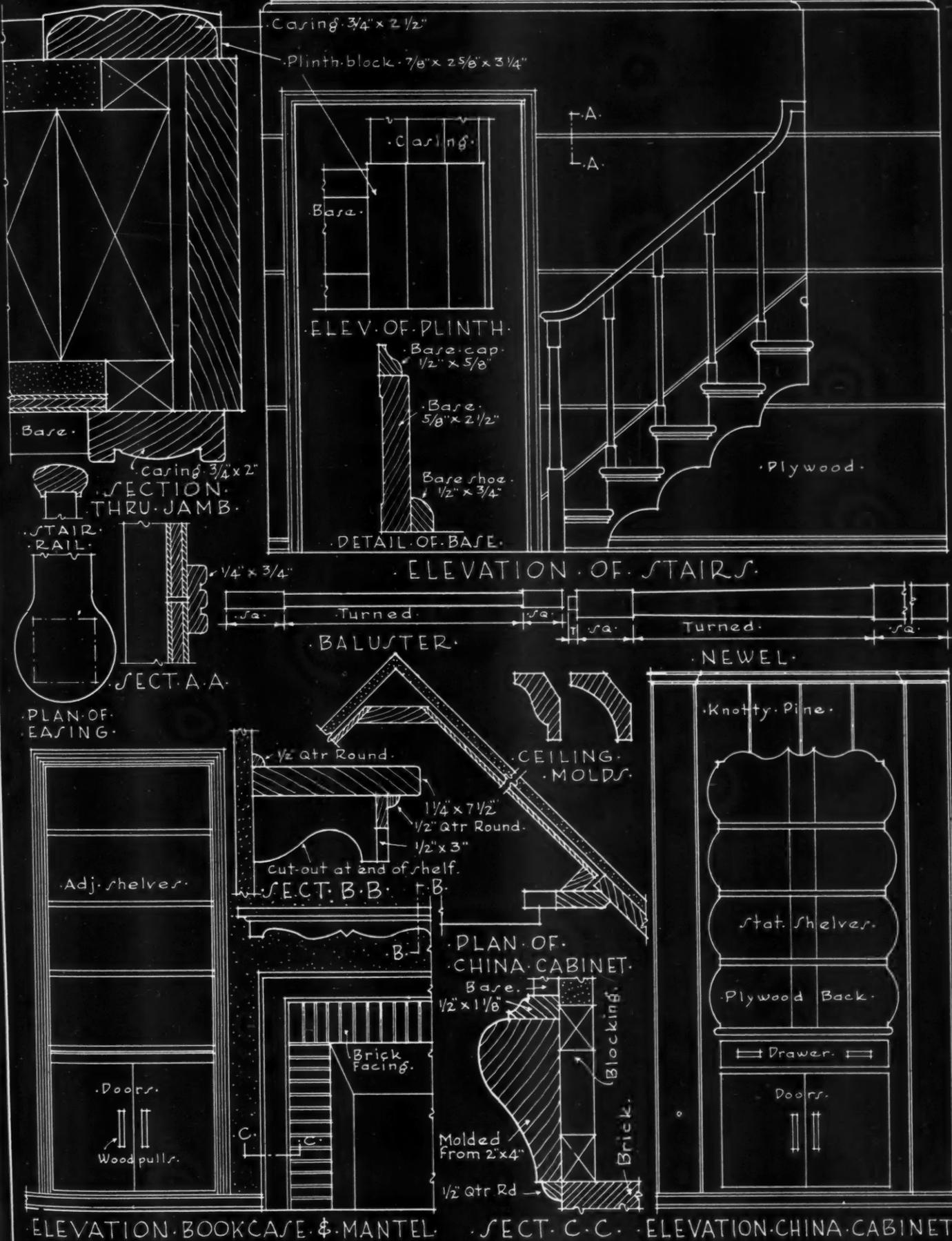
The mantel shelf and the wood moulding around the red brick of the fireplace opening are traditional in detail to add variety to a very simply designed living room. The corner china cabinet would be appropriate in a small knotty pine paneled dining room.

BUILDER'S BETTER DETAIL PLATE

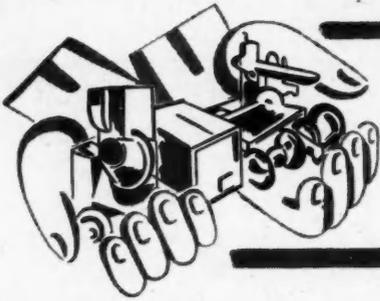
American Builder, June 1947

135

D.32. INTERIOR DETAILS. CONTEMPORARY DESIGN.



ELEVATION BOOKCASE & MANTEL. SECTION C-C. ELEVATION CHINA CABINET.

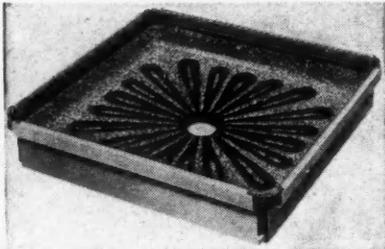


NEW PRODUCTS

Offered by Manufacturers

SHOWER STALL RECEPTOR AB6720

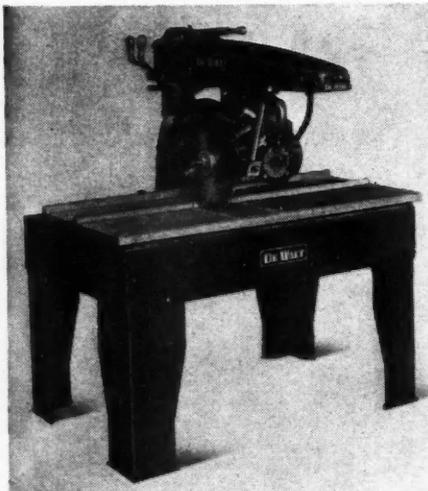
A receptor for built-in shower stalls has been developed by the Bathe-Rite Division, Milwaukee Stamping Co., 824 South 72nd St., Milwaukee, Wis. First of its kind on the market, it carries the approval of the Underwriters' Laboratory for its patented



non-slip safety floor design. Trade-named Adapto, the receptor is of sturdy one-piece construction made of wear-resisting porcelain enamel on heavy steel. It is designed for installation in combination with ceramic tile, metal tile, structural glass and composition wall materials. It is simple to install and does not require lead pan or other extra floor preparation. It is soon to be available in two sizes: 32 in. by 32 in. and 36 in. by 36 in.

DEWALT ALL-PURPOSE SAW AB6704

A new streamlined design, new safety devices, and the new DeWalt "life-time" motors are features of the latest Model GE DeWalt all-purpose

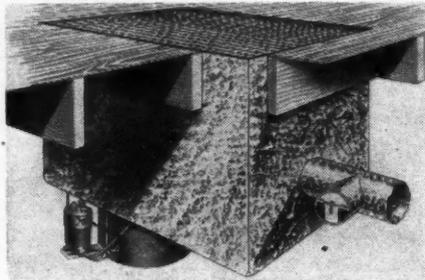


saw. All exposed machine parts are cadmium plated to prevent corrosion after installation. The eight wide ball bearings, on which the motor travels inside the arm, have fifty per cent more surface coverage than prewar

type bearings. The $7\frac{1}{2}$ horsepower motor is installed in an aluminum case and cooled by a fan built inside the motor. The motor is direct-drive and the ball bearings grease-sealed for life. It is available from DeWalt, Inc., 850 Fountain Ave., Lancaster, Pa.

OIL-BURNING FLOOR FURNACE AB6713

The J. L. Gillen Co., Dowagiac, Mich., manufactures an automatic oil-burning floor furnace for small home installation. An exclusive feature is a connection arrangement between the combustion chamber and the heat exchanger which permits servicing from the floor level. The furnace op-



erates on No. 1 fuel oil or kerosene and has an output of 50,000 B.T.U. Its overall height is $41\frac{1}{4}$ in. Installation requires a minimum amount of time with few alterations to existing home structures.

POST JACK IN PACKAGE AB6718

For sagging floors, beams, and porches, the N. B. Spurgeon Co., 20 N. Wacker Dr., Chicago, Ill., offers a new 3-way super-jack, which weighs only 10 pounds and is packaged to stock in less space than a pair of shoes. Included in the package are all the working parts: cap and base plates, screw-jack unit, lever and anchoring screws. Standard $2\frac{1}{2}$ in. or 3 in. steel pipe, steel tubing, or wood plates cut to fit the job can be purchased with the jack. It has a 15-ton loading capacity. Base plates are 5 in. by 5 in. and the diameter of the lifting unit is $3\frac{1}{2}$ in. It can also be used as a compact, powerful builder's jack.

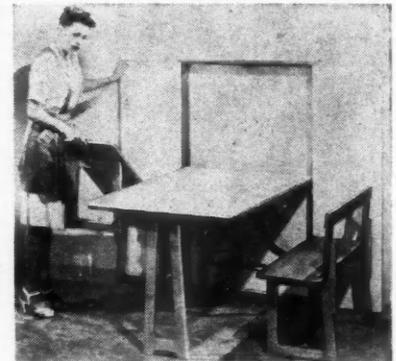


DOOR CHIME TIMER AB6703

To control the sequence of chime notes, and to insure correct chime cadence and dependable performance, the A. E. Rittenhouse Co., Inc., Honeoye Falls, N. Y., has developed a timing mechanism. Named the "Rhythm Master," it is a simple, compact, hermetically sealed mechanism which is easily serviced and consumes no power while chime is operating.

DISAPPEARING DINING SET AB6729

A dining set that disappears into a wall cabinet is the newest product of Sierra Wood Products Inc., Pasadena, Calif. Named Foldinette, a set consists of a plastic top table with chrome trim and two wooden seats which fold into a cabinet 36 in. wide by 57 in. high. When opened the Foldinette provides dining space for five people; when closed, it is a modern cabinet.



In new construction, the Foldinette can be recessed into a standard 4 in. wall by framing around the cabinet and fastening to studs and header.

Especially suited to multiple housing units and small homes with limited floor space, it is also used on porches, patios, barbecues, or as a table or workbench in den or recreation room.

BUILT-IN MAILBOX AB6727

A mailbox for installation within the wall of the home is a new builders' hardware item likely to enjoy much popularity among home owners. It has an exterior opening, an interior opening, and a flexible steel chute that can be turned and twisted into any desired position. The exterior face plate is available in a variety of styles, some including illuminated numerals, and may be installed in a vertical or horizontal position. The interior opening, an oak door that can be finished

(Continued to page 138)



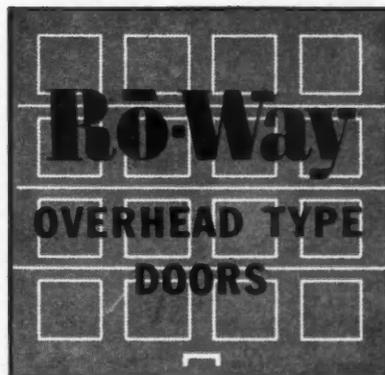
"Front Doors"

THAT LOOK THE PART

"Good Looks" is a "must" in the garage doors you use for the homes of today. These are the doors that have moved up front, but Ro-Way styling and construction got there first, with lasting good looks, smooth operation and lasting service.

Exclusive Features make Ro-Way the most wanted "Front" Door for today's up front "garages" . . . For example, each spring is "Power-metered" to balance the weight of the Ro-Way Door on which it is used. Then too, all hardware is Parkerized and painted *after* fabrication.

Ro-Way Overhead Type Doors are built completely in the Ro-Way plant and dependable Ro-Way sales and installation service is available all over America. Write for free catalog. See our catalog in Sweet's.



ROWE MANUFACTURING COMPANY

723 Holton Street

Galesburg, Illinois, U. S. A.

There's a RoWay for every Doorway!

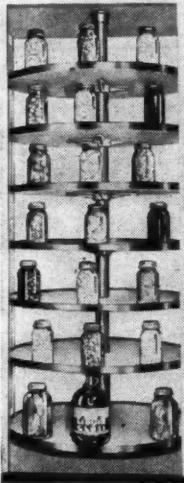
(Continued from page 136)

in any desired color, fits flush with the wall. Once dropped into the chute, mail cannot be retrieved except through the interior opening. The product is manufactured by the American Device Mfg. Co., Red Bud, Ill.

LAZY DAISY UNITS

AB6721

Round shelves that revolve on a patented non-friction support comprise the principle behind the "Lazy Daisy" units introduced to the trade at the N A H B Show. These unique shelves were devised by the Hoosier Industries, Inc., La-Porte, Ind., to give cupboards and closets more working space by eliminating inaccessible corners. A slight touch twirls the Lazy Daisy and the required item is brought to the front. Especially adaptable to cupboards, basement and pantry storage areas, a unit is also available for clothes closets. It has storage space for thirty garments plus a hat and shoe rack. The unit illustrated is for heavy duty in basement or pantry storage and requires a minimum of six shelves to a shaft mechanism.



IMPROVED TACKMASTER

AB6701

To insure maximum operating efficiency the Markwell Mfg. Co. of 200 Hudson St., New York City, has redesigned and reconstructed its all-purpose Tackmaster. The new features are a stronger and more durable handle which increases the driving



power of the staples, and an automatic lock which holds the handle in a position so the tool will fit a mechanic's or operator's pocket. The Tackmaster is equipped with a tack remover, and is guaranteed.

TRUSCON PARATEX

AB6715

The Truscon Laboratories, Detroit 11, Mich., are again producing Paratex, a rubber base coating for concrete or wood floors. This is a quick-drying floor coating which is alkali-proof, water-proof, gasoline-proof, and resistant to acids. It will not become sticky or wash off. Paratex is also applicable to steel products, indoor and outdoor. When applied it prevents rust.

NEW HOUSE HEATER

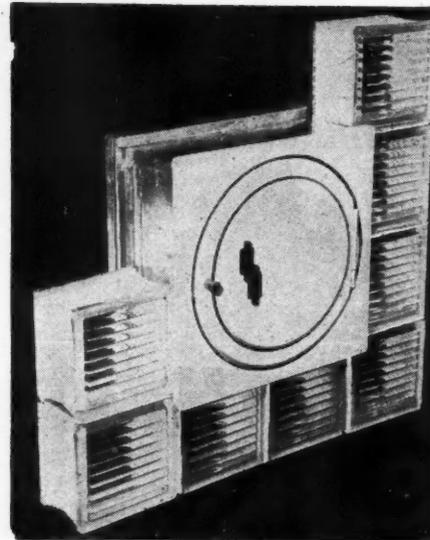
AB6717

A low-cost heating unit which circulates warm air throughout an average size house with a minimum of temperature differential is being marketed by Royal Heaters, Inc., 1024 Westminster Ave., Alhambra, Calif. Designed to burn natural, manufactured, or L. P. gas, the unit is installed above the floor, with the mechanics housed in a floor-to-ceiling covering tinted or papered to match the walls. A register at floor level draws in cold air while warm air is forced through a register located six inches from the ceiling at approximately 250 ft. per minute. The result is an even temperature throughout the home, according to FHA tests.

GLASS BRICK VENTILATOR

AB6709

A ventilating fan for glass brick or block walls has been added to the line of Schaefer built-in ventilators. Designed to fit 6- and 8-inch glass block walls of standard thickness, the flange of the fan casing conceals adjacent mortar joints. At present two models



are available: Model GB-8-W with 7-inch fan replacing one 8-inch glass block, and Model GB-10-W with 10-in. fan replacing four 6-inch glass blocks. To install in existing glass block walls, remove the designated number of blocks to be replaced. A 3-foot rubber cord and plug provides current connection. These fans are available from Manufacturers Products Co., 7530 Lindberg Drive, St. Louis, Mo.

PLASTIC MATERIAL

AB6714

A plastic material which provides a long-wearing decorative surface for a variety of furniture and architectural applications has been introduced in Lamineer, product of the General Plastics Corp., 119 West 57th St., New York 19, N. Y. Its satin-smooth finish wipes clean with a damp cloth and is highly resistant to cigarette burns, food acids, alcohol and other solvents. A primary use for Lamineer is in the manufacture of bar tops, table tops and counter tops. It is also used in

the manufacture of wall paneling, light switch plates, venetian blinds, and tile.

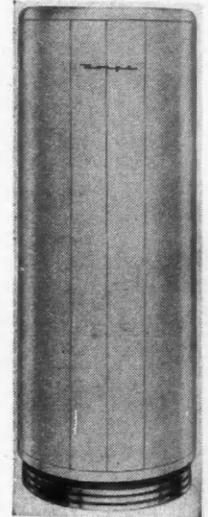
WATER HEATERS

AB6706

Electric water heaters have been added to the line of household appliances manufactured by the Norge Division of the Borg-Warner Corp., Detroit, Mich.

The heaters are the round, upright type, finished in high-gloss, baked white enamel and insulated with a five-inch thickness of glass wool. They are equipped with thermostats and finger-tip controls for temperature adjustments.

The units are offered in five sizes with gallonage capacities of 80, 66, 52, 40, and 30.



DUSTLESS MASONRY SAW

AB6710

A "dustless" masonry saw is the new product of the Champion Mfg. Co., 1307 Washington Ave., St. Louis, Mo. Its outstanding feature is a self-priming water pump that actuates water into a mist spray. This spray controls the dust and keeps the blade and material cool for efficient cutting.

Other features of the saw are a full safety guard over all moving parts, adjustable and removable arbor for easy alignment; adjustable, automatic blade oscillation which discharges cuttings and reduces frictional heat for longer blade life; built-in tool and blade compartment; variable cutting speeds; and easy portability.

TRACTOR FOR LANDSCAPING

AB6711

A small tractor and dozer combination for cleanup work and landscaping around building sites is now available from The Oliver Corp., 400 W. Madison, Chicago, Ill. The unit is designed



to operate close to the walls of houses and make close turns around trees, thereby accomplishing work which formerly required hand labor. The dozer is hydraulically operated with raise, lower, floating and hold positions, and is easily transported.

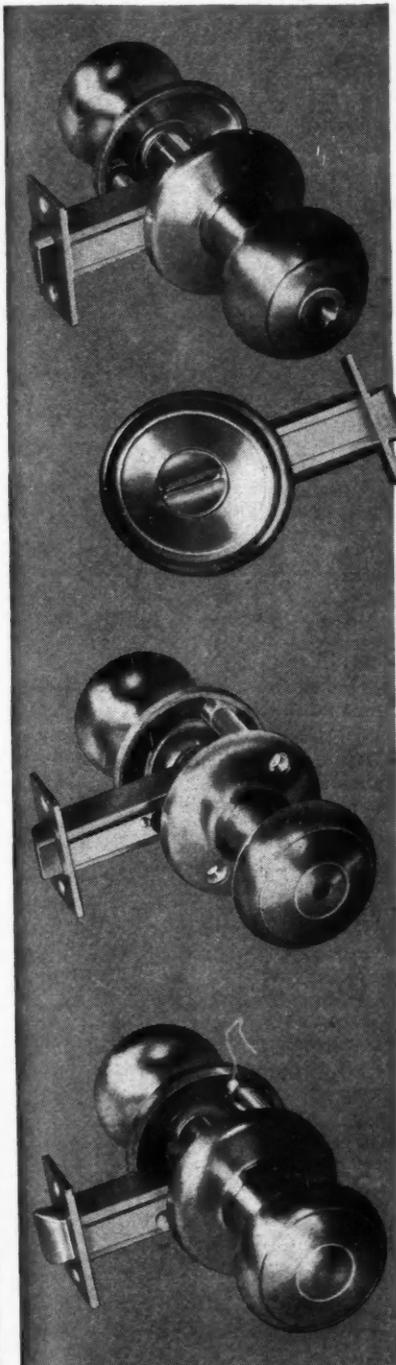
(Continued to page 140)

AVAILABLE FOR IMMEDIATE DELIVERY

THE RESIDENTIAL "KWIKSET" LOCK A GATEWAY PRODUCT

MEETS ALL HOME LOCK REQUIREMENTS

Provides the security of strong, safe locks plus the beauty and simplicity demanded by architects, builders and contractors today



**ENTRANCE LOCK
MODEL #400A**

The #400A entrance lock embodies the finest engineering principles that have been evolved as a result of wartime needs. It is a 5-pin tumbler, direct control operating lock with every safety feature contained within its operating members. There is one moving part. The lock itself is pressure cast of chromalloy, which is a non-corrosive, non-rusting alloy with tensile strengths far in excess of the usual die casting metals. Embodied in the finishing of the lock itself are the best known principles of electroplating. Each set is triple plated before it leaves the factory. This assures absolute and positive tarnish control under any climatic condition or use.

**BEDROOM AND
BATHROOM LOCK
MODEL #300**

The #300, bedroom and bathroom set, operates with the popular thumb turn in the center of the knob. Gives complete and adequate locking whenever desired, and can be opened by access through the emergency keyway on the outside knob.

**INTERIOR DOOR LOCK
MODEL #200**

The #200 passage set for use on all interior doors, wherever simple access is desirable.



**FRONT DOOR LOCK
MODEL #400A & #H58**

The #400A lockset, in combination with #H58, solid brass handle, illustrates one of the methods of trimming a plain knob lock door. Many other trims are available.

**NO ACCESS FROM EXTERIOR
LOCK • MODEL #100**



The #100 lockset is especially designed for those doors entering from an accessible area on the exterior of a dwelling. Can be locked from the inside in the usual manner, with no access possible from the exterior.

The entire line is now available for immediate shipment from any of the better jobbing houses in the United States. Inquiry from your jobber or directly from ourselves for full particulars.



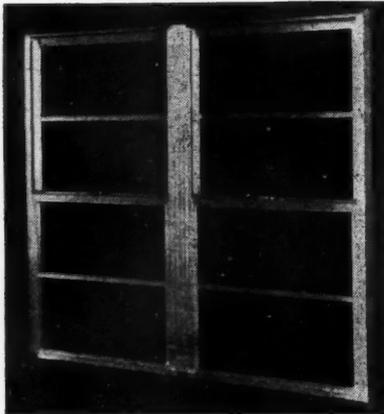
INDUSTRIES

1107 E. 8TH ST. • LOS ANGELES 21, CALIF.

(Continued from page 138)

ALUMINUM WINDOWS AB6712

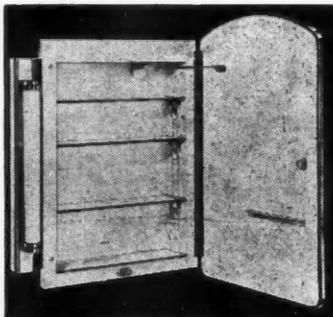
A complete line of Alcoa aluminum windows, screens and storm sash is being produced in stock sizes by the Cupples Products Corp., 2650 South Hanley Road, Maplewood, St. Louis, Mo. These windows are fabricated from Alcoa precision aluminum alloy extrusions and have built-in sub-frames of durable redwood or Western red cedar. They have a uniform satin gloss finish, which is specially treated to protect against damage. The units are shipped completely assembled and ready to install with all hardware and anchors attached. The



double-hung units are available in eleven conventional stock sizes with four different glass arrangements. The picture windows are available in twelve stock sizes. These latter units take either single glass or double glazing of the Twindow or Thermo-pane type.

DELUXE BATHROOM CABINET AB6728

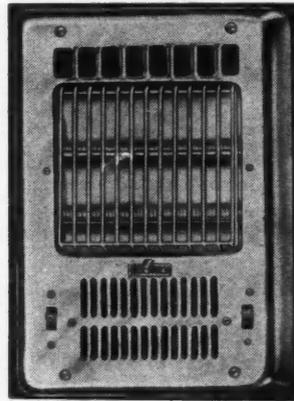
The Bennett Mfg. Co., Alden, N.Y., has a new line of postwar de luxe medicine cabinets. The line features all-aluminum cabinet construction, fluorescent side-lights, an interior light, electric razor outlet, heavy-duty door suspended by a full length chrome-plated piano type hinge, and a polished stainless steel mirror of



seamed and ground edges. Brass chrome plated caps cover both the sockets and exposed ends of the electric bulbs. A six-place tooth brush holder and a discard razor blade slot are also located within the cabinet door.

WALL HEATER AB6716

A combination of infra-red rays plus fan-forced heated air is produced by the new built-in wall heater being manufactured by LaSalle Lighting



Products, Inc., and Markel Electric Products, Inc., 145 Seneca St., Buffalo, N. Y. Two switches and two elements are provided so one element and fan can be shut off at the user's convenience. Finished in highly polished Nuchrome, the unit is 12 in. by 18 in.

LUMBER SALVAGE TOOL AB6707

A tool which removes flooring, siding, roofing and other wood without splitting, cracking or breaking it is being marketed by The Maco Corp., Huntington, Ind. Named Bord-Pri,



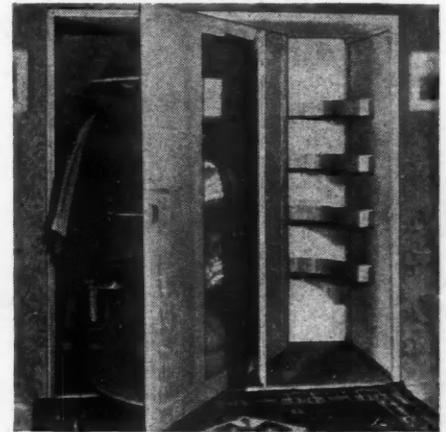
the tool is of sturdy, top-quality construction with an easy-grip, well balanced handle, tough head casting, strong lockscrew, and pivoting flat-surfaced face plates. When butted against the boards to be removed, the tool hugs adjacent studding and the extended lips support it for positive leverage. In addition to salvaging used lumber, the tool speeds the removal operation.

STEEL WALL TILE AB6708

The Monarch Tile Mfg. Corp., 4145 Cass Ave., Detroit 1, Mich., produces a steel wall tile which is easily applied to any smooth wall surface. It is available in twelve basic colors from which 200 color combinations may be effected. It is fireproof, stainproof and weatherproof, and has a surface which will not chip, crack, craze, or peel. Made of 26-28 gauge prime steel, the back of each piece is coated with rust-proof repellent.

REVOLVING CLOSET AB6722

A revolving closet is the latest solution to utilizing every square inch of space in homes and apartments of limited size. Patterned as a door with



a plate glass mirror, the inner side is equipped with a 6 ft. 4 in. hanger rod and shelves for linens. Slight pressure revolves the door, bringing the inside closet into full view. For installation, an opening 6 ft. wide, 6 ft. 8 in. high, and 3 ft. deep is needed. This is a product of the Coast Store Fixture Mfg. Co., 142 North LaBrea Ave., Los Angeles, Calif.

CONCRETE HAULER AB6724

An improved chute on its Dumpcrete is announced by the Maxon Construction Co., Inc., 131 N. Ludlow St., Dayton 2, Ohio. The Dumpcrete is a specially designed truck body for hauling and placing air-entrained concrete. Some of its outstanding fea- (Continued to page 164)

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 105 West Adams Street, Chicago 3, Illinois

NAME..... ADDRESS.....

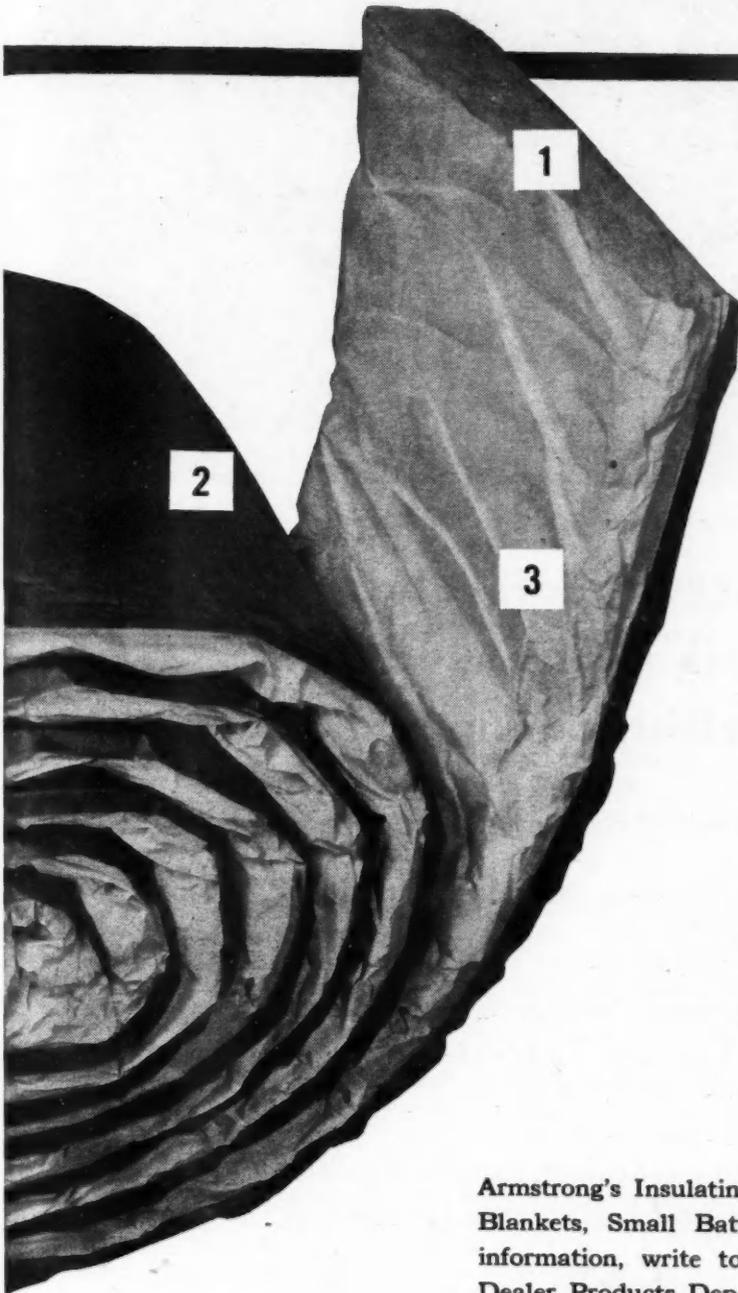
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AB6701	AB6706	AB6711	AB6716	AB6721	AB6726
AB6702	AB6707	AB6712	AB6717	AB6722	AB6727
AB6703	AB6708	AB6713	AB6718	AB6723	AB6728
AB6704	AB6709	AB6714	AB6719	AB6724	AB6729
AB6705	AB6710	AB6715	AB6720	AB6725	

When you address inquiries direct to manufacturer concerning a new product described here, please mention that you saw it described in American Builder.

Easy to sell!

ARMSTRONG'S INSULATING WOOL



You can build a sound business for the future with Armstrong's Insulating Wool. Prospects can easily see the points of quality just by examining a sample. They can prove to themselves that the Fiberglas* insulation will take a lot of rough handling and won't settle or pack down. And, of course, it is obvious that insulation made of glass won't burn or decay. Look closely at a piece of Armstrong's Insulating Wool and you'll see for yourself why it's easier to sell.

1. **MADE OF FIBERGLAS.** This highly efficient insulation won't settle or pack down. Its springy glass fibers hold it firmly in place permanently, leaving no gaps through which heat can escape. And this insulation, being glass, can't ever burn or decay.
2. **VAPOR-SEAL PAPER.** This tough, asphalt-sealed paper on the warm side keeps all moisture away from cold surfaces so condensation can't occur. It also provides a handy nailing flange for quick, easy, and permanent erection.
3. **BREATHER PAPER.** Located on the cold side of the insulation, this paper has perforations exactly one inch apart, in both directions, so it can be measured for cutting at a glance. Armstrong's Insulating Wool is light in weight. It's paper-protected all around against damage in handling.

Armstrong's Insulating Wool comes in standard Roll Blankets, Batt Blankets, Small Batts, and Pouring Wool. For complete information, write to Armstrong Cork Company, Lumber Dealer Products Department, 1606 Lime St., Lancaster, Pa.



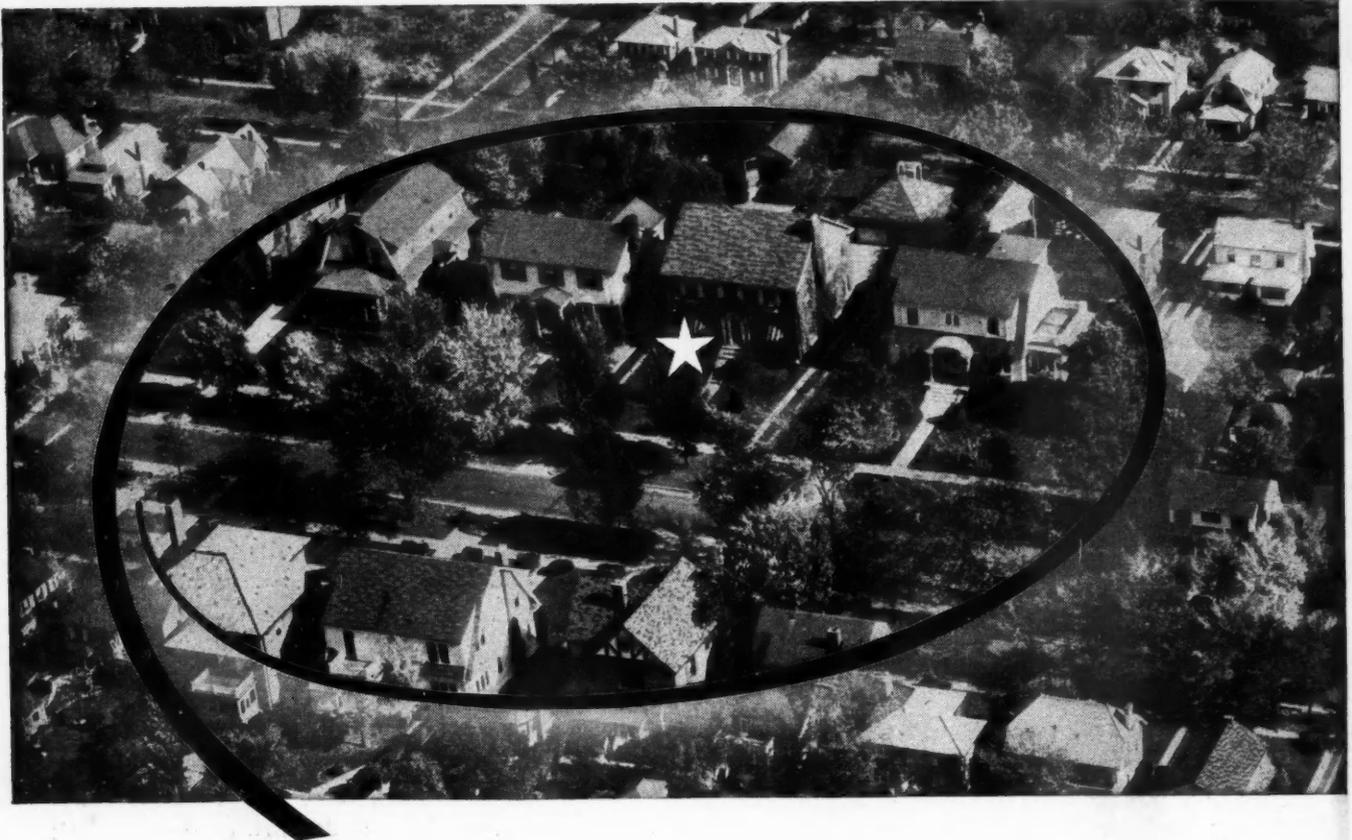
AVAILABLE FOR IMMEDIATE DELIVERY

* T. M. REG. U. S. PAT. OFF., OWENS-CORNING FIBERGLAS CORP.

TEMLOK AND MONOWALL ARE REGISTERED TRADE-MARKS.

ARMSTRONG'S BUILDING MATERIALS

TEMLOK • INSULATING WOOL • MONOWALL • HARDBOARDS • INSULATED SIDING



Where CERTAIN-TEED roofing has been applied — there is where you'll find some of your liveliest roofing prospects

- A home owner is enthusiastic about any new roof.
- But he's especially proud when he can tell his friends it's a new CERTAIN-TEED roof.
- His neighbors are among your best prospects because he sells them on the splendid job and extra roofing value they too can buy from you.
- This extra pride your roofing customer has taken in his new CERTAIN-TEED roof is an added value to your business.

BUILD ON

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THE WELL-KNOWN NAME

CERTAIN-TEED PRODUCTS CORPORATION • 120 S. LA SALLE ST. • CHICAGO 3, ILL.

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Leigh BUILDING PRODUCTS

OUTSTANDING METAL BUILDING NECESSITIES AT EXCEPTIONALLY LOW PRICES

Leigh Building Products have instant appeal—for they add so much beauty and convenience to a home. This modern all metal line of products represents the latest improvements in building accessories. Built by the makers of AIR CONTROL Registers and Grilles with modern production methods—they offer you the best in quality at lower cost.

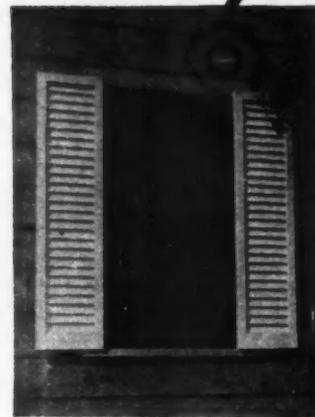
ORNAMENTAL SHUTTERS—an architectural necessity on most homes. These all metal shutters are constructed of heavy gauge metal with one piece construction—superior to wood yet lower in price—their demand is universal—available in two designs, Louver or Panel Design. Made in a range of sizes to fit any standard window.

DUST CHUTES—this unique product is the answer to the housewife's problem of dust and dirt disposal. Installed in the kitchen, pantry, etc., the LEIGH Dust Chute is a convenient receptacle for all sweepings, etc., and eliminates the use of the dust pan. Complete unit consists of face, chute and dust bin—ready to install. This extra convenience is universally demanded by America's housewives. Adds so much to the saleability of a home.

CLOTHES CHUTE DOORS—a smartly styled opening for clothes chutes. Scientifically designed with round opening and rolled edges—clothes or buttons can't catch. Spring closing door—finished in baked white enamel.

ATTIC and ROOF VENTILATORS—for attic ventilation and condensation elimination—a necessity in insulated homes. Built of heavy gauge steel—finished in aluminum. Designed for adequate ventilation and rain elimination—screened to keep out insects. Wall type available in flush or recessed designs.

Write today for LEIGH Building Products Catalog showing complete information, sizes, prices, etc. Prompt delivery. Styled and built by the makers of AIR CONTROL Registers, Grilles, etc. Register catalog available upon request.



ORNAMENTAL SHUTTERS



LOUVER DESIGN



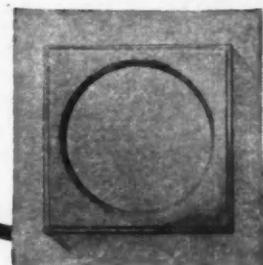
PANEL DESIGN



DUST CHUTES



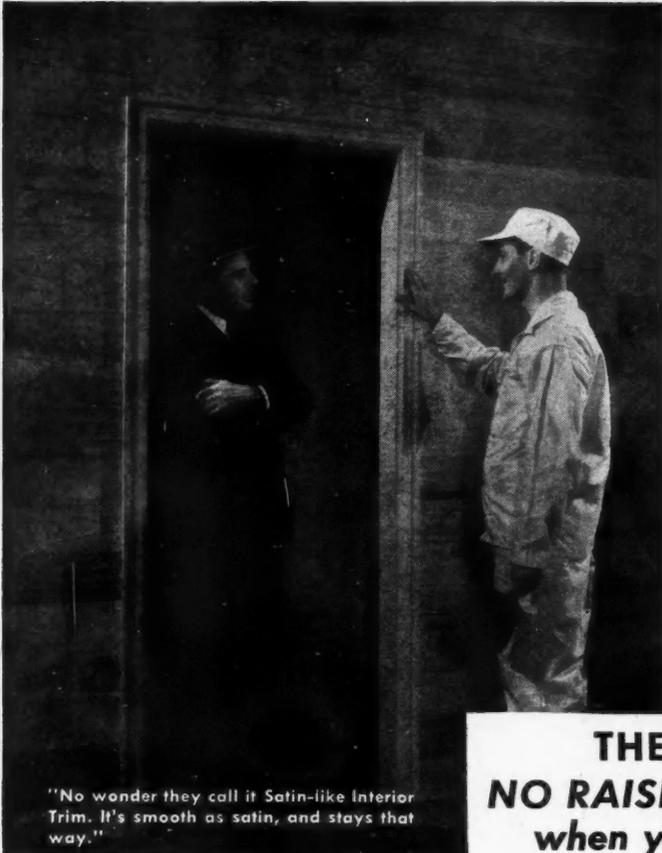
ATTIC and ROOF VENTILATORS



CLOTHES CHUTE DOORS

Styled and Built by

AIR CONTROL PRODUCTS, Inc.
COOPERSVILLE MICHIGAN



"No wonder they call it Satin-like Interior Trim. It's smooth as satin, and stays that way."



The natural affinity of Arkansas Soft Pine to paint, enamel and stain has been proved in thousands of livable homes like this

**THERE'S
NO RAISED GRAIN
when you paint**

ARKANSAS SOFT PINE

... it grows that way in the tree!

That's why Arkansas Soft Pine is a "natural"—for beautiful satin-like interior woodwork; for most wood-finished surfaces which call for paint, enamel or stain.

As it grows in the tree, Arkansas Soft Pine contains very little pitch. What may exist is neutralized during manufacture by thorough seasoning in humidified air. This process produces well conditioned lumber of extra soft, uniform texture and proper moisture content. There's no "pull" between summer and winter growth (grain, to you). Result: priming coats are absorbed evenly, grain stays flush and finishing coats remain smooth.

Absence of pitch in Arkansas Soft Pine minimizes the hazard of bleeding through or discoloration of paint. That's why it gives such wonderful service as siding and exterior trim. It

doesn't deteriorate under hot sunshine, because it holds paint.

Protect your contracts against lumber faults which lead to paint failure. Specify Arkansas Soft Pine Satin-like Interior Trim and mouldings, finish and framing lumber, because it gives you that protection, backed by a 40-year record.

How to specify, technical data, construction stress tables, lumber grades to use in given locations, etc., are told in our Builders' Handbook which is yours for the asking. Write for your FREE COPY.

Arkansas Soft Pine is trade and grade marked, conforms to American Lumber Standards, qualifies for Federal specifications and is sold by retail lumber dealers east of the Rockies.



WRITE FOR
FREE COPY

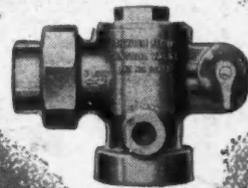
ARKANSAS SOFT PINE BUREAU
647 BOYLE BUILDING
LITTLE ROCK, ARKANSAS

It's New! THRUSH Ajustaflo

SINGLE MAIN SYSTEM OF
FORCED HOT WATER HEAT



THRUSH
WATER
CIRCULATOR



THRUSH FLOW
CONTROL VALVE



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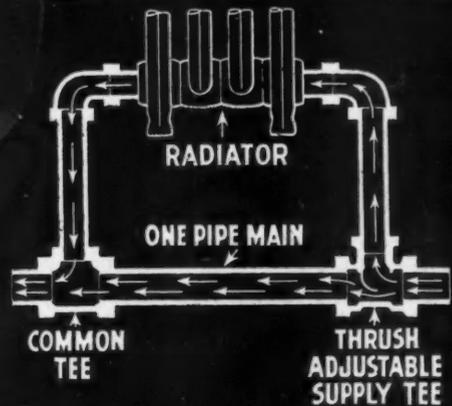


DIAGRAM SHOWING DIVERSION AND
FLOW THROUGH MAIN AND RADIATOR

main method of forced circulating hot water heat. ing efficiency by diverting just the right amount of ing of the system after installation. The curved rely adjust the amount of hot water passing ol of radiator temperature and making it possible ter through the main is increased . . . not throttled . For more information, write Department G-6 or

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**No other
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offers all these
outstanding advantages...**

B-60
ALL-GAS
CONTROLS

**AUTOMATIC, SAFE,
SILENT AND
SELF-OPERATED**

- SELF-OPERATED
NO OUTSIDE CURRENT
REQUIRED
- SIMPLIFIED
TWO-WIRE CONTROL
- ACCURATE
ROOM TEMPERATURE
CONTROL
- INTEGRAL
SAFETY CONTROL
- SILENT OPERATION

A completely self-contained and self-operating control system. For natural, manufactured or L.P. gases. For domestic, commercial or industrial applications. System consists of the B-60 pilot operated diaphragm type gas valve, the T-80 Series Trimtherm Thermostat, and the ingenious pilot generator which produces the operating current, safety control, and main burner ignition. THE B-60 SERIES CONTROL SYSTEM has set new standards throughout the gas industry. For complete specifications, request new Catalog 52C.

GENERAL CONTROLS

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Manufacturers of Automatic Pressure, Temperature & Flow Controls

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HOUSTON • SEATTLE • SAN FRANCISCO • DISTRIBUTORS IN PRINCIPAL CITIES

33-2

Catalogs and HOW-TO-DO-IT INFORMATION

324—INSULUX AD-KIT—containing 18 prepared newspaper and regional trade paper layouts is offered dealers of Insulux glass blocks by the Insulux Products Div. of Owens-Illinois Glass Co., Toledo 1, Ohio. The ads are designed to co-ordinate local and national campaigns.

325—STEEL WATER TUBE HEATING BOILER—is described as "the largest boiler taking up the smallest space" in pamphlet just issued by the R. W. Rutledge Water Tube Boiler Co., Morganton, N.C. Several models are shown and specifications given.

326—PLATE GLASS DOORS—Their many effective uses are photographically illustrated in a booklet just issued by Libbey-Owens-Ford Glass Co., Nicholas Bldg., Toledo 3, Ohio. Installations in theaters, apparel shops, food markets, stores and shops are shown.

327—POWER TOOLS CATALOG—is available from Black & Decker Mfg. Co., Towson, Md. The company's entire line of tools is pictured, described, and their sizes and prices given. Another handy reference piece is the company's handbook featuring its portable electric Quick-Saw. Models, specifications, and design factors are supplemented with actual on-the-job photos.

328—SURVEYING AND BUILDING INSTRUMENTS—receive generous treatment in a 12-page bulletin and 217-page catalog just issued by the David White Mfg. Co., Milwaukee, Wis. Included in the catalog are the hundreds of office and field equipment items also available through the David White Co.

329—SMALL HOMES PLAN BOOK—prepared to sell for 50 cents is being offered FREE to builders by Locke Stove Co., 114 W. 11th St., Kansas City, Mo. Homes featured were planned for heating with a modern Warm Morning coal heater.

330—YOUNGSTOWN KITCHEN UNITS—are the subject of a 6-page, 4-color folder produced by Mullins Mfg. Corp., Warren, Ohio. The entire Youngstown line is pictured, along with 12 different kitchen arrangements.

331—BATHROOM CABINETS AND ACCESSORIES—are shown in Catalog 47C just issued by the F. H. Lawson Co., 801 Evans St., Cincinnati 4, Ohio. New features of the 1947 line include easy-to-clean inside corners, removable razor blade box and improved light fixtures for the cabinets.

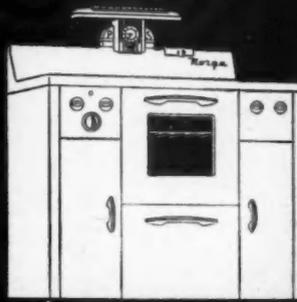
332—HEATING AND GAS CONTROLS—are the subject of Catalog 100 issued by General Controls, 801 Allen Ave., Glendale, Calif. A variety of gas valves, room thermostats and related instruments is described and illustrated with photographs and drawings.

ABL720
ADL713

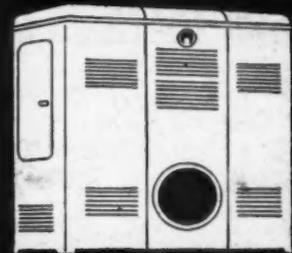
Products of
BORG-WARNER



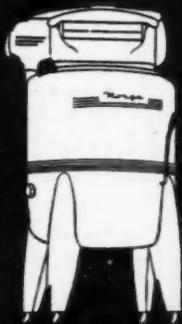
"ROLLATOR" REFRIGERATORS



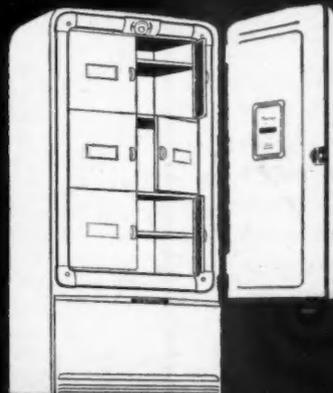
GAS RANGES



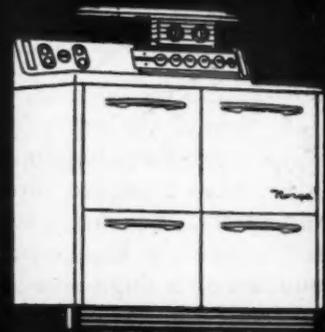
HOME HEATERS



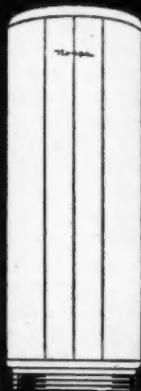
"RO-TA-TOR" WASHERS



HOME AND FARM FREEZERS



ELECTRIC RANGES

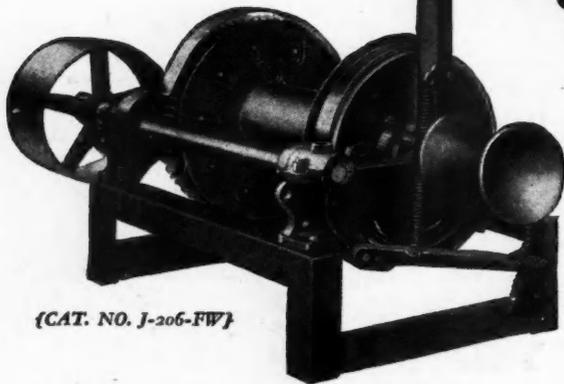


ELECTRIC
WATER HEATERS

SEE
NORGE
BEFORE YOU BUY

YOU ASKED FOR IT...

and HERE IT IS!



{CAT. NO. J-206-FW}

THE "IRELAND" UTILITY HOIST

Last November we asked the building trade "Can you use the 'Ireland' Utility Hoist as your 'Handy Andy' labor saver?"

The response was an overwhelming "You bet!"—from general contractors, masons, plasterers, roofers, plumbers, heating contractors and many others. They said: "It'll save time on a 'thousand and one' lifting and hauling jobs—hoisting and hauling all kinds of construction and mason's materials . . . plumbing, heating and roofing supplies." P. S.—(It doesn't require any expensive caging or accessory equipment, either.)

So—here is the hoist for *your* job. It's rugged, sturdy, yet easily portable. It only weighs 290 lbs.—Extremely flexible in use, it has been a proven time and labor saver since 1911. It operates with a 3 H. P. electric motor, gas engine or tractor . . . lifts 500 lbs. on a single line at 100 ft. per minute. And it costs less than \$100.00, you furnish your own power.

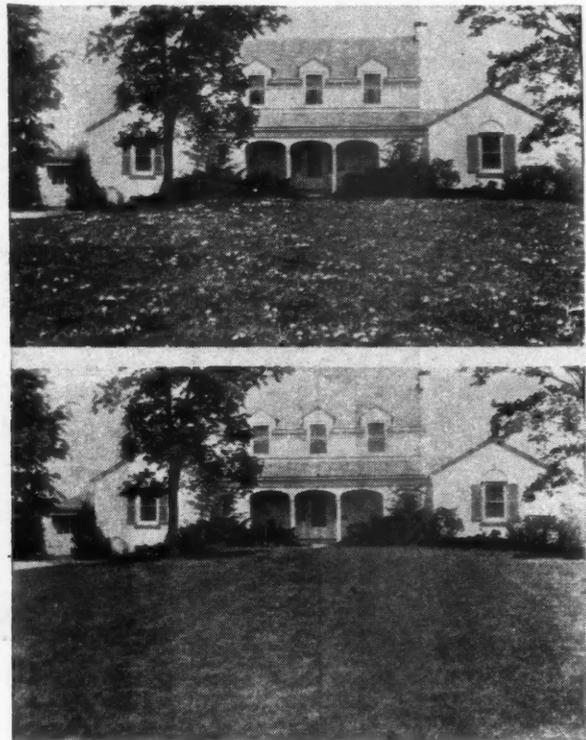
How many uses do *you* have for an "Ireland" Utility Hoist? Write us at 647 Leed Street for illustrated folder describing a variety of uses, sending name of your dealer.

BENNETT - IRELAND INC.

Chartered in 1906

NORWICH, NEW YORK

Good Lawns Help Sell Houses



EVIDENCE of results of one application of new weed control.

LAWNS of good appearance, which require a minimum of attention, have always been considered of particular importance to home builders and developers of subdivisions. One of the first moves after grading a lot is to get a lawn started and a few shrubs set out to add to the attractiveness of the development, thus stimulating house sales.

Thanks to a new combination lawn food and weed control compound which has sprung largely from war-developed advances in chemistry, lawn care can become greatly simplified. Coming closely on the heels of the spray method of chemical weed control which made hand-digging of dandelions and similar pests obsolete, the new dry weed and feed combination solves at once the biggest problem confronting the average lawn developer. It clears out the weeds and feeds the grass to thicker, fatter growth to fill in the openings left by dying weeds. This compound, believed to be the first successful commercial mixture combining weed control with nourishment, is produced by O. M. Scott & Sons Co., Marysville, Ohio.

Using the basic results of research which has been done over a period of years by various scientists and plant specialists, the Scott Co. picked up the thread of developments by combining weed control chemicals with fertilizers for dry application. There were many problems but persistent experiments led to the combination that proved just right. This combination does more than either treatment by itself. It has been observed that weed control alone may set grass back temporarily. However, a simultaneous meal of the right lawn food will offset this effect. Strangely enough, in the Scott plots it was noticed that the grass did not grow as fast after this dual treatment even though the turf was of better color and vigor. Apparently slowly available nutrients in combination with the weed control bring about delaying action, most welcome to the one who has the responsibility of keeping grass mowed. Builders and developers, whose first growth of lawn grass is usually generously sprinkled with all sorts of weeds, can eliminate the pests and add immeasurably to the attractiveness of houses and lots up for sale.

No grain to rise or split; no tendency to warp or swell

It can be bent permanently to curved designs

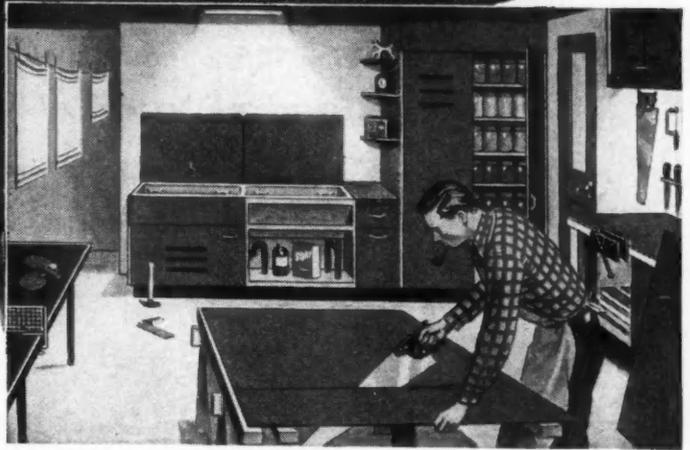
You can drill it, saw it, rout it, plane it, nail it

You can finish it with paint, stain, veneer, decals or wax

Great structural strength

It's moisture-resistant

You can work it easily with carpentry tools



To remodel . . . to beautify . . . to build—specify Masonite Presdwood. The name and the material mean quality.

THE WONDER WOOD OF 1000 USES • MASONITE PRESWOOD

THE LEADING HARDBOARD

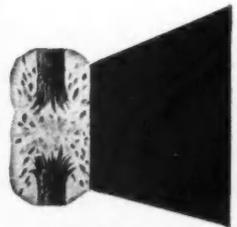
MASONITE PRESWOOD



Reg. U. S. Pat. Off.

Imagine the new design and construction possibilities with this versatile hardboard! Masonite* Presdwood* is made from natural wood, refined into a better, stronger, wonder wood. With it, you can simplify new construction and remodeling. It is worked with regular carpenters' tools. It adds quality and durability to the job. Its big, smooth panels are particularly adaptable to clean, modern styling. You can finish Presdwood almost any way. Available at lumber yards everywhere, either Tempered or Untempered. Write for data to Masonite Corp., Dept. AB-6, Chicago 2, Illinois.

*Trade-marks Reg. U. S. Pat. Off. "Masonite" signifies that Masonite Corporation is the source of the product.



FROM EXPLODED WOOD TO VERSATILE HARDBOARD

A Limited Number of American Builder Subscriptions Are Again Available!

NOW SERVES OVER 80,000 SUBSCRIBERS . . .

It is a pleasure to state that we are again in a position to accept a limited number of new subscriptions from those who are connected with the building field.

If you would like to have an up-to-date source of information covering the light construction industry—American Builder will give you the latest information on:

- new and improved products, materials and equipment
- new and more efficient methods of construction
- estimating • financing • land development
- and merchandising and selling

Also to be included in future monthly editions are:

- articles, designs and plans of homes, stores, motels, summer establishments, small town airplane hangars and roadside stands
- one complete blueprint in each issue—comprises a series of blueprints of modern homes
- Monthly Review of National Association of Home Builders
- American Builder Better Detail Plates
- Practical "How-To-Do-It" features

Be prepared for the progress ahead by sending us your order today.

NEW SUBSCRIPTION ORDER

AMERICAN BUILDER, 30 CHURCH STREET, NEW YORK 7, N. Y.

- Enter my subscription to American Builder for THREE YEARS (36 issues) at your reduced rate of \$5. My remittance of \$5 is enclosed.
- Enter my subscription to American Builder for ONE YEAR at your regular price of \$3. My remittance for \$3 is enclosed.

Your Name

Street

City Postal Zone State

NAME OF YOUR FIRM

Please indicate your position in the above named firm:

If Owner of Business, please state

If not, give Title or Position

PLEASE NOTE—

Kindly check your principal activity

Builders and Contractors:

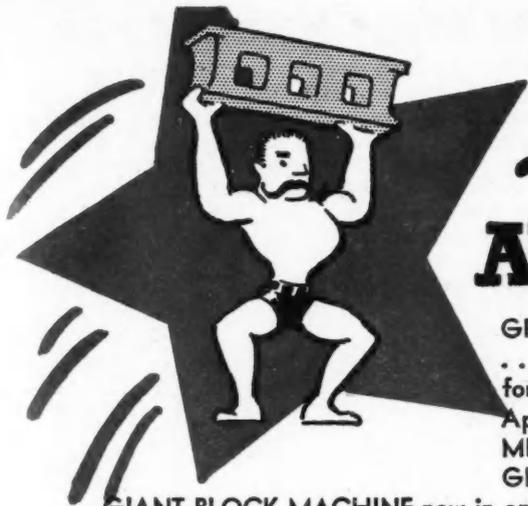
- Builders and Contractors specializing in Residential or Light Commercial or Light Industrial Building.
- Contractors specializing in Heavy Building Construction.
- Builders and Contractors engaged in both Residential or Light Commercial or Light Industrial Building and Heavy Building Construction, not specializing in either.
- Contractors specializing in all types of Heavy Construction other than Buildings.
- General Contractors engaged in Heavy Construction of both Buildings and other than Buildings, not specializing in either.
- Special Trade Contractors, contracting for only such parts of Building Construction as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical, painting, concreting and excavating.

Distributors:

- Retail Dealers—lumber, building materials and installed equipment.
- Wholesalers, Jobbers and Manufacturers' Agents of lumber, building materials and installed equipment.
- Distributors of Construction Equipment.

If none of the foregoing applies, please advise the type of business with which you are affiliated:

Type of Business



Announcing

THE COMPLETELY

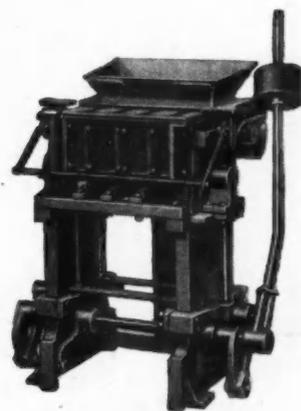
AUTOMATIC

APPLEY LITTLE GIANT

GREAT NEWS! . . . for the block industry
 . . . for present LITTLE GIANT owners . . .
 for prospective block plant operators.
 Appley now gives you FULLY AUTOMATIC
 MECHANICAL OPERATION for the LITTLE
 GIANT . . . Can be coupled to ANY LITTLE

GIANT BLOCK MACHINE now in operation or furnished with your new LITTLE GIANT.

You'll get 100% MORE BLOCKS, better blocks, more efficient operation . . . all adding up to more satisfied customers and greater profits for YOU! Write for complete details about the LITTLE GIANT line . . . LITTLE GIANT BLOCK MACHINE, LITTLE GIANT MIXER, LITTLE GIANT SKIP HOIST, LITTLE GIANT PALLETS . . . Now FULLY AUTOMATIC for better production records.

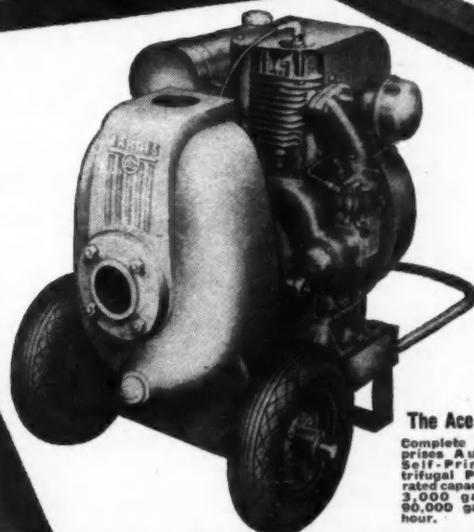


J. W. APPLEBY & SON
 INCORPORATED
 P. O. BOX 849 STATION A
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STREAMLUXE
Barnes
LINE

Controlled Quality from Start to Finish
 — that's **BARNES "33,000 for 1" PUMPS**

Quality Control from raw materials to finally assembled pumps, makes certain that only perfect materials and workmanship go into Barnes "33,000 for 1" Pumps. Under Barnes Quality Control, extra precautionary measures of material selection and testing are combined with precision machining and expert workmanship to produce a pump that delivers the most for your pumping dollar. As a final step, each pump, large and small, is factory tested at various heads—to prove this performance. The result is a pump which is the first choice, every time, of men who know pumps and the business of pumping.



The Ace (20M)
 Complete line comprises Automatic Self-Priming Centrifugal Pump with rated capacities from 3,000 gallons to 90,000 gallons per hour.

For sale by leading distributors in all principal cities. If there is no distributor near you, write, phone or wire

BARNES MANUFACTURING CO. *Mansfield, Ohio*
 PRECISION WATER CONTROL PRODUCTS FOR OVER FIFTY YEARS

Levitt Builds Kilroy this home for \$9,990



with **CELLULITE.**

FLAMEPROOF COTTON INSULATION

Maybe somebody is putting up more houses but no one is beating Levitt & Sons Inc., at giving more home for less money. Everybody's wide-eyed over the roomy, substantial homes Levitt is building for less than \$10,000 out on Long Island. They're calling his work the country's outstanding building job.

Lots of people would like to match Levitt. Anyone can go at least part way because

LEVITT INSULATES WITH **CELLULITE.**
IN A GREAT MANY OF HIS HOUSES!

Like to know what prompts the nation's outstanding builder to use Cellulite*? Fill out and mail the coupon today. We'll send you facts and figures.

THREE TIPS

1. Cellulite's* flameproof cotton is the most efficient insulation material commercially available but Cellulite costs less.
2. Cellulite's* simple installation keeps labor costs at a minimum.
3. Cellulite's* feather lightness often make structural savings possible.



THE GILMAN BROTHERS COMPANY
52 Lawrence Street, Gilman, Connecticut
Send full information on Cellulite* Insulation to

Name

Address

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

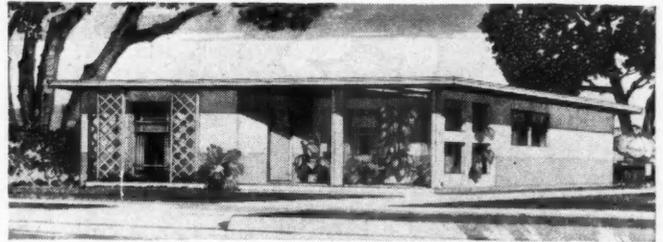
() Builder () Dealer () Architect

*Trade Mark Reg.

Concrete Houses Mass-Produced

HOMES of precast concrete sections produced on assembly lines are now available in the Los Angeles area. Normac, Inc., are producing sections and erecting homes with their own workmen.

The Normac units are precast sections of varying widths with the door and window frames, channels and outlets cast into them. The wall is about 6 inches thick, consisting of outer layers of hard concrete reinforced



THREE-bedroom precast concrete section house to sell for \$9,000.

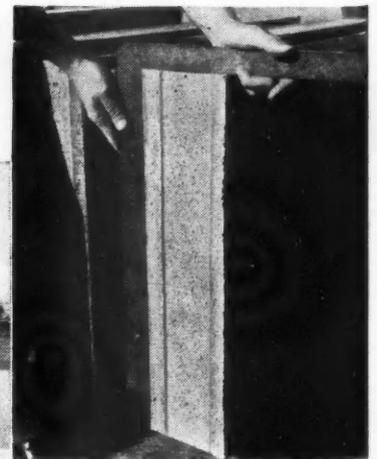
with steel and an inner "filling" of special light-weight insulating concrete, all bonded together. The outer layers are approximately one inch thick, leaving four inches of insulation in the center.

The floor is poured on the building site and walls and roof sections hoisted into place by a crane. Joints are keyed and reinforced with steel. Expansion and contraction is provided for in the method of sealing the joint. Roofs are flat and utilize the same type of concrete sections as the walls. They are covered with roofing felt, asphalt and surfaced with gravel.

A waterproof seal is embedded in the floors to keep them dry and they are covered with asphalt tile. Concrete walls have a "matte" texture and the outside is covered with a waterproof paint. Inside walls are painted or enameled. Owners may apply wallpaper if desired.

Normac performs all construction services from the

CROSS-section of panel showing sandwich construction. One inch of hard concrete on each side separated by four inches of insulating concrete.



PORTABLE power equipment is used to raise the wall sections into place.

blueprints to the finished job. Due to the weight and bulk of the units, the need for special equipment to handle them, and trained workmen, operations are necessarily limited. At present they are accepting orders from individuals whose lots are located in the area in which they are currently working. They want to avoid wasteful shifting of crews and equipment over long distances. The present Normac houses were designed by Kaufmann, Lippincott and Eggers of Los Angeles, who also worked with the company in developing the system.



TEXACO serves the 4 big roofing markets

—with a quality roofing product for every essential roofing need!

WE REPEAT — for every essential roofing need there's a Texaco quality roofing product.

For new construction, which is rapidly getting into its stride. For the all-important re-roofing field, that normally takes more than 50% of all asphalt roofings! For the big farm market, in new construction, maintenance and repair. For flat roof

construction and maintenance.

Texaco Asphalt Shingles, Roll Roofing, Coatings and Texaco Solid Roofing Asphalt are widely known and specified for high quality and reliability.

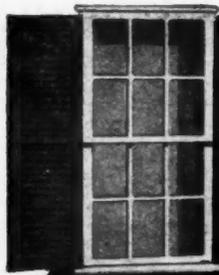
Sell, apply, specify, use and recommend Texaco — *the name that millions know and trust!*



TEXACO



SHINGLES and ROOFING
SOLID ROOFING ASPHALT



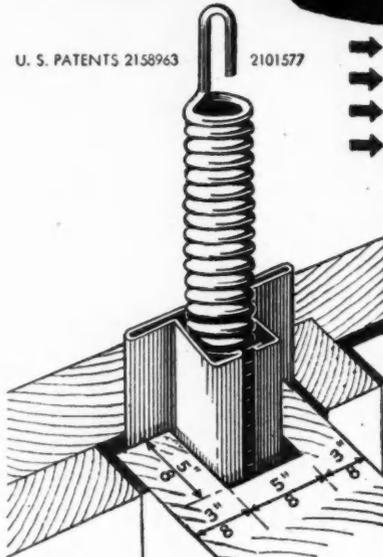
For better weather protection: for perfect window operation

MASTER NO-DRAFT SASH BALANCE

U. S. PATENTS 2158963

2101577

- ➔ GIVES SASH FINGER-TIP CONTROL
- ➔ ELIMINATES WEIGHTS AND PULLEYS
- ➔ PREVENTS BINDING AND STICKING
- ➔ PROVIDES PERFECT WEATHER-STRIPPING

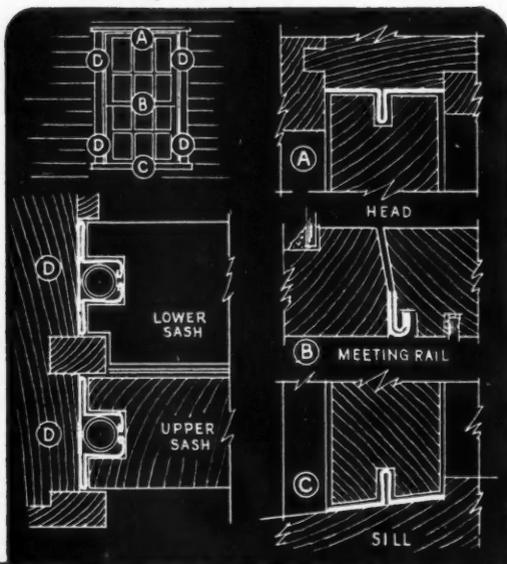


Here is the modern, patented and time-tested equipment which provides the most practical and economical protection and operation for double-hung windows. For any window, old or new, Master No-Draft Sash Balance can be installed quickly and easily for life-time service and satisfaction.

Properly tempered, correctly tensioned springs give upper and lower sash perfect balance. Metal housing, self-adjusting to the shrinking or swelling of the wood, provides metal runways for the sash that never need painting. They will not rust. They eliminate sticking, binding and rattling.

Master No-Draft Sash Balances act as a perfect weatherstrip for both sides of the window. For the top, bottom and meeting rail, Master cross strips are recommended as shown below.

For new, plank-frame windows or old box-frame windows of any size, save money, time and labor . . . get the facts now about Master No-Draft Sash Balance. Use the coupon below.



MASTER NO-DRAFT SASH BALANCE

MASTER METAL STRIP SERVICE,
1720 N. Kilbourn Ave.,
Chicago, 39, Ill.

Please send me, without obligation, complete information about Master No-Draft Sash Balance.

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

MAIL THIS COUPON TODAY

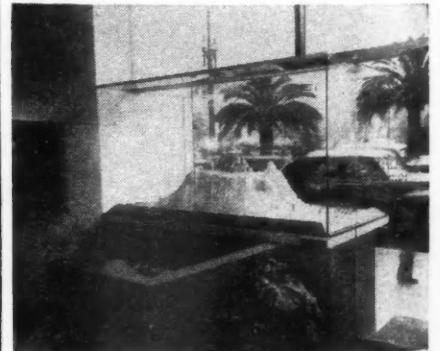
New Ticket Office for Santa Fe Railway

AS simple and modern as the railroad's deluxe Los Angeles-to-Chicago streamlined trains is the new city ticket office of the Santa Fe Railroad located at Sixth and Hill Streets in Los Angeles. Designed by Architect Maynard Lyndon, the office boasts such architectural innovations as recessed concealed mountings for exterior plate glass, rail gates of tempered glass, cantilevered lounge chairs.

Unusually large windows extending from floor to ceiling on the exterior walls, an all-glass advertising display space, and tempered glass doors allow maximum visibility.



CASHIER'S booth is shown in background directly under Grand Canyon mural by M. Dixon.



DESIGNED for maximum visibility is this all-glass current advertising display case.

The interior design creates a maximum sense of space by use of color and texture.

Here Architect Lyndon combined in a style of contemporary simplicity the elegance of marble, fine woods, glass, soft leather and deep pile carpeting.

The office was designed to promote leisurely discussion of itineraries and transportation information. Many improvements in passenger service are offered including a Santa Fe innovation known as "travel consultation." Hence Mr. and Mrs. Traveler can plan their itineraries with special travel consultants in surroundings where green Solex glass windows cool the rays of the morning sun and light green draperies match the imported chenille carpet.

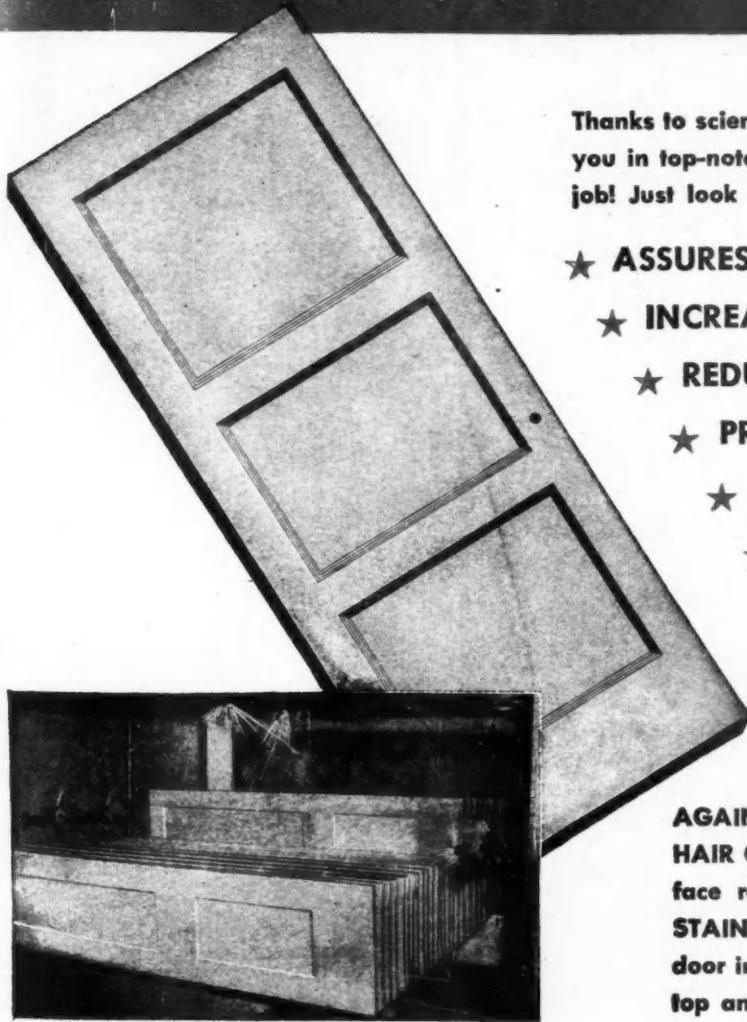
NOW - SCIENTIFIC RESIN SEALING

PROTECTS WHEELER OSGOOD FACTRI-FIT Tru-sized DOORS FROM FACTORY TO YOU!

Thanks to scientific resin sealing, Wheeler Osgood Doors reach you in top-notch condition . . . ready to do a better job on the job! Just look at these advantages over non-sealed doors—

- ★ ASSURES SMOOTHER PAINT JOB!
- ★ INCREASES SCUFF RESISTANCE!
- ★ REDUCES HAIR CHECKING!
- ★ PROTECTS AGAINST DIRT!
- ★ REPELS MOISTURE!
- ★ COMPLETELY PRIME COATED—INCLUDING TOP AND BOTTOM!

Wheeler Osgood's resin sealing helps doors retain EXACT NET SIZE of original machining . . . controls grain raising and PROTECTS FACTORY-SANDED SURFACE . . . PROTECTS AGAINST DIRT, DUST AND SMUDGES . . . MINIMIZES HAIR CHECKING of panels and assures a uniform surface resulting in a BETTER, SMOOTHER PAINT OR STAIN JOB . . . imparts SCUFF RESISTANCE to protect door in handling . . . plus added advantage of having top and bottom of door sealed.



Automatic sprays, as pictured above, put a protective prime coating of high-quality tested resin sealer over every inch—top, bottom, ends and sides—of Wheeler Osgood Tru-sized Doors.

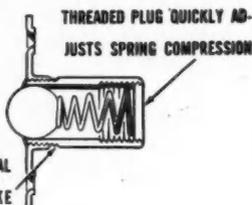
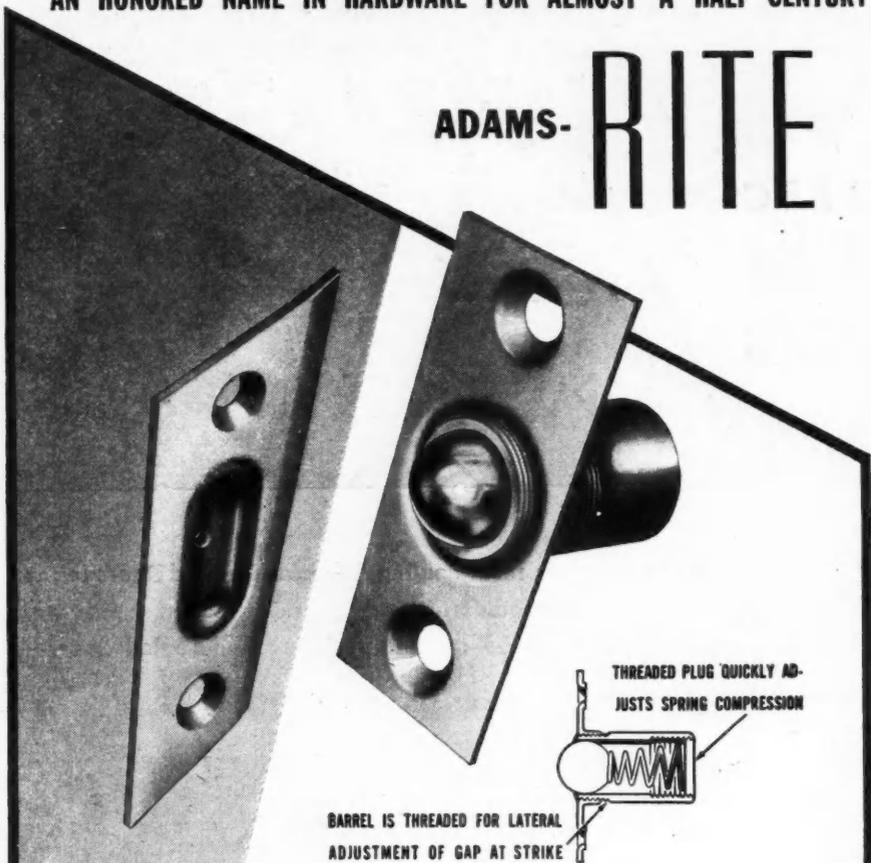
THE WHEELER, OSGOOD COMPANY

Plants and General Office: Tacoma 1, Washington

NEW YORK OFFICE	1326 Empire State Building, New York 1, New York	Phone: Penn. 6-2954
CHICAGO OFFICE	134 So. LaSalle Street, Chicago 3, Illinois	Phone: State 5335-6-7
SAN FRANCISCO OFFICE	3045 19th Street, San Francisco, California	Phone: Valencia 2241
LOS ANGELES OFFICE	P. O. Box 7685 Del Valle Station, Los Angeles 15, California	Phone: Vandike 6326
TACOMA OFFICE	1216 St. Paul Avenue, Tacoma 1, Washington	Phone: Main 8101

AN HONORED NAME IN HARDWARE FOR ALMOST A HALF CENTURY

ADAMS-RITE

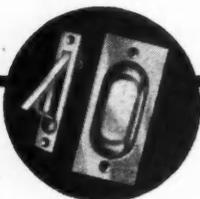


BARREL IS THREADED FOR LATERAL ADJUSTMENT OF GAP AT STRIKE

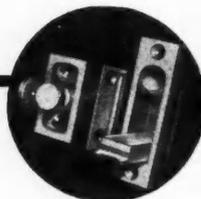
IT'S THE BALL IN A RITE BALL LATCH— that makes it superior to latches of the plunger or bullet-type. The patented RITE Ball Latch cannot jamb because the steel ball, rotating at any angle, allows the door to always open and close in an easy, positive manner. Ball-bearing action, RITE design and two-point adjustment make the RITE Ball Latch the most satisfactory in its field. Use it on communicating and service doors with dummy trim. Use it on top of louvre doors, on wardrobes and accordion doors. A smaller size is also available for use on most cabinet doors.



RITE BRASS SURFACE BOLTS are extruded in patented girder shape— $\frac{3}{8}$ "— $\frac{1}{2}$ "— $\frac{3}{4}$ " widths. Adjustable on job for throw required.



RITE SLIDING DOOR HARDWARE Includes Flush Pulls, Edge Pulls, and Jamb Bolts,—all available in a number of styles and finishes.



RITE JAMB BOLTS In two styles—of solid brass. Mount in rear stile of door to positively lock a door from inside only. Useful on windows.

QUALITY HARDWARE FOR

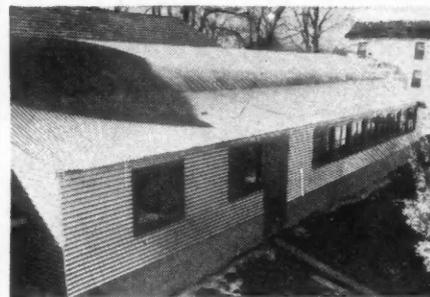


NEARLY HALF A CENTURY

ADAMS-RITE MANUFACTURING CO.
540 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U. S. A.

Prefabricated Steel Locker Plant

A SMALL TOWN frozen food locker plant operator and a housing research organization—the John B. Pierce Foundation—have demonstrated that the most pressing locker plant problem—the need for new buildings and more space—can be solved by proper adaptation of a system of steel arch-form construction. A new building in Stanton, N. J., repre-



This structure accommodates 336 lockers.

sents the first successful application of Quonset construction for frozen food storage, processing and merchandising space.

Inside the 25x60-foot building, there are 5500 cubic feet of frozen storage space. The main storage room has a capacity of 336 individual lockers in banks seven high. In addition there is a processing room 9 feet 3 inches by 40 feet. Across one end of the building, adjacent to the locker room, is the 13x17-foot lobby and, separated from it by a counter, the manager's office.

Architecture of the locker plant, although based on wartime Quonset construction, has little of the semi-circular appearance ordinarily associated with arch-form structures. Both the front and rear walls are vertical; only the roof is curved. The only wood used is in the doors; all other materials used are steel, aluminum, glass or concrete.



Interior covered with corrugated aluminum.

The entire interior of the building is covered with light gauge corrugated aluminum. Although this is a small building compared with many locker plants, its plan and method of erection can be expanded simply to meet the requirements of larger operators.

It do
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Libb
4367

INSIDE-OUTSIDE ROOMS

... united with a
wall of glass



It doesn't take a 10-mile view to make larger windows an asset. This house on a 50-foot lot proves it.

Notice how the glass wall and the patio, in effect, add a room to the house. Even where climate does not permit year-round use it's a worth-while idea. The big window always adds interest and a feeling of spaciousness.

The smartness of good window treatment is enhanced by the use of high-quality glass. Remember that the L-O-F label on windows is assurance of better, clearer glass—worth pointing out to prospective home buyers. Libbey-Owens-Ford Glass Company, 4367 Nicholas Building, Toledo 3, Ohio.



Frederick T. Kline, Los Angeles, Architect and Owner



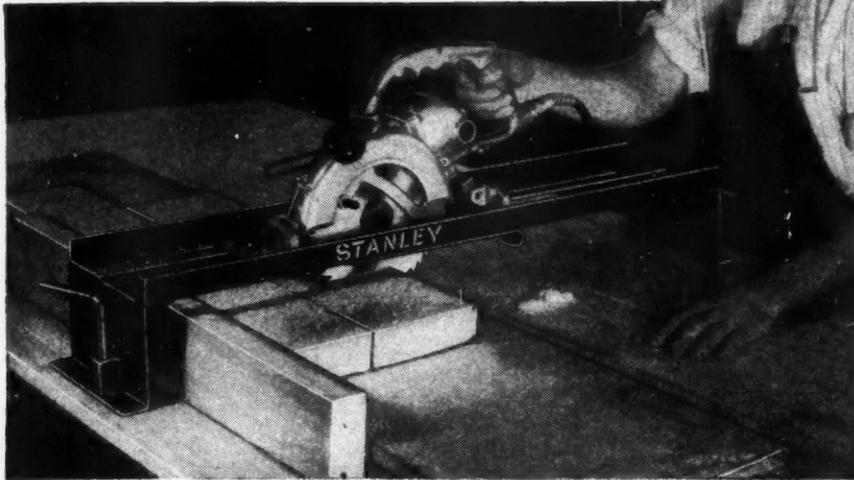
LIBBEY · OWENS · FORD

a Great Name in **GLASS**

L-O-F also makes plate glass, safety glass, *Thermopane** insulating glass, *Vitrolite** colorful glass facing, *Tuf-flex** tempered plate glass and other flat glasses.

*Reg. U.S. Pat. Off.

New!



HERE'S A REAL TIME-SAVER FOR YOUR STANLEY SAFETY SAW!

YOUR PORTABLE SAW becomes a bench saw quickly and easily with this new Stanley No. 158 Saw Track. Made for use with the W7, W8 or W9 Stanley Safety Saw, the Stanley Saw Track is a real time-saver as a guide in making square, bevel and bevel mitre cuts, or cutting lumber to exact sizes. You no longer have to lay out and

mark each piece of lumber. Hours of lost time become real productive time. And when abrasive wheels are used, you can cut slate, marble and other hard materials. Get the full details on the labor-saving Stanley No. 158 Saw Track now. Ask your distributor, or write Stanley Electric Tools, 492 Myrtle Street, New Britain, Connecticut.

How To Use The New Stanley Saw Frame

1. To set up Saw Frame, simply drill a $\frac{3}{8}$ " hole in bench for locating pin. This is a pivot point, and with holes drilled for locating pin in opposite end of frame any desired angle can be laid out.
2. Block up board to be cut to desired height and install work stop.
3. Saw Guide is adjustable. Move in or out to suit width of the base of the saw.
4. Adjust guard trip plate to proper position.

STANLEY

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

Radiant Heat for Tribune Prize Home

INCLUDED in the new building equipment being installed in the 17 Chicago Tribune Prize homes now being erected in Chicago and suburbs is a radiant heating system in the Tribune house being built by Green Valley Homes, Inc., in Lombard, Ill.

This rambling, one-story, six-room home which netted a \$1,000 prize for W. R. Burns, Jr., of Harrisburg, Pa.,



BOILER, pump, electrical controls, expansion tank and pipes to coils in ceilings.

in the Tribune's \$24,000 Chicagoland Prize Homes competition, has no warm air ducts or radiators. Radiant heat is provided by warm water coils installed under the plaster in the ceiling. This type of radiant ceiling heat is expected to combat ceiling heat loss, eliminate floor covering influences on heating efficiency and utilize rapid heat transmission by the ceiling plaster.

Public demonstrations of this and sixteen other Chicago Tribune Prize homes this summer will climax a continuous two-year Tribune display



HEATING coils installed in ceiling ready for installation of metal lath and plaster.

of architectural talent, craftsmanship in building and the latest improvements in building materials and equipment. Each of the homes, built by members of the Chicago Metropolitan Home Builders Association, will be open to the public for thirty days after completion.

DEALER PROFIT



CUSTOMER SATISFACTION

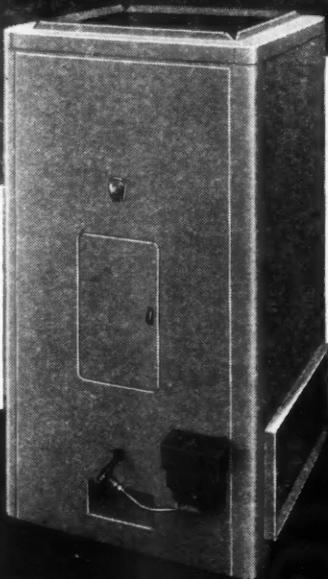
EVANS LINKS THEM UP *for you*

WITH AUTOMATIC OIL-BURNING WATER HEATERS

Hot water is a universal household need and everyone prefers to have it plentiful and automatic. EVANS meets those needs with these high capacity, high quality, low cost operation oil-burning Water Heaters. No gas or electrical connection needed. An EVANS can be installed anywhere—in town or country. Fine looking, quiet, clean, automatic. Here's profitable business for you. Three sizes: 20, 30 and 45-gallon capacities. *Write today for details.*



70,000 B.T.U. FURNACES FOR SMALL AND MEDIUM HOMES



Here's the best automatic oil-burning gravity furnace you've ever seen. EVANS has spared nothing to design and engineer this furnace to fit squarely into your biggest market, and we're in good production right now. This furnace can be set up quickly—adapts to basement or utility room needs—has a handsome Corsican Red baked enamel finish, features an efficient pot-type burner with hi-lo flame. Thermostat control and automatic draft regulator. Efficiency and economy proved. *Write for details.*

Heating and Appliance Division

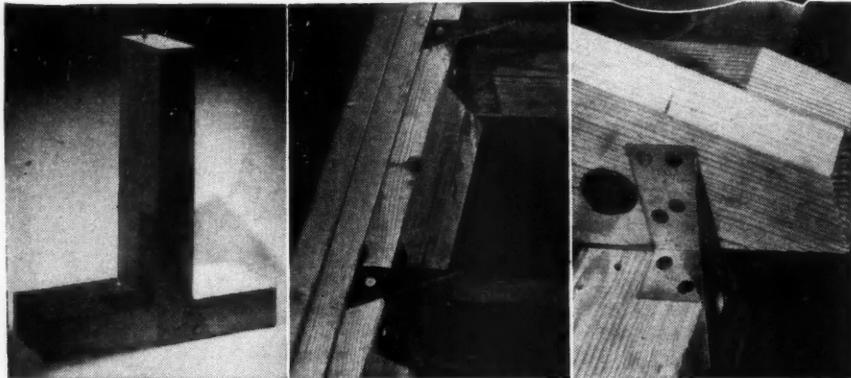
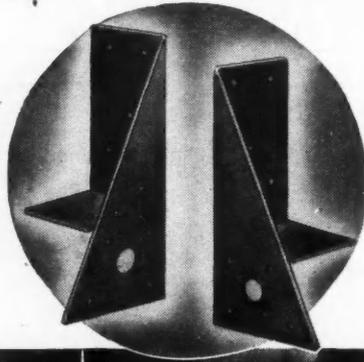
EVANS PRODUCTS COMPANY
PLYMOUTH, MICHIGAN

A New **TECO** Product

for Housing and
Farm Buildings

Trip-L-Grip

FRAMING ANCHORS



BUILDERS EVERYWHERE are using this new timber connector that makes economical secondary connections in wood framing . . . Plaster cracking around door and window openings greatly reduced.

FARMERS FIND anchors useful for old and new construction of granaries and other farm buildings . . . resist heavy wind and grain pressures.

TRIP-L-GRIP anchors are precision manufactured of corrosion resistant steel . . . Full bodied nails that develop maximum shear are boxed with the anchors.

IMMEDIATE DELIVERY can be made from distributors' stocks located in principal cities.

TIMBER ENGINEERING COMPANY 1319-10TH STREET, N. W.
WASHINGTON 6, D. C.

Please send me FREE descriptive literature on Trip-L-Grip framing anchors and quote prices.

Name.....Title.....

Company.....

Street.....City.....State.....

AB

Australia Tries New Building Materials

Technicians devise ingenious methods and materials to expedite home building

A WIDE VARIETY of ingenious inventions devised by Australian technicians to meet the problems of home building has recently appeared on the local market, and many of them have been the subject of inquiries from overseas countries anxious to expedite their building programs.

The popularity of brick homes in Australia has led to improvements in methods of brick manufacture. A new machine made by an inventor in Melbourne, capital of the State of Victoria, produces 640 moulds a day per



THESE boards illustrate finishing treatment possible to flooring material made from mixture of cement, sand, and sawdust.

operator and can also be adjusted to make cement tiles. Centrifugal force operates the machine. It has a circular mould table with 12 twin moulds, which can be altered to suit the various sizes of the bricks and tiles. A hopper receives the feed, and all that is required of the operator is to keep it replenished in the right proportions.

Another brick-making method developed in Sydney, capital of the State of New South Wales, is applied to concrete bricks which can now be laid without the usual mortar joints. Vertical holes and horizontal channels in each brick make a continuous network of small channels which are filled with liquid mortar after the bricks are produced. Reinforcing bars are used where extra strength is required.

The laboratories of the Australian Council for Scientific and Industrial Research in Melbourne have contributed to research into new materials designed to meet shortages in familiar home building products. Sawdust has been successfully utilized in the manufacture of prefabricated building panels and wall sections.

The Government of Victoria recently received samples of composite

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INCLUDE J&L JUNIOR BEAMS IN YOUR PLANS
Order Now
FOR FIRE-RESISTANT STEEL AND
CONCRETE FLOOR CONSTRUCTION

SAVES LUMBER*

J&L Junior Beams are spaced by 1" wood spreaders to accommodate, without ripping, a number of 1" form boards which are tacked in place, later used for roof sheathing.* The job shown used five lengths of 1" x 8" wood sheathing in each panel.

By planning ahead to gain the advantage of steel and concrete floor construction and ordering now, you can include J&L Junior Beams in the houses you build. They provide a strong, non-shrinking, vermin-proof, fire-resistant floor. Any plan can be adapted readily to their use with the help of illustrated booklets, "J&L Junior Beam Floors for Residences" and "Nine Simple Steps." Write to the address below for your copy today.



JONES & LAUGHLIN STEEL CORPORATION

PITTSBURGH 30, PENNSYLVANIA

(Continued from page 160)

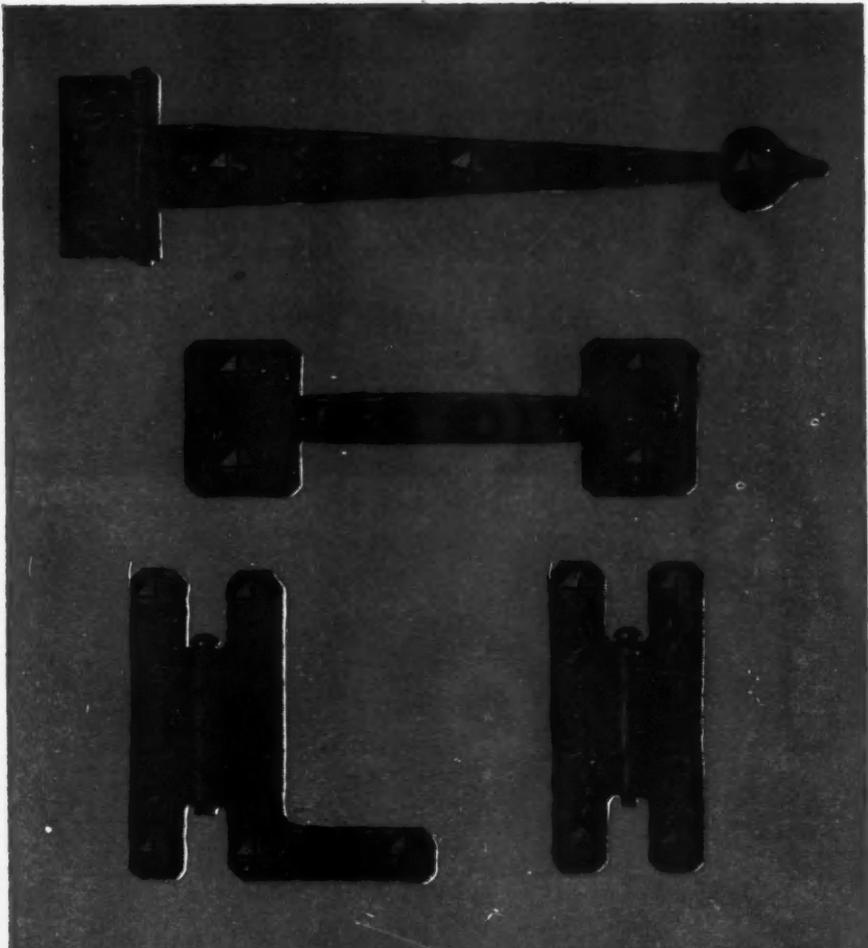
building boards made from ordinary seaweed and cement.

Submitted by architects, other designs include boards made of wood shavings and cement which have been judged suitable for house interiors.

Other boards are built of fly ash or sawdust with cement, or wood, wool and cement.

The Government has also received a proposal from a building firm for a method of concrete-floor construction to meet the present Australian shortage of flooring boards. The method entails the construction of a complete concrete floor as a separate unit.

The Victorian Housing Commission has agreed to have four houses fitted with these floors. A wood-wool



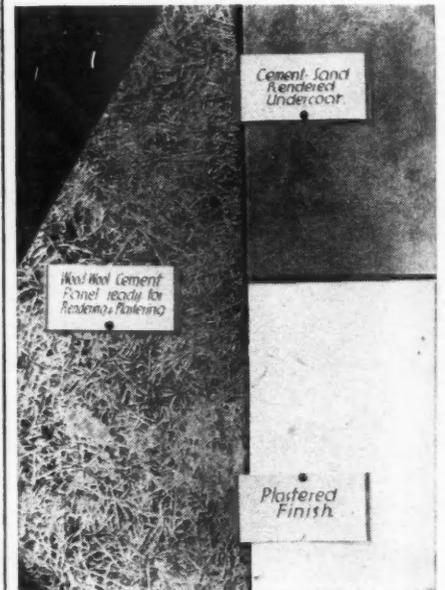
FORGED IRON CABINET HARDWARE

for use on painted surfaces as well as on natural wood finishes.

Quality Hardware
Since 1865

MCKINNEY

MANUFACTURING COMPANY
PITTSBURGH 12, PENNSYLVANIA

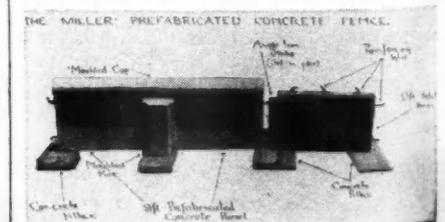


MADE of a cement, sand and wood fiber mixture, this wood-wool plate panel is suitable for exteriors and interior linings.

board known as Woodtex has also been the subject of successful experiment.

The framework of a five-roomed timber house was recently constructed in a Victorian country town by normal methods, and sheathed with this new type of boarding.

The whole sheathing process employed two men, and took less than a day to complete. Floods occurred in the district at the time, and the building was subjected to heavy rainfall for fourteen days, but when inspected recently the woodwork showed no signs of damage or deterioration.



MILLER prefabricated concrete fence. Conserves timber, is of durable construction.

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Contractors and Builders

1. If you have a problem with water or dampness, THOROSEAL will correct and solve the problem. THOROSEAL is prepared especially to fill and seal voids and cracks, to equalize the absorption in the various units comprising the surface and to make a beautiful, matt-textured finish.
- 2.

It may be the home or garage!

It may be the cellar!

It may be the cistern or pool!

It may be the dairy barn or milkhouse!

It may be the city water reservoir!

It may be the stable or pens!

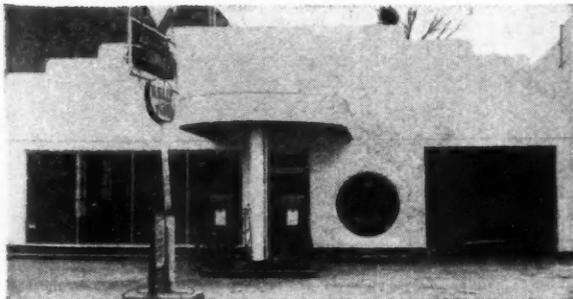
It may be the commercial building!

It may be the factory or warehouse!



This is a 100% THOROSEAL home, not only the interior and exterior, but over the roof. THOROSEAL adds protection and beauty.

Not only the exterior wall surfaces of any type of masonry, including the sills and lintels, the roof, but the interior walls of light manufactured block can be filled and sealed with THOROSEAL and then a beautiful finish coat of QUICKSEAL.



The small commercial building, constructed of lightweight block or brick, can be perfectly sealed and filled with THOROSEAL and then given a delightful finish of QUICKSEAL.

Throughout the United States and Canada, buildings of every type are being protected and beautified with THORO System products.

Write at once for our new and up-to-the-minute Circular No. 17, which describes, in photographic detail, all the methods of The THORO System of protection against heavy rains and storm waters, how to seal the surface of new homes and every type of masonry, on the inside or outside surface, above or below grade.

Request your Lumber or Builders' Supply Dealer in your home city to order for you.

Standard-Dry Wall Products, Inc.
BOX X NEW EAGLE, PENNA.



BUILD your shower stalls around this sturdy, attractive one-piece "ADAPTO" Receptor! You'll save installation time and labor — and provide a more satisfactory shower for less money. The "ADAPTO" is original, the only item of its kind, universal in use, patented, with Underwriter's Laboratory Approval. There's distinctive beauty in the patented non-slip pattern — of wear-resisting, leakproof non-absorbent porcelain enamel. Completely self-contained, structurally reinforced, sound-proofed, the Bathe-Rite "ADAPTO" Receptor is engineered for quick and easy installation in combination with ceramic or metal tile, structural glass, or composition wall construction. No floor preparation is necessary.

Receptor prices, Material, Installation Available from your plumbing contractor.

MILWAUKEE STAMPING CO.

BATHE-RITE DIVISION

8005 South 72nd Street • Milwaukee 14, Wisconsin

Our 53rd Year of "Quality" Production

HOW TO MEET THE DEMAND FOR SEPARATE SHOWER BATHS

Surveys show more than half the families planning to build want separate shower baths.

You can meet this rapidly growing demand by installing Weisway Cabinet Showers.

Precision-built, leakproof Weisways are made in models suitable for homes in every price class.



Weisway

CABINET SHOWERS

Quality-proved and service-tested through years of actual use, Weisways insure satisfaction, protect your reputation. Weisways are the product of the pioneer manufacturer in this field. They are precision-built to the quality specifications which won acceptance for the Cabinet Shower as standard plumbing equipment. Leak-proof, easily installed in new or old homes without special treatment of building walls or floor. Vitreous porcelain receptor with exclusive "foot-grip, no-slip" floor.

The separate shower bath is in increasing demand by home buyers and builders. Weisways are truly the "mark of a modern home." Standard model, of genuine pre-war quality, available for immediate shipment. Distributed through established plumbing channels. Mail coupon for detailed information.

HENRY WEIS MANUFACTURING CO., INC.
601 Weisway Building, Elkhart, Indiana

Gentlemen: Please send folder and details regarding Weisway Cabinet Showers now available.

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NEW PRODUCTS—

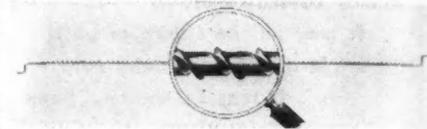
(Continued from page 140)

tures are high discharge, 90 degree dumping angle, lower center of gravity, positive cut-off gate. Satisfied users report considerable savings through its use.

SPIRAL CUT SAW BLADE

AB6726

The "Allways" saw blade being produced by the Tyler Mfg. Co., 938 Pico Blvd., Santa Monica, Calif., cuts in any direction without requiring the operator to turn his saw frame or his

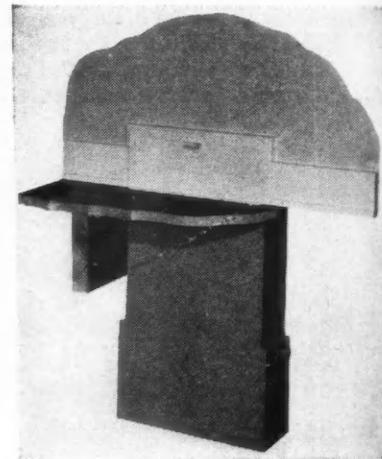


work to change the direction of the cut. Made of oil tempered spring steel, the blade fits all standard hand coping saw frames and power operated jig saws. It is designed to cut all woods, light metals, and plastics.

DUST CHUTE

AB6719

A handy disposal unit for dust and dirt is being manufactured by the Air Control Products, Inc., Coopersville, Mich. Consisting of a steel face, dust chute and dust bin, the unit requires an opening in wall and sub-floor for installation. The dust chute face is located in the baseboard at floor level



and has a hinged door that is opened by stepping on the door knob. The door remains open until a touch of the toe releases the spring mechanism and closes it. The dust bin, located just below the basement ceiling, is removable. Finished in baked enamel the face is gloss white and does not require painting.

ALUMINUM COMBINATION WINDOW

AB6702

New entry into the field of the combination storm-screen window is the Aluminum Building Products Co., Milwaukee, Wis. The company offers an all-aluminum combination window which operates as a standard house window—on two separate tracks.

(Continued to page 166)

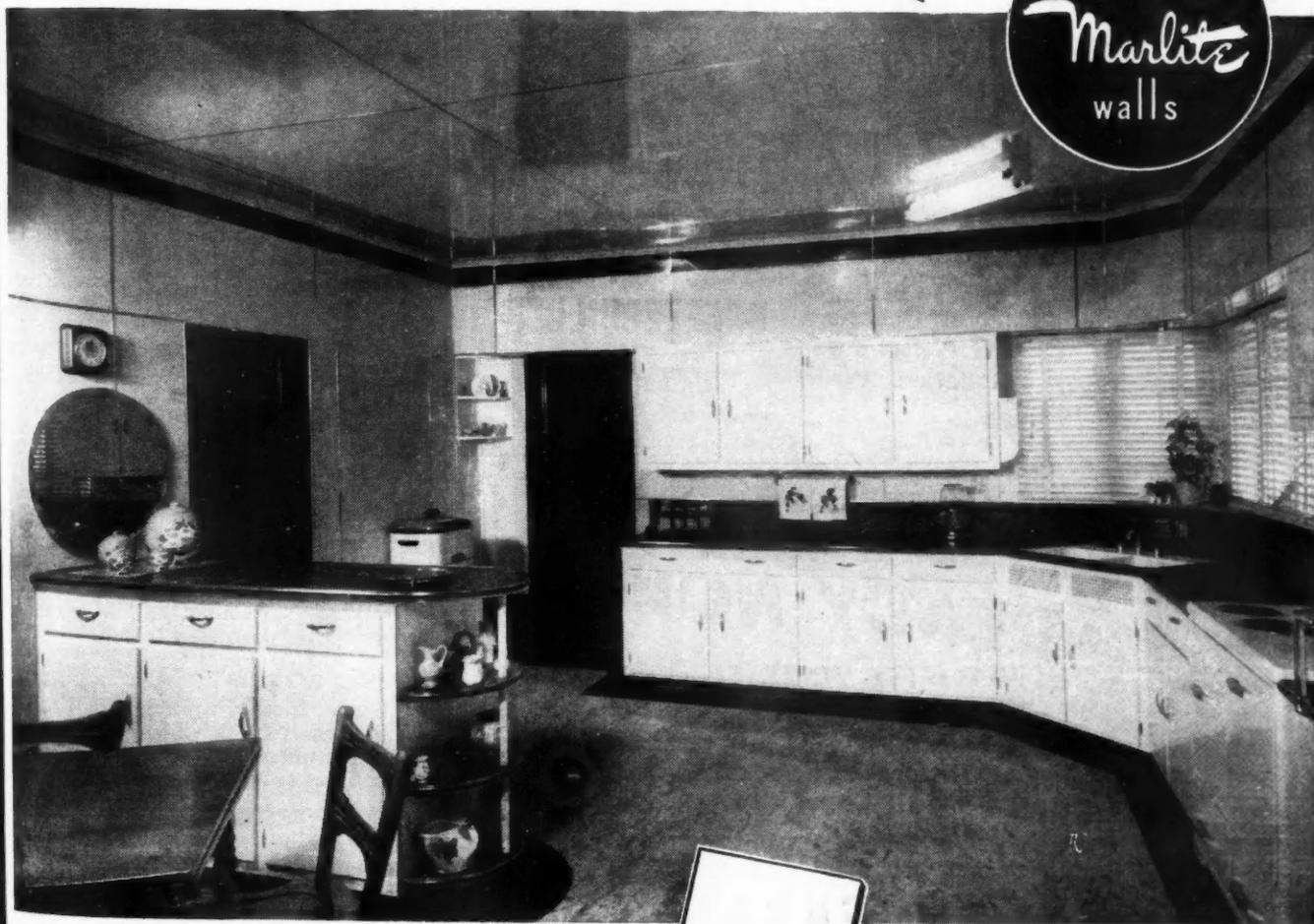
PANEL PRESTIDIGITATOR!

That's You... a qualified carpenter,

when you work modern wall magic with Marlite plastic-finished wall and ceiling panels. When you work with Marlite, all you need is a saw, a plane and a supply of Marsh Mastic and presto!—you can create beautiful interiors that delight everyone. Marlite is so easy to install, goes on in a jiffy over old walls or new. Sold by leading dealers everywhere. A complete range of colors and patterns to give scope to your modern wall magic, with Marlite. See our Catalog in Sweet's File, Architectural, or write direct. Although production has reached an all-time high, the tremendous demand for Marlite makes it necessary to continue to allocate deliveries. Marsh Wall Products, Inc., 603 Main Street, Dover, Ohio.



plan on
Marlitz
walls



For Creating Beautiful Interiors



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PLASTIC-FINISHED
WALL PANELS

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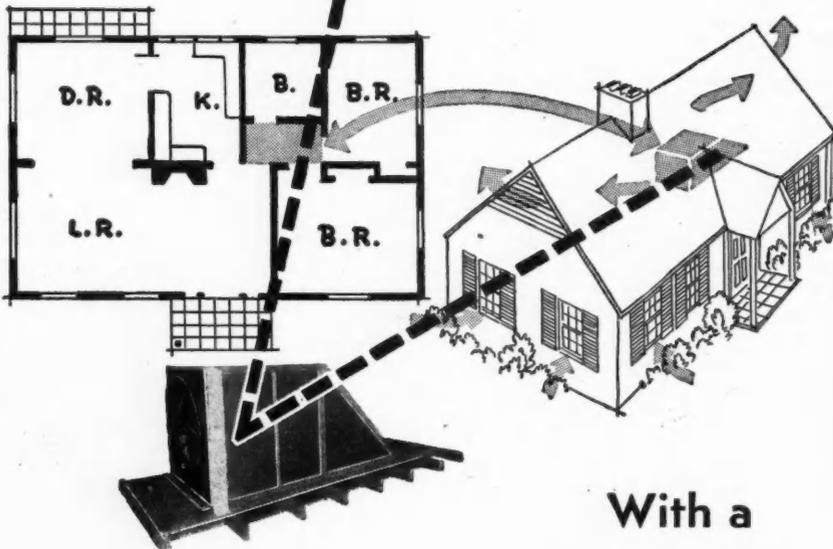
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Here IS WHERE BREEZES START



Include cooling, natural breezes in the homes you plan—specify a Bar-Brook Breezebuilder* Attic Fan installation. Available in 4 sizes; FHA approved; inexpensive, easy installation. Write for complete details.

With a
**BAR-BROOK
BREEZEBUILDER*
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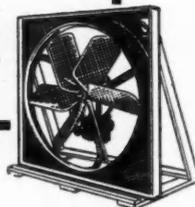
*Trade Mark



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Write for YOUR free copy

The most complete manual on attic fans ever published. 48 pages, richly colored, profusely illustrated. A request on your letterhead will bring your copy.



BAR-BROOK FANS

BAR-BROOK
ATTIC FAN



BAR-BROOK MFG. CO., INC.
(Formerly Shreveport Engineering Company)

1553 Texas Avenue... Shreveport, La., U. S. A.



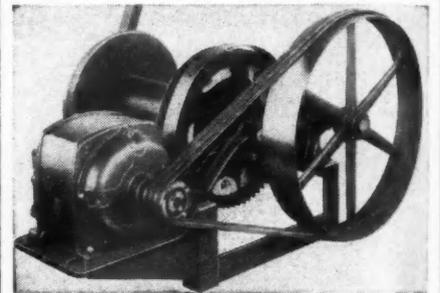
(Continued from page 164)

Each sash slides into its own track and is held in place by a spring which runs the length of one side of the frame. By pressure against the spring the sash is easily removed; by means of the spring pressure, weatherstripping is obtained. The window, removable from the inside, has a self-storing feature: in summer lower sash is raised and screen inserted; in winter, lower sash is brought down and screen stored directly above it. Every window is custom-built to fit correctly. The finish is stainless and resistant to corrosion.

UTILITY HOIST

AB6705

The "Ireland" utility hoist is a low-cost, light-duty power tool which can be adapted to 101 jobs on the work site. Set up with a 3 or 5 H.P. motor, it will lift loads of 550 lbs. at the speed



of lift of 126 ft. per minute on a single line. The hoist is portable and comes in a range of loads, speeds, and pulley sizes. It can be used with a tractor, gas engine, or electric motor. Product of Bennett-Ireland, Norwich, N. Y.

MOISTURE RESISTANT PAPER

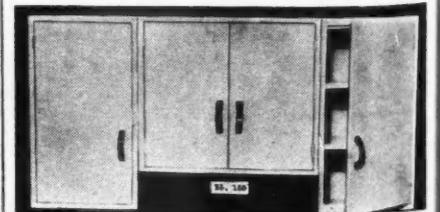
AB6725

A moisture and vapor resisting paper for side walls between sheathing and facing materials, under flooring and for roof decks is being marketed by the Prestite Engineering Co., 3900 Chouteau Ave., St. Louis, Mo. It is made of tough kraft paper saturated and coated with gilsonite, asphalt and wax compound. This paper is flexible, has no odor, will not shrink after wetting, and is black in color. It is laboratory tested.

KITCHEN CABINETS

AB6723

Marvel Metal Products Co., 760 W. Waveland Ave., Chicago 13, Ill., manufactures a line of all-steel kitchen cabinet ensembles, including single



and double door under sink units. They are finished in baked white enamel. The doors are reinforced and have plastic handles with chrome strips. The ensemble illustrated is for use over the sink.

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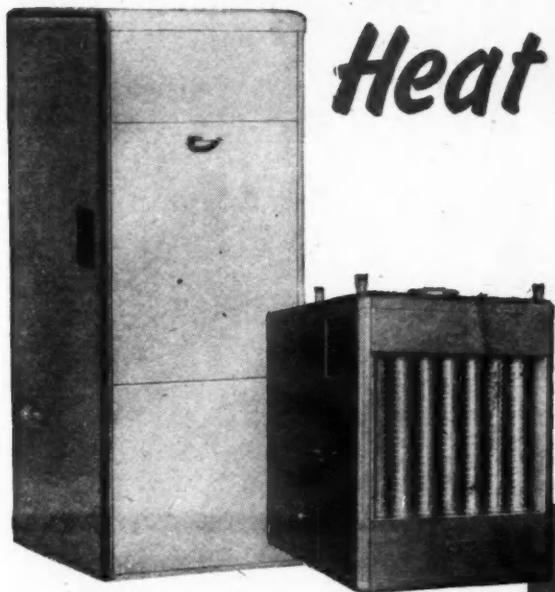


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AB6725 esisting sheath-er floor- ng mar- neering Louis, fit paper ilsonite, . This will not black in

AB6723 760 W. 13, Ill., el kitch- ng single

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Heat for your G. I. Housing is no problem

compact, low cost Janitrol fits anywhere

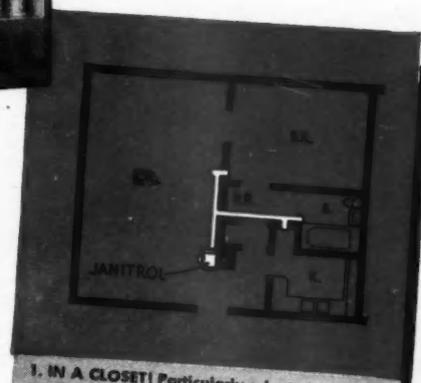
JANITROL Gas-Fired Winter Air Conditioners can be installed practically *anywhere* in a home . . . kitchen, utility room, closet, attic, living room, or any place else the imaginative architect or builder may desire. Their extreme compactness and ease of installation make Janitrol a natural for clean, economical heating in veterans' housing. Especially where low-cost substitute building materials must be used, dependable, correctly installed heating is *doubly* vital to living comfort.

With Janitrol, there's no fuel to store, no noise, dust, or ashes. Heat is fully automatic.

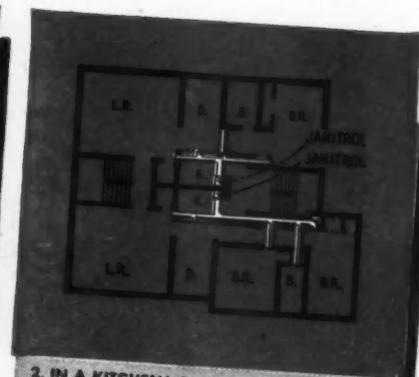
Janitrols have been *proved* in thousands of actual installations. No other gas furnace combines *all* the modern improvements and engineered advantages of Janitrol. Write Surface Combustion Corporation for further information on Janitrols for heating every type of low-cost home and multiple dwellings.

LOOK AT THIS COMPACTNESS!

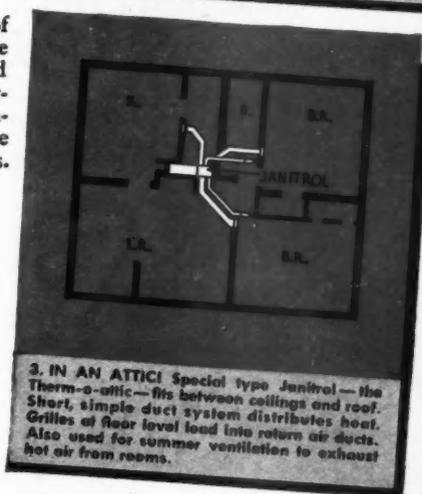
	Width	Height	Depth
FAC 60	18 3/8"	58"	27"
FAC 90	22 3/8"	58"	27"
Therm-o-attic			
75	18 3/8"	34"	34 3/8"
105	24 3/8"	23"	34 3/8"



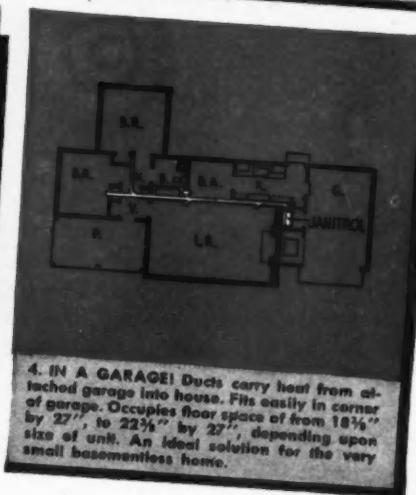
1. **IN A CLOSET!** Particularly adapted to apartment or multiple housing. Each tenant regulates his own Janitrol to suit himself, pays his own heat bill. Savings are effected over traditional central heating systems in buildings housing several families.



2. **IN A KITCHEN!** Can be fitted in with cupboard and sink arrangement. Duct work carries heat to other rooms. Return air flows back through passage to the kitchen. Perforated lower panel on front of unit admits air return to furnace.



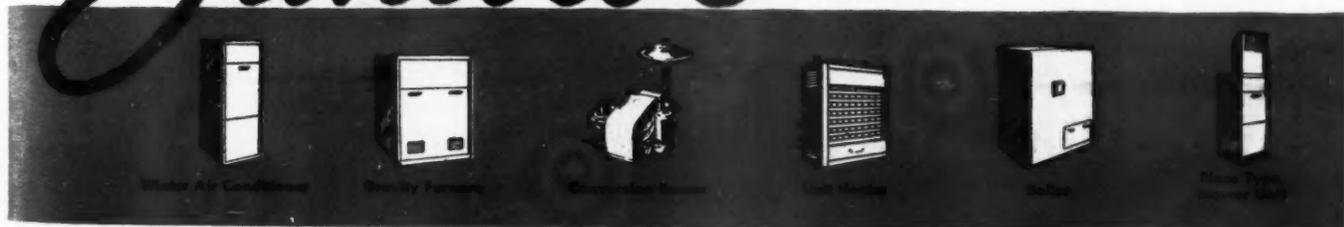
3. **IN AN ATTIC!** Special type Janitrol—the Therm-o-attic—fits between ceilings and roof. Short, simple duct system distributes heat. Grilles of floor level lead into return air ducts. Also used for summer ventilation to exhaust hot air from rooms.



4. **IN A GARAGE!** Ducts carry heat from attached garage into house. Fits easily in corner of garage. Occupies floor space of from 18 3/8" by 27" to 22 3/8" by 27", depending upon size of unit. An ideal solution for the very small basementless home.

SURFACE COMBUSTION CORPORATION, TOLEDO 1, OHIO

Janitrol



Build With PAINÉ REZO DOORS

U.S. Pat. 1,867,814.
The exclusive interlocking grid core within the Rezo door allows constant air circulation, adds extra strength, and provides greater rigidity.



An Unfailing Advantage
..... in lowering costs
speeding installations
making rooms
more attractive

There are so many features for 1 3/4" Paine Rezo doors that it is hard to determine which is most important. Pre-fitted to exact size, light-in-weight with clear flush surfaces that finish fast, they work wonders in trimming down installation time to less than half of that required by common panel doors. That applies whether you're painting or staining. But this is only the beginning.

Paine Rezo doors do things for rooms, too. Entrance halls, stairways, dining rooms, bedrooms, kitchens, all appear more spacious, more livable when the smooth sweep of walls are complimented by the unbroken, flush surface of this harmonizing door. Other values you and the home-owner like, include a patented air-cell core that provides great strength while it minimizes shrinking, swelling, warping.

Because these advantages never fail, over two million Rezo doors are in service today, the choice of America's leading architects and building contractors. Ask your dealer for Paine Rezo doors*, or write for a factual builders bulletin.

*Because of production limitations, Rezo doors cannot yet be shipped to the Pacific Coast.

Manufactured by the

PAINÉ LUMBER CO., Ltd. *Oshkosh Wisconsin*

ESTABLISHED 1853

Maple Flooring Association Moves to Oshkosh, Wis.

THE Maple Flooring Manufacturers Association reports its personnel are comfortably housed in their new quarters at 46 Washington Boulevard, Oshkosh, Wis. L. M. Clady, secretary-manager is in charge. The change from Chicago to Oshkosh was voted on at the Association's annual meeting held in January, and became effective as of May 1, 1947. At the same meeting, new officers were elected for the calendar year 1947, as follows: President, W. C. Abendroth, Robbins Flooring Co., Rhinelander, Wis.; vice president, D. W. DeWitt, Holt Hardwood Co., Oconto, Wis.; treasurer, W. W. Gamble, Jr., Yawkey-Bissell Corp., White Lake, Wis., and secretary-manager, L. M. Clady.

The change of location does not affect policy, President W. C. Abendroth stated in making the announcement. The Association will continue activity in cooperative trade extension, including space advertising in trade papers, publication of descriptive literature and continued research to stimulate more intelligent and economical use of maple flooring.

A new and revised "Grading Rules" booklet for maple, beech and birch flooring was recently issued by the Association. A list of recommended floor finishes for maple flooring including recommendations of the penetrating type of sealer for heavy duty floors will be released shortly.

* * *

Sanderson to Operate Own Building Supply Company

AFTER 23 years with U. S. Gypsum, H. J. Sanderson of Corpus Christi, Texas, has founded his own building supply business. The firm, known officially as the Sanderson Supply Co., is located at 405 No. Port, Corpus Christi.

Associated with Mr. Sanderson are Radcliffe Killam of Laredo, Texas, and John Hurd of California.

The company will handle insulation, roofing, sound control, and other general building materials and, when conditions permit, will expand into the jobbing and industrial field.

* * *

American Lumber Congress To Meet in Chicago, June 16-18

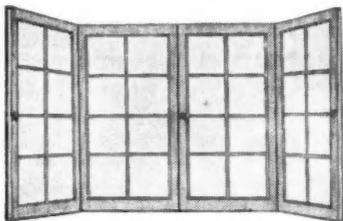
FOR the first time in twenty-five years an American Lumber Congress will be held in Chicago, June 16-18.

Sponsored by the National Lumber Manufacturers Association, the meeting will bring together all segments of the lumber industry including manufacturers, wholesalers, commission men, and retailers as well as representatives of forestry groups and wood-using industries.

In announcing the Congress, C. Arthur Bruce, president of the NLMA, stated that the meeting will
(Continued to page 170)



There's No Premium On Light!



Ponderosa Pine casements add warmth and friendliness to modern interiors. These casements are made up in stock designs, with frames, to answer a wide variety of window needs.

Research has proved that stock windows of wood are famous for their efficiency, low maintenance and low cost. Ponderosa Pine windows are easily weather-stripped. They are quiet windows—permitting minimum vibration. Stock design frames are precision made, properly seasoned and dried, with joints made to stay tight.

Plenty of outdoor light for the homes you plan need not be costly . . . or impractical . . . when you specify stock design windows of Ponderosa Pine.

You can use these precision-made windows generously, knowing that their clean design and good proportions will add character and friendliness to room interiors—at no cost penalty. Installation costs less because of the wide variety of Ponderosa Pine window types and sizes that fit every kind of construction. Maintenance will be low because smooth-grained Ponderosa Pine holds paint so firmly. Remember, too, that Ponderosa Pine has natural insulating qualities—does not transmit cold or heat, thus helping to keep rooms warmer in winter and cooler in summer.

In planning window groups, bays or corner windows, you'll find "Today's Idea House"—32-page Ponderosa Pine booklet—a valuable aid. This booklet, profusely illustrated with photographs, is yours for the asking. Mail the coupon!

For Friendly Living . . .
Ponderosa Pine
WOODWORK



Ponderosa Pine Woodwork
 Dept. PAB-6, 111 West Washington Street
 Chicago 2, Illinois

Please send me a free copy of "Today's Idea House."

Name (Please Print)

Address

City Zone State



REZ
 makes
 fine wood finishing
 easier...
 quicker...
 more economical

This ready-to-use amber-clear sealer and primer protects floors, doors, sash, millwork, and plywood. It is a synthetic resin, especially formulated to penetrate the wood fibers—leaves a tough resinous deposit, thereby minimizing moisture absorption, grain raise and decay. Also, it acts to assure dimensional stability.

Rez* provides an ideal base for any type of finish—paint, stain, varnish.

See Your Dealer or Jobber

If Rez is new to you, or if you want current supply information on this easy-to-apply, quick-drying sealer and primer, see your dealer or jobber today. **MONSANTO CHEMICAL COMPANY**, Western Division, Seattle, Wash. . . . District Sales Offices: Los Angeles, San Francisco, Portsmouth, Va.

*Reg. U. S. Pat. Off.



SERVING INDUSTRY . . . WHICH SERVES MANKIND

(Continued from page 168)

give members of the industry an opportunity to obtain up-to-the-minute viewpoints of experts and formulate opinion and judgment as to how the many problems facing the lumber industry can best be solved.

Such topics as timber supply, federal controls, labor, distribution, and trade promotion will be covered in general sessions. Panels will be conducted on major topics and outstanding leaders in each field of interest have been retained as speakers.

Highlight of the meeting will be a banquet at which a nationally known speaker will be introduced.

* * *

Ryan Joins Asbestos

THE appointment of P. H. Ryan as vice-president in charge of sales of Asbestos Ltd. Inc., Millington, N.J.,



P. H. RYAN

has been announced by R. R. Gallo-way, president. Before joining Asbestos, Mr. Ryan was associated with Certain-Teed Products Corp.

* * *

Cut Price of Steel Casement Windows

IN response to President Truman's appeal for general price cuts, Croft Steel Products, Inc., Jamestown, N.Y., has announced a five to ten per cent reduction in the price of its steel casement windows and the elimination of escalator clauses from materials contracts.

Increased plant efficiency, coupled with a desire to cooperate in the general trend of lowering building costs, made this reduction possible, the announcement stated.

The company is one of the oldest producers of steel casement windows in America. Although its plants are operating at peak production, the firm reports a large backlog of orders.

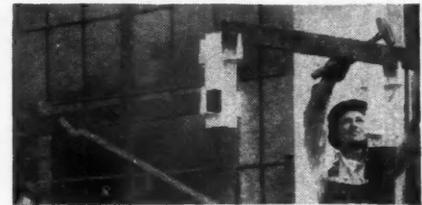
* * *

Mengel Opens New Hardwood Veneer Plant

THE Mengel Co. of Louisville, Ky., world's largest manufacturers of hardwood products, has opened a hardwood veneer mill at Thibodaux, La.

Constructed entirely of sheet metal
 (Continued to page 172)

NOW!
Build solid scaffolds
to any height with
KNIFE-GRIP
BRACKETS



No Nails, No Bolts . . .

Re-use Lumber Many Times

Here's the new, easy, fast way to build sturdy scaffolds to any height, with decks and bays spaced the way you want them. Knife-Grip steel brackets and braces lock 2x4's and 4x4's together, give dependable support for builders, plasterers, brick masons, painters.

Write for illustrated literature
 and name of nearest dealer

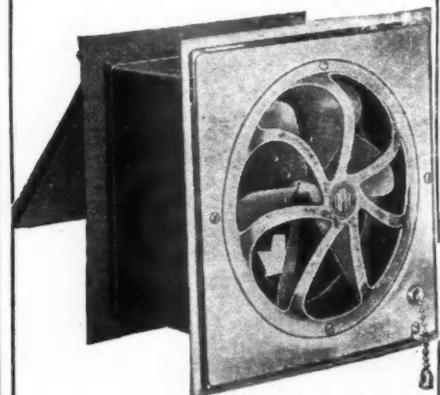
Northwest Tube & Metal Fabricators

2658 S. E. Tenino Street, P. O. Box 2310

PORTLAND 14, OREGON

WESTERN
KITCHEN VENTILATORS
 NO PRICE INCREASE
IMMEDIATE
DELIVERY

The Builders Favorite for Twenty Years



DELUXE MODEL
 125,000 now in use

PRE-WAR QUALITY

All exposed parts heavily chromed.

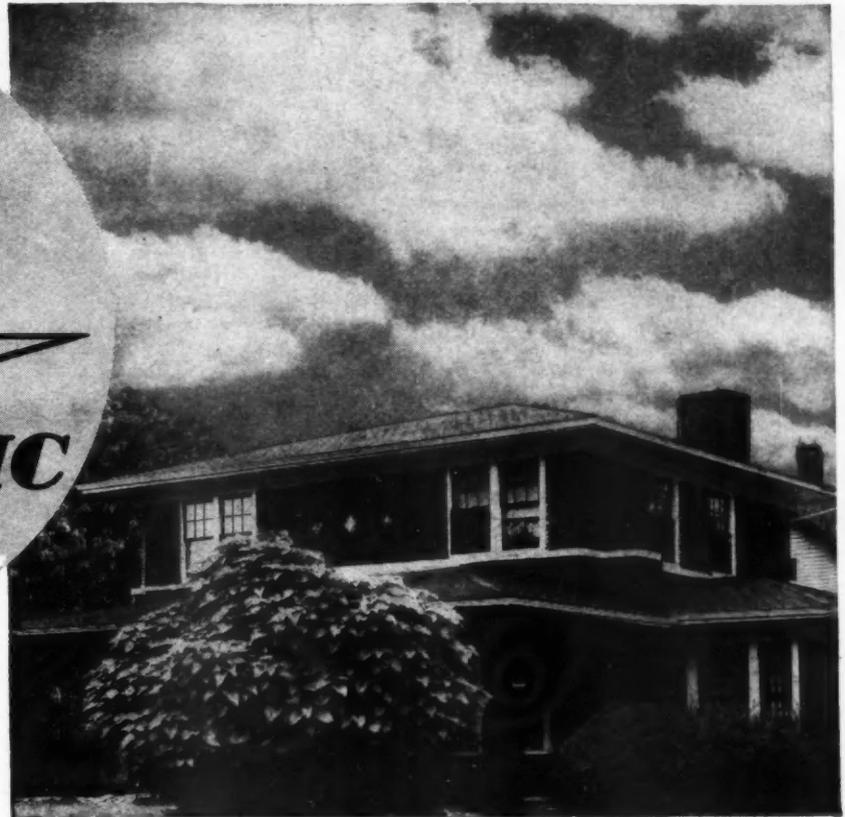
EASY TO INSTALL

Western Appliance, Inc.

5650 Grand River Ave.,
 DETROIT 8, MICH.

**THERE'S
ONLY
ONE**

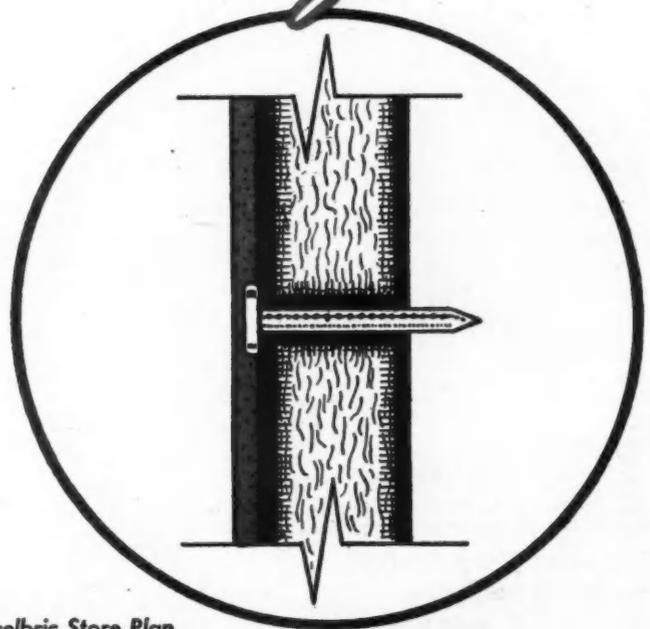
INSELBRIC



and only
INSELBRIC

has
Encased Nailing

ENCASED NAILING . . . an exclusive Inselbric method of prefabricated nail holes to make nailing easier and more secure. Every panel of Inselbric has 14 tailor-made nail holes—scientifically weatherproofed and spaced. Filled with a pliable mastic, the rust-proof nails pass through easily and without injury to the insulating core. Wedged solidly in the mastic, *Encased Nailing* prevents moisture penetration—the secret of Inselbric's longer life. Another reason why dealers prefer and stock INSELBRIC.



Write Today for Our Inselbric Store Plan

MASTIC ASPHALT CORP.
Makers of Inselbric and Inselstone
SOUTH BEND, IND. • ELIZABETH, N. J.

JONES & BROWN, INC.
National Distributors of Inselbric and Inselstone
PITTSBURGH, PA.

**Cut Your Costs
with High Speed
REED Equipment**

The pressure for 20% to 30% lower building prices threatens to wipe out the profits of inefficient operators. There is one sure way to meet the challenge—install faster, lower-priced equipment.

VI-BRIK-CRETE
8,000 + PER DAY

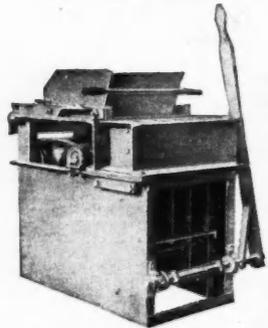


NEW HOPPER SPEEDS MOLDING

Makes brick 7 on edge at 28 per min. 3600 vibrations produce solid, sharp-cornered super-standard brick. Study construction. Thoroughly proved. Send for literature showing various size brick, specifications, production line set-up for lower costs.

\$875.00

1200 BLOCKS PER DAY



Most compact block machine. Stationary mold box. Cores vibrate 4800 per minute for dense solid block. No stooping—cuts operator fatigue. Roller-bearing strike-off box can't raise up when finishing block. Send for complete details about this speedier block and the construction features that make it so profitable.

Superior Block Machine \$959.40.

MIXERS

- No. 1200 12 Cu. Ft. (less motor).....\$750
- No. 1290 9 Cu. Ft. (less motor).....\$675

CONVEYORS

- No. 800 80 Ton per day.....\$375

HOPPERS

- 1-2-3 Chute 10 Cu. Ft.....\$125, 150, 175

All prices F.O.B. Three Rivers. Prompt delivery. Clip this ad and check the items that interest you.

R. S. Reed Corporation

610 E. HOFFMAN ST., THREE RIVERS, MICH.

(Continued from page 170)

and concrete, the mill employs the latest equipment and techniques for hardwood veneer manufacture, including a log pond and steel vats for heating logs.

The plant's operations will include cutting timber in the nearby locality and manufacturing veneer for shipment to the company's Baton Rouge plywood plant. Employment will run between fifty to seventy-five men.

At present the Mengel Company has eighteen plants producing hardwood plywood panels, flush-type doors, lumber, bedroom and occasional furniture, Module furniture and kitchen cabinets.

* * *

Prima Products Names Sales Manager

MILTON SCHREYER, president of Prima Products, Inc., national distributors of Aquella, has announced appointment of Joseph D. Zaiser to the newly created post of sales manager.

For the past four years, Mr. Zaiser



JOSEPH D. ZAISER

has been general sales manager of the Columbia Wax Works. Prior to that he was in charge of major appliance sales in the east for Landers, Frary & Clark, and with the Graybar Electric Co.

* * *

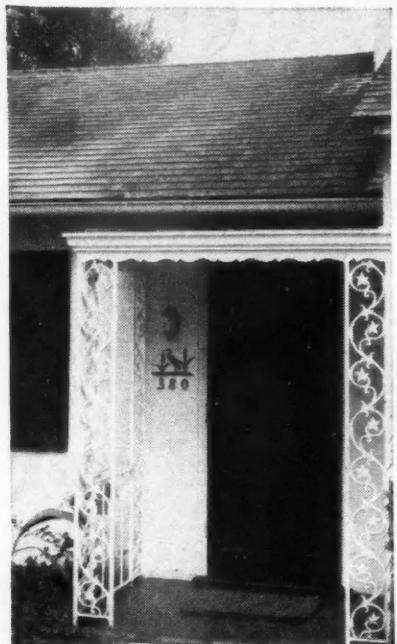
J. D. Long Goes to Colombia, South America

AFTER seven years on the staff of the Douglas Fir Plywood Association, in Tacoma, Wash., J. D. Long has resigned to go to Colombia, South America, to assist in setting up a program of agricultural engineering for that country. The work is part of the Colombian government's postwar plan for the improvement and modernization of agriculture throughout the country.

Mr. Long was selected by the Colombian government on the basis of his researches on engineering problems as related to practical agriculture and farm living. The invitation came to him through the Office of Foreign Agricultural Relations of the United States Department of Agriculture in Washington, D.C.

He joined the staff of the plywood (Continued to page 174)

Mr. Builder!
**ORNAMENTAL IRON
WORKS WONDERS WITH
REMODELING JOBS**



No. 118 Porch Panel, flats and corners were used in remodeling here—note the distinctive entrance way of this small home. Cast ornamentation used. 1" sq. corners, bars in 7/6 stock heights, 9 1/2" wide.

• Modern builders of today are finding the use of ornamental iron in remodeling jobs — residential and commercial—a fast, inexpensive means of creating distinctive beauty. • Coffman's original designs are outstanding and are manufactured in stock sizes for efficient building methods. • You can buy Coffman's ornamental iron easily and quickly, whether you are building in a small town or large city. • Your building supply dealer can supply you as he does other building materials. • Send for our catalogue—you can plan in advance, know your cost, save time and money. • Only the best in ornamental iron workmanship and material.

The Builders Line Includes:

- CANOPY BRACKETS
- SCREEN DOOR GRILLES
- PORCH & BALCONY PANELS
- SILHOUETTE HOUSE NUMBERS
- RAILINGS—STOOP, PORCH & BALCONY

Manufactured by
The R. G. COFFMAN CO., INC.
Orlando, Florida, since 1925

**SOLD by LUMBER and
BUILDING SUPPLY DEALERS**

Write for catalogue of **DESIGNS, SIZES & PRICES TO,**

WOODA B. ELLIOTT
Winter Park, Florida
MANUFACTURERS' SELLING AGENT

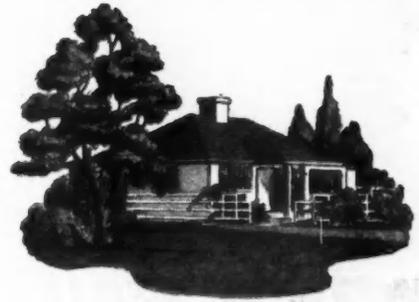
Announcing OAKTRED

THE ONE-PIECE FLOOR THAT HELPS SELL THE HOUSE



Oaktred is the type of flooring often used in luxurious residences like this...

OAKTRED, the modern durable one-piece flooring is now in large scale production at the request of the National Housing Agency in order to make this quality flooring available to a much wider field of building operations for both single and multiple dwellings at an economical price.



...now available because of large scale production for low-cost housing like this.

OAKTRED

THE MODERN ONE-PIECE FLOORING

OAKTRED flooring, a scientifically formulated composition, is poured in place and sets in one piece. It is seamless, sanitary, fireproof, insect and rodent proof. It is resilient and does not dent, rut or splinter. OAKTRED insulates against heat and cold. It is not a floor covering but a permanent flooring composed of kiln-dried oak flour, asbestos fibres and chemical binding agents.

WRITE FOR FULL PARTICULARS,
DELIVERIES AND PRICES

KOMPOLITE
BUILDING MATERIALS INC.

111-115 Clay St., Greenpoint, Brooklyn 22, N.Y.

For 40 years KOMPOLITE MEANS FLOORS FOR EVERY REQUIREMENT—Plastic Marble, Terrazzo, Composition, Cement Finish, Asphalt Tile, Rubber Tile, Cork Tile and Industrial Flooring.

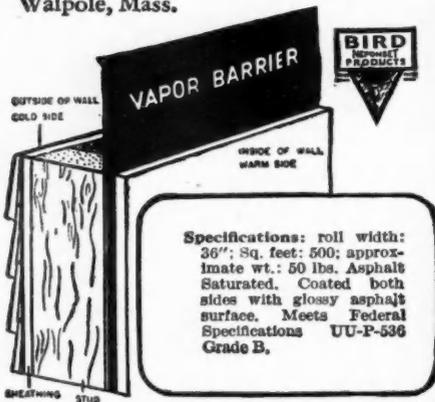
OAKTRED is available for immediate delivery. Comes in a standard oak color and in dry form. Requires only water for mixing on the job. Installed by a mason. Sets in 4 to 6 days and is then sanded and finished. Can be finished in a variety of ways and scored, if desired, to any pattern. Produces a beautiful and durable floor that increases the saleability or rentability of any residence.

Vapor Condensation



but RUINOUS WITHIN WALLS

When moisture vapor "steams up" windows it does no harm, but if it condenses within building walls it can be a four-way evil. Yes, "in-wall" condensation can make insulation soggy and inefficient, cause wall stains, paint peeling—even structure rot. One sure way to beat this building bugaboo is with a *separate* vapor barrier. Standard with architects everywhere is Bird Neponset Black Vapor Barrier. Applied on the warm side of insulation, Bird Neponset Black repels vapor, keeps insulation at peak efficiency, ends all other "in-wall" condensation evils. Only about \$20 buys life-long protection for a \$10,000 building. Specify the standard—Bird Neponset Black Vapor Barrier. See Sweet's Architectural file, 9b-2, or write for sample to Bird & Son, inc., 171 Wash. St., East Walpole, Mass.



Specifications: roll width: 36"; Sq. feet: 500; approximate wt.: 50 lbs. Asphalt Saturated. Coated both sides with glossy asphalt surface. Meets Federal Specifications UU-P-536 Grade B.

BIRD NEPONSET BLACK VAPOR BARRIER
BIRD & SON inc., E. WALPOLE, MASS.
 CHICAGO NEW YORK SHREVEPORT

(Continued from page 172)
 association in 1940 as field engineer and director of research in farm uses of plywood.

During the war he became head of the laboratory of the plywood industry in Tacoma and developed a greatly expanded program designed largely to answer questions of the military on war uses for plywood.

It is expected that the work in Colombia will require about a year.

Radiant Heating Installed in Railway Terminal

ONE of the largest radiant heating installations in the world will be embodied in Detroit's new S. T. Gilbert Street Railway Terminal now under construction. Harley, Ellington and Day, Inc. of Detroit are the architects and engineers.

Plans call for radiant heating in three buildings—a bus storage garage, a service garage, and a terminal building—with a total floor area of 200,220 sq. ft.

Radiant heating is ideal for these buildings, according to the architects, because the removal of clogging ice and snow from the underside of buses is easily accomplished during the hours the vehicles are in storage. Also, it has been demonstrated that healthier and more comfortable working conditions are obtained from the use of a radiant heating system.

The terminal is part of Detroit's modernization program. It will cost \$2,565,000 and occupies approximately ten acres of land.



Eliminate HANDSANDING!

UP TO 75% SAVINGS in time finishing or refinishing cabinets, doors, wood trim, stair treads, etc. A rugged, fast finishing sander for CURVED or flat, WET or dry work. Strate-line, back and forth action cuts no swirls, laps, stutters or gouges.

Detroit Surfacing Machine Company
 7458 W. Davison Detroit 4, Michigan

1000's ARE SAVING WITH IT!
 —Write for Facts!
 RECIPROCATING
 ELECTRIC SANDER
EASY



Stainless Steel Sinkbowls

Legion sinkbowls are seamless drawn from one piece of solid or single clad stainless steel...No welds, rough edges, ridges or grooves to cause leaks, corrosion or cracks where dirt may lodge...Light in weight, yet rigid and long-wearing...Oblong, square, round or oval shapes.

Write for catalog sheet.



LEGION STAINLESS SINK CORP.

21-13 40th Avenue, Long Island City 1, N. Y.

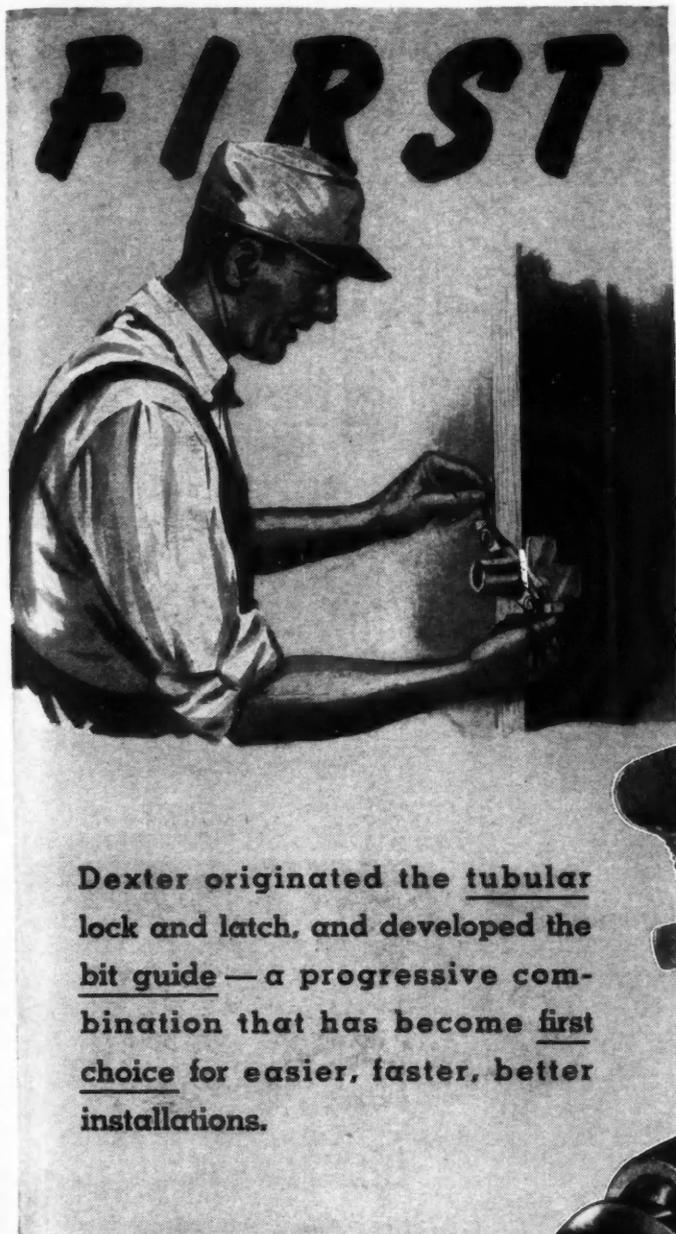


DUO-FAST GUN TACKER Model CT 850

FOR APPLYING INSULATION

Fast, accurate, efficient. Easy to operate in awkward positions. Ideal for applying insulation, tacking building paper and felt, and for making screens. One hand always free to hold material. Loads 84 DUO-FAST Staples. Automatic hammer tackers also available.

FASTENER CORPORATION
 888 Fletcher St. Chicago 14, Ill.



Dexter originated the tubular lock and latch, and developed the bit guide — a progressive combination that has become first choice for easier, faster, better installations.

The DEXTER BIT GUIDE

Reduces
Installation Time
and Costs



Catalog No. 1199 Bit Guide Set. Furnished with $15/16$ " diameter bit. For use in installation of all Dexter-Tubular Locks and Latches. Carpenters and builders borrow this tool without charge from the progressive dealer in their community who handles Dexter-Tubular Locks and Latches.

NATIONAL BRASS COMPANY, Mfrs.
Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR
AND SHELF HARDWARE



**70¢
RAPID-FIRE
GLAZING**

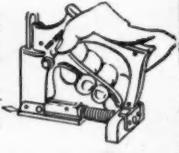


**Red Devil
DIAMOND POINTS**

Here's a big repeat item of top quality

Diamond Points are packed in a new package which prevents breaking of "sticks." They are made by an exclusive Red Devil process from especially hard metal, treated against corrosion. Come stacked in strong sticks of 100 points each to fit driver.

Two SIZES
No. 1 Diamond Points 3/8" long for No. 1 Red Devil Diamond Point Driver. 5,000 points (50 sticks) to a package.
No. 2 Diamond Points 1/2" long for No. 2 Driver. 4,000 points (40 sticks) to a package.



RED DEVIL TOOLS.
Irvington 11, N. J., U. S. A.

Variety of Styles and Sizes Available in Cellastair Unit

A COMPLETE stair unit of 12-gauge steel designed to be installed with Copperweld outside cellar doors is being manufactured by the Bilco Co., 164 Hallock Ave., New Haven 6, Conn. The units are simpler to install than the



This is a view of the Bilco Cellastair unit as displayed in February at the National Association of Home Builders Show.

traditional cellar ways of concrete, stone, blocks or other materials. They are shipped knocked down and compactly packaged. Any semi-skilled workman can assemble and install the units quickly and easily. The outside doors are available with or without the stairs and may be used to cover existing stairs or for new construction. The units are sold through building supply dealers.

DO ALL THESE JOBS AND MORE WITH



FLEXSAW

CROSS-CUT, RIP, MITER, BEVEL, DADO, PLANE, TONGUE & GROOVE, ROUT, GRIND, DRUM & DISC SAND

6 EASY HAND ADJUSTMENTS

No wrenches—set it by hand for any cut.

DISTRIBUTORS WANTED

FLEXSAW CO.
PORT AUSTIN, MICH.

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CUT SASH COSTS!



APPROVED FOR USE ON F. H. A. CONSTRUCTION

VIKRE SASH HOLDER

Cost conscious? Who isn't, in construction these days? Builder and buyer alike are dollar alert to keep costs down.

Vikre Sash Holders do away with hard-to-get sash weights and cords . . . Save you dollars per opening and time on the job.

Tested and proved for years, Vikre Sash Holders are easily installed . . . and once adjusted require no more attention.

Vikre Sash Holders are again available in quantity through your building supply dealer. For full details write:

J. N. VIKRE CO.
3016 14th Ave. S. • Minneapolis, Minn.



CAREFREE HOURS at LAS VEGAS, NEVADA

Relax in desert sunshine... marvel at scenic wonders... then play in Gay Nineties Bar...21 Club Casino. Dance to name bands in the Ramona Room. Come soon.

The Early West in Modern Splendor

HOTEL LAST FRONTIER
LAS VEGAS, NEVADA

MANUFACTURERS' AGENTS WANTED

IF YOU can handle additional lines of Building Materials or equipment, write fully describing lines now handled and additional lines which you can handle. We receive frequent requests from manufacturers for agents.

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105 West Adams Street,
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HOPE'S WINDOWS

1818 *The Name Guarantees* 1947



*Apartment House, Jamestown, New York
Raymond A. Freeburg, Architect*



LIGHT FOR LIVING ROOMS

Converting an old residence into apartments is a problem in making space more useful.

The versatility of Hope's Residence Casements helps the architect create, at small expense for new windows, a layout of livable rooms which enjoy a maximum of daylight while affording wall space for convenient furniture arrangement.

Hope's Windows are appropriate to all styles of design and give character to the exterior appearance of any building.

HOPE'S WINDOWS, Inc.
Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE
WORLD ARE FITTED WITH HOPE'S WINDOWS

who
built
that
charming
home?



You can expect to be talked about most favorably when you build homes with Western Pines. These fine-grained, soft-textured woods claim enthusiastic attention everywhere they are used—for exteriors, for paneling, for fine woodwork and cabinets, for doors and windows.

Because Western Pines are famous for their versatility . . . respond to all kinds of finishes . . . are carefully manufactured and properly seasoned . . . they are specified and used with confidence by architects and builders throughout the nation.

AIDS FOR BUILDERS—FREE

Here's literature which will be helpful to you and your clients. Just send us a postcard and copies of the following will be mailed you free.

- "Paneling Old or New Interiors with Real Pine"
- "Modern Welsh Dresser Details"
- "Vacation Cabins"

Address—Western Pine Association, Dept 19B,
Yeon Building, Portland 4, Oregon.

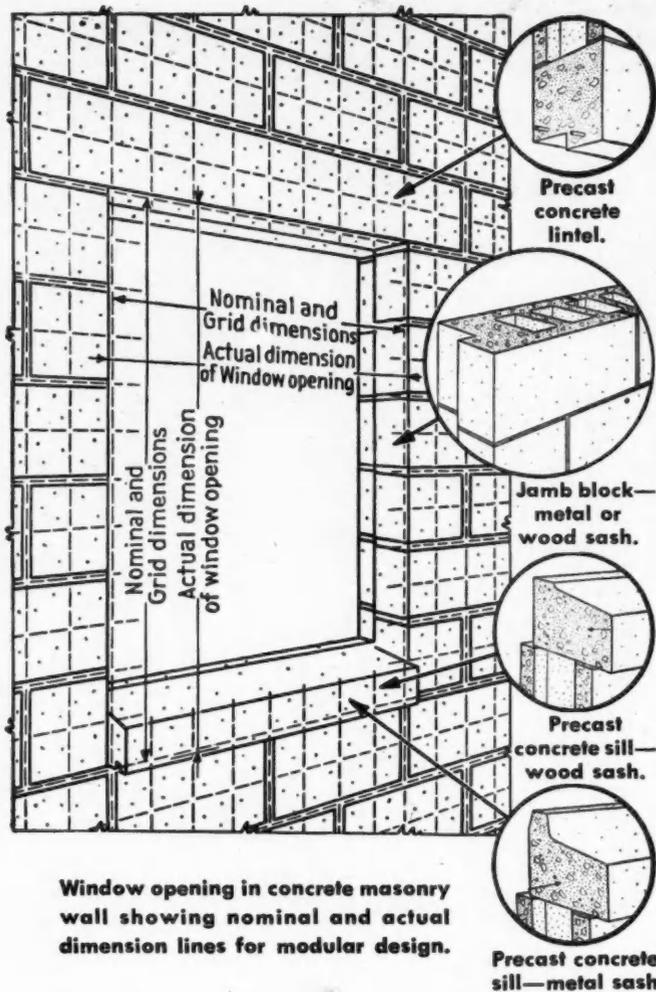
*Idaho White Pine

*Ponderosa Pine

*Sugar Pine

THESE ARE THE WESTERN PINES

*Well-manufactured — thoroughly seasoned — rigidly
graded — by all Association member mills*



Window opening in concrete masonry wall showing nominal and actual dimension lines for modular design.

Reduce Building Costs with Modular Concrete Masonry Units

MODULAR concrete masonry design lowers building costs because it reduces the number of special units required and eliminates cutting.

Length, thickness and height of all modular units are based on 4-in. multiples including a $\frac{3}{8}$ -in. mortar joint.

Modular concrete masonry units fit in with modular-designed window and door openings and facing materials.

This assembly detail shows how wall is built for metal or wood window frames using only three types of precast concrete units—lintels, jamb blocks and sills—without the necessity of cutting any unit.

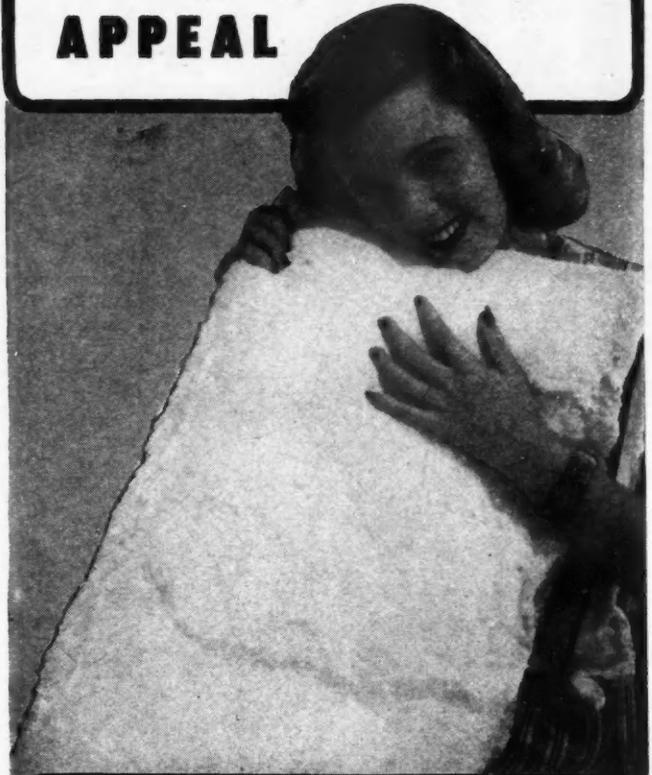
Modular size concrete masonry units are now widely available. See your local concrete masonry manufacturer for details on how modular sizes save on construction costs. Write us for free copy of "Modular Coordination Simply Explained." Sent only in U. S. and Canada.

PORTLAND CEMENT ASSOCIATION

Dept. A6-3, 33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work

A PRODUCT WITH APPEAL



Sell your customers the flameproof insulation that's soft and safe as a powder puff, and yet too tough for heat or cold! Cotton Insulation appeals to your workmen, too . . . doesn't make their skin smart or sting—unrolls like a rug and makes the job of installation simple, quick, and easy.

Sell new **economy, safety and insulation performance.** Sell featherweight, flameproof, efficient Cotton Insulation—made to specifications of the U. S. Department of Agriculture—tested and proved by successful service from Alaska to the tropics.

COTTON



Look for this emblem when you buy.

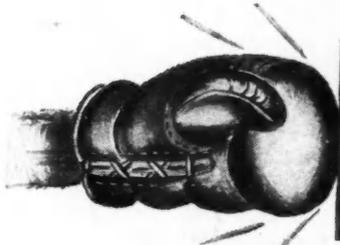
FREE! Send for your copy of the new folder "Cotton Insulation." It gives you many suggestions for dramatizing the powerful sales story of this amazing product. Address National Cotton Council, Box 18, Memphis, Tenn.



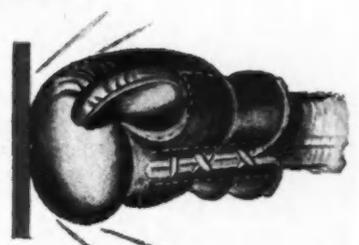
**COTTON INSULATION ASSOCIATION
NATIONAL COTTON COUNCIL OF AMERICA**

LOCKED-DOWN PROTECTION

plus COMPLETE DOUBLE COVERAGE



**HERE'S A SHINGLE
WITH "TWO FISTED"
SALES APPEAL**



● *Obviously a better value!* That's the simple, down-to-earth reason why sales are soaring on the new Dubl-Coverage Tite-Ons. They're the new, windproof, locked-down shingles that give 100% double coverage right over the entire roof area.

Add to this the features of handsome, distinctive design; heavier weight and genuine Ruberoid quality—a combination of sales advantages that's hard to beat!

The Dubl-Coverage Tite-On Shingle is specifically designed for new roof construction. Although standard Tite-Ons are ideally suited for re-roofing jobs, a new roof

needs the double-layer security of Dubl-Coverage Tite-Ons. And of course, this added protection is a source of extra satisfaction for *all roofs*.

Tite-On Shingles are backed by continuous national advertising in residential and farm markets. Tite-Ons offer dealers and contractors an unexcelled opportunity to build profitable *new roofing* and *re-roofing* business in their communities.

The RUBEROID Co.

**Executive Offices: 500 Fifth Avenue, New York 18, N. Y.
ASPHALT AND ASBESTOS BUILDING MATERIALS**

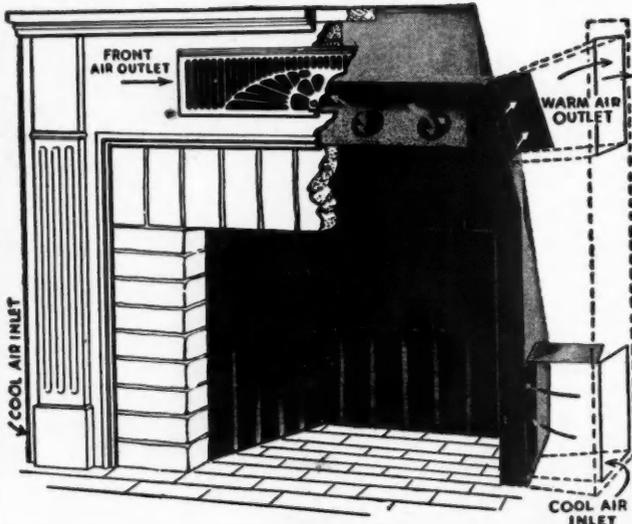
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DUBL-COVERAGE TITE-ONS

HEATFORM

The Superior Heat Circulating Fireplace

The HEATFORM is a double walled metal unit. A perfect guide for the masonry walls. It consists of firebox, throat, and damper. It costs but little more, because it saves labor and materials used for constructing the old time fireplace.



YOUR CUSTOMERS EXPECT YOU TO RECOMMEND AND FURNISH THE BEST

Compare the Heatform with any other fireplace and you'll be convinced that it delivers more heat and gives more years of service.

MORE HEAT because: larger air chambers surround firebox and throat thus more heating surface over which the air passes.

MORE HEAT, AND GREATER AIR VELOCITY, because: lower and upper heating chambers are connected by air passages at each side and also thru the throat.

MORE YEARS OF SERVICE, because: of the RIBBED construction of the boiler plate firebox.

MORE YEARS OF SERVICE, because: dead-air pockets in the rear heating chamber are eliminated by the round air flues thru the throat which draw a large portion of the air over the hottest heating surface (the lower rear sloping back wall where the most heat is generated). This prevents deterioration of metal.

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Heatforms are designed and manufactured by the pioneer of the industry and are proven by 25 years of use.

Write for complete information today—and prepare to serve your customers who see our national advertising in leading home building magazines.

SUPERIOR FIREPLACE COMPANY

Manufacturers of

HEATFORMS, Form Dampers, Blade Dampers, Fuel Grates, Ash Dumps, Cleanout Doors, and Drape Screens.

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Here's the Solution TO YOUR Kitchen Planning Problem

One of the most difficult problems confronting the builder is the planning of the modern kitchen. It is here that several pieces of equipment of different sizes and shapes must be fitted together to make this not only an attractive and cheerful room, but an efficient workshop as well. That is why many of America's leading builders and architects specify

ELKAY "Lustertone" Sinks

Built of heavy gauge stainless steel all welded construction. They harmonize perfectly with any color and decoration scheme. "Custom built" to meet every individual requirement, also supplied in five standard sizes:

FREE TO YOU—Write today for literature A. B. 647 which will help you solve your Kitchen Planning Problem.



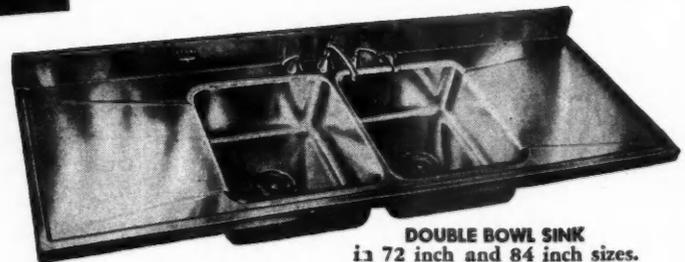
SEE OUR CATALOG in Sweet's 1947 Architectural File No. 23-a-8.

ELKAY MANUFACTURING CO.
1874 S. 54th Avenue, CHICAGO 50, ILL.

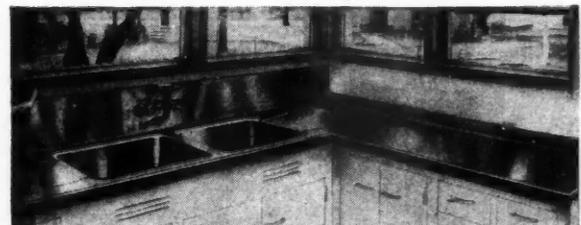
BUILDER OF QUALITY SINKS SINCE 1920



SINGLE BOWL SINK
in 54 inch, 60 inch and 72 inch sizes.
AVAILABLE FROM STOCK



DOUBLE BOWL SINK
in 72 inch and 84 inch sizes.
AVAILABLE FROM STOCK



CUSTOM BUILT SINK
to fit any individual kitchen requirements.
PROMPT SHIPMENT



Mom is cooking with gas now—
IT'S "PYROFAX" GAS!

Yes—you can provide gas service in homes you build beyond the gas mains. "Pyrofax" gas service is a dependable, economical, and clean servant to thousands of families. This gas makes it possible to equip any home with modern gas appliances for cooking, water heating, and refrigeration.

Whether you are building or remodeling, your clients will be well satisfied with "Pyrofax" gas service. The easily installed above-ground unit provides continuous service. For complete details see our catalog in Sweet's or write to "Pyrofax" Gas Division, Dept. B-1, Carbide and Carbon Chemicals Corporation, 30 East 42nd Street, New York 17, N.Y.

Pyrofax

SUPERIOR BOTTLED GAS SERVICE



Product of a Unit of Union Carbide and Carbon Corporation.

DUPLEX—
The
ENCLOSED
Adjustable, Flat
SASH BALANCE

Works Smoothly and Easily
Year In and Year Out



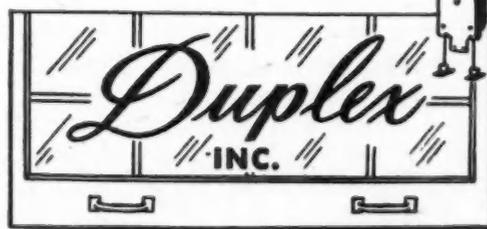
- PLASTER TIGHT CASE
- RUST PROOF
- DUST PROOF
- PERMANENTLY LUBRICATED



DUPLEX — THE SASH BALANCE THAT KEEPS ON BALANCING... The high-grade American clock springs used in Duplex Sash Balances are permanently lubricated and enclosed in a plaster tight steel case. When installed, a Duplex balance is entirely free acting, with no frictional drag—and it stays that way—year in and year out.

WEATHERPROOF... Rain, snow and hail, wind and dust, heat and cold—all the things which sooner or later cripple an ordinary sash balance—have no effect on the operation of a Duplex.

AND GUARANTEED... For all the above reasons, Duplex, Inc. is able to guarantee every Duplex sash balance against mechanical defects for the life of the building. What more convincing proof of their superiority could you ask!



DUPLEX, INC., 628 No. La Peer Dr., Los Angeles 46, Calif.

Please send data on Duplex Sash Balances.

Time for a

Spring Check-up...



on the plan that delivers Peace of Mind

THANKS to the work of patriotic volunteers, the U. S. Savings Bonds program has carried America a long way up the road to economic security.

During 1946, in spite of all the problems and uncertainties the nation faced, sales of Savings Bonds *exceeded redemptions* by \$1,389,216,000. The success of this great sales operation has helped stem the tide of inflation, has reduced public debt holdings of the banking system, and has given millions of citizens a stake in their country and a profitable investment in their own futures.

Yes, we've come a long way—but the trip isn't over! Now is the time to check up on your Payroll Savings Plan. Make sure that all your new employees are familiar with its advantages. Remind *all* your employees that there's no easier, surer way to build their own futures—and America's—than by buying Bonds regularly through the Payroll Savings Plan. Every \$3 invested pays \$4 at maturity!

For any help you need in conducting the Payroll Plan, call on your State Director of the Treasury Department's Savings Bonds Division.

New Savings Bonds Plan won't affect the P.S.P.

SOON the Treasury Department and the banks of America will make it possible for farmers, doctors, and other self-employed people to participate in "automatic" Bond buying by special arrangement with their banks. This extension of the Savings Bonds program is not a partial payment plan and is intended *only* for people who are not in a position to take advantage of the Payroll Savings Plan.

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

AMERICAN BUILDER



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



New! Quick-Drying!

LIGNOPHOL

QUICK-DRYING FINISH

for preserving and finishing wood floors in one application

Here's the quicker way to beautify wood floors—apply LIGNOPHOL *Quick-Drying*, the new one-application wood preservative and finish. Within 15 minutes, the treated area is ready for rubbing down.

LIGNOPHOL *Quick-Drying* penetrates, preserves, seals and finishes all types of residential and other light-duty or normal-service wood floors in offices, showrooms and stores. Owners are delighted with the satin gloss effect that highlights the natural beauty of the wood. Color is neutral, so the wood is not unduly darkened. There's no superficial film to wear off, and the surface is highly resistant to abrasion, chipping, cracking, marring and scratching.

Save your own time—and please your customers at the same time—with LIGNOPHOL *Quick-Drying*. See SWEET'S for further information, and for descriptive literature ask your dealer or write Dept. B-6.

SONNEBORN

"BUILDING SAVERS"

Floor Treatments • Waxes • Paints and
Protective Coatings • Concrete and Mortar
Admixtures • Waterproofing and
Dampproofing • Caulking Compounds
Roof Coatings

IF IT'S
WORTH BUILDING
IT'S
WORTH SAVING

Building Products Division, L. SONNEBORN SONS, INC., New York 16, N. Y.
In the Southwest: Sonneborn Bros., Dallas 1, Texas



The number of new homes planned for construction during the present three year building period has been estimated at more than one and a half million. A \$12,000,000,000 investment in better living.

As yet, most of these "dream houses" are still only blueprints, but before long they'll be real homes—with real people living in them. The kind of life those people will enjoy tomorrow is the responsibility of every member of the building industry today.

That's why, all over America, conscientious architects, contractors and building supply dealers are unanimous in their recommendation of Lo-"K" flameproofed Cotton Insulation. With the complete facts at their disposal on every insulating material, they've found conclusive proof that dollar for dollar, inch for inch, Lo-"K" is America's best insulation buy.

... Because Cotton Out-Insulates All Others!

Lo-"K" gives greater insulating efficiency—thermal conductivity rate, only 0.24.

Lo-"K" is lighter in weight, only .875 lbs. per cubic foot.

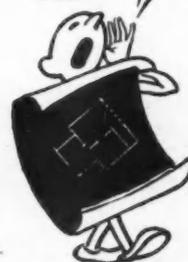
Lo-"K" is easy to handle. Blanket roll cuts installation time and costs, fits snugly.

Lo-"K" is economical. Pays for itself through greater fuel savings.

Lo-"K" is flameproofed. Resists blowtorch temperature of 1800° F.

Lo-"K" lasts indefinitely. Highly resistant to moisture, mildew and vermin.

Mail this coupon today for the complete story of America's #1 Insulation!



Lo-"K" flameproofed COTTON INSULATION

Lockport Cotton Batting Co.
Dept. AB-6, Lockport, New York
Gentlemen:

Please send full details on Lo-"K" flameproofed Cotton Insulation to:

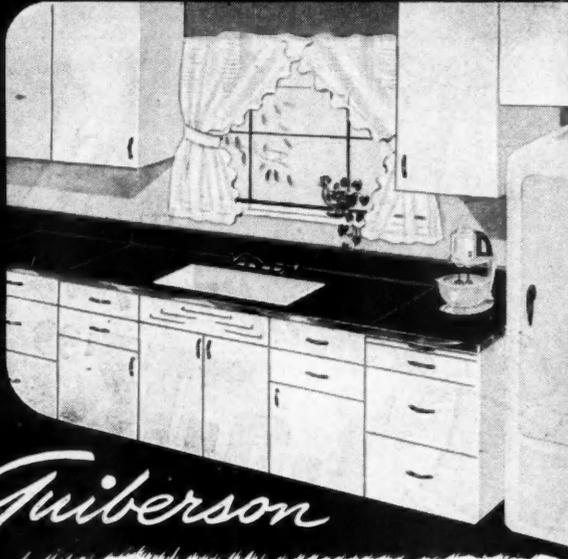
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City..... Zone..... State.....

Architect Dealer Contractor

Custom-Built Beauty
AT VOLUME-BUILT PRICES



Guiberson
STEEL KITCHEN CABINETS
with lifetime Formica Tops!

**5 BASIC
 GUIBERSON
 CABINETS**

YOU get the features—the perfection—of custom-built cabinets at production-line cost, when you install beautifully designed, carefully planned and integrated Guiberson Steel Cabinets with Formica tops. Made of heavy-gauge steel, specially processed to prevent rust; beautifully finished with baked-on white enamel.

The ingenious design and construction of the five basic Guiberson units makes them adaptable to almost any installation... see this easy-to-sell, easy-to-install line of lasting kitchen beauty and utility at your nearest Guiberson distributor or dealer.



Three-Drawer
 FLOOR CABINET
 Model KU-18

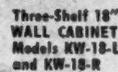


Utility
 FLOOR CABINET
 Model KUB-18

54" SINK
 CABINET
 Model KS-54



Two-Shelf 27"
 WALL CABINET
 Models KW-18-L
 and KW-18-R



Three-Shelf 18"
 WALL CABINET
 Models KW-18-L
 and KW-18-R

THE *Guiberson*
 CORPORATION
 P. O. Box 1106, Dallas, Texas



**NOW
 AVAILABLE**

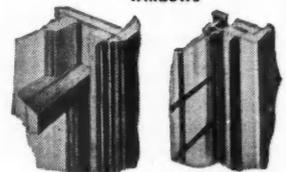
the original inside screens
 that roll up and down
 like a window shade

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 do it easier and better than any other window accessories. 10-year guarantee.

**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.

EASY TO INSTALL
 on all types old and new
 windows



Double-Hung
 Application

Casement
 Application

DEALERS WANTED

A number of choice territories are open for Building Specialty Dealers with facilities to sell and install ROLSCREENS. If interested, WRITE TODAY for details.

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.

Pella **ROLSCREENS**

ROLSCREEN COMPANY, 567 Main Street, Pella, Iowa

Made by Makers of Famous Pella Venetian Blinds
 and Casement Windows

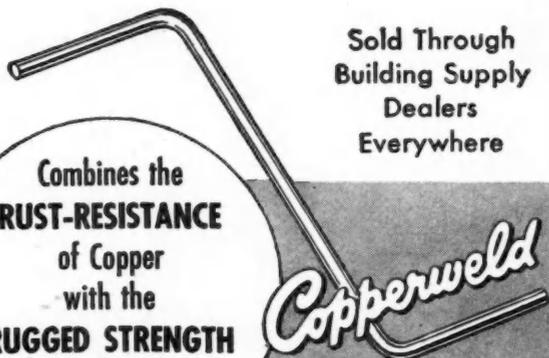
AVAILABLE NOW



You can safely order Copperweld Wall Ties for cavity wall construction without any fear of delay in delivery. Our increased production now makes them available promptly.

The permanence of any cavity wall is definitely assured when Copperweld Wall Ties are used. Made by our exclusive Molten-Welding Process, these ties have a thick, protective covering of pure copper permanently welded to an inner core of alloy steel. This provides a wall tie with the strength of steel and the long life of non-corroding copper—a tie that can be depended upon to function as a permanent bond throughout the life of the wall.

Made in two sizes—6" and 8"—and packed 500 of one size to a box. Descriptive literature sent on request.



Combines the
RUST-RESISTANCE
of Copper
with the
RUGGED STRENGTH
of
Alloy Steel

Copperweld

WALL TIES

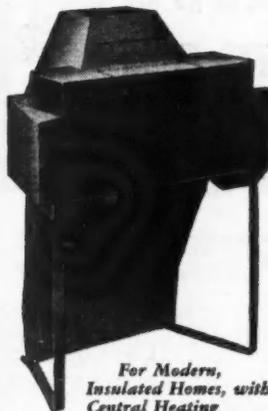
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Building Supply
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Everywhere

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FIREPLACE UNITS FOR ALL YOUR CUSTOMERS

More sales—better profits for you—with the Bennett Line—Fireplace Units, Dampers (Steel and Cast-iron), Clean-outs, Ash Dumps, Lintel Bars, etc. . . . to fit every prospect's requirement. *Only Bennett builds two types of Fireplace Units, to meet all building needs.*



For Modern,
Insulated Homes, with
Central Heating

For Camps, Cottages,
Southern Homes and
Play Rooms



Fresh air, from outdoors, is heated and circulated thruout the room. No loss of expensive furnace heat up the chimney... no cold, unhealthy floor drafts—and no smoke!

The unit cannot interfere with the traditional beauty of the fireplace—it's hidden within the masonry... Easier and quicker to build. Mantel may be designed with complete freedom.

Draws cool air from floor level, heats and recirculates it... throughout the whole room! Keeps air fresher. Furnishes a complete form for the mason—saves your customers' construction and operation costs... No smoke. Adaptable to any mantel design.

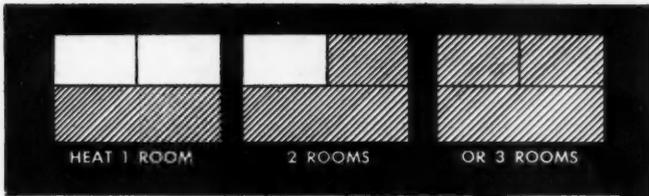
EVERY FIREPLACE OWNER
WANTS...



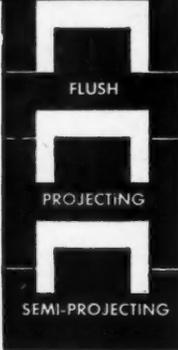
Write us for
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CATALOG
at
647 Market
Street.

BENNETT - IRELAND INC.

Chartered in 1906
NORWICH, NEW YORK

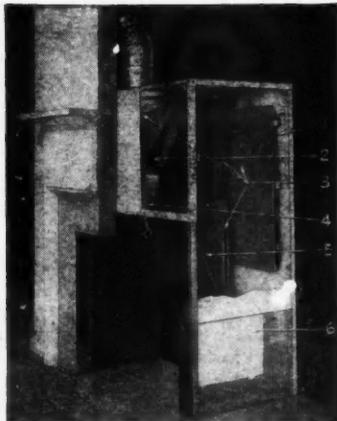


MORE HEAT AND FLEXIBILITY WITH A DONLEY HEATSAVER FIREPLACE



MORE HEAT because -

Four exclusive features in the Donley Heatsaver fireplace result in extra heat output—output that approaches the heating ability of a small furnace. These plus-heat features are:



FIRST—Convection sheets inside the Heatsaver warm air chamber prevent hot spots, keep the air moving close to all the heated surfaces, eliminate the need for an insulating blanket and increase heat output of the fireplace—an exclusive in the Donley Heatsaver.

SECOND—The Heatsaver makes the greatest use of the hottest surface in the fireplace—the sloping back wall above the fire. A central heat passage starting just above the surface carries the hot air to the outlets. This Donley exclusive feature increases speed of air flow, insures no “lazy air”, reduces heat wastage and makes for much greater heating efficiency.

THIRD—Heatsaver’s warm air chamber takes heat not only from the fire box walls, but also from the hot surfaces surrounding the hot flue gases in the smoke chamber above the fire—another exclusive Donley feature.

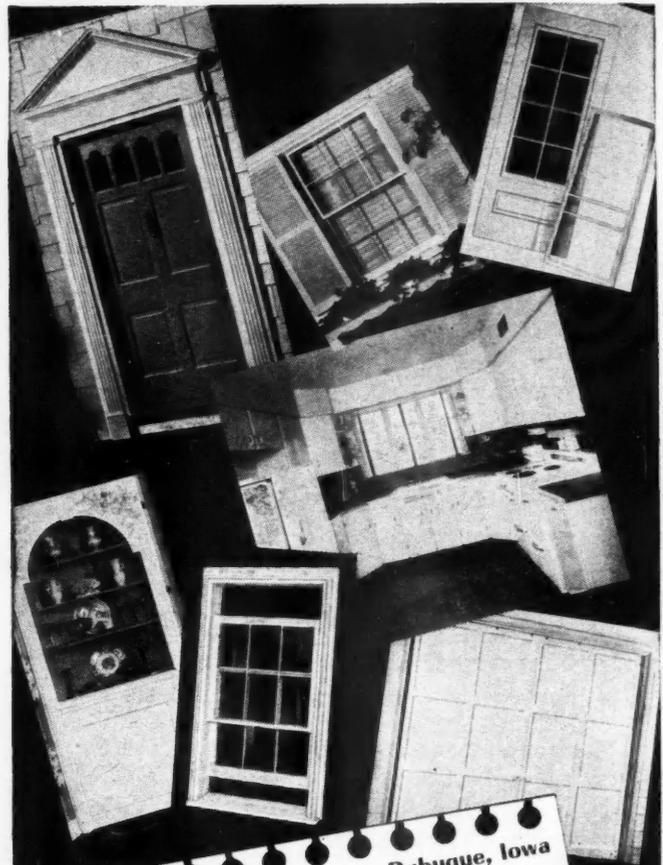
FOURTH—The heat-trapping, non-reflecting, square-end firebox of the Heatsaver changes skin-toasting, radiant heat into efficient, circulating, room-heating air—one more Donley exclusive.

MORE FLEXIBILITY because the extra heat from a Donley Heatsaver gives you more freedom in placement of the fireplace and more capacity for heating extra rooms. The increased stack effect of the Heatsaver lets you draw cold air from across the room (in under-floor ducts): has been used to heat a distant room on the same floor level. Another flexibility feature of Heatsaver is the fact that you can install it with the fireplace front flush with the wall, fully projecting into the room or only partially projecting.

MORE FACTS FOR MORE PROFITS—Get the complete story on sizes and installation of Donley Heatsaver fireplaces. This information is in the illustrated book “Donley Devices for Home Builders and Owners”. A free copy of this helpful book will be sent on request—write for yours today.



THE DONLEY BROS. CO.
13910 MILES AVENUE • CLEVELAND 5, OHIO



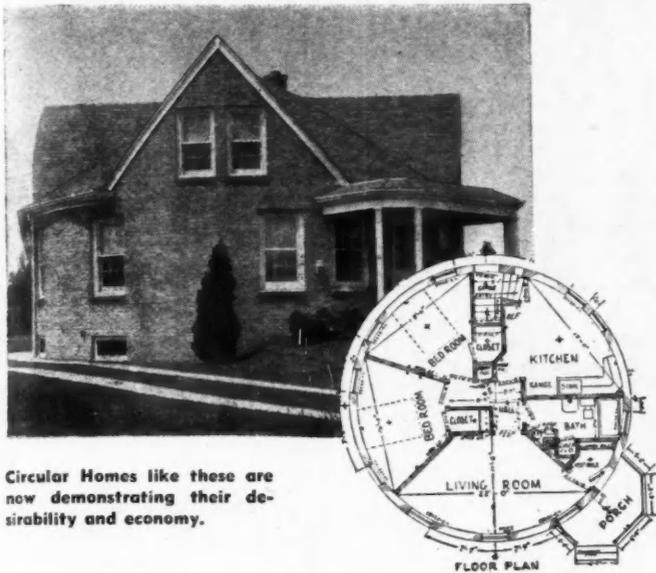
CARR, ADAMS & COLLIER CO., Dubuque, Iowa
Manufacturers of **BILT-WELL WOODWORK**

MEMO:

- Keep this note for the time when Bilt-Well Woodwork is more readily available -
- Superior unit wood windows
- Bilt-Well Doors - interior and exterior
- Mod-Style Kitchen Cabinets
- Bilt-Well Shutters
- Clos-Tite Casements
- Bilt-Well Basement Windows
- Combination Doors
- Louvers & Gable Sash
- Carr-door Overhead Garage Door
- Bilt-Well Corner Cabinets
- Medicine
- Ironing Board Cabinets
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- Telephone Cabinets
- Stair Parts
- Linen Cabinets
- Breakfast Nooks



It's Sound if it's Round



Circular Homes like these are now demonstrating their desirability and economy.

"THESE HOMES ARE NOT PRE-FABS"

Circular homes have many advantages including livability, structural design and speed of erection. Standard materials are used throughout.

10 PRINCIPAL ADVANTAGES OF CIRCULAR HOMES

1. Contain more area than conventional homes having same outside dimensions. (A minimum of 27% more floor space.)
 2. Have less wind resistance—warmer in winter and cooler in summer.
 3. Ventilate better due to action of wind causing suction on opposite side.
 4. Cost less to heat.
 5. More rigid due to arched construction. Permit use of lighter units without loss of structural strength.
 6. Have more utility (livability). Practically no lost space, yet ample room wherever needed.
 7. Utilize conventional furniture and fixtures perfectly.
 8. Use less material in construction with consequent savings in material and labor.
 9. Built more rapidly due to above savings.
 10. Better homes at cost of from 10% to 20% less than square or rectangular structures of equal area and utility.
- DO YOU KNOW OF ANYTHING ELSE THAT HAS BEEN DONE IN THE PAST CENTURY TO MAKE A BETTER HOME COST LESS?

Exclusive Territory Rights Available

Circular Homes, Inc. leases exclusive territory rights to contractors to use Circular House Plans to build bungalows, flats, duplexes, etc. These excellent plans have a strong appeal to prospective home owners seeking charm and distinction in a moderate price range. Our franchise plan is reasonable in cost and provides you with a service no one can duplicate or under-price.

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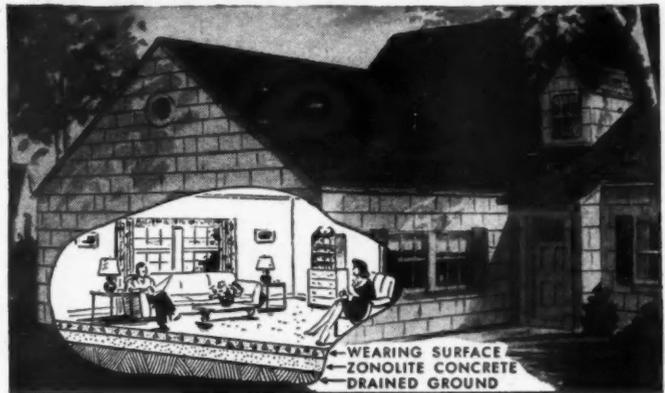
Write today for full particulars, charges, etc.

CIRCULAR HOMES, INC.

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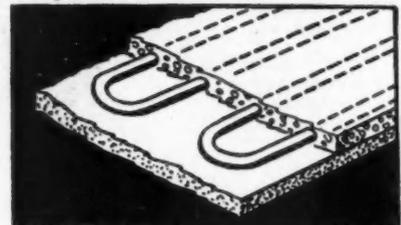
Racine, Wisconsin

ZONOLITE INSULATING CONCRETE FLOORS



Warm, dry, permanent fire protecting floors are possible when Zonolite Insulating Concrete is used. It is adaptable for basement, ground or upper floors. Floors made from Zonolite Concrete are virtually free from dampness caused by condensation on warm, humid days. Can be placed directly on the ground. Proof against termites, vermin, rot and rodents. Ideal for basementless houses. Conventional flooring, asphalt tile, etc., can be placed over topping.

When *radiant heating* is specified, Zonolite Concrete is doubly important—reduces heat passage into the ground and causes the house to heat more rapidly. Pour the Zonolite Concrete floor first, then lay the heating pipes over it, and cover with a topping of ordinary concrete. The topping heats faster, warming the house sooner, more economically.



Other Zonolite Insulations

- Zonolite Insulating Fill simply pours into place. Won't irritate workers' hands, or require wearing masks. Fireproof, rotproof, verminproof. Virtually unaffected by moisture.
- Zonolite Plaster Aggregate used in place of sand, makes a 50% lighter-weight plaster easier to mix and work. Resists cracking; insulates against heat, cold, sound. Many times more fireproof than equal thickness of ordinary plaster.
- Zonolite Acoustical Plaste opens sound-proofing jobs to you! Simply trowels on walls and ceilings, new work or remodeling. Fireproof.



FREE SEND TODAY FOR DETAILS

UNIVERSAL ZONOLITE INSULATION CO.

Dept. AB-67, 135 S. La Salle St., Chicago 3, Ill.

MAIL COUPON NOW!

Universal Zonolite Insulation Co.
Dept. AB-67, 135 S. La Salle St., Chicago 3, Ill.

Please RUSH complete information about Zonolite Concrete Floors
 Insulating Fill Insulating Plaster Insulating Concrete

Name.....

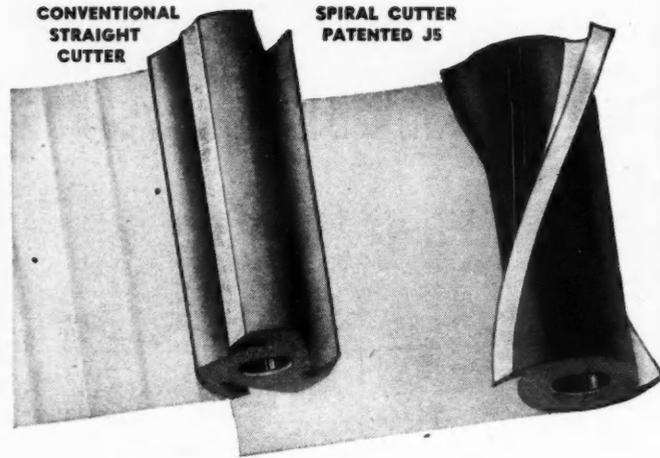
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City..... State.....

Zonolite is Registered Trade Mark of Universal Zonolite Insulation Co.

SEE YOUR LOCAL LUMBER AND BUILDING MATERIAL DEALER

COMPARE THE FINISH



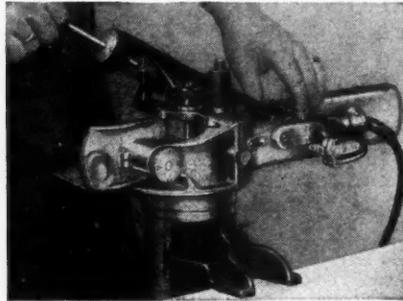
The STANLEY-CARTER J-5 POWER PLANE

cuts Smoother and Faster with the Exclusive Spiral Cutter

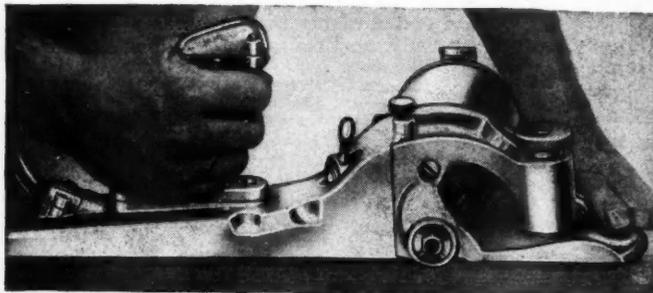
NO MATTER HOW FAST you "hog off" the wood with a Stanley-Carter J5 Power Plane, you leave a smooth surface that needs no sanding. The patented spiral cutter shears off the wood at 18,000 R.P.M. It has to be smooth.

With a J5, you can handle door, sash, screen and similar work 3 to 5 times faster. Develops a full 1 H.P.—weighs only 16 lbs.—planes surfaces up to 2½" wide, depth to ¾" —takes straight or bevel cuts to 45°.

Write for Catalog, Stanley Electric Tools, Stanley-Carter Sales Dept., 534 Myrtle St., New Britain, Conn.



SHARPENS ITS OWN CUTTER—Just set it up in the Bench Bracket and use the simple Grinding Attachment.



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HARDWARE · HAND TOOLS · ELECTRIC TOOLS

NOW Available for Prompt Delivery!

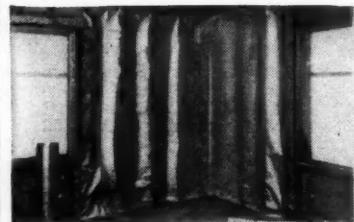


... today's answer to high building costs!

Reflective Sisalation provides more than adequate insulation plus the perfect moisture-vapor barrier at a low material and labor cost that drastically reduces the present cost of insulating.

At a low original cost, Sisalation in side-walls cuts heat loss more than 30%. At the same time, you get an effective moisture-vapor barrier without extra expenditure!

Now's the time to take advantage of Sisalation's simple, speedy application and amazing results to cut your labor and insulating expenses in half!



NEW HOMES:

36" Sisalation is easily applied in sidewalls, ceilings and under floors in residences. Its sisal reinforcing prevents tearing or puncturing in handling and applying. Note "bowing-in" between studs to create reflective air spaces.



OLD HOMES:

48" Sisalation applied smoothly under attic rafters from top to bottom will cut summer temperatures from 10 to 15° — reduce temperatures in rooms below. Covering unfinished attics with Sisalation improves appearance.

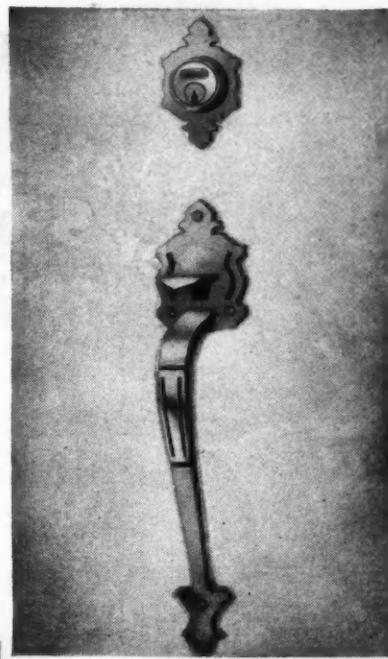


The SISALKRAFT Co.

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CHICAGO 6, ILLINOIS

The Best Building Plans call for
BARROWS Builders Hardware

There is far more "Sell" in Builders Hardware than appears at first glance . . . "Sell" to the family who will use the building and who will enjoy the convenience, charm, and smooth operation that Barrows provides . . . "Sell" to the craftsmen who install because of the ease of application that is a feature of Barrows Hardware . . . and "Sell" to the builder and architect—because Barrows, for all its quality, is "budget-wise."



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They DO Want Quality

**On Their Kitchen and Bathroom
 Walls and Ceilings**



Home owners are buying quality products. Sell them what they want.

Today, in most cases, quality is the home owner's first consideration. When "fixing-up," remodeling, making changes, additions, or building a new home, the home owner thinks in terms of beauty, comfort, utility and satisfaction. Only in Quality are all these found.

TYLAC is synonymous with Quality in wall coverings. It has outstanding beauty—and to spare. Utility means serviceability, and TYLAC lasts—many, many years. No hard work to keep it clean—that's a comfort. Just use a damp cloth. And satisfaction! TYLAC stays "perpetually new." It doesn't crack, craze or chip like ordinary wall coverings. Household acids, fats, oils, fruit juices, alcohol or even boiling water have no damaging effect on TYLAC. That's why it's popularly known as "Miracle Walls by TYLAC."

We can't make immediate deliveries—the demand for TYLAC is too great—but our factories are producing as fast as modern machinery and expert workmen can combine speed with quality, to give you "Miracle Walls by TYLAC."

We have for immediate shipment, TYLAC Metal Mouldings, TYLAC Adhesive Cement, TYLAC Wax Base Wall Polish, and other accessories. Write today for leaflet showing prices and discounts.

TYLAC COMPANY MONTICELLO, ILLINOIS

PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY



That's The Average Labor Cost for Open-Attic Floor Installation of *Certified* INSL-COTTON Insulation

Here's Why INSL-COTTON is Superior to Other Insulating Materials: Fire Resistant • Fast and Easy to Install • Extremely Light • Moisture Resistant • Highly Efficient (K Factor 0.24) • Harmless to Handle • Prompt Deliveries • Will Not Pack or Settle

Let Insl-Cotton help you build greater insulation sales and profits!

 You hold labor costs down to the bare minimum when you install efficient, easy-to-handle Insl-Cotton—because Insl-Cotton jobs call for very little skilled labor...and no expensive machinery. Putting in Insl-Cotton is as easy as unrolling a blanket!

It's a one-man job to install Insl-Cotton; no tools are needed on open-attic floor installations. So flexible that it can easily be tucked into corners and cracks, it won't wad or lump...won't pack down or sag.

* *Certified*— No insulation other than flame-proof, fire-retarding cotton insulation made under Federal supervision can make this claim. Government inspectors test and certify Insl-Cotton insulation.

DEALERS DISTRIBUTORS
Some territories still open for competitively priced Insl-Cotton—write today for details.

TAYLOR MADE INSL-COTTON

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Bedding Mfg. Co.
THE WORLD'S LARGEST
TAYLOR, TEXAS

Mail Coupon FOR FULL INFORMATION ON INSL-COTTON

INSL-COTTON DIVISION
Taylor Bedding Mfg. Co., Taylor, Texas

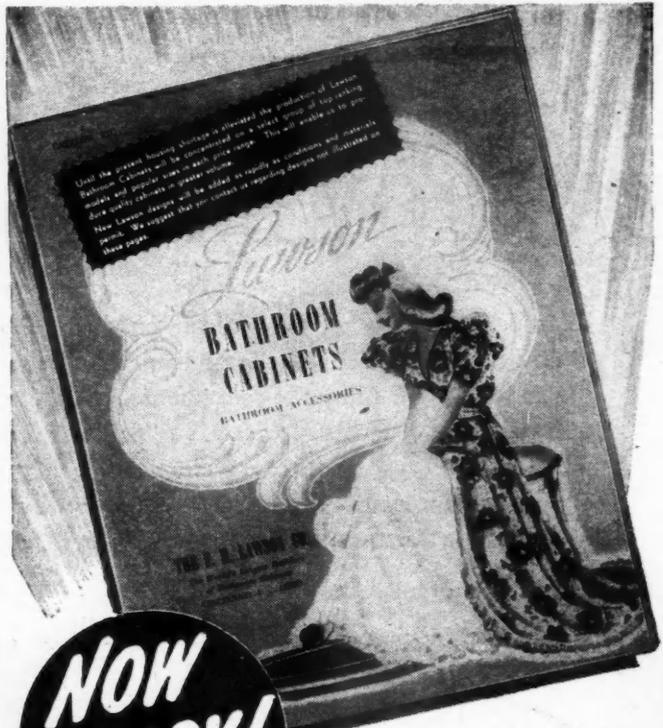
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Please send specifications and full information on INSL-COTTON.

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CITY AND STATE _____

Check Here: Distributor Architect Contractor



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New 1947 Catalog

Lawson
BATHROOM CABINETS

WHEN you look over this new catalog, you'll see that the 1947 line of Lawson Bathroom Cabinets and Bathroom Accessories fully meets the requirements of all types of today's housing—in the upper, medium and lower cost ranges.

Again Lawson takes the lead in smart styles and top values. Since 1816 Lawson Products have been made to give the greatest satisfaction to every purse and plan.

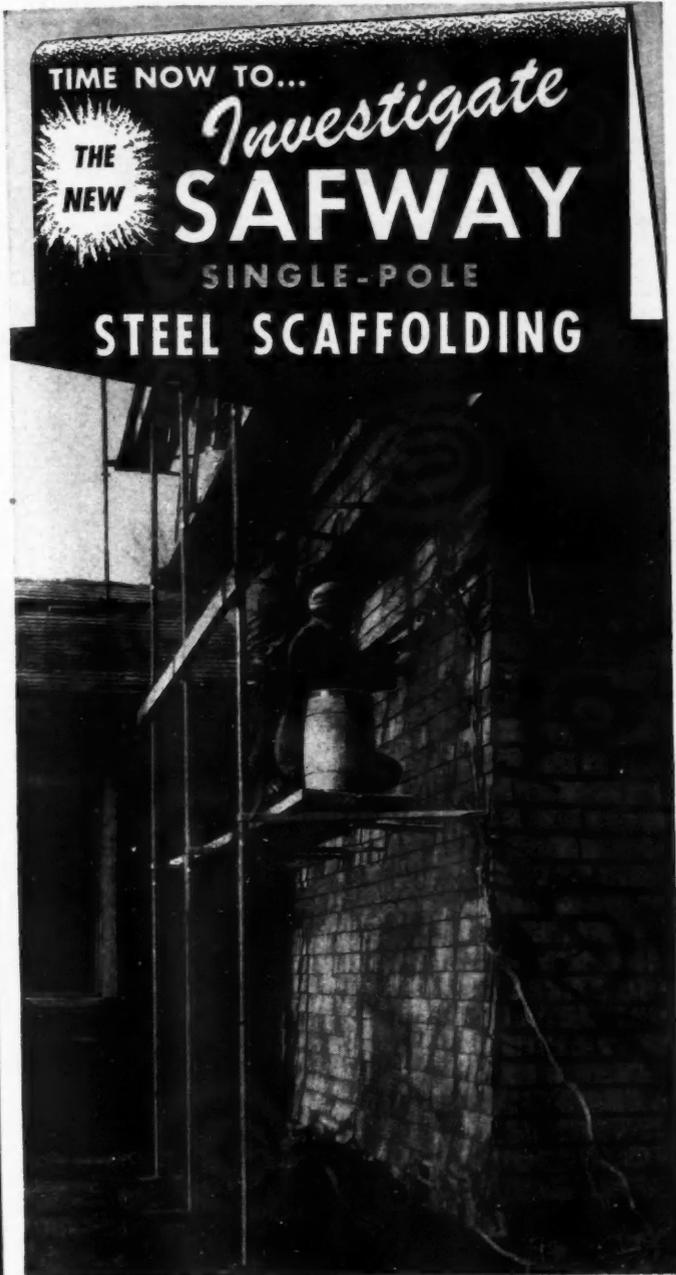
You will find plenty of use for this new catalog—

Send for Your Copy TODAY!

WORLD'S LARGEST BUILDERS OF BATHROOM CABINETS



THE F. H. LAWSON CO. 801 Evans St. CINCINNATI 4, O.



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Investigate SAFWAY

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Automatic Oil Burning Floor Furnace?

In the past 15 years thousands of new small homes, equipped with Fully Automatic H. C. Little Oil Burning Floor Furnaces, have been sold faster—and often at a higher price—than small homes without this important feature. In fact, many builders tell us the H. C. Little Oil Floor Furnace is the biggest sales asset they have ever found, in comparison to its low cost.



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H. C. Little oil burning floor furnaces feature low first cost—quick, in-the-floor installation—and they do not require expensive sheet metal work. Available with flat or dual registers, in two sizes, they fit any small home layout.

IDEAL FOR HOME OWNERS

Because they are the ONLY oil burning floor furnaces ever offered with fully automatic operation and AUTOMATIC ELECTRIC IGNITION, they provide a degree of automatic oil heating comfort such as every small-home owner dreams of...and is glad to discover he can now afford.

In the Competitive Days Ahead, you will find that H. C. Little oil burning floor furnaces can actually help you sell new homes. May we send you further information?



San Rafael



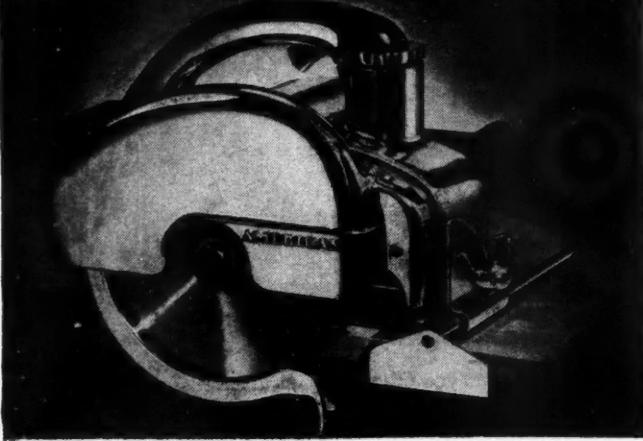
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H. C. Little Burner Co., AB6, San Rafael, California
As builders, we are interested in your Oil Burning Floor Furnace.

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offers **Newest Way**
TO END SINK-FRAME TROUBLES



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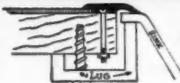
BROAD, SMOOTH FACE

COVERING CAN'T CURL UP

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USE WITH ANY MOUNTING...
NO EXTRA SAWING



MORTISE MOUNTED

Use With Any Covering . . . Holds Popular Laminated Plastic Covering Like A Vise . . . Easy To Install

Here's another example of the way Chromedge *made-for-the-job* trims give you a better answer to today's needs. Look at the sturdy, modern beauty No. 785 brings to this sink installation. Notice how the wide projecting lip eliminates exact fitting of linoleum. Look how solidly and firmly it anchors to the cabinet top. Edges of coverings can't curl up or pull loose. And note the two sketches showing how it can be used on any type of sink-mounting . . . no extra sawing is needed, installed sinks don't have to be remounted. 785 is easily mortised to fit corners, or is available in Chromedge's popular one-piece, preformed sink-frames, ready to bolt in place—or can be furnished welded for use with exposed screws. The big Chromedge line offers hundreds of other improved metal trims for better results on every type of installation. See your Chromedge dealer or distributor for the full story.

The **B&T METALS COMPANY**
Columbus 16, Ohio

ROTATING TABLE SAW

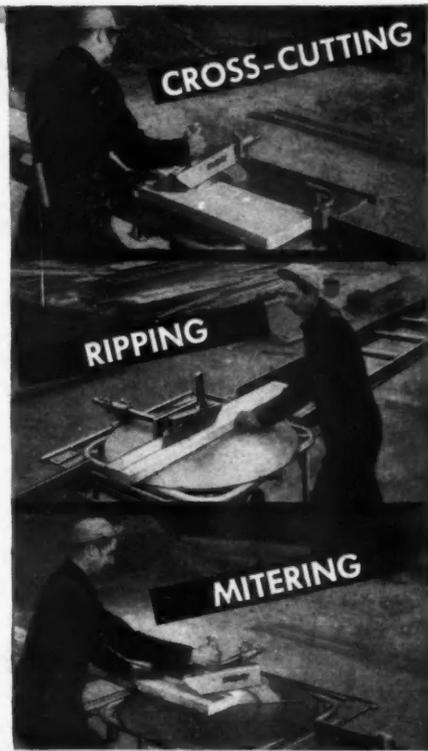
Solves Lumber Cutting Problems

With the table, arbor and power drive combined into a single rotating unit extra handling of lumber is unnecessary. The lumber always glides along in one position on the extension tables and does not have to be shifted for each cutting angle — the unit is rotated, instead of the lumber.

With this saw the five angle cuts of a 20 ft. rafter can be made in less than one minute.

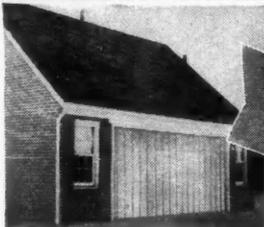
In addition to the rotating design that saves time, labor and money, the Nordberg-Buday saw has the advantage of being truly portable. It is light and rigid in construction — weighs only 340 lbs. — and its gasoline power drive enables it to be operated anywhere. Electric motors are available if desired.

Let your distributor demonstrate this saw for you. Write for Bulletin 132.



NORDBERG-BUDAY PORTABLE POWER SAW

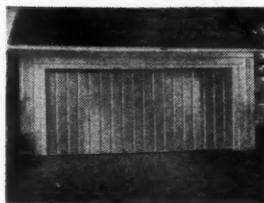
NORDBERG MFG. CO., MILWAUKEE 7, WIS.



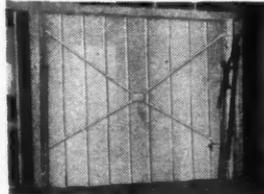
FOR ANY TYPE ROOF



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ALL-STEEL, WELDED CONSTRUCTION

NOW AVAILABLE FOR NATIONAL DISTRIBUTION

Sets a new standard to judge all garage doors by. Arrow-Craft doors have trim beauty that "makes" the garage, backed up by rigid truss construction. The mechanism mounts flush on the jamb for both high and low ceilings making them practical for any type of garage and providing for finger lift operation. Distortion and twisting resulting from wind whip are avoided because they recede into the ceiling where they are protected. Thousands of new and replacement installations prove freedom from service problems and high owner satisfaction.

- ★ Rigid, solid, one piece construction in both single and double doors.
- ★ Compact mechanism—no interference with service door.
- ★ Steel panels resist denting. Furnished primed for painting.
- ★ Available in wide range of standard sizes for single and double.

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We are interested in a distributorship on the Arrow-Craft door. Please forward details.

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WINDOW
TODAY!**

**Offered to Aggressive
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Direct to Home Owners**

A successful Midwestern manufacturer has territories available for dealers to sell on an exclusive basis an aluminum combination storm sash and screen to home owners. Ready for immediate delivery.

This is the most enthusiastically accepted window on the market—and has been praised by home owners and men who know storm windows.

This window has all these good features: Self-storing for both sash and screen. Automatic mechanical weatherstripping. Sill is removable. Operates on two tracks like regular house window for desired amount of ventilation. Sash or screen removable from inside. Many patented advantages.

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Predicts War and Housing Shortage To Affect Architectural Design

FREDERICK A. GODLEY, Professor of Architecture at Yale University, in a broadcast to the nation predicted that the war and the present housing shortage will have a "tremendous influence upon architectural design."

Stating that "we are on the threshold of a rebirth of architecture and art," Mr. Godley declared, "Every new movement in architecture or art has started with simplicity. By throwing out of the window the decadent and ornamental rubbish and the mannerisms of worn out style, we have made our fresh start."

"The necessity for the speediest possible construction has required most careful and efficient planning. Many standard materials were unobtainable so substitute materials had to be found and new, more scientific methods of construction adopted."

"The architect has been forced to experiment, to become more of an investigator. This is bound to have a tremendous influence upon the architecture of tomorrow."

"If an architect is designing a building to last for years he cannot take chances, he must use materials that have been tried, construction methods that have proven satisfactory."

"The war period has shown many things that cannot be in permanent construction, but also some things that can be done. The most valuable lessons have been the necessity for clean, careful planning and for careful choice of equipment for easier and simpler living."

"We have gone through the period of austere barrenness in seeking new forms. Now we are coming to the fullness of real development," Mr. Godley continued.

"We have learned how to plan more efficiently and economically, to use every inch of space. New and better materials have been found and tested such as glass brick, plastics and other synthetic products; old materials have been used in better ways; improved methods of con-

(Continued to page 196)

Universal LEVEL- TRANSIT



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Patented ball-bearing race assures perfect adjustment under severest conditions. Telescope 12" long, 25 power, horizontal circle 4½" with Verniers to 5 minutes. Write today for full information — also free booklet, "How To Lay Out Building Lots."

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KOVEN keeps pace with the latest in housing by supplying the latest in heating...the KOVEN WATERFILM BOILER. Home-owners want its economical, dependable performance...its trim, modern appearance.

A scientific achievement, the patented construction of the KOVEN WATERFILM BOILER is designed to supply quick, uniform heat and an abundance of domestic hot water at all times.

Leading architects and builders specify—the KOVEN WATERFILM BOILER—for low-cost operation and attractive styling.

Made for automatic firing with oil, stoker or gas. Available in several models adapted to small homes, apartment houses or industrial plants. Write for detailed information.



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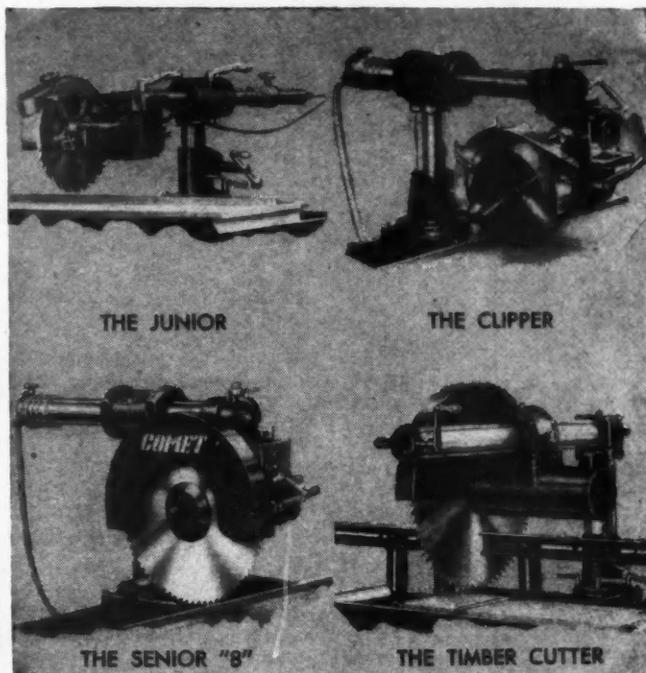
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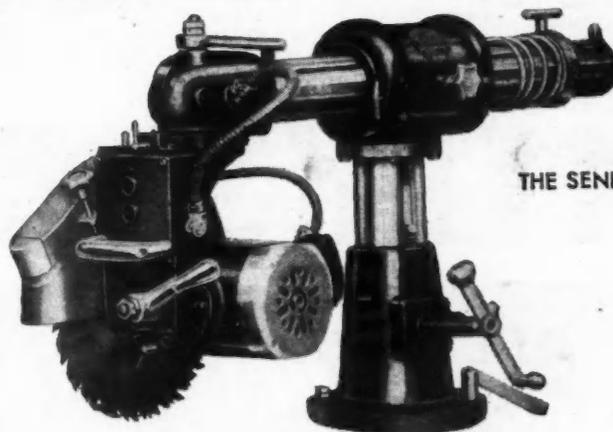


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THE TIMBER CUTTER



THE SENIOR

ALL the COMETS cut like *COMETS*

The blazing speed with which Comets cut is modern legend among builders and lumbermen. But their reputation for hi-speed cutting is backed by other virtues. Accuracy, versatility, ease in handling, sturdy construction, all contribute to make Comets the most highly valued in the radial power saw field. Order from your dealer or write direct.

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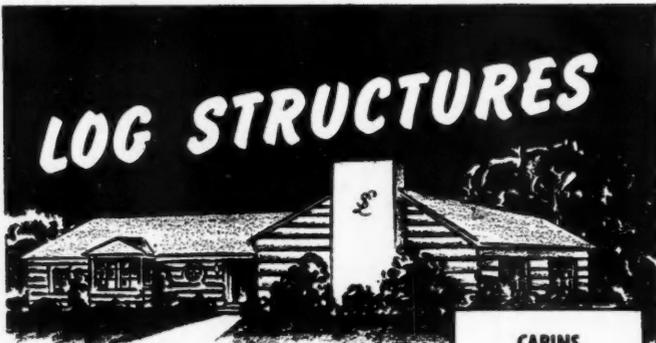


**FOR EXTRA CIRCUITS
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MAIN AND RANGE
SERVICE UNIT**

Available in 60 amp. "Series" and 100 amp. "Parallel" connections.

In planning tomorrow's "dream home" be sure to include ^{FA} Main and Range and branch circuit Service Equipment. Small and compact and easy to install, this new unit is designed specifically to meet the need for adequate service for electric ranges, water heaters and other heavy appliances. See your dealer for complete information or write for Bulletin No. 74.

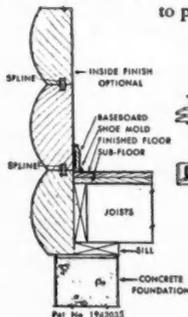
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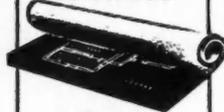
Conventional or rustic interior finish and modern arrangements... adaptable to any floor plan. Solid wood walls provide best insulation against heat and cold. Average home can be completed in 30 days ready to move in! Bark removed and log chemically treated to prevent discoloration and deterioration.



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Available

Some Choice
Exclusive
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Still Available

(Continued from page 194)

struction have been developed and the construction industry has become more mechanized and better organized.

"We are entering a period of great building activity which will present limitless opportunities to the architects," Mr. Godley concluded. "I believe we will see new types of homes which will have greater convenience and comfort, more healthful surroundings and more beauty, too."

* * *

Batt Forecasts Switch from Consumer to Durable Goods

A SWITCH in demand from consumer to durable goods is forecast by William L. Batt, president of SKF Industries, Inc., and wartime vice chairman of the War Production Board, in a statement on economic conditions.

"I do not believe there is any likelihood of a severe depression, such as we had in the 1930's, at any time in the predictable future," Batt asserts. "But we are now facing a critical period of business readjustment.

"There is certain to be a switch in demand from goods that are quickly consumed to the durable goods, such as motor cars and washing machines, that are now reaching the market in good volume. This transition may be smooth or painfully difficult, depending on the combined action of business, labor and government," he declares.

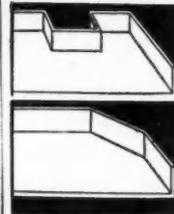
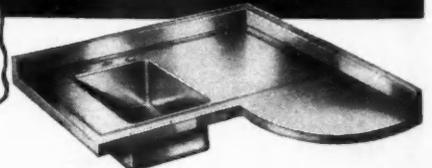
"The business man's contribution to painless readjustment lies in the reduction of prices, but his control over prices is limited by his costs. He does not have a free choice between higher wages and lower prices. The pattern of wages is set either by the unions or by government or by the prevailing rates in his area. If his profits exceed the amount required to maintain a growing business, he can cut prices until profits stand at the necessary minimum. More than that he cannot do. But if he fails to do that much, as many business men obviously have failed, he endangers not only the national

(Continued to page 198)



Stainless Steel

SINKS AND CABINET TOPS



JUST LINE Custom-Fabricated Stainless Steel Sinks and Cabinet Tops have gained prestige that will be maintained. Standard "Package Kitchen" work has never been allowed to interfere with our custom-built business. We take a great deal of pride in the quality of our custom fabrication and the exclusive advantages of...

Radiiluxe

DESIGN AND CONSTRUCTION

Radiiluxe Stainless Steel sinks and cabinet tops give you two important advantages:

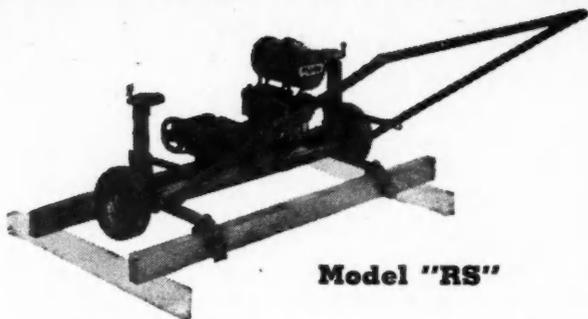
IN-BUILT ANTI-SPLASH RIM ON BOWLS, DOUBLE-PITCH DRAIN-BOARDS with no channels to clean, no grooves to endanger fine glassware.

ALL WELDED, seamless construction polished to a beautiful satin finish... radius corners in bowls... vertically and horizontally... fully sound deaned and many other quality features.

Other JUST LINE products are Cabineteer "Package Unit" Stainless Steel Sinks, Stainless Steel Scullery Sinks, and Galvanized Scullery Sinks that are hot-dip galvanized after fabrication.

Write today for bulletins and details.

Just Manufacturing Co.
4610-20 W. 21st Street, Chicago 50, Illinois



Model "RS"

Eliminate slow, back-breaking work
with

Whiteman RODDING MACHINES

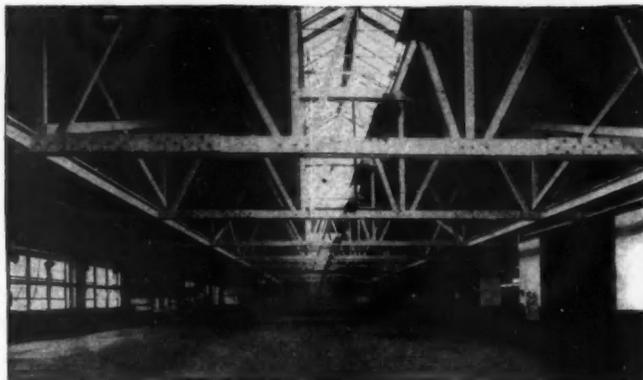
The Lightweight Rodding Machine produces better concrete . . . saves time and money. Rods the slab to a perfect level, compacted . . . ready for floating and finishing. For slabs 3 to 10 feet wide. Also in Model 44, for slabs 10 to 20 feet wide.

Write or wire for details of Rodding Machines and Floating-Finishing Machines.



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There's no need to look for scarce labor . . . or hard-to-get materials. For American has the skilled truss men . . . finest materials . . . and the production capacity to deliver immediately or on the date you are ready for same.



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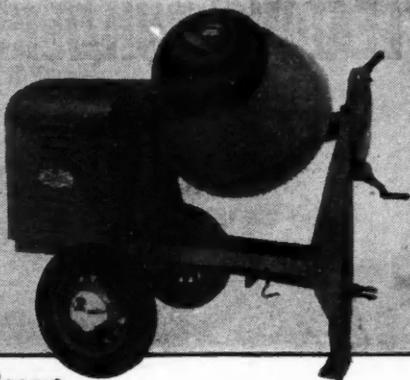
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A Full Half Baggor
AN Improved LOW-PRICED MIXER

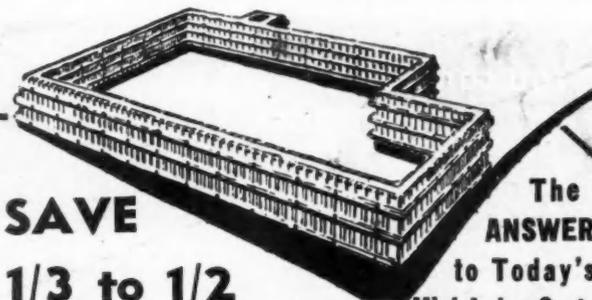
A handy, profitable 3½ cu. ft. machine that will handle all classes of work done by the average contractor. The Improved Eclipse 3½ Mixer embodies all the latest refinements in design and is guaranteed as to materials and workmanship. Engine runs in oil and is controlled by throttling governor to insure constant speed and steady power. The engine is completely enclosed in a steel housing. Main bearings are bronze, readily accessible. Sturdily built and easy to move.

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STEEL Forms—good for re-use indefinitely. Easy to set, strip and move. Go together with wedge clips—only a hammer needed—Any workman can do it. Write to us about your Plans—Ask for layout and comparative cost data in connection with them. Field men available to get you started.

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Touch of Magic

**SELLS KITCHENS
SELLS HOMES**

Builders say an easy, low-cost installation of a modern Vent-A-Hood Kitchen Ventilator works magic in selling kitchens to women—and SELLS HOMES FASTER.

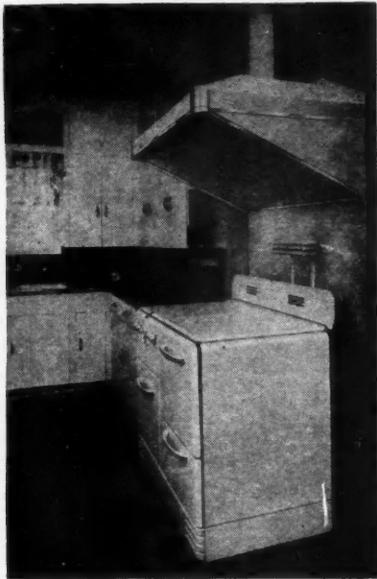
Designed for beauty with glistening white baked enamel finish, all chrome trim, splash panel to protect walls and utility light. Engineered for efficiency with patented centrifugal exhaust unit and grease-trap to remove food odors and greasy vapors. Venting is direct to flue or through simple metal ducts.

Investigate Vent-A-Hood for homes you're building or planning.

Write for descriptive literature, quotations.

VENT-A-HOOD
THE MODERN KITCHEN VENTILATOR

The Vent-A-Hood Co., Plantation Drive-Hines Boulevard, Dallas, Texas



(Continued from page 196)

prosperity but his own long-term position in the market. "This selective adjustment of prices to costs and profits is very different from a general cut in all prices. Any general cut in prices, or even the expectation of a general cut, can reduce the volume of purchases and set in motion the spiral of unemployment, shrinking payrolls and widespread depression. The ideal price policy is to cut where you can and raise where you must. No other policy is justified by the standards of public welfare or private profit.

"The problem of labor's control over wages is similar to the problem of price control. A general pattern of wage increases falls with unequal force on various industries and produces some new maladjustments in prices. Industries having a wage bill of 15 per cent of total costs may be able to deal generously with labor, yet hold prices constant. But an industry where wages are 50 per cent of all costs must often pass a wage increase along to the consumer in the form of increased prices."

* * *

A.I.A. Sponsors Contest for Architectural Students

STUDENTS of architectural colleges are invited to compete in a shopping center modernization contest being sponsored jointly by the New York chapter of the A.I.A. and the Store Modernization Show.

Plans submitted will be exhibited at the show at Grand Central Palace, New York, July 7-12 inclusive and judged there by a committee of the New York chapter of the A.I.A. Prizes of \$500 will be awarded.

The plan for the shopping center must be designed for a city of 50,000 inhabitants and contain ten or twelve stores. Details of the competition as well as registration cards for the show may be obtained from Store Modernization Show, 20 East 55th St., New York 22, N.Y.

Judges appointed by the A.I.A. chapter are Morris Lapidus, chairman, Jose Fernandez, Victor Hugo, Morris Ketchum, Jr., Gordon Lorimer and Thomas H. Creighton, consultant.

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Send me Tamblyn System on 10 day trial. I will pay \$5 per month until \$30 is paid if I keep it. If not, I will return it.

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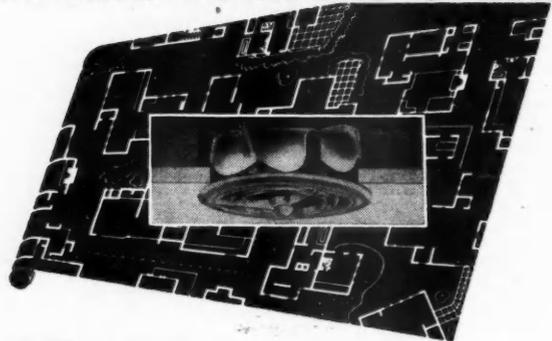
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That's one reason why they're the leaders who set the pace for quality home construction. A sure sign of building leadership is the ability to keep ahead of buyer demand... and today's home buyer wants her kitchen ventilated—free from greasy stains. For correct ventilation, leading builders specify Blo-Fan—installed in the ceiling—directly over the range—where it takes out grease and odors before they spread.

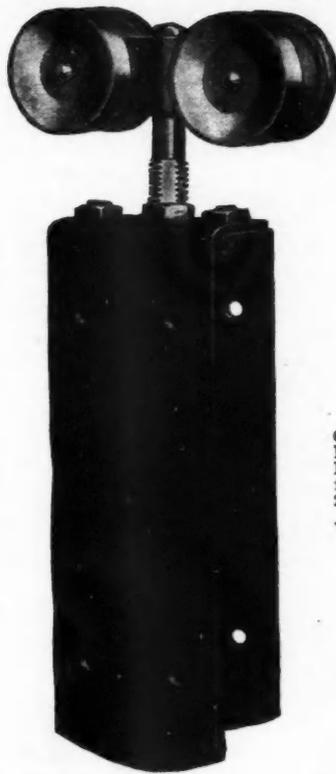
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Specify Blo-Fan, Patented Combination of Fan and Blower. There's a Blo-Fan distributor near you—write for his name and address.

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HANGERS
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Surface Speed
3534 Ft. Per Min.

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Reid-Way Built
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Makes edger unnecessary. Machine sands up to within ½" of baseboard on both sides.

For Complete literature on REID-WAY Sanders, write Dept. AB—Today. Almost Immediate Delivery.

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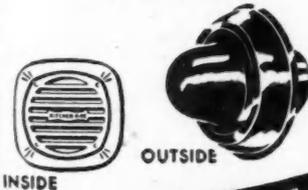
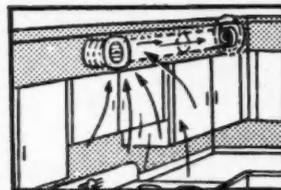
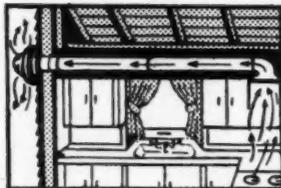
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★ The Kitchen-aire ventilating fan can be installed wherever most suitable—over the cabinets, on inside or outside wall, or in the ceiling.

Well made with highest grade materials, Kitchen-aire's 8¼" aluminum grill is all that shows inside. Fan and motor, housed in weather-resistant aluminum mounted on outside wall. Electric wall switch control.

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THE IDEAL KITCHEN VENTILATING FAN

STEWART MANUFACTURING COMPANY
3209 EAST WASHINGTON STREET • INDIANAPOLIS 1, INDIANA

FASTER • MODERN • STREAMLINED

New SMITH 11-S

Equipped with *Air-Cooled* ENGINE



Also available in 11-S — 4-wheel, and 7-S — 2-wheel, End Discharge Models, with choice of air-cooled or radiator-cooled engine.

Compact, lightweight, trailer mixer. Fast towing with spring-mounted axle, roller bearing wheels and pneumatic tires. Turns out more concrete per day. Lowers mixing costs. Also available with radiator-cooled engine. Write for literature.

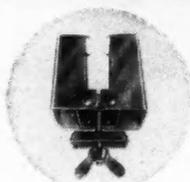
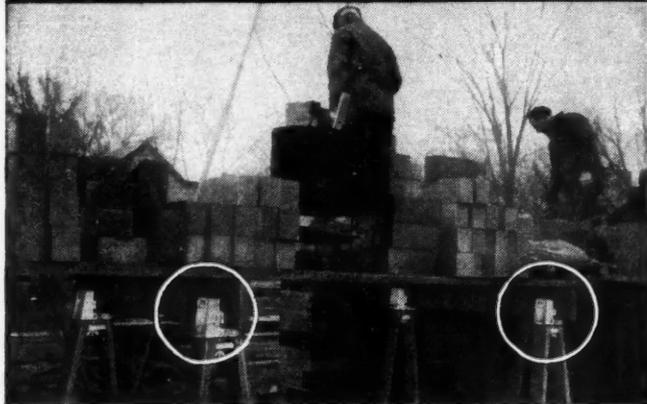


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SAVE LABOR—TIME—LUMBER

Build scaffolds any height quickly and easily right on job, with any 2-inch lumber. Re-use lumber after disassembling scaffolds.

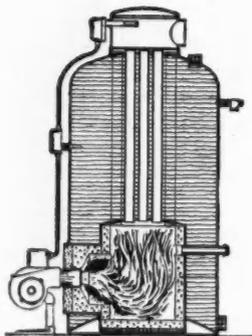
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There's an Aqulux for every hot water need . . . from a 1000-room hotel to a 5-room home . . . all built to the standards that have made Johnson Oil Burners famous since 1903.

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Thompson to Head Mortgage Bankers

JOHN C. THOMPSON, Newark, N. J., president of the New Jersey Realty Company, has been nominated as the next president of the Mortgage Bankers Association of America to succeed Guy T. O. Hollyday of Baltimore, according to an announcement by R. O. Deming, Jr., Oswego, Kans., chairman of the group's nominating committee. Aksel Nielsen, executive vice president of The Title Guaranty Company of Denver, was nominated for vice president.



JOHN C. THOMPSON

Since the inception of the Association, nomination has been tantamount to election, which will be at the organization's 34th annual convention in Cleveland, Oct. 2, 3, and 4. A graduate of New York University, Mr. Thompson was former president of New Jersey Title Association and was the first president of the New Jersey Mortgage Bankers Association, which he was instrumental in organizing. He is a trustee of the Newark Museum and of the Hospital Service Plan of New Jersey and a director of the Lincoln National Bank of Newark.

He has served on a long list of Association committees including finance, membership, executive, clinic and conference, and was Association vice president this year. He has been active in the education work of the Association which included two conferences for senior mortgage executives at New York University in 1946 and 1947.

Mr. Nielsen also has served on many Association committees and was first elected to office in the organization in 1942 when he became a regional vice president. His company is the oldest title company in Colorado.

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IN THE NEIGHBORHOOD . . .

Westinghouse
Poweraire
Home
Ventilator



A clean, attractive, well-ventilated home is easier to sell. Alert builders are including the Westinghouse *Poweraire* Home Ventilator in their building and remodeling plans. This new Westinghouse Ventilator Fan will completely change the air in an average kitchen every TWO

MINUTES. Attractively designed, easily cleaned, powerful, it has an insulated outside door which resists heat leakage when Fan is not operating.

The Westinghouse Supplier in your locality will demonstrate its many other plus advantages. Contact him today.

Westinghouse *Long-Life* FANS

WESTINGHOUSE ELECTRIC CORPORATION
ELECTRIC APPLIANCE DIVISION • SPRINGFIELD 2, MASS.

Thanks **JOBBER AND DEALERS**

... for the swell job you are doing

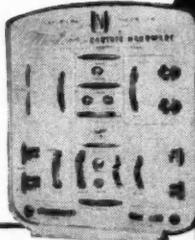
Yes, you have done a fine job. Thousands of dealers everywhere have been very patient waiting for delivery of this profitable Cabinet Hardware line, and found their waiting was worth it!

The National Lock Company line is backed by an extensive promotion campaign to help you sell this profit-packed hardware. Write us today — take advantage of this booming sales opportunity.

Our handsome counter display boards help keep selling costs down for dealers from coast-to-coast. Better get yours now!

THE DE LUXE LINE

No. 140 Display Board



NATIONAL LOCK COMPANY
Cabinet Hardware Division
ROCKFORD ILLINOIS

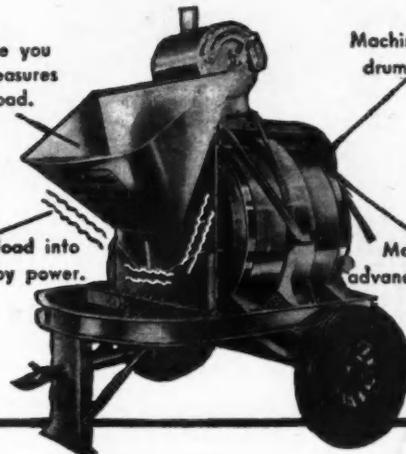
Mix up to 50 yards a day with JAEGER 3 1/2 "AUTO LOADER"

Loads while you mix and measures as you load.

Machined steel drum tracks.

SHAKES load into the drum by power.

Many other advanced features.



Automatic Shaker-Batcher loads QUICK-AS-A-FLASH

Loads and measures while you mix, then shakes material into drum by power. Fast as a power loader. Mixes more batches a day. Ask today for our latest Catalog M-5.

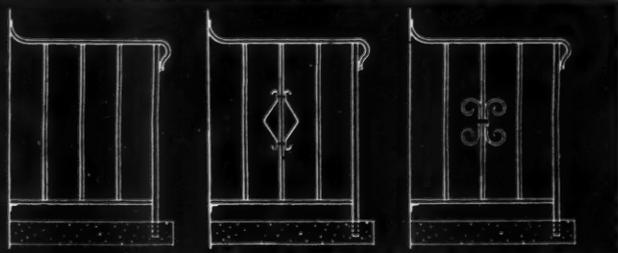


3 1/2 Tilter; Non-Tilt up to 56S size

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Logan STOK-RAILS



Immediate PROFIT-MAKER

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You get *guaranteed air circulation* when you install aluminum grilles. Dampness that breeds termites is eliminated and you insure your building against other forms of vermin that lodge in unprotected apertures. Used by Builders, Decorators, Air Conditioning and Heating Contractors to solve 101 Problems of inside and outside ventilation, closure, etc. Standard and special sizes and shapes. Dealers write for new low prices and discounts and a supply of descriptive folders for mailing to your customers.

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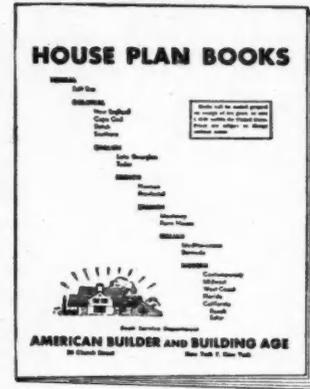
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If you have some good prospects who are looking for a house that will fit their particular

needs and pocket-books, you can help them find what they want by showing it to them in a plan book. Our 12-page booklet of House Plan Books, which is free on request, describes some 25 books and 150 booklets. Pick out a dozen or so of these idea books and have them handy to show to prospects who are still in the idea stage.

It will save you a lot of time trying to make rough sketches and will help the prospect crystallize his ideas and come to a decision. Any booklet you do not find satisfactory may be returned for refund.

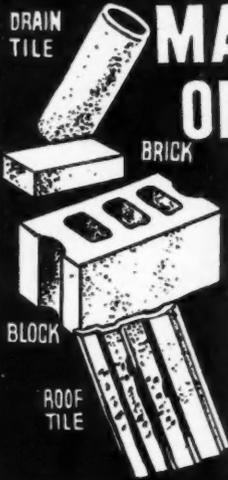


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IDEAL FOR OUTDOOR FIREPLACE

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Grill-Craft Unit & Portable Cabinet packed in separate cartons ready for delivery to your customers. DEALERS and DISTRIBUTORS send for Descriptive Folder and Price List.

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ROCHESTER SPIRAL SASH BALANCE

**CONCEALED!
NO MORTISING!
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**PLAN Your WINDOWS to LAST
The LIFE of the HOUSE!**

Now you can have trouble-free windows . . . without weights, ropes, or pulleys. With Rochester Spiral Sash Balances, you eliminate unsightly and noisy cords, chains and tubes. Nothing to interfere with Painting. No mortises or other cut outs are necessary . . . no stop blocks . . . requires no adjusting. Pre-tensioned at factory.

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OPENING FOR AIR
RAFFLE
SCREEN
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LESLIE Louvers for every type roof or wall provide ventilation against summer heat and winter condensation. More advanced design, easier installation and exclusive features which avoid leaks and increase efficiency are found in LESLIE Louvers. Roof (Universal) Type Louvers have improved baffle angle which permits condensation to drain off; deeper baffle to create air pocket and separate driven rain from air stream. Addition of a drip cap prevents water from running under the shingles. LESLIE Vertical Wall Louvers are available in Flush Flange Type—4 sizes.

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LESLIE WELDING CO.
2937 W. Carroll Ave. Chicago, Ill.

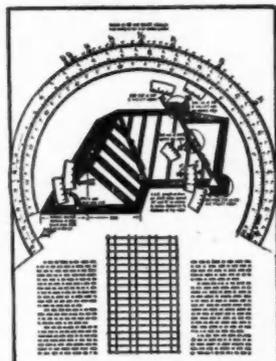


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80,000 ACTIVE
Building Professionals
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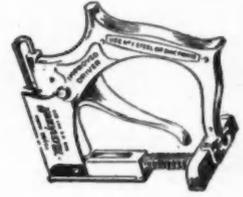
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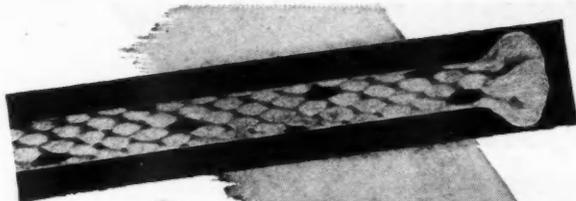
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The multiple advantages of coiling upward action have won industry-wide preference for Kinnear Rolling Doors in plants of all sizes and types, old or new. By coiling above the lintel, Kinnear Rolling Doors save usable space . . . open out of reach of damage . . . clear the entire doorway! Kinnear's interlocking-steel-slat curtain gives extra protection against fire, intrusion, accidental damage, and the elements. Kinnear Motor Operators and remote control stations may be added. Built in any size, for old or new construction. Write!

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SPOT SASH CORD WITH WEIGHTS AND PULLEYS

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The Colored Spots are our Trade Mark, Reg. U.S. Pat. Off.

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Precision made for longer life and better results. • All working parts accurately machined.

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Project Manager for large and extensive building construction program. Concrete and frame structures, all utilities. Two to three year operation at one location. Low living cost. Salary commensurate with ability. Excellent opportunity for long range employment.

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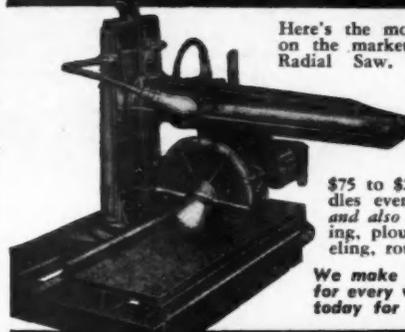
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Send full information first reply, all experience, salaries, education, age and references.

All replies confidential.

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SOLVAY CALCIUM CHLORIDE

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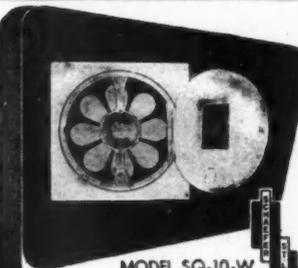
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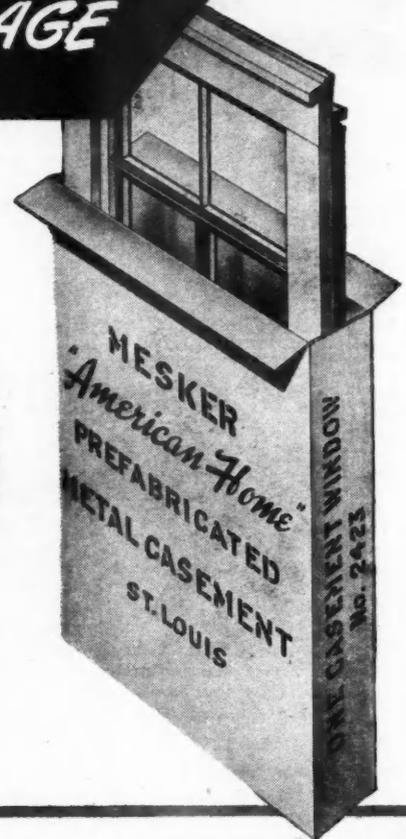
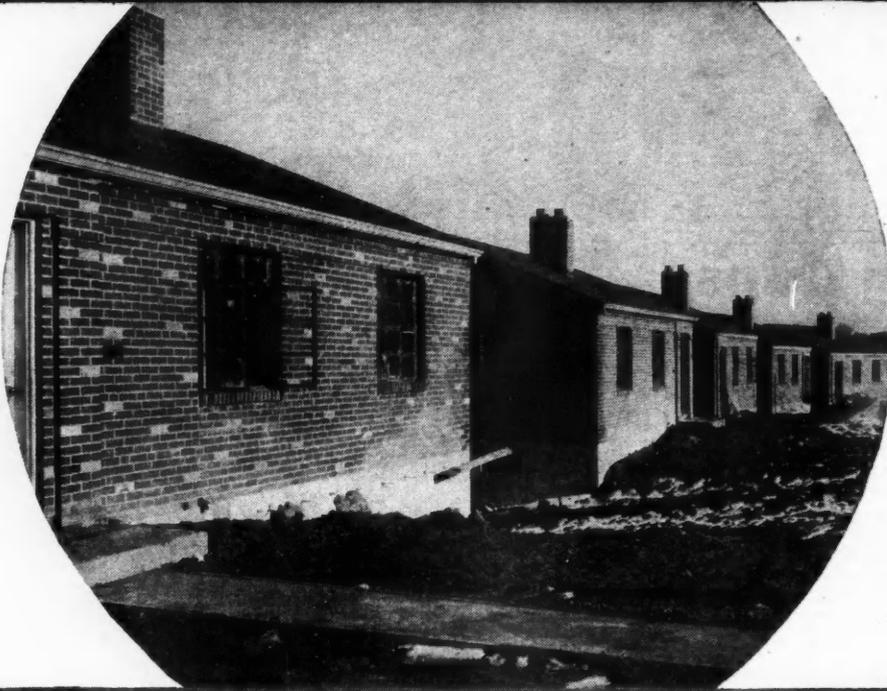
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Prefabricated Complete with Wood Surround and Outside Trim

- More exclusive features than any other window on the market.
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- Permanently weather-tight, cannot swell, shrink, warp, rattle or stick. Keeps heat in and weather out.
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- Rotary operator opens and closes with a twist of the wrist.
- Locks top and bottom automatically when closed.
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- Quickly, cheaply, installed in frame, brick-veneer or brick construction.

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Your profits are bigger when you build with "American Home" Metal Casements . . . for TWO reasons: 1. These wonder windows actually cost LESS, installed, than any other type window on the market today. 2. Coming to you in *factory-packed cartons*, they are fully protected from incidental

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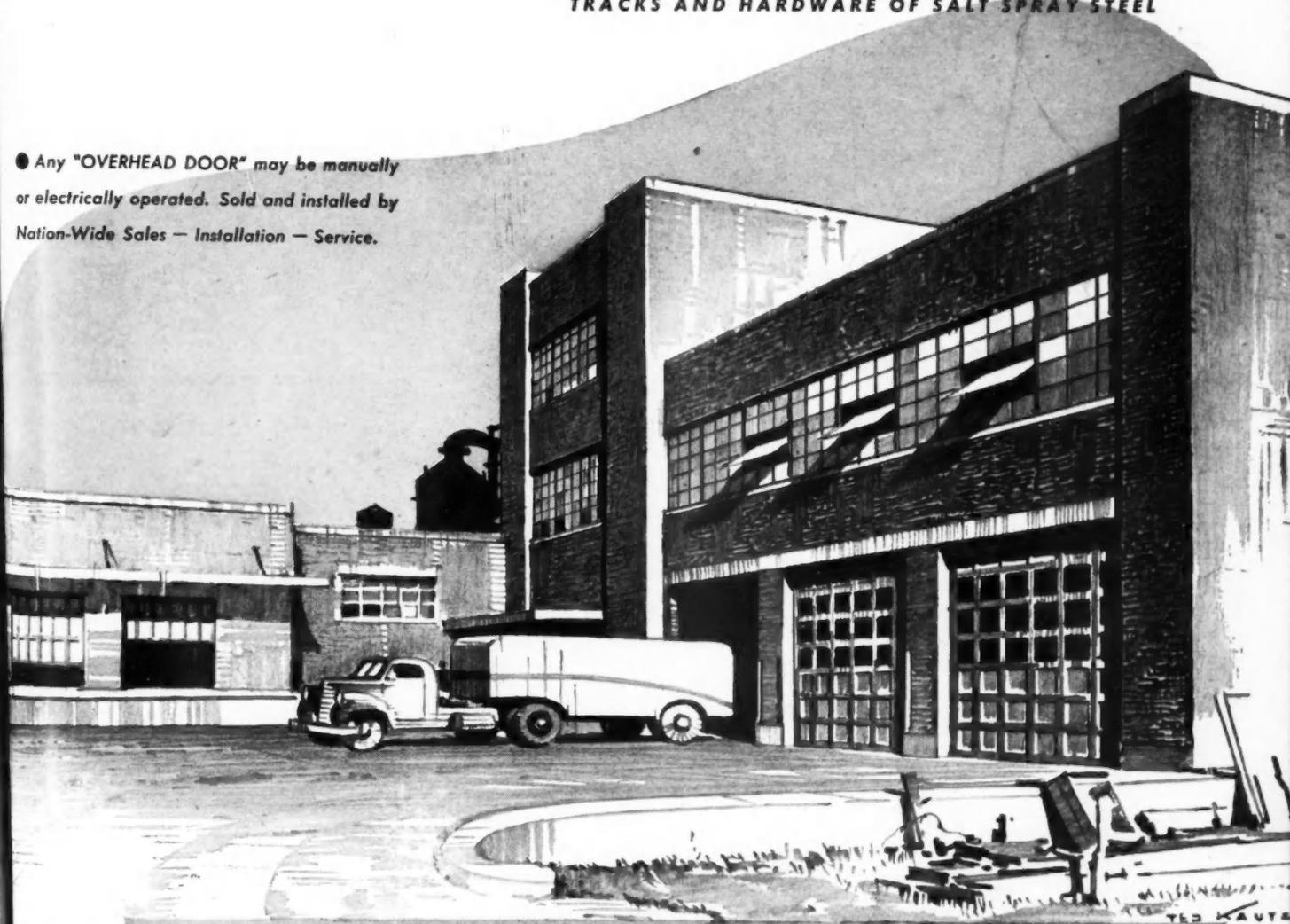
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*Completely
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SERVICE

● Fast operating, built from quality materials and expertly engineered, The "OVERHEAD DOOR" with the Miracle Wedge is ideal in multiple installations. Where traffic problems may occur its speed and dependability are invaluable. Weathertight, tamper-proof construction insures smooth performance in all seasons, year in and year out. For completely adequate service, specify The "OVERHEAD DOOR" for all commercial, residential, and industrial structures.

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● Any "OVERHEAD DOOR" may be manually or electrically operated. Sold and installed by Nation-Wide Sales — Installation — Service.



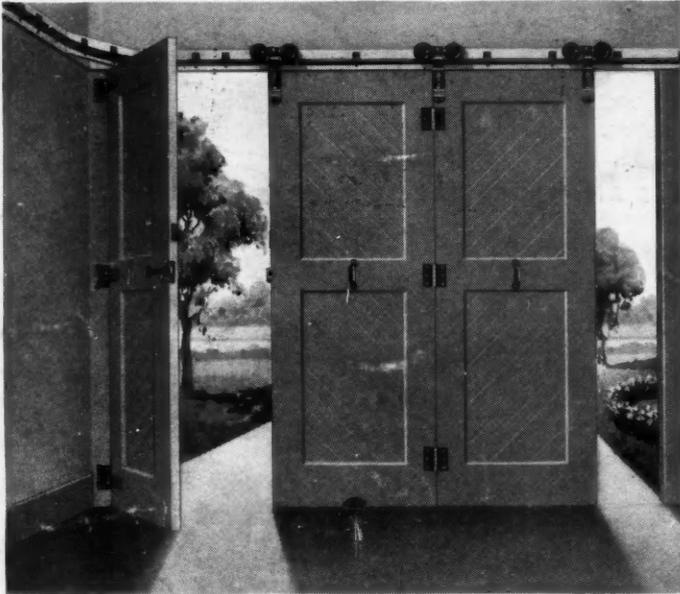
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#803 and #805 flat track garage hardware sets



#803

NATIONAL No. 803 and No. 805 flat track garage door sets provide convenient access to garage as one door is hung so it will open without disturbing the other two. Hangers are adjustable in case of swelling or raising of cement floor. Also prevents sagging doors. Weathertight—snow and ice cannot interfere with opening and closing. All hardware is hung on inside of building and protected from the weather.

National No. 803 garage door set opens as shown in the illustration above. Regularly furnished for an 8-foot opening with 8 feet of Braced Rail for over the door opening, 6 feet for along the side wall and a 27-inch radius curve for turning the corner.

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See your National Dealer

NATIONAL MANUFACTURING CO.
Sterling, Ill.

